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Title: Integrated natural disasters risk management in tourism destination - A case study of 5.12 WenChuan Earthquake

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Abstract: The paper found some problems by research of tourism administration in Si Chuan when dealing with 5.12 WenChuan Earthquake, which include both confused management system and misunderstanding of disaster risk management concept. It showed that earthquake forecasting or prediction is essentially a misconception in earthquake disaster reduction by extensive analyzing both from the theory and the practice. It can hardly give a definite forecasting according to the current technology and it's nouse of reducing the impacts of disasters. The paper emphasized it is necessary to change ideas for government and stakeholders on natural disaster and implement risk management of disasters. It's impossible to avoid a natural disaster but could reduce the impacts with maximum from a disaster by risk management. It's an effective approach to enhance the vulnerability and minimize the losses. It will become a better methodology to confront the natural disaster in the future. © 2010 IEEE.

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