



UNWTO Commission for the Middle East

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Item 5 of the Provisional Agenda

ENHANCING TOURISM'S RESILIENCE IN THE REGION

(a) CUSTOMIZING THE USE OF UNWTO's CRISIS COMMUNICATION TOOLBOX

Note by the Secretary-General

The attached document contains information on optimizing the use, by Members of the Commission, of a practical handbook on Crisis Communication, recently published by UNWTO, as part of the Organization's Risk and Crisis Management programme.

TOOLBOX ON CRISIS COMMUNICATIONS IN TOURISM

1. Crisis communications is a crucial element of good crisis management systems. It helps limit the negative impact of a crisis by addressing the information needs of all industry stakeholders in an efficient, timely and responsible manner.
2. Against this background, UNWTO has developed for the National Tourism Administrations, Destination Management Organizations and the private sector involved in travel and tourism, a comprehensive, up-to-date Toolbox on Crisis Communications in Tourism. It includes step-by-step protocols, checklists, sample templates configured by type of crisis and media categories, guidelines for measuring effectiveness, best practices and a special chapter fully dedicated to the use of social media in times of crisis.
3. This Toolbox is designed to be used as catalyst when preparing a Crisis Communications Plan. It can be used to form the basis of individual plans and be expanded according to the individual needs of each user. Templates and checklists make it a tool to be used immediately when the need arises. Although there is wide consensus that solid crisis communication plans are necessary and that training is essential, there are still many stakeholders from the sector that are not sufficiently prepared and often caught by surprise.
4. This Toolbox is a living document, allowing all stakeholders to become better prepared to react to crises. It is with this aim that UNWTO has decided to make it available with very special licensing terms to all those who decide to use it as the basis for their own crisis communication plan.
5. The Arabic version of this Toolbox, which has been recently finalized, has been already licensed by several countries and are currently in the process of customization to their specific audiences.
6. For other countries interested, it is important to note that this customization can and should include templates in the official languages of UNWTO into which the Toolbox has been translated into Arabic. Through this, Member States Administrations, whether national or local authorities, have the possibility to address important source market directly in English, French, Spanish or Russian.
7. Details on license agreements for a customized use of the Toolbox are provided below.

A. Member States

License fee: free of charge

Entitlement:

- Member States and other institutions of public character have the right to modify and expand on the Toolbox for, among others, their further development, increasing the relevance, improving usability and taking into account the general and specific situation of the travel and tourism sector in their country.

- The rights can include translation rights.
- The Toolbox shall be disseminated to the stakeholders specified only and be free of charge. The electronic dissemination of the Toolbox shall be limited to extranets, which are accessible to the agreed stakeholders only.
- A copy of the modified document shall be sent upon finalization to UNWTO for documentation and to be taken into account for future editions of the Toolbox.
- UNWTO will facilitate the Toolbox in Microsoft WORD format.

B. Affiliate Members and Not-for-Profit Associations

License fee: 500 EUROS

Entitlement:

- Affiliate Members and Not-for-Profit Associations have the right and are encouraged to modify and expand on the Toolbox for, among others, their further development, increasing the relevance, improving usability and taking into account the general and specific situation of the members and stakeholders they represent or usually address.
- The rights can include translation rights.
- The Toolbox shall be disseminated to the stakeholders and Members specified only and be free of charge. The licensee is not allowed to resell it or disseminate to the group outside the agreed constituent stakeholders. The electronic dissemination of the Toolbox shall be limited to extranets, which are accessible to the agreed stakeholders only.
- A copy of the modified document shall be sent upon finalization to UNWTO for documentation and to be taken into account for future editions of the Toolbox.
- UNWTO will facilitate the Toolbox in Microsoft WORD format.

C. Commercial Enterprises/For-Profit Organizations:

License fee: 1000 EUROS

Entitlement:

- Commercial Enterprises and For-Profit Associations have the right to modify and expand on the Toolbox for, among others, their further development, increasing the relevance, improving usability and taking into account the general and specific situation of the members and stakeholders they represent or usually address.
- The rights can include translation rights.
- The Toolbox shall be disseminated to the stakeholders and Members specified only and be free of charge. The licensee is not allowed to resell it or disseminate to the group outside the agreed constituent stakeholders. The electronic dissemination of the Toolbox shall be limited to extranets, which are accessible to the agreed stakeholders only.
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For further information please contact UNWTO's Risk and Crisis Management Programme at
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