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Altri autori (Persone)	ChonK. S LawsEric <1946-> PrideauxB (Bruce)
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Nota di contenuto	Contents; Contributors; Preface: The Tsunami of 26 December 2005, PATA's Initial Responses; 1 Crisis Management in Tourism: Challenges for Managers and Researchers; Part I: The Theoretical Aspect of Crisis Management in Tourism; Part II: Tourism Crises Resulting from Natural Causes; Part III: Tourism Crises Resulting from Human Actions; Part IV: Conclusion; Index;
Sommario/riassunto	Using examples from the UK, Europe, America, Australia and Asia, this book provides an analysis of the latest thinking and practice in dealing with extreme and sudden reductions in demand for specific tourist destinations or products. It shows that managerial responses, including problem. solving and market recovery steps, vary in effectiveness and that recovery may be slow after initial problems are overcome.