

## THE TOURISM VULNERABILITY IN THE WORLD DURING THE CRISIS AND NATURAL DISASTER PERIODS

DANA SÂMBOTIN<sup>1</sup>, COSMINA TOADER<sup>1</sup>, TABITA HURMUZACHE<sup>1</sup>,  
MARIANA ALDA<sup>2</sup>

<sup>1</sup>*Banat's University of Agricultural Sciences and Veterinary Medicine Timișoara, Faculty of Agricultural Management, Timisoara, Romania; dana82tm@yahoo.com*

<sup>2</sup>*Gimnazial School Secu Secusigiu, Arad, Romania*

**Abstract.** *Tourism destinations in every corner of the globe face the virtual certainty of experiencing a disaster or a crises period of one form or another at some point in their history. This paper outlines and discusses about the tourism's vulnerability to natural and man-made crises is well known. While tourism is a resilient sector with a proven capacity to rebound, the consequences of reduced tourist numbers for even a short period of time are negative for any destination. In this paper we are willing to understand and to exemplify the negative impact of crises and natural disaster over the tourism sector, witch in our days has a major influence on the world's economies. In order to determine the vulnerability of worldwide tourism during crises and disaster situations there have been consulted various bibliographic materials form where we could process, analyze and interpretation the data and end the paper with some conclusions.*

**Key words:** *world; tourism; crises; disaster.*

### INTRODUCTION

Around world tourism vulnerability was growing in the past years, due to some natural factors (such as earthquakes, hurricane, landslides, etc) or anthropogenic (for example economic crisis, political issues, struggles). Due to the tourism vulnerability towards to these factors the tourists number, especially in some areas in the world, has been diminished or even stopped in some situations. Although in the past, following violence or natural disasters, the tourism restarted in a very short period, now the tour operators are concerned regarding the low number of sold travel offers, especially in the areas affected by the tourism vulnerability, but also due to the continuous need of finding new destinations, which offer security, attractive and convenient to the tourist.

### MATERIAL AND METHOD

For this scientific search to be concluded, the authors have studied the correspondent works, the internet sources and some annual reports issued by UNWTO. After having collected all data it have been analyzed, and had the possibility of reach to conclusions and discussions and in the end to get the best decision.

### RESULTS AND DISCUSSIONS

The travel agencies understood to handle the local crisis and to keep the loyal clients, for a long period, especially after the attacks from 11 of September, attacks which frightened the tourists all over the world. The events being natural or anthropogenic have been a lot in the past years and in some countries the tourist number get low, discouraging the tourism for the time being. Among the events that marked the tourism market we

remind: Japan nuclear crisis, two tsunami which devastated the Asiatic coasts, swine flu and avian flu, the ash cloud generated by Island's volcano, the bomb attack in Bali (Marrakech), or Madrid, the bloody bomb attacks in Egypt, the Arabian spring when violent rebellion have conducted, to Ben Ali in Tunisia and Mubarak in Egypt, collapse, the economic crisis which have been experienced all over the world, having repercussions among tourists, especially in Greece, Cyprus, etc. In order to know the tourists arrivals at world level during 1995-2011, we present in fig.1, the official data mentioned in annual report of Tourism World Organization. After suffering a decline in 2009 as a result of the global economic crisis, international tourism recovered strongly in 2010 and faster than expected. International tourist arrivals increased by 6% to reach 939 million, while earnings from international tourism grew slightly slower at 5% to US 928 billion. All regions registered growth in both international tourist arrivals and receipts, excepting Europe, where receipts stagnated in 2010. It is expected that the tourists number in following years, will be over one billion in 2012, and for 2050 will be over 1,8 billion tourists every year.

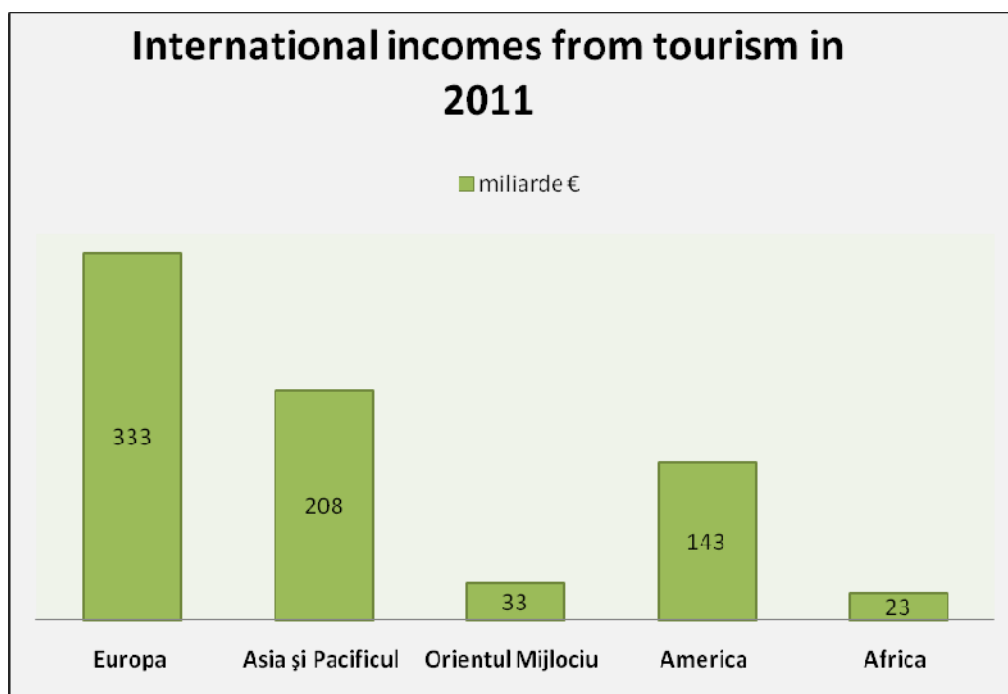


**Fig. 1 Tourist arrivals at international level**

If the travel operators have no possibility to offer destinations of equivalent attraction level, in other areas, the tourist cautious to the risks of such desirable destinations, decide to cancel the vacations or to postpone it for the future. Resigned with the reality, the European travel operators are more interested of some areas which previously haven't represented their first choice, so they rediscover France side, Thailand, Canary Islands, Turkey, Croatia, Montenegro, etc. Considering that tourist resentments towards the great attractions from the North Africa and Middle East may be for a long period, the travel operators are experiencing a new concept, so as to discover unique destinations, based more on nature details and on its greatness, than the historical attractions.

In order to increase the tourists number for the following years Tourism World Organization together with receptive and emitting countries have the bellow priorities:

- Maintaining tourism in the global agenda
- Improving tourism competitiveness
- Promoting sustainable tourism development, such as eco-tourism, rural tourism, agro-tourism, etc.
- Establishing partnerships between two or more countries regarding the tourism development.



**Fig. 2. International incomes from tourism all around the world in 2011.**

The tourism industry has a majour importance in people's lives, it generates over 5% from Europe incomes, and it has aproximatly 1,8 milion employing companies in the area. The 1,8 millions companies in tourism industry generates jobs for about 9.7 million people every day. As we see from figure 2 the biggest amount of money belongs to Europe (aprox. 333 billion euros), followed by Asia and The Pacific (208 billion euros) and America (143 billion euros). The lowest incomes from tourism activities are in Middlea Orient (33 billion euros) and Africa (23 billion euros).

In our days, as a result of world vulnerability to tourism it is necessary to assist countries to integrate tourism in their emergency plans, which have traditionally considered tourism as "low priority". Even if seaside tourism has a percentage almost above 50% from sold packages, it is trying to be promoted the green tourism, of which in the past years, people become more interested. Few of the most important criteria for which it is desired to promote the green tourism are:

- Effective sustainability planning
- Maximizing social and economic benefits for local community
- Consolidating the cultural patrimony
- Reducing negative impacts to the environment

## CONCLUSIONS

1. According to statistics in 2009 it has been observed a stagnation of tourist number due to economic crisis which affected globally.

2. Due to some natural or anthropogenic events the tourists number in some areas, especially in the North Africa, in Middle East, Cyprus, Spain, etc., decreased, and chances for the number to increase, at least in the near future, are weak.

3. Tourism is a vulnerable section, and in order to pass over different type of crisis, being natural type, human type, it have to consider some priorities, such as to consider tourism as a priority item on global agenda, improving all types of tourism by a loyal competitiveness, development of economic and social benefits for local communities, especially for the countries under development and not latest reducing the negative impacts on environment.

4. For environment protection and also for tourism it has to be considered the anthropogenic factors and natural factors, which might be avoided mostly.

5. The travel operators have the difficult task to satisfy the tourist requests using, due to some negative events, fewer "secure" locations.

## REFERENCES

1. CSOSZ, I., „*Agroturism și turism rural*”, Ed Mirton, Timoșoara, 2007
2. CROUCH, G.I., & RITCHIE, J.R.B. “*Tourism, competitiveness, and social prosperity*”. Journal of Business Research, 2003
3. DWYER, L., KIM, C.W. “*Destination Competitiveness: a Model and Indicators*”, Current Issues in Tourism, USA, Vol. 6, No. 5 2003
4. ERDELI, G., GHEORGHIȚĂ, A., „*Amenajări turistice*”, Editura Universitară, București, 2006
5. LIVIU, O.O. „*Turismul, fenomen economico-social specific epocii contemporane*”, Ed. Pro Universitaria, București, 2011
6. ROJANSCHI, V., BRAN, FLORINA, GRIGORE, F., „*Elemente de economia și managementul mediului*”, Ed. Economică, București, 2004
7. **World Tourism Organization** - UNWTO, „*Annual Raport 2011*”, Madrid, Spain, 2012
8. \*\*\*, <http://www.iipt.org/3rdglobalsummit/presentations/larry%20dwyer-speech.htm> – accesat in 03.05.2013
9. \*\*\*, <http://www.academia.edu>