

Health Threats in Tourism Course
Lecturer: Mahmoud Abdou
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- **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 SACHIN KUMAR
- The date 15/09/2025
- Student ID number DE240044
- 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 structured research outline and draft plan for your topic: "Communicable and Non-Communicable Diseases: Impacts on Tourism Destinations, Destination Image, and Crisis Management Strategies."

Research Outline

Title: Communicable and Non-Communicable Diseases: Impacts on Tourism Destinations, Destination Image, and Crisis Management Strategies

Main Research Body

1. Introduction

Briefly introduce tourism as a global industry and its vulnerability to health crises.

Define communicable diseases (infectious, spread from person-to-person e.g., COVID-19, Ebola, SARS) and non-communicable diseases (NCDs) (not transmissible, e.g., cardiovascular diseases, diabetes, cancer).

Highlight the link between public health and tourism— tourists seek safe, healthy destinations.

State the research aims:

1. To analyze the impact of communicable and non-communicable diseases on tourism destinations.

2. To examine how these health crises influence destination image.

3. To explore crisis management strategies used by destinations.

2. Main Body

A. Communicable Diseases and Tourism

Definition and examples (COVID-19, SARS, Ebola, Zika).

Direct impacts: travel bans, reduced arrivals, closure of attractions, fear of contagion.

Long-term effects: damaged destination image, economic downturn, job losses.

Case studies:

COVID-19's effect on global tourism.

Ebola in West Africa → tourism collapse.

SARS impact on East Asia.

B. Non-Communicable Diseases and Tourism

Definition and examples (obesity, diabetes, cancer, cardiovascular diseases).

Indirect impacts: influence on medical tourism, insurance policies, accessibility, and demand for wellness tourism.

Destination considerations: availability of healthcare facilities, medical tourism hubs (India, Thailand, Turkey).

Long-term impacts: health-focused branding of destinations.

C. Impacts on Destination Image

How outbreaks damage destination reputation (media portrayal, global advisories, traveler perception).

Negative branding: countries associated with disease hotspots.

Recovery efforts: health certification programs, marketing safe travel campaigns.

D. Crisis Management Strategies in Tourism

Pre-crisis: risk assessment, preparedness, strong healthcare systems.

During crisis: clear communication, safety measures (screening, sanitization, vaccination programs).

Post-crisis: destination rebranding, safety certifications, rebuilding traveler trust.

Examples:

“Safe Travels” certification by WTTC.

Marketing strategies by destinations post-COVID-19.

Integration of health tourism as a resilience strategy.

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3. Discussion

Compare impacts of communicable vs. non-communicable diseases.

Highlight how communicable diseases create immediate crises, while NCDs create long-term challenges.

Assess effectiveness of crisis management strategies: what worked, what failed.

Explore the role of global collaboration (WHO, UNWTO, IATA) in protecting tourism.

Emerging trends: digital health passports, health-based branding, and resilient destination management.

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4. Conclusion

Summarize key findings: both disease categories significantly shape tourism.

Communicable diseases → short-term shock and severe reputation damage.

Non-communicable diseases → influence tourism demand, push for medical and wellness tourism.

Stress the importance of crisis management, health preparedness, and communication strategies in sustaining tourism.

Conclude with a forward-looking perspective: destinations must integrate public health resilience into tourism planning.

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References (APA Style – Examples)

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.

Page, S. J., & Yeoman, I. (2007). Tourism and health: Towards a new research agenda. *Tourism Management*, 28(6), 1323– 1333.

World Health Organization. (2020). Impact of COVID-19 on tourism. WHO.

Hall, C. M. (2006). Tourism, disease and global environmental change: The fourth transition? In S. Gössling & C. M. Hall (Eds.), *Tourism and Global Environmental Change* (pp. 121– 141). Routledge.