

Workshop Tasks

- Group 1 – What are four types of disasters that threaten tourists and business travelers?
- Group 2 – What are five key disaster responses that have been documented among tourist populations?
- Group 3 – What are four key differences in the perceptions of policy preferences held by tourists versus those held by tourist business managers?
- Group 4 – What are five major recommendations regarding business preparedness that have been offered by tourists and business travelers impacted by disaster?

Disaster Events and Tourist Populations

- Transportation Disasters
- Lodging Fires
- Climatological Disasters
- Geophysical Disasters
- Terrorist Attacks

Six Factors That Constrain Disaster Planning

- Intraorganizational Factors
- Local Emergency Manager
- Firm Size
- Risk Perception
- Managerial Professionalism
- Disaster Sub-Culture

Source: Adapted from Thomas E. Drabek. 1995. "Disaster Responses Within the Tourist Industry." *International Journal of Mass Emergencies and Disasters* 13:7-23, p. 20.

Tourist Responses During Disaster

- Warning Messages Processed by Social Groups
- Warning Message Sources: Media vs. Other
- Warning Message Content: Lacking in Precision
- Confirmation Behavior
- Contact Others Prior to Departure
- Use of Public Shelters
- Areas of Dissatisfaction

Source: Adapted from Thomas E. Drabek. 2000. "Disaster Evacuations: Tourist-Business Managers Rarely Act as Customers Expect." *Cornell Hotel and Restaurant Administration Quarterly* 41: 48-57, pp. 51-52.

Gaps In Policy Preferences: Customers vs. Managers

- Commitment to Disaster Evacuation Planning
- Local Government Training
- Business Association Interest
- Media-Awareness Campaign

Source: Adapted from Thomas E. Drabek. 2000. "Disaster Evacuations: Tourist-Business Managers Rarely Act as Customers Expect." *Cornell Hotel and Restaurant Administration Quarterly* 41:48-57, p. 53.

Gaps In Policy Options: Customers vs. Managers

- Require Written Disaster-Evacuation Plans
- Provisions for Special Populations
- Annual Exercises
- Promote Vertical Evacuation

Source: Adapted from Thomas E. Drabek. 2000. "Disaster Evacuations: Tourist-Business Managers Rarely Act as Customers Expect." *Cornell Hotel and Restaurant Administration Quarterly* 41:48-57, p. 54.

Customer Recommendations For Policy Changes

- Evacuation Plan
- Warning Procedures
- Information Flow
- Threat Information
- Employee Training
- Sheltering
- Route Information
- Re-entry
- Transportation
- Personal Property

Source: Adapted from Thomas E. Drabek. 2000. "Disaster Evacuations: Tourist-Business Managers Rarely Act as Customers Expect." *Cornell Hotel and Restaurant Administration Quarterly* 41:48-57, p. 55.

Customer Recommendations For Improving Response

- Communication
- Proactive Warnings
- Distribute Hazard Brochure
- Train Staff
- Emergency Supplies

Source: Adapted from Thomas E. Drabek. 2000. "Disaster Evacuations: Tourist-Business Managers Rarely Act As Customers Expect." *Cornell Hotel and Restaurant Administration Quarterly* 41:48-57, pp. 56-57.

Tactics For Rebuilding The Destination Image

- The Problem: Customer Images and Behavior
- Business Manager Priority
- Toll-Free Telephone Lines
- Familiarization Tours
- Media Promotions