



# CRISIS MANAGEMENT & RISK REDUCTION FOR NEW DESTINATIONS :

## Bohol Tourism Insights





# Bohol Tourism Insights



Brings the perspective of:

- an island destination where tourism is a major economic driver
- a destination that recently experienced multiple serious calamities
- a relatively small, locally-owned independent resort





# DISASTERS AND TOURISM



- Tourism Highly Risk Sensitive
  - Many Destinations are in Hazard-Prone Areas
  - Destinations and Stakeholders Often Unable to Prepare Adequately
  - Risk Perception a Major Factor in Travel Decisions
  - Tourists are a Vulnerable Group
- ✧ All of above were very well illustrated in Bohol



# Twin Calamities of 2013



- Earthquake of October 15 – Magnitude 7.2 generated by previously unknown North Bohol Fault
- Super Typhoon Yolanda (Haiyan), November 8 – The most powerful storm on record to hit land and the deadliest Philippine typhoon in modern history





# Impact on Bohol Tourism

- Earthquake of October 15
  - Damage to tourist sites & critical infrastructure
  - Disruption of services including transportation
  - Negative perception, cancellation of bookings and drop in arrivals
  
- Typhoon Yolanda
  - Power Blackout





# Impact on Bohol Tourism





# Impact on Bohol Tourism





# Tourism Recovery Process



## Initial Post-Disaster Response:

- Rehabilitation of Damaged Structures and Sites
- Bohol Tourism Recovery Plan (with assistance of USAID, DOT, UNWTO, PATA)

Communications

Product Review and Development

Promotions and Marketing





# Positive Developments



- Close collaboration among industry stakeholders including government, private sector and development partners in the recovery and resiliency of the destination
- The industry has become more cooperative and receptive to instituting disaster risk management measures



# Risk Management Initiatives

- Provincial Disaster Risk Reduction Management Plan
  - Focuses on reducing vulnerability of communities to hazards; enhancing the capacity of communities to reduce their own risks and cope with impact of hazards; increasing disaster risk consciousness of communities; and establishing a Provincial Disaster Risk Reduction Management-Climate Change Adaptation Governance Center



# Risk Management Initiatives

- Hotel Resilient Initiative
  - Partners: UNISDR, PATA, GIDRM (GIZ)
  - Objective: To improve disaster risk management and strengthen resilience in hotels and throughout tourism destinations
  - Approach: Strong partnerships with the public and private sector in the field of tourism and disaster risk management; and development of standards, guidelines, checklists and tools to reduce business risk, risks of tourists, workers, and surrounding communities to natural and technological hazards



# Hotel Resilient Initiative

- Current Focus Countries: Indonesia, Maldives, Myanmar, Thailand and the Philippines
- Outcomes:
  - Hotel Resilient Governance Structure
  - Scoping Study “ Developing Strategies to Strengthen the Resilience of Hotels to Disasters”. Inputs from Philippine destinations including Bohol
  - Promotion and agenda setting
  - Handbook including multi-hazard risk management standard module (standards, checklist, tools, etc.)



# Hotel Resilient Initiative

## Standard Module Development Process

- Develop a Multi-Hazard Risk Management Module using a participatory approach in the field to ensure the product is accepted by the industry and tailored to the needs of hotels/resorts and tourism destinations



# Standard Module Development Process

Selected Philippine  
Destinations:

Bohol

Cebu

Bantayan





# Standard Module Development Process

- Field team to be based in selected destinations for at least 3 weeks
  - Weekly workshops with participating hotels, including hotels visits
  - Interviews with hotel and tourism associations as well as local authorities
- Detailed action plan to be developed at Kick-off Workshop early next year
- Main events: Kick-off Workshop, Hotel Resilient Expert Group Meeting, Closing Workshop in Cebu



# MARAMING SALAMAT PO!

