

Jumpstarting tourism post Covid 19



What

why and how different tourism organisations survived or failed during the Covid19 pandemic. The project analyzes key organisations in tourism in Denmark, Latvia and Iceland within the MICE tourism sector. The analysis is focused on their econometrics, followed up with qualitative data as a probe into those factors that may be decisive in determining how organisations can face similar challenges in the future.

“in their business model, certain factors may have contributed to a more favourable outcome, in terms of continuing operations after the pandemic lifted. These factors are interesting as a point of analyses and research as they may pertain to strict econometrics such as liquid holdings, equity and other key economic parameters that can be scrutinized via business analysis using the organisations’ financial statements for the consecutive years before, during and after the pandemic”.

Expected outcome

a business model, or a style of management and business operations, that can be adapted either as a suggestive addition to existing business models or as a new model in its own right. The results and findings will be developed as learning material on the AP Programme in Denmark and Latvia, and publications in peer reviewed journals are scheduled as a form of disseminating the findings.

Methodology

Qualitative methods as a probe into the organizational “DNA”, to examine the grounds for decision making coupled with econometric analysis by applying “The Business Model Analysis”.

A methodical scrutiny of financial parameters within an organization in ten individual steps analysing both the macro and micro economic data that the researchers deem necessary to draw a complete economic picture of the organisations selected for the project.



Partners

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