

RESTORING TOURISM DESTINATIONS IN CRISIS

A strategic marketing approach

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CONTENTS

List of figures and tables	vii
Acronyms	ix
Acknowledgments	xi
Preface	xiii
Author's note	xv

Part I Overview

1 Defining tourism destinations in crisis	3
2 Managing the recovery and restoration of destinations in crisis	18

Part II Terrorism and political violence

3 United States: September 11, 2001 terrorist attacks <i>The impact on American and global tourism</i>	43
4 Egypt: terrorist attacks against tourists, 1990–98 <i>Restoring confidence in tourism</i>	69
5 Israel: the Palestinian uprising, 2000–02 <i>Promotion of tourism during an ongoing crisis</i>	87
6 Sri Lanka: civil war, 1995–2001 <i>Marketing during a long-term crisis</i>	117
7 Fiji: political coups, 1987 and 2000 <i>Post-crisis tourism recovery</i>	132

Part III Natural disaster

8 Turkey: Izmit earthquake, 1999 <i>Rebuilding the tourist industry</i>	153
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Part IV Epidemic

- 9 Britain: foot-and-mouth disease, 2001
Restoring confidence through information dissemination 171

Part V Crime

- 10 South Africa: crime wave, 1994–2000
Pre-emptive response to potential tourism crisis 193
- 11 Australia: Port Arthur massacre, 1996
Tourism Tasmania's response to an aberrant crisis 210

Part VI War

- 12 Croatia: the Croatia–Yugoslav war, 1991–95
Post-war recovery and tourism development 227

Part VII Combination crises

- 13 Philippines: combination crises, 1990–2001
Managing terrorism, natural disaster, crime and political instability 245

- Notes 265
- Select bibliography 276
- Index 280

LIST OF FIGURES AND TABLES

1.1	Forces which influence destination image development	5
1.2	Path modules of determination of destination image	5
4.1	Foreign exchange earnings, Egypt, 1993–98	75
4.2	International visitor arrivals to Egypt, 1989–2000	79
4.3	Major regional sources of tourism to Egypt in selected years	80
5.1	Israel inbound tourism numbers 1999–2001—world figures by month	111
5.2	Israel inbound tourism numbers 1999–2001—USA, UK and Italy	111
5.3	Total number of inbound tourists to Israel, 1999–2001— world figures	112
5.4	Total number of inbound tourists to Israel, 1999–2001— Oceania figures	112
6.1	International tourism arrivals to Sri Lanka showing regions and selected source markets, 1995–2000	126
7.1	Fijian tourism earnings and the balance of payments, 1988–96	135
7.2	Fijian inbound tourism in selected years before, during and after the 1987 crisis period (includes main markets)	141
7.3	Inbound tourism numbers to Fiji before, during and after the 2000 coup attempt (1999, 2000 and 2001)	143
8.1	Top ten source markets to Turkey, 2000	158
8.2	Number of visitors to Turkey and tourism receipts, 1990–2000	161
9.1	Percentage change in tourist numbers to Britain, January– May 2000 vs January–May 2001, and full year 2000 vs 2001 (key source markets)	182
9.2	Overseas visitors to the United Kingdom by month, January–May 2000 and 2001	183

10.1	Crime in selected categories, 1994–2000, South Africa: actual reported incidents and rates of occurrence per 100 000 of population	201
10.2	Trends in tourist arrivals, South Africa, 1993–98	204
10.3	Leading source markets for South Africa, 1997	205
12.1	Basic indicators of tourism development, 1985–2000	237
12.2	International tourist arrivals in Croatia showing principal and other selected markets of origin, 1996–2000	238
13.1	Visitor arrivals in the Philippines, 1990–99: key source markets and totals	256
13.2	Visitor arrivals in the Philippines, January–September, 2000 and 2001: key source markets and totals	258

ACRONYMS

ANC	African National Congress
ASTA	American Society of Travel Agents
ATC	Australian Tourism Commission
BTA	British Tourist Authority
CTB	Ceylon Tourist Board
EMTA	Eastern Mediterranean Tourism Association
FAA	Federal Airports Authority
FVB	Fiji Visitors Bureau
IATA	International Air Transport Association
ICTO	International Council of Tour Operators
IGTO	Israel Government Tourism Office
IHA	International Hotels Association
MAFF	Ministry of Agriculture, Fisheries and Food (UK)
MEMTA	Middle East and Mediterranean Tourism Association
MICE	meetings, incentives, conventions, exhibitions
PAL	Philippine Airlines
PATA	Pacific Asia Travel Association
PCVC	Philippines Convention and Visitor Corporation
SAA	South African Airways
SATOUR	South African Tourism
TAG	Tourism Action Group (Fiji)
TCSP	Tourism Council of the South Pacific
TIA	Tourism Industry Association
TPC	Tourism Policy Council
TT	Tourism Tasmania
USTTA	United States Travel and Tourism Authority

VFR	Visiting Friends and Relatives
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

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