

# [Tourism policy -crowding management in tourism](https://assignbuster.com/tourism-policy-crowding-management-in-tourism/)

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Crowd Management Tourism is a very healthy and essential part of a fulfilling and happy life. However, in order for one to have the time of one’s life, it is imperative that the experience is made memorable with the provision of adequate accommodation, facilities, services, and transportation at reasonable rates. Management of tourists is a huge responsibility. This imparts the need to manage every component of the tourist attraction well in general and with respect to the accommodation and management of the crowd in particular. Organizers of tourist attractions often have to face severe challenges with respect to crowd management. Crowd management, as the name implies, is defined as management of the crowd, where management includes but is not limited to planning, accommodation, and administration of the crowd in a particular setting.   
Safety and well-being of the tourists is the matter of prime concern in any kind of tourism service. Crowd management is intrinsically about ensuring the delivery of best service to the tourists. Inadequate crowd management in tourism causes loss of profitability of the tourism business in addition to more severe consequences including loss of life and property. Inappropriate crowd management incurs bad reputation to the organizers in the market and tourists’ confidence in them is shattered. This reduces their client base, affects the profitability of business, and many legal implications have to be faced (Rahmat, 2009). A potential reason of inadequate crowd management is poor estimation of the size and needs of the crowd in a particular location. Poor estimation and scheduling is often an outcome of lack of experience.   
References:   
Rahmat, NB 2009, The relationship of crowd management strategies and safety performance among sport tourism event venue organisers in Kuala Lumpur and Selangor, Universiti Teknologi Mara, [Online] Available at http://eprints. uitm. edu. my/5722/1/NORAZLINA%20BT. RAHMAT%2009\_24. pdf [accessed: 7 May 2014].