



It's a crisis! NOW what? The first step-by-step crisis communications handbook for the global tourism and hospitality professional

Peggy R. Bendel

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No tourism entity is immune from crises: natural disasters, food poisoning, epidemics, plane crashes, negative legislation, terrorism and much more. While most organizations in the tourism and hospitality industry know they need a crisis communications plan, many believe it will be too complicated and time-consuming to create. *It's a crisis! NOW what?* solves that dilemma, with four simple steps to create a crisis communications plan, and seven basic principles for handling communications after any crisis. Complemented by a range of scenarios to challenge communicators - and space to record the reader's "nightmare scenario," this compact handbook will be an essential addition to every tourism professional's bookshelf.

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