

Conference Paper

## Strategic Management in Tourism Industry: A Perspective Article during Pandemic

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### ABSTRACT

The purpose of this essay is to critically evaluate recent research on strategic management (SM) in pandemic situations and to suggest potential future possibilities for SM research in the hospitality and tourist (HT) sector. The current state of SM research in the HT field was examined critically in this study, along with potential future prospects. SM research with an HT focus still has a weak social structure. The field's scientific development has slowed down because there aren't many top researchers in it. Finally, researchers in the HT field should publish their findings in prestigious academic publications that cover both the HT and mainstream fields. This study uses VOSviewer to display how bibliometric analysis of multiple older articles was used to define strategic management in the hospitality and tourist industry. The results indicate that strategic management research in the hospitality and tourist sectors has advanced during the course of the study; nonetheless, there is still a gap between the two sectors' strategic management research.

*Keywords: Strategic management, tourism industry, bibliometric analysis*

### Introduction

Research in strategic management (SM) examines a wide range of issues, including an organization's *raison d'être*, its current state relative to its ideal state, the factors that contribute to some organizations' success and others' failure, ways in which owners and senior managers can differentiate themselves from the competition, and the factors that drive organizational performance (Makadok et al., 2018). Travelers groups, places of interest, non-governmental organizations (NGOs), and other stakeholders may be included in research topics related to the tourism business, unlike in other sectors.

Research has centered on several duality, including the following: the origin of competitive advantage (internal vs. external), the population to be targeted (micro vs. macro), the relational perspective (collaboration vs. competition), the relationship between strategy and structure (first structure vs. first strategy), and the modes of growth (e.g., related vs. unrelated), and strategic management process, to address these questions. According to Okumus (2019), around the turn of the millennium, when SM research in the HT sector was just beginning, there was a big chasm between mainstream and HT SM studies. Topics discussed in these papers were SM and the fact that HT-related SM research lags far behind mainstream SM research.

The purpose of this essay is to take stock of where strategic management studies in the tourist and hospitality sector are right now and to provide some suggestions for where they should go in the future. An examination of the evolution of strategic management studies in the domains of general strategic management and the hotel and tourist industry is started. The second is the publication of an original perspective on the future of strategic management studies in the hospitality and tourist industries.

### Material and Methods

This research made use of bibliometric analysis. Literature studies have made heavy use of bibliometric analysis to trace the development of that discipline's corpus of knowledge (Fiandari, 2022).

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Sometimes called scientometrics, bibliometric analysis or techniques are an integral part of research assessment procedures (Ellegaard & Wallin, 2015). In the bibliometric approach, a statistical method for quantifying the body of books is subjected to quantitative analysis. The results of several studies were subjective, while, Vesalainen and Hakala (2014) contend that the degree of transparency as opposed to a narrative literature analysis could minimize bias. Publish or Perish software was used to gather data from scholarly articles for this study. A database collected from Google Scholar and CrossRef was used in this investigation. With "Strategic Management" and "Tourism Industry" as the keywords utilized in this study, data search determines keywords as guidance for the data search procedure. According to Liao et al. (2018), There is a wealth of information available in Publish or Perish, including data such as the number of citations, author, publication year, source, publisher, linked publications, summary, and more. This data set was compiled by examining records made using the VOSviewer application throughout the last three years, from 2020 to 2023.

## Results and Discussion

The scope of this study is restricted to providing a relationship analysis of strategic management in the tourism industry. Tourist Industry as the field of study from 2020 to 2023. Strategies for management-related discussions were published and refined over four years with an increasing emphasis on evolution and capability. Thus, the number of publications devoted to the subject of strategic management in the tourism industry remains relatively limited.



Figure 1. Bibliometric based by year of publishing

Researchers will examine the connections between each cluster once they have obtained content information or material from the Strategic Management in Tourism Industry. Nine elements, split evenly between two groups, made up the Author Keyword-based Co-occurrence network visualization. Tourist, Hospitality, Tourism, Covid, and Tourism Industry are the six things that make up Cluster 1. Cluster 2 consists of 3 items namely strategic management, evolution, and ability.

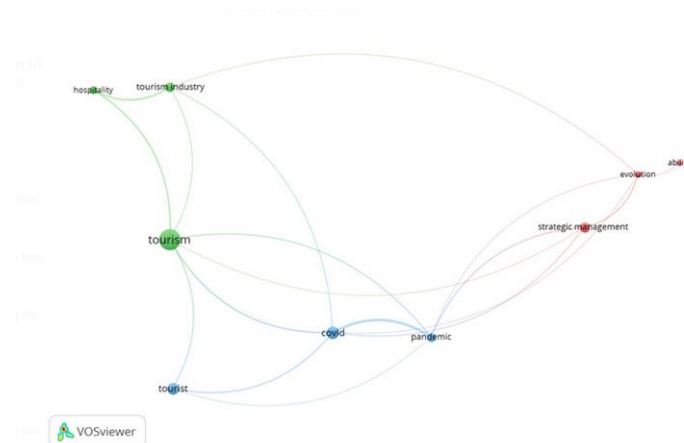


Figure 2. VOS viewers result

## Conclusion

While strategic management research in the tourism and hospitality sectors has advanced during the study's duration, there is still a divide between the two disciplines, according to the findings of the research. An investigation into the tourism and hospitality sector, where tourists engage with the sector's capabilities and development amidst the pandemic, revealed a correlation between strategic management and this sector. The tourism industry positively influences the hospitality and tourism sectors, according to another finding of this study.

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