Chapter 54
Mapping Sustainable Tourism Into Emergency Management Structure to Enhance Humanitarian Networks and Disaster Risk Reduction Using Public-Private Partnerships (PPP) Initiatives in Himalayan States: The Global Supply Chain Issues and Strategies

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ABSTRACT

The overall aim of the paper is to analyze supply chain performance in humanitarian context, in aligning with PPP interventions for Himalayan States. A preliminary Framework for Performance evaluation of private and public actors, with seven constructs has been formulated viz. Mutual Coordination; Risk Management; Organizational Structure; Humanitarian Operational Assessment; Service Quality; Operation Flexibility; Humanitarian Logistics cost has developed for Humanitarian operations in

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Himalayan region. Five Hypotheses were tested using Confirmatory Factor Analysis (CFA). The results show that PPP efficacy in humanitarian logistics enhances the sustainability of local economy. Implementation of Public Private Partnership (PPP) as a new strategy in managing disaster, the study suggest that they should complement each other with certain characteristics such as: (1) Mutual Coordination; (2) Shared Risk and Profits/ Benefits; and (3). Organizational Arrangement and it should also support the sustainability of Tourism industry.

1. INTRODUCTION

Mismatch between urbanized growth and adverse climate change pushed the world population to suffer more the action of natural disasters (UN, 2012). In the recent past, the occurrence of natural disaster got drastically increased (400 per year, between 2002-2011, caused numerous physical damages and took 110,000 lives) and the disaster impact [1] is also increases significantly due to complex emergencies and disasters with the average (Guha-Sapir et al., 2013). Figure 1 depicts reported disasters since 1990 to 2013.

There is an urgent need to focus on building resilience through disaster preparedness and readiness, improving response and ensuring proper recovery and reconstruction. The existing literature lacks the application of Operation research and Management Sciences, particularly in Logistics Management. The approaches adopted are restricted to the usage of Emergency Management or Humanitarian aids[2], at limited levels. From logistics perspective, previous research has restricted their focus on characteristic of network and its ability to fix the damages (save lives, alleviate suffering and maintain and protect human dignity), after disaster occurred. In past researches, there is least discussion on the nature, mode and flow of traffic demand, Post Disaster. Table 1 reflects on types of Disasters, its definition and types.

Few Theoretical Models based on resource allocation in order to assess the ability of logistics system to fulfil the demand during and post –emergencies/disasters can be developed. The development of such models would encompass operational research and logistics theories along with already proposed models to estimate the nature of travel demand and assist decision makers to manage emergencies at both operational (ensuring traffic flow) and strategic (repairing the damaged network). Humanitarian logistics networks realize relief item flows from stationary relief item warehouses via several hubs (existing or developed) to the beneficiaries within disaster areas. Their setup and operations comprises several activities and the execution of these activities can be more efficient and effective if analytical models are applied. Due to high risk-return trade-off, Public private partnerships (PPP) gained popularity in developing Countries (Steijn et al., 2011, Jing and Besharov, 2014). In recent past, Governments encourage

Figure 1. Number of reported disaster and victims (in millions)
(Adopted from: ADSR, 2013).