FOR IMMEDIATE RELEASE
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UF’s tourism crisis management certificate programs would benefit ACTE corporate travel companies

GAINESVILLE, FL – Kate Farrell, director of the Global Programs for the Association of Corporate Travel Executives (ACTE) invited Timothy Tyrell, Ph.D. director of the Arizona State University’s Megapolitan Research Center, Lori Pennington-Gray, Ph.D., director of the Tourism Crisis Management Institute at the University of Florida, Cassia Spohn, Ph.D., School of Criminology and Criminal Justice at Arizona State University and Peter Tarlow, Ph.D. Texas A&M University and CEO of Tourism and More, Inc. to investigate the safety and security concerns associated with domestic and international travel and travel safety and security best practices among ACTE corporate travel buyer members.

Forty members responded to the online survey and 16 members completed the entire survey. The 16 firms who completed the survey reported company headquarters in (31.3%) Canada, (31.3%) Europe, (25%) United States, (6.3%) Asia-Pacific and (6.3%) the Middle East/Africa.

The pilot study asked travel members about their company’s stage of adoption and implementation of nine travel and safety security practices. The study found that 88.2% of the travel companies practiced emergency medical assistance for travelers as part of their safety and security best practices, although only 35.7% of travel companies included a medical supply kit and 41.2% included a communication device for travelers as part of their safety and security best practices.

“While the response to this pilot study was low, the study shows that travel companies are not doing all they can to prepare for catastrophic events. It is imperative for travel and tourism businesses and organizations to adopt safety and security practices as part of their tourism crisis management plans,” said Dr. Lori Pennington-Gray, Director of the Tourism Crisis Management Institute at the University of Florida.

“These travel companies would benefit from registering for the online Tourism Crisis Management Certificate programs at the UF,” said Pennington-Gray. The tourism crisis management certificate programs will teach professionals to create a solid tourism crisis management plan for their business or organization.

For information about the Tourism Crisis Management Certificate Programs, please visit www.dce.ufl.edu/sandbox/tourism or contact Elaine McLaughlin at (239) 292-0218, (352) 392-4042 x1315 or by email at emclaughlin@hhp.ufl.edu.