# 自然災害時の観光危機管理に関する研究

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## 1. Background and purpose

The tourism industry is highly vulnerable to interruption by natural disasters, because it relies heavily on perceptions of safety, functioning infrastructure and visitor mobility. In recent years, the increasing occurrence of natural disasters has demonstrated the catastrophic impact on the tourism industry. In Japan, for example, the Great East Japan Earthquake has had a profound impact on inbound tourism, with the total number of international tourism arrivals decreasing by 28 percent when compared to the previous year. Despite the great impact of crisis events on tourism industry, tourism crisis management is still in an initial stage in Japan.

With such background, the objective of this research is: (1) to review the current situation of tourist crisis management in Japan; (2) to get a better understanding of tourist behavior under occurrence of natural disasters; (3) to derive implication for future tourism crisis management.

## 2. Survey

For the purposes of this study, we conducted a web-based questionnaire survey in China and US to collect information about tourist's relevant behavior before and after a natural disaster. For the behavior before disaster, we ask about tourist's attitude towards the effectiveness of safety measures adopted by tourism destination and themselves. In terms of behavior after disaster, we focus on destination image in this study. In order to investigate the impact of a disaster on destination image, a between subject design is used here. As a result, we get different groups of respondents, with some respondents exposed to a disaster scenario and the other not.

## 3. Data analysis

The analysis reveals the different attitude towards the effectiveness of self-protecting activities of tourists from China and US.

In order to understand the impact of a disaster on destination image, we use t-test analysis to examine whether respondent's image of Japan would change when they are exposed to a disaster scenario. The results show that, for respondents from China, a disaster will lead to a significant decrease of their image of Japan. But most of the image items will recover within one year. While for respondents from US, the impact of a disaster on their image of Japan will last for a longer time by comparing with tourists from China.

In addition, Structural Equation Modeling (SEM) is used to analyze the influence of destination image on travel intention. For respondents from China, the results suggest that both cognitive and affective image have significant influence on travel intention in all scenarios. And the influence of affective image on travel intention will become larger when they are exposed to a disaster scenario. For respondents from US, the influence of cognitive image will become larger when they are exposed to a disaster scenario

Based on the analysis, some implications have been derived for both prevention measures before natural disaster and promotion strategy after the disaster.