

ASSESSMENT # 11

Total Marks: 30

1. Give short answers to the following questions: (10)
- i. What is a crisis?
 - ii. What is crisis management?
 - iii. What does a crisis management plan consist of?
 - iv. Outline the security measures that should be taken to safeguard tourists from any crisis.
 - v. What steps should management take in order to minimise the damage caused by a crisis situation?
2. 'Communication is very important during crises.' Discuss this, in detail. (10)

Case Study (10)

Read the passage given below and answer the accompanying questions:

In 2002, a devastating fire broke out at a food festival in India, resulting in the death of three workers and injuring several tourists. This alarming situation lasted for more than eight hours, before the fire was finally put off by a number of fire-brigades. The situation caused panic in the area and the wider neighbourhood, alarming the media, the general public and hampering traffic conditions for several hours. This unfortunate outbreak of fire was attributed to the PEC (Tourism Management Company) along with human negligence and lack of adequate firefighting facilities.

- i. What strategies would you adopt to keep the PEC's image positive?
- ii. List the target audiences you would address.
- iii. Briefly mention the results you would expect out of a crisis management activity.