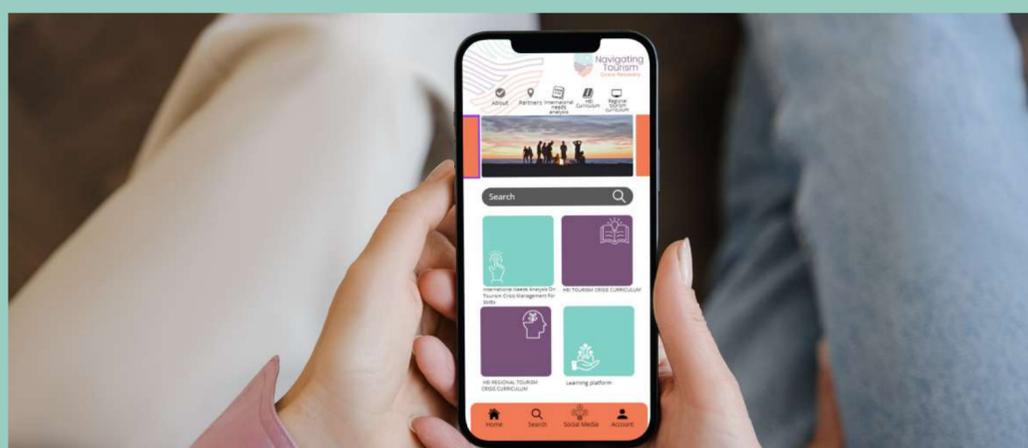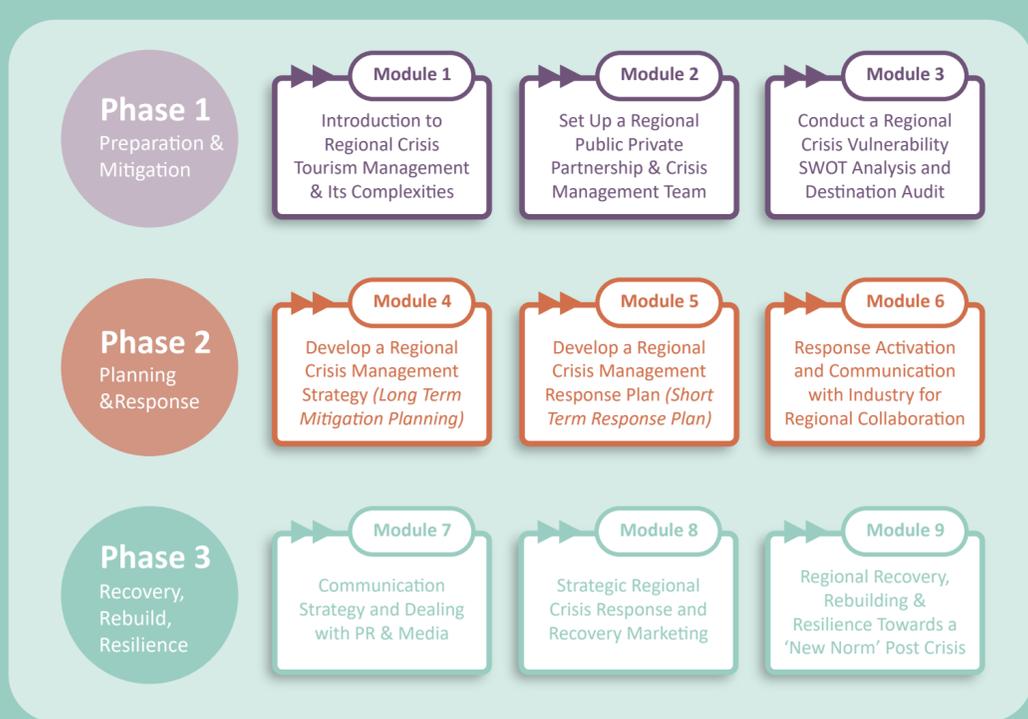# Navigating Tourism
## Crisis Recovery

## Navigating Tourism Crisis Recovery project: approaching the end of the journey



Through the development of training package and crisis navigator (Intellectual Output 3) we aim to provide SMEs, tourism networks and VET tourism providers with access to an innovative learning model that can be incorporated into their business operations so that they may expand their current offer in the topic of early detection of crisis management.

The teaching model centered around navigating and managing the challenges businesses face with crisis management is divided into three phases and presented over nine different modules. Each phase gives the user the required knowledge and analysis of the necessary action taken in handling various crises.

| Phase 1 Preparation & Mitigation | Module 1 Introduction to Regional Crisis Tourism Management & Its Complexities | Module 2 Set Up a Regional Public Private Partnership & Crisis Management Team | Module 3 Conduct a Regional Crisis Vulnerability SWOT Analysis and Destination Audit |
|---|---|---|---|
| Phase 2 Planning &Response | Module 4 Develop a Regional Crisis Management Strategy *(Long Term Mitigation Planning)* | Module 5 Develop a Regional Crisis Management Response Plan *(Short Term Response Plan)* | Module 6 Response Activation and Communication with Industry for Regional Collaboration |
| Phase 3 Recovery, Rebuild, Resilience | Module 7 Communication Strategy and Dealing with PR & Media | Module 8 Strategic Regional Crisis Response and Recovery Marketing | Module 9 Regional Recovery, Rebuilding & Resilience Towards a 'New Norm' Post Crisis |

## News

### Global Tourism Resilience Day: Celebrating the recovery of tourism post pandemic



Two weeks ago, the United Nations declared February 17 as International Tourism Resilience Day to be recognized annually, starting this month. This dedication acknowledges how the tourism industry has been affected

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## What 's next?

We will be meeting in Germany this April to review the results of the pilot testing of the two sets of modules created and how this feedback has been incorporated into the module design, discuss the upcoming organization of the regional workshops along with the release of the modules intended for the tourism business community, and finally, evaluate how we can improve promotional activities to drive traffic to the website so potential users can experience the many resources provided.

## Do you want to collaborate in the pilot testing?
### *Providing your review is relatively easy*

A good place to start is reviewing **the Needs Analysis of the project**. It will give you a good overview of the project. We are not expecting you to look at all of the parts, but if you could pick one of them and give us feedback with answering a few questions by clicking on this link:

**FILL OUT THE SURVEY**

The next step is to look at **the HEI Curriculum (See here)**. The package consists of nine modules. We would like you to pick one module for reviewing and again, answer a few questions by clicking on this link:

**FILL OUT THE SURVEY**

## Project Partners

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