Tourism Public Policy and the Strategic Management of Failure: A Comprehensive Guide

Tourism is a vital industry for many countries, generating revenue, creating jobs, and promoting cultural exchange. However, tourism is also vulnerable to a wide range of risks and uncertainties, which can have a devastating impact on the industry and the communities that depend on it.

Tourism Public Policy, and the Strategic Management of Failure (Advances in Tourism Research)

by William Revill Kerr

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In recent years, there have been a growing number of tourism-related failures, such as the collapse of Thomas Cook and the COVID-19 pandemic. These failures have had a significant impact on the tourism industry, costing billions of dollars and putting thousands of jobs at risk.

In light of these failures, it is essential for policymakers and tourism industry leaders to develop a better understanding of how to manage risk and respond to crises. This book provides a comprehensive overview of tourism public policy and the strategic management of failure.

What is Tourism Public Policy?

Tourism public policy is the set of laws, regulations, and programs that government agencies use to regulate and support the tourism industry. Tourism public policy can cover a wide range of issues, such as:

- Zoning and land use planning

- Transportation infrastructure

- Marketing and promotion

- Health and safety regulations

- Environmental protection

Tourism public policy is essential for ensuring the sustainable growth of the tourism industry. By providing a clear and consistent framework for tourism development, tourism public policy can help to attract investment, create jobs, and protect the environment.

The Strategic Management of Failure

The strategic management of failure is the process of identifying, assessing, and managing risks that could lead to failure. The strategic management of failure is essential for any organization, but it is especially important for organizations that operate in high-risk environments, such as the tourism industry.

The strategic management of failure involves the following steps:

1. **Identify risks:** The first step in the strategic management of failure is to identify the risks that could lead to failure. This can be done through a variety of methods, such as risk assessments, scenario planning, and stakeholder analysis.

2. **Assess risks:** Once the risks have been identified, they need to be assessed in terms of their likelihood and impact. This assessment will help to prioritize the risks and determine which ones need to be addressed first.

3. **Manage risks:** The final step in the strategic management of failure is to develop and implement strategies to manage the risks. These strategies can include a variety of measures, such as risk avoidance, risk mitigation, and risk transfer.

The strategic management of failure is an essential tool for tourism organizations. By identifying, assessing, and managing risks, tourism organizations can reduce the likelihood of failure and protect their operations.

Case Studies

This book includes a number of case studies that illustrate the principles of tourism public policy and the strategic management of failure. These case studies cover a wide range of topics, including:

- The collapse of Thomas Cook
- The COVID-19 pandemic

- The 2008 financial crisis

- The 9/11 attacks

- The 2004 Indian Ocean earthquake and tsunami

These case studies provide valuable insights into the causes of tourism failures and the strategies that can be used to manage risk and respond to crises.

This book is an essential resource for anyone who is involved in the tourism industry. It provides a comprehensive overview of tourism public policy and the strategic management of failure, and it includes a number of case studies that illustrate the principles of risk management and crisis response. By understanding the risks that can lead to failure and by developing strategies to manage those risks, tourism organizations can reduce the likelihood of failure and protect their operations.

To learn more about tourism public policy and the strategic management of failure, please visit the following resources:

- World Tourism Organization

- Global Report on Crisis Management in Tourism

- Tourism Risk Management Framework
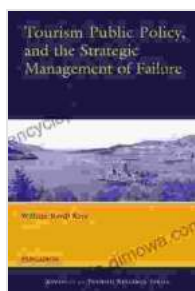
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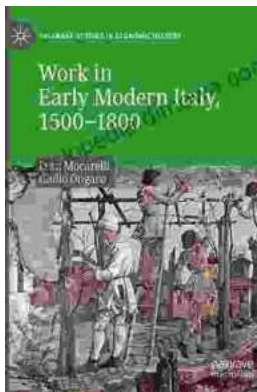
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