



## How Safety and Security Influence the Decision of Tourists to Visit Another Destination (Paperback)

By Fotini Mastroianni

GRIN Publishing, 2017. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Document from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, language: English, abstract: The present thesis uses secondary data and quantitative research to discuss political instability and its effects on the Greek tourism industry and Greek economy. The thesis presents a number of proposals on how Greece can protect its tourism industry from political instability. The emphasis is given to crisis management and disaster management planning to alleviate the negative economic effects of political instability. In addition, all theories associated to tourism motivation and decision making are studied.

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