

THE CHINESE UNIVERSITY OF HONG KONG
DEPARTMENT OF GEOGRAPHY AND RESOURCE MANAGEMENT
SEMINAR

CO-ORGANISED WITH MSSC PROGRAMME IN SUSTAINABLE TOURISM



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LANGUAGE

English

DATE

14 Oct 2020 (Wed)

TIME

2:30 – 4:15 pm

ZOOM MEETING

ID: 973 6037 5790

[https://cuhk.zoom.us/j/](https://cuhk.zoom.us/j/97360375790)

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**Tourism and Natural Disaster Management
Process: Perception of Tourism
Stakeholders in the Case of Kumamoto
Earthquake in Japan**

ABSTRACT

Tourism has a reciprocal relationship with natural disasters. The study aims to investigate the role of tourism as a strategy in the disaster phases based on Faulkner (2001) and Ritchie (2004)'s disaster management frameworks in the case of the earthquake occurred in Kumamoto Prefecture in Japan in April 2016. The analysis was based on interviews with twelve informants and stakeholders in tourism development collected in Kumamoto in summer 2018. The results suggest that the tourism industry contributes differently across the phases of a disaster but is mainly significant in terms of information provisions, communications and emergency accommodations for tourists. More fundamental changes may be observed in the long-term recovery and resolution phases, whereby tourism is most important in information collection, experience learning in disaster, institutional reform and strategy of sustainable tourism development and post-disaster destination marketing. The study further advances the existing disaster management framework through the enrichment of knowledge from tourism stakeholder perspective. Empirically, the research findings inform tourism development and sustainability strategy of Kumamoto area after a rarely occurred earthquake disaster. An extended part of this presentation will include a part of another similar study took place in Hokkaido Prefecture, Japan, to examine the case of 2018 Hokkaido Eastern Iburi earthquake.

ABOUT THE SPEAKER

CHAN, Chung-Shing is a Research Assistant Professor in the Department of Geography and Resource Management at The Chinese University of Hong Kong. His teaching and research interests include place branding and marketing, sustainable tourism, urban tourism and eco-tourism.

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Master of Social Science in
Sustainable Tourism

