

Creativity and Innovation as an Employer Brand Value in Tourism and Hospitality

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Abstract

Employer branding is a key developmental area for companies in the tourism and hospitality industries. This paper aims to contribute to existing literature on employer branding by assessing how current employees in the tourism and hospitality sector perceive their employers with regard to creativity, particularly in comparison to other dimensions of employer attractiveness. Results from a mixed-methods study suggest that the possibility to be creative and innovative at work is an important driver for employees and could be used to manage the employer brand. This emerged as the most important factor for employees' intention to stay with their current employer, and influenced the intention to recommend the employing company. Moreover, in an industry often associated with low wages, the economic value in terms of total compensation is important both for employees' intentions to stay with their employer and for their likelihood to recommend the company as a place to work.

Keywords: *employer branding; employer attractiveness; creativity*

Track: Tourism Marketing