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DAFTAR ISI

PENEMUAN HUKUM DALAM ANTINOMI HUKUM PENGADAAN TANAH
(Studi Kritis terhadap Pengadaan Tanah Melalui INPRES No. 1/2016)
Ramlani Lina Sinaulan ................................................. 481

UPAYA PENINGKATAN PRESTASI BELAJAR SISWA DENGAN MENGGUNAKAN
MEDIA AUDIO-VISUAL PADA PELAJARAN IPS DI KELAS X SMA NEGERI 1
POPAYATO KABUPATEN POHUWATO
Aminah B. Mantu ..................................................... 497

UPAYA MENINGKATKAN DISIPLIN GURU DALAM KEHADIRAN MENGAJAR
DI KELAS MELALUI PENERAPAN REWARD AND PUNISHMENT DI SDN 08
RANDANGAN KEC. RANDANGAN KABUPATEN POHUWATO
Nurhayati Moncarfa .................................................. 517

MENINGKATKAN HASIL BELAJAR PKN DI KELAS VI MELALUI MODEL
COOPERATIVE LEARNING TIPE TEAM GAME TURNOMENT (TGT) DENGAN MEDIA
KARTU TAHUN PELAJARAN 2015/2016
Djarunah Ahmad ..................................................... 537

UPAYA MENINGKATKAN KEMAMPUAN GURU DALAM MEMANFAATKAN
LINGKUNGAN SEKOLAH SEBAGAI SUMBER BELAJAR MELALUI DISKUSI
KELOMPOK KERJA GURU (KKG)
DI SDN 06 PATILANGGIO KEC. PATILANGGIO KAB. POHUWATO
Heyun S. Pipil ......................................................... 555

MENINGKATKAN HASIL BELAJAR SISWA KELAS VII
MELALUI METODE OBSERVASI YANG DIVARIASIKAN DENGAN LKS
WORD SQUARE PADA MATERI KLASIFIKASI HEWAN
DI SMP NEGERI 3 SUWAWA
Maria T. Aini ......................................................... 569

MENINGKATKAN PEMAHAMAN PESERTA DIDIK DALAM PEMBELAJARAN TEKS
DAN CERITA ANAK DENGAN MELAKUKAN METODE DISKUSI DALAM KEGIATAN
PEMBELAJARAN BAHASA INDONESIA KELAS VI SDN 09 PAGUAT KEC. PAGUAT
KABUPATEN POHUWATO TAHUN PELAJARAN 2016/2017
Sulaiman Djialani .................................................. 583

IMPLEMENTASI MANAJEMEN “RE” UNTUK MENGURANGI JAM KOSONG,
KETERLAMBATAN GURU DATANG DI SEKOLAH, DAN KETERLAMBATAN
GURU MASUK KELAS DI SDN 02 DUHIAADA KECAMATAN DUHIAADA
KABUPATEN POHUWATO SEMESTER 1
TAHUN PELAJARAN 2016/2017
Satria Hasan Jafar ................................................. 593

MOBILITY OF THE NEW CLASS IN THE TOURISM INDUSTRY
Bambang Suharto .................................................. 607

UPAYA PENINGKATAN KUALITAS PEMBELAJARAN DAN AKTIFITAS SISWA
DALAM PEMBELAJARAN Pkn DENGAN MENGGUNAKAN PENDEKATAN
CONTEXTUAL TEACHING AND LEARNING
DI SMK NEGERI 1 MARISA
Kamal A. Saleh ..................................................... 615
MOBILITY OF THE NEW CLASS IN THE TOURISM INDUSTRY

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Abstract
The study focuses on empirically addressing the disputes among the
researchers over the source of injustice in the tourism industry by the class
structure. First, related to the theory of postindustry which suggests that
class should be more human. The second, related to Marx theory that class
should be more orderly and degraded. This study uses the concurrent
triangulation mixed method. The analysis of the interclass relationship shows
a strengthening class i.e. the professional class (54.5%) with the higher
bargaining power against the capital class (1.5%) and the proletariat class
(44%). This condition reinforces the post-industrial theory which shows that
the open system, technological advances, and specification facilitate the
mastery of expertise towards a higher level of professionalism based on the
border-cross prototype career and not a consistent proletarian process. This
study estimates that the transformation of the proletariat class into the new
class structures is increasingly stronger, in line with the growing tendency of
the professional class towards a dual position as the workers and
professionals-capitalists ranging from the small to the big scale.

Keywords: class, mobility, tourism industry

I
INTRODUCTION
Recently, the articles on the
work class structure (for example,
and the repeated disputes over the
relationship among classes in the
tourism industry have significantly drawn
the public interests and reviews in
various scientific articles (see, Marx,
2006; Goldthorpe, 2000; Magnus-
Suseno, 1999; Guy and Allen, 1975;
Friedman, 1974). The study on the
emerging new classes to the welfare
issues, however, is inadequate in
number.

In fact, a new class energizes
an individual to be more active, not
simply as having the equal opportunity;
everyone can get into any classes. By
the reason, everyone might strive to
climb up to the higher class for better
welfare and not to be alienated. Nearly
all sectors, government agencies, and
the world institutions build the political
commitment to improving the welfare of
allegedly alienated class. In this, a
series of reviews, discussions,
seminars, conferences, and workshops
have been conducted like the ILO's
annual conference 2009 in Bali.

As explained previously, many
have written reviews on the class
structure in the tourism industry such as
Wright and Martin (1987), Wright and
Singelmann (1982), Farmer (1966), and
Friedman (1974). The reviews, however,
focus more on dichotomy of two
antagonistic classes i.e. the proletariat
and the capitalist class. Unlike the
previous studies, this one examined the
possibility of the newly emerging classes
particularly interclass analysis with the
introduced harmony and then developed
by Anker (2002), so as to build
prosperity to all classes. The term ‘class'
refers to a group of workers in various
business types in the tourism industry
based on the equal properties (Rose
and Karen, 1997). To this extent, the
definition of class analysis was chosen
as it explores the class categories (Rose
and Karen, 1997) and has significance
for the new classes to bear (Korpi,
1983), and is empirically tested (Anker,
2002).

In particular, this study aims to
analyze the class structure within the
work structure of various business types in the tourism industry in Kedonganan-Jimbaran Bali. Finally, this study is expected to encourage the alienated class to climb up and provide the direct input the policy holder to provide access to them.

**METHODOLOGY**

The class structure is perceived in a structure of work in various business types in the tourism industry in Kedonganan-Jimbaran Bali with the use of concurrent triangulation research method as follows: the in-depth interviews were done to 10 informants with the snowball sampling technique, whereas the field observations were carried out in different tourism business purposively selected at the same time. Meanwhile, the questionnaire-assisted survey was conducted to 789 respondents as the samples of workers drawn at random sampling of 6,641 workers in 528 tourism businesses (see Table 1. The Distribution of Respondents by the Types of Business in the Tourism Industry).

<table>
<thead>
<tr>
<th>No</th>
<th>Types of Business in the Tourism Industry</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tourist Destination Area (DTW)</td>
<td>4</td>
<td>0.5</td>
</tr>
<tr>
<td>2</td>
<td>Tour and Travel Business (BPW)</td>
<td>5</td>
<td>0.6</td>
</tr>
<tr>
<td>3</td>
<td>Accommodation</td>
<td>210</td>
<td>26.6</td>
</tr>
<tr>
<td>4</td>
<td>Culinary</td>
<td>295</td>
<td>37.4</td>
</tr>
<tr>
<td>5</td>
<td>Souvenir</td>
<td>216</td>
<td>27.4</td>
</tr>
<tr>
<td>6</td>
<td>Spa</td>
<td>46</td>
<td>5.9</td>
</tr>
<tr>
<td>7</td>
<td>Tourism consultant</td>
<td>1</td>
<td>0.1</td>
</tr>
<tr>
<td>8</td>
<td>Meeting, Incentive, Conference, and Exhibition (MICE)</td>
<td>9</td>
<td>1.1</td>
</tr>
<tr>
<td>9</td>
<td>Village-owned Tourism Enterprises (BUPMD)</td>
<td>3</td>
<td>0.4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>789</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: primary data 2016

Of 9 types of businesses in the tourism industry, the respondents fall into the various types of tourism businesses, among others, are as follows: 37.4%, 27.4%, and 26.6% for culinary, souvenirs and accommodation respectively. This suggests that the three types of business become the most dominant business compared to the types of peripheral tourism business such as spa at 5.9%, meetings and shows organization at 1.1%, tour and travel at 0.6%, natural landscape beauty at 0.5%, the village-owned tourism enterprises at 0.4%, and tourism consultant at 0.1%. The variations of the main and the peripheral types of business contribute to realize the real work in the tourism industry.

The structure of employment in the tourism industry is explained by the characteristics of the organizational structure and the working class structure. The organizational structure, which affects the class structure, falls into two characteristics i.e. the closed and open one (Observation, 2016). The effect is indicated by the correlation between the closed or open
openness given the changes in technology, continuously developing position, accelerated accumulation and circulation of capital. Various types of the small, medium to large scale enterprises grow to the open one with the varied level of complexity and specialization.

Some business, however, remain closed and concentrated in the structure, but they exist as the peripheral or semi-autonomous business. Notably, the business apparently moves to the synchrony of work with the open organizational structure (Observation, 2016).

The main business and the peripheral one are symbiotically intertwined and contribute to create the working class in the tourism industry which can be microscopically (specific) and macroscopically (general) viewed. Inevitably, the microscopic and

Five-Year Plan (1969-1974), set in 1974, and gradually grew impressively in the first half of the 1980s, (Picard, 2006). During its development, the industry grew up well in the second half of the 1990s, and experienced a slight decrease at the end of the 21st century (2000s era) due to, among others, security issues in Indonesia by terrorism acts and bombings within 2000-2005; H5N1 avian flu outbreak in mid 2005; natural disasters including tsunamis, volcanic eruptions, floods, and landslides.

When the business grows bigger, and the network is broader with more open organizational structure, the type of human resources for the positions is increasingly more complex. On the contrary, the smaller business will lead to less specialization of human resources needed. The specialization, however, does not suggest alienation but an integration of workers into the company vision and the workers deserve equal opportunity for career and achievement. In this, the workers' loyalty is not only dedicated to the boss or leader, but to the work accomplishments in achieving the company's vision. The career movement of workers within the organizational structure from one position to another, one business type to another, one industry to another and one country to another or across borders is known as the protean career in which the workers seek a series of experience in improving the skills and expertise for professionalism. This suggests that the workers, not the company set the career advancement (Observation, 2016).

The culinary, accommodations, and souvenirs business proved to fit the natural landscape with beaches and hills. Therefore, the three types of businesses seem to dominate compared to the others dubbed as the peripheral business. It supports not compete against the main business in terms of capital circulation and accumulation. It also gives important benefit towards the tourism industry with its mutual counter support with the main or peripheral business (Observation and mapping, 2016).
macroscopic structure, position and rank issues, as well as capital ownership and non ownership are the determinant factors to realizing the working class structure. Nevertheless, the factors are not the sole determinant factors. The detailed observation (2016) during this study showed that other subsequent factors significantly affect the realized structure of the working class. Such factors, among others, are the domination and control over the workers; the workers' expertise and professionalism; and entrepreneurial capabilities, all of which are reflected in every commodity production process in 9 types of business in the tourism industry. The interviews with key informants in this study help describe the facts.

"...Nowadays the hotels or tourism enterprises need a lot of new positions. Many professionals sit on the positions with high turnovers. They perhaps seek for high salaries, peace, comfort, or career. I have also heard that quite many employees felt uncomfortable and then resigned because of the massive interference by the owner. At present, everything is possible. As noted, in Kedonganan-Jimbaran, many people become new bosses with businesses like hotels, cafes, and restaurants after they gained enough experience during their previous jobs in the tourism industry in a variety of jobs in the tourism industry several types of businesses previously..... that's it, many workers come in and come out with their different reasons, "(Informant, Farida, the employee at the Keraton Jimbaran Bali, July 2016).

"...That's it Sir ... many workers have indeed done dynamic move nowadays. Career in the tourism industry has shifted considerably. The work structure also changes a lot. Seems to be the common demand, Sir. The hotels, restaurants or cafes in Kedonganan-Jimbaran must recruit new professionals to stay strong in the competition. That's why, the job switching from one hotel to the others is a common practice around here. To my mind, it's just fine. Even when fired from a hotel the workers will just take it for granted. They could easily move to another hotel. Some of them even have better career despite being fired. They then worked in the cruise ships, then moved to several countries. One of them becomes the Food & Beverage Director in Jimbaran Intercontinental Hotel. Some switched because of their good and professionalism. As heard, some worked moved to several companies in Australia, China, Saudi Arabia, Dubai, England, France, Switzerland, or the United States, by their professionalism. "... everything is a complete transparent, Sir. It's simply because the work in the tourism industry is increasingly more complex and demands a lot of professional workers."

("Informant, Wayan Arcane, the Human Resource officer at Four Seasons Hotel, July 2016.

As noted, when a worker wants to resign he/she shall send notice at least 1 month in advance to give the company enough time for a replacement to ensure a smooth job overhandling, and certificate of work experience for workers (Four Seasons Jimbaran, 2016). It suggests that the industry also finds it hard to release workers as it is time consuming and costly for training the new ones to the company's corporate culture, history, duties, and functions as well a team adjustment. A new trainings shall be done amidst the hectic company operation the excellent service.
The informant’s experience suggests that the working class structure has been very complex and diverse; allowing the professionals to switch jobs across the border. This fact indicates the protean career in the tourism industry, which refers to the changes in career by the professionalism needs of workers, along with changes in the functions of the position due to the needs and progress of technology at the workplace (Noe et al., 2000).

This represents the biggest challenge for the workers in the tourism industry workers today i.e. high turnover tendency for career development, recognition, higher and better position. On the other hand, this phenomenon is also driven by the needs for professionalism in the tourism industry and the workers themselves. The advances in technology and tourists’ behavior encourage the tourism industry to develop innovative office functions along with the professional workers. Thus, human resource turnover is a common practice. As the informants elaborated, the turnover is not only in Bali but also across the country.

This condition illustrates that the microscopic and macroscopic structure of the working class is increasingly more complex, open, and unable to get determined solely into the two major classes i.e. the capital owner (capitalists) and the proletariat (workers).

The turnover pattern suggests that the existing working class structure is unable for classification into the two major groups i.e. the capital owners and the workers. Therefore, the professional class exists in between as the new variation. This variation exists not only by the openness of the tourism industry towards the high turnover but also by its flexibility towards various investments, capital accumulation, and changes in technology. As table 2 describes, the overview of the work structure in the tourism industry in Kedonganan-Jimbaran reinforces such empirical insights.

42 The workforce in the future will be more diverse and include people with more varied family, women, and new immigrants with special skills (Usman, 2009). The special needs refer to some travel agencies or hotels which should employ expatriates not for transferring knowledge and expertise to the local workers as the local workers to extent have better ability. The expatriates come from the local workers in with at least 10 years of experience. The expatriates coming from the local workers in Japan’s experience helps to export the Japanese market because they are more advanced, easier to communicate, understand their culture better, and know the best strategies for capturing the segment. Other expatriates from Italy, Greece, and Taiwan also do similar works (observation, July 2016).

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44 Capital refers to the money invested to produce more money instead of consumption. The capitalists are dubbed as the bourgeoisie with capitalism as the spirit. It refers to the economic system in which capital owners produce commodities for profit.

45 The proletariat refers to the workers who sell their labor for an exchange.

46 In the area of Jimbaran-Kedonganan, 3 types of the working class exist i.e. the capital owners, professionals, and the proletariat with their equal relations. There is no single dependency prevailed, but choosens their potentials. Not applying the pattern of equality, they will be left by both internal and external customers. Customer is defined as a person who needs assistance. In tourism industry, they must be well prepared to provide assistance to both internal and external customers e.g. mutually helping the internal customers or among the workers, workers with managers, or workers to the capital owners and mutually helping the external customers with suppliers, managers with relations, etc. (Observation and mapping, 2016).
### Table 2: Work Structure in Tourism Industry in Kedonganan-Jimbaran

<table>
<thead>
<tr>
<th>Organizational Structure</th>
<th>The Working Class Structure</th>
<th>Investor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td>DTW: Head, Div. Head and Employee</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>UPW: Manager (Owner), Employee</td>
<td>4.6</td>
</tr>
<tr>
<td></td>
<td>Accommodation: Owner, Commissioner, Director, Manager, Supervisor, Worker</td>
<td>14.5</td>
</tr>
<tr>
<td></td>
<td>Culinary: Boss (Owner), Manager, Supervisor, Worker</td>
<td></td>
</tr>
<tr>
<td>Closed</td>
<td>Souvenir: Boss (Owner), Manager, Supervisor, Worker</td>
<td>35.4</td>
</tr>
<tr>
<td></td>
<td>Spa Boss (Owner), Worker</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consultant: Manager (Owner), Supervisor, Worker</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MICE: Manager (Owner), Worker</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BUPMD: Head, Div. Head and Employee</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong> (N=789)</td>
<td></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data, 2016

Details: DTW (Daerah Tujuan Wisata, Tourist Destination); BPW (Bisnis Perjalanan Wisata, Tours and Travels; MICE (Meeting Incentive Conference and Exhibition); BUPMD (Badan Usaha Pariwisata Milik Desa, Village-owned Tourism Enterprises)

As Table 2 shows, if macroscopically classified, the working class structure falls into 3 major classes, i.e. (1) the capital owner, (2) the professional; (3) the proletariat. First, as the high rank worker, the owner invests capital for more benefit or profit in each accumulated production process of commodity. This group only consists of 1.5%, but it controls huge assets by more than 70% of the entire production process accumulated in the research site. Given the capability for asset control, this group has domination and control over all accumulated assets.

The second group refers to the professionals including managers, supervisors, and workers with dual identity. This group is the largest in population on the study site compared to the owners and the proletariat. The professionals occupy 54.5% population with 4.6%, 14.5%, and 35.4%, as the managers, supervisors, and workers with dual identity respectively. The group controls the asset management and has good bargaining power against the capital owners. In line with the duties, both the managers and the supervisors are responsible for incorporating the capital owners and the proletariat to achieve the company's vision. To this extent, their loyalty refers not to the capital owners or directors, but to the work accomplishments. Therefore, job specifications, disputes over the domination and integrated control in the working class structure lead to the achievement of the company's vision.

The position of the managers and supervisors depends on the achieved company profits, not on the
capital owners. They stand on wages\textsuperscript{45} or salaries\textsuperscript{46} like the proletariat that is taken from the company profit, not the personal fund of the owners.

The third group refers to the low-level workers or the proletariat. They labor to exchange for wages or salaries to sustain their family's life with his family. They work in different status such as permanent workers and non permanent ones like interns, non tenure workers, daily-based workers or outsourcing. They compose 44\% of the total working population in 9 types of business in the tourism industry on the research site. They contribute to the production process considerably in achieving the company's accumulated profit. Their wages or salaries with the standard of the regional minimum wage (UMR), however, are smaller than that of the above groups. Nevertheless, they deserve the same rights as the other workers to obtain decent work service facility in every production process.

The overall description of the working class structure indicates that the tourism industry has variedly developed and no longer been classified into two major groups i.e. the capitalist and proletariat, as the previous researchers categorized (see, Marx, 2006; Furaker, 1982). The working class in the tourism industry has been fragmented into the groups of professional workers in terms of capital, skills and expertise self-reliance and entrepreneurship. This professionalism bears a number of dual identities\textsuperscript{47} among the workers in various businesses in the tourism industry. In addition to being the workers, they become the independent entrepreneurs by accumulating their capital into investment in restaurants, boarding houses, cafes, souvenirs, homestays, and guest houses. They managed to mobilize themselves into the peripheral the major entrepreneurs as Table 5.2 presents. As the peripheral entrepreneurs, they grow the same characteristics as accumulating a small scale capital beyond the main production resources of the huge capital owners. They have a different market segment\textsuperscript{48}. The profit is obtained from the surplus value of work yield\textsuperscript{49}.

\textsuperscript{+} (3) The peripheral business obtains benefit from the major businesses, which among others are: (1) when an Executive Chef of the major hotel demonstrates how to cook Balinese cuisine to promote the hotel's products throughout the world, it will indirectly and positively affect Balinese culinary business such as food stalls, cafes, restaurants, etc.; (2) The product image will promote the images of Bali, its industry, and region which positively affects the peripheral business; (3) In 1997-2000, the lead dog was tourism; (4) In 1997-2000, the lead dog was tourism; 2000, the lead dog was tourism; and the lead dog was tourism; the lead dog was tourism; (5) The small entrepreneurs, despite no promotion, with more major hotel's guests stroll around or conducts tour in the tourist destination, the peripheral business will get the positive multiplier effects; (6) The management of peripheral business is inspired by the professional major businesses. The workers' experience in the major hotels encouraged them to start their own business in terms of the business competition; the star hotels give no effects to the non star hotels. If the major hotels take the market at the small hotel's rate, they will likely have problems with the operating cost. If the major hotels sell under the price standard to the tour and travel agency or the marketing network all over the world, they will lose trust and be prone to the blacklisting. Besides, lowering the standard or the attached image will complicate and destroy their own market. The tourism business refers to the image-based business with a standard of high profit-oriented which demands intensive marketing. Unlike the areas outside Bali, the marketing is commonly done by the government and the businesses people just wait and compete for small number of guests especially during the low season. To their mind, the marketing is likely a cost center, not a profit center. As a result, the competitive advantage relies on the low price instead of appreciating the marketers to promote their products. The promotion which only relies on the government will be less efficient and effective and limited in the market coverage and funds (Observation to the marketing comparisons in Bali and Yogakarta, 2016).

\textsuperscript{49}In this context, the process of empowerment prevails through the work experience,
They move and deserve any positions by their willingness and ability. The proletariat climbs up to the professional class, and the professional gear up to the investor class meanwhile the professional investors are willing for the dual status. Likewise, other classes likely move into a dual status. The mobility of both the proletariat and capital owner class into the professional class or otherwise reflects slightly with the intelligence-based class structure which the previous researchers observed (see, Ehmer, 2014; Furaker, 1982; Szelenyi and Martin, 1998). Another finding was the repeated previous class structure based on the perspective of Marx in the manufacturing industry dubbed as the intellectual class (Gouldner, 1980; Kitschelt, 1993). At last, the simultaneous movement of the work structure along with its implications determines the welfare and happiness in each class. To note, this study, however, serves as the encouragement for the future studies on reviewing the welfare of new class associated with the concept of decent work in various types of business in the tourism industry.

CONCLUSION
The above discussion concludes that the working class structure in the tourism industry has been varied and fragmented into the class of proletariat, capital owner and professional, the new one. The classes tend to move to the dual class status, for example, apart from being a Sous Chef at the Four Seasons Jimbaran, this worker also owns the Blue Moon Cafe on Kedonganan beach, which he rents from of the 'banjars' (community centers) in the area. The dynamic movement of this class determines their own welfare and happiness. Thus, it characterizes the class mobility and emerges a new class in the tourism industry.

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