



DAVID BEIRMAN

RESTORING TOURISM  
DESTINATIONS IN  
**CRISIS**

A STRATEGIC MARKETING APPROACH

# Restoring Tourism Destinations In Crisis A Strategic Marketing Approach

**David Weaver**



## **Restoring Tourism Destinations In Crisis A Strategic Marketing Approach:**

**Restoring Tourism Destinations in Crisis** David Beirman, 2020-08-05 This is an outstanding book It offers a comprehensive range of in depth case studies that looks at past tourism crisis and analyzes the responses made A must read book for those in the industry related associations and the various levels of government as they consider how to pro actively deal with the potential for future crisis related to tourism Perry Hobson Head School of Tourism and Hospitality Management Southern Cross University and Editor in Chief Journal of Vacation Marketing Tourism everywhere is vulnerable to changes in public perception When news about an earthquake a violent conflict or a contagious disease in a distant location hits the television tourists cancel holidays The September 11 2001 terrorist attack against the USA impacted on airlines and tourist destinations worldwide as did subsequent attacks on tourists These events highlight the importance of destination crisis management for the global tourism industry Experienced tourism marketer and trainer David Beirman has created a guide to crisis management for tourism operators and offices He argues that managing public perception is critical to the recovery of a destination after a crisis and that much depends on providing clear frequently updated and accurate information He provides detailed case studies of different types of crises from around the world with analyses of the strengths and weaknesses of the approach taken by tourism managers This is an invaluable reference for tourism managers anywhere in the world and a useful resource for tourism students

**Worldwide Destinations and Companion Book of Cases Set** Brian G. Boniface, Chris Cooper, 2009 The book of case studies is designed to be used in conjunction with its companion text World Wide Destination The geography of Travel and Tourism However the book can be used as a stand alone resource for the teaching and learning of tourism destinations across the world

*Tourism Crises and Destination Recovery* David Beirman, 2021-10-20 As global tourism faces its greatest threat since World War II the author draws on over 40 years of industry and academic experience to explore the core themes that underpin crises their impact on the tourism industry and recovery Focussing on this emerging issue in within the travel industry and academic tourism research this author explores crisis management approaches from scholars governments and tourism associations around the world A dedicated chapter also covers the impact of Covid 19 on tourism industries and economies across the world and well as how nations from around the world responded to the global pandemic outbreak The book is split by theme and features over 20 case studies including 2020 Australian bush fires 2019 Sri Lankan terror attack SARS and Swine Flu the collapse of Thomas Cook the global and Greek financial crises and the threat to the Great Barrier Reef Discussion questions and activities are included at the end of each chapter Suitable reading for students on tourism and tourism crisis management modules

**Managing Tourism Crises** Joan C Henderson, 2007-01-18 In a world of increasing uncertainty it is vital that managers within the tourism industry are equipped with superior decision making skills and expertise necessary to deal with crisis conditions Tourism Crises provides an effective synthesis of crisis management and tourism research with a solid theoretical foundation

It examines the principles and practices of crisis management within the context of tourism as a multi sector industry Using up to date international case studies it tackles the following areas Political disturbance the relationship between politics and tourism and political inspired tourism crises Social unrest host guest relations and tourists as targets of unrest Economic instability crises arising from fluctuating exchange rates and lack of investor confidence Environmental conditions natural disasters and health crises Technological crises transport accidents and crises arising from technical failure Corporate crises Human resource issues and questions of finance With a user friendly learning structure each chapter will assess the presence of and tendency towards particular types of crisis supported by a series of examples and cases which describe organisational situations challenges and responses Approaches to managing crises will be assessed and appropriate tools and techniques of crisis management are explored enabling readers to gain an insight into this critical aspect of tourism decision making and equipping them with the skills and expertise necessary to deal with crisis conditions

**Strategic Management in Tourism, 3rd Edition. CABI Tourism Texts** Luiz Moutinho,Alfonso Vargas-Sanchez,2018-02-26 This comprehensive textbook has at its core the importance of linking strategic thinking with action in the management of tourism It provides an analytical evaluation of the most important global trends as well as an analysis of the impact of crucial environmental issues and their implications Now in its third edition and reviewing the major factors affecting international tourism management this well established student resource provides an essential overview of strategic management for students and professionals in the tourism sector

**Marketing in Travel and Tourism** Victor Middleton,Alan Fyall,Mike Morgan,Ashok Ranchhod,2010-09-08 Full colour interior with pedagogic features such as discussion questions and exercises to encourage further exploration of key areas New material on the role of e marketing motivations and consumer behaviour Five in depth international case studies including Tourism New Zealand and Agra Indian World Heritage Site along with 17 mini cases to contextualise learning A companion website [www.elsevierdirect.com](http://www.elsevierdirect.com) 9780750686938 packed with extra resources such as Power Point slides and interactive multiple choice questions to aid teaching and learning

**Sustainable Management in COVID-19 Times** Aldo Alvarez-Risco,Marc A. Rosen,Shyla Del-Aguila-Arcentales,2023-02-24 COVID 19 has demanded management innovations across all sectors As urban systems are made more sustainable and our focus shifts towards the Circular Economy this timely book sheds new light on emerging issues

**Resiliency Models and Addressing Future Risks for Family Firms in the Tourism Industry** Zehrer, Anita,Glowka, Gundula,Schwaiger, Katrin

Magdalena,Ranacher-Lackner, Victoria,2021-05-07 Family owned and family run firms which are mostly small and medium sized enterprises are important when it comes to tourist destinations It is therefore essential to understand how family firms address future risks and the challenges they face as part of the tourism industry Since family businesses play such an important role for the entire tourism industry it is worthwhile to analyze this business type when it comes to organizational resilience Further the development of practical solutions from field or case studies are beneficial for creating valuable

learning effects for both firms and destinations alike The examination of one risk scenario and its successful or missing management might be beneficial to create useful learning effects for the future Therefore it is essential to understand contemporary issues and future challenges of family firms in the hospitality service industry and to examine different perspectives at an individual firm and destination management level Resiliency Models and Addressing Future Risks for Family Firms in the Tourism Industry provides an in depth examination of tourism family firms since these firms are essential for supplying solutions for challenges such as dealing with uncertainty becoming or remaining resilient and creating sustainable tourism destinations The chapters address the challenges of sustainability and resilience in an uncertain world and connects knowledge from family business research to tourism research focusing on hospitality Highlighted topics include organization ambidexterity pandemic risk firm management and leadership and technology use in firm operations This book is essential for family firms hotel management entrepreneurs restaurateurs tourism professionals academicians researchers and students seeking the most advanced research on family firm s resilience and risk management within the tourism industry      *Operations Management in the Travel Industry, 2nd Edition* Peter Robinson,Paul Fallon,Harry Cameron,John C Crofts,2016-02-26 Covering the applied managerial perspective of the travel industry this book looks at the core disciplines and the application of theory to practice Considering individual and corporate social responsibility it teaches effective managerial skills by reviewing legal frameworks quality management and marketing financial management and the management of shareholders and stakeholders It discusses current trends such as sustainability and governmental emission targets against a background of the needs of a commercial business to innovate and increase profits A valuable tool for both students and those working in the travel industry this new edition includes new content a revised structure and all new international case studies      *Tourism and Hospitality Marketing* Simon Hudson,2009-05-12 With over 70 global case studies and vignettes this textbook covers all the key marketing principles applied to tourism and hospitality showing how these concepts work in practice and demonstrating the diverse range of tourism and hospitality products on offer Chapters are packed with pedagogical features that will help readers consolidate their learning including Chapter objectives Key terms Discussion questions and exercises Links to useful websites Profiles of successful individuals and organizations Tourism and Hospitality Marketing is accompanied by a website that offers lecturers answers to the discussion questions and exercises in the book case study questions a test bank PowerPoint slides and a list of additional teaching resources      **Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy** Gómez-Suárez, Mónica,Martínez-Ruiz, María Pilar,2016-06-20 As the global market continues to recuperate from economic downfall it is essential for private label products to find ways to compete with alternatives offered by wholesale and national retailers In many cases it becomes difficult for off brand products to generate market appeal when consumers have preconceived notions about the quality of generic products and loyalty to branded products The Handbook of Research on Strategic Retailing of

Private Label Products in a Recovering Economy emphasizes advertising and promotional approaches being utilized as well as consumer behavior and satisfaction in response to marketing strategies and the sensitive pricing techniques being implemented to endorse generic and store brand products available on the market Highlighting brand competition between wholesalers retailers and private brand names following a global economic crisis this publication is an extensive resource for researchers graduate students economists and business professionals COVID-19 and the Hospitality and Tourism

Industry Gursoy, Dogan, Saruřık, Mehmet, Nunkoo, Robin, Boęan, Erhan, 2021-09-14 Offering a comprehensive understanding of the implications of the COVID 19 pandemic for the tourism and hospitality industry this book discusses the topic from economic sociological and psychological perspectives Critical case studies are used to explore both micro impacts on individuals involved in the industry and governmental and international responses to issues posed by the pandemic more broadly **Tourism Safety, Security and Resilience** Rami K. Isaac, Shem Wambugu Maingi, Vanessa GB

Gowresunkaar, 2024-11-18 This significant volume critically explores the implications of tourism safety and security and how communities in tourism destinations try to be resilient in the face of these impacts Written by leading scholars this book offers new insight into the conceptual and practical knowledge of community resilience due to tourism security and safety issues Chapters examine these topics through an integrated community perspective to provide comprehensive consideration of the interconnected facets of a community encompassing social economic environmental and cultural dimensions when evaluating and addressing matters pertaining to tourism management safety security and resilience This book is structured around different conceptual theoretical and practical strategies employed by destinations to foster and sustain community resilience particularly during periods of crises as well as communities in the context of tourism recovery It examines this across geographical borders and in many different contexts not just locations of tourism or types of tourism such as religious tourism and different types of crises including natural disasters pandemics and terrorism This book is an essential reading for all tourism students researchers and academics as well as for those interested in conflict and crises recovery *The*

*Encyclopedia of Sustainable Tourism* Carl I Cater, Brian Garrod, Tiffany Low, 2015-10-01 Tourism is the world s fastest growing industry and impacts globally upon ecology economies peoples cultures and the built environment Development therefore must be sustainable and sympathetic in order to preserve the environment and culture it exploits Despite sustainable tourism being an area of considerable recent interest there has been no synthesis of the diverse considerations of sustainable tourism and the language and terms particular to this subject An important resource for researchers of tourism this reference work defines and explains terms associated with considering and preserving the environment host peoples communities cultures customs lifestyles and social and economic systems Tourism and Resilience C. Michael Hall, Girish Prayag, Alberto Amore, 2017-11-15 This book is the first authored overview of resilience in tourism and its relationship to the broader resilience literature The volume takes a multi scaled approach to examine resilience at the individual organisation

and destination levels and with respect to the wider tourism system It covers the different approaches to understanding resilience the ecological and engineering approaches and identifies issues with their understanding and application The book connects issues of resilience to related key concepts such as vulnerability adaptation networks systems change and social capital It is designed to be an upper level undergraduate and postgraduate primer on resilience in a tourism context and will be of interest to tourism researchers in planning development geography impacts sustainability disaster management and environmental studies

**Sustainable Tourism** David Weaver, 2007-03-30 Sustainable Tourism comprehensively examines the theoretical and applied dimensions of contemporary sustainable tourism from a global perspective Using international case studies and examples it provides cutting edge coverage of the latest developments in the area both theoretically and practically It takes the reader through all aspects of sustainable tourism from the emergence of the paradigm to sustainability issues in all types of tourism and all components of the industry Divided into 11 chapters it covers Alternative tourism AT or small scale tourism and its associated pros and cons Sustainable tourism within the conventional mass tourism sector the green consumer transportation accommodation attractions and tour operator considering issues and developments in quality control Destination sustainability issues of community empowerment and ideal sustainability models Conclusions for the future of sustainable tourism The wide variety of international case studies used include backpacking in Australia and Spain Volunteer tourism in the US Six Continents and Marriott hotels Disney World the Grand Prix the Grand Canyon mountain gorilla parks in Uganda and many more Specifically written for courses in the specific topic area of sustainable tourism this textbook considers the needs of both students and lecturers as follows Ideal for a semester course or a 42 hour course Global perspective throughout the chapters and in the breadth of illustrative boxed case studies Chapters exceptionally well integrated through frequent cross references End of chapter questions that prompt deeper integrative thinking on the part of the reader Online resources for the lecturer including PowerPoint presentations and multiple choice exercises

International Handbook on the Economics of Tourism L. Dwyer, 2007-09-24 Tourism economics is a rapidly expanding field of research and interest in the subject has been growing steadily over the past decade As a field of study it is one of the small band of areas such as energy and transport economics that draws on and applies developments in general economics This highly accessible and comprehensive Handbook presents a cutting edge discussion of the state of tourism economics and its likely directions in future research Leading researchers in the field explore a wide range of topics including demand and forecasting supply transport taxation and infrastructure evaluation and application for policy making Each chapter includes a discussion of its relevance and importance to the tourism economics literature an overview of its main contributions and themes a critical evaluation of existing literature and an outline of issues for further conceptual and applied research Larry Dwyer and Peter Forsyth have assembled a fascinating Handbook that will be an invaluable and much welcomed reference book for tourism economics scholars and researchers at all levels of academe General economics

scholars will also find much to engage them within the book      **Tourism Crises** Joan C. Henderson, 2007 Tourism Crises tackles the following areas Political disturbance the relationship between politics and tourism and political inspired tourism crises Social unrest host guest relations and tourists as targets of unrest Economic instability crises arising from fluctuating exchange rates and lack of investor confidence Environmental conditions natural disasters and health crises Technological crises transport accidents and crises arising from technical failure Corporate crises Human resource issues and questions of finance Approaches to managing crises will be assessed and appropriate tools and techniques of crisis management are explored enabling readers to gain an insight into this critical aspect of tourism decision making and equipping them with the skills and expertise necessary to deal with crisis conditions      International Tourism and Hospitality in the Digital Age Kumar, Suresh, 2015-04-30 Tourism is one of the most rapidly evolving industries of the twenty first century The economy of many countries all over the world depends on their ability to attract visitors and maintain a distinct edge in a highly competitive market International Tourism and Hospitality in the Digital Age brings together the best practices for growth development and strategic management within the tourism and hospitality industries Highlighting comparative research that explores the cross cultural contexts and societal implications of tourism this book is an essential resource for professionals researchers academics and students interested in a contemporary approach to promoting managing and maximizing profitability of leisure and recreation services      **Wellness Management in Hospitality and Tourism** Bendegul Okumus, Heather Linton-Kelly, 2022-10-31 The first text that studies the science behind the trends and look at every aspect of wellness across the tourism and hospitality industries It provides students with the skills and knowledge to become a leader in the development of this new wave of exciting nutritious safe and profitable wellness products services and practices



## **Restoring Tourism Destinations In Crisis A Strategic Marketing Approach** Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Restoring Tourism Destinations In Crisis A Strategic Marketing Approach**," written by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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