

Restoring Tourism Destinations In Crisis A Strategic Marketing Approach

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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.

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Restoring tourism destinations in crisis : a strategic marketing approach. by. Beirman, David. Publication date. 2003. Topics. Tourism -- Economic aspects, Tourism -- Social aspects, Travel -- Safety measures, Hazardous geographic environments, Disasters. Publisher. Cambridge, MA : CABI Pub.

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This phase addresses the question of how to rebuild the market for a tourism service or a destination which has experienced a significant catastrophe, and how to learn from the experience in...

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Vietnam could lose \$23 billion in tourism revenue this year due to the coronavirus pandemic, or about 75 percent of last year's industry revenue, the tourism minister said. "The number of foreign arrivals is forecast to fall by over 80 percent," Minister of Culture, Sports and Tourism Nguyen Ngoc Thien told the National Assembly on Monday.

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