

TCMI Executive Team

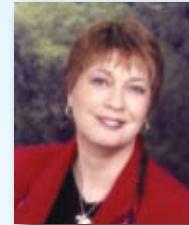
Lori Pennington-Gray, Ph.D.
Director
Tourism Crisis Management Institute
pennggray@hhp.ufl.edu



Brijesh Thapa, Ph.D.
Co-Director
Tourism Crisis Management Institute
bthapa@hhp.ufl.edu



Elaine McLaughlin, MPA, CDME
Director of Strategic Operations
Tourism Crisis Management Institute
emclaughlin@hhp.ufl.edu



Cynthia L Willming, Ph.D.
Program Assistant
Tourism Crisis Management Institute
willming@hhp.ufl.edu



photo courtesy of: Sambel Harbour Resort & Spa

For more information,
please contact:

**The Tourism Crisis
Management Institute
Department of Tourism, Recreation
and Sport Management
University of Florida
PO Box 118208
Gainesville, FL 32611-8208**

Tel: 352.392.4042

Fax: 352.392.7588

www.tourismcrisis.com

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

University of Florida
Tourism Crisis Management
Institute

**Will you be ready when a crisis
impacts your
local tourism industry?**



**We Can Help You Plan For the
Unexpected!**

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photo courtesy of: Visit Gainesville VCB

The Importance of Tourism Crisis Management

Tourism is one of the largest business sectors in the world. Total spending in 2007 was \$7,060.3 billion and total visitation worldwide in 2006 was 846 million, corresponding to an increase of 5.4% over the previous year (WTTC).

The importance of tourism to the economy is overwhelmingly significant. Therefore, tourism crisis management should take center stage as tourism organizations seek to maintain business continuity in today's unpredictable environment. Conducting an assessment of crisis management planning will enable tourism organizations to react quickly and safely when challenged with threats like:

- Hurricanes
- Public health issues
- Tsunamis
- Earthquakes
- Terrorism
- Plane crashes
- Tornadoes
- Crime

Tourism organizations need to be ready to protect employees and tourists visiting their destination.



photo courtesy of: The Beaches of South Walton



About the UF Tourism Crisis Management Institute (TCMI)

VISION

The vision of the TCMI is to be the premiere North American tourism crisis management institute providing innovative, scholarly and applied research-driven service to private and public sectors. Quality research is facilitated through interdisciplinary teams of experts with experience and knowledge in problem solving.

MISSION

The mission of the University of Florida's TCMI is to develop research-driven solutions to crises that address planning, preparedness, response and recovery issues in local, national and global tourism economies.



photo courtesy of: Amelia Island Plantation

BACKGROUND

The TCMI, established in 2007, is affiliated with the University of Florida's Department of Tourism, Recreation, and Sport Management and other allied academic disciplines. The Institute values the benefit of combining academic and sound business experience. Our Advisory Board includes experts who are associated with leading tourism businesses and team members who have researched, implemented and evaluated "best practices" for tourism organizations around the globe.

How Can We Help You?

TCMI will work with clients from the travel industry to evaluate, train and assist in tourism crisis reduction, readiness, response and recovery. We will help with planning for extraordinary events that disrupt normal business in the vital tourism industry.



TCMI supports Research & Scholarship:

- Tourism Crisis Management Planning for Local, State, and National Agencies
- Visitor Attitudes & Behaviors associated with Tourism Crises
- Tourism Crisis Management Manuals and Manuscripts associated with best practices for the four stages of planning

TCMI supports Training & Education:

- Tourism Crisis Management Planning Workshops for State and Local Tourism and Hospitality Management Associations
- Tourism Crisis Management training and certification for industry businesses and destination management organizations
- Presentations on best practices to industry and emergency management conferences and conventions

TCMI supports Consulting:

- Tourism Crisis Management Plans
- Tourism Crisis Management Best Practices
- Working with your local Emergency Management