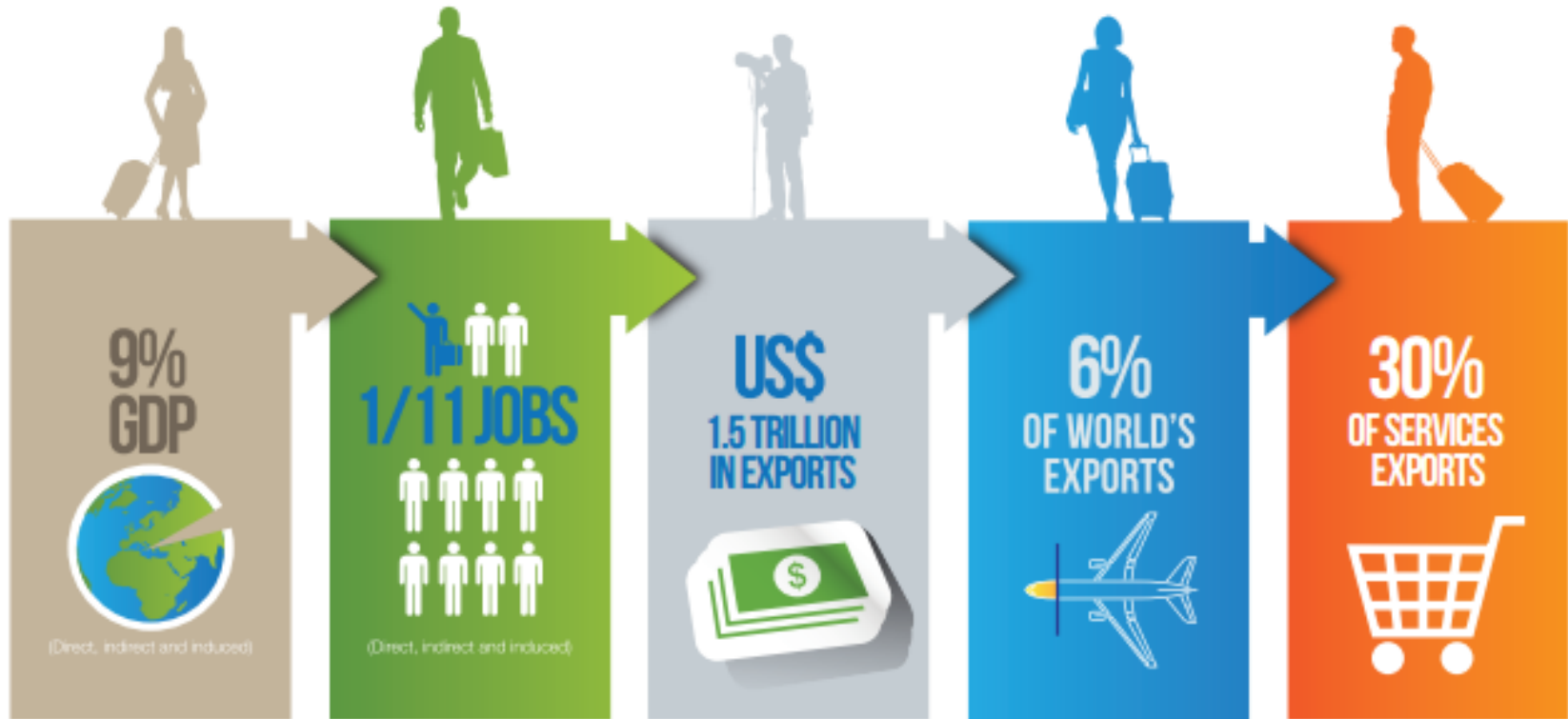


Hotel Resilient

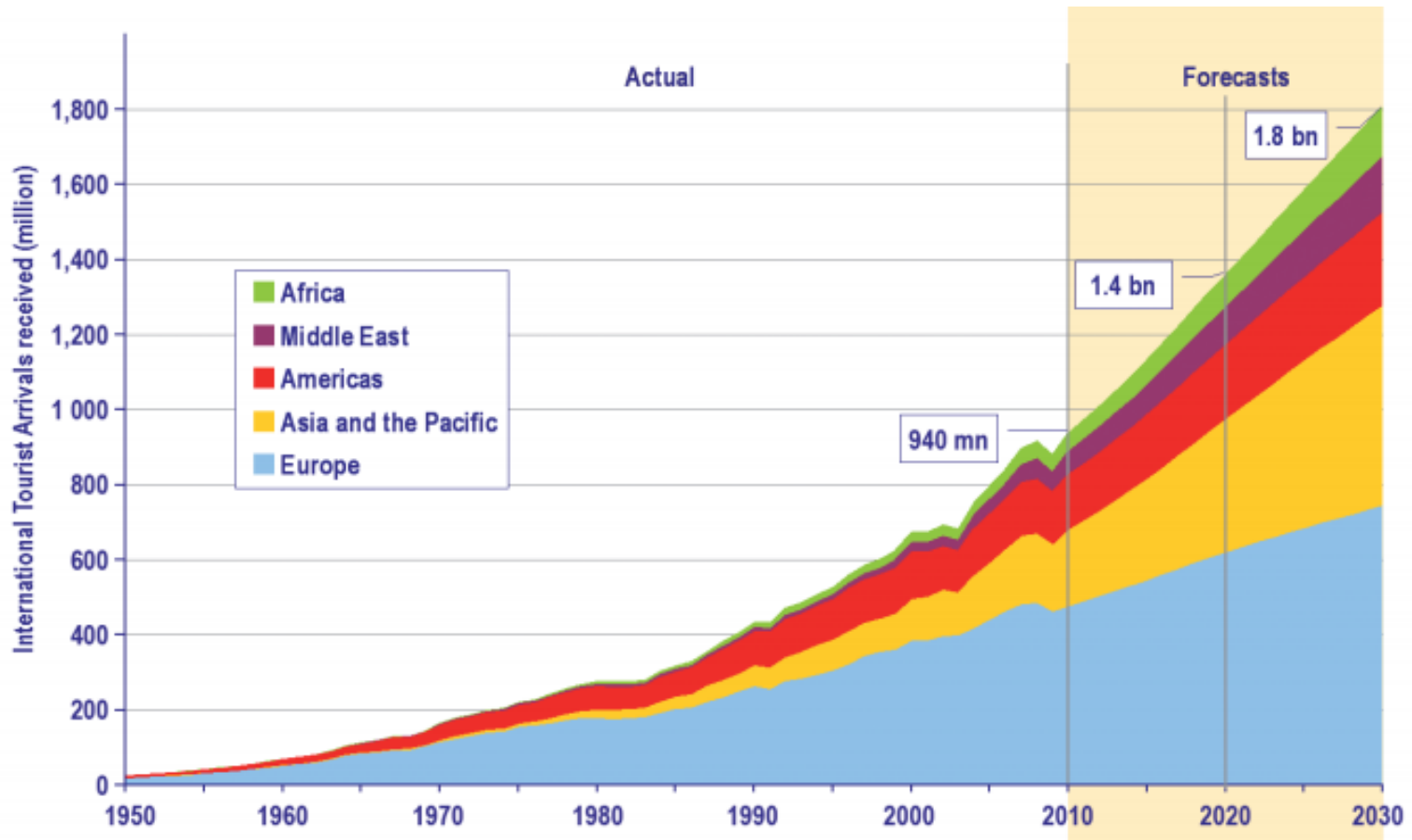
Strengthening the Resilience of the Tourism Sector

Why Tourism Matters



Source: UNWTO Tourism Highlights 2015

Trends and Forecast

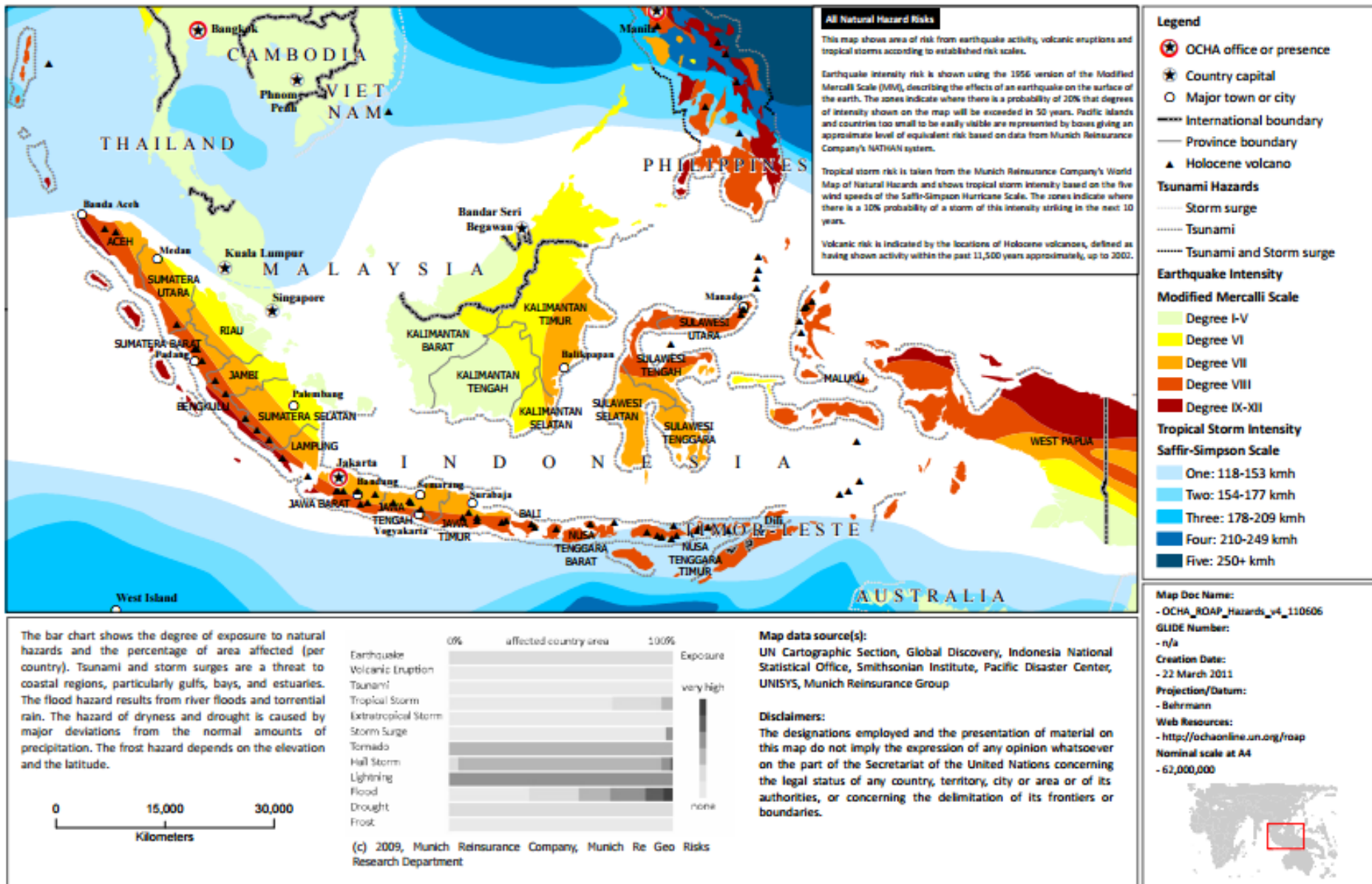


Source: UNWTO Tourism Highlights 2015

Tourism and Disasters

- Economic losses from disasters are now reaching an average of US\$250 - US\$300 billion each year
- Partnerships with the private sector, which is responsible for 70% to 85% of all investments worldwide, and with small and medium-sized enterprises are important
- Many popular tourism destinations are highly exposed to natural hazards
- Tourism development can create new risk but also presents great opportunities for risk management solutions

Hurricane, Tsunami, Storm Surge and Earthquake Risk in Indonesia

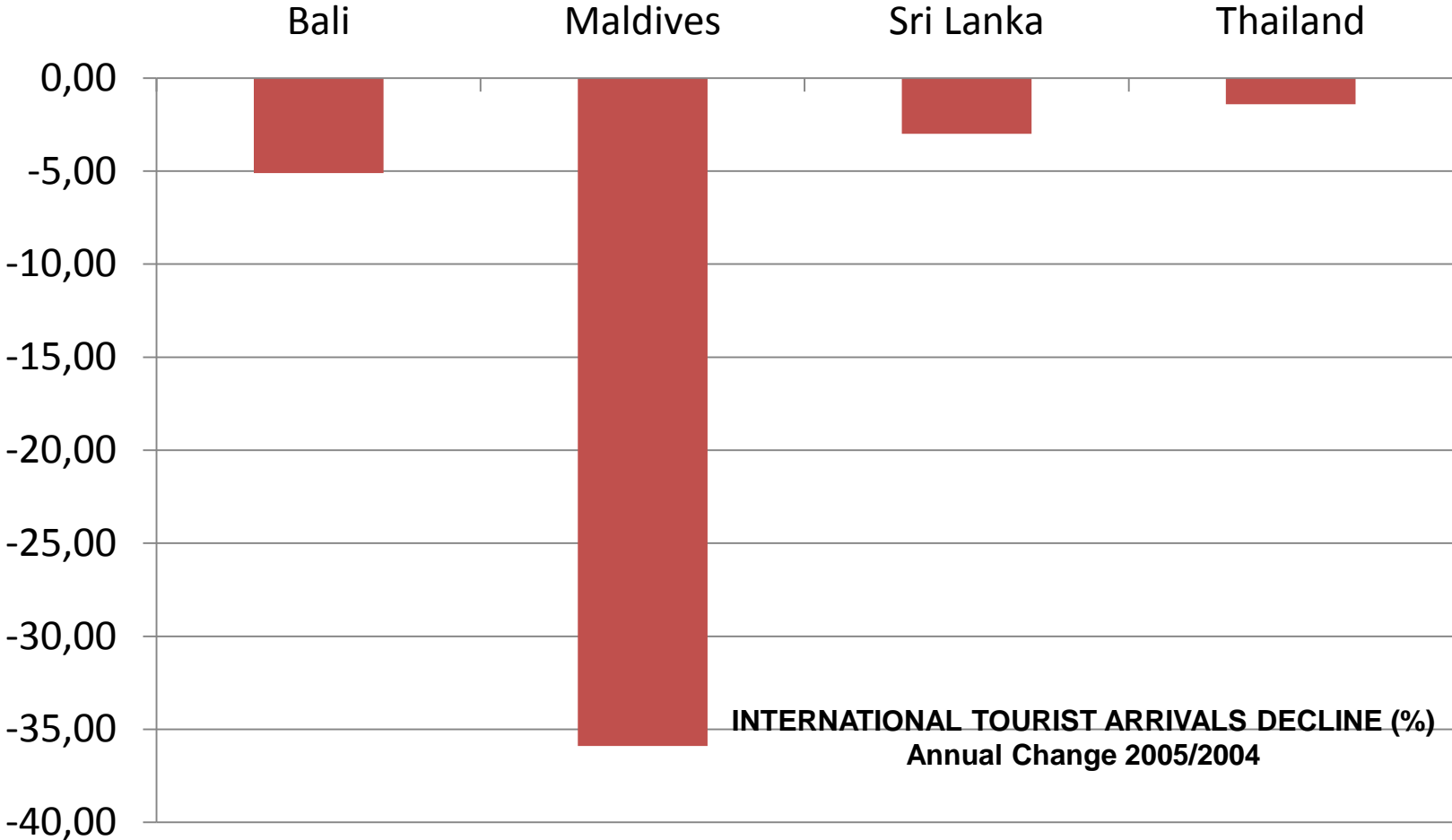


Hazardous Leisure



- Tourism is one of the **most severely exposed sectors** (GAR 2013)
 - location of many destinations in hazard prone areas
 - unfamiliarity of tourist with environment and hazards
 - hotel industry is often unable to address and manage natural hazards
 - emphasis on disaster response rather than reducing risks

Hazardous Leisure



Hotel Resilient

- Objective:** To improve disaster risk management and strengthen resilience in the tourism industry.
- Approach:** Strong partnerships with the **public and private sector** in the field of tourism and disaster risk management. Develop instruments to **reduce business risk and the risk of tourists, workers, and surrounding communities to natural and technological hazards.** Tailored components for **larger hotels and SMEs** according to their requirements and capacities.

Hotel Resilient

Current Focus Countries:

Indonesia, Maldives, Myanmar, Philippines and Thailand



Indonesia



Maldives



Myanmar



The Philippines



Thailand

Outcomes:

- Market Study ,Developing strategies to strengthen the resilience of hotels to disasters’
- Raising awareness and promoting the Hotel Resilient Initiative (Tourism / DRM Events and Conferences)
- Develop risk management standards and pilot in up to three selected destinations

Market Study - Methodology

- Semi-structured interviews with 17 representatives of government agencies, hotel industry, hotel and tourism associations, tour operators, and insurance companies in Indonesia, the Maldives, the Philippines, and Thailand.
- Key areas included:
 - Hotel risk management strategies
 - Benefits and barriers to adoption of standards
 - Marketability of risk management
 - Needs of the tourism sector

Market Study - Findings

Hotel Risk Management Strategies

- Independent hotels rely on their experience to develop risk management strategies
- Chain hotels tend to have standards and audited systems in risk management
- There are some legislated requirements for risk management in hotels

Benefits and Barriers to Adoption of Standards

- The development of standards for disaster resilience is supported by many in the industry for consistency and to guide best practice
- Barriers: cost, time, capacity, structures

Market Study - Findings

Marketability of Risk Management

- Insurers do reduce premiums due to effective risk management practices
- Tour operators / travel agencies and those booking conferences or corporate retreats request information on risk assessments and management
- Disaster risks are not a significant factor in tourism destination and hotel selection, but awareness of the risks is growing

Needs of the Tourism Sector

- Information sharing and partnerships are important
- Diverse needs in destinations (standards, trainings, certification, ...)

Market Study - Recommendations

1. Develop international recognised standards
2. Work with hotel industry leaders
3. Reflect relevant legislation
4. Promote both legislative and market forces
5. Focus on business to business marketing of the Initiative
6. Engage global insurers and industry associations
7. Create local partnerships among stakeholders
8. Consider the needs of the industry
9. Consider certification in phase two of the Initiative

Thank you very much for your attention!

For further information please contact:

Hanna Maier (GIDRM/GIZ)
E-mail: hanna.maier@giz.de

Brigitte Leoni (UNISDR)
E-mail: leonib@un.org

Paul Pruangkarn (PATA)
E-mail: paul@pata.org