TOURISM RECOVERY

9th UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy
Bohol, Philippines, 28 April to 1 May 2015
TOURISM RECOVERY

MAJOR SOCIO-ECONOMIC & NATURAL DISASTER IN MALAYSIA

Airlines incidents

Natural disasters

Security issues
BUT....Malaysia tourism industry is resilient industry...

### Arrivals

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2013</th>
<th>% Change</th>
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<tr>
<td></td>
<td>27.4 m</td>
<td>25.7 m</td>
<td>6.7%</td>
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### Receipts

<table>
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<tr>
<th>Year</th>
<th>2014 (USD)</th>
<th>2013 (USD)</th>
<th>% Change</th>
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<tr>
<td></td>
<td>22.02 b</td>
<td>21.5 b</td>
<td>2.41%</td>
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How we manage crisis?

**National Security Council**
Directive no.20
National Policy and Mechanisme on Crisis Management

### Disaster
- Sudden & disastrous
- Inter-agency
- Long-term effects

### Medium
- i.e. aircraft crash
- Not affecting the whole tourism industry
- Effects may escalate

### Small
- i.e. fire, collapse, murder, snatch-thieves etc.
- Certain tourism location
- Bad image
MOTAC Roles in Crisis Management

1. Managing the welfare of foreign tourists who are victims with Welfare Department

2. Organize the repatriation of foreign tourists/beneficiary injury/died of a disaster to the country of origin, including dealing with Embassy and High Commission of the country concerned
THE CHART FOR THE ROLE OF AGENCIES INVOLVED IN DISASTER AND RELIEF MANAGEMENT AT THE SCENE OF INCIDENT

ON SCENE COMMAND POST AT SCENE OF INCIDENT
(COMMANDER OF DISASTER OPERATIONS)
(DEPUTY COMMANDER OF DISASTER OPERATIONS)

SEARCH AND RESCUE
- FIRE AND RESCUE DEPARTMENT
- ROYAL MALAYSIA POLICE (RMP)
- MALAYSIAN ARMED FORCES
- SPECIAL MALAYSIA DISASTER ASSISTANCE AND RESCUE TEAM (SMART)
- EMERGENCY MEDICAL SERVICES
- ATOMIC ENERGY LICENSING BOARD
- CIVIL DEFENCE DEPARTMENT

HEALTH AND MEDICAL
- EMERGENCY MEDICAL SERVICES
- MALAYSIAN ARMED FORCES
- MALAYSIAN RED CRESCENT SOCIETY
- ST. JOHN AMBULANCE

MANAGEMENT OF EMERGENCY TREATMENT
MANAGEMENT OF FORENSIC SERVICES
MANAGEMENT OF PUBLIC HEALTH

SUPPORT
- DISTRICT OFFICE
- MUNICIPAL/TOWN COUNCILS
- THE NATIONAL ENERGY LIMITED (TNB)
- THE MALAYSIAN TELECOMMUNICATION LIMITED (TELEKOM MALAYSIA)
- ROYAL MALAYSIA POLICE (RMP)
- MALAYSIAN ARMED FORCES
- PUBLIC WORKS DEPARTMENT (PWD)

WEELFARE
- WELFARE DEPARTMENT
- EMERGENCY MEDICAL SERVICES
- MALAYSIAN RED CRESCENT SOCIETY
- ST. JOHN AMBULANCE
- RELA
- CIVIL DEFENCE

LOGISTIC SUPPORT, COMMUNICATION AND OTHER ASSISTANCE FOR SMOOTH CONTROL OF OPERATION AND OVERCOMING OF DISASTER

SECURITY CONTROL
- RMP
- RELA

MEDIA
- INFORMATION DEPARTMENT
- BROADCASTING DEPARTMENT
- PRESS COVERAGE
- ELECTRONIC AND MEDIA COVERAGE
- MEDIA CONTROL

SECURITY CONTROL
- PROVIDE CONTROL AT THE SCENE OF INCIDENT
- CONDUCT INVESTIGATION
- FACILITATE COMMUNICATION

MOTAC

Technical and experts
- Assisting technical services

- EVACUATING VICTIMS
- PREPARING FOOD FOR VICTIMS/DUTY OFFICERS
- PROVIDING/MANAGING PLACES OF EVACUATION
- PROVIDING FIRST AID AND COUNSELLING SERVICES
Tourism Crisis Response Team

Yes

- Identify level of the crisis
- Activate TCRT in 24 hours
- Determine the membership, set up TCRT room and hotlines
- Set up communication networks with agencies (RMP, Hospital etc)
- Visit victim/family at the hospital
- Cooperate with other agencies involved in managing the crisis
- Visit location and gather latest information
- Post mortem, crisis simulation and recovery measures

No

- Immediate action (24 hours)
- Short-term action (72 hours)
- Long-term action (14 days)

- Analyse media reports, identify latest information and display on the website
- Press Conference informing latest updates

End

Crisis

Notify preliminary information to minister and secretary general
BOUNCE BACK

Image Building

1. Collaboration between government sector, private sector, NGO, industry players
2. Marketing and promotion with strategic partner
3. Smart partnership with local and international media
4. Strengthening service quality
5. Developing new tourism product and improving existing tourism product

Strategies

1. We are the host
2. New iconic events
3. Social media
4. Smart partnership
5. Strategic marketing and promotion
Tourism Malaysia maintains MH370 tragedy 'will not affect tourism', despite poor relations with China over search mission

Post-MH370, Malaysia expects 30,000 Chinese tourists to cancel trips

MH370 could have flown 'as low as 5,000ft to avoid radar'
Malaysian media reports say investigators considering the possibility missing plane dropped lower after diverting off course

FBI and Interpol involved in search for MH370 – live updates
RECOMMENDATIONS

• Institutionalise a Crisis Management Council
• Mobilise the relevant resources effectively
• Gather the support – domestic & international
• Implement an early warning system
• Persistent, determined and pro-active
• Offer stimulus packages where necessary
• Strengthen competitiveness and attractiveness
• Improve coordination and communication
Thank You

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