RECOVERY FROM "TOURISM CRISIS"

~ Case Studies of Bali and Phuket ~

Yetta Gurtner
Centre for Disaster Studies
James Cook University, Australia
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Recovery from Tourism Crisis

Overview

- Risk Management, Crisis Management and Tourism
- Case studies – Bali and Phuket
- Destination vulnerability
- Immediate/short term response
- Recovery
Risk Management, Crisis Management and Tourism

- Risk Management
  - Analyse, Assess, Mitigate Risk/Negative Impacts

- Crisis Management
  - Prevention, Preparation, Response, Recovery (PPRR)

- Tourism Vulnerability
  - Hazards: Natural, Anthropogenic, Technological

- Destination Crisis Management
Bali: Isle of the Gods
Phuket: Pearl of the South
Case Studies – Bali and Phuket

Bali Bombing – Kuta Beach
October 12, 2002

South Asia Tsunami – Southern Thailand
December 26, 2004
Destination Vulnerability

Holism

- Holism – understanding the context
- Political, economic, social, environmental background
- Developing nations
- Tourism development
- Reliance on tourism
- Hazard awareness and mitigation
Immediate/Short Term Response Integration

- Emergency response effort/volunteers
- Medical capacity
- Media perceptions
- Safety and security
- Communications
- Relief funding/assistance
- Stakeholder reaction – government, tourism, community
Recovery
Proactive and Sustainable

- Medium to long term – social, economic, environment
- Crisis Recovery = Opportunity
- Institutional reform
  - Hazard awareness
  - Education
  - Resource sharing
  - Stakeholder participation
- Mitigation
Destination Crisis Management

“The Ideal”

- Holistic
- Integrated
- Proactive
- Sustainable
The Crisis Management Continuum

- Risk Reduction Phase
  - Preparedness
  - Mitigation
  - HAZARD
- Response Phase
  - Relief
  - Rehabilitation
  - Reconstruction
  - HAZARD
- Trigger event

HAZARD

Environment
Economics
Society/Politics
Bali - October 1, 2005

Raja’s Restaurant - Kuta Square

Jimbaran Beach
QUESTIONS