

Co-management as a Framework for the Development of a Tourism Area Response Network in the Rural Community of Curanipe, Maule Region, Chile

LORI PENNINGTON-GRAY*, ASHLEY SCHROEDER* AND TRACE GALE**

*Department of Tourism, Recreation, and Sport Management, Tourism Crisis Management Institute, University of Florida, Gainesville, FL, USA and **Department of Sustainable Tourism Studies, Centro de Investigación en Ecosistemas de la Patagonia (CIEP) CONICYT-Regional, Coyhaique, Chile

ABSTRACT *Crises have the potential to highlight both opportunities and challenges. Such was the case for the coastal town of Curanipe, Maule Region, Chile, which was devastated by an earthquake and resulting tsunami in 2010. The natural disasters resulted in communication breakdowns, which highlighted the intricacies in the hierarchy of the tourism industry and government agencies and the need for coordinated partnerships between the private and public sectors. This paper applies the theory of co-management to tourism crisis management. The Tourism Area Response Network (TARN) is presented as a co-management approach to fostering closer partnerships in tourism crisis management and communication among the appropriate actors of Curanipe. More specifically, the key characteristics, outcomes, and related dimensions of co-management are applied to the development of TARN in Curanipe.*

Introduction

Tourism organizations have the common goal of assuring visitors that their destination is safe in the event of a crisis. In addition, the tourism industry is responsible for providing accurate, up-to-date information to tourists. However, communication within the tourism industry is often challenging due to the hierarchical and fragmented nature of organizations in both the public and private sectors. In the event of a crisis, communication becomes even more complicated, especially if a network has not already been established. Effective crisis communication for the tourism sector is further complicated by observable changes in global governance that have occurred in recent years. In general, governments have shifted away from regulatory control, opting for models that emphasize deregulation and decentralized control. These shifts require strong local involvement and a sharing of

Correspondence Address: Lori-Pennington Gray, Department of Tourism, Recreation, and Sport Management, Tourism Crisis Management Institute, University of Florida, P.O. Box 118208, FLG 325C, Gainesville, FL 32611-8208, USA. Email: penngray@hhp.ufl.edu