Course title: Tourism Resilience and Crisis Management

**Instructor:** Eran Ketter, PhD

**Credit hours:** 2

**Year:** 2, **Semester:** A

**Course objectives:**

In recent years, crises have become a familiar problem for a growing number of tourist destinations. In this turbulent era, having a crisis is not a question of "if" but a question of "when" and "how prepared will we be". The course aims to provide essential knowledge on: crises and resilience building in the tourism industry; risk management with a focus on climate change and terror acts; pro-active crisis management and crisis communication management; creating a crisis management manual; and tools for enhancing tourism resilience.

**Schedule of lessons:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Lesson #** | **Topic** | **Details** | **reading assignment** |
| 1 | Crises in the tourism industry | Crisis definitions, crisis characteristics, types of tourism crises, crises and climate change | 1 |
| 2 | Crisis' spheres of activity | The crisis' impact on consumers, the tourism product, competitors, economy | 2 |
| 3, 4 | Resilience in the tourism industry | System theory, resilience definitions, adaptive capacity, adaptive cycle model, scale change and resilience (SCR) model | 3, 4 |
| 5 | Crisis management | Crisis life cycle, pro-active vs. re-active approaches, crisis management theory | 5 |
| 6 | crisis communication management | Strategic image management, image restoration, reputation management, image recovery | 6 |
| 7, 8 | The crisis management process | Managing crisis and communication in the stages of: precaution, planning and prevention, coping, and post-crisis | 7 |
| 9, 10 | Tourism resilience strategies | Reorienting the tourism system, regenerating tourism growth | 8 |
| 11 | Crises and resilience in leading tourism destinations | Case studies from France, Turkey, Egypt, Korea, Belgium | 9, 10, 11 |
| 12 | Crises and resilience in Israeli tourism | The second Palestinian uprising, the second Lebanon war, Iron shield operation, destination image recovery, Jerusalem Stabbing Intifada | 12 |

**Grading scale:**

|  |  |
| --- | --- |
| **Assignment** | **Percentage of final grade** |
| Case study presentation | 30% |
| Assignment | 70% |
| **Total** | **100%** |

**Main bibliography:**

1. Glaesser, D. (2006). *Crisis management in the tourism industry*. Routledge. Chapter 2 - The basics of crisis management.
2. ETC (2020). *Handbook on COVID-19 Recovery Strategies for National Tourism Organisations*. Brussels: ETC.
3. Cheer, J.M. and Lew, A.A. (2018). Understanding tourism resilience. In: Lew, A. A. and Cheer, J. M. (Eds.). *Tourism resilience and adaptation to environmental change: Definitions and frameworks*. New York: Routledge.
4. Hartman, S. (2018). Resilient tourism destinations? Governance implications of bringing theories of resilience and adaptive capacity to tourism practice. In: Innerhofer, Fontanari & Pechlaner (Eds.). *Destination Resilience - Challenges and Opportunities for Destination Management and Governance*. (pp. 66-75). Abingdon: Routledge.
5. Avraham, E. and Ketter, E. (2008). *Media strategies for marketing places in crisis: Improving the image of cities, countries, and tourist destinations*. Elsevier-BH. Chapter 5 - Crisis and communication management, 78-92.
6. Coombs, W. T. (2015). The value of communication during a crisis: Insights from strategic communication research. *Business Horizons*, 58(2), 141-148.
7. Avraham, E. (2016). Destination marketing and image repair during tourism crises: The case of Egypt. *Journal of Hospitality and Tourism Management*, 28, 41-48.
8. Beirman, D. (2018). Thailand's Approach to Destination Resilience: An Historical Perspective of Tourism Resilience From 2002 to 2018. *Tourism Review International*, 22(3-4), 277-292.
9. Avraham, E. and Ketter, E. (2017). Destination marketing during and following crises: combating negative images in Asia. *Journal of Travel & Tourism Marketing*, *34*(6), 709-718.
10. COMCEC - The Standing Committee for Economic and Commercial Cooperation of the Organization of the Islamic Cooperation (2017). *Risk and Crisis Management in Tourism Sector: Recovery From Crisis in the OIC Member Countries*. Posted August 1st on: <https://www.sbb.gov.tr/wp-content/uploads/2018/11/Ris_and_Crisis_Management_in_Tourism_Sector-.pdf>
11. Egypt Ministry of Tourism (2018). *Egypt - Tourism Reform Program*. Published 1 November on: <http://egypt.travel/media/2338/tourism-reform-program-en.pdf>
12. Avraham, E., & Ketter, E. (2016). *Tourism marketing for developing countries: Battling stereotypes and crises in Asia, Africa and the Middle East*. Springer.

**Secondary bibliography:**

1. Glaesser, D. (2006). *Crisis management in the tourism industry*. Routledge.
2. Hall, C. M., Timothy, D. J. and Duval, D. T. (2012). *Safety and security in tourism: relationships, management, and marketing*. Routledge.
3. Lew, A. A. (2014). Scale, change and resilience in community tourism planning. *Tourism Geographies*, 16(1), 14-22.
4. Benoit, W. L. (2015). A*ccounts, excuses and apologies: Image repair theory and research.* Albany, NY: State University of New York. Second edition.
5. Hall, C.M. (2018). Resilience in Tourism. In: Lew, A. A. and Cheer, J. M. (Eds.). *Tourism resilience and adaptation to environmental change: Definitions and frameworks*. New York: Routledge.
6. Ketter, E. (2016). Destination image restoration on facebook: The case study of Nepal's Gurkha Earthquake. *Journal of Hospitality and Tourism Management*, *28*, 66-72.