

Tourism Crisis Management Framework: The Thai Experience

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Abstract

Thailand's tourism industry has suffered significant crises including SARS, Southern Thailand unrest, tsunami and bird flu, all of which have required swift crisis management by the Thai government. This study addresses the Thai government's responses to these crises and their impact on tourism. The study proposes a crisis management framework that considers the degree of uncertainty in the operating environment and the degree of complexity in the operating mission. The purpose of the framework is to assist governments and private sector in managing future crisis including the looming global bird flu pandemic.