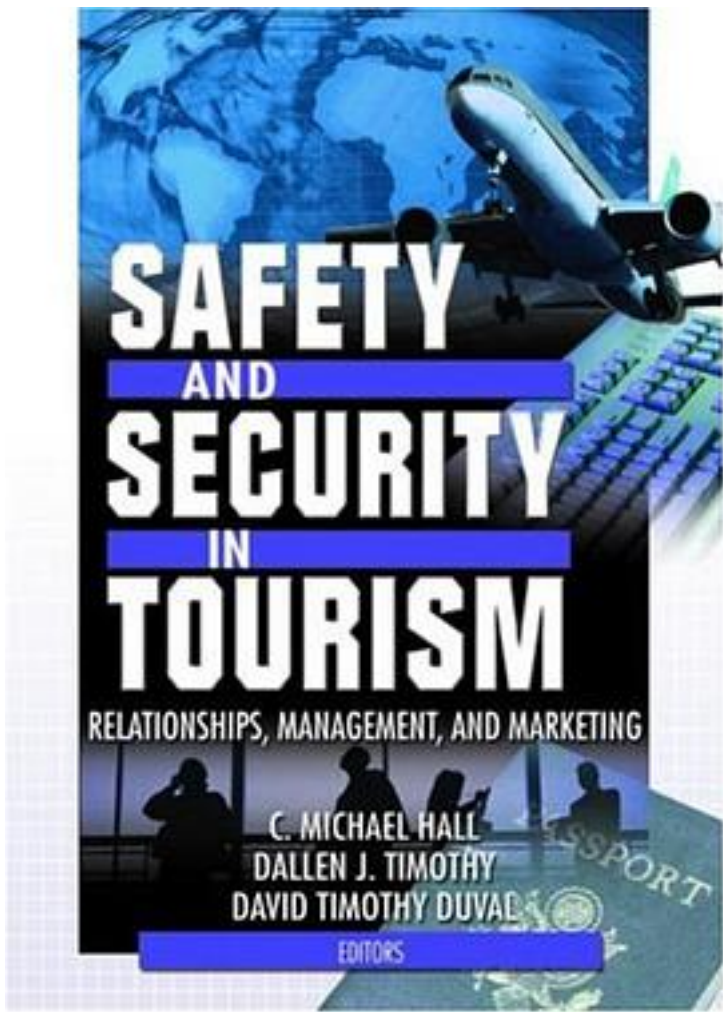


Safety and Security in Tourism



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出版者:

出版时间:2009-12

装帧:

isbn:9780789037831

Natural disasters, wars and conflicts, epidemics, and other major crises can devastate

a tourism service or destination. Though there is extensive literature and research on preparation and coping with tourism crises, there is a gap in information on how to best market to recover from the destruction of business. This book fills this gap by comprehensively examining how to rebuild the market for a tourism service or destination after a catastrophe. This important book presents leading experts from around the world providing useful instruction on effective ways to plan for future crisis response and strategies for recovering business. A crisis can come from several types of destructive occurrences, from natural physical destruction of important infrastructure to acts of terrorism. Because of the broad range of potential problems, there is no single strategy for which to deal with crises. The book explores a wide range of catastrophes, from Hurricane Katrina to tsunamis to war, taking a detailed look at management and administrative strategies which can help stimulate tourism recovery. This book explores stealth and catastrophic risks, risk perceptions, mediating the effects of natural disasters on travel intention, and various marketing strategies designed to bring customers back. This volume may become one of the most crucial resources in a tourism professional's library. The book is extensively referenced and includes several tables and figures to clearly explain data. This book is essential reading for tourism researchers, tourism educators, tourism industry managers, and tourism industry administrators. This book was published as a special issue of the "Journal of Travel & Tourism Marketing".

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