

Course Benefits

- Reduce your destination’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 destination’s tourism crisis management plan.
- Develop a framework to evaluate your current risk.
- Learn proven strategies that focus on reduction, readiness, response and recovery.
- Learn to respond quickly to protect your destination’s image, jobs and opportunity for a better recovery.
- **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 destination management organization professional with responsibility for visitor safety and destination image needs to have formal training and expertise in tourism crisis management. CEOs and key staff should be prepared for crises.

How Do You Register?

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

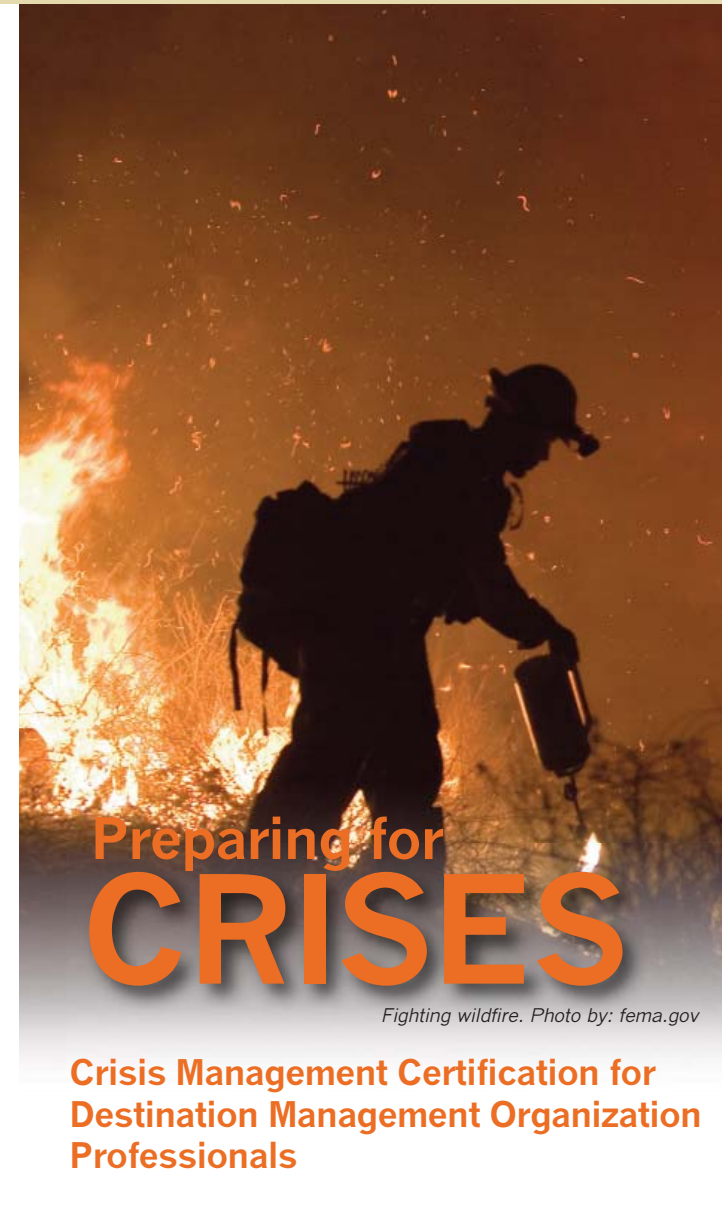


An amusement park in Gulf Shores, AL destroyed by Hurricane Ivan.
(Photo by: FEMA Photo/Jocelyn Augustino)

For more information, please contact:
Tourism Crisis Management Institute
Department of Tourism, Recreation
and Sport Management
University of Florida
P.O. Box 118208
Gainesville, FL 32611-8208

Phone: 352.392.4042 ext. 1315
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www.tourismcrisis.com



**Crisis Management Certification for
Destination Management Organization
Professionals**



Is Crisis Management Part of Your Company's Culture?

If not, your organization is at **risk**. NOAA¹ compiled the damage of weather disasters from 1980-2008 and found that:

- Tropical Storms/Hurricanes have caused 367.3 billions of dollars in damage
- Heatwaves/Droughts have caused 180.2 billions of dollars in damage
- Non-Tropical Floods have caused 70.5 billions of dollars in damage

1. <http://www.ncdc.noaa.gov/oa/reports/billionz.html>

Do You Have a Crisis Management Plan?

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

Certification Description

Every destination should have a formal tourism crisis management plan to handle a variety of crises. The Tourism Crisis Management Certificate for Destination Management Organizations 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 destination.

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.

Learn how to plan effective crisis management from industry experts!

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**. Destination leaders will learn how to reduce risk and recover more quickly through a series of modules designed specifically for the DMO. These 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



Ground Zero Memorial at St. Paul's Church in New York, NY. (Photo by: Lauren Hobart/FEMA News Photo)

Register Today!
www.tourismcrisis.com