

## Tamkang University Academic Year 104, 2nd Semester Course Syllabus

Course Title	TOURISM RISK MANAGEMENT AND CRISIS PLANNING	Instructor	
Course Class	TQTXB3A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
To develop talented managers with international competitive advantage in the tourism industry.			
D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<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	<p>A series of shocks has rocked the global tourism industry in recent times. Crisis management has become one of the key competencies expected as tourism professionals. This course introduces crises and disasters concepts, crisis management strategic frameworks and practical examples within tourism context.</p> <p>A focus on how to rebuild the market for a tourism service or destination after a catastrophe will be discussed. Students will learn planning effective strategies for future crisis response and for recovering business.</p>		

### 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	Critical thinkers: Understanding of tourism crisis management concepts and reasoning appropriate ways of responses	C4	ABCD
2	Competent professionals: Applying analytical and problem solving skills to tourism management contexts	A6	ABCDE

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Critical thinkers: Understanding of tourism crisis management concepts and reasoning appropriate ways of responses	Lecture, Discussion	Report, discussion
2	Competent professionals: Applying analytical and problem solving skills to tourism management contexts	Lecture, Discussion, Appreciation, Simulation, Problem solving	Report, presentati

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	105/02/15 ~ 105/02/21	Course orientation: Topics, group tasks, and assessment	
2	105/02/22 ~ 105/02/28	Understanding crises and disasters in tourism	
3	105/02/29 ~ 105/03/06	Crisis management: Strategic actions & relationships	
4	105/03/07 ~ 105/03/13	Disaster and opportunity: Tourism after the 921 earthquake in Nantou, Taiwan	
5	105/03/14 ~ 105/03/20	Preparedness and planning before a crisis	
6	105/03/21 ~ 105/03/27	Response strategy during a crisis	Facilitating discussions
7	105/03/28 ~ 105/04/03	Recovery process after a crisis	Facilitating discussions
8	105/04/04 ~ 105/04/10	Destination marketing after a crisis	Facilitating discussions
9	105/04/11 ~ 105/04/17	Coordination and media in recovery	Facilitating discussions
10	105/04/18 ~ 105/04/24	Midterm Exam Week	
11	105/04/25 ~ 105/05/01	Resolution and learning from crises	
12	105/05/02 ~ 105/05/08	Sustainable development	

13	105/05/09 ~ 105/05/15	Demonstration – Critique & Tourism crisis management plan	
14	105/05/16 ~ 105/05/22	Tourism crisis management plan (1) – Group presentation	
15	105/05/23 ~ 105/05/29	Tourism crisis management plan (2) – Group presentation	
16	105/05/30 ~ 105/06/05	Tourism crisis management plan (3) – Group presentation	
17	105/06/06 ~ 105/06/12	Future challenges and opportunities	
18	105/06/13 ~ 105/06/19	Final Exam Week	
Requirement	Students are required to facilitate discussion groups in class. The techniques of facilitating discussion groups will be guided as well.		
Teaching Facility	Computer, Projector		
Textbook(s)	Ritchie, B. W., & Campiranon, K. (2015). Tourism crisis and disaster management in the asia-pacific. Wallingford, Oxfordshire: CABI.		
Reference(s)	Laws, E., Prideaux, B., & Chon, K. (2007). Crisis management in tourism. Cambridge, Mass: CABI Pub. doi:10.1079/9781845930479.0000 Scott, N., Laws, E., & Prideaux, B. (2010). Safety and security in tourism: Recovery marketing after crises. Milton Park, Abingdon, Oxon; New York: Routledge. Scott, N., Laws, E., & Prideaux, B. (2008). Tourism crises and marketing recovery strategies. Journal of Travel & Tourism Marketing, 23(2), 1-13. doi:10.1300/J073v23n02_01		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance :           %   ◆ Mark of Usual :           %   ◆ Midterm Exam :           % ◆ Final Exam :           % ◆ Other (group report/present) : 100.0 %		
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>		