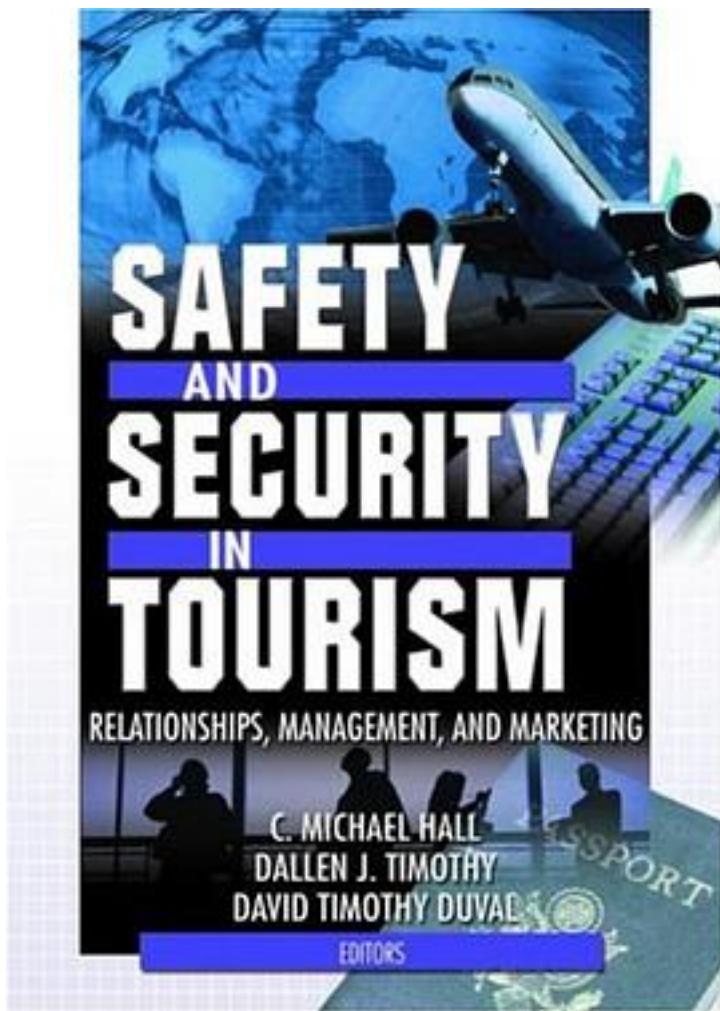


# Safety and Security in Tourism



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How will the travel and tourism industry respond to the terrorist attacks on America? The recent terrorist attacks in the United States and their repercussions for the travel and leisure industries have focused more attention on tourism safety and security issues than ever before. The impact on tourism destinations and businesses, as well as on traveler behavior, will be significant. Recent events require further analysis not only of how travel safety may be improved but also how security issues may be seen in terms of tourism marketing and management so that the industry is able to better respond to such challenges. In this, an era of turbulent global relationships, the need for destination marketing organizations to demonstrate that they are safe for tourists has become increasingly important. Negative publicity, often unrelated to on-the-ground reality, may also serve to affect tourist perceptions. Safety and Security in Tourism: Relationships, Management, and Marketing examines: the effects of the September 11, 2001 attacks on the tourism industry and how the industry is responding the importance of safety as a factor in destination or activity choice case studies of destination and business responses to past political instability and/or attacks against tourists safety, security and destination image the role of the media in influencing consumer perceptions of travel safety consumer awareness of travel advisories and their influence on behavior the role of insurance in the travel industry consumer awareness and acceptance of security measures in travel and tourism safety and security as a component in destination marketing crisis and risk management in the tourism industry cross-border security and visa controls and their implications for tourism safety and security measures for tourists in different sectors and in airports. Tourism has often been cited as a force for peace, yet tourism is typically one of the first industrial casualties of war and political unrest. This book examines tourism safety and security issues to give you a better knowledge base from which to respond to future events.

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