

In this final section, we will take a look at some key points to review, this section can be applied to most scenarios

It is not about the blame game, or finding a scapegoat, if it failed then it is key to learn and ensure it does not happen again:

Being 'Operationally Ready'

- Potentially, you have reduced the number of staff working (Hopefully no redundancies or layoff, if individuals are let go, with no due care, then do not expect them to return when you 'need' them again) to ensure a lean operation
- How long would it take you to be ready to accept guests e.g. everything in full working order
- As much as this date may seem far, you need to prepare and be ready, if not you potentially will lose the ability to pick up as quickly as other properties.
- Offer incentives for guests who want to cancel, offer them a new date with a non-refundable credit to spend at the resort.
- Incentives for staff, who are willing to assist / provide additional support outside of the normal role.

Clear & Transparent Communication

- It is vital to ensure that the messages you are sharing to both your team and guests, is clear and transparent (we are already seeing in the UK, businesses laying off staff, with letters and emails being posted on social media – especially when thought process has taken place. Think about those resorts in the Maldives where this has happened)
- The same message must be given to your staff, that is given to your guests. Repeat guests, will be in direct contact with your staff, regardless of policies you have in place.
- Ensuring your messages are clear and transparent, means that if they fall in the hands of the media, you know full well, what is being said.
- In times of 'Crisis' YOU must control what is being said in the media, thus doing press statements as and when required,
- Knowledge is power / Communication is key

Lessons Learned

- In order to learn from what has happened, you must be critical of yourselves and look at what worked and what didn't.
- Its not a blame game, it is part of the development process, thus enabling to you put new practices in to place so that you are ready!
- Remember, it is not about if it will happen again, it is when, majority of individuals within Hospitality, Travel & Tourism, did not learn from SARS & H1N1, and thus unfortunately are ill-prepared for COVID-19

CMP | Review & Audit

- As with any other protocol / policy it must be reviewed internally, along with an external audit process to highlight any areas of concern / observation, recommendation for change, and non-conforming parts within that have been breached or are not followed.
- Potentially, your cleaning standards should meet HPA, USPH, UKPH or any other regulatory body – which should be regularly audited.
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Training & Planning

- As with any emergency, contingency, or crisis plan, your teams must be trained on a regular basis, potentially working with the local authorities in a joint exercise.
- Some training exercises should ‘not’ be announced and take place when team members least expect.
- Ensure your plans etc, are registered with locally authorities, so that they know who the key contacts are.
- Develop ;’code’ words to use, so as not to alarm guests

Celebrate

- Once this is over, make sure you celebrate / show appreciate above and beyond your monthly gatherings etc.
Treat individuals, how you yourselves would like to be treated



For more information and support please contact:
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