



THE UNIVERSITY
OF THE
WEST INDIES



GTRCMC
GLOBAL TOURISM RESILIENCE
& CRISIS MANAGEMENT CENTRE

PROJECT BRIEF

Project Title

GTRCMC Measurement Framework for Global Tourism Resilience Readiness: Tourism Resilience Barometer

Project Objective(s)

To develop and validate a 'Measurement Framework for Global Tourism Resilience Readiness'. This framework will include a 'Global Indices for Tourism Resilience Readiness'.

Expected Outcomes

This Framework will essentially assist policy makers, destination operators, public/private companies, educational institutions, governments (or specific government ministries), nongovernmental organizations (NGOs) or other stakeholders determine the level of tourism resilience readiness across countries. Through the framework and index, stakeholders will be able to: (1) determine, through a composite score and ranking, how well a country is doing as it relates to tourism resilience; (2) identify Tourism Resilience gaps across countries and, implement corrective strategies to prepare these countries for various disruptions; (3) allow progress on global tourism resilience to be measured over time and (4) provides new information which helps deepen understanding of global tourism resilience as it enable comparison and facilitate discussion based on the "big picture" rather than many separate indicators.

Project Beneficiaries

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:

10 months

