

While it can experience periods of stability, its resilience to external shocks varies depending on. 1 various factors including destination diversity, marketing strategies, infrastructure development, and crisis management measures implemented by stakeholders in the tourism industry. Tourism management is crucial for businesses in the tourism sector because it involves planning, organizing, and coordinating various aspects such as accommodation, transportation, attractions, and activities to ensure a positive experience for tourists. Tourism can be susceptible to fluctuations due to factors such as .economic downturns, natural disasters, political instability, and public health crises.2.3.4