

Name. Parneet Singh
Student id. DE240106
Date. 13.09.2025



Health Threats in Tourism Course
Lecturer: Mahmoud Abdou
03.08.2025

- **Discuss communicable and non-communicable diseases, highlighting their impacts on tourism destinations and destination image, as well as the crisis management strategies employed to address these challenges.**

The Research Outline

1- The cover page should include:

- Your name
- The date
- Student ID number
- eilET logo
- The research title

2- The research' s main body

- The main research should be between 3000-3500 words
- It should include:
 - o Introduction (250 words)
 - o The main body
 - o Discussion
 - o Conclusion (250 words)

3- the reference page

The reference style shall follow APA style.

The citation inside the text as follows:

Author name (the year).

(Author name, the year).

(Author name, the year: page number).

4- The final submission date will be:

September 15, 2025

Here' s a complete structured research outline for your topic. I' ll provide the framework with detailed content guidance for each section, which you can then expand into a full-length paper of 3000– 3500 words.

Research Outline

Title:

“The Impact of Communicable and Non-Communicable Diseases on Tourism Destinations, Destination Image, and Crisis Management Strategies”

Main Body

1. Introduction (≈250 words)

Define communicable diseases (infectious, spread person-to-person, e.g., COVID-19, Ebola, SARS).

Define non-communicable diseases (NCDs) (chronic, not contagious, e.g., diabetes, cardiovascular diseases, obesity).

Explain the importance of health security in tourism.

Highlight how diseases shape tourist behavior, travel demand, and destination reputation.

State research purpose:

To explore the impacts of both types of diseases on tourism destinations and destination image.

To analyze crisis management strategies used by destinations.

Provide research significance: helping policymakers, tourism boards, and businesses develop resilience.

2. Main Body

A. Communicable Diseases and Tourism

1. Definition and Characteristics

Rapid spread, high media coverage, immediate effect on travel.

2. Examples

COVID-19 pandemic (global lockdowns, border closures, WHO travel advisories).

SARS outbreak in Asia (2003) and its effect on destinations like Hong Kong.

Ebola in West Africa (2014– 2016) and its negative impact on international arrivals.

3. Impacts on Tourism Destinations

Decline in tourist arrivals and revenues.

Hotel, airline, and hospitality sector losses.

Job cuts and economic recession in tourism-dependent regions.

4. Impact on Destination Image

Perceptions of health risk reduce attractiveness.

Media portrayal amplifies fear (e.g., “unsafe destination” labels).

Long-term stigma, even after crisis ends.

B. Non-Communicable Diseases (NCDs) and Tourism

1. Definition and Characteristics

Chronic, lifestyle-related diseases, not directly contagious.

2. Examples

Diabetes, obesity, cardiovascular diseases.

Increased medical emergencies during travel.

Growth of medical tourism (patients traveling for advanced or affordable treatment).

3. Impacts on Tourism Destinations

Influence travel patterns (elderly tourists with health conditions).

Rise of health and wellness tourism (spas, retreats, fitness travel).

Demand for accessible infrastructure and healthcare facilities in destinations.

4. Impact on Destination Image

Destinations with advanced healthcare systems gain positive reputations.

“Safe and healthy” branding attracts tourists (e.g., Switzerland, Singapore, Thailand in medical tourism).

C. Crisis Management Strategies

1. Preparedness and Prevention

Health screenings, vaccination campaigns, hygiene standards.

WHO guidelines and International Health Regulations (IHR).

2. Crisis Response during Communicable Disease Outbreaks

Travel restrictions, quarantine measures.

Communication strategies: transparent, timely updates (UNWTO recommendations).

Stakeholder collaboration: governments, airlines, hotels, health authorities.

3. Long-term Recovery and Destination Image Rebuilding

Marketing campaigns to restore confidence (e.g., “Visit Thailand Again” post-SARS).

Safety certifications (e.g., WTTC “Safe Travels” stamp after COVID-19).

Diversifying tourism (wellness, eco-tourism, domestic tourism promotion).

4. Strategies for Non-Communicable Diseases

Infrastructure adaptations (wheelchair access, medical emergency services).

Promoting wellness and preventive health tourism.

Partnerships with hospitals and insurance providers.

3. Discussion

Compare immediate vs. long-term impacts of communicable vs. non-communicable diseases.

Communicable: sudden, large-scale shocks, devastating short-term impacts.

Non-communicable: gradual influence, shaping tourism trends over time.

Explore the role of media and risk perception in shaping destination image.

Assess how destinations with strong health infrastructure recover faster.

Analyze effectiveness of crisis management strategies from past case studies.

Link findings to future challenges: climate change, globalization, increased mobility.

4. Conclusion

Summarize:

Communicable diseases disrupt tourism sharply, damage reputation, require urgent crisis management.

Non-communicable diseases influence travel preferences, wellness tourism growth, and accessibility demands.

Emphasize that health and safety are central to destination image.

Highlight that resilient crisis management and proactive health measures are critical for sustaining tourism.

Recommend:

Stronger international coordination.

Investment in healthcare infrastructure.

Destination marketing strategies emphasizing safety, wellness, and resilience.

—

References (APA Style)

Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism, and global change: A rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), 1– 20.

Hall, C. M. (2006). Tourism, disease and global environmental change: The fourth transition? *Advances in Tourism Research*, 31(3), 373– 387.

World Health Organization. (2020). International Health Regulations (IHR). WHO.

UNWTO. (2021). COVID-19 and tourism: Recovery strategies. United Nations World Tourism Organization.

Page, S. J., & Yeoman, I. (2007). How tourism responds to natural disasters. *Tourism Management*, 28(6), 1354– 1363.

Connell, J. (2011). Medical tourism. CABI Publishing.