



The Value and Effect of the Tourism Industry's Priority to Restoration and Rebuilding after Catastrophe

Hejiang Shen, Limei Yuan, Yana Liu, Zhang Ying & Wei Fei

College of Resources & Environment Science, Hebei Normal University

Shijazhuang 050016, China

E-mail: Shen-hejiang@163.com

Abstract

The thing about the tourism industry's restoration and rebuilding after catastrophe has a great influence not only on sustainable development of tourism destination, as the tourism destination is concerned highly by public, but also on the social judgment on the accessibility of stricken area, except those, it even influences the works which are the restoration and rebuilding of the stricken area's various constructions and the important criterion, depending on that, the international community determines if the stricken area should be rebuilt completely. So, the restoration and rebuilding of stricken area after catastrophe has the great value and profound meaning on reducing the tourists' fear and worries about the area happened crisis, and exerting the tourism industry's effect on all-round social development, which spurs the relevant industries to be reconverted as before.

Keywords: Tourism industry, Restoration, Rebuilding, Catastrophe

1. Objective vantage of the tourism industry's restoration and rebuilding after catastrophe

Tourism industry has suffered a lot from the calamitous events' outburst is no doubt. But, "the tourism industry itself possesses great power for the recovery of elasticity instead of showing weakness", and "with the crisis controlled and eliminated effectively", "the tourism industry will burst into much more vitality and energy", therefore "the tourism industry is known as the industry with stronger recovery power by itself"[1]. According to that, to restore and rebuild the tourism industry after catastrophe has the objective vantage.

1.1 *The advantage of the tourism industry sell-repairing capability*

It is known to us, as the comprehension industry which takes the tourists as the core, that the tourism industry provides all kinds of services for tourists for their tourist activities relying on the tourism attractors. Basically, it is known as the economic sociocultural service-type business. Tourist activity becomes the key to this industry for the tourist plays the most important role. In the other hand, whether the tourist can make their tourist activities into truth smoothly or not becomes the key for the tourist industry's trouble-free running. The paroxysmal calamitous events not only lead to the discontinuing of the various tourist activities in tourist destination, but at once affect the tourists enter the tourist destination from the place where they live, those directly effect the tourism industry in the tourist destination "normal" operation, however, "with the crisis being eliminated gradually, the tourism industry will be soon recovery as before, which has shown its elasticity's level"[2]. So as the result of the crisis eliminated, objectively, the external safe factor to tourists realizing their tourist activities has been ready, if improving the speed to restore and perfect the various basic facilities, such as tourist communications, tourist hotel and tourist attraction, for developing the tourist activity in tourist destination, then the tourism industry will shows the powerful recovery ability. Just as, Frans Gallie, the secretary-general of WTO said that the tourism industry has the powerful recovery ability, and it will be more mature after experiencing one crisis.

1.2 *The comparative vantage of tourism industry's recovery and rebuilding*

Compared with the other industries, the tourism industry is one comprehension service industry, most important is that "it has the obvious comparative vantage"[3]. Compared with agriculture, steel industry and building material industry etc. which need long-term restoration and rebuilding and take the damage to local recourse and environment, tourism industry has the comparative vantage in restoration and post-disaster reconstruction. To restore and rebuild the tourism

industry firstly has the much effect on promoting and furthering the development of related industries, and also set a good example to the other industries. In brief, bring the tourism industry's comparative vantage into full play has the magnitude to promote the society all-round development in tourism destination after catastrophe .

1.3 The vantage of foundation of restoring and rebuilding the tourism industry in tourism destination

The tourism industry's recovery and rebuilding has the certain vantages of foundation. Firstly, there are rich and unique tourism resources in tourism destination, on the basic of restoration of tourist attractions and evaluating the damage caused by catastrophe to tourist attractions, the tourist attractions may be opened to the public with measured strokes; secondly, the fairly perfect system of travel reception and supply built after long-term development and construction, the same as the first, on analyzing the damage caused by crisis to tourist system, may be perfected with measured stroke, therefore, the capability of travel reception should be recovered fast; Thirdly, according to the present industry structure in tourist destination, tourism industry usually is prioritized, even taken as the cornerstone industry. So, to rebuild the tourism industry after catastrophe is objectively necessary to perfect industry structure and adjust industrial pattern in tourist destination. Comparing with the tourism industry, either manufacturing or agriculture's development has much more limiting factors, furthermore, the added value and spur of this industry are also much lower, first developing the tourism industry not only optimizes industry structure, but also restores the damaged tourist resources and environmental deterioration so that improving and enhancing the tourist destination's ecological functions.

2. The value of signal transmission effect of tourism industry's priority to recovery and rebuilding after catastrophe

2.1 Safety information transfer

The basic value of effect embodied in tourism industry's recovery after catastrophe indicates to the public that the tourist destination has been one safe place, which is the fundamental, also the main factor to tourists to realize their tourist activities. Whether the tourist destination is safe or not has directly respect to the tourist's security of the lives and property, because which the tourist destination's accessibility has been influenced. It has been proved that the tourism industry doesn't exist without safety, and safety is the critical element to the tourism industry, if crisis, especially the catastrophe, happens to the tourist destination, which makes the tourists in passenger origin district always be fear and scared, at last, cancel the plan to travel to tourist destination. So the basic information of tourism industry's priority to recover and rebuild is to indicate to the world that the crisis has gone, the fear and hidden trouble caused by crisis has been removed, now the tourist destination is safe so the tourists can travel there relievedly. The effect produced by that information has the great value to recover the tourist's confidence and eliminate their fears.

2.2 The transfer of tourist destination's true information

The outburst of the disastrous crisis incident directly takes the enormous impact and great bodily injury to tourism industry. Although crisis takes partial failure to local tourism industry, it takes the global influence to tourism economy, whose "amplification effect" has gone beyond people's imagination, inducing public's psychological crisis in various degree, such as abandoning the choice to travel to this tourist destination, abandoning the investment to tourist destination and so on. As a result, the influence taken by crisis has certain extensibility, therefore, to eliminate all kind bodies' including investor, tourist, and etc. anxiety, to rebuild tourism industry, to show the public the practical action of rebuilding the tourism industry, to transfer the true information to public is regarded as the important tropism of tourism industry's rebuilding after catastrophe.

The transfer of tourist destination's true information mainly reflects the spirit of combating a nature disaster to save oneself displaying in tourism system, which will produces one vital effect on helping the tourist, tour investor and tour operator recover their confidence to tourism industry. So as to crisis happening to some areas produce global negative effect and immediate impact on tourism consumer's visiting and tourism investor's confidence. In result, rebuilding tourism industry has the critical compact on boosting investor's confidence or eliminating tourist anxiety on tourist consumption in order to reset their confidence. In addition, disastrous crisis incident happening make it be a huge and careful systematic engineering to rebuild the tourism industry. So in a sense, the work to rebuild the tourism industry also conveys the spirit of disaster resistance displaying in the progress of tourism system exerting and striving hard without any let up.

3. The value of Promotion-Demonstration effect of rebuilding and recovering tourism industry firstly after catastrophe

3.1 The promotion effect of tourism industry

Economically, tourism industry with high degree of association and strong promotion effect is "a inter-industrial and inter-regional industry, whose territorial scope covers tourism-generating region and tourism destination, the integration of those two regions forms the structure of spatial system of tourism industry, within this system, the related industries which fits the tourism demand including transportation industry, hospitality industry, scenic spot service industry,

commerce, catering industry, entertainment industry, travel service industry and etc. make up the tourism industry"[4]. As a result, the economic multiplier effect tourism industry producing overpasses the other industries so that becomes a comprehensive industry with strong promotion effect, whose comprehensive and promotion directly promotes transportation industrial, communications', commercial, building industrial and energy industrial etc. development, with calculating, the income of tourism industry's increases 1yuan, which leads tertiary industry's income to increase over 4yuan. Thus its promotion effect to national economy is more obvious. Meanwhile, tourism industry also known as the industry to rich public, which expands the peasant's income channel and leads the peasants in tourism destination to increasing income, but supply the jobs to labors, accord with calculation, tourism industry indirectly offers five jobs for absorbing one employee. In one word, developing tourism industry expands the employment channel but also offers lots of job opportunities.

The outburst of the disastrous unexpected crisis incidents may cause multiple loss, even numerous industries may face a fatal strike. For example, Great Sichuan Earthquake caused disastrous loss in the districts such as Wenchuan, Qingchuan, Beichuan and Dujiangyan. With roundly unfolding the work of disaster relief and eliminating the effect crisis causing, resuming production and rebuilding the homes become the most important thing after the disaster. Thus, during the progress of rebuilding and recovering, being the cornerstone industry, new-type industry or the leading industry in tourist destination, it should play its role to lead other industries. It is a great meaning for promoting relevant industries' development and enlarging the job opportunity to public, and so on.

3.2 Demonstration Effect of the Tourism

Tourism industry known as Sunrise Industry or Smokeless Industry, under the theme of industrial structure adjustment and building conservation-oriented society, tourism industry becomes the one which is called the environment-friendly industry or energetic conservation-oriented industry. Therefore accelerating tourism industry development will has the congenital demonstration effect on sustainable utilizing resource, promoting the harmonious Co-existent between human beings and environment and changing economic growth mode.

The tourism industry's recovery and rebuilding can also show a good demonstrative effect, and it can be a dynamically developing leading industry in roundly recovering and rebuilding the stricken areas. With recovering and rebuilding the society and economics in tourism destination, tourism industry must be the harmonious industry which improves people's life and strengthens the stability of the society, and then the industry benefiting people which increases income and enlarges the employment. The destructed sceneries, the roads, communication facilities, tourists-receiving facilities and public facilities will be recovered with the primitively rebuilding of tourism, and will recover rapidly and develop better because of scientific arrangement.

4. The Image-Showing Effect Value of the Post-Catastrophe Area

Tourism is export oriented industry. Being the tour destination, its good surroundings, excellent service, pretty resources, and well-prepared service facilities etc. are of lot meanings for opening the tour destination, absorbing investment and strengthening the popularity of the destination. The occurrence of the catastrophe unexpectedly causes tremendous pessimistic effects on the fatal economic loss and the damage of the tour destination's brand image, which sends to the international society the information that it's been a dangerous place to go. However, after the catastrophe, building a good image, a safe destination and a reliable brand would be the main work. Absorbing more domestic and broad tourists to travel to the stricken area is most persuasive, and it the most important responsibility tourism industry can take.

Rebuilding the tourism industry priorly after catastrophe should be carried out gradually according to extent of the disaster after detailed investigation and carefully planning. Meanwhile the chargers should faithfully transmit the information of the disaster area and make it well known, and they also should develop and design some new tour products relating to catastrophe, carry forward the spirit of combating on the Earthquake Disaster in the stricken area, and build new brands. Therefore the primitive rebuilding of the tourism industry is very important, which would be a window to show the area and the national image to public and it also be the wind vane of the economic development and social order as well as the sign of eliminating the effect of the earthquake.

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