Tourism and Hospitality Crisis Management and Recovery Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PR6864_282650

Course Introduction / Overview:

The tourism and hospitality industry is uniquely vulnerable to a wide array of crises, from natural disasters and health pandemics to economic downturns and reputational damage. This dynamic environment demands leaders who are not just reactive but proactively prepared to navigate uncertainty. This training course provides a comprehensive framework for building organizational resilience, managing crises effectively, and leading a swift and sustainable recovery. Drawing on principles outlined by experts like Dr. David Beirman in his seminal work, "Tourism Crises: Causes, Consequences and Management," the program moves beyond theoretical knowledge to impart practical, actionable skills. Participants will learn to identify potential risks, develop robust crisis management plans, and execute strategic communication to protect stakeholders and brand integrity. At BIG BEN Training Center, we have designed this course to empower professionals with the foresight and capabilities needed to safeguard their operations, ensuring business continuity and fostering long-term success in an ever-changing global landscape. This is an essential investment in leadership and operational stability for any organization within the tourism and hospitality ecosystem.

Target Audience / This training course is suitable for:

- Hotel General Managers and Directors.
- Resort and Property Managers.
- Tour Operators and Travel Agency Owners.
- Airline and Cruise Line Operations Managers.
- Event and Conference Planners.
- Public Relations and Corporate Communications Specialists.
- Risk Management and Security Officers.
- Government Tourism Board Officials.
- Hospitality Business Owners and Entrepreneurs.
- Department Heads in hospitality organizations.

Target Sectors and Industries:

- Hotels and Resorts.
- Travel and Tourism.
- Aviation and Airlines.
- Cruise Lines.
- Food and Beverage Services.
- Event Management and MICE (Meetings, Incentives, Conferences, and Exhibitions).
- Governmental and Non-Governmental Tourism Bodies.
- Destination Management Organizations (DMOs).
- Entertainment and Attraction Venues.

Target Organizations Departments:

- Executive Management and Leadership.
- Operations Management.
- Public Relations and Communications.
- Marketing and Sales.
- Human Resources.
- Security and Safety Departments.
- Guest Services and Customer Relations.
- Finance and Asset Management.
- Legal and Compliance.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive and actionable crisis management plan tailored to the tourism industry.
- Conduct thorough risk assessments to identify vulnerabilities and potential threats.
- Establish and lead an effective crisis management team with clearly defined roles.
- Implement immediate and strategic crisis response protocols.
- Master crisis communication techniques for internal and external stakeholders.
- Manage media relations effectively during high-pressure situations.
- Design and execute post-crisis recovery and business continuity strategies.
- Rebuild brand reputation and guest confidence following a disruptive event.
- Utilize lessons learned from crises to enhance future organizational resilience.
- Lead with confidence and stability through all phases of a crisis.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that mastering crisis management requires more than just listening to lectures; it demands active participation and real-world application. This course utilizes a blended learning approach that combines expert-led presentations with dynamic group discussions, allowing participants to share experiences and insights. A significant portion of the training is dedicated to hands-on learning through case study analysis of actual tourism and hospitality crises, such as the response to the COVID-19 pandemic or regional security incidents. Participants will engage in role-playing scenarios and crisis simulation exercises that challenge them to make critical decisions under pressure. These activities are designed to build practical skills in communication, planning, and leadership. Continuous feedback is provided by the instructor and peers in a constructive and supportive environment, ensuring that participants leave with the confidence and competence to apply their new skills directly to their professional roles.

Course Agenda (Course Units):

Unit One: Foundations of Crisis Management in Tourism and Hospitality

- Introduction to Crisis Management Concepts.
- The Unique Vulnerabilities of the Tourism and Hospitality Sector.
- Types of Crises: Natural, Health, Economic, Technological, and Reputational.
- The Crisis Lifecycle: Pre-Crisis, Crisis Response, and Post-Crisis Phases.
- Historical Case Studies of Major Industry Crises.
- The Critical Role of Leadership During a Crisis.
- Establishing a Proactive Crisis Management Culture.

Unit Two: Proactive Planning and Risk Mitigation

- Conducting a Comprehensive Risk and Vulnerability Assessment.
- Developing the Crisis Management Plan (CMP).
- Forming and Training the Crisis Management Team (CMT).
- Defining Roles, Responsibilities, and Chains of Command.
- Resource Allocation and Logistics for Crisis Response.
- Early Warning Systems and Threat Intelligence Monitoring.
- Building Strategic Alliances with Emergency Services and Government Agencies.

Unit Three: Effective Crisis Response and Communication

- Activating the Crisis Management Plan.
- Initial Response and Situational Assessment.
- Managing the "Golden Hour" of a Crisis.
- Crafting Clear and Consistent Crisis Communications.
- Strategies for Internal Communication with Employees and Management.
- External Communication with Guests, Media, and the Public.
- Leveraging Social Media and Digital Platforms During a Crisis.

Unit Four: Business Recovery and Reputation Management

- Post-Crisis Impact Assessment: Operational and Financial.
- Developing a Strategic Business Continuity Plan (BCP).
- Strategies for Service Restoration and Operational Resumption.
- Managing Financial Recovery and Insurance Claims.
- Rebuilding Brand Trust and Guest Confidence.
- Post-Crisis Marketing and Public Relations Campaigns.
- Supporting Employee Welfare and Morale Post-Crisis.

Unit Five: Building Resilience and Future-Proofing

- Conducting a Thorough Post-Crisis Review and Analysis.
- Documenting Lessons Learned and Identifying Improvement Areas.
- Updating and Refining the Crisis Management Plan.
- Conducting Crisis Drills and Simulation Exercises.
- Fostering an Organizational Culture of Resilience and Adaptability.
- Future Trends and Emerging Threats in the Tourism Industry.
- Developing a Long-Term Strategy for Sustainable Crisis Preparedness.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of global interconnectedness and social media, can a localized crisis in the tourism sector ever truly remain contained, or is every incident now a potential global reputation risk?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by moving beyond generic crisis management theories to focus exclusively on the intricate and highly specific challenges of the tourism and hospitality industry. While other programs may offer a broad overview, this course provides deep, sector-specific insights, analyzing real-world case studies that are directly relevant to hotels, airlines, tour operators, and destination managers. The curriculum is meticulously structured to balance proactive strategy with reactive tactics, emphasizing the creation of a resilient organizational culture rather than just a static response plan. A key differentiator is our focus on the human element of crisis management, covering employee welfare, guest psychology, and leadership empathy, which are often overlooked yet are critical for sustainable recovery. Furthermore, the course places a strong emphasis on post-crisis strategy, dedicating significant time to the nuanced arts of reputation rebuilding and regaining market confidence. Participants will not just learn what to do during a crisis; they will master how to lead their organization out of one, emerging stronger and better prepared for the future.