

MAY 2023 | VOLUME 4 ISSUE 15

ACADEMIC WEEKLY DIGEST

YOUR WEEKLY DIGEST OF KEY RESEARCH FINDINGS



CRISIS AS A CATALYST OF INNOVATION FOR SMALL TOURISM ENTERPRISES

Disasters and crises have mostly negative connotations in tourism business and academic cycles. However, despite their damaging nature, disasters and crises can fuel innovation among tourism entrepreneurs.

Dr Filimonau and colleagues from Indonesia explore this topic in the context of an emerging destination.

surrey.ac.uk/SHTM | [@SHTMatSurrey](https://twitter.com/SHTMatSurrey)

Editor: Dr Isabel Rodriguez | isabel.rodriguez@surrey.ac.uk



INNOVATION AND CREATIVITY IN A TIME OF CRISIS: A PERSPECTIVE OF SMALL TOURISM ENTERPRISES FROM AN EMERGING DESTINATION

Dr Viachaslau Filimonau

Because of many obvious reasons, tourism entrepreneurs do not appreciate or are even afraid of disasters and crises because these bring turmoil and destruction as, for example, in the case of the recent Covid-19 pandemic. However, there is an alternative view on disasters and crises, first articulated by Friedrich Nietzsche, which proposes to view them differently, and in a more positive light. Indeed, disasters and crises enable entrepreneurs to mobilise all available resources and innovate as a means of business survival, thus providing them with an opportunity to grow once a disaster or crisis is over. Academic research on disasters and crises in tourism is however limited. That is why Dr Filimonau and colleagues from Indonesia have set to study this exact topic in the context of Lombok, an island destination close to Bali. By interviewing a sample of local small-sized tourism entrepreneurs (n = 21), the research team

have established the importance of so-called innovative dynamic capability, defined as the ability of entrepreneurs to adjust their actions in line with the upcoming challenges, as a critical factor for innovation in a time of crisis. The study shows that this capability is influenced by generic factors, such as the social capital and subject knowledge of tourism entrepreneurs, but also destination-specific factors, such as local cultural values of Lombok/Indonesia. The study has demonstrated the need to destigmatize disasters and crises in business and academic circles, and showcased how entrepreneurial preparedness to crisis events can not only reduce their negative impacts on business performance, but also stimulate innovation.

Seeing crises differently – a perspective on crisis as a driver of innovation in tourism

Bhaskara, G. I., Filimonau, V., Wijaya, N. M. S., & Suryasih, I. A. (2023). Innovation and creativity in a time of crisis: A perspective of small tourism enterprises from an emerging destination. *Tourism Management Perspectives*

Link: bit.ly/3IGPhGN