

## ABSTRACT

Between 2015 and 2017, Europe suffered from a rise of fatal terrorism; many of them took place in popular tourism destinations. Consequently, European Destination Management Organizations (DMOs) have been implementing various forms of Crisis Management following the attacks. This study attempts to investigate how European DMOs have managed the recent terrorist attacks and what approaches and actions have been applied to recover. Furthermore, the study looks at how well-prepared European DMOs are for future crises like terrorism. The majority of previous research has been conducted ahead of the digital era and the rise of social media. Therefore, this study also explores how useful social media is for DMOs in post-terrorism crisis management.

The study followed a qualitative approach where interviews were conducted with 10 European DMOs. A majority of the interview respondents had experienced a crisis like terrorism. The results imply that European DMOs are prepared for man-made crises like terrorism. Yet, the study found that in the case of terrorism, crisis planning is limited and should stay flexible and adjust according to the unique situation. Both positive and negative spillover effects were identified in the study. Moreover, DMOs should consider both content and timing when it comes to post-crisis promotion. Further, DMOs should attempt to communicate relevant information immediately following a crisis. Finally, social media is considered to be an essential tool when it comes to crisis communication after terrorism.