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The Travel and Tourism Response and Future Challenges

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Important framework conditions



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- Tourism is globally one of the most important economic activities, sometimes the absolutely dominating economic activity
- Used as a priority tool for economic development in many less and least developed countries
- Very divers sector, involving many SMEs
- Highly sensitive activity and heavily depending on perceptions

- The **subjective risk perception** is a very important element of the tourism decision process
 - Especially as the tourism product is
 - predominantly immaterial, as other service products
 - produced in the future
 - distance between place of purchase and where service is provided
- and consequently a trust or belief product**

- Tourists are vulnerable as they
 - are unfamiliar with the (emergency) infrastructure and systems
 - Unfamiliar with many risks of the place and society
 - Not prepared for extended stays
 - and often not familiar with the languages of the destination
- But they are looking for 'the other thing'
- And do what they are usually are not doing



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- Every day 5 – 8 million people travel internationally
- Another 50 – 80 million people travel within their own countries
- These numbers are continuously growing
- 6.5% growth for 1950-2006
- Spending 2.4 billion USD a day



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Conclusions from Lima Workshop Presentation

Fast and Sincere Reporting

- Fundamental to ensure that outbreaks can be contained
- The sensitivity of the tourism sector can impact fast and sincere reporting
- Prisoners dilemma, high likelihood of short-term advantage over longer-term benefit
- Benefits on one side, (uncompensated) losses on the other
- Inadequate handling of situations can have huge economic, social and political impacts

Conclusions

- The pandemic threat caused an unprecedented effort to improve preparedness for the TT sector
- The fatigue calls for good integration of the achieved into the wider emergency structures
- Despite the long preparation, the role of several players is underestimated (FA and private sector)
- Regular exercises are very important to keep the plans and preparations trained and up-to-date



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The April Response



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Coordination and targeted communications

Helping to reduce emotions and take
informed decisions



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UN SIC



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FAO

UNDP

OIE

OCHA

UN

ICAO

UNICEF

UNWTO

UNHCR

WHO

ILO

UNDPI

IOM

WFP



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UNDPI Influenza Task Force



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IHR



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Targeted communications travel and tourism

- Using existing networks of the tourism sector
- Applying IT and allowing fast and simple communications
- SOS.travel: georeferenced event information
- Linked with whatabout.travel: standby pages for destinations
- and TERN: The Tourism Emergency Response Network



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TERN



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- **AAPA** Association of Asia and Pacific Airlines
- **ACI** Airport Council International
- **AEA** Association of European Airlines
- **AHLA** American Hotel and Lodging Association
- **ALTA** Asociación Latinoamericana de Transporte Aéreo
- **ASTA** American Society of Travel Agents
- **ATTA** African Travel and Tourism Association
- **CHTA** Caribbean Hotel and Tourism Association
- **CLIA** Cruise lines International Association
- **CTC** Canadian Tourism Commission
- **CTO** Caribbean Tourism Organization
- **ETC** European Travel Commission
- **FIA** Federation Internationale de l'Automobile
- **IAAPA** International Association of Amusement Parks and Attractions
- **IATA** International Air Transport Association
- **ICAO** International Civil Aviation Organization
- **IFTO** International Federation of Tour Operators
- **IH&RA** International Hotel and Restaurant Association
- **IH&RA** International Hotel and Restaurant Association
- **ISF** International Shipping Federation
- **MPI** Meeting Professionals International
- **NTA** National Tour Association
- **PATA** Pacific Asia Travel Association
- **TOI** Tour Operators Initiative
- **UFTAA** United Federation of Travel Agents' Associations
- **UNWTO** World Tourism Organization
- **UST** US Travel
- **WHO** World Health Organization
- **WTTC** World Travel & Tourism Council
- **WYSETC** World Youth Student and Educational Travel Confederation



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- Global Peak Network Associations
- Coordination
- Two-way communications
- Targeted communications
- Consistent messaging



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Influenza Focal Points



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- Within the tourism administration
- One per country
- Teleconferences and regular up-dates
- Case management



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Challenges



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Challenges:

- Complacency and the next waves
- Fast and sincere reporting
- Geo-referenced reporting
- Branding



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Thank you!

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www.SOS.travel