

Crisis Management In Tourism Book By Cabi

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Crisis Management in the Tourism Industry aims to illustrate the theories and actions that can be taken to better understand consumer, economic and environmental reaction, in order for the businesses involved to be more prepared for such events. Now in its second edition, this text has been fully revised and extended to include recent events such as Bali, SARS and international terrorism, expanding sections such as:

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The history of modern tourism records many localized and some international crises characterized by extreme and sudden reduction in demand for specific destination areas or types of tourism product. Managerial responses to such events include both problem solving and market recovery steps, but these vary in effectiveness and recovery may be slow to occur after the initial problems are overcome.

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Crisis Management in the Tourism Industry | ScienceDirect

Book Description An important challenge facing tourism is the anticipation of the threat of crises precipitated by natural and people-made catastrophes, and being adequately prepared for them. Despite an increase in research on this issue there is still a considerable lack of clarity on the impacts of crises on the tourism industry.

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The tourism industry is arguably one of the most important sources of income and foreign exchange, and is growing rapidly. However, national and international crises have huge negative economic consequences. Crisis Management in the Tourism Industry aims to illustrate the theories and actions that can be taken to better understand consumer, economic and environmental reaction, in order for the ...

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* The first student focussed textbook to coherently tackle this significant and important area * Examines the principles and practices of crisis management within the context of the tourism industry * Uses up to date international case studies involving terrorism, environmental crises, health crises and technological crises, which have had major impacts on the industry.

Managing Tourism Crises | ScienceDirect

The book provides discussion of: *The influential effect of the mass media How crises effect the purchase decision process Destination branding/image and its manipulation Preventative crises management and strategies Crisis Management in the Tourism Industry is an essential guide to explaining how the tourism industry can prepare and succeed in the face of the effects of crises.

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Tourism Crises: Causes, Consequences and Management - Joan ...

Crisis Management in the Tourism Industry: Beating the Odds?: Hosie, Peter, Pforr, Christof: Amazon.sg: Books

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Crisis Management in the Tourism Industry: Glaesser, Dirk ...

A review of the emerging literature on crisis management in tourism is given to identify the foci of the current academic discourse. More systematic input by human resource management was identified as a way to assist tourism businesses in preparing for and dealing with crises.

Crisis Management in Tourism: Preparing for Recovery ...

The tourism sector has been one of the most highly impacted industries amidst the pandemic. I've wanted to visit my family in Italy for quite some time, and then plan a trip to Bali. To acquaint ...

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