

Inter-Organizational Cooperation in Tourism



**Unravelling the Phenomenon and
Examining Local Opportunities**

Adrian Pfammatter

Inter-Organizational Cooperation in Tourism: Unravelling the Phenomenon and Examining Local Opportunities

In today's dynamic business landscapes, cooperation among organizations is of great importance. The relevance of this topic specifically applies to the tourism industry, especially as certain particularities of its context, such as the typical network nature or the small-scale structure of tourism supply, incentivize organizations to work together. This book is about the phenomenon of inter-organizational cooperation in tourism. It develops a nuanced understanding of this phenomenon and presents three studies. This book contains interesting new results, explains many implications for managers or policy makers, and offers guidance for researchers.

Three studies are presented in this book:

- *Study I* corresponds to a systematic literature review and helps to understand forms, antecedents, and consequences of as well as success factors for inter-organizational cooperation in tourism. The study provides a structured knowledge base, including an integrative framework which enables scholars but also practitioners to gain an overall picture of the phenomenon of interest.
- *Study II* is an empirical research project (based on a survey with Swiss hotel managers). The study sheds light on different local resource sharing practices and their differential value-creating effects for hotels. It also compares the usefulness of these resource sharing practices for different types of hotels. Thus, managers get guidance for assembling their portfolios of cooperative activities. From a research perspective, many insights on the resource sharing concept are gained.
- *Study III* represents another empirical project. Insights on how businesses can successfully act and navigate in local competitive landscapes are provided. Particularly, the study helps hotel managers to take informed decisions about cooperative resource sharing practices with other local hotels. Related thereto, the study shows that extensive usage of some practices can have negative implications for a hotel and that a hotel should adopt a specific strategic stance when engaging in some other practices.

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