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Book Review

Reputation and Image Recovery for the Tourism Industry, G. Walters, J. Mair (Eds.). Goodfellow Publishers, Oxford (2019). p. 256 pp (Hbk.), £85.00 ISBN: 9781911396673; (Pbk.), £34.999 ISBN: 781911396680; (ebk.), £34.99 ISBN: 9781911396697

Crises and disastrous events are defined as critical incidents, the impacts of which can potentially reach across the entire globe, regardless of whether they emerge locally or globally (Maditinos & Vassiliadis, 2008), and can range from financial and economic crises to environmental crises (Hall, 2010). The issue of crises and/or disasters has always been of concern in tourism because of the devastating impact on a destination's image, an image formed in part by the media, which covers the news of crisis events and presents them to the public (Sönmez, Apostolopoulos, & Tarlow, 1999). By distinguishing between two main types of crisis, man-made and natural disasters (Santana, 2004), the present book provides readers with a holistic perspective, the focus of which is the issue of building reputations and images in times of crisis.

The first section (Chapters 1–2) of the book introduces the topic by dividing crisis events into two different categories, namely man-made and natural disasters, whose far-reaching effects can impact destinations as well as organizations and travellers. Most importantly, in this section, the authors highlight the possible impacts of crisis events on a diverse range of fields pertaining to tourism; this is the main logic upon which the book hinges. Further, it is important to note that by adopting a distinct perspective, the authors underscore the significance of consumer behaviour as a key driver, alongside the media and marketing and communication strategies such as branding, in the recovery process of rebuilding the image and reputations of organizations and destinations in times of crisis. As a consequence, this chapter covers a wide variety of antecedents, including consumer behaviour, in the formation of destination or organization reputation and image in the aftermath of critical incidents.

Section 2 (Chapters 3–5) discusses natural disasters using three worthwhile case studies of such events that emerged in different locations at different times. Each of these case studies reveal the capability of tourist destinations to respond to the devastating impacts of natural disasters as well as a roadmap for responding to the adverse effects of critical incidents and the recovery of a destination's former image and reputation. Moreover, in this section, some recommendations are offered as key remedies based on lessons learned from the disaster events discussed in the case studies. For instance, in Chapter 3 *The road to recovery: Reimagining Kaikōura after a natural disaster*, the authors illustrate how stakeholders responded in order to recover the reputation and image of a destination based on first-hand accounts from interviews with authoritative local actors. Similarly, Chapter 4 *Reputation and image recovery from the Great East Japan Earthquake: A long journey with high hopes* covers initiatives taken by the government in response to the detrimental impacts of natural catastrophes to enhance the image and recover the reputation of the destination, while the final chapter in this section *Hope for Haiti: How media narratives can transform a destination in despair* discusses how the media can play a role in the formation of image as well as its recovery in the aftermath of a natural disaster.

Section 3 (Chapters 6–9) focuses on man-made crises by offering case studies as contributions. For instance, in Chapter 6 *Tourism and Terrorism: The determinants of destination resilience and the implications for destination image,* the authors deal with the issue of the interplay between tourism and terrorism events, as man-made crises, underscoring the adverse internal and external impacts of such events which may affect a destination image. The authors strive to correlate the concepts of vulnerability and resilience by presenting a comparative perspective of the selected destinations. Chapter 7 *When two worlds collide: Branding industrial destinations* focuses on the image formation process of industrial destinations by giving significant attention to the role of key tourism stakeholders in this process. Further, the authors summarize the chapter by preferring recommendations for industrial destinations coping with image challenges. Chapter 8 *Rubbish and reputation: How unsustainable waste management impacts tourism* uses examples of two internationally-recognized destinations to draw the attention of readers to crisis events that engender environmental issues that can have an adverse effect on the reputation of a destination. Interestingly, the authors aim to inform the readers of how the effective management of perceptions and processes with regards to environmental pollution can be achieved in order to preserve destinations' reputations. In Chapter 9 *Reputation and perceived resilience in developing countries bidding for major sports events,* the authors reveal how destinations can overcome image problems and political instability following crisis events. The attempts of two destinations to reduce the adverse effects of future possible crises on reputation or image through bidding to host globally reputable sporting events are included as examples in this chapter. These case studies of new emerging host nations may extend readers' and industry practitioners' understanding of how the negative perceptions of both tourists and the media can be managed.

Section 4 (Chapters 10–13) focuses on the significance of crisis management communication, which is regarded as crucial for the survival of local tourism actors as well as for maintaining the images and reputations of destinations. Chapter 10 *E-communication in crisis communication: Best practice for tourism destination management organizations* offers several different communication strategies based on the use of Information Communication Technologies (ICTs), which can potentially help a destination realize the stages of prevention and preparedness, as well as the response and recovery processes following crisis events. In Chapter 11 *Managing the reputation of cruise lines in times of crisis: A Review of current practices,* the authors provide readers with distinct insights into how cruise liners develop the necessary strategies to react and respond to the major crisis events they may face during their operations, whereas Chapter 12 *Managing sensationalism in the event of an airline disaster* gives a valuable overview of how the media frames a

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disaster, based on an Australian case involving the airline industry following an air crash. Both of these chapters provide key recommendations as to how related stakeholders, including cruise liners and the airline industry, should respond to crisis events by effectively managing their reputations whilst also paying greater attention to safety issues. Lastly, in this section, both the heading and context of Chapter 13 *Service failures as triggers of superior brand evaluations?* seem to diverge from the rest of the book in terms of its content. The topic neither reflects nor follows from previous sections or indeed the book as a whole. Further, this chapter does not attempt to present knowledge or relevant information about crises and disasters.

By adopting a holistic perspective, this edited book contributes to the existing academic literature on tourism crises by addressing the impact of crisis events on destinations in terms of damaged reputation and image, and economic disruptions, and the challenges posed in terms of response and recovery. The book contains useful and clearly presented content for managers and practitioners as well as students and researchers, with meaningful chapter titles and informative case studies that promote deeper insights on crises and disasters.

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