

The effect of the Covid-19 pandemic on hotel supply chains in Vienna

Bachelor Thesis for Obtaining the Degree

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

When the world was flung into a global health crisis in March 2020, no industry was left untouched. Due to the introduction of travel restrictions and lockdowns, European tourism came to a complete stop. In the capital of Austria, Vienna - known for its flourishing tourism sector - the hotel industry suffered significant losses in revenue. In response to this sudden shift in guest numbers, management of hotel supply chains had to be rethought and adjusted. This paper aims to identify how Vienna's hotel industry handled the impact of the Covid-19 pandemic on their supply chains, with specific interest in supply chain resilience and agility as well as the concept and importance of service supply chains. While supply chains are a well-established research topic, not a lot of academic attention has been paid to the specific makeup of hotel supply chains and their management in times of a crisis. To better evaluate these concepts, the following main research question was formed: How did the Covid-19 pandemic impact hotel supply chains in Vienna? Additionally, the thesis will investigate what the Viennese hotel industry can learn from their response to the pandemic in the management of their supply chains in the event of future global economic disasters. Thus, this paper aims to identify what kind of mistakes were made, which approaches were successful and how supply chain management can be improved in the future. For the purpose of answering these questions a qualitative research design was selected. Interviews with experts and employees working within the hospitality industry were conducted, transcribed and analyzed. The research showed that hotel supply chains were negatively affected by the pandemic, since the sudden decrease of guests due to lockdowns, travel restrictions and other safety regulations led to a dramatic drop in demand. The industry had not been prepared for such a sudden disappearance of their core revenue. Furthermore, the concepts of supply chain resilience and agility played an important part in the management of hotel supply chains, which will only expand in the future.