Optimise at national, regional and local levels (leveraging vertical coordination mechanism) the reach of existing public communication mechanisms for crisis communication and information (also considering reverse 112 system for urgent communications), or develop new ones, to effectively inform tourism businesses, tourists and residents in case of crisis on the measures in force

Level	National
To whom is directed	National Tourism Organisations (NTO), Regional Destination Management Organisation (DMO)
Who should be involved?	National Tourism Authorities (NTA), Regional Tourism Authorities (RTA), Regional and Local Destination Management Organisations (DMO), Industry Associations, Tourism Businesses, Residents, Tourists, National and regional statistical institutes (NSI)
Time bound	Medium-term
Effort	Moderate Effort
Why?	**Clear communication channels and access to accurate information are critical needs** for the tourism ecosystem to effectively respond and recover from future crisis events. In times of crisis, **transparent communication ensures that relevant information reaches all stakeholders, including tourism businesses, tourists, and residents.** It enables the dissemination of vital updates, safety protocols, and travel advisories, allowing businesses to adapt their operations and to make informed decisions. Currently, in some destinations, there are no communication platforms providing crisis communication and information to tourism businesses, tourists, and residents. Where such platforms do exist, they often fail to cover all relevant stakeholders or address all necessary topics. It is, therefore, important to optimise existing communication platforms, or develop new ones, to effectively inform tourism businesses, tourists and residents during crisis events.
High-level implementation steps and options	*Assess existing communication platforms and identify needs* • Evaluate the effectiveness of current public platforms used for communication and information. Assess their reach, usability, and the type of information they provide. • Ascertain any gaps in their use for crisis communication and information and in their reach to the targeted audience: tourism businesses, tourists and residents.

Optimise at national, regional and local levels (leveraging vertical coordination mechanism) the reach of existing public communication mechanisms for crisis communication and information (also considering reverse 112 system for urgent communications), or develop new ones, to effectively inform tourism businesses, tourists and residents in case of crisis on the measures in force

High-level implementation steps and options	*Define how the crisis communication and information sharing platform should look like and its functional and technical requirements*
	
	 • It should target Tourists, Tourism Business and Residents – and cover all pertinent information related to the crisis event, such as:
	      o Relevant news updates and developments regarding the crisis.
	      o Indicators & Data about the evolution of the crisis. Cooperate with national/regional statistical offices, to collect this information.
	      o Government policies and directives.
	      o Travel advice, restrictions, and protocols for tourists.
	      o Guidelines for tourism businesses.
	      o Available financial and technical support, including information on how to apply.
	      o Tips and resources for crisis preparedness and management.
	      o Other essential information relevant to informed decision-making and situational awareness.
	 • It should be an intuitive and user-friendly interface that is accessible across various devices, including desktops, tablets, and smartphones.
	 • It should be regularly updated with relevant information for the target stakeholders to ensure its relevance and reliability.
	
	 Design or update a crisis communication platform
	
	 • Improve an existing communication platform or design a new one considering the assessment done and the established functional and technical requirements.
	
	 Develop a Crisis Communication AI Chatbot to support users of the platform
	
	 • Implement an AI-powered chatbot that can provide stakeholders with real-time information and assistance during a crisis, available in multiple languages and 24/7.
	
	 Implement a strong promotional campaign to create awareness of this platform
	
	 • Launch a campaign to promote the platform to tourism businesses, tourists, and residents. Use various channels such as social media, e-mail newsletters, and industry events.