



TOURISM SECURITY-SAFETY AND
POST CONFLICT DESTINATIONS

RESILIENT AND
SUSTAINABLE
DESTINATIONS
AFTER DISASTER

Challenges and Strategies

JEETESH KUMAR, GÜL ERKOL BAYRAM *and* ANUKRATI SHARMA



Resilient and Sustainable Destinations After Disaster

Tourism Security-Safety and Post Conflict Destinations

Series editors: Maximiliano E. Korstanje and Hugues Seraphin

Since the turn of the century, the international rules surrounding security and safety have significantly changed, specifically within the tourism industry. In the age of globalization, terrorism and conflict have moved beyond individual high-profile targets; instead, tourists, travellers, and journalists are at risk. In response to this shift, the series invites authors and scholars to contribute to the conversation surrounding tourism security and postconflict destinations.

The series features monographs and edited collections to create a critical platform which not only explores the dichotomies of tourism from the theory of mobilities but also provides an insightful guide for policymakers, specialists, and social scientists interested in the future of tourism in a society where uncertainty, anxiety, and fear prevail.

Tourism Security-Safety and Post Conflict Destinations explores research approaches and perspectives from a wide range of ideological backgrounds to discuss topics such as:

- Studies related to comparative cross-cultural perceptions of risk and threat
- Natural and human-caused disasters
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- Terror movies and tourism
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INVESTOR IN PEOPLE

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Introduction

Jeetesh Kumar, Gül Erkol Bayram and Anukrati Sharma

Abstract

This book is essential for anyone in destination management in the tourism industry or government. The book includes both theoretical and practical writings for stakeholders. In all chapters, we provide titles including pandemic and disaster descriptions, crises during and after disasters and the motivation and safety of tourists, the regeneration of the tourism industry only after the global epidemic, the revamp of the tourism industry as well as the existence of a reshaping, crisis planning and control upon crises as well as pandemic after the restoration of the tourism sector of the tourism industry, and tourism issues are discussed in the management plans of the centralization. This book provides cases and empirical studies that deal in depth with the current situation, challenges, solutions and future strategies after the outbreaks and natural disasters from a sustainable perspective, for readers with an equitable interest or involvement with the organizations in inquiry.

Keywords: Resilient and sustainable destinations; sustainable tourism; pandemics; crises; destination management; tourism industry

Introduction

Crises refer to a negative situation or a periodic process that leads to consequences. Although it is not desirable to live, it occurs suddenly at certain times and takes a long time to compensate, leaving deep scars. Crises, which can occur in almost any area of daily life, can sometimes refer to a physical illness, an unexpected economic loss, a national famine, a shortage of products, a diplomatic mess, or a severe flood, storm, or earthquake. Regardless of the way it occurs, duration, impact force, social perception, or the negative meaning with which it is associated, crises have significant adverse effects on the tourism sector.

The tourism industry has been the source of livelihood for millions of people worldwide from the past to the present. In addition, tourism offers billions of people the opportunity to introduce their own cultures and get to

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know different cultures. Tourism is vital for some countries, providing a large part of their income directly and indirectly from the tourism sector. However, the tourism sector has a dynamic structure that is very quickly affected by emerging crises and can give sudden reactions. Tourism, a sector sensitive to the socioeconomic development level of countries, their political stability, and negative developments in the world economic conjuncture, is negatively affected by structural and cyclical problems in the country to various extents and negatively.

The tourism sector has a dynamic structure that can react positively or negatively to different situations in demand. Followed with interest on a global scale, providing a stream of visitors in the regions that they were in severe numbers in creative activities or income in the host country and the impact that tourism destinations and attractions that makes them unique, while making a positive impact on revenues from the sector; several unexpected and undesirable situations, such as terrorist attacks, political events, and epidemics, also have negative consequences for the tourism sector, such as changing travel plans globally, canceling reservations and closing borders to citizens of countries where the epidemic is observed. Epidemics, among the unpredictable situations, also decimate the confidence in the destination where they occur. But unlike epidemics, terrorist attacks, or political events, it requires several measures to be taken globally since they have a spreading effect outside the origin destinations.

This book is about destination resilience and sustainability in pandemics and disasters that cause significant damage to the current functioning of tourism and threaten its future. The book offers theoretical and practical content for academics, researchers, students, tourism employees, business managers, tourist guides, and representatives of local and national institutions. In this context, the book covers topics such as definitions of pandemic & disaster, tourist motivation & safety, disaster recovery of the tourism sector after the pandemic, redesigning tourism activities, creating restructuring, crisis management, recovery of the tourism sector and tourism policy & planning beyond pandemics. Government policies and strategies significantly impact sustainable and regenerative tourism after pandemics. Therefore, climate change, disasters, and pandemics are critical issues of tourism management & marketing. This book includes cases and empirical studies that deal with the current situation, challenges, solutions, and future strategies after epidemics and natural disasters from a sustainable perspective. Almost the entire world is in a difficult situation in this process, but we must overcome it as soon as possible, start tourism movements, and take precautions. At this point, destinations are considered a great mission and the trigger of the world economy and development.

In the **first chapter**, Jamader, Chowdhary, and Jha address the history of pandemics and disasters, tourist motivation and safety during and after pandemics and disasters, recovery of the tourism industry after pandemics and disasters, redesign, reconstruction, and creation of tourism activities, crisis management and planning after pandemic and disasters, post-pandemic tourism

industry recovery the routes and tourism plans, the role of governments in the management of the tourism industry, government policies, laws and strategies after the pandemic and disasters, the role of sustainable tourism for durable tourism after the pandemic, the current situation of the hotel industry in the new world, the competitive marketing strategies of tourism management after the pandemic, alternative tourism after the pandemic, reflections of climate change on tourism, and future trends after the pandemic with theoretical and practical content.

In the **second chapter**, Aksoz and Itr Can argue the recovery strategies in the post-crisis period and “smart destinations”, one of the most popular topics of recent years. In this chapter, the author presents information within the context of some data from United Nations World Tourism Organization (UNWTO). The chapter discusses resilient and sustainable destinations after the disaster on behalf of challenges and strategies.

In the **third chapter**, Liberato, Sousa, Costa, and Liberato focus on creating a tourism monitoring system for Arouca (Portugal), a territory classified as a low-density territory with specific characteristics. The further chapter also includes planning and management of a database at the disposal of all stakeholders, ensuring that the tourism flows in the analysis do not get overwhelmed, allowing the discussion of opportunities and threats for the territory, based on the partnership between the population, public and private sector, adjusted to the social, cultural, economic, and environmental perception.

In the **fourth chapter**, Chigora, Nyagadza, Katsande, and Zvavahera argue about Zimbabwean tourism and the effect of festivals and events on brand image and equity. Since Zimbabwe, as a tourism destination, has also experienced various changes due to globalization induced by its socioeconomic and political state of affairs, this chapter deals with some issues for surviving the changing market demands. As a tourism destination, Zimbabwe has also adopted branding as a marketing strategy to hold a highly valued global market position through extensive brand identity.

In the **fifth chapter**, Chigora, Nyagadza, Katsande, and Zvavahera seek answers to the marketing strategies used in Zimbabwe tourism destination; the leading tourism sectors involved in tourism destination marketing; factors that affect the image of a tourism destination; the competitive environment in tourism destination; the stages in Zimbabwe tourism destination area life cycle; the marketing efforts that have been practiced in Zimbabwe tourism destination; and the marketing mixes for Zimbabwe tourism destination success. This chapter shall explore the destination marketing position for the Zimbabwe tourism industry.

In the **sixth chapter**, Nazir, Santos, and Silveira identify new offerings in a different normal, more worried about health issues, ethical behaviors, and trips with a social purpose to contribute to local development. Also, an archival analysis of studies anchored on this issue. While critically contemplating the existing studies, this study implicates the new offerings duly implemented during the new normal. Recommendations were acquired from these literature-based implications on specific and generic grounds.

Alcoriza and Policarpio in the **seventh chapter**, deal with building resilient and sustainable societies post-disaster tourism. According to the chapter, tourism communities must be resilient to maintain economic benefits. These issues need a strategic approach to local tourism development with solid public–private partnerships (PPPs) and collaboration. Resilient and sustainable local tourism communities must be guided by carefully defined goals and objectives depending on the dynamics and resources and critical areas to focus on as economy, environment, emergency management and response, disaster risk management, community-based participation, post-disaster tourism recovery management, psychological behavior of people, nature-based tourism, dark tourism, responsive consumer behavior, and transportation.

In the **eighth chapter**, Shah, Jamshed, Saleem, Al-Ghazali, and Kiani focus on pre-pandemic tourism history in Asia and the effects on the tourism industry during the existing phases of COVID-19, including the facts and available stats of Asia, which will help in the understanding of how these countries are rebuilding the tourism industry in the post-pandemic situation by literature review. The chapter provides an overview of the measures taken by top tourism countries of Asia regarding the post-pandemic situations and their plans, whichever they are planning. According to the chapter, some countries work on domestic tourism while others offer travel bubbles for neighboring countries. Some countries in the Middle East, like Saudi Arabia (Riyadh Season, 2021) and UAE (EXPO-2020), are bringing entertainment events to attract international tourists.

In the **ninth chapter**, Shukla and Patwardhan discuss systematically reviewing the literature for identifying recovery strategies to create a resilient healthcare sector. This study deployed the systematic literature review/synthesis approach. The various databases like Google Scholar, ProQuest, and EBSCO were searched for predefined keywords. This study considered articles published between 2000 and 2021 due to the narrow focus on a specific sector like healthcare. As a result of an online literature search, 116 studies were identified. The relevance to the sector was considered as an inclusion criterion. Considering the inclusion and exclusion criteria, 30 were retained for the systematic review. The results show that collective resilience consists of individual resilience and organizational resilience.

In the **tenth chapter**, Batabyal, Ray, Bag, and Nag seek to answer their question of what factors are responsible for pilgrim tourist harassment in major Hindu pilgrim centers in India. The study is confined to ill treatment and related sociocultural issues, only avoiding the lack of facilities and scarcity of services in the pilgrim centers. To appreciate the extent of harassment encountered by tourists, an in-depth study was conducted on the reviews provided by tourists on TripAdvisor's (Indian) website. This study characterizes harassment through an ethnographic research approach of published reviews. According to TripAdvisor, a total of 260 reviews of 28 top Hindu temples are considered for all the states and union territories where the top Hindu pilgrim centers are located (excluding Nagaland). This study has also shown how tourists respond when they face such situations. The study is impactful as it can question many policy issues and temple management procedures. Also, it raises and highlights many illegitimate and

unsustainable practices that need to be investigated further for policies and procedures to be reviewed and updated accordingly.

Tripathi and Al Shahri, in the **eleventh chapter**, reveal to promote safe and innovative tourism for the sustainable growth of Oman and to explore different communication strategies to enhance public and private partnerships, to offer tremendous socioeconomic benefits by stimulating the development of local and long-term establishment that benefits many generations, to encourage investment climate in the country. This chapter discussed communication effectiveness and significance for attracting tourists to the country and called for the community to participate in facilitating visitors. The quantitative method would be applied to reach out to the findings. The samples have been obtained from the Dhofar region through the survey. Tabulation and coding have been done.

Jamgade and Mondal, in the **twelfth chapter**, determine to provide the conceptual knowledge of sustainable and responsible tourism product planning for the recovery of the tourism industry that is severely bruised by the COVID-19 pandemic using secondary data. The chapter will also highlight the cases of responsible tourism products in India and Belize. According to the chapter, the tourism sector was severely hit by the pandemic. Thus, it created an introspection phase for the tourism stakeholders to check and control their activities for a better recovery. Responsible tourism product development in this VUCA (volatile, uncertain, complex, and ambiguous) world needs controlled planning and a duty-bound PPP product model.

In the **thirteenth chapter**, Toksoz and Dalgıç examine the measures and recovery plans taken by the countries to increase the resilience of the tourism industry against crises/disasters. This book chapter seeks answers to what can be done to prepare and fortify destinations in times of risk and disasters. This chapter is provided with vulnerability and resilience terms. In addition, the strengthening practices against the tourism crises will be examined and presented. The chapter will be concluded with recommendations.

Kılıç, in the **fourteenth chapter**, focuses on the policy regulations of destinations for senior tourism by secondary source scanning and the development and changes in the process by examining academic studies on the subject. This chapter highlights the destinations' restrictive and encouraging policies and strategies. The qualitative method and document analysis technique was used to analyze the emerging codes in MAXQDA qualitative analysis program.

In the **fifteenth chapter** Arora and Lal Sharma focus on spirituality, yoga, and meditation as strategies for well-being. The qualitative analysis of the literature will serve as secondary data on various government portals that will serve as indicators. For content analysis in the public domain, Nvivo software will be used. The traditional Indian scriptures and their excerpts will be used to support the arguments. This chapter presents well-being, spirituality, and yoga as strategies post-disaster, traditional ways for better wellness tourism, and the role of tourism as a bridge for achieving well-being in a post-disaster scenario.

In the **sixteenth chapter**, Erkol Bayram, Kumar, and Sharma argue the levels of utilization of smart tourism applications by tourist guides, their activities in the

COVID-19 period, and the transformation that tour guiding will undergo in the future. In this chapter, smart tourism applications used in tours with opportunities and challenges and current practices were explained according to previous papers. In addition, the reflection of the guided cultural tours in the future has been evaluated. According to this chapter, tourist guides, one of the essential service providers of tourism, have effected greatly by smart tourism technology during the COVID-19 period.

Shukla and Shamurailatpam, in the **seventeenth chapter**, examined the concept of regenerative tourism to build resilience, particularly during the post-COVID-19 pandemic. The result shows various strategies for implementing regenerative tourism, framework approach not recovery of tourism and renewing tourism. Additionally, implications of regenerative tourism and a roadmap provided for the tourism stakeholders could be foreseen.

In the **eighteenth chapter**, Shah, Rafique, Saleem, Amjad, and Arshad identify the revamping of the hospitality and hotel industry in the Southeast Asian region after the COVID-19 pandemic. The chapter also focuses on how a crisis management plan revamps this industry after the most significant destruction. According to this chapter, reconstruction of this tourism depends upon the advanced techniques and practices to boost up this sector after the crisis. Therefore, implementing such practices highly depends on highly educated and aware managers.

In the **nineteenth chapter**, Dave explores the ecotourism potential of the Vagad region of the State of Rajasthan in India. The subsequent sections in the chapter describe the unexplored ecotourist spots in the region having environmental and social importance. Tourism here means an encounter with experiencing nature in the lap of rich cultural heritage. It underlies exploring the mixed deciduous forests, heritage forts, picturesque landscapes, and tribal communities and discovering unmapped natural and sociocultural heritage, highlighting sustainability's importance.

In the **twentieth chapter**, Trivedi and Patra discussed the implementation of post-pandemic sustainable practices and revealed how these practices could benefit India's travel and tourism sector. The epidemic has forced everyone to confront the environmental issues that people have exacerbated. Vacationers would hold a crucial role in ecological concerns following the outbreak. The chapter will focus on the challenges and opportunities facing the travel industry following the COVID-19 situation.

The editors believe that this book will fill a significant gap in identifying, managing, and controlling pandemics and disasters that will always impact destinations. Pandemics and disasters have affected people since the beginning of the historical era. Today, it affects and will continue to affect humanity and many lines of business. The book is made up of collective experiences. The book evaluates the issues related to pandemics and disasters from a broad perspective within the scope of destination resilience and sustainability. The book will provide a good and original understanding and approach to academics, students, and researchers. It will provide information about the problems, challenges, and

future implications of pandemics and disasters that control the success and resilience of destinations.

This book is a laborious and ambitious effort by professionals and academics in various countries. We are grateful to the authors from India, Turkey, Spain, Pakistan, Zimbabwe, Oman, Malaysia, Portugal, and the Philippines, who believe in us and support us.

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