

**Techniques of crisis
management in developed
countries**

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Abstract

Crisis management is the performance and planning process of government officials, executive bodies, municipalities, and public and non-governmental organizations, which try to observe and analyze the crisis in an integrated, comprehensive, coordinated manner and using existing tools. prevent the crisis or if it occurs in order to reduce the effects, create the necessary preparation, confront, provide quick relief and improve the situation until reaching the normal situation and reconstruction. The present article examines the techniques of crisis management in countries with a descriptive and analytical method. In this article, two main techniques of crisis management (preventive and integrated) are explained. Scientists of advanced countries are always thinking of theoretical and practical measures to engineer a safe society with a low crisis factor. Some advanced countries

have obtained a combination of different techniques in different stages of a crisis. These countries have focused on crisis management in three specific stages: before, during and after the crisis. Planning in developed countries, which have a long history in disaster management, on all stages of crisis management at the central-provincial-local level with the participation of the owners of the process Their awareness is a more accurate estimate of vulnerability and damage. Acceptance and available resources at the local level to deal with it is done. Next, the crisis management system of America, Japan and England is also examined.

Keywords: crisis management,
advanced countries, Japan,
America, England

Introduction

In order to take advantage of the crisis management techniques used in advanced countries, studies have been conducted and these techniques can be considered in the following two specific categories:

A-Preventive techniques: from a macro-strategic point of view, in the implementation of reactive functions, crisis coping strategies should be designed and carried out in such a way as to prevent the occurrence of repeated incidents and the emergence of related fields (Aron, 1364: 33). Scientists of advanced countries are always thinking of theoretical and practical measures to engineer a safe society with a low crisis factor.

B- Combined techniques: Some advanced countries have obtained a combination of different techniques in different stages of a crisis. These countries have focused on crisis management in three distinct stages:

- Before the crisis (determining and predicting the center of the crisis, corrective measures to prevent the occurrence of the

crisis, identifying crisis points or solving specific problems).

- During the crisis (carrying out additional measures, coordinating relevant bodies, creating a parallel flow, neutralizing special threats).
- After the crisis (editing experiences and...) (Smith, 1999: 43).

The executive requirement of these activities is to make correct and immediate decisions based on the available information. In addition, in the context of crisis planning, the following are considered:

- 1- They plan the crisis diagnosis process on a correct basis.
- 2- Seeking to discover things that cause the crisis to escalate.
- 3- They specify and improve the communication between the members of the organization.
- 4- For possible crisis situations, they examine possible questions and answers and different solutions.
- 5- A team is formed for the management of the unit and the decision-making authority is given to this team.
- 6- The top management is constantly informed about the planning stages.
- 7- The limits of each person's responsibility are clearly drawn.
- 8- In any type of planning, attention is paid to the details.
- 9- They continuously seek to identify people who can reduce the severity of the crisis by assuming some responsibilities.
- 10- Crisis control plans and maps are continuously discussed with the members of the crisis headquarters.
- 11- Although the future cannot be predicted, they always prepare for the worst situations (<http://www.Fema.org>).

Planning in developed countries, which have a long history in disaster management, on all stages of crisis management at the central-provincial-local level with the participation of the owners of the process Their

awareness is a more accurate estimate of vulnerability and damage. Acceptance and available resources are done at the local level for coping. In the United States of America, they have presented a four-layer model for the optimal management of crises; In this model, four factors play a decisive role. The first human factor is his behavior and personality, which can play a role in dealing with the crisis or passively dealing with the crisis. The efforts of the management in dealing with the crisis are largely dependent on the people who work in the organization, the people and members of the organization are considered the core of management (Langsley and Eatal, 1968: 23). The second layer in crisis management shows the culture of society. The culture of anti-crisis society is a rational and logical culture and it has beliefs that make change, overcome the crisis and control it possible, and the culture of a crisis-susceptible society is the culture of justice and human incapacity to deal with crises. In the third layer, the communication structure in the crisis is considered. The relationship between units, the degree of complexity, concentration, authority, hierarchy, size and technology used, controlling forces, can be effective in anti-crisis or crisis susceptibility of the organization. The fourth layer, which is the last external layer of the crisis management model of this country, includes Strategy and policies and coping methods are in crisis management. Programs, policies and methods that are set to deal with the crisis are located in this layer (<http://www.fema.org>). According to the four-layer model of crisis management, success in managing the crisis is necessary for success in the fourth layer, that is, the adoption of comprehensive policies based on long time and space horizons. Dimensions of urban planning related to crisis management in developed countries

Urban planning has three dimensions: physical, social and economic. The balance of these dimensions can lead to the stability of urban forms and sustainable development (Williams and Eatal, 2000: 53). New disciplines have been established in recent years. IT technology, information architecture in geographic sciences and geosciences, GC geodata computing can be mentioned. It should be mentioned that in GC, researches are conducted with strong and new paradigms in urban planning (Karmi, 1381: 112), whose automatic results can also warn of natural disasters. Online environmental data registration network and intelligent warning of natural disasters in connection with urban planning dimensions have been implemented objectively and practically in advanced countries. Therefore, the management of the crisis unit shows a more prominent role in the complex urban network system, and action-oriented simulation programs apply predictions and necessary measures before the occurrence of dangerous accidents and natural disasters (Williams and Eatal, 2000: 57). Because cities are dynamic and always evolving, they need dynamic and flexible plans, issues and solutions. Also with data and information A very valuable image that is prepared and produced online through smart devices and sensors of the earth and satellite gauges can solve the main problem of lack of data and information, so that after that the said data and information can be entered into the urban planning system and Provide online and flexible planning combined with intelligence and correct feedback. Besides, it can categorize users and provide information intelligently according to their needs. These users include the following:

- 1- Special centers such as fire department, police, etc., in the desired area, which should prepare their facilities and equipment before danger occurs.

- 2- People who are informed before the accident occurs through telephone, mobile, computer or warning systems of public centers (Karmi, 1381: 112).

Also, the mentioned system can intelligently choose the type of message according to the severity and weakness of the danger (flood intensity and volume, earthquake intensity, storm speed, wind, etc.) , 1380: 19).

Disaster prevention planning and sustainable development in the United States of America

The United States of America is one of the top 10 most impoverished countries in the world. For this reason, during the past 200 years, America has tried to minimize the risk of natural disasters by creating and changing various organizations When a crisis occurs, act as desired. Crisis management organizations of the United States America is trying to manage the crisis at the lowest possible level. In such a way that the first level is the crisis management of local organizations, and in case the dimensions of the crisis are beyond their capabilities, state organizations come into action and assume command responsibility and resources State is used for assistance. In the event that the dimensions of the crisis are very large, upon the request of the governor of the affected state from the president and his approval, the federal organizations, headed by the federal crisis management organization, come into action. The most important organizations that are responsible for reducing risks in the United States of America are: government agencies, non-commercial and specialized organizations, academic research centers, private commercial companies and volunteer groups that each conduct research or projects. have implemented programs to reduce the vulnerability of society against natural disasters. At the federal level, more than 12 organizations are responsible for preparing, responding, improving, reducing and controlling the risk of natural disasters.

On the other hand, the primary strategies that are called FEMA are:

1- Increasing the ability of local and regional governments to respond to crises.

1- Creating coordination with 26 central government agencies to respond to crises.

3- Obtaining direct assistance from the central government for citizens affected by the crisis.

4- Assigning financial assistance to local and regional governments.

5-Leading activities related to crisis management, risk reduction and other matters (Weber, 1899: 56).

The existing method of managing natural disasters in the United States of America is in the form of urban planning. Through this program, a coherent structure is considered, which focuses on the creation and coordination between prevention specialists, urban engineers, rescue services and other environmental departments. The method of prevention and sustainable development planning in this country includes six main phases, which are:

1- Collecting, interpreting and evaluating basic information about the environment and existing risks.

2- The analysis of elements at risk, the analysis of the vulnerability of a city against earthquakes is done according to urban vulnerability factors, environmental factors, socio-cultural factors, economic factors, organizational-management factors.

3- Assessing the risk with regard to future accidents and estimating costs caused by accidents.

4- Formation of appropriate structures based on the environment in urban areas.

5- Establishing a comprehensive communication system between officials and people to increase and improve the level of public awareness.

6- Selection of the final program in relation to preventive measures and activities in the

form of medium or long-term programs by city officials (Masure, 1996: 8).

Crisis management structure in Japan

The Japanese government has established the "Ministry of State for Crisis Management" with the aim of integrating and harmonizing crisis mitigation policies and the actions of ministries and related organizations. These ministries are responsible for ensuring cooperation between related government organizations and planning, basic crisis policy and countermeasures. It is with the great sea (Zargari, 1393: 1). The structure of the Central Crisis Management Council includes the Prime Minister (Chairman of the Council), the Minister of Crisis Management and all cabinet ministers. Other members of this council include the elected head of public institutions, the head of the Bank of Japan, the head of the Japanese Red Cross Society, the head of Japan Radio and Television, the head of the telephone and telegraph company, and experienced people in academic and scientific positions (Research Institute of Humanities and Social Sciences). , 1385: 70-72). When a disaster occurs in Japan, two organizations, the crisis room and the fire department, are also responsible for crisis management. Organizations such as the police take responsibility for transportation and traffic, and the Ministry of Health and Welfare and the Ministry of Agriculture and Nutrition operate under the command of the main organizations. The fire department is one of the most specialized forces to provide relief to Japanese citizens during natural disasters, but due to the limited number of forces and equipment of this organization, some other Japanese organizations have also formed special forces in this field. . The Japanese Police Organization is one of these government institutions that formed a specialized rescue team within this The organization plays an important role in relief

operations during natural disasters. In order to introduce such activities and to inform the public about disaster prevention measures, the Japanese police hold various exhibitions throughout the country.

Japan is one of the most disaster-prone countries in the world in terms of natural disasters. Severe earthquakes, volcanoes, and typhoons are common natural disasters in Japan. The great earthquake that struck the Hanshin and Awaji districts of Kobe in January 1995 was the first major earthquake to directly shake a large area where diverse social and economic activities were concentrated. The terrible typhoon of 1959 in Japan, which caused heavy damages, motivated the creation of a comprehensive and targeted administrative system for disaster prevention, which finally led to the approval of the Basic Law of Disaster Prevention in 1962. This law includes the following:

Defining the boundaries and responsibilities of disaster prevention, comprehensive disaster prevention system, disaster prevention plan, disaster preparedness, disaster emergency measures, disaster recovery measures, financial measures, declaring a state of emergency in order to decide on important issues related to Disaster prevention such as preparing and facilitating the implementation of the basic disaster prevention plan (Shibata and Sozen, 1996: 78). The crisis management framework in Japan considers the following 5 general principles:

1- Crisis does not only have a natural meaning but also a social meaning, 2- Pre-disaster measures and post-disaster management are necessary, 3- Information

management is very vital in a crisis, 4- Crisis management philosophy is necessary, and 5- Functional crisis management It is from social management.

In Japan, crisis management is carried out at three levels, which are mentioned below:

1- Central government.

2- Provinces (Japan has 47 provinces and the governor of each is elected by the people of that province).

3- Cities, towns and villages (there are 3190 cities and villages in Japan and the mayors and mayors are elected by people's votes) (Barati, 2013: 340).

On the other hand, the process of crisis management in this country includes four stages: 1- risk assessment, 2- diagnosis and pacification, 3- reaction, 4- return. In the risk assessment stage, it is determined what the tools and equipment are and how they should be. In the second stage, based on the initial investigation, the problems of the region are diagnosed and the things that need to be improved are announced. Communication is the most sensitive part in the planning and reaction process. Different ways of communication such as telephone, radio and pager are considered and it is determined in advance who is responsible for what task. Of course, the person is not determined, but the duties of a role are specified. In the reaction stage, the program is ready to run; The simpler and closer to reality the program is, the more successful it is. In the return phase, the region's ability to return to the state before the crisis is evaluated and the necessary plans are

determined in this direction (Barati, 2013: 343).

Crisis quality management system in England

The adoption of a quality management system should be considered as a strategic decision in the structure of crisis management. Carrying out actions in the form of a valid quality management system is more reliable and effective. The International Organization for Standardization (ISO) prepares international standards and is used as an authoritative global reference. Among the ISO 2000 standards regarding the quality management system, it has gained global acceptance and has been used by many organizations in the world. ISO organization has not yet provided a standard regarding safety management system. The only valid reference of this organization is OHSAS 18001 series requirements. These requirements have been prepared by the UK for the purpose of safety and professional management and are published and used as draft ISO safety standards. The titles of these requirements are summarized as follows: safety policy, planning, implementation and operation, review and corrective action, review of the safety management system to ensure its reliability, continuity, appropriateness, adequacy and effectiveness. OHSAS 18001 standards, the four pillars of quality management include: 1- quality planning, 2- quality assurance, 3- quality control, 4- quality improvement in the form of a dynamic and improving management system including planning, implementation and operation. and

corrective action and revision of the management in the form of executive requirements has been specified (<http://www.Iema.gov>). The comprehensiveness of the requirements of this standard makes it suitable for modeling and designing the crisis management system.

Conclusion

Techniques used in crisis management in developed countries can be divided into two categories; Preventive and integrated techniques divided. Planning in developed countries, which have a long history in disaster management, on all stages of crisis management at the central-provincial-local level with the participation of the owners of the process Their awareness is a more accurate estimate of vulnerability and damage. Acceptance and available resources at the local level to deal with it is done. The United States of America is one of the top 10 most impoverished countries in the world. The existing method of managing natural disasters in the United States of America is in the form of urban planning. Through this program, a coherent structure has been considered, which focuses on the creation and coordination between prevention specialists, urban planning engineers, rescue services and other environmental sectors. Japan is one of the most disaster-prone countries in the world in relation to the occurrence of natural crises. The Japanese government has established the "Ministry of State for Crisis Management" with the aim of integrating and harmonizing crisis mitigation policies and the actions of ministries and related

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