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Topic: Tourism Stakeholders' Survival During Crisis: Salience and Strategies

Findings

Given the pivotal nature of the study's findings, which are integral for yielding meaningful outcomes and contributing to the collective body of knowledge (Benneworth & Charles, 2005; Ghezzi et al., 2018; Wong et al., 2013; Yahya & Goh, 2002), a comprehensive approach was undertaken. For the qualitative segment of the study, qualitative hermeneutics was employed as a methodological framework. The initial phase involved the meticulous identification of key stakeholders, revealing a diverse spectrum ranging from government entities such as the Department of Tourism Kashmir (DTK) and Jammu and Kashmir Police (JKP) to associations representing various tourism businesses, including Hoteliers, Travel Agents/Operators, and Houseboat Owners. With a foundational understanding of the stakeholder landscape, the study delved into an exhaustive examination of the challenges confronted by these stakeholders during crisis events. The identified problems encompassed a wide array of issues, including a Decline in Demand, Revenue/Income Loss, Employment Issues, Safety and Security Concerns, Supply Chain Disruptions, Marketing Challenges, and Infrastructure Damage. Moving beyond the identification of challenges, the research then probed into the proactive strategies employed by stakeholders to mitigate the impacts of crises at destination levels. Through in-depth qualitative interviews with stakeholders, the study unearthed a range of crisis management strategies. These strategies, critical for enhancing destination resilience, were categorized into key areas: Communication, Promotion, Rehabilitation, Security Measures, and Knowledge Sharing. The rich insights derived from this multifaceted exploration not only provide a nuanced understanding of the challenges faced by tourism stakeholders during crises but also shed light on effective

strategies employed to navigate and mitigate the impacts of such events, contributing substantially to the body of knowledge in crisis management within the tourism industry.

The qualitative analysis served as the foundational step for the subsequent quantitative analysis, acting as the bedrock upon which the questionnaire, a pivotal instrument for data collection, was crafted and implemented to gather responses from a substantial sample of 318 participants. Upon scrutinizing the collected data, it became apparent that a majority of the respondents were male, prompting a nuanced exploration into gender-based variations in responses. The reliability of the gathered data underwent a stringent evaluation through the application of Cronbach's Alpha, ensuring the robustness and consistency of the dataset.

Employing Exploratory Factor Analysis (EFA) on the quantitative data unveiled patterns and reduced the complexity of the information, rendering it an invaluable tool for refining measurement instruments. This systematic approach facilitated a comprehensive understanding of the underlying constructs and dimensions within the dataset. To further validate the theoretical model underpinning the study and confirm or refute hypotheses regarding variable relationships, Confirmatory Factor Analysis (CFA) was conducted. This analytical step not only affirmed the validity of the proposed model but also added a layer of rigor to the research methodology.

Addressing concerns of multicollinearity, Variance Inflation Factor (VIF) analysis was performed, revealing values within an acceptable range. Following this, regression analysis, a powerful statistical tool for uncovering relationships between variables, was executed. The outcomes of this comprehensive analytical process contribute significantly to the research, offering insights into the relationships, patterns, and complexities inherent in the data. This meticulous progression from qualitative analysis to quantitative exploration, combined with the application of various statistical techniques, ensures the robustness and validity of the study's findings, elevating the overall quality and depth of the research endeavour.

The findings of this research illuminate the pivotal role played by crisis management strategies in effectively navigating and steering tourism destination markets towards recovery. The integration of both qualitative and quantitative perspectives facilitates a nuanced understanding of the intricate dynamics surrounding tourism crisis management, providing not only theoretical insights for academic discourse but also practical applications for industry practitioners.

Building on the existing body of knowledge, previous studies (Blackman & Ritchie, 2008; Hosie & Pforr, 2016; Ertas, 2021; Pforr & Hosie, 2008; Pforr, 2006; Ritchie2004; Santana, 2004; Wut et al., 2021) have predominantly focused on crisis management and recovery, crisis management and destination image, and crisis management and post-crisis scenarios. In contrast, the current research specifically directs its focus towards crisis management and the recovery of the tourism destination market during crises, contributing a distinctive perspective to the evolving discourse on tourism crisis management. This strategic focus aims to unravel insights that are not only academically enriching but also practically relevant, fostering a holistic understanding of crisis dynamics in the context of tourism destinations.