

Planning and Management of Sustainable Tourism Spaces

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Outline:

- 1- Tourism and Health Crises
- 2- Technological Failure and Tourism
- 3- Crisis, Tourism and Tourism Crisis Management

Discover the world of eiIET



A large crowd of tourists is walking along a paved path in a park. In the background, the Blue Mosque (Sultan Ahmed Mosque) is visible, featuring its iconic blue domes and minarets. The scene is set in a sunny, open area with trees and a fountain. A semi-transparent orange banner is overlaid on the upper part of the image, containing the title text.

1- Tourism and Health Crises

1- Tourism and Health Crises

- Health is a key public and private concern.
- Health affects destination choice and satisfaction.
- Tourists avoid destinations with health risks.
- Tourism supports mental and physical well-being.

1- Tourism and Health Crises

- Travelers face various health hazards.
- Serious health issues can become tourism crises.
- Health crises harm reputation and arrivals.

1- Tourism and Health Crises

Health Risks at Destinations:

- Health Issues from Tourism:

- Many tourist illnesses are linked to hygiene conditions at destinations.

- Sanitation Problems:

- Poor sanitation, unsafe water, and inadequate sewage systems can cause intestinal infections

- Contaminated Seafood:

- Eating contaminated seafood can lead to foodborne illnesses

1- Tourism and Health Crises

1.1- Severe Acute Respiratory Syndrome (SARS) – 2003 Outbreak

- Origin:

- First detected in Guangdong, China (2002); likely transmitted from animals to humans

1- Tourism and Health Crises

1.1- Severe Acute Respiratory Syndrome (SARS) – 2003 Outbreak

Global Impact:

- Over 8,000 cases worldwide (WHO, May 2003).
- 774 deaths in 29 countries across 5 continents (July 2003).

- Air Travel Transmission:

- Air travel played a role in the disease transmission.
- Passengers seated up to 7 rows from the infected person were affected.

1.1- Tourism's Response to the 2003 SARS Outbreak

- SARS primarily affected countries in Asia and parts of Canada.
- Six nations were identified as the epicenters of the outbreak

		Cases	Fatalities
	China	5,327	348
	Hong Kong	1,755	298
	Taiwan	671	84
	Singapore	206	32
	Vietnam	63	5
	Canada	250	38
	Global	8,437	813

Dalberg (2020)

1.1- Tourism's Response to the 2003 SARS Outbreak

- The SARS outbreak led to a notable decline in tourism.

The World Travel and Tourism Council estimated the SARS tourism fallout to be:

	Tourism GDP lost	Tourism jobs lost
Vietnam	15%	62,000
Singapore	43%	17,500
Hong Kong	41%	27,000
China	25%	2.8 million

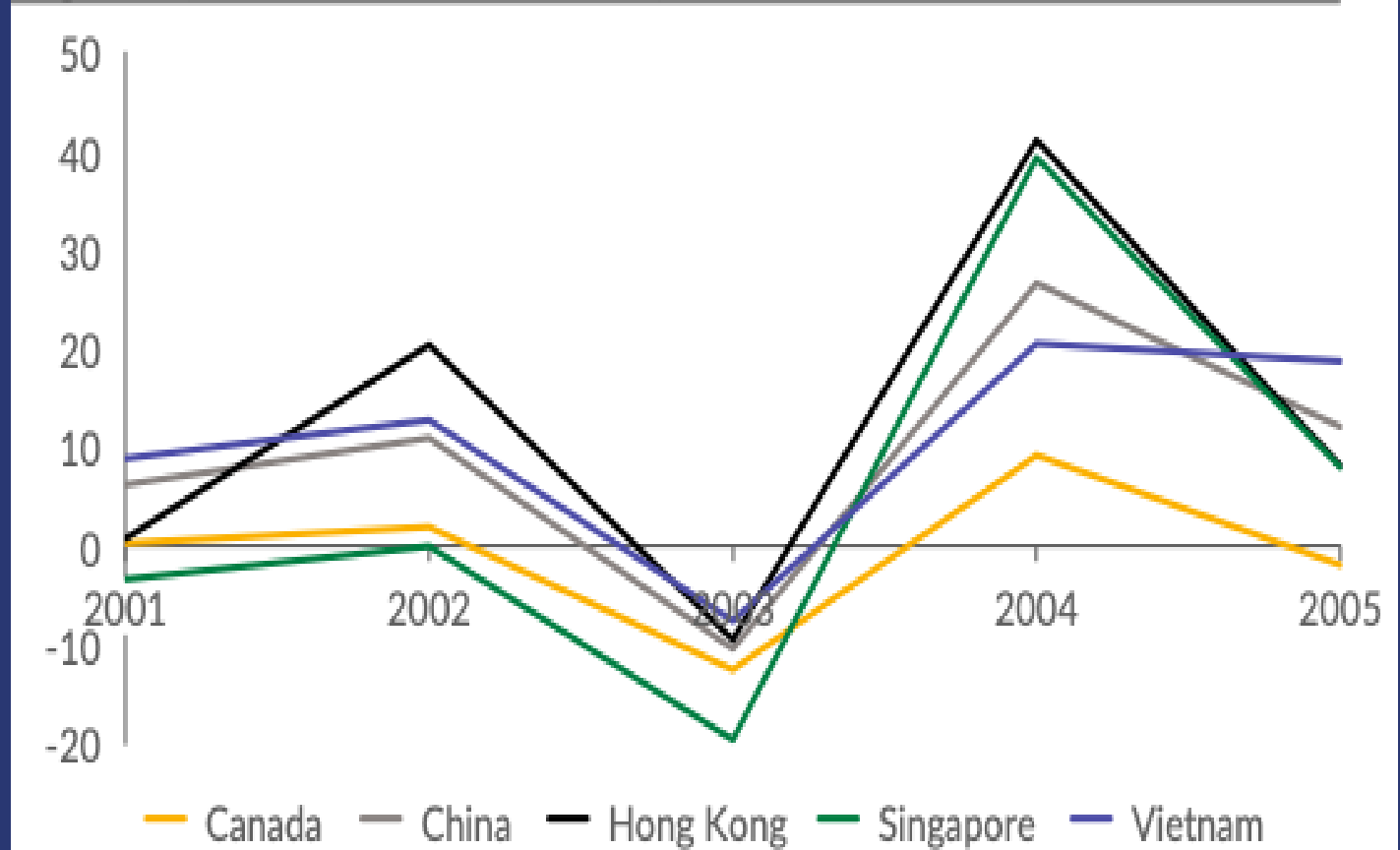
Dalberg (2020)

1.1- Tourism's Response to the 2003 SARS Outbreak

- Significant drop in tourist arrivals in Q2 2003 for countries with high SARS Cases.
- Asia experienced an average 9% decline in tourist arrivals region-wide.
- Quick tourism rebound in late 2003, but lasting effects remained.

Growth of international tourist arrivals in SARS countries

% growth (Data for Taiwan not available), WTTC

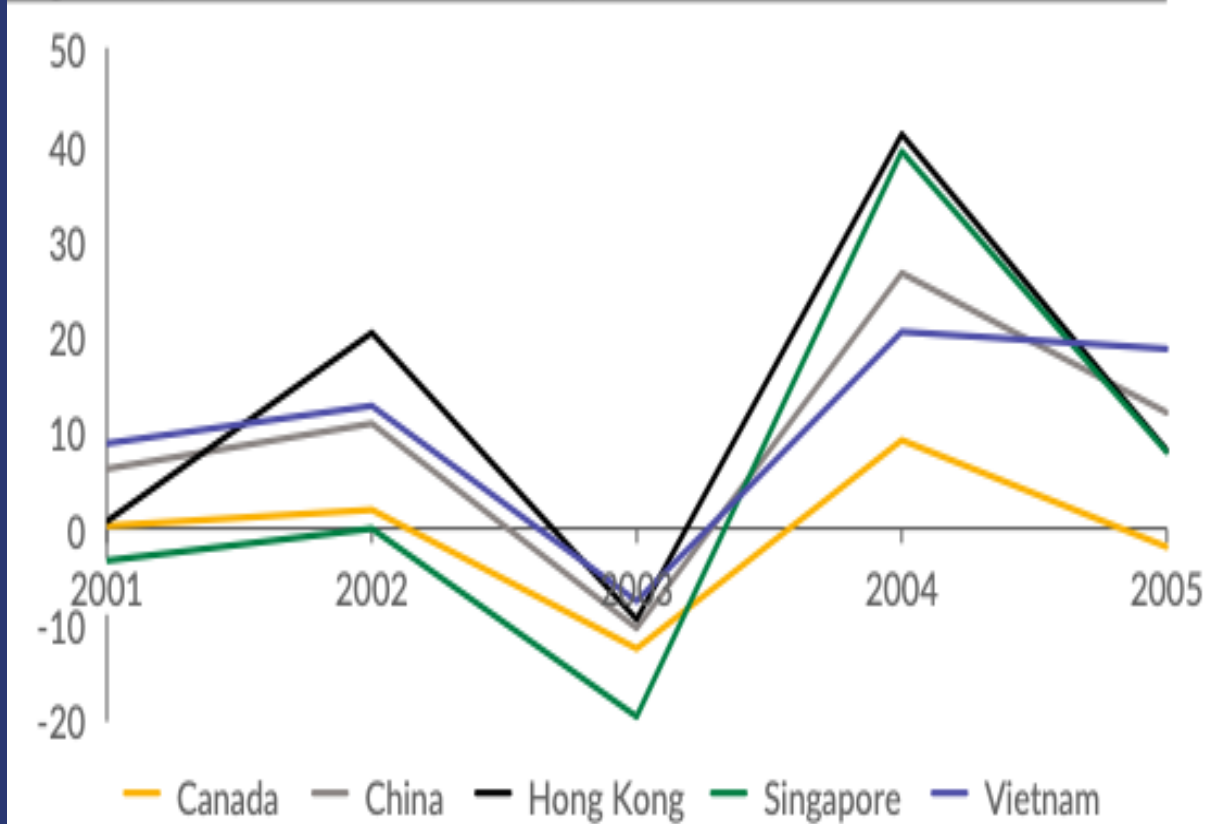


Dalberg (2020)

1.1- Tourism's Response to the 2003 SARS Outbreak

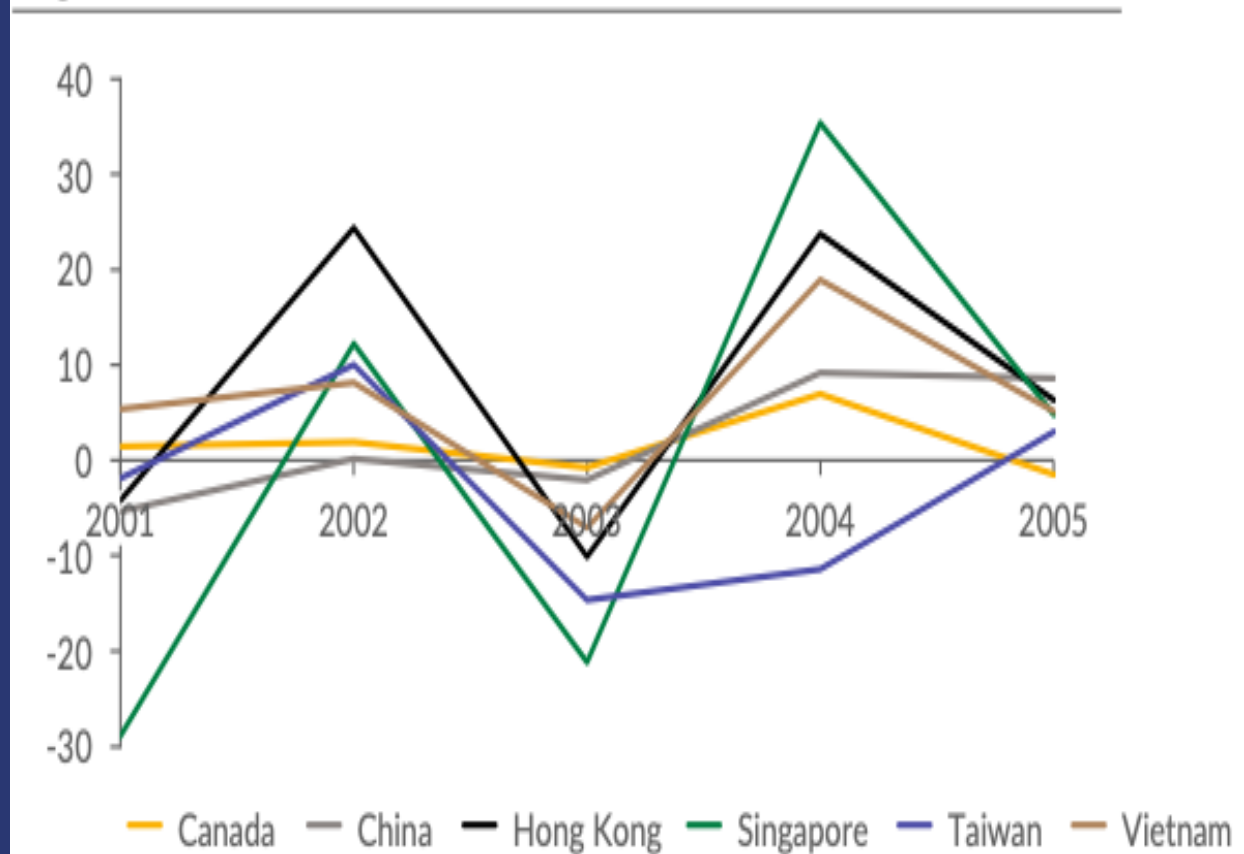
Growth of international tourist arrivals in SARS countries

% growth (Data for Taiwan not available), WTTC



Tourism employment in SARS countries

% growth, WTTC



Dalberg (2020)

1.1- Tourism's Response to the 2003 SARS Outbreak

SARS Impact on Business Tourism:

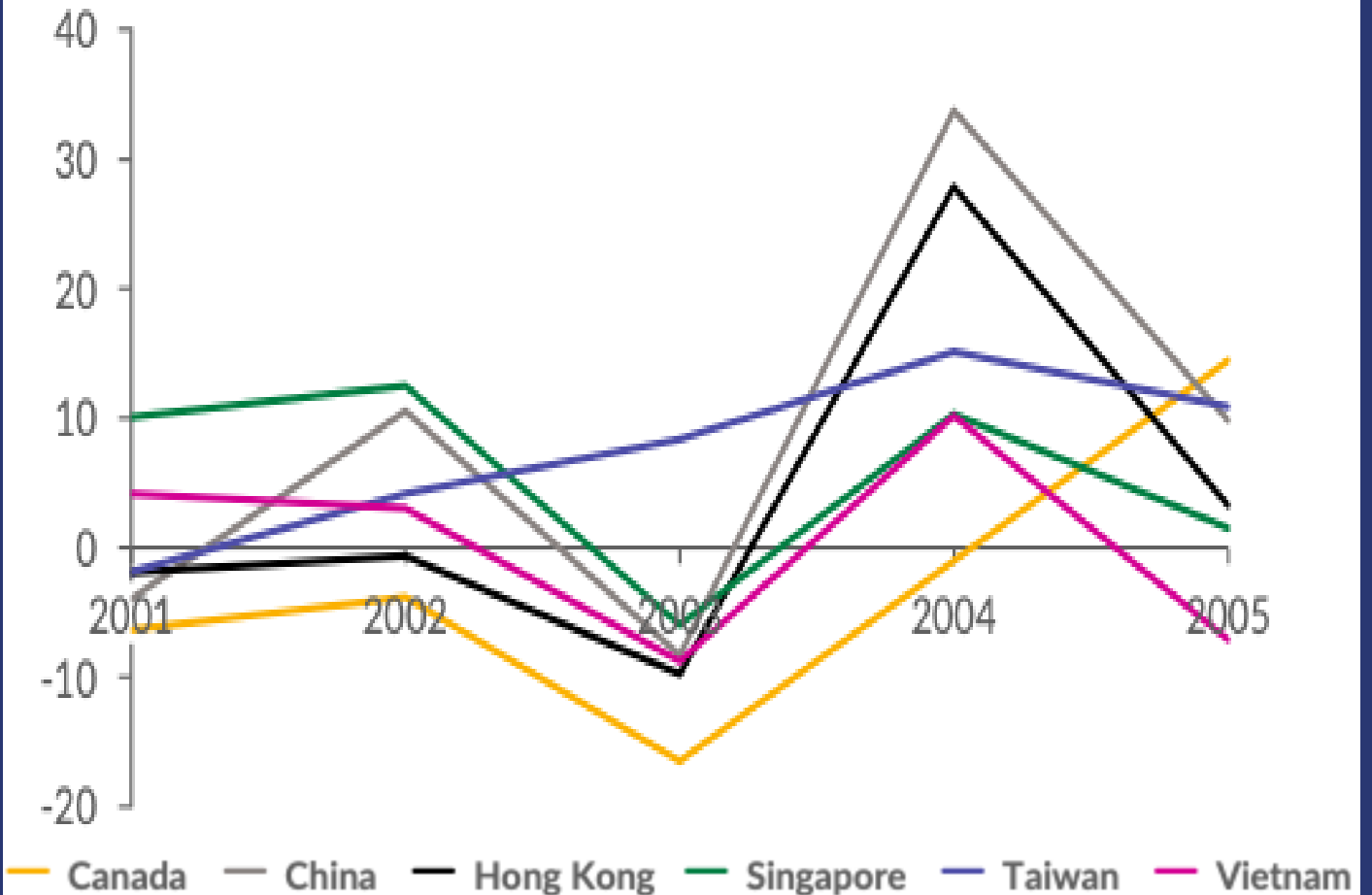
- Significant decline in business and leisure spending across 6 hotspot markets.

Business tourism hardest hit:

- Destinations like Hong Kong and Singapore highly dependent on business travelers.
- Critical disruption to conferences, trade shows, and corporate travel.

Annual growth in Business Tourism Spending

% growth, WTTC

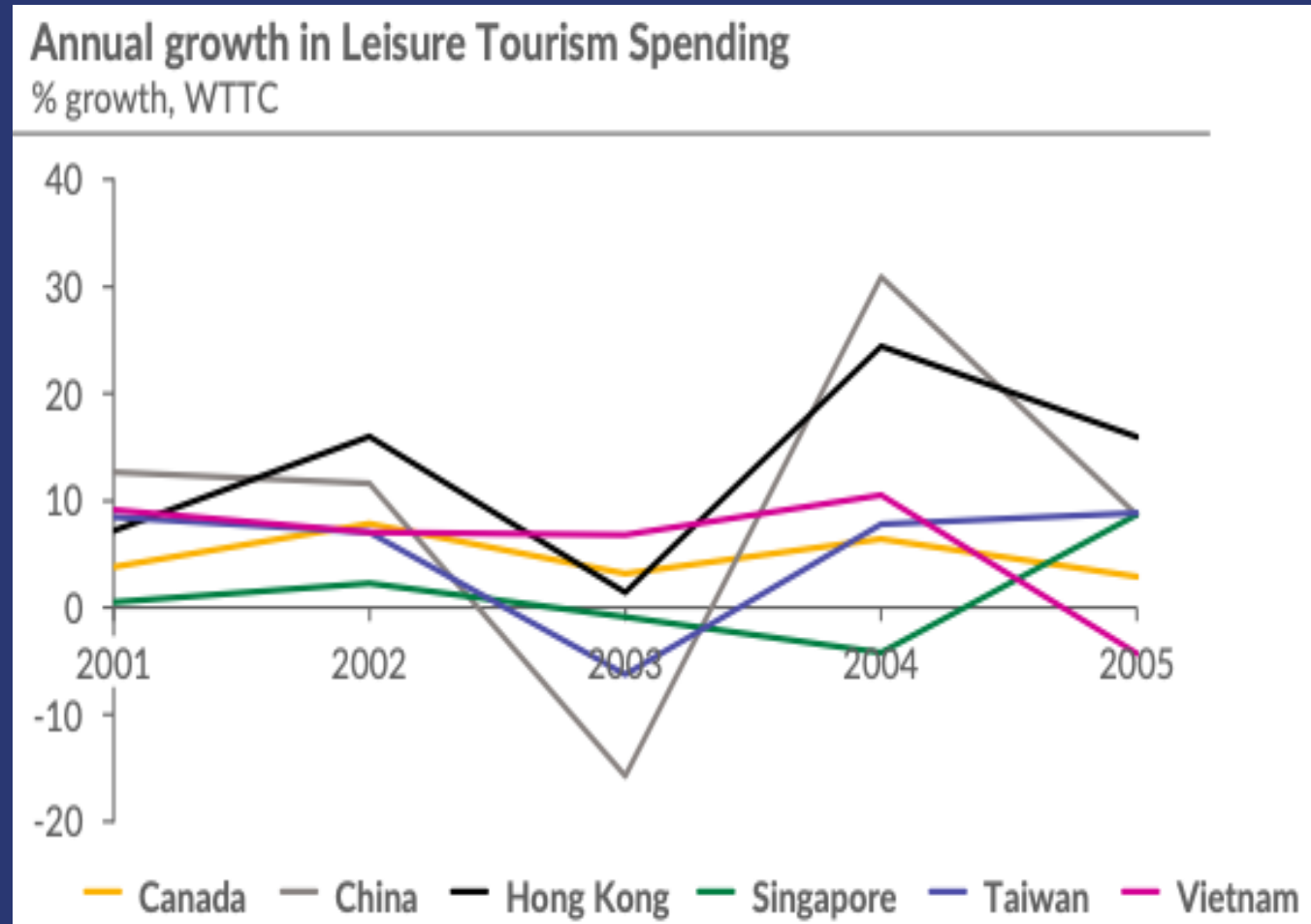


Dalberg (2020)

1.1- Tourism's Response to the 2003 SARS Outbreak

SARS Impact on Leisure Tourism:

- Slower recovery of Leisure tourism in non-SARS countries.
- Tourist hesitation from unaffected markets
- Post-crisis marketing campaigns were essential to rebuild confidence.
- Emphasis on health safety and travel reassurance to regain tourist flows.



Dalberg (2020)

1.1- Tourism's Response to the 2003 SARS Outbreak

Global Impact of SARS on Tourism:

Asia: Tourism arrivals declined.

- Europe & Middle East: Growth continued, but at a slower rate than before.

- Africa: Tourism increased from 3% to 5%.

- Americas: Continued negative growth due to 9/11 spillover and the 2003 US-Iraq War



Dalberg (2020)

1.2- Tourism Impacts of the COVID-19 Pandemic

- Origin:

- Started in China in late 2019.

- Spread:

- Rapidly expanded worldwide.

- Effects:

- Lockdowns and travel bans disrupted tourism.
- Sharp decline in tourist demand.
- Severe impact on the global tourism industry



Dalberg (2020)

1.2- Tourism Impacts of the COVID-19 Pandemic

	2019*	2020	2021**
International tourist arrivals (overnight visitors)	1.5 billion	406 million	429 million
Export revenues from international tourism (international tourism receipts + passenger transport)	USD 1.7 trillion	USD 651 billion	USD 728 billion
Tourism Direct Gross Domestic Product (TDGDP)	USD 3.5 trillion	USD 1.7 trillion	USD 2.2 trillion

Global Impact of COVID-19 on Tourism

International tourist arrivals

2020
-72% vs 2019
-1.1 billion

2021
-71% vs 2019
-1 billion

+6% vs 2020
+24 million

Dalberg (2020)

1.2- Tourism Impacts of the COVID-19 Pandemic

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Global Impact of COVID-19 on Tourism

Export revenues from international tourism

2020 -US\$ 1.1 trillion

2021 -US\$ 1.0 trillion

Tourism Direct GDP

2020 -US\$ 1.8 trillion

2021 -US\$ 1.4 trillion

Dalberg (2020)

1.2- Tourism Impacts of the COVID-19 Pandemic

International tourist
arrivals by region

(% change vs. 2019)

World

2021: -69%

2022: -37%

Americas

2021: -63%

2022: -35%

Europe

2021: -59%

2022: -21%

Africa

-72%

-35%

Middle East

-66%

-17%

Asia Pacific

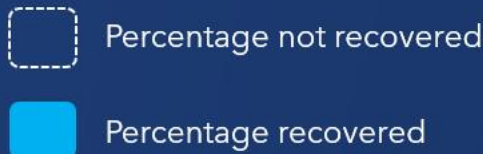
-93%

-77%

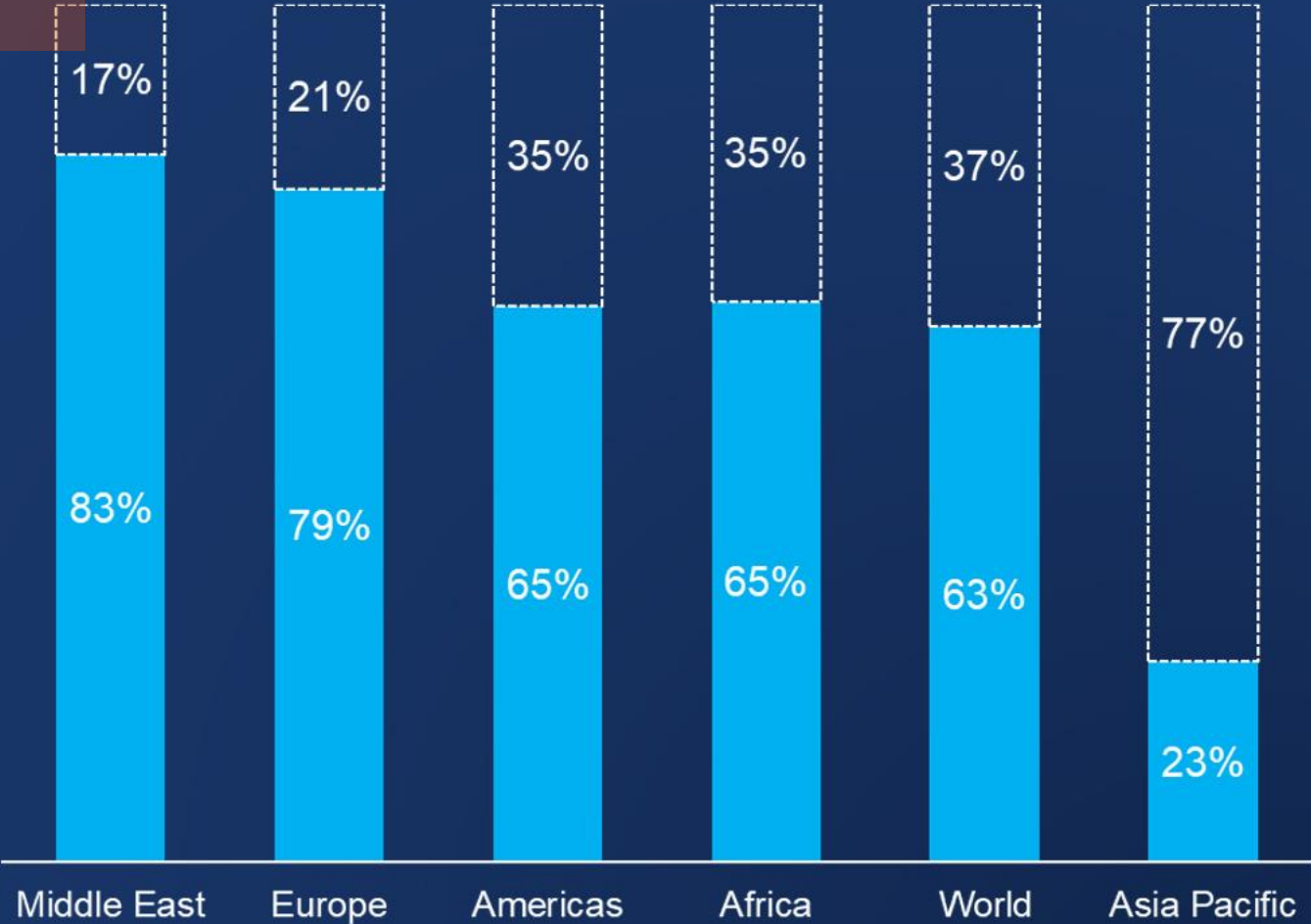
1.2- Tourism Impacts of the COVID-19 Pandemic

International tourist arrivals:

Percentage of 2019 levels recovered in 2022 (%)*



Source: UNWTO (January 2023)
* Provisional data



Source: <https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>

1.2- Tourism Impacts of the COVID-19 Pandemic

World: International tourist arrivals, 2020-2022 and Scenarios for 2023 (monthly % change over 2019)



Source: <https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>

Source: UNWTO (January 2023)

* Actual data for 2022 is preliminary and based on estimates for destinations which have not yet reported results.

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2- Technological Failure and Tourism

3.1- Crisis Management

Technology in Tourism:

- Tourism uses technology to enhance service quality.
- Information technology allows rapid communication and helps build strong connections between suppliers, distributors, and markets.
- However, failures or poor use of technology can lead to serious crises.

3.1- Crisis Management

Transport Accidents and Tourism:

- Accidents involving tourists are rare but possible.
- Travel disruptions happen more often due to operational problems.
- Poor safety standards increase risks.

2.2- Civil Aviation Incidents

Toronto plane crash is 2025's latest: Is flying still the safest form of transport?



Russia plane crash: '11,000 tourists back' from Egypt

8 November 2015



2.2- Fire Hazards

- Hotel fires are often worsened by outdated or poorly maintained safety systems.
- The most serious impact is loss of life, followed by property damage and business losses

2.2- Fire Hazards

Case : Las Vegas MGM Grand Fire, 1980

Cause of the MGM Grand Fire:

- An electrical fault caused the fire at the MGM Grand Hotel in a café.

Spread of the Fire:

- The flames reached the air conditioning system above the casino, leading to flammable materials.



2.2- Fire Hazards

Case : Las Vegas MGM Grand Fire, 1980

- Investigation:

- Design flaws and inspection failures worsened the fire.

- No Fire Alarm:

- The building lacked a working alarm system.



2.2- Fire Hazards

**Case : Las Vegas MGM Grand Fire,
1980**

- Obstructed Exits:

➤ Smoke blocked key escape routes.

- HVAC Problems:

➤ Faulty systems helped the fire spread.





3- Crisis, Tourism and Tourism Crisis Management

3.1- Crisis Management

Definition

- “Crisis management refers to how organizations respond when a crisis affects them” (Henderson, 2007).

- Control Effort:

➤ It involves attempts to control the development and consequences of the crisis.

3.1- Crisis Management

Definition

- Use of Resources:

- Organizations mobilize human, financial, and other resources.

- Main Goals:

- Overcome or reduce dangers caused by the crisis.
- Minimize ople, operations, reputation, and finances

3.2- PATA Crisis Management Strategy

Stages of Crisis Management:

- Crisis management consists of four main stages.
- Reduction:
 - Actions taken to prevent crises or lessen their impact.
- Readiness:
 - Preparation and planning before a crisis occurs.



3.2- PATA Crisis Management Strategy

Stages of Crisis Management:

- Response:
 - Immediate actions taken during the crisis.
- Recovery:
 - Steps taken after the crisis to return to normal operations.



3.2- PATA Crisis Management Strategy

1- REDUCTION

A- Crisis Awareness:

- Involves understanding potential threats to an organization or destination and how they could impact operations, reputation, and safety.
- Identify Risks and Hazards
- Identify Possible Impacts
- Intelligence Collection



3.2- PATA Crisis Management Strategy

1- REDUCTION

B- Political Awareness

- Involves understanding the political environment and its influence on tourism.
- Secure Political Cooperation
- Increase Political Involvement
- Link Tourism and Peace



3.2- PATA Crisis Management Strategy

1- REDUCTION

C- Standard Operating Procedures

- predefined instructions that guide staff on how to perform tasks consistently and safely.
- Anticipate Problems
- Revise Procedures
- Enhance Staff Awareness



3.2- PATA Crisis Management Strategy

2- READINESS

A- Crisis Management Plan

- a structured framework that organizations use to prepare for, respond to, and recover from crises
- Establish Crisis Management Team
- Crisis Management Plan
- Simulation Exercises



3.2- PATA Crisis Management Strategy

2- READINESS

B- Tourism Planning

- involves proactive strategies to prepare the tourism sector for potential risks and ensure resilience
- Create Awareness among Industry
- Train Staff
- Advance Decision-Making



3.2- PATA Crisis Management Strategy

2- READINESS

C- Health and Safety Measures

- Focus on protecting tourists, staff, and assets from risks and emergencies.
- Establish a Local Network
- Emergency Services
- Hazards Handling Systems



3.2- PATA Crisis Management Strategy

3- RESPONSE

A- Emergency Response Procedures

- planned actions taken immediately during a crisis to protect lives and minimize damage.
- Leadership
- Crisis Response
- Internal-External Communications
- External Suppliers Handling
- Hospital(s)



3.2- PATA Crisis Management Strategy

3- RESPONSE

B- Investigation

- Involves analyzing the causes, consequences, and responsibilities of a crisis
- Crime
- Legal and Political
- Insurance



3.2- PATA Crisis Management Strategy

3- RESPONSE

C- Family Assistance

- Involves providing support and care to the relatives of tourists affected by a crisis
- Information Handling
- Transportation
- Accommodation
- On-site Support



3.2- PATA Crisis Management Strategy

3- RESPONSE

D- Communication

- It ensures the accurate flow of information to all relevant parties
- Media
- Hospital(s)
- Investigation
- Government



3.2- PATA Crisis Management Strategy

4- RECOVERY

A- Business Continuity Plan

- A strategic plan that ensures a tourism organization can continue operating during and after a crisis.
- Rehabilitation
- Normalisation
- Expansion



3.2- PATA Crisis Management Strategy

4- RECOVERY

B- Human Resources

- Ensures that staff are prepared, motivated, and capable of responding effectively during and after a crisis
- Impact of Reduced Labour Needs
- Motivation and Training
- Increase Crisis Awareness



3.2- PATA Crisis Management Strategy

4- RECOVERY

C- Debriefing

- It is the post-crisis evaluation and reflection process.
- Thank All Involved
- Follow-up with Victims
- Update Crisis Management Plan



3.2- PATA Crisis Management Strategy

Using the PATA crisis management strategy, describe how this approach can minimize and reduce the impacts of a selected tourism-related crisis

Thank you



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