NATURAL HAZARDS AND THE AIRLINE INDUSTRY: AN EMPIRICAL STUDY ON ECONOMIC IMPACT AND ITS UTILIZATION FOR THE LEARNING AND WORK READINESS OF TOURISM MANAGEMENT STUDENTS

ABSTRACT

AUTHORS
Ruby Odulio

AFFILIATION
Bestlink College of the Philippines

DISCIPLINE
Tourism & Hospitality

KEYWORDS
natural hazards; airline industry; tourism management; risk management; work readiness; economic impact

ARTICLE ID
AASGBCPJMRA-B54910

This study examines the economic impact of natural hazards on the airline industry, emphasizing the growing shift from hazard-centered responses to approaches rooted in vulnerability and resilience. As natural disasters increase in frequency and intensity, the airline sector is increasingly affected by flight cancellations, delays, and substantial financial losses—often resulting in layoffs or even bankruptcy. The research evaluates trends, identifies critical issues, and presents potential solutions to these disruptions. It further underscores the importance of sustainable risk management practices, such as disaster response plans, comprehensive insurance coverage, emergency funds, and investments in advanced forecasting technologies. The findings aim to guide policymakers in enhancing the industry's preparedness and resilience. A mixed-methods research design was employed to assess the economic impact of natural hazards on the airline industry. Quantitative data were gathered through surveys measuring financial losses, while qualitative data were collected via interviews focused on risk reduction strategies. Participants were selected using purposive sampling, and the research instruments were validated prior to distribution. Data were analyzed using both statistical and thematic techniques to ensure comprehensive insights. Findings indicated a paradigm shift in how natural hazards are perceived—moving from inevitability to a focus on vulnerability and resilience. Natural disasters were shown to significantly disrupt airline operations, leading to direct financial losses and broader economic instability. Respondents highlighted the urgent need for strategic risk management practices. Key recommendations included the implementation of disaster response protocols, appropriate insurance mechanisms, emergency reserves, and advanced forecasting tools to enhance disaster preparedness and industry recovery. The study emphasizes both the direct and indirect economic impacts of natural hazards on the airline industry. These include increased operational expenses, revenue loss, and diminished tourism activity, all of which negatively affect regional and global economies. Insights from various stakeholders—such as airline operators, passengers, airport management, and government entities—were integrated to propose a range of mitigation strategies. These include establishing comprehensive disaster response systems, securing insurance coverage, maintaining emergency funds, and developing risk reduction frameworks that promote sustainable operations and improve the learning and work readiness of tourism management students.

RECOMMENDED CITATION

Odulio, R. (2025). Natural Hazards and the Airline Industry: An Empirical Study on Economic Impact and Its Utilization for the Learning and Work Readiness of Tourism Management Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts, 7*(2), 180.