



A Resilient Tourism Sector

Outline of Presentation

- Asia-Pacific risk profile
- Contribution of & Impact on Tourism Sector
- Impact of Climate Change and the 'New Normal'
- Initiatives and Tools to make Tourism Sector more Resilient, particularly the Hotel Industry.



Asia-Pacific Risk Profile



The Asia-Pacific region is one of the most at risk regions in the world.

- 7 of the top 10 most “at risk” countries in the world in 2015 are in the Asia-Pacific Region

Vanuatu (1), Tonga (2), Philippines (3), Solomon Islands (5), Bangladesh (6), Cambodia (8), PNG (9)

(Source: World Risk Report 2015 - United Nations University, 2015)

In the Pacific region alone between the years 1970 and 2013 there have been:

- 384 Tropical Cyclones
- 229 Tsunamis
- 119 Earthquakes
- 112 Floods

(Source: Pacific Damage and Loss Database, 2013)





Example of Contribution & Impact on Tourism Sector



*The Tourism Sector contributes around 9% of the Global GDP
(UNWTO, 2015)*

Vanuatu (population 252,763 in 2007)

- Vanuatu's economy is dominated by the tourism industry.
- Tourism directly and indirectly contributes 65% of Vanuatu's GDP

(Source: Dornan and Cain, 2015)

Cyclone Pam (March 2015)

- The total economic value of the effects caused by Cyclone Pam was estimated to be approximately US\$449.4 million (64.1% of GDP).
- US\$83 million in damage and loss was to the tourism sector

(Source: Government of Vanuatu, 2015)





Climate Change & the New Normal



*According to the Institute for Business and Home Safety, an estimated **25 percent** of businesses do not reopen following a major disaster (SBA, 2015)*

Adverse effects of climate change are likely to include more frequent and intense:

- Storm surge and heavy rainfall/Floods
- Drought and Heat Waves
- Cyclones/Hurricanes/Typhoons
- Loss of ecosystems (e.g. bleaching of coral reefs, rising sea-levels etc.)

With Caribbean islands, changes in frequency and intensity of hurricanes could result in an additional annual loss of US\$446 million by 2080 – incurred mainly from business interruption to the tourism sector. (*Source: GAR, 2013*)

New **Sendai Framework for Disaster Risk Reduction** (2015-30) Global Strategy agreed to by UN Member States to reduce risk from natural hazards – identifies private sector and tourism stakeholders as key partners to do this.

This is the new reality we have to live with – but there are opportunities!



Hotel Resilient Initiative



- A joint initiative by:
 - Pacific Asia Travel Association (PATA);
 - Global Initiative on Disaster Risk Management (GIDRM) funded by Federal Republic of Germany; &
 - UNISDR
- Commenced in 2015, the current focus countries are *Indonesia, Maldives, Myanmar, Philippines* and *Thailand*

- Aim:

Develop internationally recognized standards for hotels and resorts that will assist them in reducing business risk and risk of tourism destinations to natural and technological hazards, while demonstrating the level of preparedness and safety of their premises to potential clients, insurers and financiers.



Hotel Resilient Initiative



Scoping Study (2015) key findings:

- Hotel industry in hazard prone areas of the world are very vulnerable to major setbacks from floods, storms and earthquakes. Such events can result in closure of resorts and have a significant impact on tourism and employment.
- Lack of universal standards for disaster risk management across the hotel industry.
- Support for standards within a local context to reduce their risk.
- Standards can be used as a competitive advantage and not a burden.
- Hotels saw Disaster Management as a Govt Role, but Hotel Clients and Tour Operators saw guest safety as a Hotel role.



Hotel Resilient Initiative



Recommendations included:

- 1) Develop Internationally recognized standards
- 2) Work with Hotel Industry Leaders
- 3) Reflect relevant local legislation
- 4) Promote both legislative and markets forces
- 5) Focus on business to business marketing of the Initiative
- 6) Engage Global Insurers and Industry Associations (*e.g. Hotels who meet standard may have access to better insurance policy*)
- 7) Create local partnerships among stakeholders
- 8) Consider the needs of the industry
- 9) Consider certification in Phase 2 of the Initiative



Resilient Small Locally Owned Hotels & Resorts



Key Outputs:

- Development of Guest Safety Information
- Peer to Peer On-Site Reviews
- Ability to self-assess risks
- Introduction to Business Continuity Planning
- Staff Welfare
- Establishing Network of Local hotels (e.g. Facebook)

❄ Guest safety information ❄

Please familiarise yourself with our safety information below.



Fire

- Raise the alarm
- Go immediately to the emergency assembly point located at the volley ball court
- Remain at the assembly point until instructed otherwise
- Only attempt to extinguish a small fire if is safe to do so



Earthquake

- Drop - cover - hold on
- If outside stay away from coconut trees – falling coconuts are dangerous
- Expect a Tsunami from a large earthquake or one that goes on for a long time
- Go immediately to the emergency assembly point at Vunikau



Indications of a Tsunami

- Sudden water receding to expose the reef
- Unusually large waves or loud rushing sounds from the sea
- Birds and animals unusually restless or running away from the sea



Water safety

- We recommend use of life jackets for water sports
- Recommend swimming or snorkelling with a buddy in the lagoon
- Please sign out and check in when taking part in water activities on the lagoon



Special assistance

- Let us know if you require special assistance in an emergency
- Nearest hospital is located 2 hours away by boat or helicopter
- Please advise if you suffer from acute medical conditions such as heart disease, diabetes, severe allergies and asthma. This may enable us to better assist you in a medical emergency



DRR Training for SMEs



- DRR Training Programs for Small Medium Enterprises (SMEs) have been undertaken in Asia and Pacific, particularly in Tourism related businesses.

Focusses on 10 step disaster resilience assessment, which includes:

- Identifying risks and strategies to minimize risks (*e.g. use of Business Continuity Plans*)
- Identifying linkages with other businesses (*e.g. increased communication between hotels and airports; alternate supply chains and pre- designed contracts for service in an emergency*).



Resilient Business Websites



One stop shop for businesses to:

- Download BCP Templates
- Find information on hazards
(e.g. links to meteorological websites)
- Download information on risks before building
(e.g. flooding information)
- A key entry & engagement point for private sector with local emergency authorities



Example Website

HOME

ACCOUNT
▼

ESF 18 INFO

RESOURCES
▼

EOC COMMS

FLVBEOC The Florida Virtual Business
Emergency Operations Center

VBEOC Activation: **LEVEL 3**

BUSINESS DISASTER TOOLKIT

BEFORE A DISASTER STRIKES

Tips, links and articles to help businesses of all sizes prepare for disasters before they happen.
[view »](#)

DURING A DISASTER

Help keep your workplace and employees safe during hurricanes, tornados, and other disasters.
[view »](#)

AFTER A DISASTER - IMMEDIATE ACTION

What businesses should do after a disaster to recover - safety tips, repairs, generator selection and safe use of generators. [view »](#)

AFTER A DISASTER - REBUILDING

What businesses should do after a disaster to recover and rebuild - loans, tax help, construction guides [view »](#)

WHY USE THE TOOLKIT?

Studies show that the majority of small businesses that are hit by a disaster never reopen or fail within 2 years.

Businesses of all sizes that plan and prepare for disaster are much better off after the storm, and are in a better position to help their employees and customers.

This toolkit can help you understand the challenges a disaster will create for your business and help you be better prepared.

(Source: FLVBEOC, 2015)



Summary

- Climate Change is increasing the risk many tourist destinations face *(e.g. more frequent and intense climate related hazards)*
- Continued absorption of damage and loss from climate related hazards and disasters is not sustainable
- Investing in the resiliency of our tourism sector businesses both individually and as a network is essential for future growth and sustainability
- There are a range of tools and strategies the sector can utilize to help adapt to these increased hazards, and lessons learned from each others experience globally.
- Increasing our resilience is not a cost but an investment & is fundamental to way we business for the future.



Mabalos saindo Gabos Thank you



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