

ASSESSMENT # 9**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 safe guard tourists from any crisis.
- v. What steps should the management take in order to minimise the damage caused by 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 injury in a few tourists. This alarming situation lasted for more than eight hours, before the fire was finally put off by a contingent of firefighting brigades. The situation caused panic in the area and neighbourhood, among media men and general public including hampering the traffic for several hours. This unfortunate outbreak of fire was attributed to the PEC (Tourism Management Company) and negligence and lack of adequate firefighting facilities.

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