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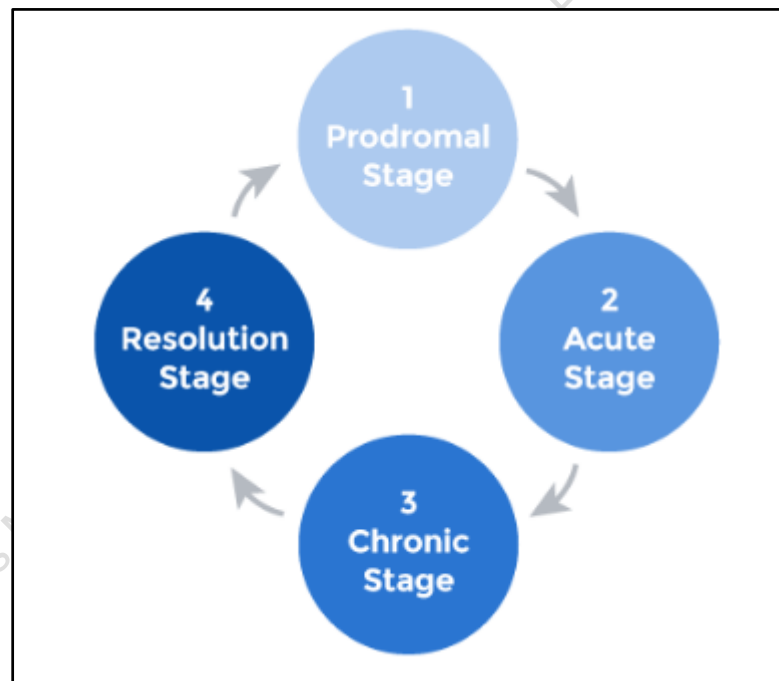
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## Critical Analysis of Crisis Management Steps

The volcanic eruption in Whakaari is a significant example of a natural disaster, which required specific attention to an efficient crisis management strategy. In order to develop necessary crisis management strategies in the context of the Whakaari crisis, consideration of Fink's crisis model is essential. As per the studies of Kamei (2019), Steven Fink, has discussed the four stages of crisis management in a book named *Crisis Management: Planning for the Inevitable* has suggested four stages of crisis management. The four stages of Fink's crisis management strategy namely prodromal, acute, chronic, and resolution stage, can be helpful in managing the crisis of volcanic eruption in the Whakaari island of New Zealand.



**Figure 1: Fink's Crisis Management**

(Source: Bukhoriev, 2019)

- ***Prodromal Stage***

It is the first stage crisis management process where the first signs and crisis eruption is covered. As cited by Kamei (2019), in the first stage of crisis management, it is important for managers and volunteers to proactively monitor the crisis. It is important for crisis managers

of the site island to try to identify the signs of brewing crisis and try to prevent the crisis at the initial stage.

- ***Acute Stage***

The acute stage of crisis management starts when a strong trigger releases at the moment of crisis. According to Bukhoriev (2018), the main focus in the acute stage of crisis management is to activate crisis managers at the specific spot. It is important for crisis managers to implement effective measures to reduce the severity of the crisis.

- ***Chronic Stage***

In the chronic stage, the lasting effects of the crisis are encompassed, for example, damage control after the volcanic eruption. As mentioned by Kamei (2019), based on the severity of the impact of a disaster, managers are responsible for providing support to affected people.

- ***Resolution Stage***

The final stage of Fink's theory is the resolution stage that consists of the root cause analysis at the end of a crisis. In this stage, the causes of a crisis are evaluated by the managers and contingency planning to prevent such disasters are developed (Bukhoriev, 2018).

Consideration of the risk management strategy has been identified in the rescue process of the volcanic eruption at Whakaari Island. It has been found from the case study that, at the initial time of the volcanic eruption, tourists were entangled in their cruise ship. As per Zaczek (2019), five people were found dead due to the incident and 27 tourists were unaccounted for. However, based on the analysis of the criticality of the crisis, the volunteers of crisis management have saved around 18 people (Zaczek, 2019).

In the aftermath of the situations, the management has decided to provide counselling to the survivors to overcome their trauma. As argued by Kamei (2019), the severity of the

consequences could have reduced through contingency planning. Most of the volcanic islands are prone to such disasters, which leads to the urgency of developing an emergency strategy crisis management to provide real-time support to affected people. The negligence of crisis managers in developing contingency plans was the reason behind losing life people five tourists.

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