

عنوان مقاله:

بررسی رابطه مدیریت بحران و سازماندهی فضایی و امنیت در گردشگری (مطالعه موردی: شهر یزد)

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خلاصه مقاله:

Extended Abstract Business globalization and internationalization of communication, leading to crises has been growing today. Major events such as natural disasters, epidemics, terrorist attacks, improper management and the pressures impose on the industry. In fact, tourism crisis is defined as any event that threatens destination normal function and carry out business related to tourism may impair or threaten the safety of tourists. Urban tourism spaces are as a subset of the city's population, followed by their affinity, which are highly vulnerable to human and natural disasters. This article is based on Explaining the concept of tourism crisis management, determine situation of major components of tourism crisis management in tourist spaces of Yazd city. The results show that dimensions of tourism crisis management among the different spaces as well as physical security, political- social, economic and behavior security have been higher than average level items. To analyze the results, and outlines, using versatility crisis approach and using the SWOT model, have been found strengths, opportunities, aspirations and results. Introduction Tourism is the largest movement of people in peacetime (Movahed, ۲۰۰۷: ۱۱۷). Today, tourism is one of the most promising activities that are referred to as the development passage (Khustavi negad, ۲۰۰۸: ۸۹). Regarding the issue of tourism as the most important effects that based on available statistics, the number of tourists in the world has arrived in ۲۰۱۰ to ۹۴۰ million (UNWTO, ۲۰۱۱: ۱۱) About ۳/۳۹ percent compared to ۱۹۹۵ And this growth was despite numerous changes and shocks caused by natural disasters and economic crises in worldwide (UNWTO, ۲۰۱۱: ۵). Urban tourism is one of the phenomena of new urban with complex mix of different activities that occur to join the environmental features and the ability to stretch the city to attract tourists and their service. Yazd city has historical, cultural heritage and adobe architecture and for this reason an important role has in attracting visitors. One of the most important factors that will require the prosperity and development of tourism in the Yazd city, safety of tourists and tourist spaces. Since the major tourist spaces of this city, located in the historical context and due to their high vulnerability, the importance of crisis management makes more necessary in these environments. This study aims according to the new issue of crisis ... management and the importance of tourism and the need to pay serious attention to the revenue of the industry respond to the full

کلمات کلیدی:

مدیریت بحران گردشگری، فضاهاى گردشگری، امنیت، ساماندهی فضایی، شهر یزد

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