

Tourism providers' reactions to decreased demand following a crisis

The impact of the Swine Flu on the tourism market: a panel data approach

Abstract

Crises and disasters can strongly affect the tourism industry and should therefore be managed correctly. As such, this MSc Thesis, first, ascertains whether tourism providers react according to theoretical suggestions by comparing theoretical tourism crisis management recommendations and behavior with real cases and, second, investigates whether the recent "Swine Flu" pandemic in 2009/2010 measurably and significantly affected tourism demand and, consecutively, tourism supply in a sample of seven cities evenly spread around the globe from 2007 until 2012. A panel regression approach indicates that, next to commonly considered factors, the influenza pandemic negatively affects tourism demand which, in turn, alters tourism supply.

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