Advanced Tourism Crisis Management and Safety Protocols Training Course



02 - 06 Nov 2026

Geneva

5900 € (Per Person)

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Course Introduction / Overview:

The global tourism and hospitality industry operates in a dynamic and often unpredictable environment, where crises can emerge from natural disasters, health pandemics, geopolitical instability, or technological failures. Proactive and strategic crisis management is no longer an option but a fundamental necessity for survival and success. This course provides a comprehensive framework for understanding, preparing for, and managing the complexities of tourism-related crises. Drawing on established principles from leading academics like Dr. David Beirman, author of "Tourism Crises: Causes, Consequences and Management", this program moves beyond reactive measures to instill a culture of resilience and preparedness. Participants will explore the full lifecycle of a crisis, from risk assessment and mitigation to emergency response, stakeholder communication, and post-crisis recovery. BIG BEN Training Center has designed this training to equip professionals with the practical skills and strategic foresight needed to protect assets, ensure guest and staff safety, and safeguard brand reputation in the face of adversity, ultimately turning potential catastrophes into managed events.

Target Audience / This training course is suitable for:

- Hotel General Managers and Directors.
- Tour Operators and Travel Agency Owners.
- Destination Management Organization (DMO) staff.
- Airline and Cruise Line Operations Managers.
- Event and Conference Organizers.
- Resort and Attraction Managers.
- Government Tourism Officials and Policymakers.
- Corporate Security and Risk Management Professionals.
- Public Relations and Corporate Communications Managers.
- Guest Services and Front Office Leaders.

Target Sectors and Industries:

- Hospitality and Accommodation Sector.
- Travel and Tour Operations.
- Aviation and Transportation Industry.
- Meetings, Incentives, Conferences, and Exhibitions (MICE) Sector.
- Entertainment and Leisure Attractions.
- Food and Beverage Services.
- Governmental and Non-Governmental Tourism Bodies.
- Cruise Line and Maritime Tourism.

Target Organizations Departments:

- Operations Management.
- Security and Safety Departments.
- Public Relations and Corporate Communications.
- Guest and Customer Relations.
- Risk Management and Compliance.
- Human Resources and Staff Training.
- Executive Leadership and Strategic Planning.
- Marketing and Sales.
- Legal and a dministrative Departments.

Course Offerings:

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

- Conduct comprehensive risk assessments specific to the tourism industry.
- Develop and implement a robust tourism crisis management plan.
- Establish effective safety and security protocols for guests and staff.
- Lead an emergency response team during a crisis situation.
- Manage crisis communications with media, stakeholders, and the public.
- Utilize strategies for post-crisis recovery and reputation restoration.
- Enhance organizational resilience against future disruptions.
- Ensure compliance with international health and safety standards.
- Train staff on emergency procedures and their specific roles.
- Analyze case studies of past tourism crises to extract key lessons.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that effective learning in crisis management comes from doing, not just listening. The course will utilize a blended approach that combines expert-led presentations with dynamic, hands-on activities. Participants will engage in realistic crisis simulation exercises that challenge their decision-making and problem-solving skills in a controlled environment. In-depth case study analysis of real-world tourism crises will provide valuable insights into successful and unsuccessful strategies. Facilitated group discussions and collaborative workshops will encourage peer-to-peer learning and the sharing of diverse experiences. The program emphasizes the practical application of concepts, ensuring that participants leave with tangible tools and frameworks they can immediately implement in their own organizations. Our expert facilitators foster a supportive learning environment, providing continuous feedback and guiding participants to develop the confidence and competence needed to lead effectively through any crisis.

Course Agenda (Course Units):

Unit One: Foundations of Tourism Crisis and Risk Management

- The Nature of Crises in the Global Tourism Industry.
- Distinguishing Between an Incident, an Emergency, and a Crisis.
- The Crisis Lifecycle: Pre-Crisis, Crisis Response, and Post-Crisis Phases.
- Fundamentals of Risk Management: Identification, Analysis, and Evaluation.
- Vulnerability Assessment for Tourism Businesses and Destinations.
- Legal and Ethical Considerations in Tourism Safety.
- Historical Case Studies of Major Tourism Crises.

Unit Two: Developing Proactive Safety Protocols and Prevention Strategies

- Creating a Comprehensive Crisis Management Plan (CMP).
- Establishing a Crisis Management Team (CMT) with Clear Roles.
- Implementing Health and Safety Protocols (e.g., sanitation, food safety).
- Physical Security Measures for Hotels, Resorts, and Attractions.
- Developing Standard Operating Procedures (SOPs) for Emergencies.
- Planning for Natural Disasters: Hurricanes, Earthquakes, and Floods.
- Cybersecurity Threats and Data Protection in Hospitality.

Unit Three: Effective Crisis Response and Emergency Operations

- Activating the Crisis Management Plan and Team.
- Establishing an Emergency Operations Center (EOC).
- Incident Command System (ICS) for Tourism Scenarios.
- Managing On-the-Ground Emergency Logistics and Resources.
- Techniques for Effective Decision-Making Under Pressure.
- Caring for Guests and Staff During an Emergency.
- Coordinating with First Responders and Government Agencies.

Unit Four: Crisis Communication and Reputation Management

- Principles of Effective Crisis Communication.
- Developing a Crisis Communication Strategy and Key Messages.
- Managing Media Relations and Acting as a Spokesperson.
- Utilizing Social Media and Digital Channels During a Crisis.
- Internal Communication with Employees and Their Families.
- Managing Stakeholder Relations (e.g., investors, suppliers, partners).
- Countering Misinformation and Protecting Brand Reputation.

Unit Five: Post-Crisis Recovery and Building a Resilient Future

- Conducting a Post-Crisis Debrief and Performance Review.
- Strategies for Business Continuity and Service Restoration.
- Developing a Tourism Recovery Marketing Plan.
- Rebuilding Trust with Customers and the Travel Trade.
- Psychological Support for Staff and Guests Post-Crisis.
- Integrating Lessons Learned to Enhance Future Preparedness.
- Fostering a Culture of Resilience and Continuous Improvement.

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 interconnected global risks, can a tourism destination ever be truly 'crisis-proof,' or is the ultimate goal simply a higher state of perpetual preparedness and resilience?

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

This course distinguishes itself by adopting a holistic and strategic perspective on resilience, moving beyond standard procedural checklists for emergency response. While many programs focus solely on the operational aspects of managing a crisis, this training integrates the critical dimensions of leadership, strategic communication, and long-term organizational psychology. We emphasize the development of a 'resilience mindset' throughout an organization, rather than just a plan that sits on a shelf. The curriculum is uniquely structured around the entire crisis lifecycle, dedicating significant attention to the often-neglected pre-crisis prevention and post-crisis recovery phases, which are crucial for sustainable success. Through advanced simulations and in-depth analysis of complex, multi-faceted case studies, participants are challenged to think critically and make strategic decisions under pressure. The course focuses on the nuances of stakeholder management and reputation safeguarding in the digital age, providing insights that are directly applicable to the modern tourism landscape. It is an academic and practical exploration of building an agile, adaptive, and truly resilient tourism enterprise.