

Making and running tourist attractions that are good for the environment

Assignment 11

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An analysis of how Thai people used the PATA Crisis Management Framework to address tourism-related issues after the 2004 Indian Ocean tsunami.

Where people can travel can be impacted by pandemics, natural disasters, accidents, and political upheaval. These factors have the potential to deter tourists, damage infrastructure, and jeopardize the employment of those who rely on tourism. To assist locations in preparing for, handling, and recovering from a crisis, the Pacific Asia Travel Association (PATA) developed a Crisis Management Strategy. This assignment examines how the PATA method can assist the travel and tourism sector in the event of a crisis. When discussing disaster recovery, the 2004 Indian Ocean Tsunami in Thailand is frequently cited as an example.

An overview of PATA's emergency response plans

There are three main parts to PATA's plan for dealing with crises:

1. Being prepared

This means determining the risks, providing advice, encouraging communication, working with stakeholders, and creating strategies to stop problems before they start.

2. Answer

Immediate actions taken during and right after the crisis, like emergency rescue, quick communication, and working together between government agencies, tourism boards, and private groups.

3. Getting better

Long-term projects' primary objectives were to enhance infrastructure, rebrand the region, increase visitor confidence, and ensure that the tourism sector could endure for a very long time.

The PATA model puts a lot of importance on being honest, working together, and getting back on your feet.

2. The problem started in 2004 when a tsunami struck Thailand.

A devastating tsunami struck multiple countries in the Indian Ocean on December 26, 2004. Phuket, Phang Nga, and Krabi—three of Thailand's most well-liked tourist destinations—saw serious damage. Thousands of people perished, hotels and beaches were destroyed, and tourism ceased. The number of foreign visitors significantly decreased over the following few months.

People all over the world now look to Thailand's response to this crisis as a great example of how to follow PATA's rules for handling crises.

3. Following PATA's plan in Thailand

a. Getting ready before the problem

Although Thailand had emergency plans in place prior to the tsunami, they were unprepared for a maritime disaster of this size. Nonetheless, during the crisis, PATA and Thailand's tourism networks helped them get in touch with experts.

Even though they weren't prepared, PATA gained a lot of knowledge from the experience that enabled them to accomplish their objectives of improved risk assessment, early warning systems, and community education.

b. Phase of Response (Act Right Away)

Thailand's and PATA's answers were remarkably similar:

1. A problem that needs to be fixed right away The military, local volunteers, medical workers, and the travel and tourism industry all helped with the evacuation and rescue.
2. By preventing the spread of misleading information and by offering frequent updates, the Tourism Authority of Thailand (TAT) improved crisis communication.
3. Hotels and travel agencies worked together to keep guests safe, give them information, and help them by letting them stay in their buildings.
4. By bringing in specialists from other nations and offering them guidance on improving communication, PATA assisted Thailand.

This quick and well-thought-out answer made things easier, let people relax, and kept Thailand's reputation as a popular place to visit during the crisis.

c. Recovery Phase (Actions for the Long Term)

PATA accurately projected Thailand's post-crisis recovery. Over time, the safety precautions restored the visitors' sense of security.

4. Thailand's plans for getting back on its feet after the crisis that follow PATA rules

improving the state of the facilities for visitors

The most significant task in Thailand was repairing damaged roads, beaches, airports, and hotels. PATA's objective, "building back better," aligned with the implementation of more stringent safety regulations during the reconstruction phase.

Some things changed, like

- Better planning for the coast
- Easy ways to get out of the area

There are "stay safe" signs on the beach and at the resorts.

The healing process was subsequently aided by these modifications.

b. The National Disaster Warning Center (NDWC) was set up.

Thailand established the NDWC in 2005 and constructed tsunami warning towers along the Andaman coast. The center should implement early warning systems and educate the public, according to PATA.

The country is now less vulnerable to natural disasters and has improved its ability to recover from them over time.

c. Marketing for tourism and recovery

As part of PATA's strategy to boost its standing and regain the confidence of travelers, Thailand began utilizing targeted advertising. Among them were:

- "Thailand is great again"
- "Thailand That Will Always Be Remembered"
- It costs very little or nothing for foreign journalists to travel to events.

collaborating with airlines to increase air travel

When visitors noticed that the area had improved faster and that safety had increased, they were happier.

d. Support for residents and tourists

PATA's primary objective is to support community recovery. Thailand took the following actions to assist the impacted workers:

- Money to help small travel agencies
- Programs that help people find jobs and learn new skills
- Tourism in the area helps create jobs that last longer.

They ensured that the economy and society would grow.

5. The Effects of Recovery Following PATA Over Time

By mid-2005, many of the affected areas would be open to tourists again. Thailand's tourism industry had almost fully recovered by 2007. Thailand benefited from the PATA-led approach:

Reduce the loss over time.

- Increase the safety of the infrastructure.
- If people wish to establish trust globally, they must communicate openly and honestly.
- Improve your emergency preparedness

Assist individuals in selecting environmentally friendly routes.

Thailand's experience demonstrates how effectively PATA's structured crisis-management model mitigates the adverse effects of crises pertaining to tourism.