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
Perceptional/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)
Information

Sea Level Elevation Signboards

Busenazaki area

Tourist facilities (Yomitan Village)

Kariyushi Beach area
Information Tools
Visitors Safety Handbook
Found in each guest room of hotels in Okinawa
Information Tools

Okinawa Tourist Safety Guide

Tourism crisis management point and speak phrase cards

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.

Typhoon: Touch-and-Talk

台風時の指さし会話

- 台風のため、外出はしないでください。
- 有事、心配な方が在ります。
- Does anyone feel sick?
- All public transit has been canceled due to typhoon.
- Plese don't open your umbrella because it's dangerous.
- You can check typhoon information here.

- 外で風が強くて危険です。外出してはいけません。
- Has anyone felt a shake?
- All tourist-related facilities are operating normally.
- Please wait inside the hotel.
- 台風情報はこちらでご確認ください。
- Is there anyone feeling unwell?
- All tourist facilities are in operation.
- Plese don't open your umbrella because it's dangerous.
- You can check typhoon information here.

- 風が強くて危険、所以不要打開雨傘
- 心配な方が在ります。
- 有事、心配な方が在ります。
- Does anyone feel sick?
- All tourist-related facilities are operating normally.
- Please don't open your umbrella because it's dangerous.
- You can check typhoon information here.

- 警戒をせんで、家は勝かいるな。
- Is there anyone feeling unwell?
- All tourist-related facilities are operating normally.
- Please don't open your umbrella because it's dangerous.
- You can check typhoon information here.
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
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
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

- Okinawa Tourism Crisis Management Master Plan
  (Okinawa Prefecture)

- Tourism Crisis Management Plans
  (municipalities)

- Integrated evacuation drills

- Model manuals, etc.
  (tourism-related organizations)

- Crisis Management Manuals
  and other business continuity plans
  (tourism-related businesses)
For Safer Destination