

# Learn how to plan effective crisis management from industry experts!



## Is Crisis Management Part of Your Company's Culture?

If not, your organization is at **risk**. Research<sup>1</sup> shows that companies who are crisis prepared:

- Incur 1/3 less incidents than companies that do not plan
- Stay in business longer
- Fare better financially
- Have stronger corporate reputations

<sup>1</sup>Mitroff & Alpaslan, 2003

## Do You Have a Crisis Management Plan?

In this cost effective and efficient online tourism crisis management certificate course for the Lodging Industry, learn not only **what** your organization needs to do to be crisis prepared, but **how**.

## Certification Description

Every resort, hotel or lodging enterprise should have a formal tourism crisis management plan to handle a variety of crises. The Tourism Crisis Management Certificate for Lodging is an interactive **online** certificate. This **online** Tourism Management Certificate will provide you with the tools necessary to develop a comprehensive tourism crisis management plan for your resort, hotel or lodging enterprise.

**Don't miss this opportunity to improve your organization's crisis preparedness!**

## Course Format

- Engage in lectures, readings, assignments and discussions **online**.
- Complete the program in 14 days.
- Interact with the instructor and network with up to 25 other industry professionals.

## Course Outline

Learn from the experts about the four phases of crisis management: Reduction, Readiness, Response and Recovery. For each phase, the course provides a step-by-step approach to guide not only **what** your organization should do to enhance its preparedness for a crisis, but **how**. Specific modules for resorts, hotels and other lodging enterprises include:

- Fundamentals of Tourism Crisis
- Fundamentals of Emergency Management
- Fundamentals of Tourism Crisis Management
- Reduction of Crisis Risk
- Crisis Readiness Planning
- Crisis Response Procedures
- Crisis Recovery Procedures and Tasks
- Final Assessment

**Register Today!**  
[www.tourismcrisis.com](http://www.tourismcrisis.com)

### Course Benefits

- Reduce your organization’s crisis vulnerability and mitigate the impacts to life, property and your brand if a crisis event does occur.
- Understand the foundations of tourism crises, emergency management and tourism crisis management.
- Obtain the tools necessary to enhance or develop your organization’s tourism crisis management plan.
- Develop a framework to evaluate your current risks.
- Learn proven strategies that focus on reduction, readiness, response and recovery.
- Learn to respond quickly to protect your organization.
- **Save** the time and costs of travel while learning **what** you need to do to reduce risk and **how**.

### Who Should Register for the Certificate Program?

Any lodging professional with responsibility for guest and employee safety needs to have formal training and expertise in tourism crisis management. General managers and key staff should be prepared for crises.

### How Do You Register?

To register: Go to [www.tourismcrisis.com](http://www.tourismcrisis.com) and click on the link to be directed to the University of Florida’s Continuing Education Web site.

**UF** | **Tourism Crisis Management Institute**  
 College of Health and Human Performance  
 UNIVERSITY of FLORIDA



*Hurricane Katrina heads for New Orleans in 2005. (Photo by NASA)*

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# Preparing for **CRISES**

Crisis Management Certification  
 for Lodging Professionals

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