







INTERNATIONAL
TOURISTS PERCEPTIONS
OF SAFETY & SECURITY:
WHAT ROLE DOES
SOCIAL MEDIA PLAY?

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# THE TOURISM CRISIS MANAGEMENT INSTITUTE (TCMI) AT THE UNIVERSITY OF FLORIDA

UNIVERSITY of FLORIDA

#### TCMI'S GOAL...

To create solutions to crises that address planning, preparedness, response, and recovery issues in local, national, and global tourism economies

#### OUR RESEARCH



Comprehensive Tourism Crisis Management Planning



Risk Perceptions



Information
Search
Behaviors in
Times of Crisis



Social Media & Information Search during Crises



User-Generated Content & Crisis Response



Hurricane Evacuation

**Best Practices Derived from Research Streams** 

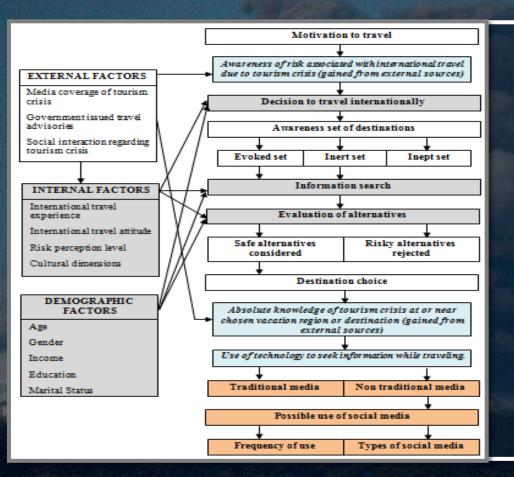
#### WHAT IS TOURISM CRISIS MANAGEMENT?

- A proactive process which enables tourism destinations to <u>minimize losses</u> and take advantage of opportunities (PATA, 2003)
- What theories have been used in academic research to guide our understanding of tourism crisis management?









Model of International Tourism Decision-Making Process, Adapted from Sönmez & Graefe, 1998

#### PROSPECT THEORY (KAHNEMAN & TVESRSKY, 1979)

- Two stages to risky-decision making:
  - 1. Prospects are narrowed down to a number of substitutes based on variables including an appraisal of destination alternatives according to security
  - 2. Prospects are evaluated in order to select the best option; prospects deemed undesirable are eliminated
- Proposes that as decisions advance through a series of stages, they are affected by a number of factors (Sönmez & Graefe, 1998a)

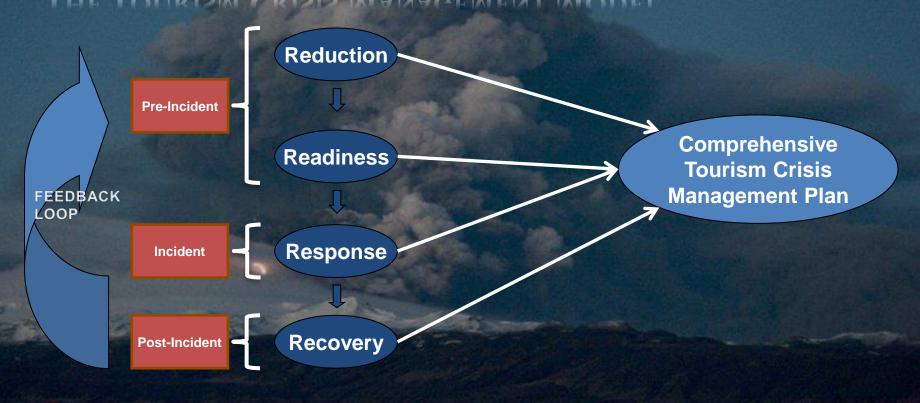
#### Information integration theory (Anderson, 1981, 1982)

- Utilized to explain risky decision-making
- Anderson proposed that consumers form psychophysical and value judgments according to complex decision-making steps that include need awareness, information search, evaluation of alternatives, and choice
- Information Integration Theory informs the final decision to travel to a destination

#### CULTURAL DIFFERENCES (HOFSTEDE & HOFSTEDE)

- Uncertainty Avoidance (UAI)
  - Deals with society's tolerance for uncertainty and ambiguity (Hofstede, 1984)
- UAI influences the types of channels used for information search throughout vacation process (Litvin, Crotts, & Hefner, 2004; Money & Crotts, 2003)
- Cultures with high UAI score slower to embrace and implement new technology (i.e. personal computers and cell phones) (Hofstede, 2001)

#### THE TOURISM CRISIS MANAGEMENT MODEL



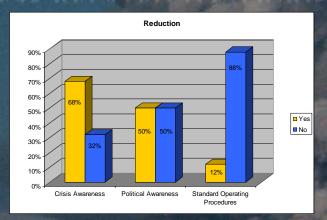
#### NEED FOR A PLAN

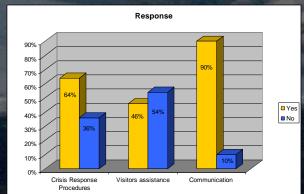
• Our research suggests only 50% of tourism organizations in the U.S. have a plan

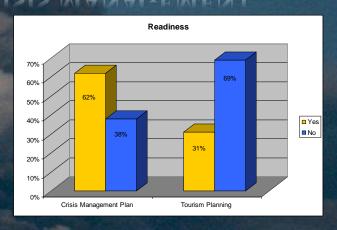
Of those who do have a plan, only 22% are specific to tourism

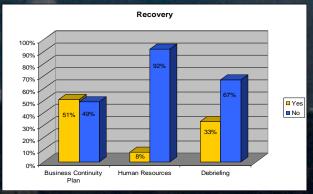


#### AREAS RELATED TO TOURISM CRISIS MANAGEMENT









## ONE AREA WHICH HAS RECENTLY BEEN ADDED TO CRISIS MANAGEMENT PLANS IS SOCIAL MEDIA.



#### WHY IS THIS SO? BECAUSE SOCIAL MEDIA IS <u>NOT</u> MERELY A FAD



- 800 million+ active users on Facebook
- 350 million+ users access Facebook through mobile devices - Facebook, 2012

72% of all social network users access their social networking sites daily while traveling - tripl, n.d.

- Facebook: 4<sup>th</sup> preferred site for emergency information; most popular site for posting information in the event of a crisis
- 1 in 6 have used social media to seek information during a crisis
- Nearly 1 in 5 have posted information on social media during a crisis During an emergency, nearly 1 in 4 would definitely use social media to let

- American Red Cross, 2010, 2011

### IN FACT, ALL RECENT CRISES HAVE BEEN INFLUENCED IN SOME WAY BY SOCIAL MEDIA

#egypt was the top hashtag on Twitter in 2011 - BBC, 2011, December 6

Visit\_Japan (visit\_Japan) on Twitter

Visit\_Japan (visit\_Japan)

For those who are trying to locate someone, Japanese or American, or if you have information about someone tha... (cont) http://deck.hyl-rqdm

Visit\_Japan visit\_Japan

Visit\_Japan visit\_Japan

Visit\_Japan visit\_Japan

This proveness wistors traveling Northeastern Japan & surrounding areas including Tokyo, click here for useful info: http://deck.hyl-tokyo.

UnitedAirlines United Airlines: 12 by Visit\_Japan

Japan earthquake c-heck united com for latest info & travel waiver 11 liter

AirCanada ar Canada 12 by Visit\_Japan

Japan update: Narta airport closed, flights toffrom Tokyo cancelled today. Travel alerts, arcanada com Change fees waived Mar 14

11 liter

SFLRedCross SFL Red Cross ±3 by Visit\_Jap

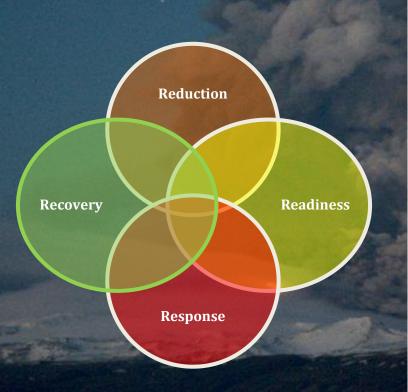
Contact the US State Department 1-888-407-4747 or 202-647-5

Peak rate of 5,530 tweets per second after 8.9 magnitude earthquake & tsunami struck Japan - Golijan, 2011



3 million Facebook users mentioned "earthquake" in their status updates within 4 minutes of Virginia earthquake

- Kang, 2011



#### A DEDICATED SOCIAL MEDIA PLAN

- Reduction: focus on increasing crisis awareness through crisis identification and how social media can "create" or help "respond" to a crisis
- Readiness: develop a tactical strategic communication plan and invest in the infrastructure to manage the crisis (including social media)
- **Response:** when the crisis is occurring around you; therefore, the social media infrastructure needs to be set up prior to the event so that the team can focus on the response not putting the infrastructure in place to communicate
- Recovery: implement a final message on the crisis; determine when communication on the crisis needs to cease



Part of understanding these international markets is gauging their risk perceptions, risk-related behaviors, and information search related to risk.



## ARE DESTINATIONS AWARE OF PERCEPTIONS OF RISK HELD BY INTERNATIONAL MARKETS?

WHY SHOULD A DESTINATION CARE?

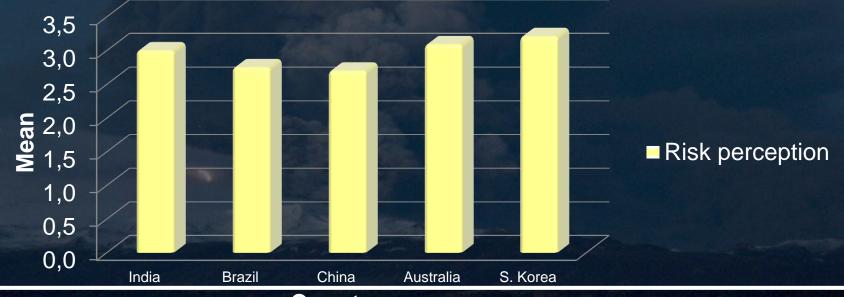
BECAUSE HIGH PERCEPTIONS OF RISK
TYPICALLY TRANSLATE INTO
DECREASED TRAVEL TO THE
DESTINATION...MEANING THE
COMPETITION IS GOING TO WIN OUT IF
THEY ARE PERCEIVED AS LESS RISKY.





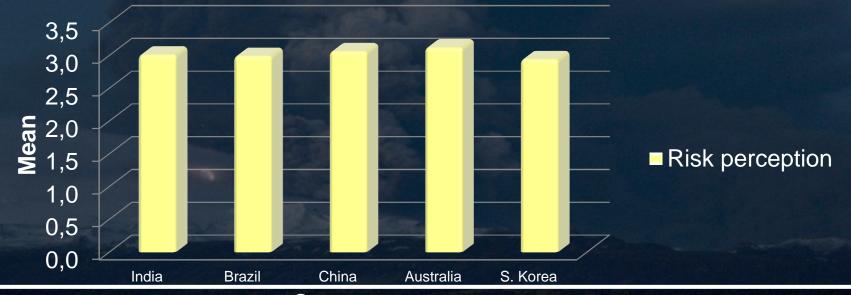
#### HOW RISKY DO TOURISTS PERCEIVE <u>CALIFORNIA</u>?

<u>California</u>: Please rate the states below according to your perception of how safe you feel traveling within the following states, using a 5 point scale, where 1= very safe, 2=safe, 3=neither safe/nor risky, 4= risky, 5=very risky



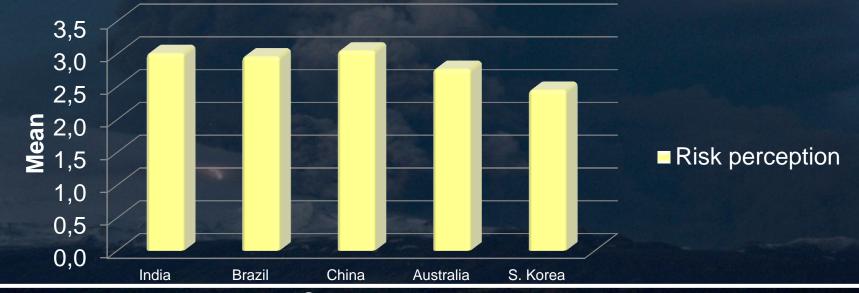
#### HOW RISKY DO TOURISTS PERCEIVE FLORIDA?

<u>Florida</u>: Please rate the states below according to your perception of how safe you feel traveling within the following states, using a 5 point scale, where 1= very safe, 2=safe, 3=neither safe/nor risky, 4= risky, 5=very risky



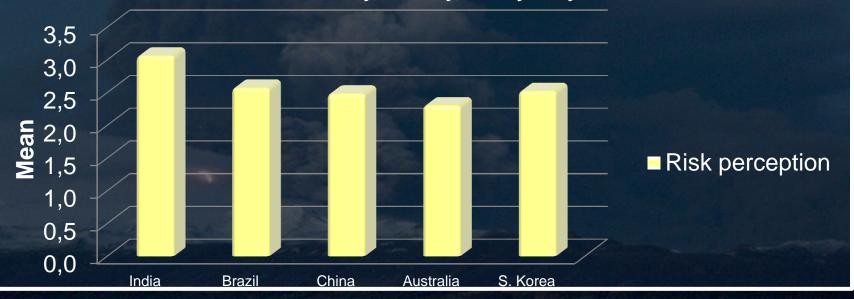
#### HOW RISKY DO TOURISTS PERCEIVE TEXAS?

<u>Texas</u>: Please rate the states below according to your perception of how safe you feel traveling within the following states, using a 5 point scale, where 1= very safe, 2=safe, 3=neither safe/nor risky, 4= risky, 5=very risky



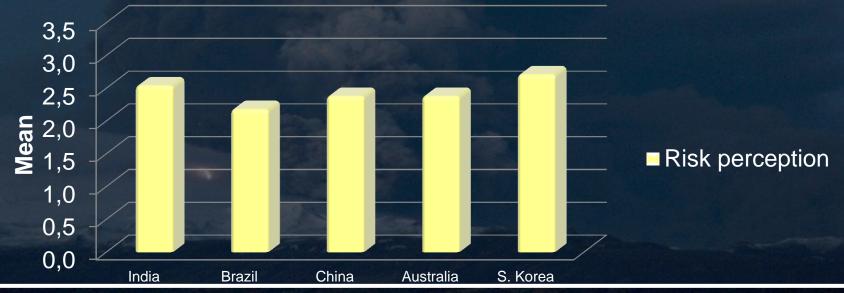
#### HOW RISKY DO TOURISTS PERCEIVE HAWAII?

<u>Hawaii</u>: Please rate the states below according to your perception of how safe you feel traveling within the following states, using a 5 point scale, where 1= very safe, 2=safe, 3=neither safe/nor risky, 4= risky, 5=very risky



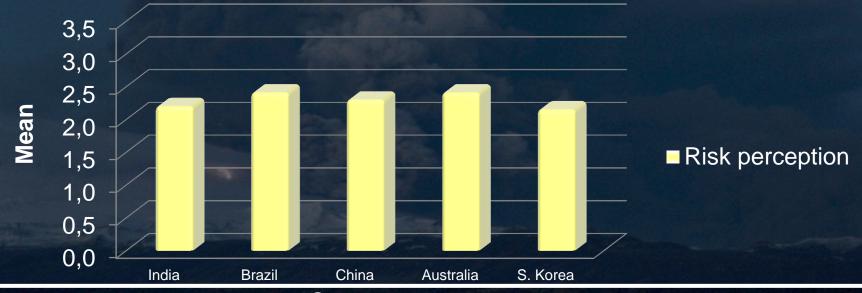
#### HOW RISKY DO TOURISTS PERCEIVE <u>NEW YORK</u>?

<u>New York</u>: Please rate the states below according to your perception of how safe you feel traveling within the following states, using a 5 point scale, where 1= very safe, 2=safe, 3=neither safe/nor risky, 4= risky, 5=very risky



#### HOW RISKY DO TOURISTS PERCEIVE WASHINGTON D.C.?

<u>Washington D.C.</u>: Please rate the states below according to your perception of how safe you feel traveling within the following states, using a 5 point scale, where 1= very safe, 2=safe, 3=neither safe/nor risky, 4= risky, 5=very risky



### OVERALL, DESTINATION PERCEIVED AS THE <u>LEAST</u> RISKY: <u>WASHINGTON D.C.</u>



OVERALL, DESTINATION PERCEIVED AS THE <u>MOST</u> RISKY: <u>FLORIDA</u>



### ARE YOU ABLE TO MITIGATE THE PERCEPTIONS OF RISK HELD BY VARIOUS INTERNATIONAL TRAVELERS TO THE U.S.?

## IN THIS DIGITAL AGE... ARE YOU PREPARED TO COMBAT PERCEPTIONS OF RISK THROUGH SOCIAL MEDIA?

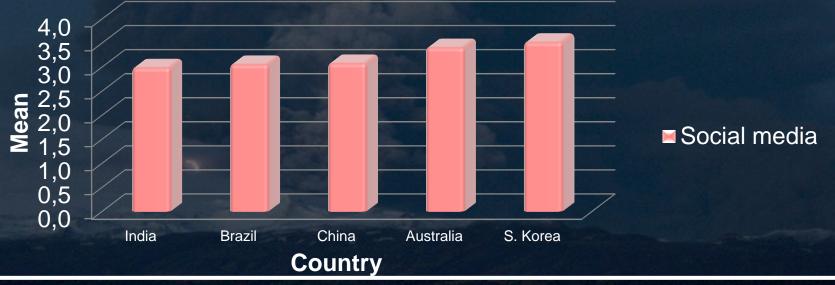
## DO YOU HAVE THE INFRASTRUCTURE IN PLACE TO RESPOND TO A CRISIS GONE "VIRAL"?

DO YOU KNOW WHERE YOUR INTERNATIONAL MARKET WILL TURN FOR INFORMATION IN THE EVENT OF A CRISIS?

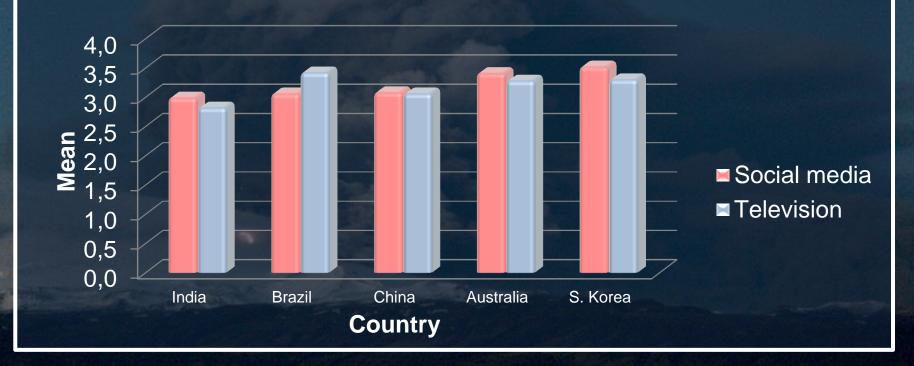
## LET'S AGAIN EXAMINE THE FIVE COUNTRIES AND THEIR USE OF SOCIAL MEDIA IN THE EVENT OF A CRISIS.

### WHAT ARE THE **SOCIAL MEDIA** PREFERENCES OF 5 DIFFERENT INTERNATIONAL MARKETS?

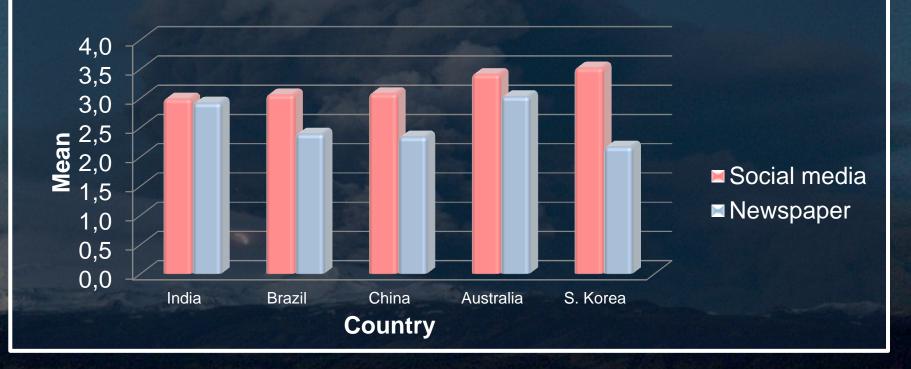
Supposed that you are currently in the middle of your trip and you hear that a crisis has just occurred within the immediate vicinity of your current location, please indicate the <u>likelihood you would turn to</u> the following sources of media to get more information (using a scale of 1 to 5, where 1 = very much unlikely, 3 = neutral and 5 = very much likely).

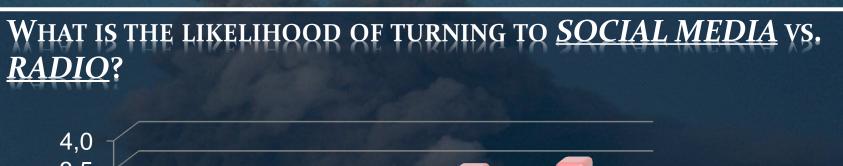


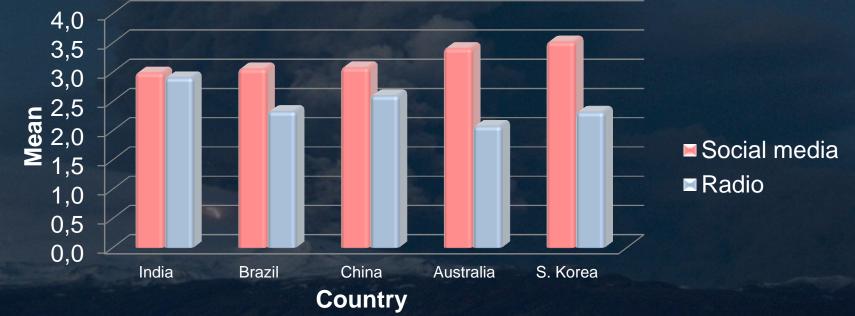
### WHAT IS THE LIKELIHOOD OF TURNING TO **SOCIAL MEDIA** VS. TELEVISION?



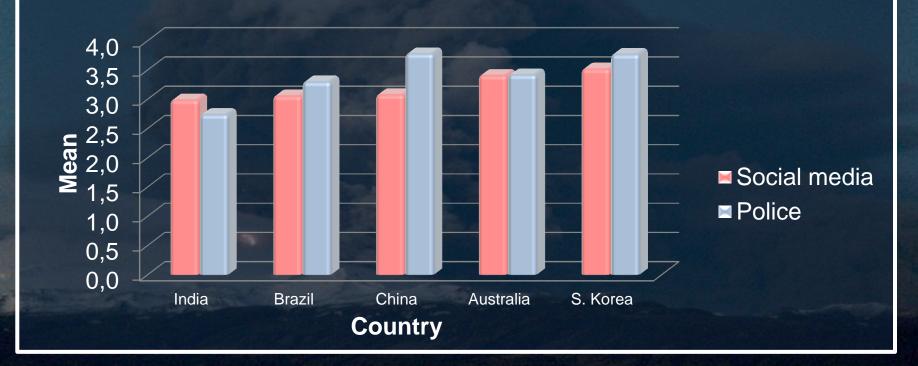
### WHAT IS THE LIKELIHOOD OF TURNING TO **SOCIAL MEDIA** VS. **NEWSPAPER**?



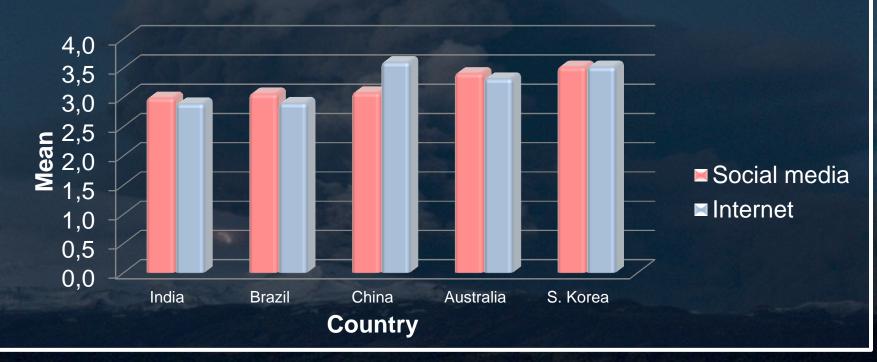




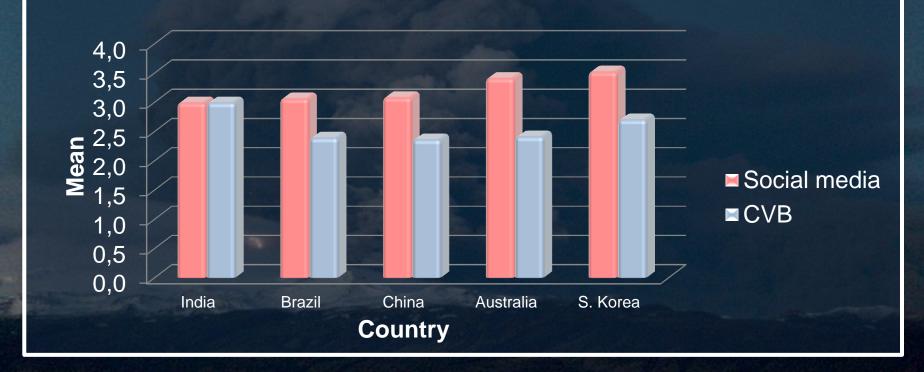
### WHAT IS THE LIKELIHOOD OF TURNING TO <u>SOCIAL MEDIA</u> VS. <u>LOCAL LAW ENFORCEMENT/POLICE</u>?



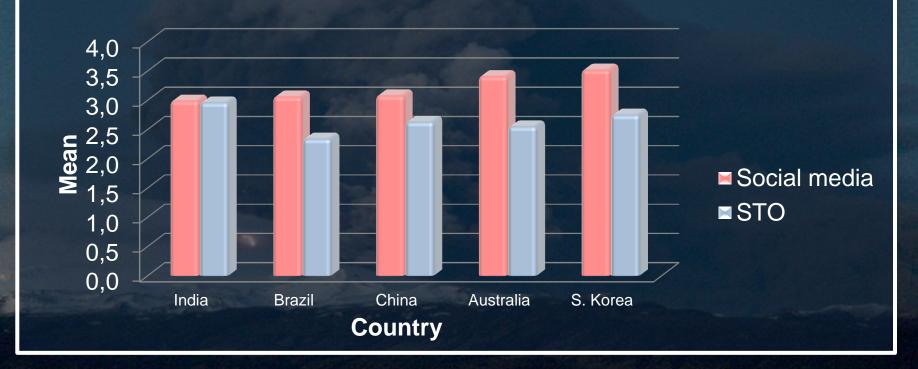
# WHAT IS THE LIKELIHOOD OF TURNING TO SOCIAL MEDIA VS. INTERNET?



### WHAT IS THE LIKELIHOOD OF TURNING TO **SOCIAL MEDIA** VS. LOCAL TOURISM OFFICE/CVB?



### WHAT IS THE LIKELIHOOD OF TURNING TO **SOCIAL MEDIA** VS. **STATE TOURISM OFFICE/STO**?

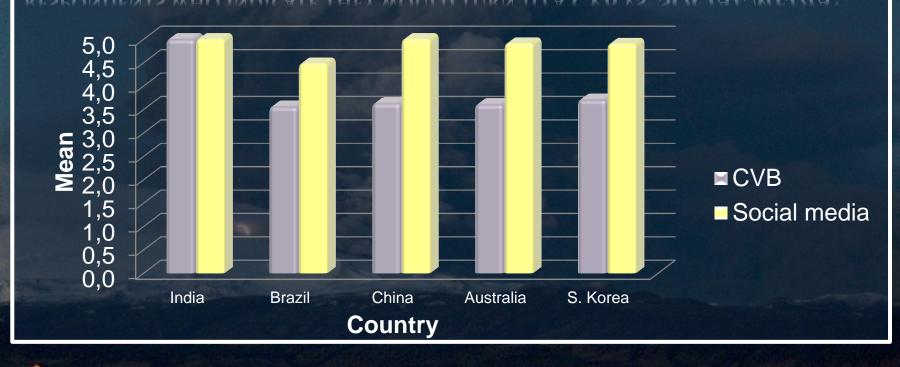


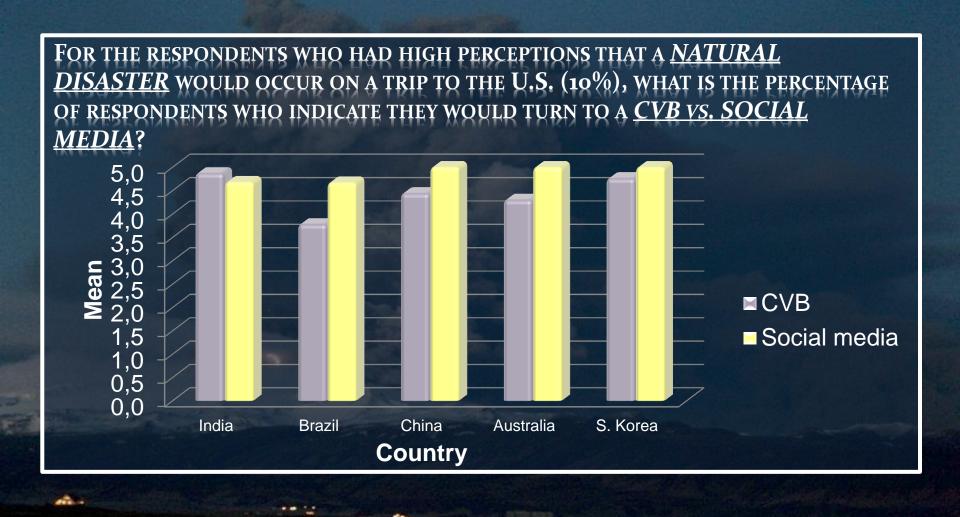
### WHAT ARE THE <u>PREFERRED SOURCES FOR INFORMATION</u> <u>DURING CRISES</u> OF 5 DIFFERENT INTERNATIONAL MARKETS?

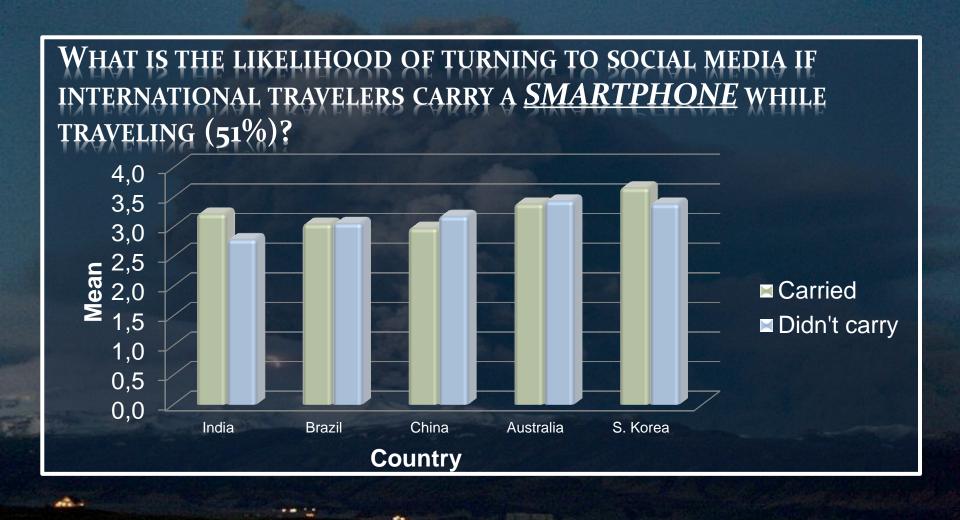
- 1. Local law enforcement
- 2. Friends/relatives
- 3. Internet
- 4. Hotel concierge
- 5. Social media

Tourists most likely to turn to police to seek information during a crisis

 Reinforces need to train police to assist tourists and tell them where to turn for information <u>specific to tourism</u> in the event of a crisis (DMO) FOR THE RESPONDENTS WHO HAD HIGH PERCEPTIONS THAT <u>POLITICAL UNREST</u> WOULD OCCUR ON A TRIP TO THE U.S. (13%), WHAT IS THE PERCENTAGE OF RESPONDENTS WHO INDICATE THEY WOULD TURN TO A <u>CVB vs. SOCIAL MEDIA</u>?







## SO NOW WE SEE THAT EACH MARKET MAY PERCEIVE DIFFERENT TYPES OF RISKS

ALSO WE HAVE SEEN THAT EACH MARKET MAY TURN TO DIFFERENT SOURCES OF INFORMATION, INCLUDING SOCIAL MEDIA, IN THE EVENT OF A CRISIS.

SO IT IS IMPORTANT TO HAVE A COMPREHENSIVE SOCIAL MEDIA CRISIS PLAN WHICH TARGETS DIFFERENT GROUPS AND HOW THEY WOULD RECEIVE INFORMATION.

Now, we would like to present some best practices which can be used in social media crisis management plans.



#### BEST PRACTICES IN READINESS PHASE...

- Establish social media presence pre-crisis
  - Become trusted source for information about destination
- Develop a comprehensive social media component of tourism crisis management plan
- Monitor social media and other media sources
- Create a "dark" template for your homepage that includes crisis information section

#### BEST PRACTICES IN RESPONSE PHASE...

- Adjust crisis communication to unique situation
- Become centralized source for information
- Convey consistent message through designated spokesperson



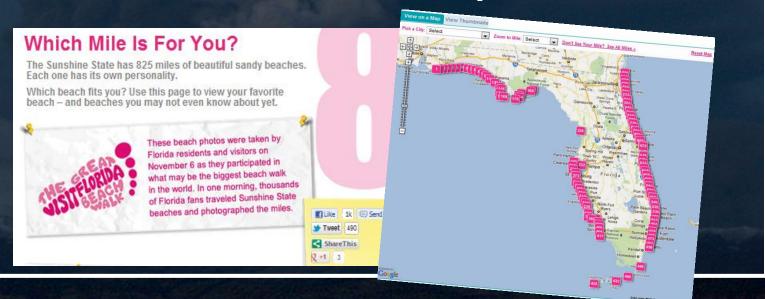
#### BEST PRACTICES IN RESPONSE PHASE...

- Create the proof:
  - Utilize new media and technology
  - Convey up-to-date, relevant information through website and social media
  - Link social media posts, upto-date pictures, and live webcams to map of affected area



#### BEST PRACTICES IN RECOVERY PHASE...

- Use social media to "end" the crisis
  - The Great VISIT FLORIDA Beach Walk example





Crises are not decreasing....Be prepared and have a plan which includes social media!!!



### WE ARE DEDICATED TO PREPARING THE TOURISM INDUSTRY FOR BOTH MAN-MADE AND NATURAL DISASTERS...







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