

## Tamkang University Academic Year 102, 2nd Semester Course Syllabus

Course Title	TOURISM RISK MANAGEMENT AND CRISIS PLANNING	Instructor	CHIA CHUN WANG
Course Class	TPVXB3A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 3A	Details	<ul style="list-style-type: none"> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Departmental core competences			
<ul style="list-style-type: none"> <li>A. Ability to analyze and solve problems.</li> <li>B. Ability to communicate in English.</li> <li>C. Proper service and work attitude.</li> <li>D. Tourism management knowledge.</li> <li>E. Tourism management skills.</li> </ul>			
Course Introduction	This course discusses the concept of crisis management, students are required to understand the strategies of how to handle crises through case studies. Meanwhile, experience of solving dispute is also lectured and practiced in this course.		

### The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,  
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,  
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,  
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Learn how to manage crises in the world of tourism.	C2	D
2	Handle customer complaints and disputes	C3	CE
3	Use case study to recognize and solve the problems	C3	AB

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Learn how to manage crises in the world of tourism.	Lecture, Discussion	Written test
2	Handle customer complaints and disputes	Lecture, Discussion, Visit	Practicum
3	Use case study to recognize and solve the problems	Problem solving	Report

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◆ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

#### Course Schedule

Week	Date	Subject/Topics	Note
1	103/02/17 ~ 103/02/23	Course Introduction	
2	103/02/24 ~ 103/03/02	Tourism Crisis	
3	103/03/03 ~ 103/03/09	The Management of Tourism Crisis	
4	103/03/10 ~ 103/03/16	The Case of New Orleans After Hurricane Katrina	
5	103/03/17 ~ 103/03/23	The Recovery Marketing Strategy: Reposition a Tourism Destination	
6	103/03/24 ~ 103/03/30	The Case of Maldives After the 2004 Indian Ocean Tsunami	
7	103/03/31 ~ 103/04/06	Spring Break	
8	103/04/07 ~ 103/04/13	Tourism Market Recovery Strategies	
9	103/04/14 ~ 103/04/20	Review of Chapters	
10	103/04/21 ~ 103/04/27	Midterm Exam Week	
11	103/04/28 ~ 103/05/04	Customer Complaint and Dispute	
12	103/05/05 ~ 103/05/11	How to Handle Customer Complaint and Dispute	

13	103/05/12 ~ 103/05/18	Guest Speaker	
14	103/05/19 ~ 103/05/25	Practice in Tourism Business	
15	103/05/26 ~ 103/06/01	Practice in Tourism Business	
16	103/06/02 ~ 103/06/08	Individual Presentation	
17	103/06/09 ~ 103/06/15	Individual Presentation	
18	103/06/16 ~ 103/06/22	Final Exam Week	
Requirement	1. This course requires students to participate in certain training and spends time on other days of the semester.		
Teaching Facility	Computer, Projector		
Textbook(s)	Safety and Security in Tourism: Recovery Marketing after Crises, N. Scott, E. Laws, & B. Prideaux.		
Reference(s)	Crisis and Disaster Management for Tourism, B. W. Ritchie.		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 15.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 25.0 % ◆ Final Exam : % ◆ Other 〈Prac(30)+Present(20)〉 : 50.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		