



## CHALLENGES AND CHANGES IN THE DEVELOPMENT OF INTERNATIONAL TOURISM DESTINATIONS WITH FOCUS ON REBUILDING STRUCTURES AFTER ECONOMICAL, POLITICAL AND NATURAL CRISIS

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**Abstract:** *The crisis's impact on international tourism destinations architectonics was described. Some new problems after crisis were evaluated- reduction of tourism activity, cancellations of services and lack of security for tourists. A Special „Restart, Relocate and Rebuild” concept was created. Some stimulus for ignoring the negative foot print of crises on touristic destinations can be regarded as solutions.*

**Key words:** *international tourism destinations, crisis, changes, challenges, relocate, rebuilding concept*

### 1. Introduction

The international tourism destination as a multifunctional structure has different elements. As composite products consisting of a bundle of different components including accommodation and food establishments, tourist attractions, cultural venues and the natural environment. Destination's architectonics is in line with destination marketing, positioning and branding; destination planning, monitoring and product development.

The profile of crisis is „specific, unexpected, and non-routine events or series of events that create high levels of uncertainty and threat or perceived threat to an organization's high priority goals [1].

Type of crisis depends on their genesis. Focusing on their impact on tourism destination management, we described some of them:

A) Natural- earthquakes, floods, volcano's eruption, climate changes, technogenic processes

B) Political – they open a social and economics problems. In the recent days the specific face of political instability is terrorism attacks which are increasing rapidly;

C) Economical: global and local range.

### 2. Analysis of crisis today. Changes and challenges

„As we look past the immediate future to the medium and long run, the world will adjust to a new reality, in which we cannot expect a return to the macroeconomic imbalances that have characterized the last 10 years. This raises important challenges to the political support for an open international economy” [2].

The political and social dimensions of the crisis are the core of new global and local problems. We can find some changes in relationships between the world's high cost and low cost touristic countries. There are a different face of global issues in the recent days-environment and global security [3].

The „SWOT” analysis of Nica 2016 event shows changes in one of the famous international tourism destination after terrorism attack in France 2016 (fig. 1).

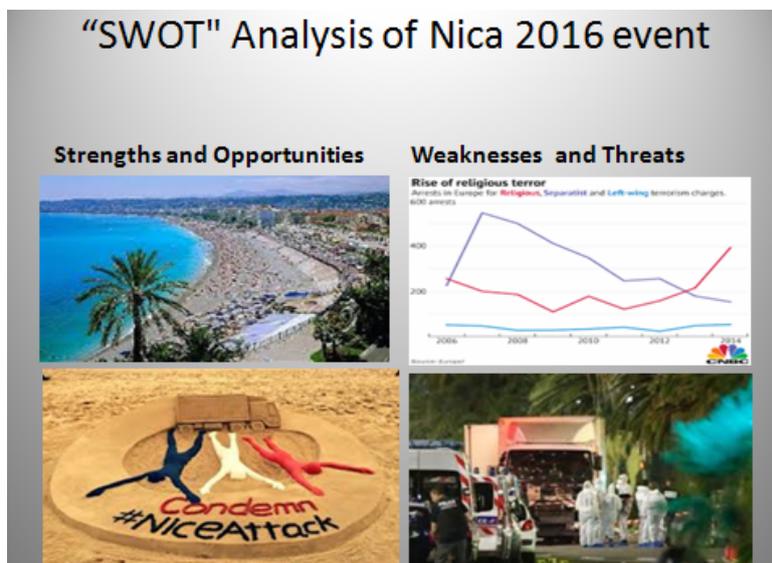


Fig. 1 „SWOT analysis” of Nica event 2016

The face of new problems after crisis is described by reduction of tourism activity, cancellations of services and lack of security for tourists (fig.2). Some comments: ‘Turkey’s tourism chapter is ending. This is more damaging than the terror attacks’ [4]; Rotana’s key source markets for two Istanbul properties, which opened in July last year, are Germany, Russia, Lebanon, Jordan and the Arabian Gulf [5, 6]. After crisis in July the market closed and tourist’s interest is not available.



Fig. 2. The new face of problems after crisis



The crisis's impact on international destinations we can find in: Accommodation, Infrastructure, Travel propensity, Demand consumption patterns, Tourists' motivation and scope, Atmosphere of the place/sense of place, Activities, Visiting attractions and Management plan of destination in generally. Focusing on the political and social dimensions of the crisis, contributors examine changes in relationships between the world's richer and poorer countries, efforts to strengthen global institutions, and difficulties facing states trying to create stability for their citizens.

### **The Challenges after crisis**

The very first step for every managers team from tourism area is to organize the Crisis Management Plan which helps the employees to adopt a focused approach during emergency situations [7]. The economic changes brought on by crises of this sort often lead to fundamental political [8]

Our point on the problem is connecting to **Restart Relocate Rebuild Concept**, aiming to areas under impact of crisis.

- **Restart level**

The core of conceptual model is analysis of actual situation and assessment of risk for international destination. The first step of rebuilding plan is to restart the system in every organization level. We need to create a Tourism Crisis Management Plan with measures, plans and manuals for emergency situation. And a special diversification plan of touristic services has to be create. According information all countries with more diversified international tourism were less affected by global economic crisis (2010-2014). In March 2009, UNWTO announced a Roadmap for Recovery which involved 6 world popular destinations were in crisis. The focus of the Roadmap is adapting function of tourism with its resilience characteristic 9. Some measures of recovery's plan are: Focus on job retention and sector support, Understand the market and respond rapidly, Boost partnerships and 'competition', Advance innovation and technology, Strengthen regional and interregional support.

- **Relocate tourists level.** Management of relocation's risk

The rebuilding of tourism destination needs of creation of new touristic services – accessible and diverse, aiming to new target group. The high cost income countries become in the focus of new destinations management plan after crises because low cost ones were influenced by the processes. The relocation needs of alternative routes development, a balanced destination access and reinforce the local economic. A relocation's risk evaluation is aiming to social level. The main accent of this level is local attractions- an aesthetic landscape, caves, scenic views, ecological and biological environment and open the services for different market source out of traditional as Russia and EU countries.

- **Rebuild level**

In this final level our attention has to focus on synergy of every architectonics' element of destination management (fig.3):

- taking into account specific interdisciplinary knowledge, principles, working models and strategies;
- find any gaps in the structure;
- plan what needs to be done to improve the post crisis's situation;
- allocate jobs to each partner from touristic body;
- to invest in HR (30% reduction of workplaces because of political crisis in Turkey 2016);
- to involve all key stakeholders in recovery process and establish relationships and partnership group;
- to create a Policy Responses to the crisis: Public policy and Government support.

UNWTO presented more of 20 different measures for rebuilding of touristic destinations in 2013 [9]. Some of them are fiscal measures, monetary measures, human resources measures/employment measures, marketing and promotion measures, travel facilitation, public/private partnerships (9), regional cooperation and environmental measurements. All of them are opening very new approach for solving the main destination's problem.

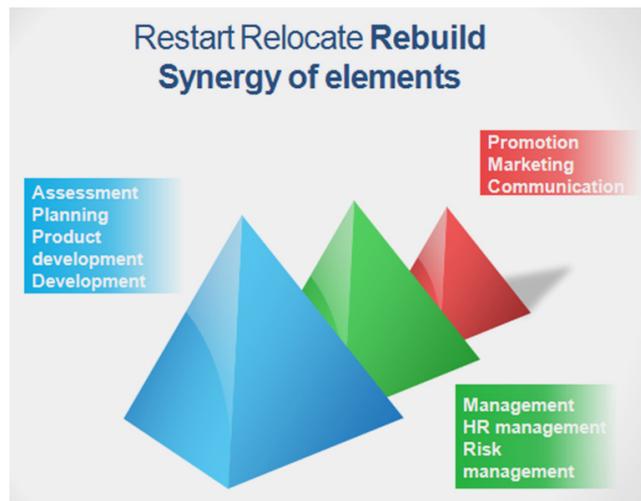


Fig. 3. Synergy of modeling elements

#### After crisis. The facts

According to the U.N. World Tourism Organization, tourists crossing international borders reached over 1 billion a year [9]. Resuming the data, we can describe our changed World with New demographic characteristics, New social characteristics, New economics situation, New sensitivity to the World, New psycho emotional comfort for clients and population (fig. 4).

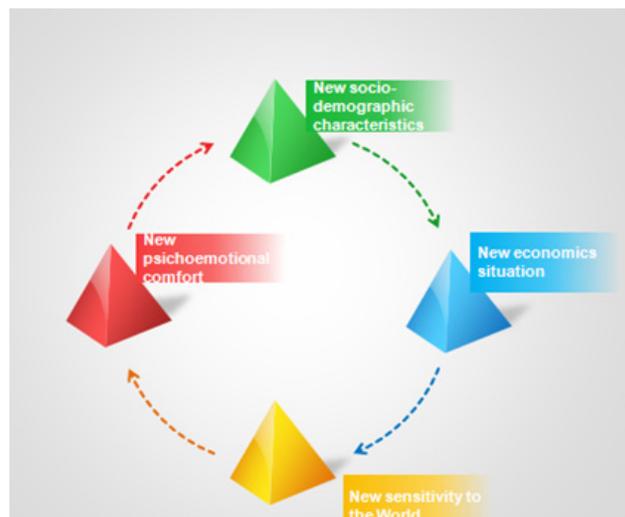


Fig. 4. Changed World after crisis



Changed World is provoking the stakeholders and professionals to create innovations in every structures to manifest the synergy of different knowledge areas to obtain balanced touristic product with respect to environment and life. Some rebuilding's stimulus for ignoring the negative foot print of crises on touristic destinations can be regarded as solutions.

#### **The Stimulus for Rebuilding**

- ✓ Create new jobs – particularly in small and medium enterprises (SMEs)
- ✓ Mainstream tourism in stimulus and infrastructure programs
- ✓ Review tax and visa barriers vis-à-vis growth
- ✓ Improve tourism promotion and capitalize on major events
- ✓ Include tourism in aid for trade and development support
- ✓ Green Economy/ Blue Economy
- ✓ Develop green/blue jobs and skills training
- ✓ Respond effectively to climate change
- ✓ Profile tourism in all green economy strategies
- ✓ Encourage green tourism infrastructure investment
- ✓ Promote a green tourism culture in suppliers, consumers and communities

#### **Conclusion**

The profile of international tourism destinations are characterized by dynamic, but flexible structure, the changed travel propensity, demand consumption patterns and very new tourists' motivation and scope of travelling. The challenges are related to construct new type of facilities, to provide energy, water and waste management, to develop new food supplies, and protect cultural heritages and environment of local communities. The rebuilding plan is concerning to implementation of advance innovation and technology, strengthen regional and interregional support and understanding of the changed market and creation of new touristic products. The good balance between price and quality of services will return the tourists after crisis.

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