

A Study on the Post Crisis Restoring Capability of Local Tourism

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Abstract

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With the continuous improvement of tourism quality in recent years, its anti-crisis ability is strengthening. So the crisis management becomes a “normal state” in the tourism industry. But the issue on the post crisis restoring capability of tourism is not only the main content in the tourism crisis management, but also the basic estimating question. This article is based on the tourism post crisis restoration ability and makes a academic summarization of the tourism restoration ability, restoration periods and the research theories on the restoration ability. It limits the restoration abilities' connotation theoretically. Based on this, from the tourism development's historical process and logical process, taking several big crisis as example, this article has detailedly analyzed the influencing period and restoration period and has revealed the tendency rule that the restoration ability is continuously enhancing in the course of our country's tourism industrialization.

주제어 : 관광, 산업화, 사후위기, 능력향상, 위기관리,

Key Words : tourism, industrialization, post crisis, restoring capability, crisis management

I. The identify and define the meaning of post crisis recovering capability about the tourism industry

1. The recognition of post crisis recovering capacity of the tourism industry

Since opening up the reform, China's tourism industry has always co exist with the crisis, all kinds of the crisis has become the objective existence in the process of tourism development. For the impact on the tourism industry, Some scholars began to explore the post crisis recovery of tourism and the tourism industry of anti crisis capacity.

In 1989, Gennian Sun, a Chinese scholars, established the research methods of "Tourist Background Line ", in order to reflect the tourism industry shown the natural trend from the influence of inside and outside the major events(Sun Gennian, 1998: 64, 442). This method provides a theoretical basis to study restoring of the trend and the ability the tourism industry in crisis after a sudden affair. On the restoration of many studies after the crisis in the tourism industry, by this method, Li Feng, Sun Gen nian (2006) studied the "SARS" to impact China's inbound tourism event, by analysis and concluded that: At the case of that the tourism environment in China has not been fundamentally damaging, tourism crisis is in a relatively shorter cycle on China's negative impact on the tourism industry;

The power of China's tourism industry to fight against crisis is enhanced and the stability of the tourism economic structure is in gradual increased. By the travel information through Tourist Background Line showing that: it needs us to rethink the kernel problem such as the operating characteristics of tourism economy, to orient the correct position and acquaint the function of the tourism economy in the overall role of the national economy(Li Feng, Sun Gennian, 2006).

Through the First Emperor of Qin Terracotta Warriors and Horses, Shaanxi statistics in 1980 2005, Sun Gen nian, Yu Li xin (2008) established four trend lines about inbound tourism, domestic tourism, tourism passenger volume and tourism revenue, evaluated and studied the impact of epidemic crises and other

emergencies in the scenic tourist at the end of 1989, Beijing "political storm", 1998 "The Asian financial crisis", 2003 "SARS" and so forth, unified the function of travel the life cycle and the background trend line "the barometer", and provided a theory construction of affects the appraisal for thunderbolt traveling crisis(Sun Gennian, Yu Lixin, 2008: 108). Other scholars have also carried on the recognition in view of the influence of the different traveling crisis and restoration ability after the traveling crisis.

In 2003 "SARS" epidemic situation period, "the traveling frail theory" once more becomes one view of the academic characteristics of tourism, with this kind of understanding, Wei Xiao an has analyzed origin and the harm of his view detailedly, proposed some bright, th eoptimistic viewpoint, for example "the traveling is sensitive, but is not frail", on the contrary, "the tourism is a self resiliency strong industry, but is not a vulnerable industry", once the crisis is under "the active control and eliminates, the Chinese tourism will certainly erupt a bigger vitality and the vigor"(Zhang Guangrui, Wei Xiaolan, 2003: 67, 71), and so on. Li Ming de for "SARS" the traveling influence, thought that "to restore and upgrade tourism confidence stems from the national condition judgment by our country, stems from us to understand the traveling industry characteristic", looking from the tourism characteristic, "the tourism should say that it was a vitality greatly strengthened industry, was a vigor greatly strengthened industry, was an attraction greatly strengthened industry, was also a dynamic action very obvious industry"(Zhang Guangrui, Wei Xiaolan, 2003: 169, 170).

After the especially big earthquake occurs of Wenchuan Sichuan, how does the Sichuan tourism restore, how promotes the question, National Tourism Administration Bureau Chief Shao Qi wei also emphasized during the interview "the tourism may become the superiority industry in industry restructure after disaster. After giving priority to the tourism may quite quick impel the disaster, the economic society to resume the development"(Tourismafter the disaster reconstructs superiority industry---Shao Qiwei accepts Sichuan Daily interview [N], the Sichuan Daily, 2008-6-5.), without doubt that it had indicated after the tourism crisis's restoration superiority with restores ability

2. the connotation limits of restores ability after tourism crisis

For the restoration ability after the tourism crisis's, there is not a more scientific concept limits in the educational world at present, it appears in some researches for example, the ecology, the biology and the medical arena to aspect and so on ecology, species and human body life body sickness, along with the global economic development and the environment change, the resilience starts to become one of the important contents for the business management and social sustainable development research. The Chinese Academy of Science resources environmental science and the technical bureau, the Chinese Academy of Science resources environmental science message center and the CNC IGBP whole world change research message center, in a 2004 memoir, has quoted in 2003 the second issue "IHDP Update" about The society.

The ecosystem resilience's article, this literature from the society ecosystem angle, has carried on the theory explanation to the resilience, thought that "the resilience is the ability of insisting and adaptation", "the resilience does not aim at the ecosystem or social system's, but aims at between the social system and the ecosystem interaction", "looking from humanity's angle, the society systematic and the natural system is the identical system, is a body. The society ecosystem's resilience is a decision by can reduce disturbs and maintains the system complete function ability, the system carries on the self adjustment the level, the raise study and the adaptiveness level", to the policy maker, enhancing the resilience means the change, specially in the policy making formulation nature's change, needs to realize to autonomous and the new mode of administration in the promotion social objective, the self adjustment and the adaptiveness aspect advantage".

Therefore, "the resilience is not increase or the change about the promotion, it is ability about dealing with the attack and the pressure, maintaining the social function and completely of ecosystem. Certainly, the resilience also requests that the association and the society has in enhances in the stable region the self adjustment, the management resources and decision making ability.

Most importantly, the adaptability request society has to the unpredictable result and the risk carries on the adaptation ability”(Chinese Academy of Science Resources Environmental Science and Technical Bureau, 2004). Lei Zheng and Wang Haijun (2007) carry on the theory discussion to restore ability after the burst characteristics crisis event’s enhancement supply chain the way, thought that “the resilience might and enhances the flexible two ways through the manufacture redundancy to achieve. Maintains the redundancy is restores ability strategy a part, only if it when supplies the chain thunderbolt occurs essential, otherwise it can only represent the pure cost, and does not have any advantage.

However, the flexibility may produce one kind of the competitive power superiority in the daily operation”(Wang Haijun, 2007: 35). Moreover, Wang Baofang and so on (2002) restored ability to the arid area land utilization way to the desertification land to carry on the appraisal, Guo Zhenggang (2003) to forest cover plant’s restoration ability, Xia Xinghui (2003) to the water quality resilience question, has carried on the theory and the real diagnosis discussion.

The tourism as a very strong comprehensive service industry, has the sensitivity and the easy undulatory property typical characteristic, causes that the traveling instantly interrupts once under each kind of crisis’s impact, , enters “the trough” by “the habit”, serious crisis, even can cause the tourism “the shock”. But the ability after crisis’s tourism restores is very also strong, the practice proved that once the crisis relieves, the tourism gradually will then step onto restores the road.

Synthesized the above educational world the related research, and unified tourism own characteristic, the restoration ability after tourism crisis, will be the after crisis tourism, under extraneous factor’s intervention support, will depend upon own system’s repair and the consummation, withing certain amount of time will restore before the crisis has one kind of ability which the level will manifest, what this kind of ability’s core will manifest will be the traveling system intrinsic vitality and the vigor. Obviously, the restoration ability question after tourism crisis’s, is the tourism the condition restores gradually from “the trough” before the crisis “the habit” the condition manifests each kind of ability the sum total.

II. crisis's cyclical influence and crisis's restoration cycle under the traveling industry historic course

Since the reform opening policy, in the industrial production advancement, our country tourism has experienced many times the significant disaster, every disaster gave the tourism to have certain time influence cycle and to restore the cycle. Because the crisis disastrous influence is different, brings the cycle which to the tourism the influence and restores to be also different, generally speaking, the affecting cycle excels in the restoring cycle. That is, after the crisis disaster occurs, brings the loss to the tourism, to a certain extent the negative influence which brings to the tourism must be smaller than the disaster, specially the significant disastrous crisis event, often gives the birthplace (traveling destination) to bring the long time the negative influence, also gives the traveling destination the source of tourists market to bring the longer term psychological shadow. After comprehensive survey our country tourism experience main crisis event, may discover that each time the crisis the influence cycle which brings to the tourism generally about 1 2 years, but restores the cycle mostly about 1 year. At the same time, in our country tourism industrial production's advancement, tourism own scale and the quality enhances unceasingly, crisis's influence cycle will reduce, but will restore ability will be enhancing unceasingly.

Taking domestic traveling always people and the gross income around several significant crises which in our country tourism industrialization process has experienced since by 1988 the being near year for an example, compared with restores the week seasonal cropping after crisis's traveling influence cycle, following series chart:

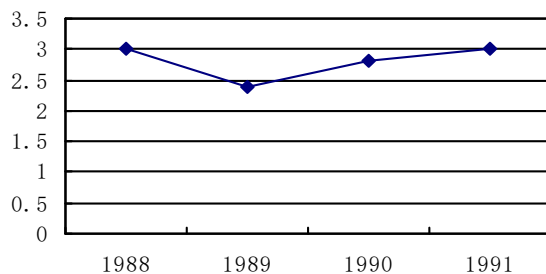


Fig1: The total number of Domestic tourism of adjacent year changes after the occurrence of "political turmoil" in 1989(units: Billion)

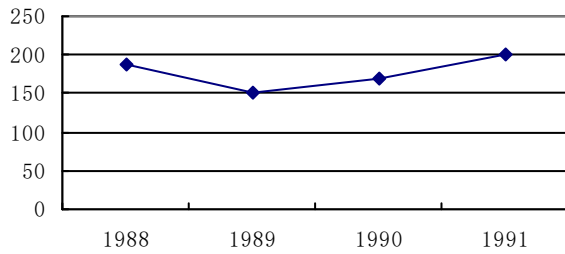


Fig 2: The total revenue of domestic tourism of adjacent year changes after the occurrence of "political turmoil" in 1989(units: Billion)

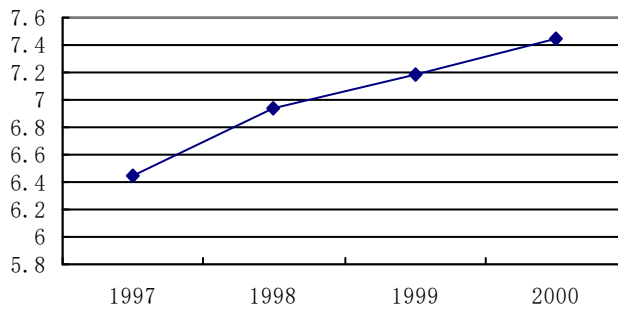


Fig 3 : The total number of Domestic tourism of adjacent year changes of the Asian financial crisis and Flood in 1998

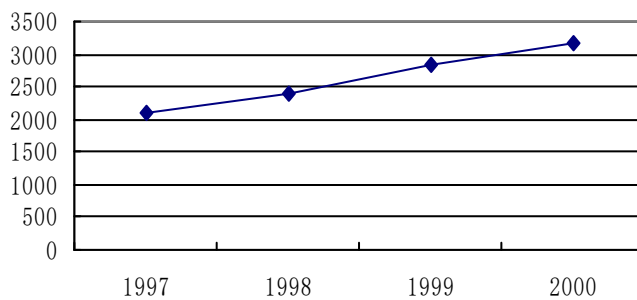


Fig 4 : The time number of Domestic tourism of adjacent year changes of the Asian financial crisis and Flood in 1998

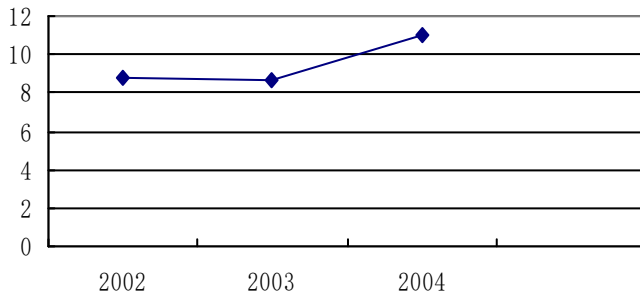


Fig 5: The domestic traveling people of change in 2003 and neighboring year under “SARS” epidemic situation

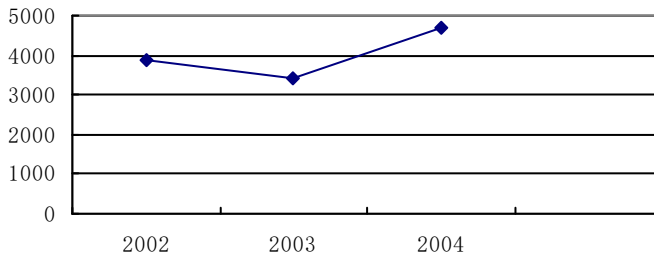


Fig 6: The total revenue change of domestic traveling people in 2003 and neighboring year under “SARS” epidemic situation

The total number of inbound tourism and foreign exchange earnings trend of the main changes of China’s tourism industry from 1988 to 2004 the process of industrialization of are as follows:

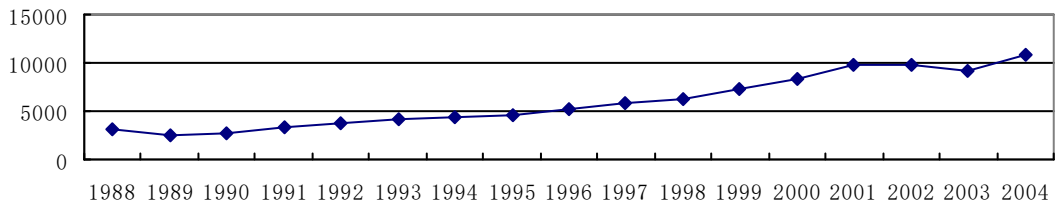


Fig 7 : The people of change tendency of our country international entry traveling from 1988 to 2004

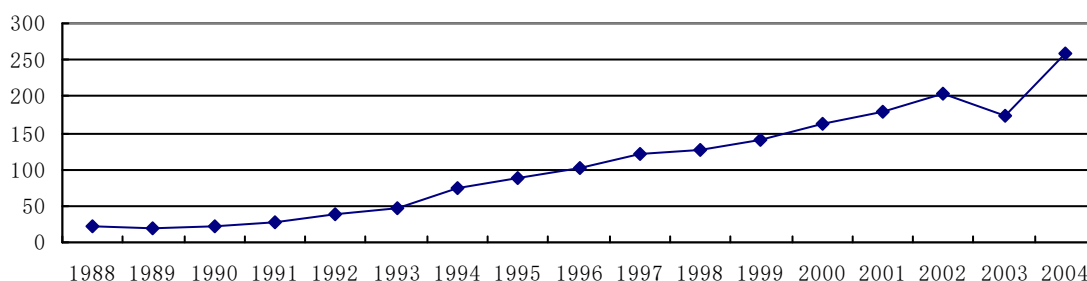


Fig 8 : The foreign exchange gross income change tendency of our country international entry traveling from 1988 to 2004

Through this series of diagrams shown in crisis around the adjacent domestic tourism trips and tourism revenue changes, as well as China’s total number of international inbound tourism and the trend of changes in foreign exchange earnings, we can see that China’s tourism industry experienced in the process of three major crises, making the tourism industry in 1989, 1998, appeared in 2003 the bottom three times larger for each crisis to the tourism industry have a certain impact on the cycle and recovery period. Specifically in the following table:

Tab 1: Three cycle of the impact and recovery of China’s tourism crisis

Crisis type	The impact of cycle tourism	Tourism to some cycle
Political turmoil in 1989	International Tourism two years , Domestic tourism one year	Returned a year and a half, two years, fully restored
The Asian financial crisis in 1998 Flood in 1998	International Tourism two years , Domestic tourism one year	A year and a half full recovery
SARS in 2003	International Tourism two years , Domestic tourism one year	Fully recovered from a year

Combination of all of the tourism industry after the crisis, running track, we can see that each crisis to the tourism industry, although the impact of a certain cycle and recovery period, but with the constant development of China’s tourism industry, tourism crisis management continuously enhance the awareness of , the

tourism industry continue to mature, making in its industrialization process, the impact of post crisis period and the resumption of the cycle also shows the trend of gradually shortening, the ability of anti crisis gradually increased, and this feature, by tracking a number of scholars in the tourism related crisis industry and the recovery process, but also reached a similar conclusion. For example, the literature 3 and literature 4.

III. Under the logic of the process of the tourism industry's recovery after the crisis

The most basic characteristics of the tourism industry is integrated, a feature that makes "the tourism industry showed a strong sensitivity," "Once the occurrence of some adverse factors, resulting from the cascade effect, will be instantly reflected in the tourism Light caused a temporary disruption of tourism activities (eg, traffic accidents), or lead to tourism activities was postponed or even canceled (for example, climate change, the procurement of a product could not be put in place), severe cases can cause the whole industry chain length interruption time, and even the formation of an unsafe tourist destination image "(Shen Hejiang, 2006: 8), thus giving rise to fluctuations in the tourism industry, thereby affecting the normal operation of the tourism industry. This makes the sensitivity of the tourism industry is also a strong industry.

However, a large number of facts show that the tourism industry also has a strong recovery of flexibility, especially after the disaster, along with the weakening of the crisis, and the elimination of control and the tourism industry would lead to greater vigor and vitality, therefore, is a restoration of the tourism industry very strong industry.

Ability to recover the tourism industry is also reflected in the logic of its development process. As we all know, tourism is a viable system, the system is a process of continuous improvement, each process, are the result of optimization of industrial logic. For example, in different stages of development, tourism management, management techniques have obvious differences in age, and age

every step of the innovation industry to promote industrial upgrading has become an important force, so as to enhance and increase the industrial capacity to enrich the the connotation of the capacity of the tourism industry.

In addition, the logic of the process of the tourism industry to deal with the crisis, "hematopoiesis" is growing. Although the crisis to the tourism industry with varying degrees of loss, but after the crisis, tourism will have a self help system, such as, the tourism industry department in charge of disaster response to the scope and severity of the crisis to strengthen the tourism crisis intervention, issued to the order to discourage tourism, and stop a number of tourism activities, calling for efforts to save travel system, travel system, the various departments also take effective measures to control damage caused by the crisis, such as temporary suspension of business, downsizing, wage cuts, and so on.

To the post crisis period, with the crisis and the weakening of the stable situation, a negative factor in the gradual disappearance of the crisis to meet the activities of tour operators have been with the external environment, through the District ban, announced travel safety information, has not been damaged and opening up the scenic attraction to local residents and the surrounding objects as the main consumer of tourism activities will be the first to recover, the tourism industry into the "valley" running time. Completely disappear with the crisis, according to the degree of damage to the tourism industry of damaged small, the basis of a better tourist areas, through the improvement and repair facilities, promotion of efforts to enhance, update technology, new types of resource development and planning measures are generally about 6 12 months after the time of the configuration elements of the tourism market operation with the industry can be restored to pre crisis level. A number of serious damage or complete damage to the tourism infrastructure (such as scenic roads, telecommunications, electricity, etc.), reception facilities (such as hotels, restaurants, scenic spots, etc.), tourism, public facilities (such as the visitor center, marking systems, security etc.), after 2 3 years of efforts, can return to pre disaster level.

Therefore, the disappearance of the crisis to the whole process, the tourism industry itself, "hematopoiesis" is a great role, mainly reflected in the strengthening of self help, control losses, low run, the search for life, fully

restored. Practice has proved that, with the tourism crisis management system to deal with increasingly rich, the tourism industry itself, "hematopoiesis" will become increasingly strong, such as, Sichuan Wenchuan after the earthquake, tourism system, the prompt start of the tourism emergency plan, emergency evacuation, the rescue of stranded tourists in Sichuan, and then the focus of the investigation and scenic areas, tourist towns and reception facilities, hotels, tourism, schools, office facilities, the losses caused by the earthquake had a detailed assessment and in accordance with findings of the district to take the lifting of the ban,

Sichuan tourism market effective measures of the disaster to the public safety area, safety lines, safety area, a safe hotel, in order to carry out tourism activities can be resumed as soon as possible of the region to provide tourism information security market. Smooth the crisis quickly organizations, experts and scholars, to start planning the reconstruction of post disaster tourism. All of these, but also further enhance the development of the tourism industry post hematopoietic function, thereby enhancing the resilience of the tourism industry.

IV. Conclusion

The process of the tourism industry is a self capacity, industry continuously improve the quality of the process, in response to the crisis, the sense of crisis is a growing process. Thus, with expanding tourism industry, industry status has been enhanced continuously optimize the industrial structure, industry has been derived from new features. Among them, the anti crisis capacity and experience in the process of industrialization has become the main manifestation of the ability.

Of course, the different nature of the crisis, the impact of the tourism industry in varying degrees, the tourism industry recovery post crisis and recovery cycles are also different. But as long as the fundamentals have not changed the tourism industry, tourism has not been the main advantage of the fundamental harm to the restoration of the capacity of the tourism industry will not be a fundamental change, with the weakening of the crisis, tourism has become the system of self help tourism The main task of post crisis, the tourism industry which will be

showing a strong resilience and can be expected to restore the ideal cycle.

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