

Paper review The art survival: Tourism business in Thailand recovering from COVID-19 through brand management

The paper proposes how business in Thailand survives and recovers from Covid-19 situation that has a huge impact on the country. The article will explain and prove through the crisis management theory and corporate branding. For the methodology, they use exploratory research design to study how global crises affect the tourism industry and qualitative research to gain data from their 12 interviews which are, hotel owner, tour guides, stakeholders in Thailand's industry and so on. Data is gained from three areas in Thailand depending on where interviewer businesses are which are Northern, central and southern of thailand by an online meeting due to covid-19 restriction in that time. There are five core questions that are used to ask the interviewers in this study. Theoretical models that this study uses are crisis management and brand management. From the paper it separated the theoretical model into three parts: Impact of crisis recovery strategy of tourism business, Crisis management and Brand management in the crisis. In this three part many models have been stated to deal with the following situation with past events to be a case study and how can these models help to cope with the situation. In this study rather than an empirical model qualitative inquiries are applied. In this study they acquire data from qualitative interviews as stated above. As the interviews are in online format to gain more information and perspective; some interviews are in person to discuss with the stakeholder directly. On the data analysis part this study uses thematic analysis from the author's perspective and through the interactive process. Through this process interviewer perspectives are also added to the study to show an insider view. Before the data has been finalized it has to be discussed to develop a recovery strategy all strategies and collected data will be utilized. After all, collecting data and analyzing the results of this study shows a strategy and a way to respond to a crisis to help businesses in the tourism industry. For short, the recovery strategy is to try to retain and survive in the first stage when the crisis hits. Then create trust and confidence in the customer to ensure their safety and use honest communication because it is the most important part to create customer confidence. Finally, a collaboration strategy to build trust and good relationships with business partners.

I found that the paper has many points of strengths. First, It shows clear information from the very beginning of the pandemic and explains the effects of pandemic to the world. It also specifically talks about how tourism and brands are affected due to COVID-19. Moreover, it also shows in other sections about the theoretical concepts and methodology and data selection which were employed by qualitative inquiries through interviews. It also illustrates the empirical findings from the interviews and lastly, it gives the conclusion of the study with concepts of crisis

management and corporate branding theory. So, this paper includes needed information and is well conducted for data selection which makes I think a strength of the paper. However, I think there is a weakness spotted in the paper, I think that there is a lack of data in numbers, also I think that the pandemic is still new and the paper is published in June 2021 after the pandemic happened a year and a half. So it might be better if it had more time to collect more data if it were longer.

Reference

<https://www.mdpi.com/2071-1050/13/12/6690>