

BC TOURISM EMERGENCY MANAGEMENT FRAMEWORK

VISION

AN EMERGENCY MANAGEMENT SYSTEM FOR TOURISM IN BRITISH COLUMBIA THAT SUPPORTS THE SAFETY OF VISITORS, THE VIABILITY OF TOURISM BUSINESSES, AND OUR REPUTATION AS A SAFE AND WELCOMING DESTINATION.

PRINCIPLES

ALIGNMENT

Tourism emergency management is aligned with the B.C. emergency management system.

INTEGRATION

Tourism partners collaborate to integrate tourism considerations into the B.C. emergency management system.

ROLES & RESPONSIBILITIES

Emergency management is a shared responsibility where all tourism partners play a role.

OBJECTIVES



MITIGATION

The tourism sector continues to build resilience to support business continuity, crisis communications and post-disaster marketing in the face of disaster events.

OUTCOMES

- Ongoing research to improve tourism resilience and emergency management
- Development of standards of training
 - Database of industry resources
- Industry level coordination
 - Contingency funding
 - Tools for Hazard, Risk and Vulnerability Analysis (HRVA) for tourism operators to mitigate or reduce risk

TOOLS

- Tourism Emergency Management Committee Annual Work Plan



PREPAREDNESS

Tourism agencies and industry are ready to respond to emergency events and support emergency agencies and visitors, and visitors' needs are integrated into emergency management plans.

OUTCOMES

- Tourism organizational preparedness training and emergency plan
- Crisis communications plan
- Coordination of tourism system partners to support emergency response structure
- Consideration of unique visitor and destination management needs in emergency management structures

TOOLS

- Tourism Emergency Management Training Plan
- Tourism Emergency Response Communications Plan
- Prepared BC: Guide for Tourism Operators



RESPONSE

The Tourism Emergency Response Plan is ready to activate in support of emergency agencies to ensure the safety and well-being of visitors and maintain the reputation of B.C. as a safe and desirable destination.

OUTCOMES

- Coordinated visitor communication strategy
 - Tourism industry resources mobilized, relative to size and scope of the event, to support emergency response to ensure the safety of visitors and to maintain confidence in B.C. as a travel destination
 - Visitor Service Network coordinated for continuity of service and information sharing
 - Tourism liaisons integrated in emergency operations centres
- #### TOOLS
- Tourism Emergency Response Plan
 - Tourism Emergency Response Communication Plan
 - Prepared BC: Emergency Plan for Tourism Operators



RECOVERY

The economic impact of emergencies on the visitor economy is reduced.

OUTCOMES

- Post-disaster marketing to promote visitation to impacted regions
 - Disaster relief supports for tourism businesses or tourism experiences
- Investments in recapturing tourism assets post disaster
- Tourism businesses supported to pivot experiences and delivery of services

TOOLS

- Tourism Emergency Management Committee Annual Work Plan