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Tourism Crises: Management Responses and Theoretical Insight

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Tourism Crises: Management Responses and Theoretical Insight

Tourism Crises: Management Responses and Theoretical Insight
Don’t wait until it’s too late to learn how to manage a crisis situation

The impact of crises on tourism has increased in the last ten years in response to terrorism, war, health emergencies, and natural disasters. Tourism Crises presents the latest research on crisis management with in-depth analysis of tourism flows and the economic well-being of communities at the regional, national, and international levels. This timely book examines a range of conceptual issues, including crisis communication and the safety of employees of the industry, and features case studies of responses to the World Trade Center terrorist attacks, SARS, the 1999 Austrian avalanche disaster, and the epidemic of foot-and-mouth disease in the United Kingdom.

As new crises emerge, it’s essential that the tourism industry be prepared to minimize the impact on both hosts and guests. Tourism Crises identifies key issues that need to be addressed in dealing with future incidents, examining specific cases of management success—and failure—with suggestions for improved responses. Academics, practitioners, and professionals discuss effective methods of maintaining yield during crisis situations, offering analysis, reflection, and new management strategies.

Topics addressed in Tourism Crises include:

- the significance of communication in crisis situations
- keeping the media informed
- attracting business after the crisis has passed
- how alpine areas can respond to the dangers of avalanches
- the effect of the SARS epidemic on Hong Kong, Singapore, and Japan
- a typology of tourism crisis terms
- employee work stress in crisis situations
- quantifying the effects of tourism crises
- how tourism managers have re-tooled their promotional campaigns after 9/11
- and much more

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