Develop guidelines to improve the resilience and crisis preparedness of the tourism businesses in the sector, with examples to address common risks and vulnerabilities

Level	European
To whom is directed	Professional Associations
Who should be involved?	Tourism Businesses
Time bound	Short-term
Effort	Low Effort
Why?	The tourism industry is **particularly susceptible to a variety of crises**, ranging from natural disasters and pandemics to political instability and economic downturns. These events can disrupt operations, endanger staff and visitors, and lead to significant financial losses. Therefore, having well-structured guidelines provides businesses with a clear roadmap on how to anticipate, mitigate, prepare for, and respond to such crises. This will minimise disruption and ensure a faster recovery. Moreover, guidelines foster a sense of uniformity and coherence across the tourism sector. When businesses, regardless of their size or location, follow standardised procedures and protocols, the entire ecosystem becomes more resilient. This consistency is vital, especially in times of crisis, as it ensures that all players are on the same page, facilitating smoother coordination and collaboration. These guidelines are particularly invaluable for SMEs, which often lack the resources and expertise to develop comprehensive crisis management plans on their own. They provide a foundation upon which these businesses can build their own tailored strategies, thus levelling the playing field.

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High-level implementation steps and options	*Develop Resilience and Crisis Management Guidelines* • Create sector specific guidelines and standard operating procedures for preventing, preparing and managing crisis, leveraging existing tourism crisis management guidelines. • Develop/Adapt and provide access to tools, templates, and checklists for resilience building and crisis preparedness and response. *Develop/adapt and share ready to use templates and material* • Framework for businesses to conduct thorough risk assessments tailored to their specific operations. This includes identifying potential crisis scenarios, evaluating their impact, and ascertaining the likelihood of occurrence. • Framework for SWOT analysis exercises. • Guidelines for developing crisis management plans. • Guidelines for developing crisis communication plans. • Develop a manual to support members to make use of the available tools.