

Case 8. Crisis management

A small country with an area of 13.9 thousand square meters. km with a population of 225 thousand people annually receives more than 3.5 million tourists, and income from the tourism business accounts for more than 60% of GNP. However, there is a periodic risk of a negative image of the Bahamas as a tourist destination due to tropical cyclones that annually visit the Caribbean islands. Although the Bahamas are located in almost a different place, often the media and tourists themselves do not burden themselves with knowledge of geographical “subtleties”. In turn, inaccurate information provided by the media causes a sharp decline in the flow of tourists and mass cancellations of hotel rooms, which leads to a catastrophic drop in tourism income.

Questions:

1. What tasks were set for public services?
2. What sections should a crisis communications manual include?
3. What action plan can you propose in a crisis situation?