



BUSINESS CONTINUITY AND CRISIS MANAGEMENT | BCCM-018

Crisis Management in Tourism and Hospitality

Contact

+31 85 7444446
info@aractech.com
https://aractech.com

Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

Tourism and hospitality are highly exposed to crises, from natural disasters and pandemics to security incidents and reputational events. Guests' safety and the destination's image are at stake.

This Aractech course covers crisis risks in tourism, guest safety and emergency response, crisis communication, working with authorities and partners, business continuity, reputation recovery and destination resilience. Participants develop a hospitality crisis plan.

Course Methodology

- Tourism case studies
- Planning workshops
- Simulation exercises
- Group discussions
- Reviews

Course Objectives

- Identify crisis risks in tourism and hospitality
- Protect guests and staff during emergencies
- Communicate during tourism crises
- Coordinate with authorities and partners
- Maintain business continuity
- Recover reputation and demand

Target Audience

- Hotel and resort managers
- Tour operators

Course content

- Destination management staff
- Tourism officials

Course outline

Detailed course outline

Day-by-day outline for Crisis Management in Tourism and Hospitality.

Day 1 - Tourism Crisis Risks

- 09:00-09:45 | Risk landscape
- 09:45-10:30 | Recent crises
- 10:30-11:00 | Stakeholders
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Stakeholders (continued)
- 11:45-12:30 | Duty of care
- 12:30-14:00 | Exercise: Risk review

Day 2 - Guest Safety

- 09:00-09:45 | Emergency response
- 09:45-10:30 | Evacuation
- 10:30-11:00 | Medical emergencies
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Medical emergencies (continued)
- 11:45-12:30 | Guest information
- 12:30-14:00 | Workshop: Response plan

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Day 3 - Communication

- 09:00-09:45 | Crisis communication
- 09:45-10:30 | Media and social media
- 10:30-11:00 | Guests and families
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Guests and families (continued)
- 11:45-12:30 | Partners
- 12:30-14:00 | Simulation: Tourism crisis

Day 4 - Continuity

- 09:00-09:45 | Operations continuity
- 09:45-10:30 | Cancellations
- 10:30-11:00 | Staff
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Staff (continued)
- 11:45-12:30 | Finance
- 12:30-14:00 | Case study: Destination recovery

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Day 5 - Recovery

- 09:00-09:54 | Reputation recovery
- 09:54-10:48 | Marketing
- 10:48-11:00 | Destination resilience
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Destination resilience (continued)
- 12:12-13:06 | Lessons
- 13:06-14:00 | Capstone: Hospitality crisis plan

Seminar dates

Available seminar dates

Live dates and pricing for Crisis Management in Tourism and Hospitality generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Barcelona	Classroom	€2,815
7 - 11 December 2026	Paris	Classroom	€3,825
11 - 15 January 2027	Munich	Classroom	€3,225
8 - 12 February 2027	Amsterdam	Classroom	€2,830
8 - 12 March 2027	London	Classroom	€2,315
12 - 16 April 2027	Istanbul	Classroom	€1,978
10 - 14 May 2027	Cape Town	Classroom	€1,625
14 - 18 June 2027	Barcelona	Classroom	€2,815
12 - 16 July 2027	Paris	Classroom	€3,825
9 - 13 August 2027	Munich	Classroom	€3,225

Seminar dates

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Date	Location	Format	Fee
13 - 17 September 2027	Amsterdam	Classroom	€2,830
11 - 15 October 2027	London	Classroom	€2,315
8 - 12 November 2027	Istanbul	Classroom	€1,978
13 - 17 December 2027	Vienna	Classroom	€3,225
16 - 20 November 2026	Online / Live	Online / Live	€1,815
7 - 11 December 2026	Online / Live	Online / Live	€1,815
11 - 15 January 2027	Online / Live	Online / Live	€1,815
8 - 12 February 2027	Online / Live	Online / Live	€1,815
8 - 12 March 2027	Online / Live	Online / Live	€1,815
12 - 16 April 2027	Online / Live	Online / Live	€1,815

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Date	Location	Format	Fee
10 - 14 May 2027	Online / Live	Online / Live	€1,815
14 - 18 June 2027	Online / Live	Online / Live	€1,815
12 - 16 July 2027	Online / Live	Online / Live	€1,815
9 - 13 August 2027	Online / Live	Online / Live	€1,815
13 - 17 September 2027	Online / Live	Online / Live	€1,815
11 - 15 October 2027	Online / Live	Online / Live	€1,815
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