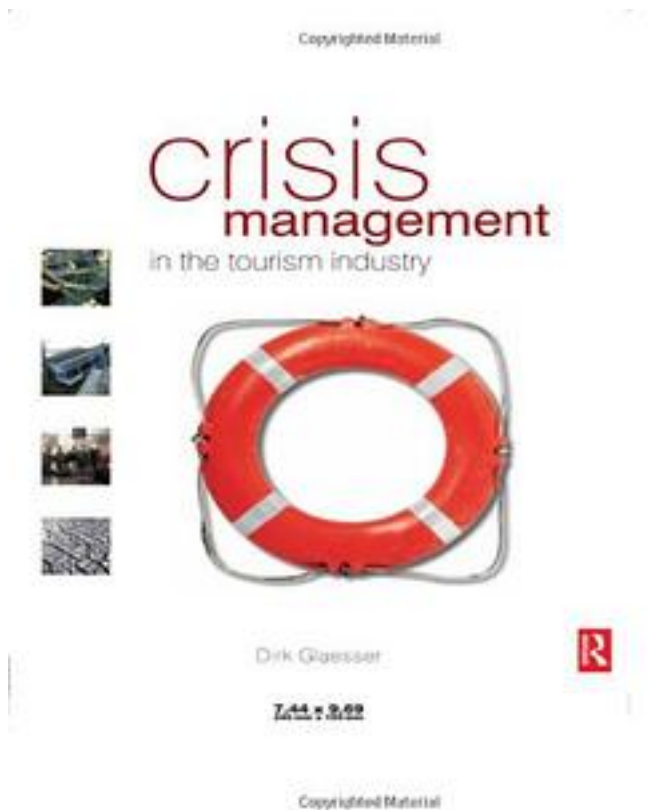


# Crisis Management in the Tourism Industry



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As an industry, tourism is particularly susceptible to outside events producing negative consumer perceptions, putting the sector under almost constant threat of a crisis. 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. Significant increases in the incidence of global terrorism, serious criminal activities, and the ever-present threat of natural catastrophes have

emphasised the need for businesses to prepare for managing crises.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. Illustrated by a range of international case studies, this book provides a systematic and conceptual approach to questions such as how tourism businesses prepare for and react to crisis, which measures are taken and what impact they have, and which strategies can be employed to overcome them. By discussing, analysing and synthesizing the literature on crisis management, the authors debate how business can become more proactive in preparing and dealing with crises in the tourism industry. They argue that the preparation stage of crisis management in tourism is key improving businesses' capacity to manage crises as well as to provide a safe working environment for employees.

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