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Crisis Readiness (CR) will reduce the impact of negative outcomes

| Sommario/riassunto | The Asia-Pacific area is one of the fastest growing tourism regions and a major driver of global tourism in general. Tourism industries in Asia Pacific have been challenged in recent years by a number of major crises and disasters including terrorism, outbreaks (e.g. SARS and Bird Flu), natural disasters (e.g. tsunamis, bushfires, flooding), and political crisis (e.g. protests and political instability). This book contributes to the understanding of crisis and disaster management generally, but with a specific focus on the Asia Pacific. With contributions by international scholars and practiti |