

RECOVERY FROM "TOURISM CRISIS"

~ Case Studies of Bali and Phuket ~

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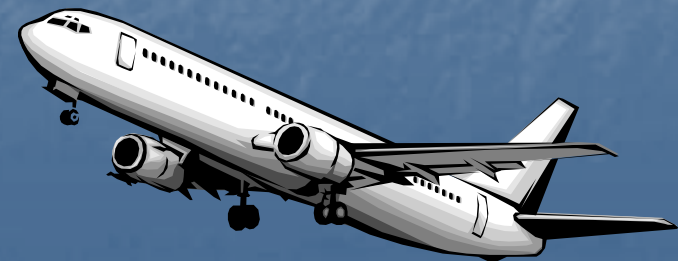
Acknowledgements

- Centre for Disaster Studies, JCU
- PhD Supervisors
 - Dr. David King
 - Dr. Alison Cottrell



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





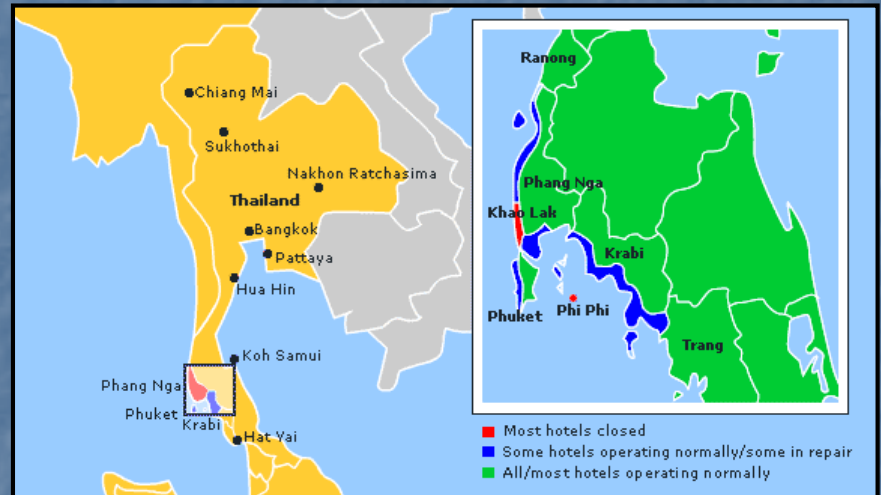
Phuket: Pearl of the South



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



Peter
Daniel Braden UK
• Niel Boucer
• Tina Brandes
• Steven Betland
• Steve Buchan
• Matthew Bulwerk
• Chris Branford
• Neil Bowler
• Chloe Byron





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

Risk Reduction Phase

HAZARD

HAZARD

Preparedness

Trigger event

Environment
Economics
Society/Politics

Relief

Mitigation

Rehabilitation

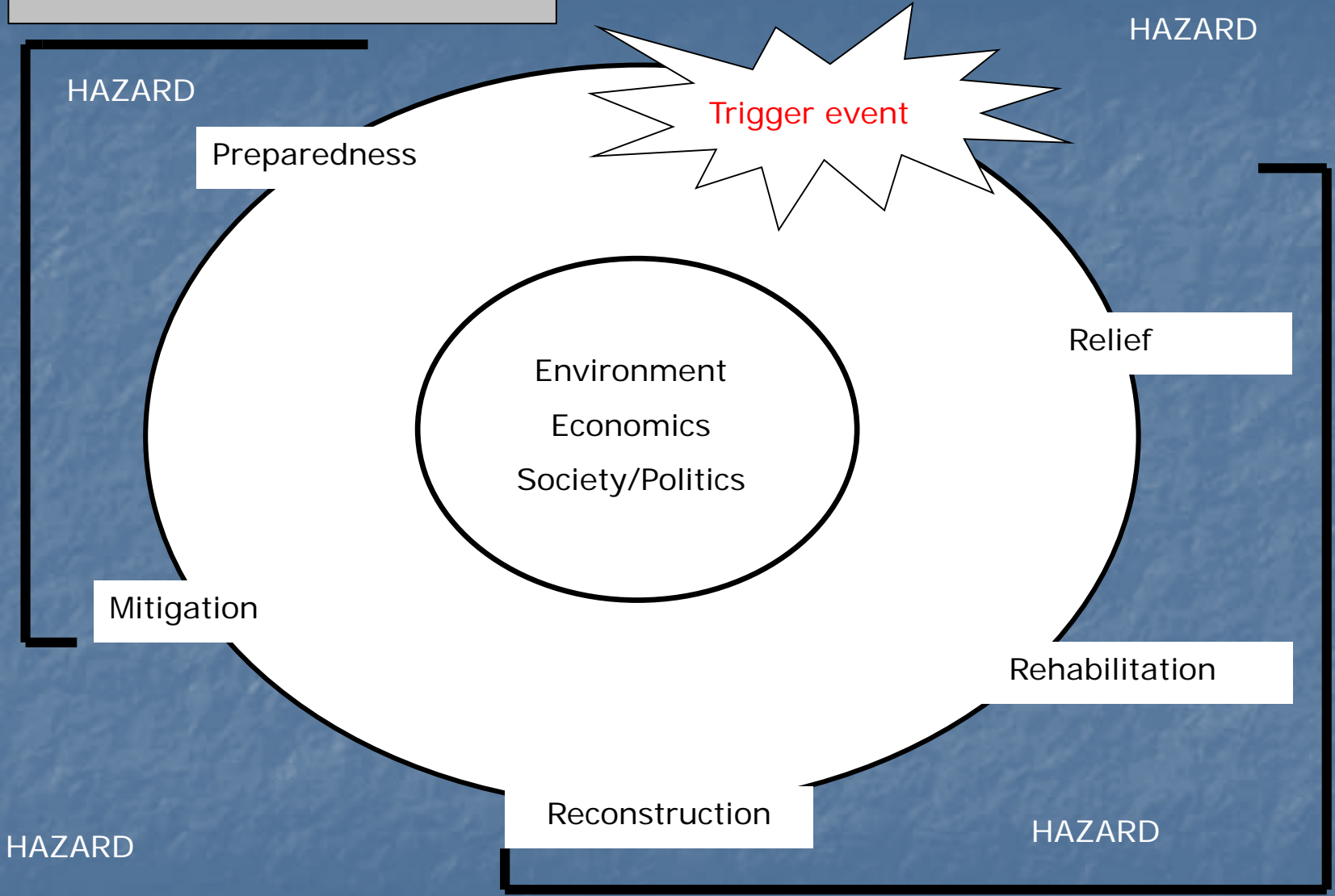
Reconstruction

HAZARD

HAZARD

Response Phase

The Crisis Management Continuum



Bali - October 1, 2005

Raja's Restaurant – Kuta Square



Jimbaran Beach



QUESTIONS

