

TOURISM AND RESILIENCE - HOW TOURISM DESTINATIONS CAN POSITION THEMSELVES RESILIENTLY FOR UPCOMING CRISES

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OUTLINE

- Risks in Tourism
- Question & Goal
- Resilience
- Resilience Concept
- Conclusion



RISKS IN TOURISM

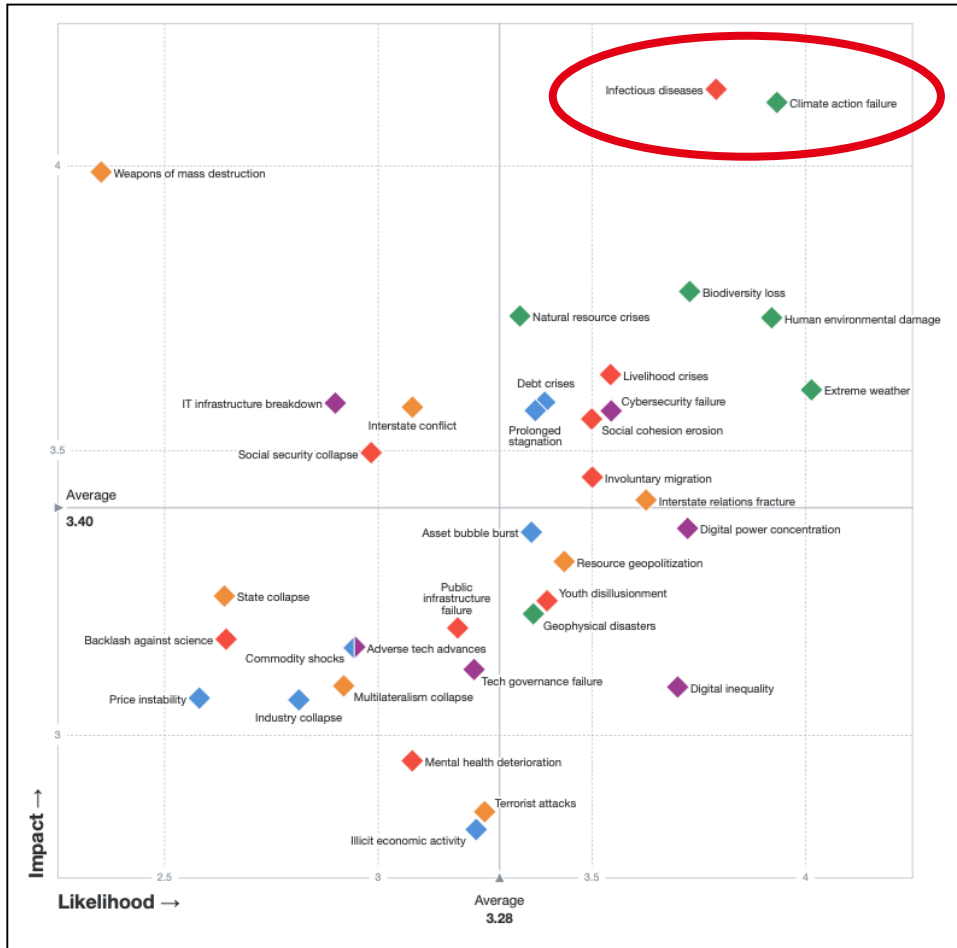
Overview

- Economic and financial crises
- Political crises
- Natural disasters
- Epidemics
- Crime
- Terrorism
- Unbalanced Tourism



RISKS IN TOURISM

Global Challenges



World Risk Report 2021
Risks with the highest probability of occurrence and the highest impact:

- Climate action failure
- Infectious diseases

World Economic Forum (2021): The Global Risks Report 2021, 16th edition, S. 12. Online unter: http://www3.weforum.org/docs/WEF_The_Global_Risks_Report_2021.pdf (zuletzt geprüft 16.3.2021).

QUESTION AND OBJECTIVE

Question:

How can tourism destinations and tourism stakeholders prepare for future - partly unpredictable - crisis situations?

Goal:

Developing a resilience concept
Creation of strategies and actions to achieve resilience

RESILIENCE

Resilience ("resistance to crisis") determines how a system or an individual survives a crisis

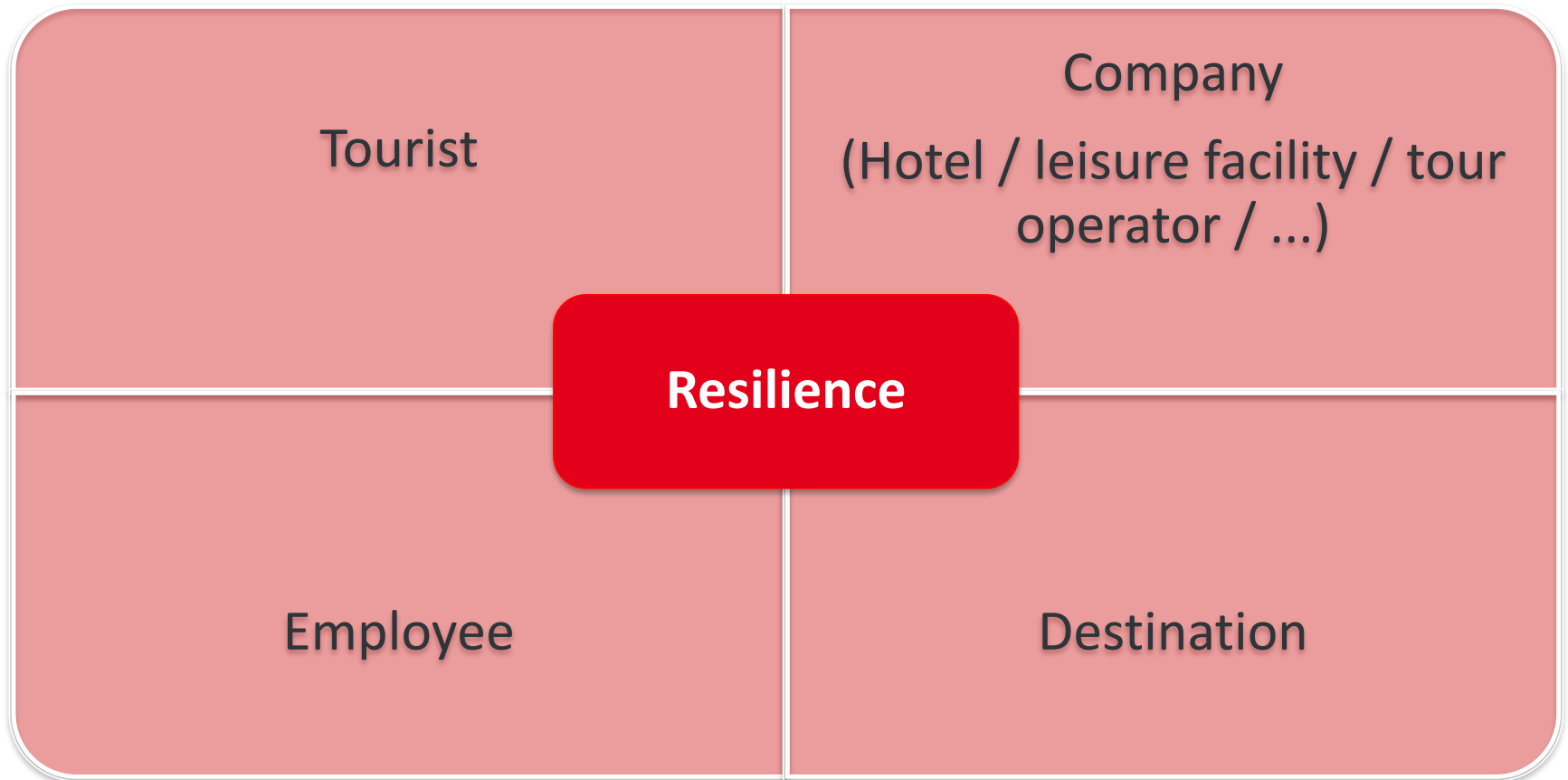
Resilience factors:

- Robustness
- Flexibility
- Ability to learn
- not a status, but an ongoing process!

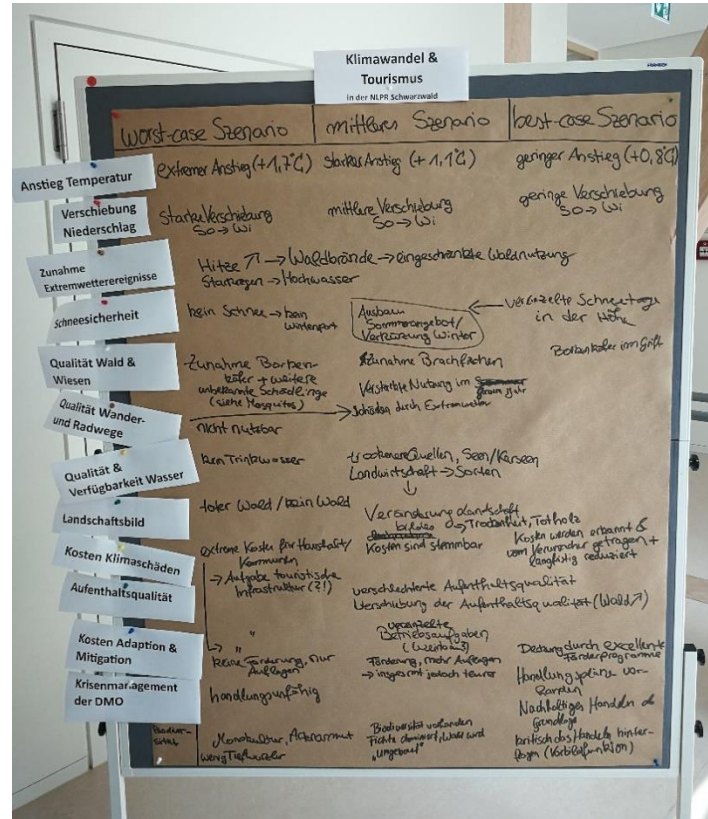


RESILIENCE

Different Perspectives



RESILIENCE CONCEPT



RESILIENCE CONCEPT

Resilience Concept

Strategy

Achieve financial independence & security

Strengthening communication & cooperation

Promotion of „balanced tourism“

Expansion of a barrier-free, sustainable infrastructure

Increasing the quality of life (locals & guests)

How can resources be built up to manage risks?

economic

social & political

human

natural & physical

Demand side

CAHYANTO und PENNINGTON-GRAY (2017)



CONCLUSION

- **Destination management organisations (DMO) and tourism stakeholder** have to deal with the issue of **resilience more than ever before!**
- The challenge is to ensure that **all stakeholders are involved** as far as possible.
- There is no blueprint. Each destination must **develop its own path to resilience.**

THANKS FOR YOUR ATTENTION

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Business Administration & Tourism and Hospitality Management

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Business School