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Triggering the tsunami evacuation of tourists with the concept of “Nudge”

[Abstract]

Tourists are unfamiliar with the local tsunami risk, tsunami evacuation warning and safe place, hence, many studies suggest that the evacuation-related knowledge needs to be communicated with tourists to facilitate their knowledge based evacuation decision making (For example, Hall et al 2019, Terumoto, 2013). This discussion is made based on the assumption that people make decisions rationally on their knowledge, so-called rational knowledge model. Thus, the conventional approach adopted the idea. For example, evacuation map was installed in the beach, however, only 18% of the tourists checked them (Yoshida et al, 2013). Brochures and evacuation signs were prepared in Bali, Indonesia, however 75.3% did not learn about tsunami (Hall et al, 2019). These data indicate the limitations of relying only on the rational knowledge model. The alternative method to facilitate the tsunami evacuation without trying to build the knowledge and awareness should be considered. Thus, the present study introduces the “Nudge” concept, which is the indirect induction to influence the one’s behavior and the decision making. Integrating the “Nudge” strategy into the tsunami evacuation, evacuation of the tourists can be induced by the external trigger.



[Keywords]

tsunami evacuation, tourists, nudge