

SCENARIO 2 – Hostel and Tourism Crisis

Scenario Background

A popular backpacker hostel has received multiple online reviews mentioning bed bugs. Bookings have declined significantly, and neighboring hotels and tourism businesses are worried that the incident could damage the city's reputation as a destination for international students and travelers.

The hospitality sector, government agencies, and local businesses have agreed to meet and develop a coordinated response before the upcoming tourism season.

Your Stakeholders

- Hostel Manager
- Hotel Manager
- Hospitality Association Representative
- Ministry of Public Health Officer
- Laundry Shop Owner
- Travel Agency Representative

Discussion Tasks

Task 1 – Assess the Situation

- What are the major risks for the tourism and hospitality sector?
- How could this situation affect businesses, travelers, and the local economy?

Task 2 – Discuss Stakeholder Responsibilities

- Who should lead the response?
- How should information be communicated?
- Should businesses voluntarily report infestations?

Task 3 – Develop a Joint Action Plan

Include:

- Prevention and inspection measures
- Staff training
- Public communication

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- Industry-government collaboration
- Support for local businesses

Expected Presentation

- Three priority actions
- Responsibilities of each stakeholder
- Strategy to balance transparency and reputation
- One recommendation for the hospitality industry

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1. Hostel Manager

Background

You manage a medium-sized hostel that accommodates backpackers and international students. Your business depends heavily on online reviews and repeat customers. While guest safety is important, you are also under pressure to keep the business financially sustainable.

Your Priorities

- Protect guests' health and safety.
- Maintain the hostel's reputation.
- Minimize business disruption and financial losses.
- Build staff capacity for early detection.

Challenges

- Limited budget for professional pest management.
- Staff have little training in identifying bed bugs.
- Fear that reporting infestations will damage occupancy rates.
- Difficulty balancing transparency with customer confidence.

You Can Contribute

- Improve housekeeping and inspection procedures.
- Train staff on early detection.
- Cooperate with public health authorities.
- Share experiences with other hostel operators.

Secret Agenda

Your hostel experienced a small outbreak last month, but you handled it quietly to avoid negative publicity.

Negotiation Goal

Develop practical prevention strategies while protecting your business reputation.

2. Hotel Manager

Background

You manage a large hotel with established pest management contracts and quality assurance systems. Your hotel competes with many other accommodations in the city and is expected to maintain high standards.

Your Priorities

- Protect guest confidence.
- Maintain industry standards.
- Promote preventive inspections.
- Encourage fair competition.

Challenges

- High costs of routine inspections.
- Concern that competitors ignore infestations.
- Guests expect immediate responses.

You Can Contribute

- Share best practices.
- Demonstrate preventive management systems.
- Support industry training.

Secret Agenda

Your hotel invests heavily in prevention and wants competitors held to similar standards.

Negotiation Goal

Promote industry-wide standards that reward proactive management.

3. Hospitality Association Representative

Background

You represent hotels, hostels, and tourism businesses across the region. Your organization promotes industry standards and supports member businesses.

Your Priorities

- Protect the tourism industry's reputation.
- Promote consistent management standards.
- Support staff education and training.
- Strengthen cooperation with government.

Challenges

- Members have varying levels of preparedness.
- Businesses resist costly regulations.
- Media attention can quickly affect tourism.

You Can Contribute

- Coordinate industry training.
- Develop voluntary guidelines.
- Share best practices among members.

Secret Agenda

Many members oppose mandatory reporting requirements.

Negotiation Goal

Promote practical voluntary standards rather than strict regulation.

4. Ministry of Public Health Officer

Background

You are responsible for environmental health and disease prevention. Although bed bugs are receiving increasing attention, your department primarily focuses on vector-borne diseases and food safety.

Your Priorities

- Protect public health.
- Promote evidence-based prevention.
- Improve stakeholder collaboration.
- Raise public awareness.

Challenges

- Limited personnel and funding.
- Bed bugs are considered a lower public health priority.
- Limited technical expertise within local offices.
- No standardized national certification program.

You Can Contribute

- Develop public health guidance.
- Coordinate awareness campaigns.
- Facilitate partnerships.

Secret Agenda

You know government cannot provide the level of support that industry expects.

Negotiation Goal

Encourage shared responsibility across sectors.

5. Laundry Shop Owner

Background

Your laundry shop serves nearby hostels, hotels, and students. You have never received formal guidance on handling potentially infested linens.

Your Priorities

- Maintain customer trust.
- Keep operating costs low.
- Learn practical prevention methods.
- Cooperate with nearby businesses.

Challenges

- Limited awareness of bed bug biology.
- Fear of losing customers.
- No standard operating procedures.

You Can Contribute

- Educate customers.
- Improve laundry handling practices.
- Participate in awareness campaigns.

Secret Agenda

You recently processed bedding from an infested hostel without realizing the risk.

Negotiation Goal

Receive affordable and practical guidance.

6. Travel Agency Representative

Background

Your agency recommends accommodations to international travelers. Customer reviews directly influence your business decisions.

Your Priorities

- Protect customer satisfaction.
- Maintain destination reputation.
- Ensure reliable accommodation quality.
- Improve communication.

Challenges

- Limited control over accommodation providers.
- Social media spreads complaints rapidly.
- Travelers expect immediate reassurance.

You Can Contribute

- Share customer feedback.
- Promote trusted accommodations.
- Help disseminate accurate information.

Secret Agenda

You are considering removing affected hostels from your recommended list.

Negotiation Goal

Restore traveler confidence through credible prevention measures.

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Laundry Shop Owner

Priority

Maintain customers.

Challenge

Little knowledge.

Secret

You recently washed linens from an infested hostel.

Goal

Receive practical, affordable guidance.

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Travel Agency Representative

Priority

Customer satisfaction.

Challenge

Protect destination image.

Secret

You're considering removing affected hostels from your recommendations.

Goal

Restore traveller confidence.