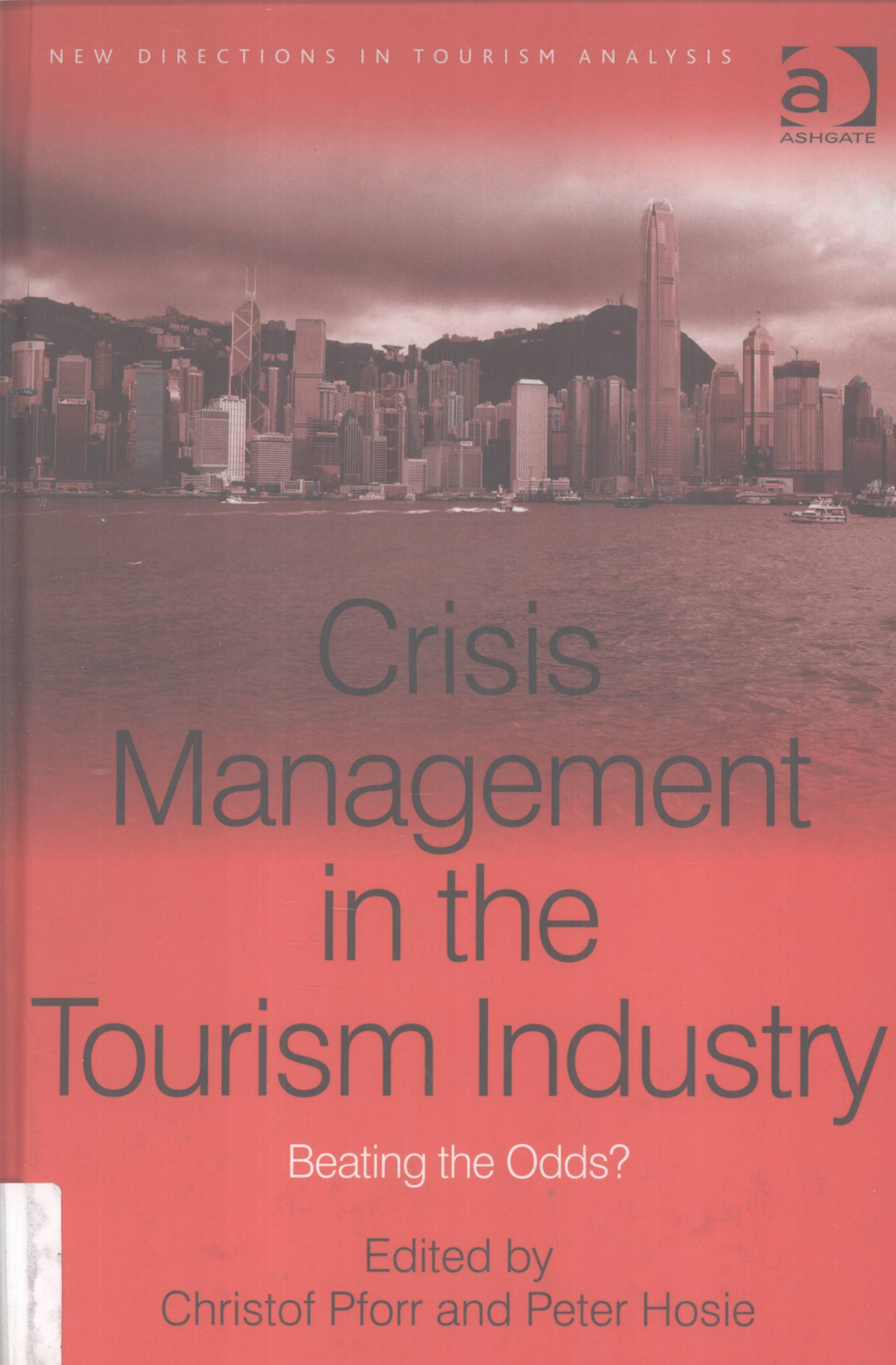


NEW DIRECTIONS IN TOURISM ANALYSIS



Crisis Management in the Tourism Industry

Beating the Odds?

Edited by
Christof Pforr and Peter Hosie

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Edited by

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CRISIS MANAGEMENT IN THE TOURISM INDUSTRY

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Preface

Currently, there is limited published material that combines conceptual and praxis issues on crisis management specifically targeting the tourism industry. Most of the existing literature within the field of tourism management focuses on the level of destinations rather than individual operators. At present, the academic literature in this area is fragmented across at least three major disciplines: strategic management; public relations; and tourism management.

Few publications have covered the more demanding task of integrating the literature and applied research into crisis management within the context of tourism. *Crisis Management in the Tourism Industry: Beating the Odds?* is unique in this context as it combines theory, practice and experience in preparing for and responding to crisis events in tourism. In addition, the presentation of case studies from regional and country specific locations around the world is one of the great strengths of the book. These cases are standalone illustrations of the issues and challenges inherent in crisis management in the tourism industry.

Essentially, the book represents a collection of edited and integrated chapters dealing with managing crises in tourism in relation to policy, planning and response issues surrounding crisis management in the tourism industry. *Beating the Odds?* is primarily a policy and practice book, supported by accessible international case studies. It is also a reflective volume meant both as a contribution to the body of knowledge and as a general book for practitioners. With contributions from a diverse range of experts, the book covers various contexts to provide academics, students and professionals with a rich source of information on contemporary issues facing this volatile industry. A balanced mix of practical and conceptual issues informs what organisations and businesses can do to avoid crises and how best to recover from such events.

Beating the Odds? is intended for a niche market demanding a conceptually sound book with an applied focus on crisis management in the tourism industry. As a specialised book, it contributes to the understanding of development of policies and strategies for the preparation of and response to crises in tourism in different contexts. A blend of descriptive and analytical methodologies is used to circumscribe the issues. Theoretical considerations underpin a consolidated discussion and analysis of the various policy and practical issues faced by stakeholders from industry, government and the wider community by addressing the socio-economic impacts of crises in tourism. A closer integration of these disparate discourses is undertaken to ensure a more accessible approach to the issues impacting on crisis management in the tourism industry.

Acknowledgements

On 13–14 November 2006, the inaugural *1st Services Management Symposium* provided a lively professional forum with many networking opportunities to discuss and analyse seminal issues facing the public and private sectors in relation to crisis management in the tourism and hospitality industry. Over these two days, local and internationally recognised industry and public sector experts generously shared their research and policy expertise.

Crisis Management in the Tourism Industry: Beating the Odds? is an edited book emanating from the proceedings of the *Services Management Symposium*. What emerged is a book that is global in scope and focused on both theoretical and practical issues affecting crisis management in the tourism industry. *Beating the Odds'* intended audience are the very people who attended the seminar – internationally recognised industry and public sector experts in the field. In addition, undergraduate and postgraduate students from a diversity of backgrounds will be attracted to this consolidated volume addressing contemporary issues about crisis management in tourism and related disciplines like management.

Curtin Business School, Curtin University of Technology (Perth, Western Australia) funded the *Services Management Symposium* through a grant from its Area of Research Excellence, *Management of Services Organisations in the Asia Pacific*. In addition, Dr Pforr received active support and encouragement during the compilation and editing of the book from the Curtin Business School as did Dr Hosie from the Curtin Business School and University of Wollongong in Dubai.

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Christof Pforr and Peter Hosie, May 2008

Contents

<i>List of Figures</i>	vii
<i>List of Tables</i>	ix
<i>About the Editors</i>	xi
<i>List of Contributors</i>	xiii
<i>Preface</i>	xv
<i>Acknowledgements</i>	xvii

1	Introduction: Beating the Odds? <i>Christof Pforr and Peter Hosie</i>	1
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PART 1

2	Crisis Management and Security: Strategise versus Improvise in a Turbulent Environment <i>Bella Butler</i>	7
3	From Conception to Implementation: Towards a Crisis Management Framework <i>Samir Ranjan Chatterjee and Cecil Arthur Leonard Pearson</i>	23
4	Crisis Management in Tourism: A Review of the Emergent Literature <i>Christof Pforr</i>	37
5	Tourism Crisis Management, Knowledge Management and Organisational Learning <i>Deborah Blackman and Brent W. Ritchie</i>	53
6	Human Resource Development: Proactive Preparation to Manage Crises <i>Peter Hosie</i>	75

PART 2

7	Vulnerability Analysis and Sustainability in Tourism: Lessons from Phuket <i>Alan Nankervis</i>	93
---	---	----

8	Terrorism, Tourism, Wellbeing and Sense of Security: The Case of Australia <i>Alfred Michael Dockery</i>	107
9	Disaster Response and Tourism Recovery Strategies in the Maldives <i>Jack Carlsen</i>	131
10	Training for Crises Responses: A Case Study of Chinese Medical Professionals <i>Cecil Arthur Leonard Pearson and Samir Ranjan Chatterjee</i>	151
11	Precautions Against Future Tsunamis: A Case Study of Galle District, Sri Lanka <i>Acushla Felix, Ross K. Dowling and Raguragavan Ganeshasundaram</i>	171
12	An Exploration of Risk Management Strategies in Regional Tourism Businesses: The Case of the Eurobodalla Region <i>Tracey J. Dickson</i>	187
13	Crisis and Post-Crisis Tourism Destination Recovery Marketing Strategies <i>David Beirman</i>	207
14	Conclusion: Beating the Odds! <i>Peter Hosie and Christof Pforr</i>	225
	<i>Index</i>	241

List of Figures

3.1	Typologies of cognitive context in crisis	25
3.2	Managerial context in crisis response	26
3.3	Framework for crisis management learning	30
3.4	Competency and resource in response capability	31
5.1	Crisis and disaster management: A strategic and holistic framework	56
5.2	Double loop learning	59
5.3	Four forms of knowledge	63
6.1	PPRR crisis management model	83
7.1	Vulnerability Analysis Model (VAM)	99
8.1	Means for satisfaction variables and number of interviews completed by week; HILDA Wave 1	113
8.2	Means for satisfaction variables and number of interviews completed by week; HILDA Wave 2	118
8.3	Short term resident departures, Australia	122
8.4	Short term arrivals, Australia	123
8.5	Short term resident departures, Australia, relative to pre-September 11 trend	125
8.6	Short term arrivals, Australia, relative to pre-September 11 trend	126
9.1	Republic of Maldives	134
9.2	UK arrivals and annual change 2001–2006	140
9.3	Italian arrivals and annual change 2001–2006	141
9.4	German arrivals and annual change 2001–2006	142
9.5	Japanese arrivals and annual change 2001–2006	143
9.6	French arrivals and annual change 2001–2006	144
9.7	Chinese arrivals and annual change 2001–2006	146
9.8	Russian arrivals and annual change 2001–September 2006	146
9.9	Indian arrivals and annual change 2001–2007	147
10.1	Questionnaire	160
12.1	Location of Eurobodalla area	188

12.2	Imbedding risk management within the organisation's culture	195
13.1	Comparative annual tourist arrivals, Singapore and Hong Kong 2002–2003	213
13.2	Monthly comparisons of Singapore's inbound tourism 2002, 2003 and 2004	213
13.3	Israel's inbound international tourism 2000–2006	217

List of Tables

5.1	Core processes of evaluative enquiry	61
5.2	Crises evaluation processes using core processes of evaluative enquiry	64
8.1	Satisfaction with life, how safe you feel and feeling part of the local community, means, HILDA Wave 1, by marital status	111
8.2	Mean satisfaction ratings: The week before (5/9/01–11/9/01) and after (12/9/01–18/9/01) September 11	114
8.3	Effect of September 11 on wellbeing, ‘difference-in-difference’ estimators	117
8.4	Mean satisfaction ratings: Before and after the Bali bombings, HILDA Wave 2	119
8.5	Effect of Bali bombings on satisfaction, ‘difference-in-difference’ estimators	121
9.1	Tourist arrivals from the five main markets 2004 and 2005	132
10.1	Respondent means for scale items ($N = 24$)	161
12.1	Position held by respondents	193
12.2	Tourism sectors of respondents	193
12.3	Organisation size; equivalent full time employees	194
12.4	Actions taken to learn from previous serious incidents compared to years in business	194
12.5	Factors that may have potential impact upon business objectives in the next 12 months	196
12.6	Risk management plans in place for risk with potential negative outcomes	197
12.7	Components of risk management plans for risks with potential negative outcomes	198
12.8	Source of information for developing risk management plans	199
12.9	Strategies used to minimise potential risks to business	200
12.10	Frequency of reviewing risk management plans compared to years in business	201
12.11	Frequency of reviewing of risk management plans compared to organisational size	201

12.12 Other strategies that would be of assistance to manage risks to business	202
--	-----

202