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No-escape natural disaster: Mitigating Impacts on Tourism

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Abstract

The 1999 Taiwan earthquake destroyed infrastructure and seriously damaged tourists' relationships to a popular destination area. Studies for agencies yielded information requested and raised questions about research methodology for understanding the impact of natural disasters from which there is no lead-time to escape. It is argued that in order to mitigate impacts of no-escape natural disasters on tourism, special research on the psychological and behavioral consequences of fear and risk are needed. Study of how fear and perceived risk of no-escape natural disaster influence placement of a destination in evoked sets is proposed as critical for more effective decision-making. A travel decision theory based research framework and related survey methodology are introduced.

Résumé

Catastrophe naturelle no-escape: l'atténuation des impacts sur le tourisme. Le

tremblement de terre de 1999 à Taïwan a détruit une partie de l'infrastructure et a endommagé sérieusement la relation des touristes à la région d'une destination populaire. Des recherches faites pour des agences ont rendu les renseignements qu'on avait demandés et ont soulevé des questions sur la méthodologie de recherche pour comprendre l'impact des catastrophes naturelles auxquelles il n'y a pas de temps pour échapper. On soutient que, pour atténuer les impacts sur le tourisme des catastrophes naturelles no-escape, il faut des recherches spéciales sur les conséquences psychologiques et comportementales de la peur et du risque. Une étude de comment la peur et la perception du risque d'une catastrophe naturelle no-escape influencent le positionnement d'une destination dans les ensembles évoqués est proposée comme essentiel pour prendre des décisions efficaces. On présente un cadre théorique pour la recherche basée sur une théorie de décision de voyage et une méthodologie d'enquête connexe.



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Keywords

disaster; earthquake; Taiwan; travel decision theory

Mots-clés

catastrophe; tremblement de terre; Taïwan; théorie de décision de voyage

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