The Impact of War and Conflicts on Hospitality Organizations



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Executive Summary

This study examines the impact of war and conflicts on hospitality organizations. Whilst the impact of war can have many negative effects, this is not always the case. This research therefore explores both positive and negative impacts of war and conflicts on hospitality organizations in order to provide strategies that can mitigate those consequences.

A literature review was carried out to understand the concept of war and its impacts on the hospitality industry. In order to understand wars and conflicts, the research explored the concept in depth. Apart from that, it highlighted the economic, operational, and psychological impacts of war as well as past conceptual and theoretical frameworks.

The study found out that certain positive impacts do exist and that it is important to look at the significance of these in terms of their type and severity, as understanding the crisis helps in mitigating its consequences. As a result of the findings, several recommendations were made. The findings suggest hospitality businesses can promote Dark Tourism to increase their profits. Also, targeting new customers as well as focusing on domestic tourists and offering reasonable prices. Apart from that, hospitality businesses should focus on their humanitarian role during wars and conflict. Also, it is important to acknowledge that while it is hard to avoid the impact of war entirely, hospitality businesses can still make profits through strategies. Also, the research highlights the importance of implementing physical and financial strategies to navigate the economic disruption caused by war.