



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Ministry of Civil Aviation and Tourism
The People's Republic of Bangladesh

UNWTO Regional Forum on Crisis Communication

Chittagong, Bangladesh, 16 May 2017

Technical Note

1. Background

Crises can deter people from visiting a destination. They may come in many different forms: environmental, societal/political, technological, health-related and economic. They can be man-made or naturally-generated. The impact of crisis is not always restricted to the immediate event. Negative perceptions of the destination can last long after the crisis is over. Crisis can often loom larger than reality in the eyes of potential visitors as a result of relentless media attention. This can both magnify and prolong a crisis among source markets and depress travel demand. Minimizing the impact of crisis on destination requires clear, swift and effective communications at every stage of crisis.

Efficient and professional management for destination are vital to providing quality in tourism when destinations face any forms of crisis. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors.

Besides, effective partnership between public and private sector is fundamental for successful destinations. Coordinating communications between them is even more critical in times of crisis.

2. Objectives

The conference is designed to

- help advance crisis communication coordination and preparedness for all destinations.
- equip participants to develop crisis communication strategy and explore current strategic communication tools and methodologies, drawn lessons from others and includes practical exercises.

3. Methodology

The Conference will begin with an opening ceremony at which there will be two remarks by the Mayor of Chittagong City Corporation and the Executive Director for Member Relations, UNWTO.

This will be followed by one keynote presentation from Chief of UNWTO Communications and Publications, which will provide an overview of the crisis communication in tourism development,

in terms of crises of different types, ranking from natural disasters to political instability and health-related pandemics.

There will be then a regional forum on crisis communication to further discuss its crucial role in the crisis management system, which helps limit the negative impact of a crisis by addressing the information needs of all industry stakeholders in an efficient, timely and responsible manner.

4. The Participants

- 1) The international participants are primarily National Tourism Administrations and National Tourist Organizations from Asia and the Pacific
- 2) The national participants will include national and local government, tourism industry members; travel agents, transport services, institutions and media.