



Restoring Tourism Destinations in Crisis: A Strategic Marketing Approach (Cabi)

David Beirman

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*Highlights the importance of crisis management and provides a guide for tourism operators and offices

*Analyses the strengths and weaknesses of the approaches of tourism managers

*Covers crises caused by: terrorism, natural disaster, disease, crime and war

The aftermath of the attack on the World Trade Center on September 11, 2001, in New York, highlighted the vulnerability of the tourist trade to unforeseen events. The book, written by an experienced tourism marketer and trainer, provides detailed case studies of different crises and analyzes the approaches taken by tourism managers in the USA, Egypt, Israel, Sri Lanka, Turkey, Fiji, South Africa, Australia and the UK.

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