Strategic Crisis Communication and Reputation Management for Tourism Training Course

05 - 09 Oct 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #TOU7255_462124

Course Introduction / Overview:

The tourism industry, by its very nature, is susceptible to a wide range of crises, from natural disasters and health pandemics to political instability and acts of terrorism. How an organization communicates and manages its reputation during such events is the single most critical factor in its survival and recovery. This is the central premise of the Strategic Crisis Communication and Reputation Management for Tourism Training Course offered by BIG BEN Training Center. This comprehensive program is designed for professionals who want to master the art and science of proactive crisis preparedness and effective response. Drawing on key academic concepts from authors like Kathleen Fearn-Banks, whose work on crisis communication is highly regarded, the course delves into key areas including crisis planning, media relations, stakeholder communication, and post-crisis recovery. Participants will learn how to anticipate potential threats, create a rapid response team, and develop compelling, transparent messages that build trust with the public, media, and affected stakeholders. The curriculum addresses the complexities of communicating in a 24/7 news cycle and social media environment. By focusing on both the theoretical foundations and practical applications, BIG BEN Training Center ensures participants are equipped to not only mitigate damage during a crisis but also to emerge with their brand reputation intact or even strengthened.

Target Audience / This training course is suitable for:

- Public relations and communications managers.
- Tourism and hospitality executives.
- Government officials in tourism ministries.
- Hotel and resort brand managers.
- Risk management professionals.
- Customer relations and front office staff.

Target Sectors and Industries:

- Tourism and hospitality.
- Airlines and transportation.
- Travel agencies and tour operators.
- Government tourism authorities.
- Event management.
- Public relations and communications agencies.

Target Organizations Departments:

- Public Relations.
- Corporate Communications.
- Crisis Management.
- Risk Management.
- Marketing.
- Operations.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive crisis communication plan for a tourism organization.
- Form a dedicated crisis management team and define their roles.
- Master the art of effective media relations during a crisis.
- Utilize social media as a tool for real-time crisis communication and monitoring.
- Manage a tourism brand's reputation before, during, and after a crisis.
- Craft transparent and empathetic messages for various stakeholders.
- Conduct post-crisis analysis to improve future preparedness.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to foster deep learning and skill application. The approach is centered on real-world scenarios and hands-on activities, ensuring that participants can immediately apply the concepts learned to their professional environments. The training incorporates a mix of engaging methods, including collaborative group work and in-depth case studies of major tourism crises to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex media interviews, stakeholder briefings, and social media responses under pressure. Course content is delivered through a combination of expert-led discussions, interactive workshops, and peer-to-peer feedback sessions. This comprehensive training approach, which includes practical exercises and reflection, is a hallmark of BIG BEN Training Center. The methodology is structured to cover essential topics such as crisis planning, media management, and reputation recovery, reinforcing the learning with practical, actionable insights. By using a variety of teaching tools, the course ensures that participants are not just passive recipients of information but active participants in their own learning journey, capable of implementing sophisticated crisis communication strategies in a way that is both effective and brand protective.

Course Agenda (Course Units):

Unit One: Foundations of Tourism Crisis Management

- Defining a crisis in the tourism context.
- The lifecycle of a crisis.
- The importance of proactive crisis planning.
- Identifying potential threats and vulnerabilities.
- Building a crisis management team and defining roles.
- Communication as a core component of crisis management.
- Case studies: lessons from past crises.

Unit Two: Developing a Crisis Communication Plan

- Key components of a robust crisis plan.
- Creating pre-approved messaging and holding statements.
- Establishing a crisis control center.
- Internal communication strategies during a crisis.
- Developing stakeholder-specific communication plans.
- The role of technology and communication tools.
- Training crisis team.

Unit Three: Media and Public Relations in a Crisis

- Mastering media relations under pressure.
- Crafting and delivering effective press statements.
- The role of the spokesperson.
- Managing traditional media and online news outlets.
- Navigating a 24/7 news cycle.
- Building trust and transparency with the public.
- Simulated media interview exercises.

Unit Four: Digital Crisis Communication and Reputation Management

- The unique challenges of social media in a crisis.
- Monitoring and listening to online conversations.
- Developing a social media crisis protocol.
- Engaging with influencers and online communities.
- Reputation management and online review platforms.
- Post-crisis digital cleanup.
- Case studies of social media crisis management.

Unit Five: Post-Crisis Recovery and Resilience

- Conducting a post-crisis analysis and debrief.
- Strategies for rebuilding brand reputation and trust.
- Communicating recovery efforts to stakeholders.
- The role of leadership in post-crisis recovery.
- Developing a long-term resilience strategy.
- The psychological impact of a crisis on employees and customers.
- Final project: a comprehensive post-crisis recovery plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In a crisis, how can a tourism organization effectively balance the immediate need for rapid and transparent communication with the legal and ethical considerations of releasing information to the public?

What unique qualities does this course offer compared to other courses?

This course provides a distinct and specialized focus on the intersection of crisis communication and the unique vulnerabilities of the tourism industry. Unlike general crisis management programs, this training course is tailored to address the specific challenges that tourism organizations face, such as multi-jurisdictional issues, traveler safety, and the emotional impact of a crisis on a brand's image. The curriculum is distinguished by its emphasis on both proactive planning and effective real-time response, providing a holistic framework that prepares participants for a wide array of potential scenarios. It goes beyond tactical communication tips to provide a strategic understanding of how to protect and rebuild a brand's most valuable asset: its reputation. By combining academic principles with practical, industry-specific case studies, BIG BEN Training Center ensures that participants are equipped to handle any crisis with confidence, competence, and foresight.