

Drabek Study of Disaster Planning in Tourist Businesses:

Events and Communities

Phase I: three communities wherein local government initiatives to stimulate disaster planning within tourist businesses had been implemented.

Site 1 – Pinellas County, Florida (22 Firms)

Site 2 – Sevier County, Tennessee (18 firms)

Site 3 – City of Galveston, Texas (25 firms)

Phase II: six communities that had been impacted by flooding (Washington State, November and December 1990) or Hurricane Bob (August 1991).

Site 4 – Whatcom County, Washington (19 firms)

Site 5 – Snohomish County, Washington (11 firms)

Site 6 – Carteret County, North Carolina (22 firms)

Site 7 – Dare County, North Carolina (23 firms)

Site 8 – York County, Maine (25 firms)

Site 9 – Cape Cod/Martha’s Vineyard, Massachusetts (20 firms)

The 185 firms were located in various cities within each county. Example: firms in Pinellas County were located in the following cities: Clearwater – 5; Clearwater Beach – 3; North Redington Beach – 2; St. Petersburg – 10; St. Petersburg Beach – 1; Tarpon Springs – 1. Firm missions included lodging (51%) restaurants only (23%); travel (6%); and entertainment – retail (21%). Lodging firms represented every major hotel-motel national chain. Travel firms included a ferry boat operation, cruise ship line, and marina. Restaurants varied from fine dining to fast food outlets. Entertainment – retail firms ranged from “. . . small gift shops to large retail mall, and a wide variety of theater productions including one very large Smoky Mountain theme park. Amusement parks and museums of various types, including one sea animal facility, rounded out the mix” (Drabek 1996, p. 24). Compiled from: Thomas E. Drabek. 1994. *Disaster Evacuation and the Tourist Industry*. Boulder, Colorado: Institute of Behavioral Science, University of Colorado, p. 16 and p. 24.