



# Disaster Risk Reduction in Tourism Cases in Japan

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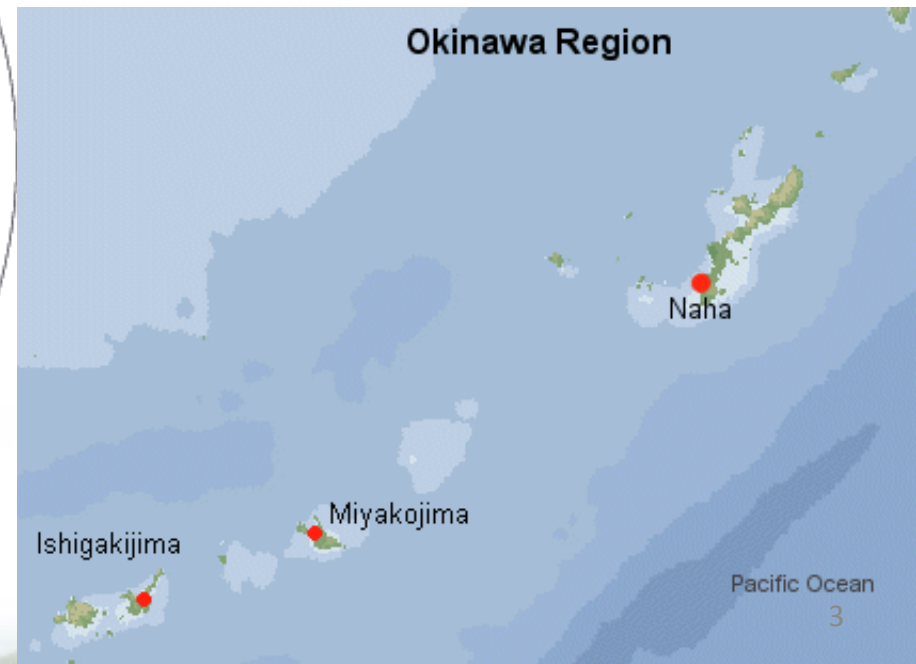
# **A COMPREHENSIVE APPROACH TO PREPARE FOR DISASTERS**

***OKINAWA TOURISM CRISIS MANAGEMENT INITIATIVES***



# Okinawa?

Okinawa consists of 160 islands including 49 inhabited islands over a vast ocean area in south-west of Japan's Main Island.





## Tourism is Okinawa's Major Industry

- Annual Tourist Arrival 7.17 Million (FY2014)
- International Tourists Arrival 986,000 (FY2014)
- Tourist Expenditure 534 Billion JPY (14.0 % of GDP)
- Tourism related employment 80,000 (12 % of total employment)







# Okinawa is prone to natural disasters

Typhoons







# Okinawa is prone to natural disasters

Tsunami: Tsunami rock





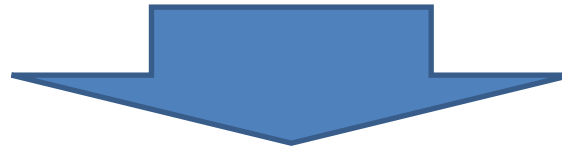
## DRR in Tourism Sector

### Disasters and Crises

- Natural disasters
- Perceptual/reputation crises
- Health crises (SARS, epidemics)
- Geopolitical tension
- Economic downturn, etc.



Major negative impact on tourism in Okinawa



Being a safe and secure destination from diverse crises is a competitive advantage from its competitors and thus contributes to the sustainable development of tourism in Okinawa.





# Consultation

Workshops for the Individual Destinations and Businesses

Participation: 200 public/private organizations participated in total 87 workshops



Examining evacuation routes based on disaster preparedness maps



A scene from the workshop





# Education

## Seminars and Symposia to Raise Awareness of Tourism Crisis Management



Communication seminar (Miyako-jima Island)



Tourism crisis management seminar (Nago City)



Okinawa Tourism Crisis Management Symposium 2013 (Okinawa Convention Center) 9





# Information

## Sea Level Elevation Signboards

**津波 Tsunami**  
海啸 / 海嘯 / 해일

**海拔表示**  
Sea Level  
海拔显示 / 海拔顯示 / 해발표시

**5m**

大きな地震の発生や津波警報・注意報発令時には速やかに避難して下さい  
Evacuate immediately in the event of a large earthquake and / or a tsunami warning.  
有大的地震発生和海嘯警報・注意報発令時、速及時避難  
有大的地震發生和海嘯警報・注意報發令時、速及時避難  
큰 지진의 발생이나 해일경보・주의보발령시에는 신속하게 피난해 주십시오

**津波 Tsunami**  
海啸 / 海嘯 / 해일

**海拔表示**  
Sea Level  
海拔显示 / 海拔顯示 / 해발표시

**15m**

大きな地震の発生や津波警報・注意報発令時には速やかに避難して下さい  
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**津波 Tsunami**  
海啸 / 海嘯 / 해일

**海拔表示**  
Sea Level  
海拔显示 / 海拔顯示 / 해발표시

**25m**

大きな地震の発生や津波警報・注意報発令時には速やかに避難して下さい  
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Busenazaki area



Tourist facilities (Yomitan Village)



Kariyushi Beach area





# Information Tools Visitors Safety Handbook



Found in each guest room of hotels in Okinawa



## 海の危険生物に注意!

美しいサンゴ礁 生物

さまざまなには毒を  
被害防止  
なけれ

**クラゲネット**  
クラゲネットの内側で泳ぎまわると、クラゲの侵入を防ぐことができない場合があります。

### 災害時の対応

#### 地震がきたら

**宿泊施設では**  
避難経路を確保し、地震が収まるのを待ち、施設職員の指示に従い避難する。

**屋外(街)では**  
ブロック壁や崖地、河川、狭い路地などからは離れましょう。

**自動車運転中は**  
急ブレーキをかけず、ゆっくり車を路肩に止め、地震が収まるのを待ちましょう。

**津波に注意!**  
津波の恐れがあるので、海岸沿いから離れ高台や頑丈な高い建物へ避難しましょう。

#### 津波 警報を知らせる情報を聞いたら

ビーチで泳がれている方へも声をかけ、海岸から急いで離れましょう。

海岸へは近づかず、高台や頑丈な高い建物の上へ避難しましょう。

**台風が来たら**

強風による飛来物直撃や転倒などの危険があるので、外出は避けて宿泊施設などの室内で過ごしましょう。

暴風雨が収まっても油断せず、気象情報を十分確認してから行動しましょう。

バスや飛行機など交通機関へ影響が出ますので、情報を確認して行動しましょう。

※台風時は、観光情報サイト「おきなわ物語」でも台風情報を配信しています。  
<http://www.okinawastory.jp/>

**災害時の情報については以下を参照して下さい**

■沖縄県防災気象情報  
<http://okinawa.bosai.info/>  
携帯版 <http://okinawa.bosai.info/mobile>

■沖縄気象台  
<http://www.jma-net.go.jp/okinawa/>

**緊急処置**  
は絶対に





# Information Tools



## Okinawa Tourist Safety Guide

### What to do in a Major Earthquake



#### If you are in a hotel

- Stay away from furniture and glass windows, keep yourself low and protect your head from falling objects.
- Do not rush outside. Falling pieces of glasses and tiles may hit you outside.
- Open the door of your guest room to secure your evacuation route.
- Stay there until the shakes are over. Then, follow the instruction of hotel staff.



#### If you are outdoors

- Crouch on the ground and protect your head from falling objects.
- Stay away from block walls, cliffs, coast, rivers and narrow roads.
- Run to a nearby open space.



#### If you are driving

- Slow down and park your car on the shoulder of the road. Turn off the motor.
- Wait inside the car until the major shakes are over.
- Turn on the radio for emergency information.
- Do not lock the doors, with your key inside, when you leave the car.



#### Tsunami

- Beware of tsunami; a tsunami may follow a major earthquake. If you are driving on the coast or near a river, make a shelter to a higher ground or a tall building.



## Tourism crisis management point and speak phrase cards

### 台風時の指さし会話®

Typhoon Touch-and-Talk  
台風時の指指通會話  
대풍시 가르키는 회화

台風のため、外出はしないでください。

There is a typhoon, so please don't go outside.

因為台風的緣故，所以請不要出門  
대풍이 불니다. 외출은 삼가시기 바랍니다.



外は暴風雨で危険です。外出しないでください。

There is a severe storm outside and it's dangerous. Please don't go outside.

外面有暴風雨很危險，所以請不要出門  
밖은 폭풍우로 위험합니다. 외출은 삼가시기 바랍니다.



飛來物に気を付けてください。

Watch out for flying objects.

請小心飛來落下的物品  
날아오는 물건을 조심하세요.



各航空会社の運航情報を掲載いたします。

We will post flight information for all airlines.

登載各個航空公司的運行情報  
각 항공회사의 운영정보를 알려드리겠습니다.



けがをされた人はいませんか？

Is anyone hurt?

有沒有人受傷？  
다친 분은 안 계십니까？



氣分の悪い方はいませんか？

Does anyone feel sick?

有沒有人感到不舒服？  
기분이 좋지 않은 분은 안 계십니까？



台風情報はこちらでご確認ください。

You can check typhoon information here.

請在這裏確認台風情報  
대풍 정보는 이곳에서 확인해 주시기 바랍니다.



すべての公共交通機関は運行していません。

All public transit has been suspended.

所有的公共交通機關都沒有在運行  
모든 대중교통기관은 운행하지 않습니다.



ホテル内で待機してください。

Please wait inside the hotel.

請在酒店內待命  
호텔안에서 대기해 주세요.



危険ですので、傘は開かないでください。

Please don't open your umbrella because it's dangerous.

因為很危險，所以不要打開雨傘  
위험하므로 우산은 펴지말아 주세요.





# Leaders Train the Trainers



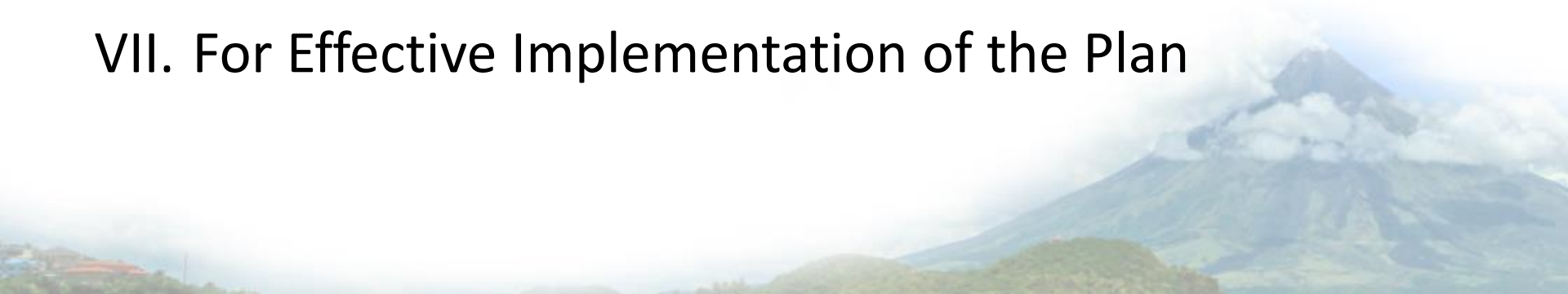


# Public Scheme

## Okinawa Tourism Crisis Management Plan

### Contents of the Plan

- I. Rationale and Purpose of the Plan
  - II. Tourism Crisis Response Team
  - III. **Reduction** of the Impact
  - IV. **Readiness** to Respond
  - V. **Response** to Crises
  - VI. **Recovery** from Crises
  - VII. For Effective Implementation of the Plan
- } **4Rs**







# Public Scheme

## Okinawa Tourism Crisis Management Plan

### III. **Reduction** of the Impact

- Earthquake-resistant buildings
- Evacuation sign boards
- Early warning of disaster risks
- Educating relevant organizations and citizens



# Public Scheme

## Okinawa Tourism Crisis Management Plan

### IV. **Readiness** to Respond

- Crisis management plan/manuals at multiple levels throughout the tourism sector.
- Training and drills based on the plans
- Emergency information dissemination
- Emergency communication with visitors, especially those who need support in evacuation
- Stock of water, food, daily necessities for visitors



# Public Scheme

## Okinawa Tourism Crisis Management Plan

### V. **Response** to Crises

- Activation of tourism crisis management team
- Rapid collection/dissemination of crisis information
- Evacuation and identification of the evacuees
- Care for the affected visitors and their families including support for their home-bound trip
- Medical care for the injured/infected visitors
- Provision of water, food and necessities to the visitor evacuees
- Rapid and accurate information to minimize perception crises





# Public Scheme

## Okinawa Tourism Crisis Management Plan

### VI. **Recovery** from Crises

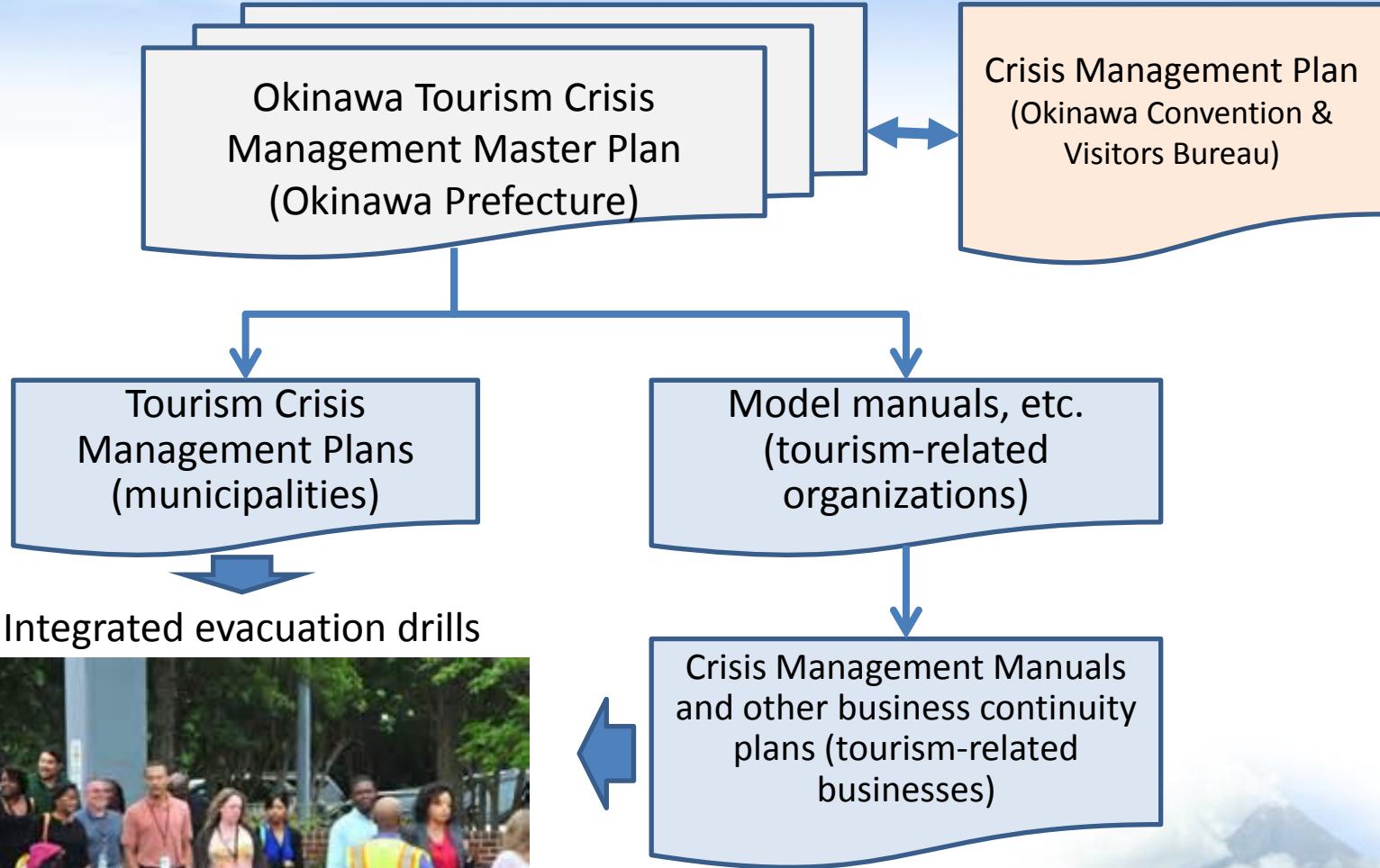
- Activation of recovery team
- Cooperation with relevant organizations for the recovery of the destination
- Implementation of recovery plan
- Countermeasures to the reputation crises
- Financial support for business continuity
- Support to retain employment in the affected destination



# Public Scheme



## Okinawa Tourism Crisis Management Plan







# For Safer Destination

