

Case 7. Working with target audiences in emergency situations

The oil tanker Braer sank off the coast of Shetland. About 500 journalists flew to the scene.

It was expected that the incident would result in a crisis on the scale of Exxon Valdez”, when during the crash off the coast of Alaska, 45 tons of oil spilled from a hole in this tanker. As a result, the products of the Exxon oil company began to be boycotted in the United States, and fines and costs of financing measures to eliminate the consequences of the incident cost the company \$7 billion. The oil spill poses a serious threat to the environmental situation on the coast and the further development of tourism in the country.

Questions:

1. Determine the target audiences you should work with.
2. Offer activities for each target audience.
3. How should travel companies respond to an accident?