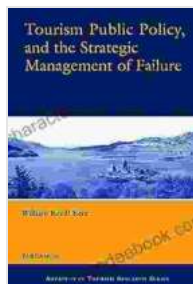


# Tourism Public Policy And The Strategic Management Of Failure: Advances In



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

by William Revill Kerr

★★★★☆ 4.7 out of 5

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Tourism is a major global industry, generating trillions of dollars in revenue and supporting millions of jobs. However, tourism is also a complex and dynamic industry, and it is subject to a wide range of risks and challenges.

One of the most significant challenges facing the tourism industry is the potential for failure. Failure can occur for a variety of reasons, including natural disasters, economic downturns, and political instability. When failure occurs, it can have a devastating impact on tourism businesses and communities.

In order to mitigate the risk of failure, tourism policymakers and managers need to develop and implement effective strategies for managing failure. These strategies should include measures to prevent failure from occurring in the first place, as well as measures to respond to and recover from failure when it does occur.

One of the most important aspects of managing failure is to have a clear understanding of the risks involved. This includes identifying the potential causes of failure, as well as the potential consequences of failure. Once the risks have been identified, tourism policymakers and managers can develop strategies to mitigate those risks.

Another important aspect of managing failure is to have a plan in place for responding to and recovering from failure. This plan should include measures to minimize the impact of failure on tourism businesses and communities, as well as measures to support the recovery process.

The strategic management of failure is a complex and challenging task, but it is essential for tourism policymakers and managers who want to mitigate the risk of failure and protect the tourism industry.

## **Advances in Tourism Research**

In recent years, there has been a growing body of research on the strategic management of failure in tourism. This research has explored a variety of topics, including the causes of failure, the consequences of failure, and the strategies for managing failure.

This research has provided valuable insights into the strategic management of failure in tourism. It has helped to identify the key risks

facing the tourism industry, and it has developed strategies for mitigating those risks. This research has also helped to develop a better understanding of the consequences of failure, and it has provided guidance on how to respond to and recover from failure.

The strategic management of failure is a critical issue for the tourism industry. By understanding the risks involved and developing strategies for managing failure, tourism policymakers and managers can help to protect the tourism industry and ensure its long-term success.

The tourism industry is a major global industry, but it is also a complex and dynamic industry that is subject to a wide range of risks and challenges. One of the most significant challenges facing the tourism industry is the potential for failure. Failure can occur for a variety of reasons, and it can have a devastating impact on tourism businesses and communities.

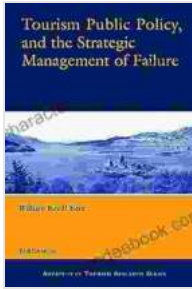
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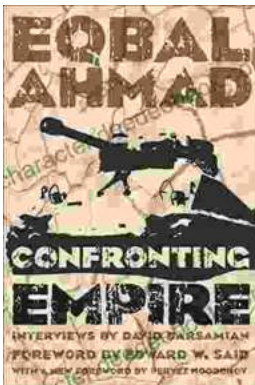
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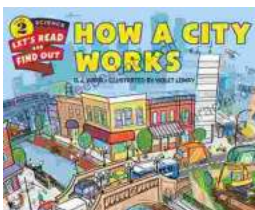


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