

Documents

Sorooshian, S.^a, Azizan, N.A.^b, Ismail, M.Y.^c

Influence of readiness measures on planning tourism digital shift

(2021) *Academy of Strategic Management Journal*, 20 (SpecialIssue2), pp. 1-6.

^a University of Gothenburg, Sweden

^b Prince Sultan University, Saudi Arabia

^c International Islamic University Malaysia, Malaysia

Abstract

Industrial revolution 4.0 is pushing industries toward digitalization including tourism. Although as almost all modes of tourism are currently declining as a result of the new COVID-19 pandemic, information and technology is expected to play a role not just during, but also after, the crisis. As a result, the aim of this letter is to formulate a strategic framework for readiness measures for this digitalization transition and see the dependency of the defined measures in tourism industry. Hence, a PROMETEE-based program was used to demonstrate that the top ready clusters for digital tours are not sensitive to the weights of specified readiness measures. This analysis can be used to direct transition planning for top ready tourism clusters. © 2021

Author Keywords

Covid-19; Industrial Revolution; Tourism

Funding details

Acknowledgment: The authors thank professional consultation given by Mr Quantin Hayez who is managing partner at D-Sight. They acknowledge the grant provided by the center for tourism (university of Gothenburg). Last, but not the least, they should thank Prince Sultan University for covering the publication fees.

References

- Chamarro, A.
Psychosocial impact of COVID-19: Some evidence, many doubts to be clarified
(2020) *Aloma: Journal of Psychology, Education and Sports Sciences*, 38 (1).
- Garfin, D.R.
Technology as a coping tool during the coronavirus disease 2019 (COVID-19) pandemic: Implications and recommendations
(2020) *Stress and Health*, 36 (4), pp. 555-559.
- Gretzel, U., Fuchs, M., Baggio, R., Hoepken, W., Law, R., Neidhardt, J., Xiang, Z.
E-Tourism beyond COVID-19: A call for transformative research
(2020) *Information Technology & Tourism*, 22, pp. 187-203.
- Häfner, F., Härting, R.C., Kaim, R.
Potentials of digital approaches in a tourism industry with changing customer needs—a quantitative study
(2020) *Paper presented at the 2020 15th Conference on Computer Science and Information Systems (FedCSIS)*,
- Higgins-Desbiolles, F.
Socialising tourism for social and ecological justice after COVID-19
(2020) *Tourism Geographies*, 22 (3), pp. 610-623.

- Holmes, E.A., O'Connor, R.C., Perry, V.H., Tracey, I., Wessely, S., Arseneault, L., Everall, I.
Multidisciplinary research priorities for the COVID-19 pandemic: A call for action for mental health science
(2020) *The Lancet Psychiatry*,
- Laungani, R., Chen, I., Lui, C., Gong, J., Yoo, D., Miyamoto, J.
The impact of COVID-19 on media consumption across north asia
(2020) *Nielsen. Com.*,
- (2020) *Holidays could be answer to COVID blues: research*,
Miragenews (Producer)
- Ozturk, H.M.
Technological developments: Industry 4.0 and its effect on the tourism sector
(2020) *Handbook of Research on Smart Technology Applications in the Tourism Industry*, pp. 205-228.
IGI Global
- Peceny, U.S., Urbančič, J., Mokorel, S., Kuralt, V., Ilijaš, T.
Tourism 4.0: Challenges in marketing a paradigm shift
(2019) *Consumer Behavior and Marketing*, pp. 1-19.
- Pencarelli, T.
The digital revolution in the travel and tourism industry
(2020) *Information Technology & Tourism*, 22 (3), pp. 455-476.
- Schuch, F.B., Bulzing, R.A., Meyer, J., Vancampfort, D., Firth, J., Stubbs, B., Calegari, V. C.
Associations of moderate to vigorous physical activity and sedentary behavior with depressive and anxiety symptoms in self-isolating people during the COVID-19 pandemic: A cross-sectional survey in Brazil
(2020) *Psychiatry research*, 292, p. 113339.
- Sorooshian, S., Panigrahi, S.
Impacts of the 4th industrial revolution on industries
(2020) *Walailak Journal of Science and Technology (WJST)*, 17 (8), pp. 903-915.
- Teck, T.S., Subramaniam, H., Sorooshian, S.
Exploring challenges of the fourth industrial revolution
(2019) *International Journal of Innovative Technology and Exploring Engineering*, 8 (9), pp. 27-30.

Correspondence Address

Sorooshian S.; University of GothenburgSweden

Publisher: Allied Business Academies

ISSN: 15441458

Language of Original Document: English

Abbreviated Source Title: Acad. Strateg. Manage. J
2-s2.0-85107822668

Document Type: Article

Publication Stage: Final

Source: Scopus

ELSEVIER

Copyright © 2021 Elsevier B.V. All rights reserved. Scopus® is a registered trademark of Elsevier B.V.

 **RELX** Group™