

# **A Study on Sino-Thailand's Tourism Emergency Disposal and Cooperative Mechanism**

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## **Abstract:**

With the share of China and Thailand's tourist market, the number of travel between them has grown rapidly. However, it also brings a variety of intricate accidents which highlight the unstable situation of tourism safety and security. Thus, it is imperative to construct Sino-Thai tourism emergency response cooperative mechanisms.

The research is to claim the basic status of disposal process, early warning information, prevention and rescue, and rehabilitation by analyzing the features and general patterns of the tourism emergencies between Thailand and China. It also explores into the bases of the emergency cooperation between the two countries from sociocultural environment, legal and regulatory systems, Emergency response regulators, emergency handling mechanism, emergency response and guarantee system. The research proposes the two countries should base on the principle of following the proper sequence and cooperating for win-win game. The tourism emergency cooperation mechanisms should be constructed on both government and enterprise. Which by means, the country should construct the mechanisms of prevention, early warning, response, control and recovery, and the enterprises should construct and perfect the mechanisms of warning response, rescue disposal and aftermath recovery between the travel agencies of the two countries. The tourism emergency cooperation mechanism between China and Thailand should be gradually penetrated, continuously improved and effectively operated as to play an active role in dealing with the emergencies.

**Key Words:** Tourism Accidents;Emergency Disposal; Emergency Cooperation; China;Thailand

## **中泰旅游突发事件应急处置与合作机制研究**

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## 摘要:

中泰两国拥有共同的旅游市场，旅游往来人数持续迅猛增长，但各种复杂的旅游突发事件，使旅游安全的不确定性愈发凸显，构建中泰两国旅游突发事件应急合作机制势在必行。本研究剖析中泰两国旅游往来突发事件的特征及一般规律，阐述了中泰两国在旅游突发事件的处置流程、预警信息、防控救援、善后恢复等方面的基本状况，并从社会文化环境、法律法规体系、应急监管部门、应急处置机制、应急保障体系等方面探索了中泰旅游突发事件应急合作的基础，最后提出中泰两国应本着“循序渐进、合作共赢”的原则，从政府和企业两个层面构建旅游突发事件应急合作机制，其中，国家层面主要构建旅游突发事件应急预防机制、预警机制、响应机制、控制机制和恢复机制；企业层面主要是中泰两国旅行社之间，构建和完善预警响应机制、救援处置机制、善后恢复机制。中泰两国旅游突发事件应急合作机制应逐渐深入、不断健全、协调有效运行，在应对突发事件中发挥积极作用。

关键词：旅游突发事件；应急处置；应急合作；中国；泰国；

## Introduction

In recent years, the number of Chinese citizens traveling to the Thai rises gradually year by year, and has always been in the top three as the source country. Tourist arrivals to Thailand in 2010 were up to 1.0146 million, with an increase of 63.1 percent at the same time last year. And the number in 2011 was more than 1.5 million, and it is estimated that China will become Thailand's largest tourist source country in 2012. Meanwhile, China--- with glorious history, the sublime and beautiful land, the simplicity of folk customs and ancient civilizations---also attracts Thai tourists to come for sightseeing. The number of Thai tourists to China was 541,800 in 2009, and 635,500 in 2010, and 608,000 in 2011. The tourist interaction between Chinese and Thai citizens, not only brings a lot of foreign exchange earnings for the two countries, but also directly promotes the Sino-Thai development of related industries in both countries.

However, with the continuous rapid growth in the number of tourist interaction between the two countries, they also suffered a number of unexpected events in recent years at the same time, such as the security and quality of service problems faced by the Chinese citizens in Thailand, and they are also subject to natural disasters, public health emergencies, terrorist attacks, political instability. As a result, Chinese tourists were stranded, suspended or forced to cancel the trip, and it also has led to Chinese tourists wading drowning and traffic accidents. Thai political unrest blocked the tourist, so tourists often face safety warning about traveling to the Thai tourism, resulting in the doubt that "Is Thailand Tourism Secure?". As visiting between two countries becomes more frequent nowadays, it is necessary to analyze the current situation of the characteristics of travel emergencies as well as

emergency responses in China and Thailand, to explore the emergency response cooperation mechanism between China and Thailand, which can not only help to cope with travel emergencies but also help with the joint defense and control of China and Thailand, at the same time raise the level of disposal, and contribute to creating a safe travel environment in China and Thailand, so that visitors from two countries can be more secure and enjoy free interaction.

## **China and Thailand: Current Characteristics of Tourism Emergency Disposal**

### **China and Thailand: Characteristics of Tourism Emergency**

The research is based on the recent years' typical emergencies took place of Thai tourists in China and Chinese tourists in Thailand (as showed in Chart 1) to analyze the features and general patterns of the tourism emergencies between the two countries.

By gathering and sorting out the typical emergencies in the exchange visits between Thai and Chinese tourists appeared in the media like internet and newspaper, We can tell from the incomplete statistics of the case in Chart 1 that, there is less number of casualties of Thai tourists' emergencies in China, while there are 9 death and 57 injured of Chinese tourists in Thailand due to the emergencies of political instability, natural disasters and terrorist attacks. Meanwhile due to the political situation influence, there are multiple times of tourists' journey delayed and forced to be canceled. The in-depth analyze showed the features as below:

#### **Characteristics of Tourism Emergency Happened to Thai Tourists in China:**

There are four main factors that cause tourism accidents to Thai tourists in China: ① natural factor; ② public health problem; ③ social-cultural differences; ④ traffic problems;

#### **Characteristics of Tourism Emergency Happened to Chinese Tourists in Thailand:**

There are six main factors that cause tourism accidents to Chinese tourists in Thailand:

① political situation; ② natural disasters; ③ traffic problems; ④ terrorism attacks ⑤ health incidents ⑥ tourists' personal problems.

Secondly, studying on cases of going-to-Thailand tourism accidents, it can be found out that these tourism accidents' temporal and spatial characteristics is quite obvious: in aspect of time, the number of accidents increases as the number of going-to-Thailand tourists in winter increases; in aspect of space, Chinese tourists' preferred tourist resorts, including Bangkok, the middle part of Ban Phatthaya, Puji Island, the south of Koh Samui island and Chiang Mai, are places with high-rate occurrences of accidents.

Besides, there are other factors which might cause accidents, such as the flood of sex industry, drug abuse and wide spread of AIDS.

## The Current Situation of Sino-Thailand's Tourism Emergency Disposal

**Chart 2: the Situation of Sino-Thailand's Tourism Emergency Disposal**

	<b>China</b>	<b>Thailand</b>
<b>Disposal Process</b>	<ul style="list-style-type: none"> <li>* collection, evaluation and release of early warning information</li> <li>* emergency response application based on the spot, character, scale and effect of accidents</li> <li>* conduct emergency disposal and rescue</li> <li>* information report and rehabilitation</li> </ul>	<ul style="list-style-type: none"> <li>* truth reported to the public before the crisis and panic avoiding job to be done</li> <li>* win the society's attention and support by media focus during the crisis</li> <li>* Through media coverage, conduct rescue comprehensively</li> </ul>
<b>Early-Warning Information</b>	<ul style="list-style-type: none"> <li>* Emergency within China: reported by local department using the One-over-One principle;</li> <li>* Emergency outside China: warning information released by embassies stationed abroad, Chinese Foreign Ministry and China National Tourism Administration;</li> <li>* Tourism agencies use the dynamic entry-exit information system to do research on overseas emergency;</li> <li>* The way that tourism agencies get early warning information is complex, so the authenticity and objectivity of the information is not for sure;</li> </ul>	<ul style="list-style-type: none"> <li>* Tourist Service Special Line set up officially by National Tourism Administration</li> <li>* Utilize and control information and media, and then dissolve the crisis;</li> <li>* Allsidedly monitoring and following the state of crisis, and releasing the information in time;</li> <li>* Government's perfecting master plan for responding to public emergencies, Nation's investment in setting up Tsunami Warning Center and sharing with countries in Southeast Asia;</li> </ul>
<b>Prevention and Rescue</b>	<ul style="list-style-type: none"> <li>*Emergency preplan, system and mechanism are better;</li> <li>* Continuing improvement of National Tourism Quality Supervision</li> <li>*reinforcement in intra-regional &amp; interregional emergencycooperation, and incessant improvement in international cooperation;</li> <li>* cooperating with meteorological department and public security department etc in information monitoring which improves daily prevention &amp; control system</li> </ul>	<ul style="list-style-type: none"> <li>*The incompleteness of the law and rule;</li> <li>* The poor enforcement of prevention, dead MOT test, and frequent traffic accidents;</li> <li>* Due to the instable political situation, terrorism attack, and natural disasters etc, the rescues are all temporary; daily security state has poor guarantee;</li> </ul>

<b>Rehabilitation</b>	<ul style="list-style-type: none"> <li>* Tourism agencies' compensation and other relevant departments' coordination;</li> <li>* When effected by vital emergent events, the nation makes sure that enterprises could operate as quickly as possible by offering a tax reduction, subsidy and Quality Deposits Refund;</li> <li>* Post-disaster reconstruction supported by government;</li> </ul>	<ul style="list-style-type: none"> <li>* Using Quality Deposits and insurance to maintain tourists' safety;</li> <li>*Government's active and effective remark measures to easing the crisis;</li> <li>* Media's broadcasting to win support from the whole society;</li> <li>* Aiming at restoring the enterprises' confidence in the market and revitalizing the tourism industry , emergent loan is granted and marketing policy is issued by government;</li> </ul>
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The situation of Sino-Thailand's disposal process, warning information, prevention and rescue, and rehabilitation against tourism accidents can be stated. Due to the two countries' differences in the system, the community organization, economic development, social-cultural environment , types of accidents and Tourism Security System, they both have room for improvement, advantages, and experience for reference.

**Fundamental Analysis of Tourism Emergency Cooperation between China and Thailand**

**Chart 3: Fundamental comparison of tourism emergency cooperation between China and Thailand**

	<b>China</b>	<b>Thailand</b>
<b>Social-Cultural Environment</b>	<ul style="list-style-type: none"> <li>*strengthen propaganda 、 education and training on safety</li> <li>*Provide Handbook on the knowledge of security and emergency</li> <li>*Hold safe production activities</li> <li>*Improve the security consciousness and defensive skills</li> </ul>	<ul style="list-style-type: none"> <li>* provide security of the core regions</li> <li>* establish the tourism service special line</li> <li>* improve service quality in tourism</li> <li>*Provide police security for tourists in the special time</li> </ul>
<b>the Legal System</b>	<ul style="list-style-type: none"> <li>*National tourism emergency program has been enacted</li> <li>*Local tourism Emergency programs are enacted successively</li> <li>*Laws for the security of tourism and tourists have been enacted</li> <li>* lack of the tourism law</li> </ul>	<ul style="list-style-type: none"> <li>* Laws for Tourism management are sound</li> <li>* Imperfection of Emergency plan</li> <li>*The tourism law has been enacted</li> <li>*Sign the Tourism memorandum</li> </ul>
<b>Emergency Supervision Department</b>	<ul style="list-style-type: none"> <li>*National tourism administrative department lead the unified work and hierarchical management</li> </ul>	<ul style="list-style-type: none"> <li>*Centralized tourism management system</li> <li>*Setting up special committee to help</li> </ul>

	<p>*Many tourism security supervision departments are involved</p> <p>*Setting up investigation unit for major accidents</p> <p>*</p> <p>Holiday Office for holiday tourism security and emergency has been established.</p>	<p>resolve tourism emergency of foreign tourists in Thailand</p>
<b>Emergency Disposal System</b>	<p>*Emergency response system hasn't been completed , but relevant constructive programs have been published.</p> <p>*Emergency system of National Tourism Administration plays the important roles</p>	<p>*Arouse all the resources to control the progress of crisis</p> <p>*The government is good at using information and media to control and defuse crises.</p>
<b>应急保障体系 Emergency Support System</b>	<p>* Types of insurance are plentiful enough to protect the benefits of tourists and travel agencies</p> <p>*Make full use of Information technology and internet technology and improve timeliness and validity of risk prediction and warning information.</p> <p>*Make full use of the local police and army in emergency rescue, deepen the inter-regional cooperation , strengthen the relation with embassies , launch early warning and treatment.</p>	<p>*Adopting Margin system to protect the legal rights of tourists</p> <p>*Setting up the hotline service center for consulting in emergency and the tsunami warning center</p> <p>*National Tourism Committee integrates resources of the Transportation Department and the Foreign Ministry in order to publish measures timely to help enterprises overcome difficulties in emergency.</p>

**Social-Cultural Environment;**

**System of Law and Statute;**

**Emergency Supervision Department;**

**Emergency Disposal Mechanism;**

**Emergency Support System;**

(1) Insurance Support;

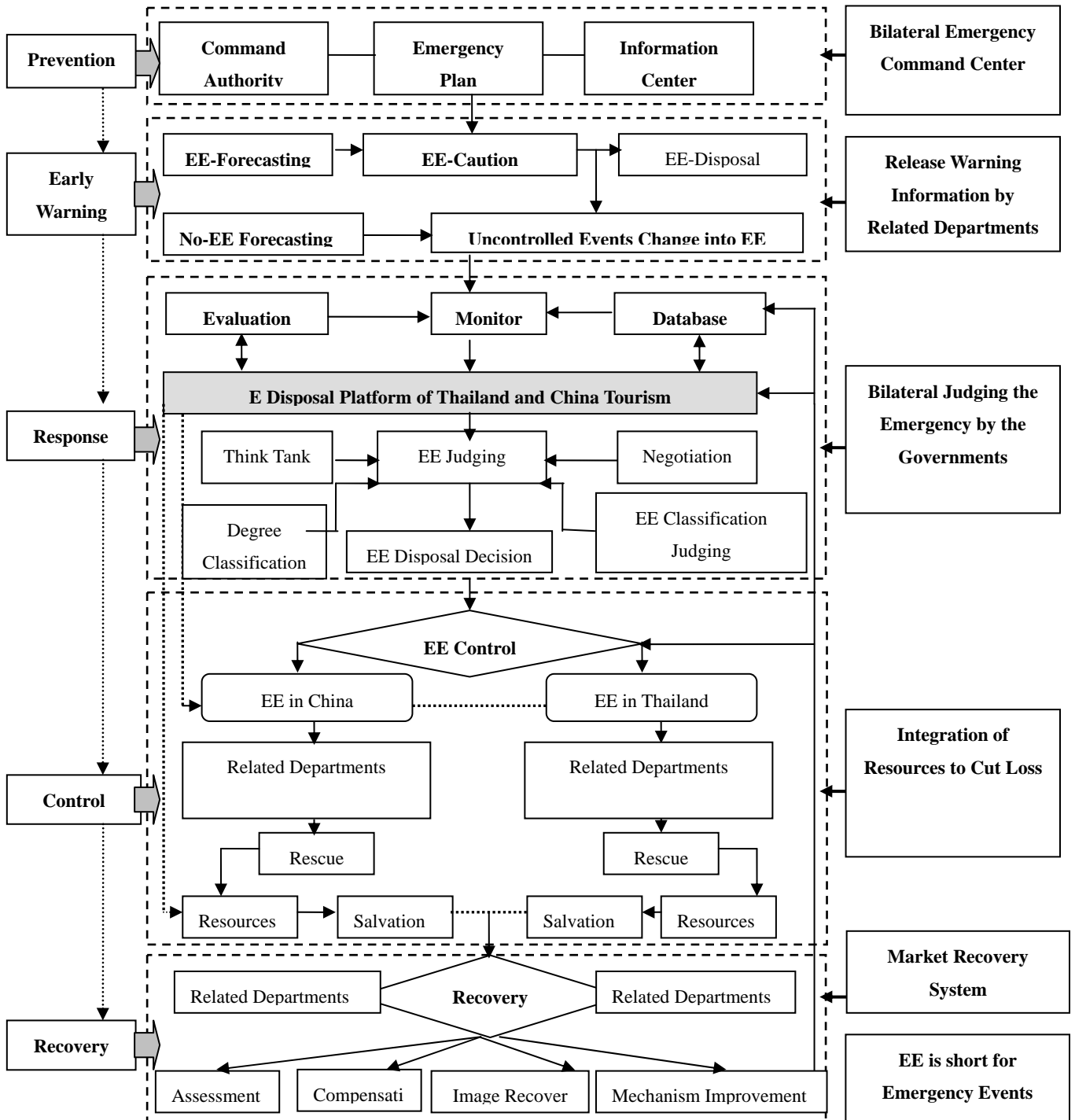
(2) Technology Guarantee;

(3) Resource Consolidation;

**Sino-Thailand's Emergency Cooperative Mechanism against Tourism Accidents**

**Emergency Cooperative Mechanism of Government:**

**Emergency Prevention Mechanism;**  
**Emergency Pre-warning Mechanism;**  
**Emergency Response Mechanism;**  
**Emergency Control Mechanism;**  
**Emergency Rehabilitation Mechanism;**



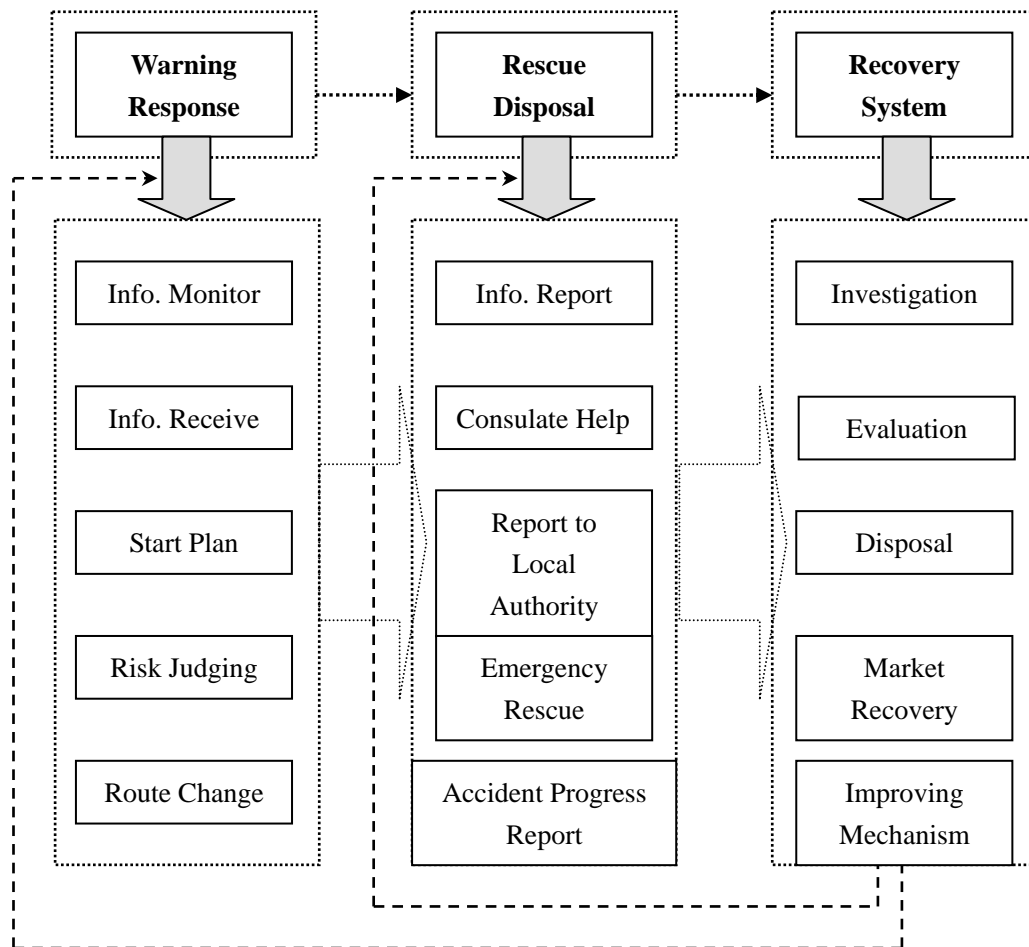
**Figure 1: The Flow Chart of Tourism Emergency Cooperative Mechanism and Disposal Mechanism of Bilateral Governments**

**Emergency Cooperative Mechanism of Enterprise:**

**Early-warning Response Mechanism;**

**Rescue Mechanism;**

**Rehabilitation Mechanism;**



**Figure 2: The Flow Chart of Tourism Emergency Cooperative Mechanism and Disposal Mechanism of Enterprise**

**Conclusion**

China is blessed with long history, rich culture, strong humanistic foundation, beautiful natural scenery, and numerous wonders of the world. All of these make China such a fascinated attraction for tourists from Thailand. Meanwhile, Chinese travelers are captured in alluring landscapes of the southern beaches, the northern mountains and forests and the historic sites in the middle of Thailand. In other words, it is imperative for China and Thai to strength and deepen their cooperation. The basic



foundation and precondition in advancing win-win cooperation are: setting up a contingency mechanism to manage tour accidents; guaranteeing safety of Chinese and Thai; and of course, their rights of freedom will also be respected. In essence, these foundations are the impetus for co-operations in other areas for two countries. Today, we will soon celebrate the 37<sup>th</sup> anniversary for the establishment of diplomatic relation between China and Thailand. In order to promote bilateral friendship, it is profound for both countries to intense friendship, expand and deepen cooperation. We look forward to see the new and higher level of tourist cooperation!

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