



Crisis Management in Tourism

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The history of modern tourism records many localized and some international crises characterized by extreme and sudden reduction in demand for specific destination areas or types of tourism product. Managerial responses to such events include both problem solving and market recovery steps, but these vary in effectiveness and recovery may be slow to occur after the initial problems are overcome. With examples drawn from the UK, Europe, America, Australia and Asia, this book brings together a range of expert academic analysis of the latest thinking and practice in this increasingly important area of tourism management.

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