Why Choose TCMI’s Program?

TCMI is the only tourism focused crisis management institute in the world and has a team of seasoned professionals to facilitate the online program. This program is offered only at the University of Florida with its unique approach to blending current research with leaders who have planned and implemented crisis management for both tourism destinations and organizations. While other programs speak to general planning for all types of organizations, this is the only series targeted specifically to the tourism industry and its varied segments.

Who Should Participate?

The online program is designed for senior leadership within tourism organizations, including current and aspiring GM’s and executive team members, as well as mid to senior-level management who wish to build skills related to crisis reduction, readiness, response, and recovery from natural and human-induced disasters that affect their destination or organization.

How To Register

Go to www.tourismcrisis.org and click on the Continuing Education drop-down menu at the top. Then click on the Register for the Program Link.

For more information, please contact:

Tourism Crisis Management Institute
University of Florida
P.O. Box 118208
Gainesville, FL 32611-8208
Phone: 352-294-1658

www.tourismcrisis.org
Is Crisis Management Part of Your Organization's Culture?

If not, your organization is at risk.
- 2011 natural disasters cost global economies $435 billion
- Egypt lost $2.5 billion in tourism income due to political unrest between 2011 and February 2013
- Peru lost $60 million in tourism revenue when Machu Picchu closed due to flooding in 2010

Does Your Organization Have a Crisis Management Plan?

In this cost effective and efficient Online Continuing Education Program in Tourism Crisis Management, learn not only what your organization needs to do to be crisis prepared, but how!

Program Details

Every organization should have a formal tourism crisis management plan to handle a variety of crises. The Online Continuing Education Program in Tourism Crisis Management is an interactive online course that will provide you with the tools necessary to develop a comprehensive tourism crisis management plan for your organization.

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

Program Format

The course can be completed in a timely, effective manner. Time investment includes online lectures, online discussion boards between peer groups, background readings, and assignments that will help to build your organization’s tourism crisis management plan. Participants can complete each module lecture and assignments at their leisure.

Register Today!

www.tourismcrisis.org

Learn how to plan effective crisis management from industry experts!

Program Benefits

- Learn how your organization/destination can better prepare for crisis events that affect tourism and general economic well-being.
- Enable your organization/destination to respond to eventual crises and protect guests, employees, and your organization image/brand.
- Enables quick recovery after a crisis.
- Become networked to a group of industry professionals through shared learning that will build cooperation, best practice sharing, and assistance in times of crisis.
- Learn specific and tangible processes to create or significantly improve your current plan.
- A great developmental learning opportunity for leaders growing in the tourism industry.
- Developing a comprehensive, detailed, and actionable tourism crisis management plan that will enable your organization/destination to prepare for, respond to, and recover from a crisis event.