The Global Dimension of Integrating Emergency Management and Tourism
The value

• Crises occur,… how you prepare and manage them determines the impact
• Constantly increasing value of Crisis Management – Volcano Ash Cloud
• Sustainable and resilient tourism development
• 2000: 11    |    2010: 14    |    2030: 22
• 1 billion international arrivals in Dec 2012
The thing to remember

The tourism product is

– predominantly immaterial, as other service products
– produced in the future
– distance between place of purchase and where service is provided

and consequently a trust or belief product
An ongoing process
At the national level (public and private)
At the national level

- Perceived and considered to be a value
- This change happened especially in the private sector
- Improvements are so far driven by incidents
- The data indicate that especially those events with high losses in bookings and reservations caused that tourism was addressed specifically
Integration of tourism into NEP

Share of tourism expenditure in the country’s GDP

- 23% in low/moderate categories
- 83% in strong/full categories
Level of integration and priorities

- Only a few countries have tourism integration on inbound and outbound sides equally developed
- Strong tendency from data that structures are improving, especially on the side of FA
- Enormous losses of revenues and taxes are usually underestimated when formulating priorities
- Perceived crises are underestimated
Leaving silos – from a national perspective

- Exercises are mostly done among governmental institutions
- Exercises are done predominantly the likely way: strong inbound countries don’t simulate outbound and vice versa
- Countries where private sector and foreign embassies are involved have a record of previous emergencies of tourism relevance
Advancing

Disaster Resilient Australia
National Tourism Incident Communications Plan
Department of Foreign Affairs
An ongoing process
At the international level (public and private)
Leaving silos – from an international perspective

- WEF / UNWTO study
- Pandemic planning was an important driver
- UNWTO priorities: Communications, coordination, sustainable and resilient development
- Convention (IHR)
- Temporary (UNSIC)
- Ad-hoc (Fukushima)
Vertical

- Regional Associations
- National Associations
- Sector Associations
- TERN
TERN and the role of networks

- Network associations
- For information exchange, joint messaging and case management
- Allow two-way and targeted communications and exchange of relevant and reliable information
- Must build as much as possible on existing structures
- Knowing and trusting the partner
• **AAPA** Association of Asia and Pacific Airlines
• **ABTA** British Travel Association
• **ACI** Airport Council International
• **AEA** Association of European Airlines
• **AH&L** American Hotel and Lodging Association
• **ALTA** Asociación Latinoamericana de Transporte Aéreo
• **ASTA** American Society of Travel Agents
• **ATTA** African Travel and Tourism Association
• **CETO** Cercle d’Etudes des Tour-Opérateurs
• **CHTA** Caribbean Hotel and Tourism Association
• **C&I** Cruise lines International Association
• **CTC** Canadian Tourism Commission
• **CTO** Caribbean Tourism Organization
• **DRV** German Travel Association
• **ECTAA** European Travel Agents’ and Tour Operators’ Associations
• **ETC** European Travel Commission
• **FIA** Federation Internationale de l’Automobile
• **IAAPA** International Association of Amusement Parks and Attractions
• **IATA** International Air Transport Association
• **IH&RA** International Hotel and Restaurant Association
• **ISF** International Shipping Federation
• **MPI** Meeting Professionals International
• **NTA** National Tour Association
• **PATA** Pacific Asia Travel Association
• **SKAL** International Association of Travel and Tourism Professionals
• **TOI** Tour Operators Initiative
• **UFTAA** United Federation of Travel Agents’ Associations
• **UNWTO** World Tourism Organization
• **UST** US Travel
• **WTTC** World Travel & Tourism Council
• **WYSETC** World Youth Student and Educational Travel Confederation
An ongoing process
Sustaining the „out-of-the-silo“ approach
Sustaining the approach

• Travel and tourism is not the sector but a sector with special challenges
• Is often affected when no one else
• Has a special interest to overcome this situation
• Is from a global perspective ‘critical infrastructure’
• Especially when tourism is used as a priority tool for economic development
An ongoing process
Finding the right balance
Recommendations on the Use of Georeferences, Date and Time in Travel Advice and Event Information

Background: Work of the Secretariat

1. The 2008 General Assembly of UNWTO approved by Resolution A/RES/078 (XVIII) the Declaration on the Promotion of Travel Standards and encouraged the Secretary-General to promote the principles set out in the Declaration, including the use of modern information and communication technologies, in relation to travel advice and visa facilitation.

2. In this context, the General Assembly also requested the Secretary-General to report to its next session on the follow-up of the Declaration.

3. As it may be recalled, the Global Code of Ethics for Tourism adopted by Resolution A/RES/078 (XVIII) at the fourteenth session of UNWTO General Assembly (Montego Bay, Jamaica - 27 September - 1 October 1999), outlined in its Article 6 the obligations of stakeholders in tourism development as follows:

- "Tourism professionals have an obligation to provide tourists with objective and honest information on places of destination and on the conditions of travel, hospitality and safety..." (paragraph 1)

- "Governments have the right — and the duty — especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travels abroad. It is their responsibility however to disseminate such information without prejudice to an unjustified or exaggerated manner the tourism industry of the host countries and the interests of their own operators; the contacts of travel agencies should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned. Recommendations formulated should be able to adapt to the reality of the situations encountered and verified to the geographical areas where the insecurity is higher. Such situations should be clarified or cancelled as soon as a return to normality permits..." (paragraph 5)

- "The press, particularly the specialized travel press and the other media, including medium means of electronic communication, should issue honest and balanced information on events and situations that could influence the flow of tourists; they should also provide accurate and reliable information to the consumers of tourism services; the press communication and Adventure tourism media should also be developed and used for this purpose..." (paragraph 6)

4. The Secretariat initiated in 2010 a careful examination of Travel Advice, especially focusing on the need to maximize the relevance and efficiency, increase the transparency and help to eliminate unnecessary redactions.

5. A first result of the analysis was that, besides travel advice and event-related information provided by the affected destinations and countries is also of relevance and should also be referred to in order to make the subject a comprehensive issue. While the focus will still be on the analysis of travel advice, it became clear that information provided event-related information could contribute to reducing the impact of negative events, as it was done for instance by the Tourism Authority in Thailand in 2010.

6. It became also clear that since the introduction of Google Maps in 2005, geolocalization information plays an increasingly important role for the global travel and tourism sector.

7. While information provided relating to natural disasters is making frequent use of geolocalization, travel advice and event information have not yet made use of this element. Only text information is used when referring to negative events to geographical areas in countries.

8. The use of data and time information related to travel advice and event information was therefore analyzed with a view of supporting efficiency and feasibility in the use of this information, especially within the context of modern information and communication technologies.

9. The Secretariat therefore invited all interested Member States, Affiliated Members and Members of the Tourism Emergency Response Network (TERM) to a Technical Consultation on Geolocalization and Time Stamps for Event Information and Travel Advice held at UNWTO Headquarters on 29 March 2011, to discuss the aforementioned issues and to develop possible recommendations.

10. The Recommendations were prepared by the Secretariat following the discussions of the meeting particularly on four core areas:

(a) The first area of recommendations takes into account that technical measures shall be taken to help identify clearly important elements within travel advice and event information especially the country name, date and time components (whether it is the event date and time, issuing date and time or any other concept of date and time) and the geographical area for which the advice is issued. The recommendations are formulated in a generic manner, stressing the need for consistency and clarity in mind that experts suggested that TDS (Traveler Daily Summary) feeds as a standard for frequently updated information on the internet would be an ideal tool to transmit this information.

(b) The second area of recommendations focuses on the description of the geographical areas, which are subject to the travel advice or event information. As mentioned above the increasing use and importance of geolocalization within the travel and tourism sector and its wide use for the information related to natural disasters called for an application of the same techniques. This would help to clearly confirm the advice to the areas concerned and help to limit their undesirable repercussions.

(c) The use of data and time information varies widely across the travel advice and event analysis. Data and time information is, among others, important to identify the occurrence of a specific negative event and the issuing and updating of the advice. It is therefore within the third area of recommendations proposed that data and time information shall be provided, whenever possible, according to which the information was issued for the first time and/or updated last. To facilitate
Visa Facilitation

The Impact of Visa Facilitation on Job Creation in the G20 Economies

Report prepared for the 4th G20 Ministers' Meeting
Mexico, 15-16 May 2012

World Tourism Organization | a specialized Agency of the United Nations
Impressions

From the travel and tourism sector
Okinawa

Continuing endeavour to make Okinawa the safest destination in Japan

Photos: OCVB Okinawa Story photo library
Source: Masato Takamatsu, CEO JTM
Monitor and assist
Be monitored and assisted
Thank you!

Dr. Dirk Glaesser
Coordinator
Risk and Crisis Management
World Tourism Organization

Tel: + 34 91 5678 118
Fax:  + 34 91 5713 733
email: glaesser@unwto.org
www.unwto.org