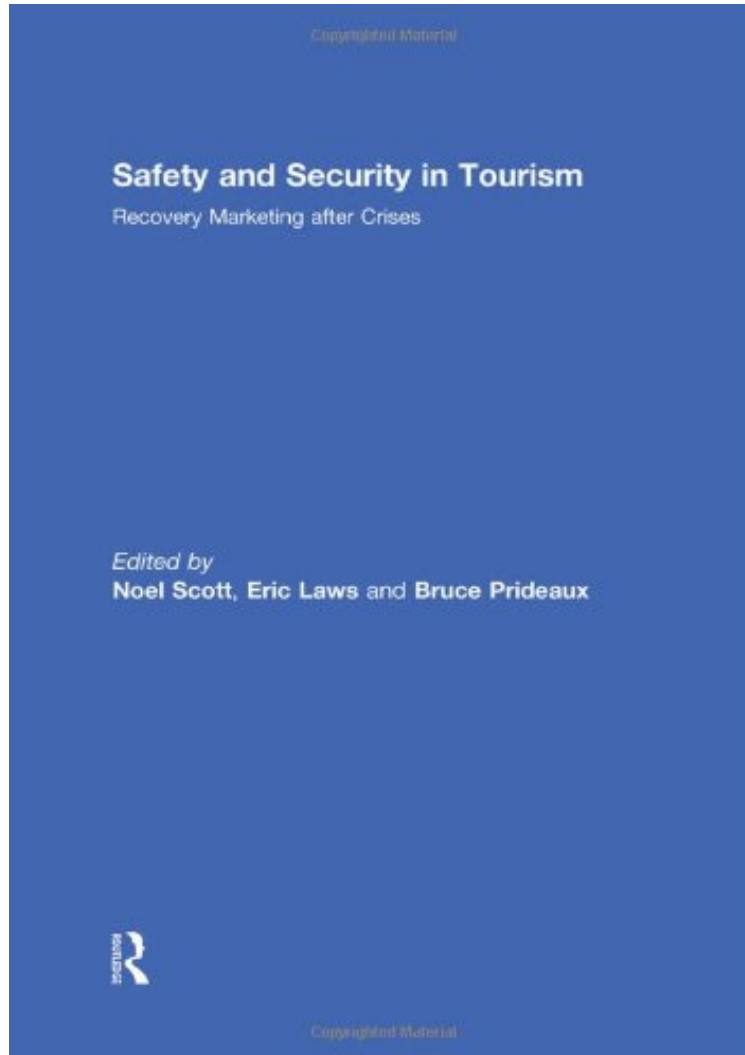


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Safety and Security in Tourism: Recovery Marketing after Crises

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From Brand: Routledge : Safety and Security in Tourism: Recovery Marketing after Crises before purchasing it in order to gage whether or not it would be worth my time, and all praised Safety and Security in Tourism: Recovery Marketing after Crises:

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 and recover from the destruction of caused to tourism businesses and destinations.

This book fills the 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 may arise 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 professionals 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.

A FIRST-RATE JOB in reminding us that each crisis or disaster is truly unique and that traditional (almost certainly linear and sequential) modes of action and planning are sadly just not up to the task of mapping and managing recovery marketing strategies. Of particular note is the systems approach together with complexity and chaos theory; and the importance of information flows and social networks leading to cooperation, alliances and sharing. This in itself represents a most promising future research direction. . . . **DESERVES TO BE READ BY A WIDE RANGE OF TOURISM PROFESSIONALS AND NOT JUST ACADEMICS.** Above all it makes the reader think and challenges us to work hard to achieve workable, pragmatic, and sensible recovery strategies, and that cannot be a bad thing. -- Gary Paul Akehurst PhD, Adjunct Professor, RSM Erasmus University, Rotterdam, The Netherlands; Emeritus Professor of Marketing of the University of Wales; Editor of *The Service Industries Journal* (published by Routledge, Taylor Francis) About the Author Noel Scott is a senior research fellow in the School of Tourism, The University of Queensland, Australia. Eric Laws is an adjunct professor at James Cook University, Australia. Bruce Prideaux is professor of marketing and tourism management and Deputy Dean of the School of Postgraduate Studies at James Cook University, Australia.