



THE UNIVERSITY
OF THE
WEST INDIES



GTRCMC
GLOBAL TOURISM RESILIENCE
& CRISIS MANAGEMENT CENTRE

PROJECT BRIEF

Project Title

GTRCMC Academic Chair

Project Objective(s)

The objective of the project is to establish an Academic Chair in Resilience and Innovation at The University of the West Indies

Expected Outcomes

The Academic Chair will lead the academic component of the GTRCMC. More specifically, the Academic Chair will (1) undertake global research on the tourism resilience and crisis management; (2) facilitate public private partnerships between and among governments, the academic community, civil society, the private sector and international organizations and (3) undertake grant writing for the purpose of funding research projects to be undertaken by the centre.

Project Beneficiaries

- Academics
- Policy Makers
- Academic Institutions
- Nations planning tourism resilience planning strategies
- National, regional and international entities managing tourism resources
- National, regional and international entities operating in the tourism sector
- National, regional and international entities implementing or undertaking resilience strategies
- Groups operating in the tourism sector
- Groups operating in any resilience space
- Individuals operating in or benefiting from the tourism sector
- Global Citizens

Project Duration:

36 months