Hotels and resorts along coastlines, rivers or cliff tops in the Asia-Pacific region are highly exposed to natural hazards.
Our Approach

The United Nations Global Assessment Report 2013 has found that the hotel industry is usually able to manage low impact hazard events well, but that disasters of more extreme severity are often poorly addressed. Many hotels do not have the systems and processes in place to reduce their risk to disasters or be prepared if and when they occur. The implementation of effective disaster risk management through certification programmes and voluntary rating systems were one of the recommendations raised in the Global Assessment Report.

There is a growing recognition of the importance and value of disaster risk management in the tourism sector that needs a more systematic approach to ensure long-term competitiveness and sustainable growth. This includes the need for a comprehensive framework to address existing disaster risks, to prevent the creation of future risks and to strengthen the resilience of the sector. Poorly planned and managed tourism development can easily exacerbate at-risk conditions.

Hotel Resilient builds on strong partnerships with government representatives from the respective agencies for tourism and disaster risk management, with the private sector (e.g. hotel associations, hotels, resorts and tour operators) and with civil society in the current focus countries of Indonesia, the Maldives, Myanmar, the Philippines and Thailand. The envisioned output of this multi-stakeholder initiative is a set of internationally recognised and comprehensive risk management standards that will strengthen disaster resilience of hotels and destinations.

The Initiative addresses small, medium and larger hotels, while recognizing their different requirements and capacities. The standards can be used by larger hotels as a risk identification and assessment tool when they decide to invest in a full third-party certification process. The certified application of specific standards will recognize hotels that have worked to improve their resilience towards hazards. For Hotels with fewer resources the standard will provide recommended practices to improve their disaster risk management capabilities and build resilience of their businesses.

Factors for Success

- Application-oriented linking of actors from the public and private sector, and the civil society in the field of tourism and disaster risk management.
- Detailed risk assessments and response to identified needs in hotels can benefit tourism destination and the surrounding communities.
- Tailored and tangible risk management solutions adapted to larger hotels and SMEs needs, according to their requirements and capacities.

Contact

If you are working in the context of disaster resilient tourism development and are interested to learn more about the Hotel Resilient Initiative, please contact us.

Brigitte Leoni
UNISDR Asia and Pacific
T +66 (0) 2 288 2568
E leonib@un.org

Hanna Maier
Global Initiative on Disaster Risk Management (GIDRM)/GIZ
T +66 (0) 2 288 1814
E hanna.maier@giz.de

Paul Pruangkarn
Pacific Asia Travel Association (PATA)
T +66 (0) 2 658 2000
E paul@pata.org

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