

What actions should crisis-stricken destinations take to prevent trip cancelations?

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Abstract

Tourist destinations are vulnerable to trip cancelations following unexpected critical events. Thus, they need to take effective actions to prevent cancelations. Little is known about the potential of different preventative actions when faced with different crises. The present study aims to fill this gap. It proposes that the effectiveness of preventative actions might vary across different kinds of crises and tourists. Initial findings indicate important differences in terms of the effectiveness of different actions destinations can take.

Key words: travel cancelations; preventative actions; crisis management