



RISK MANAGEMENT IN TOURISM

RISK MANAGEMENT



WHAT IS RISK MANAGEMENT?

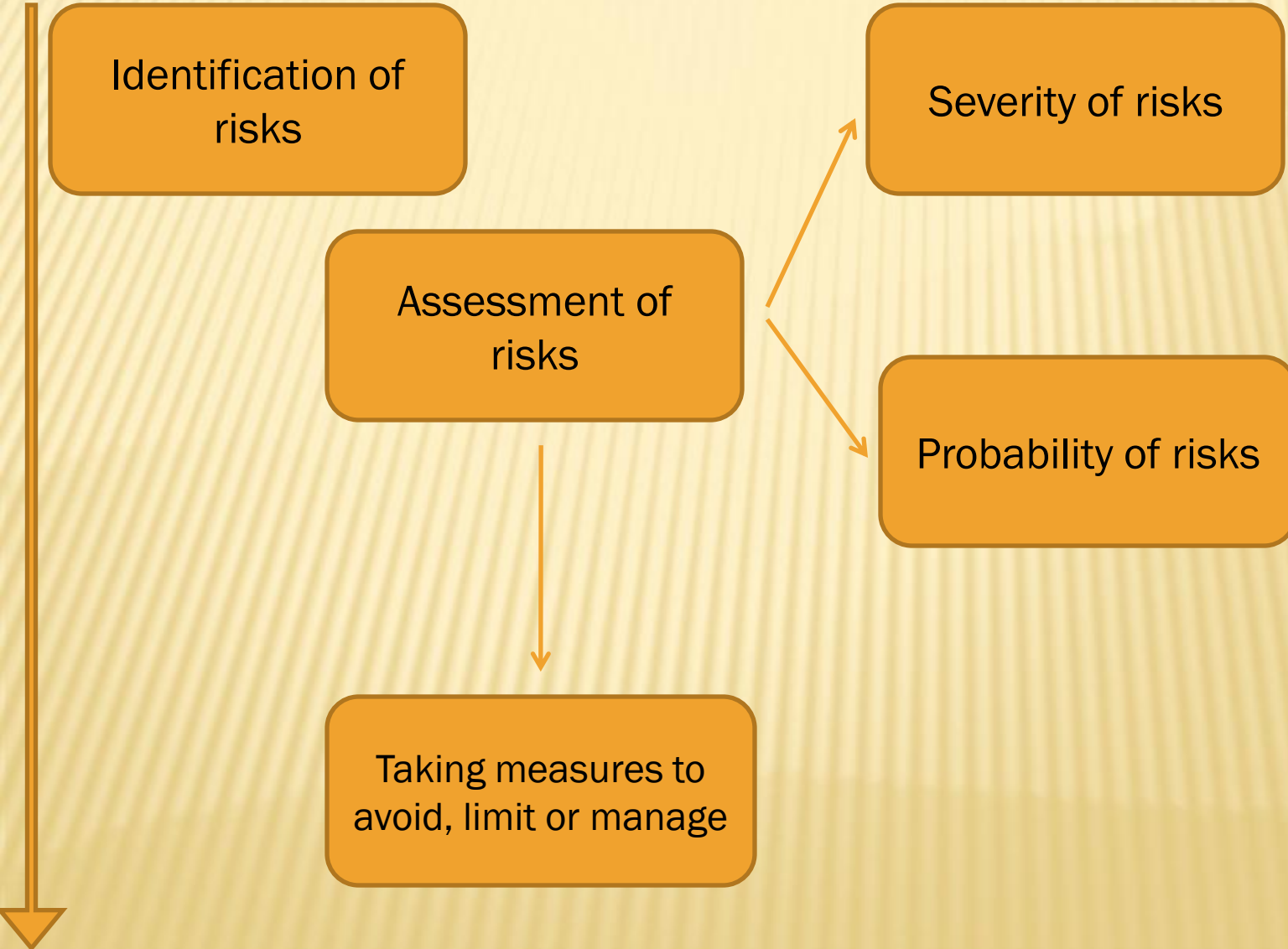
Identification of risks

Assessment of risks

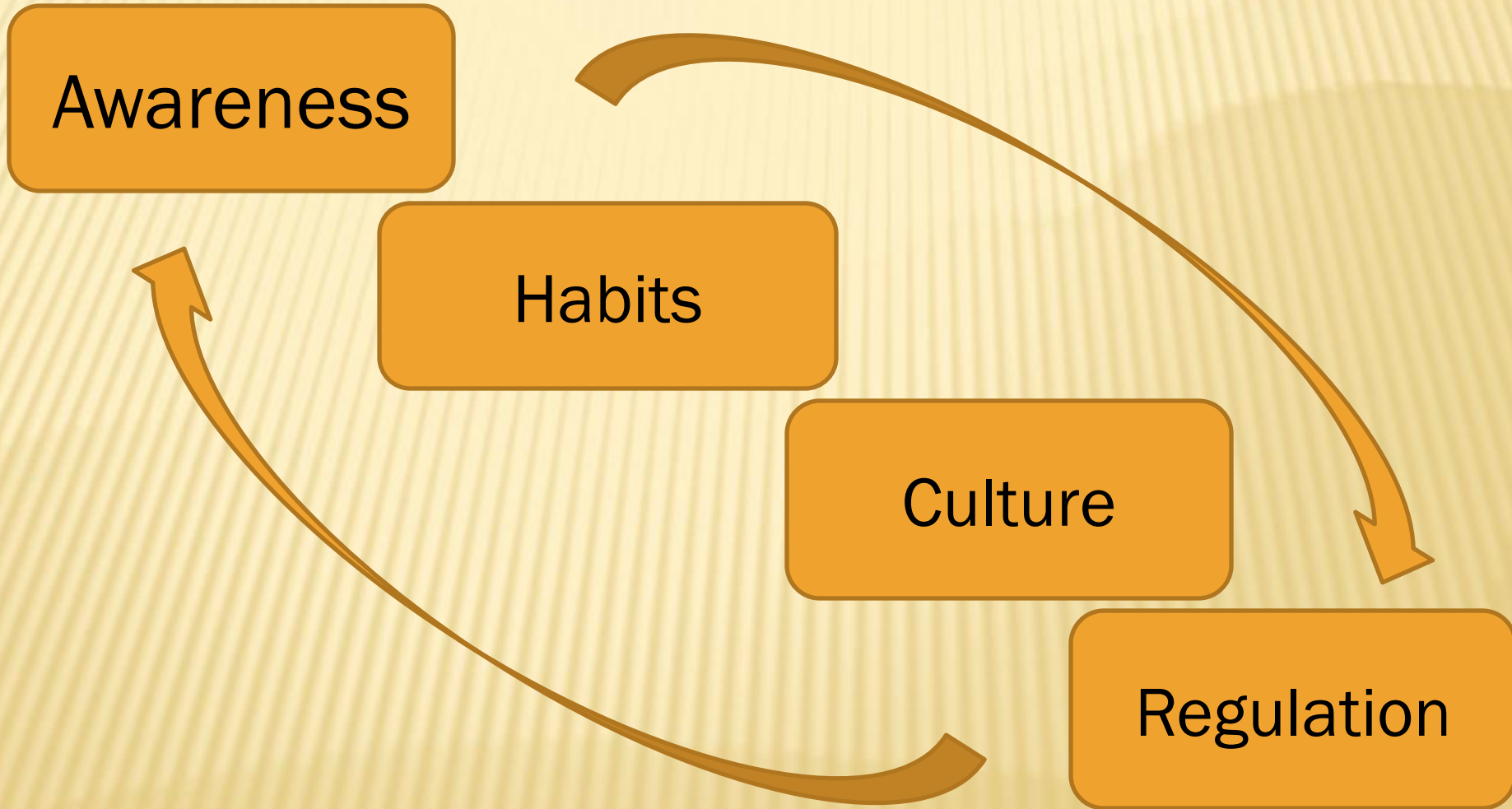
Taking measures to avoid, limit or manage

Severity of risks

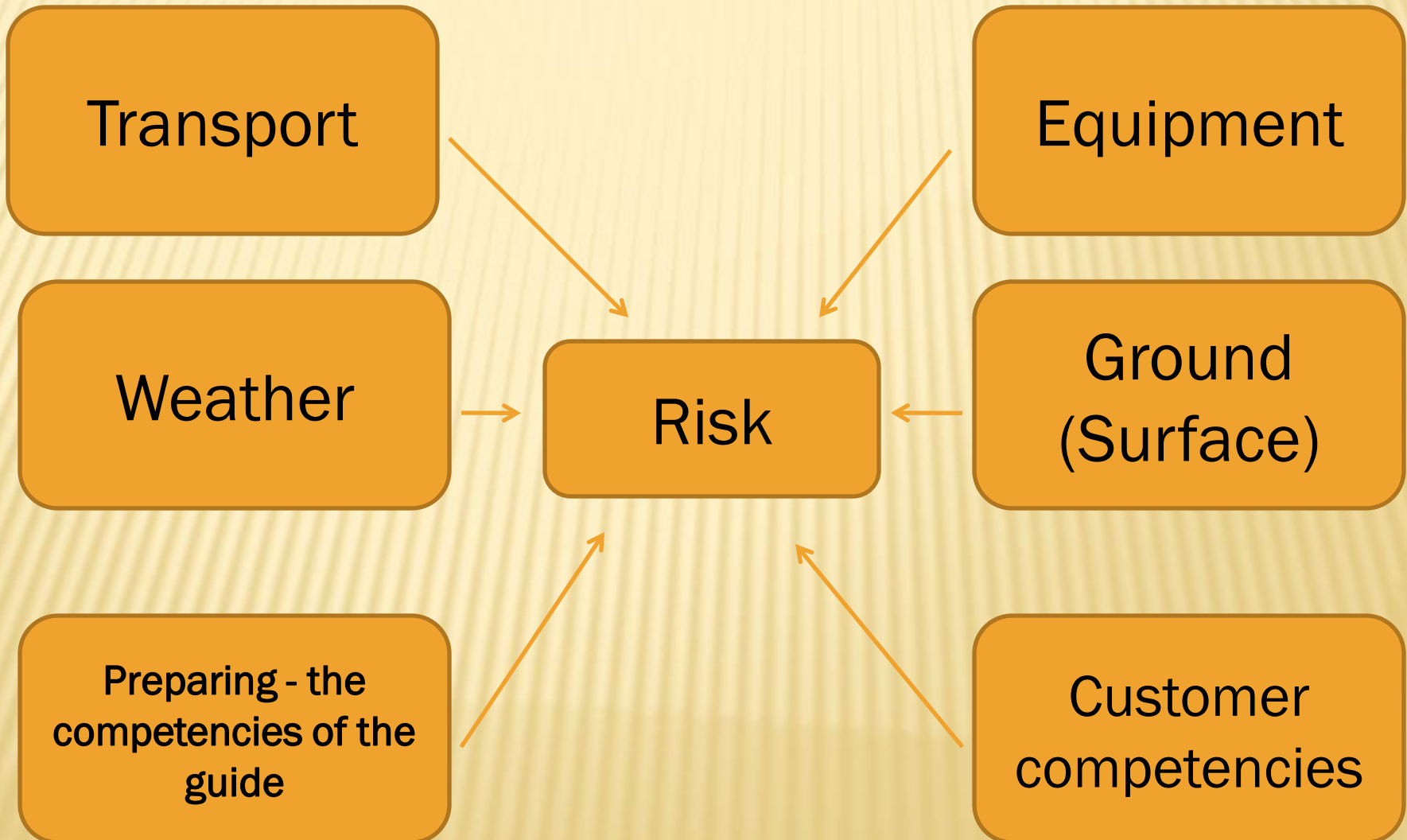
Probability of risks



THE RISK MUST BE PLACED IN SOME CONTEXT



IDENTIFICATION OF RISKS



RISK ASSESMENT

Severity depends on the negative impact

Seriousness
/ danger



Probability

PROBABILITY FOR AN ACCIDENT

Activity

Guide
Clients

Tour
operator

Country

RISK MANAGEMENT

Avoiding

Limiting

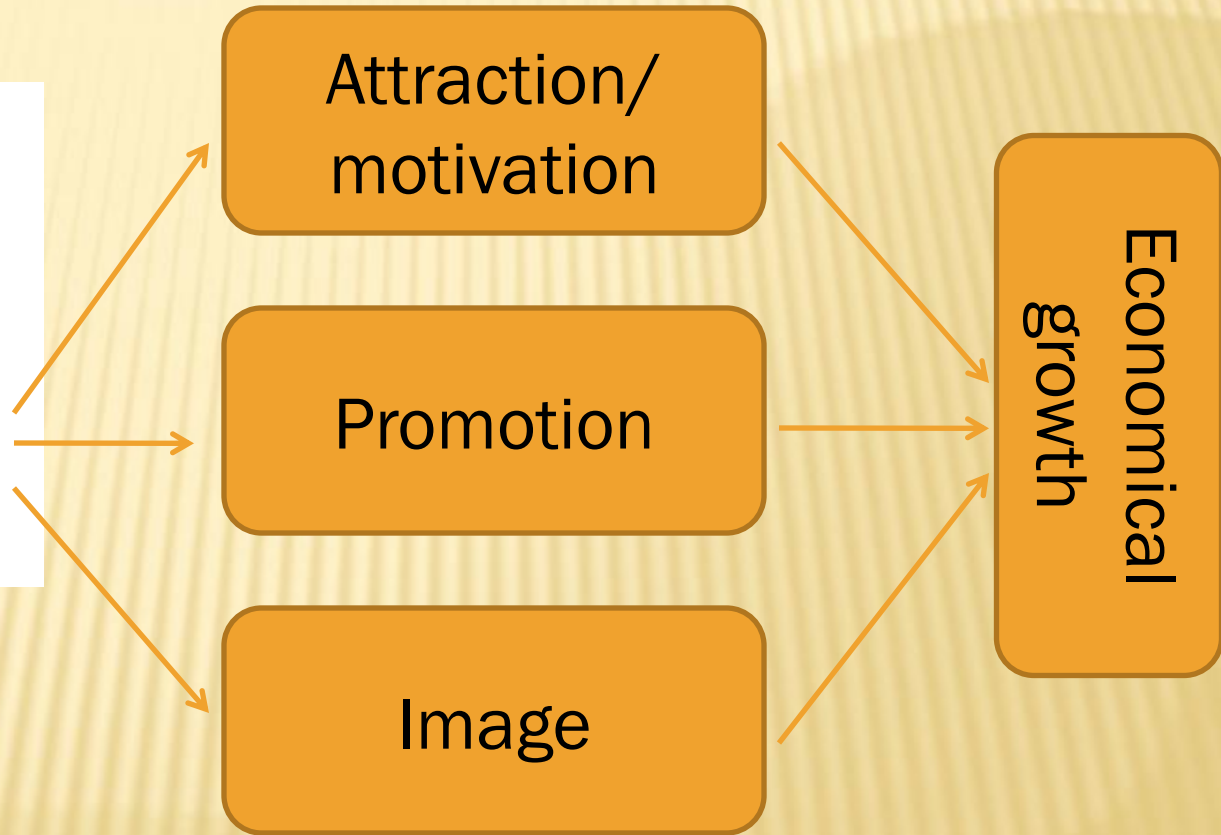
Management

Probability

Seriousness



THE SIGNIFICANCE OF RISK MANAGEMENT FOR THE TOURIST DESTINATION



IMPORTANCE OF GOOD RISK MANAGEMENT FOR BUSINESSES



Small and medium businesses, guides

Small investment

Major consequences and losses