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Professional Certificate in Travel Risk Management for Tour Operators

## Crisis Management Planning

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### **\*\*Activation\*\***

: The process of implementing a crisis management plan in response to an actual crisis. This involves initiating communication protocols, mobilizing resources, and executing pre-planned procedures to manage the situation effectively.

### **\*\*Business Continuity Planning (BCP)\*\***

: A set of procedures and processes designed to ensure the continuity of critical business functions during and after a crisis. BCP focuses on maintaining or quickly resuming business operations to minimize the impact on the organization, its customers, and stakeholders.

### **\*\*Crisis\*\***

: An unexpected event or situation that threatens the safety, security, or well-being of an organization, its employees, or its customers. Crises can be natural disasters, accidents, political unrest, or other unforeseen circumstances that require immediate action and management.

### **\*\*Crisis Communication Plan\*\***

: A component of a crisis management plan that outlines how an organization will communicate with its stakeholders during a crisis. This includes internal and external communication strategies, key messages, and communication channels.

### **\*\*Crisis Management Plan\*\***

: A comprehensive document that outlines the procedures, protocols, and resources an organization will use to manage a crisis. It includes strategies for preventing, mitigating, responding to, and recovering from crises.

### **\*\*Crisis Management Team (CMT)\*\***

: A group of individuals responsible for managing a crisis. The CMT typically includes senior leaders, subject matter experts, and representatives from various departments within the organization.

### **\*\*Crisis Prevention\*\***

: Proactive measures taken to prevent or minimize the likelihood of a crisis occurring. This can include risk assessments, training, and the implementation of policies and procedures.

### **\*\*Crisis Response\*\***

: The immediate actions taken to manage a crisis once it has occurred. This can include evacuation, communication with stakeholders, and the implementation of emergency procedures.

### **\*\*Crisis Recovery\*\***

: The process of restoring normal operations and recovering from the impact of a crisis. This can include

rebuilding infrastructure, repairing reputational damage, and providing support to affected individuals.

**\*\*Disaster Recovery Plan (DRP)\*\***

: A subset of a crisis management plan that outlines the procedures for restoring critical IT infrastructure and systems following a disaster. A DRP focuses on ensuring the availability of data, applications, and technology resources needed to support business operations.

**\*\*Emergency Response Plan (ERP)\*\***

: A plan that outlines the procedures for responding to an emergency situation, such as a fire, flood, or active shooter. An ERP typically includes evacuation procedures, communication protocols, and the deployment of resources.

**\*\*Exercise and Testing\*\***

: Regular testing and exercises of a crisis management plan to ensure its effectiveness and identify areas for improvement. Exercises can include tabletop simulations, full-scale drills, or walkthroughs of specific scenarios.

**\*\*Hotel Security\*\***

: The measures taken to ensure the safety and security of guests and staff in a hotel or resort. This can include physical security measures, such as CCTV cameras and access controls, as well as procedures for managing emergencies and crises.

**\*\*Incident Management\*\***

: The processes and procedures for managing and resolving incidents, which are events that may escalate into a crisis if not addressed promptly. Incident management involves identifying, assessing, and mitigating risks, as well as communicating with stakeholders.

**\*\*Medical Emergency Response Plan (MERP)\*\***

: A plan that outlines the procedures for responding to medical emergencies, such as injuries or illnesses, in a travel or tourism context. A MERP typically includes procedures for evacuation, first aid, and communication with medical professionals.

**\*\*Risk Assessment\*\***

: The process of identifying, evaluating, and prioritizing potential risks to an organization or its operations. A risk assessment can inform the development of a crisis management plan and help an organization prepare for potential crises.

**\*\*Scenario Planning\*\***

: The process of developing hypothetical scenarios to test the effectiveness of a crisis management plan. Scenario planning can help an organization identify gaps in its plan and develop strategies for addressing potential crises.

**\*\*Tabletop Exercise\*\***

: A type of crisis management exercise that involves simulating a crisis scenario and walking through the response plan in a controlled environment. Tabletop exercises can help identify areas for improvement and

refine response procedures.

**\*\*Travel Risk Management\*\***

: The processes and procedures for identifying, assessing, and mitigating risks to travelers and tourists. Travel risk management can include pre-travel planning, emergency response procedures, and communication protocols.

**\*\*Vendor Management\*\***

: The process of selecting, managing, and monitoring vendors and suppliers to ensure they meet the organization's standards for safety, security, and quality. Vendor management can be particularly important in a crisis context, as vendors may play a critical role in the organization's response.