

Crisis Communication at Destinations: A Study for Tourism Managers

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Abstract : Tourism industry essentially requires effective crisis management and crisis communication skills, as it is extremely vulnerable to crises. In terms of destinations, tourism crises cause dramatic decreases in the number of inbound tourists, impairment in the destination's image, and decline in the level of preferability of the destination not only in the short but also in the long term. Therefore, any destination should be well prepared for crisis situation that may arise for various reasons. Currently, the advancement in communication technologies enables and facilitates information and experience to spread rapidly, and negative information and experiences tend to be shared to a further extent. Destinations are broadly exposed to the impacts of such communication stream. Turkey is almost continuously exposed to crises and their adverse impacts as a tourism destination, and thus requires effective crisis communication activities to be maintained. Hence, the approaches of tourism managers toward crisis communication and their proposals for addressing issues in question are important. This study intends to set forth the considerations of the managers serving in the tourism industry about crisis communication at destinations. The theoretical part of the study describes and explains crisis management and crisis communication at destinations; following which are provided the outcomes of the thorough in-depth interviews and discussions conducted for the establishment of the considerations of tourism managers. Managers indicated the role and importance of crisis communications in destinations.

Keywords : crisis communication, crisis management, destination, tourism managers

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