

# Management of Wider Stakeholders - Travel & Tourism. CPD4

“Travel and tourism is a vital part of national development and income, and yet many countries still lack sufficient policies and plans to help them respond to the needs of tourists and the tourist profession. Too often Tourism is the forgotten factor.”

**Richard Gordon**

*Head, Disaster Management Centre*

**Providing world class  
training & expert  
technical assistance.**

Our Disaster Management professional courses draw upon a wide range of disciplines; from ‘hard’ to ‘soft’ sciences. They focus around complex, political, social and economic activities and help students to reflect upon the governance of a country, community or business.



## **Richard Gordon MBE**

Richard has delivered disaster management programmes for governments and national agencies in the Middle East, Africa, South and East Asia, Europe and South America.

His instructing team comprises international subject matter expertise, current practitioner experience and rigorous academic underpinning.



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CPD4

## Course Overview

This course examines the unique needs of the travel and tourism sectors when the victim of, or responding to a disaster. You will learn about the critical resources of the sector and consider the management issues associated with

integrating travel and tourism into wider national disaster management frameworks. You will study disaster risk reduction, response and recovery as they affect travel & tourism whilst considering the needs of tourists and the responsibilities of travel and tour operators.

## Course Content

- Current development within the travel and tourism sector.
- Benefits to integration with national emergency management.
- Barriers to integration with national emergency management.
- The specific needs of tourists.
- Needs and integration opportunities within air travel.
- Needs and integration opportunities within sea travel.
- Needs and integration opportunities within hotel companies.
- Roles and responsibilities of the Ministry of Tourism.
- Designing and integrating situational awareness information systems.

## Key Facts

This course is delivered over 5 days. Students who successfully complete this course can:

- Register for our online learning platform for additional training.
- Register to complete the necessary assessment to gain MSc credits.\*

*\* Students will be required to have English Language Skills (IELTS level 6) and evidence of a suitable First Degree or recognised equivalent.*

## Available courses:

CPD1: Developing Policies & Plans

CPD2: Management of Natural Disasters

CPD3: Management of Technological, Social and Intentional Disasters

CPD4: Management of Wider Stakeholders

CPD5: Management of External Assistance

CPD6: Management of Communication & Learning

CPD7: Public Health Resilience & Response

CPD8: Foreign Policy Analysis & Crisis Management

CPD9: Disaster Management for Business Professionals



## Disaster Management Centre

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