

SAFETY, SECURITY AND RISK MANAGEMENT IN TOURISM

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Abstract: Tourism is acknowledged as a business activity and many developed and developing countries are keen to invest in this area. With academic evidences presented by scholars around the world, tourism is no longer a 'stranger' to any countries due to the fact that it may provide massive benefits economically. As a result, it is a positive perception by the proponents of tourism comprising of practitioners, government agencies, and the industry to pay attention to this niche area for profit and development objectives. However, the sustainability of tourism is still questionable and possible solutions are needed to overcome the negative impacts of tourism to the environment and welfare of the community. Tourism is a 'fragile industry' and often encounters many 'unwelcomed' events which cause the image of a country in jeopardy. The reputation of a country is often measured by how safe the country is to be visited by tourists. Such question raises numerous concerns among the academic community and 'safety and security' becomes a buzzword for them to motivate empirical studies in this field.

Keywords: Tourism, safety, security, management



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in Tourism

Velan Kunjuraman



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PREFACE

This edited collection of papers is an initiative by the editor in line with the vision of Ministry of Higher Education of Malaysia to produce an academic book that may be useful for the community and the public. Aligned with the ministry's vision, the editor is motivated to produce an edited book that focuses on safety, security, and risk management in tourism which are the hot topics at present among the tourism scholars.

Tourism is acknowledged as a business activity and many developed and developing countries are keen to invest in this area. With academic evidences presented by scholars around the world, tourism is no longer a 'stranger' to any countries due to the fact that it may provide massive benefits economically. As a result, it is a positive perception by the proponents of tourism comprising of practitioners, government agencies, and the industry to pay attention to this niche area for profit and development objectives. However, the sustainability of tourism is still questionable and possible solutions are needed to overcome the negative impacts of tourism to the environment and welfare of the community. Tourism is a 'fragile industry' and often encounters many 'unwelcomed' events which cause the image of a country in jeopardy. The reputation of a country is often measured by how safe the country is to be visited by tourists. Such question raises numerous concerns among the academic community and 'safety and security' becomes a buzzword for them to motivate empirical studies in this field.

With this in mind, the editor is motivated to gather empirical, conceptual, and review papers from scholars who have worked and expertise in the field of safety, security, and risk management in tourism. A total of eleven chapters are devoted to focus on the theme of safety, security, and risk management in tourism with interesting findings are presented by the contributors. All chapters presented in this book are unique and provide an opportunity for the readers to understand the issues, trends, and latest

information pertaining to the theme of safety and security in tourism. Moreover, limited academic books in the field of safety and security in tourism is another motivation for the editor to embark in this edited book project. In doing so, this edited book may enhance and enrich the body of knowledge related to the safety and security in tourism as well as serving as a main reference for future researchers to conduct more research and extensive studies within the area.

The editor would like to take this opportunity to thank all contributors for their interest and timely return of their drafts and final manuscripts. He would also like to appreciate their continuous engagement with us until the final production of this edited book. In addition, the editor would like to convey his sincere thanks to the reviewers, both from within and outside Malaysia, for their constructive comments which have enhanced the quality of this book. His final appreciation is extended to my colleagues, UTHM Press, students, and loved ones who have been supporting him from the beginning until the end of this book project. Their forbearance and tolerance have ultimately allowed him to produce this book.

Velan Kunjuraman, PhD

CHAPTER 1

AN OVERVIEW OF SAFETY, SECURITY AND RISK MANAGEMENT IN TOURISM

Velan Kunjuraman

1.1 Introduction

Over the years, tourism has offered excellent benefits to countries around the world mainly on the perspective of economic growth. The survival of tourism is due to the tourist arrivals to destinations that offer a variety of tourism products. Tourist arrivals for the last few years are booming and will continue to increase in the coming years. Accordingly, the global tourism shows an increase in tourist arrivals to the world tourist destinations. Based on The Travel & Tourism Competitiveness Report 2019, the tourist arrivals to the world destinations was recorded at 1.4 billion in 2018. Menon & Wolff (2019) claim that tourist arrival data recorded in 2018 is 'two years before it was predicted to do so' (The Travel & Tourism Competitiveness Report 2019). Realizing the potential of tourism as an economic and social development tool, many developed and developing countries are aggressively promoting their available resources through tourism to boost economic growth.

In the Asia Pacific context, The Travel & Tourism Competitiveness Report 2019 indicates that the Asia Pacific region is the second most competitive region in terms of travel and tourism. One of the main

introduced with the coordination by the international development and donor organizations, and call for the tourism support to be included in the wider action plans (unwto.org). Thus, the relevant issues behind the safety, security, and risk management in tourism should be sought empirically to inform the public and relevant stakeholders on the importance of safety and security in tourism. This particular edited book is timely for publication in order to expand the current body of knowledge on the safety and security in tourism studies.

1.4 Conclusion

The book will focus on issues related to safety, security and risk management in tourism in developing countries by the scholars. All the perspectives presented in this book are solely based on authors' experiences and their scientific research materials. A holistic approach adopted in this book, focusing on safety and security in risk management in tourism will provide readers the general understanding regarding the topics presented and provide them new knowledge. This chapter discussed the main concepts adopted in this book based on the editor's understanding and knowledge related to the field of study concerning safety, security and risk management in tourism. Moreover, a summary of chapters are also presented, to allow the readers to get a glimpse of the contents in the chapters.

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CHAPTER 2

RECONSIDERING TOURISM RECOVERY AFTER TERRORISM: THE EVOLUTION OF RESEARCH IN THE TOURISM AND HOSPITALITY FIELDS

Maximiliano E. Korstanje

2.1 Introduction

In practical terms, it is very hard to determine the vulnerability of tourist destinations before what specialists dubbed as “the scourge of terrorism”. The tourism industry has evolved as one of the most promising and prosper activities of the world. Millions of tourists abandon their homes in quest of new sensations and cultures. The sense of novelty not only is enrooted in the symbolic core of traveling abroad, most probably escaping from the routine but also in the founding values of Occident (Hudson, 2012). Needless to say terrorism exploits the spirit of autonomy and adventure which are culturally proper of the Western democracies.

Days just after the attacks to World Trade Center and Pentagon on 11 September of 2001, a foundational event known as 9/11, George W. Bush declared the War on terror as well as the needs of Americans not to succumb to the fear which terrorism instills. To some extent, 9/11 marked the first time four civilian airplanes were weaponized against the most important American symbols such as the World Trade Center and Pentagon (Amore, 2006; Steiner, 2007; Korstanje, 2018). Sociologically speaking, the global West witnessed a new period of fear ignited by a

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CHAPTER 3

HEALTHCARE FOR TRAVELLERS IN REGIONAL INTEGRATION: OPPORTUNITIES AND THREATS

Au Yong Hui Nee

3.1 Introduction

According to Patients Beyond Borders (2013), medical tourism generates US\$40 billion market with the expansion rate of 25 per cent a year. Most of these hospital hoppers head to Asian countries. More and more patients from advanced countries are traveling to developing countries for healthcare. Many “medical tourists” are not well-off, but are pursuing affordable quality medical care (Herrick, 2007). Reported in the Bangkok Post, Patients Beyond Borders estimated that up to 12 million people worldwide now travel for care, whereby one million of them are Americans. West Asia market surged after the Sept 11, 2001 attacks on US targets, and due to these patients perceived unwanted in the western countries. According to Medical Tourism Guide 2014, the United Arab Emirates spent over \$2 billion in 2011 to send patients abroad. Thought has concentrated mostly on north-south flows; nevertheless, the most contemporary international medical travel comprises of south-south flows (Connell, 2013). The newest trend has the middle class travelling from developed countries to those emerging economies. As the global north goes abroad to save money, the global south goes abroad to avoid treatment delays.

related services, Malaysia is a competitive medical tourism hub in South-east Asia. Malaysia is also centrally located at the centre of the ASEAN region. Neighbouring countries are having challenges and they tend to show slower growth in the sector over the next five years; Thailand is lacking supporting government policies and Singapore is dealing with the issue of rising costs. Private hospitals in Malaysia are expected to invest in the hospital infrastructure and facilities to realise the country's aim to become South-East Asia's top medical tourist destination in 2020. Higher wages and better employment opportunities in growing the medical tourism industry enable countries including Malaysia to attract medical professionals. On the other hand, upcoming opportunities come from the potential medical travellers from less advanced ASEAN countries such as Cambodia, Laos, Myanmar and Vietnam who come for treatment. Based on the AEC Blueprint 2025, ASEAN will continue to promote the development of a strong healthcare industry and promote sectors with high-growth potential such as health tourism and e-healthcare services (ASEAN, 2015). Malaysia must differentiate the medical tourism products to further develop as a preferred medical tourism destination.

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CHAPTER 4

TOWARDS A MODEL TO UNDERSTAND TOURISM CRISES

Maximiliano E. Korstanje

4.1 Introduction

Unlike other times, the tourism industry today is torn between a risky world where countless of global threats loom and the philosophical dilemma of new (morbid) forms of consumption which is changing our conception of what tourism means. As never before, now policy-makers confront with the idea that the conception of homeland security should be at the least reconsidered (Ritchie, 2004; Blake & Sinclair, 2003). While the classic literature suggests that modern rationality, which should be based on the affordable technology, should locate and eradicate risks earlier they take place in society, no less true is that the introduction of security protocols open the doors to new unseen risks which place the tourist system in danger (Jonas, et al 2011; Korstanje, 2009; Williams & Balaz, 2015). The end of WWII marked the urgency to reach a risk-zero society (Tarlow, 2014; Tarlow & Korstanje, 2013). The collapse of Soviet Union not only accelerated a globalization process which liberated some global risks but placed some Western democracies in jeopardy (Giddens 1999). Of course, tourism was not an exception. Experts and scholars manifested their concern about the new global threats the tourism industry faces just after the turn of the century (Pforr & Hosie, 2009; Ritchie, 2004; 2009; Korstanje, 2011; Blake & Sinclair, 2003; Cohen & Neal, 2010).

risks, associated to the technological innovation, allows the creation of novel forms of virtual tours where travelers' security remains in the safest position. This moot point interrogates on the nature of tourism and the disappearance of tourism as we know it (Gale 2009). In his book, *Empty Meeting Grounds*, Dean MacCannell acknowledges that modern tourism is destined to destroy the originality of locals. To put the same in other terms, the aboriginality runs serious risks of being commoditized and cannibalized by western tourists in the years to come. Whether Columbus looked to open new commercial circuits for the Spanish Empire without knowing he will discover a new civilization, tourists who are in quest of something authentic, commoditize the "Otherness" through their sightseeing. Mobile travelers demand the consumption of authenticity while they are before a copy-cat, as MacCannell (2002) adheres. In view of this, the richness of different cultures and multiple habits are homogenized to what tourists want. Here the drive seems not to be the freedom, as he observes, but the needs of controlling the difference through one passport, one culture, and one market!

It is important not to lose the sight of the fact that most probably sociologists were right when he confirmed that the driver of postmodern tourism tended towards the emptiness of the alterity, the re-elaboration of new mediated spaces where the genuine host-guest contact was subject –if not mediated- to the power of the machine. Doubtless, this not only represents the end of tourism at least in the current form.

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CHAPTER 5

THE PROGRESS OF SAFETY AND SECURITY IN THE TOURISM MARKET OF ASEAN AND CHINA

Mohd Raziff Jamaluddin & Siti Asiah Md Shahid

5.1 Introduction

Tourism in South East Asia (SEA) has grown tremendously since the 1960's, especially after the majority of its members, gained independent status. Upon gaining an independent state, much of the funding was utilized for the defense expenditures and basic infrastructures like administration, education, and transportation. Political independence and new world economic reforms saw most SEA countries initiated structured nation-building efforts through a friendly diplomatic policy with the developed countries to establish technical scientific and industrial infrastructure (Singh, 1990). By the 1970's, Third World countries that include ASEAN members had developed a solid foundation for the industrial structure. One of the notable milestones during 1960's was the formation of Association of South East Asian Nations or better known as ASEAN in the Bangkok Declaration. The initial document identified five critical areas for cooperation that include economy, social, cultural, technical, educational and other relevant fields that promote regional peace and stability based on the rule of law (ASEAN, 2018). During its formation, the population in the region was just around 184 million with the highest Gross Domestic Product (GDP) per capita around \$600 recorded by

major ASEAN market (i.e., Malaysia, Thailand & Indonesia) and scored below the emerging ASEAN member countries (Lao PDR & Cambodia) (refer to Table 5.4). Likewise, China also scores considerably low in the safety and security (score=5.0; rank=95), even the overall rank (rank=15) is higher than ASEAN countries except for Singapore (rank=13).

5.5 Conclusion

In a nutshell, ASEAN needs to revisit its declaration on tourism safety and security in making it more appealing and visible to the China market. The Chinese tourists' segment was rapidly growing, from only 30 million and grew to 190 million in 2019. With all ASEAN members concentrating on Chinese travellers, safety and security will inject core competency. Furthermore, Chinese travellers are the dominant lucrative market in the world and are willing to spend aggressively on the products and services that tailored to their needs. Thus, by investing in the safety and security infrastructure, ASEAN will be the first region in the world that emphasises safety and security to the tourists. ASEAN can use the funds contributed by members to coordinate safety and security infrastructures and perhaps requested Chinese expertise in developing the safety and security framework in ASEAN. Finally, if a concerted effort is executed by ASEAN members to uplift the safety and security, it will add confidence to travel in ASEAN countries and minimize the cost of medical and compensation.

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CHAPTER 6

SAFETY AND SECURITY IN TOURISM: A FOCUS ON BIOHAZARDS AND VIRAL RISKS IN TOURISM

Watson Boldwin

6.1 Introduction

The purpose of this chapter is to explain and inform tourists and tourism operators of the current biohazards and viral risks through the taxonomy of theory via interdisciplinary research. As our tourism industry is expanding at an accelerated rate, it would be sensible to acknowledge and inform the public of how biohazards are affecting our industry. Through research outside our discipline, the chapter examines both the taxonomy of theory and the biohazards we face. As Prof. David Edgell has outlined, safety and security are one of the top 10 concerns for the industry, and there is plenty to be gained in the tourism field by reexamining these issues through a different lens. Utilizing the taxonomy of theory is just of those ways presented in this chapter.

Theory is defined as the general or abstract principle of a body of fact, a science or an art (Merriam-Webster, 2014). In the realm of social science, it is highly contested and dictated with diverse meanings that are often misinterpreted (Smith, Xiao, Nunkoo, & Tukamushaba, 2013). Concerning hospitality, hotel and tourism research, the scopes of theories are numerous and are used in a variety of ways. They give the researchers

6.5 Conclusion

To conclude this chapter, the findings in these journal articles are quite surprising. Apparently, in tourism discipline there are many rehashed and overused topics. Smith, Xiao, Nunkoo, and Tsukumshaba's work updates the taxonomy of theory in tourism, which widens the scope of the discipline from identifying contributing theories; to the analyzation of the tourism concerns for the upcoming years and exploring the items for focus. It seems that part of the concerns for tourism should include research on the discipline itself. To avoid monotony new and fresh ideas can be inspired examining more cross-disciplinary research. This chapter has shown that there are many links between safety, security and tourism. Some are conventional and some are unconventional to the discipline, but links nonetheless. There could be new avenues, models, and possibly new spins on theories and concepts if the realm of tourism research is taken a little more out of the box than following the norm.

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CHAPTER 7

SAFETY AND SECURITY IN COMMUNITY-BASED TOURISM: A KNOWLEDGE GAP

Velan Kunjuraman

7.1 Introduction

Tourism has been playing a vital role in the development of economy in many countries. It has also contributed to the community development and becomes a national development agenda in most developing countries including Malaysia. The government of Malaysia has prioritized the community development issues through the national development plans and tourism has been acknowledged as the best platform. Consequently, Community-Based Tourism (CBT) has been recognised as one of the mechanisms to enhance the standard of living among the rural communities in Malaysia. CBT can be considered as a community development approach for poor community in rural destinations (Scheyvens, 1999; Hussin & Kunjuraman, 2014; Kontogeorgopoulos, Churyen, & Duangsaeng, 2014).

Many scholars advocate that CBT provides numerous benefits to the communities who are actively involved such as creating new job opportunities, new business investments, enhancing environmental awareness, and conservation and preservation of natural resources (Afenyo & Amuquandoh, 2014; Ahmad, 2014). CBT has the great potential

important stakeholders to find appropriate solutions and safeguard its tourism sector with development plans. In this regard, a multi stakeholders' approach is needed to combat the potential threats for destination safety and security. A full support from all parties especially the government should lead the cooperation in trying possible measures to combat the potential threats.

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CHAPTER 8

SAFETY AND SECURITY RISK MANAGEMENT IN TOURISM: A REVIEW

K. N. Lokesh Kumar & G. K. Jaya Bharat Reddy

8.1 Introduction

Safety and security are two important concepts associated with tourism industry. Tourism movements bring about a cultural environment which is completely different from daily routines and represent income generation as part of economic activity. The risks that emerge in every segment of tourism have greater effect on growth and development of tourism industry. Travel has become a significant choice in the life of individuals due to globalization and increased access and evolution of transportation, which enables humans to plan their tours and trips to the places they desire to visit. Tourism is not just an industry for individuals with financial capacity nor is it just to visit the more developed nations. Tourism is a monetary division that adds to regional, local, national and worldwide development and to the ceaseless improvement of the quality of life. Tourism can, and ought to likewise, be a motor of resilience, harmony and participation (Kovári & Zimányi, 2011). The impact of tourism varies with individuals or circumstances. On one hand, it plays a significant and certain positive role in the financial and political development in destination nations by, for example, offering new job opportunities. Likewise, in specific occurrences, it might add to a more

way, risk and security concerns have seemed, by all accounts, to be a central issue of tourists' decision making factors. Planning emergency procedures is essential. Employees working in tourism industry must be trained in handling emergency situations with respect to safety, security, health and hygiene. Building up any action for the activities in case of an occurrence of natural disasters such as earth quakes, fires and floods.

Tourism today turns into a significant activity both on the national and worldwide level, the tourist destination works in nature of persistent mechanical and data development, and the requirements of individuals (tourists) are changing quickly. At the point when an individual wants to visit a destination, she/he considers a lot of components which incorporate the variable security. All the concerned partners in tourism industry will ideally unite in battling the crime against tourism in India. In this point of view, in the tourism industry, safety and security are characteristics that present an upper hand to the destination. At present it is important to view a safe and secured destination alongside different components that add to the inspiration of the outing that can decide the accomplishment of tourism in that same destination.

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CHAPTER 9

HEALTH AND SAFETY ISSUES AT DISASTROUS EVENTS

Albattat, Ahmad

9.1 Introduction

Health and safety hazards are mostly unpredictable in nature, event managers need to be able to assess their vulnerability to uncertainties and have to be robust and prepared, so that they are able to respond effectively (Fakhruddin et al., 2020). How prepared and effectively they manage emergencies depend on their hazard management planning, and the perspective they have on this issue. Event managers need to look at the evolution of an emergency as a series of tasks in which they must discover signals, prepare, and try to prevent, contain, limit damage and follow recovery (Canton, 2019). To facilitate these processes, several models and frameworks have been developed in the literature. The common aspect of all these models and frameworks is their orientation toward emergency management following distinctive phases of prevention, preparation, response, and recovery.

While the most developed models typically pursue the widespread “4Rs” of a four-stage steps of: reduction, readiness, response, and recovery (Evans & Elphick, 2005) and outside of tourism context, Faulkner (2001) concentrated on a tourism destination perspective of disaster

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CHAPTER 10

THE IMAGE OF BRAZIL: DUTCH TOURISTS' INTENTION TO (RE) VISIT BRAZIL

Rami K. Isaac & Regina Gabriela Gomez Fialho

10.1 Introduction

Tourism is an important economic sector for many countries worldwide. According to UNWTO (2018), it represents 10% of the world's GDP and is responsible for one in every ten jobs around the globe. In 2017 there was a growth in the number of international tourist arrivals reaching 1,326 million (UNWTO, 2018). As a country that benefits from tourism activity, Brazil also showed slightly increased results, from 6,5 million tourists in 2017 to receiving around 6,6 million outland tourists in 2018 (Brazil's Ministry of Tourism, 2019).

The European continent remains a global leading source of outbound tourists, representing almost half of the world's international travelers (UNWTO, 2018). The continent is also the number two source market of international tourists for Brazil. According to Brazil's Ministry of Tourism (2019), visitors from Europe are the ones with the longest length of stay (24 nights average) and second highest per capita expenditure (US\$ 1.138,70 average), thus representing a valuable target market for the country. The relevance of this market and Brazil's DMO intention to retain it is evident through the ongoing work to establish new direct

to increase promotion of the country, specially targeting non-visitors, given that currently their main source of information about Brazil are the news, that are in general negative. An option would be to use social media to increase their interest and make a better impression. Also, for the past visitors this should be used to enhance and bring back affective memories so they not only repeat the visit but also to motivate them to spread positive word of mouth.

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CHAPTER 11

CONCLUSION

Velan Kunjuraman

11.1 Concluding Remarks

This edited book is dedicated to the field of safety and security in tourism which has become a popular research topic among the tourism scholars at present. As noted earlier in the introductory chapter, several issues, concepts, current trends, epistemological stances, relevant theories, and case studies are vital to be understood in order to gain valuable insights on the importance of safety and security in tourism as well as its management strategies. With this in mind, the editor has gathered several manuscripts by scholars who work within the scope of safety, security, and risk management in tourism. The knowledge shared in this edited book further acknowledges the concern towards safety and security within the tourism context that should never be compromised.

At present, many countries are seriously introducing new policy and plans related to the safety issues in the tourism sector in order to remain competitive with other countries. Tourism will continue booming if all the requirements are met especially the safety of the tourists. The importance of safety and security in tourism needs to be established by every nation that makes tourism as one of the national agendas for

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