

Restarting tourism, travel and hospitality: The day after ; Book of extended abstracts

Christou, Evangelos (Ed.); Fotiadis, Anestis (Ed.); Alexandris, Kostas (Ed.)

Veröffentlichungsversion / Published Version

Konferenzband / conference proceedings

Empfohlene Zitierung / Suggested Citation:

Christou, E., Fotiadis, A., & Alexandris, K. (Eds.). (2021). *Restarting tourism, travel and hospitality: The day after ; Book of extended abstracts*. Thessaloniki: International Hellenic University, School of Economics & Business. <https://doi.org/10.5281/zenodo.5159065>

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"Restarting tourism, travel and hospitality: The day after"

Book of Extended Abstracts

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ISBN: 978-618-84798-9-0

DOI: 10.5281/zenodo.5159065



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Published by: School of Economics & Business, International Hellenic University. Thessaloniki: Greece, 2021.

DOI: <http://doi.org/10.5281/zenodo.5159065>

ISBN: 978-618-84798-9-0

UDC: 658.8+338.48+339.1+640(05)

Published online: 15 July 2021

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Identifying new opportunities from the pandemic crisis

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PURPOSE

The pandemic crisis has changed economic and social behaviors. Companies are trying to redesign their products in order to identify new segments of the market. So, the research raises the present question: is it possible to react to market dynamics with the same speed, intensity, and frequency as they occur? Aiming to understand this process, the objective of this investigation is to explore best practices developed during the pandemic crisis.

RESEARCH METHODS

The factors related to the identification of new niche markets (OECD, 2018) had to be restructured, Marketing innovation involves design changes (new concepts) and supply changes (regarding distribution, pricing policy, promotion, or communication) of the product (Purchase & Volery, 2020) using techniques to influence the overall results (Cuevas-Vargas *et al.*, 2020). Digital channels can offer different alternatives and add value (Tang *et al.*, 2021). Through marketing innovation, it is possible to transform a crisis momentum into an opportunity.

The case study is a qualitative strategy that allows delving deeper knowledge into the phenomenon, in a real-life context (Stake, 1995; Yin, 1989; 2003). In this sense, it can be used when the objective is to better understand the phenomenon understudied of pandemic context (Kotlar & De Massis, 2013; De Massis & Kotlar, 2014).

The method considered appropriate is qualitative research through individual in-depth interview, oriented by a semi-structured guide with twelve open questions in relation to three theoretical dimensions: Product Concept, Decreased Social Contact and Marketing Innovation. A face-to-face business corporation of event management was identified. An interpretative analysis of the data collected in the interview was developed according to these theoretical dimensions.

The interview was conducted online, via the Zoom platform, on the twenty-eighth of January, two thousand twenty-one, and lasted approximately one hour and fifteen minutes, recorded on video and served as the basis for the transcribed information. Data also were collected by informal interactions,

and analyzed through an interpretative process associated with the categorization according to the variables: Product Concept, Decreased Social Contact, and Marketing Innovation.

RESULTS AND DISCUSSION

The development of the new product concept (D'Attoma & Ieva, 2020) adapted to the new reality of limited social contact, integrating online and hybrid events, result in a business "opportunity" to be explored, even after the pandemic crisis. The findings result point out a few new competencies regarding the digital and virtual environment, as well as the willingness to learn these new skills. The main contribution to the knowledge is identifying optional units or skills to be implemented by higher education institutions regarding tourism courses and similars.

IMPLICATIONS

Integration practice and academic fields seem necessary to meet the challenges of the dynamic market, in order to develop future generations of professionals with suitable skills and competencies. Sharing the best practices contributes to the debate of which competencies are necessary to be developed on students in order to be employed in the following years. This process can be used for teaching and training new generations. Training and flexibility are important to the development of capabilities that support future professionals through learning.

The significance of these results is associated with the size of an unprecedented crisis for the present generations, as well as the difficulty of managing those implications. Then, it is suggested that future research could identify the main competence and measure it. It is important to understand which competencies and skills should be initially developed. Digital channels can offer new concepts and, at the same time, add value. And marketing innovations help to transform a crisis into an opportunity.

KEYWORDS

Marketing Innovation; Dynamic Capabilities; BTrust; Event Management;

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