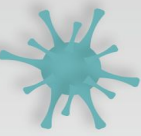


# Learn From The Past For Business Resilience

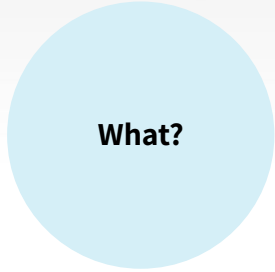
## Israeli Hotel Industry- Crisis Management Model



Student: Lee Shmilovich Hakak  
Tutor: Prof. Jorge Hirter  
Design Management International, Bachelor  
Hochschule Luzern

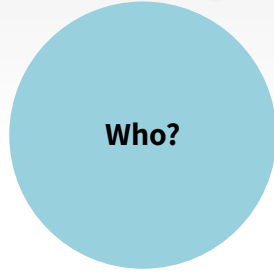


1.



**What?**

2.



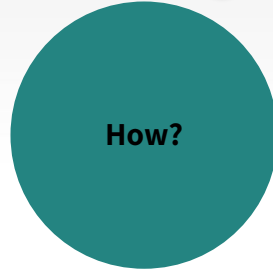
**Who?**

3.



**Why?**

4.



**How?**

5.

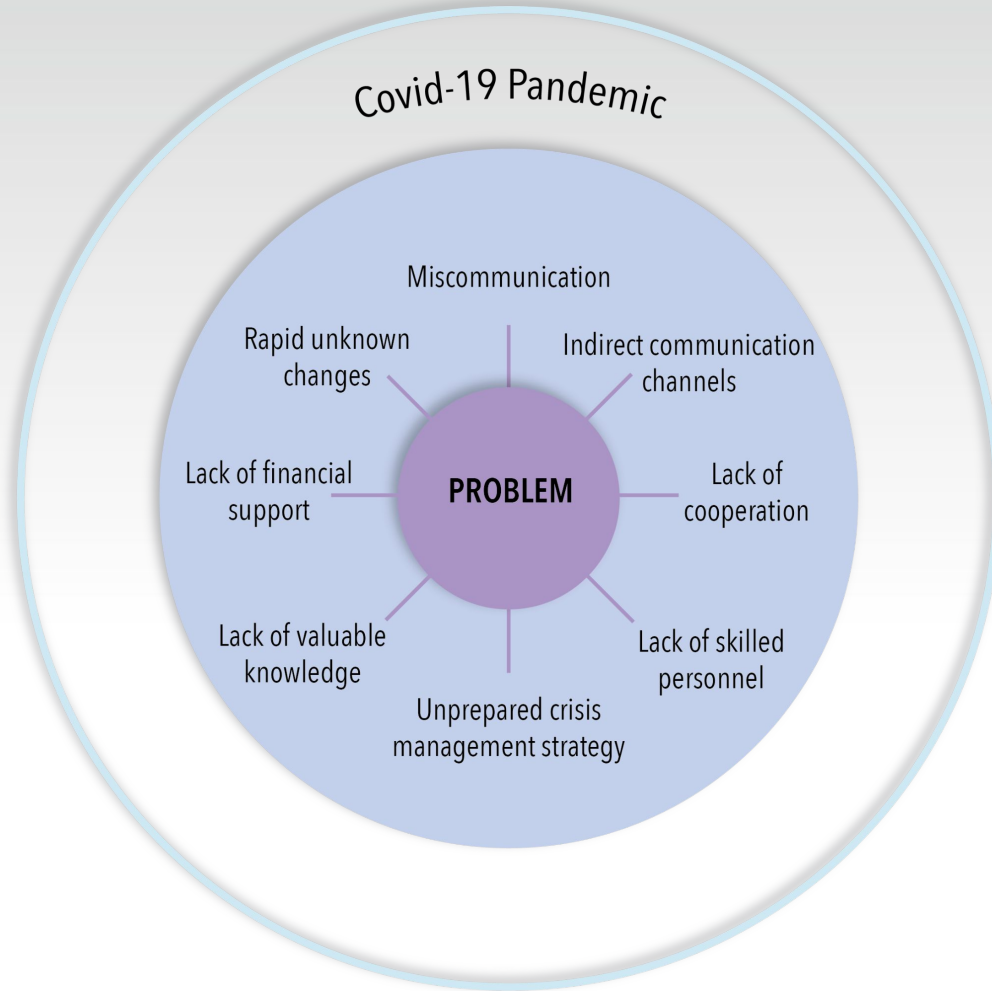
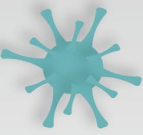


**Learnings**

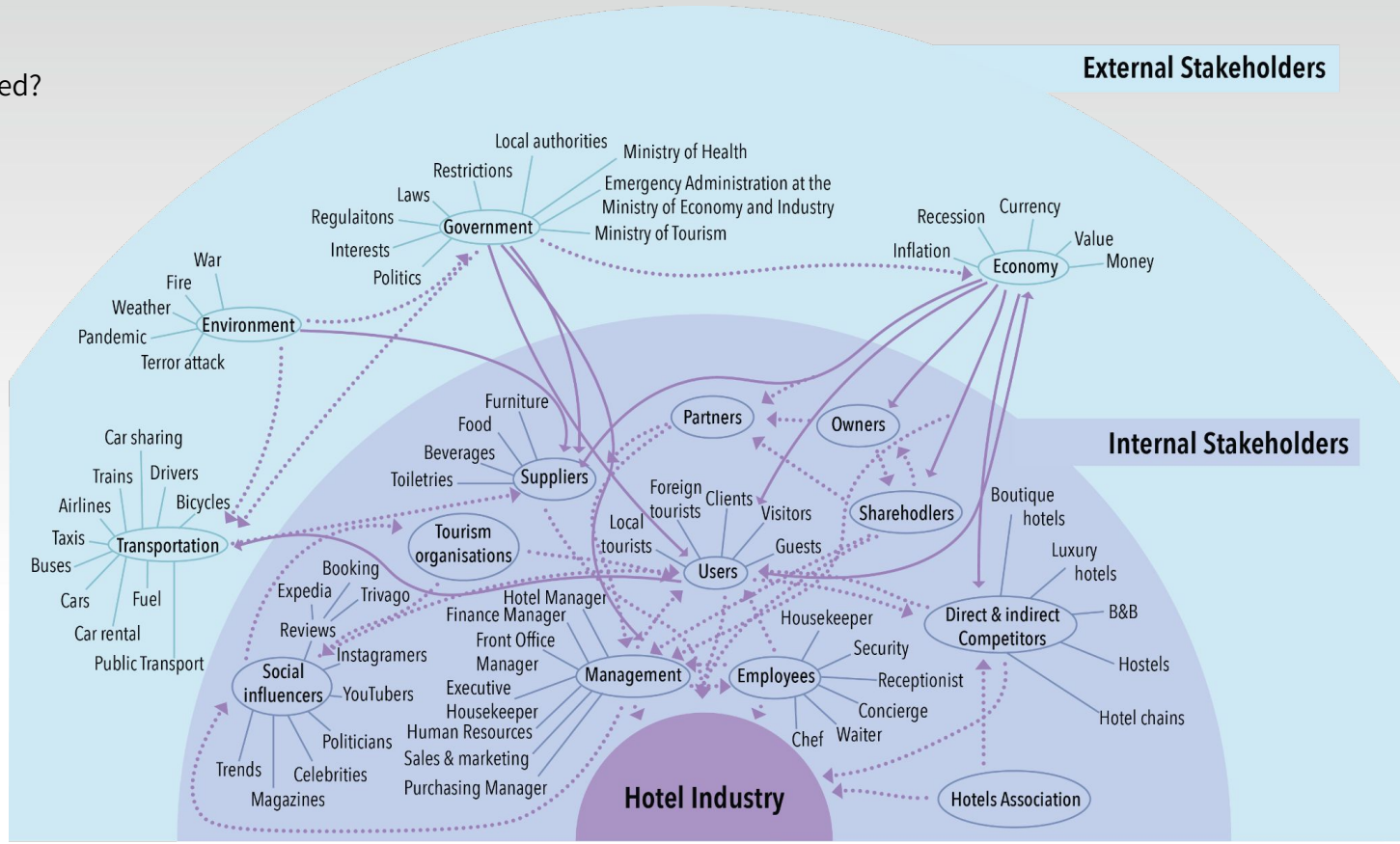


1

What  
is the problem?



# 2 Who is involved?



External Stakeholders

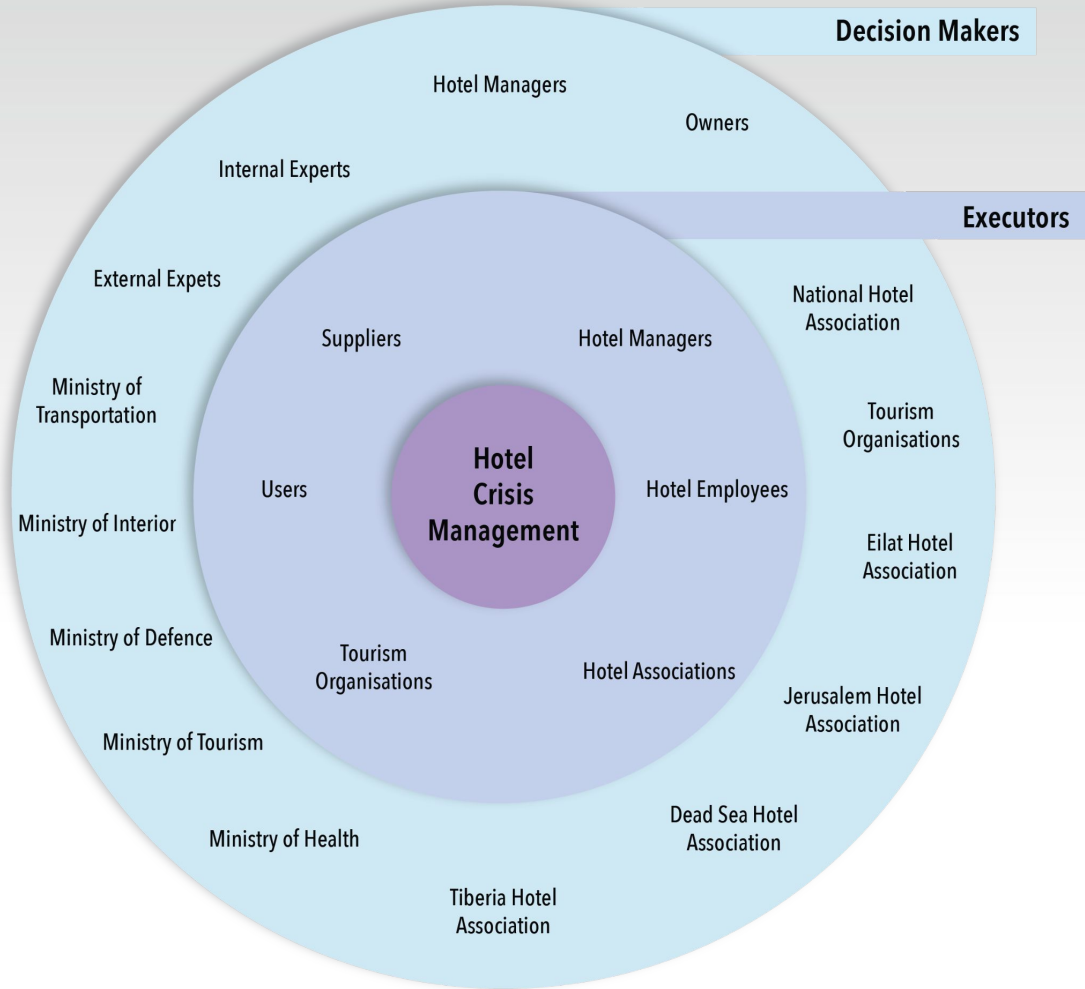
Internal Stakeholders

Hotel Industry

Legend | Stakeholders Map -  
The Hotel Industry

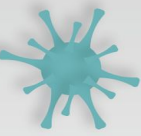


# 2 Who is involved?



# 3 Why

is the problem relevant?



**Economic  
Condition**

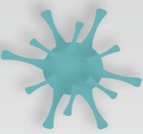
**Social  
Status**

**Tourism  
Situation**



# 4 How

Do I propose to reduce it?



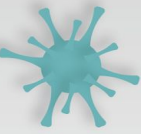
## IHI-CM Booklet Benefits:

1. A clear framework to follow in times of a crisis
2. Organised and structured steps of action
3. Allows to understand who are the relevant stakeholders at what time and action
4. A physical tool to work with during face-to-face meetings



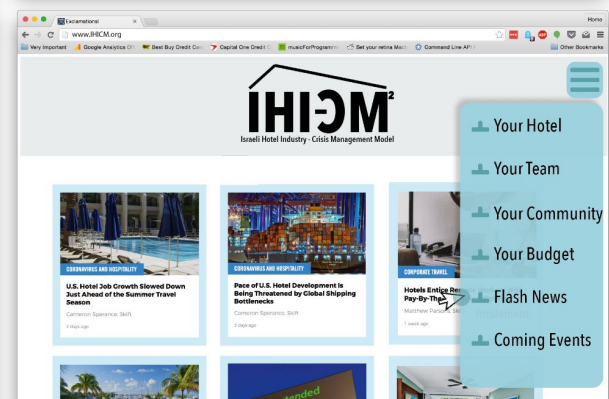
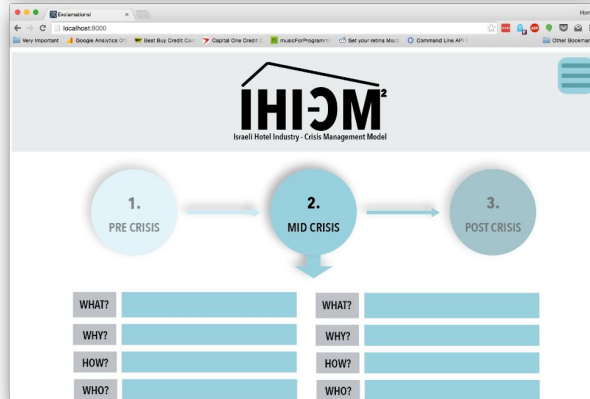
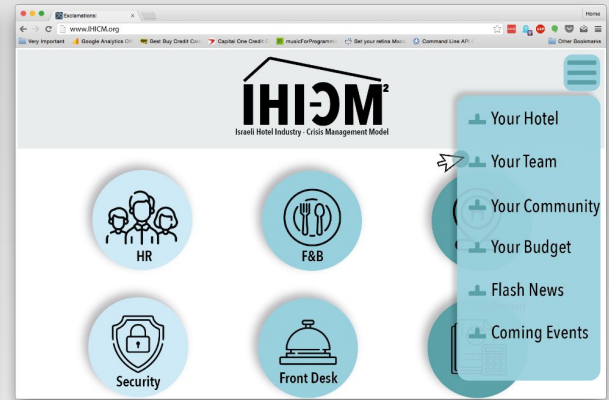
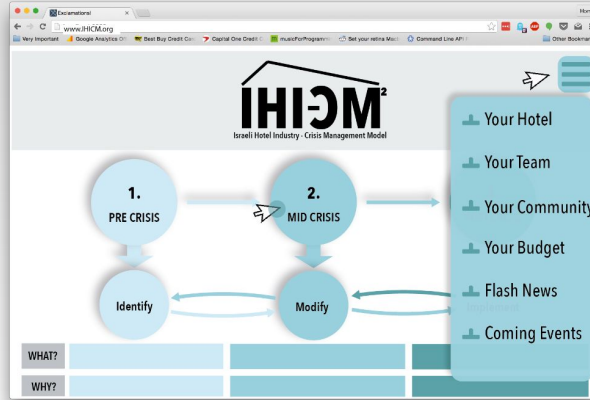
# 4 How

Do I propose to reduce it?



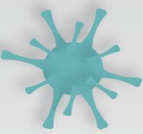
## IHI-CM Social Platform Website Benefits:

1. Digital version of the IHI-CM booklet workframe
2. Full control on the business
3. Transparent relationship with stakeholders
4. Quick and authorised information
5. Maximise coordination and communication with stakeholders



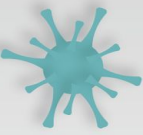


# 5 Learnings



- 1 A final concept is never final, it is the point where you decide to stop develop it.
- 2 An external feedback on your work is necessary to further improve your ideas, but sometimes it can distract and confuse.
- 3 Different bodies (e.g. hotels and government) usually do not share their flaws to exterior factor, and blame others in order to validate their actions.





# IHIEM<sup>2</sup>

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