

ACADEMIC WEEKLY DIGEST

YOUR WEEKLY DIGEST OF KEY RESEARCH FINDINGS



DO TOURISTS STAND BY THE TOURISM INDUSTRY?

The COVID-19 pandemic has caused substantial losses for the tourism and hospitality industry, with many businesses struggling to survive or filing for bankruptcy. The scope and scale of the suffering is unprecedented, as is the degree to which it has entered public discourse.

In an international and interdisciplinary collaboration, [Dr Marion Karl](#) and colleagues try to answer the question of *how does this suffering of a whole industry influence people's attitudes toward that industry?*



DO TOURISTS STAND BY THE TOURISM INDUSTRY? EXAMINING SOLIDARITY DURING AND AFTER A PANDEMIC

Dr Marion Karl

Rarely before has a suffering industry gained this much attention in the media as has the tourism industry during the COVID-19 pandemic. In consequence, tourists are often aware of the difficult situation that the tourism industry has faced or is facing. This context allows for a unique opportunity to study a theoretically and managerially pressing question: As consumers become aware of the struggle of tourism businesses and are able to travel again, will they declare solidarity with the suffering tourism industry?

In contrast to charities, the tourism and hospitality industry is, in its vast majority, a profit-oriented business and consumers largely prioritize their own interests in interactions with such businesses rather than considering the situation of the business.

Do tourists show solidarity with a profit-oriented industry that is intended to generate a return for its stakeholders? The current research sets out to shed light on this question.

The authors develop a reliable and easy-to-apply tourism solidarity scale and assess its role in two consecutive empirical studies. By doing so, the authors are able to empirically demonstrate the importance of tourism solidarity for tourist behaviour, and provide both tourism researchers and practitioners with a conceptual model and measurement tool to assess, quantify and actively manage solidarity toward the tourism industry.

Tourism solidarity is defined as an individual's compassion with and support of an industry, resulting from an observation of suffering.

Kock, F., Assaf, A. G., Tsionas, M., Josiassen, A., & Karl, M. (2023). Do Tourists stand by the Tourism Industry? Examining Solidarity During and After a Pandemic. *Journal of Travel Research*

Link: bit.ly/3NW5Kul