

Tamkang University Academic Year 105, 2nd Semester Course Syllabus

Course Title	TOURISM RISK MANAGEMENT AND CRISIS PLANNING	Instructor	CHEN I-LING
Course Class	TQTXB3A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
<p>Departmental Aim of Education</p>			
<p>To develop talented managers with international competitive advantage in the tourism industry.</p>			
<p>Departmental core competences</p>			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills. 			
Course Introduction	<p>A series of shocks has rocked the global tourism industry in recent times. Risk and crisis management have become key competencies expected as tourism professionals. This course introduces risk and crisis concepts, management strategic frameworks and practical examples within tourism contexts. A focus on how to rebuild the market for a tourism service or destination after a disaster will be discussed. Students will learn planning effective strategies for future risk and crisis responses in tourism industries.</p>		

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

I. Objective Levels (select applicable ones) :

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|-------------------------|-------------------------------------|---------------------------|
| (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-Charaterizing, | 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/risk management concepts and reasoning appropriate ways of responses	C4	BCD
2	Competent professionals: Applying analytical and problem solving skills to tourism management contexts	C6	ABCDE

Teaching Objectives, Teaching Methods and Assessment

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

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	106/02/13 ~ 106/02/19	Course orientation	
2	106/02/20 ~ 106/02/26	Understanding risks in tourism	
3	106/02/27 ~ 106/03/05	Understanding crises in tourism	2/27 (Mon.) no class
4	106/03/06 ~ 106/03/12	Disaster and opportunity: Case study	
5	106/03/13 ~ 106/03/19	Crisis management	
6	106/03/20 ~ 106/03/26	Before a crisis: Preparedness and planning	
7	106/03/27 ~ 106/04/02	During a crisis: Response strategy	3/29 (Wed) fieldtrip
8	106/04/03 ~ 106/04/09	After a crisis: recovery and learning	Spring break
9	106/04/10 ~ 106/04/16	After a crisis: recovery and learning	
10	106/04/17 ~ 106/04/23	Midterm Exam Week	
11	106/04/24 ~ 106/04/30	Communications and media	
12	106/05/01 ~ 106/05/07	Risk management for event and festival	

13	106/05/08 ~ 106/05/14	Tourism risk / crisis management plan presentation (1)	Assignment
14	106/05/15 ~ 106/05/21	Tourism risk / crisis management plan presentation (2)	
15	106/05/22 ~ 106/05/28	Tourism risk / crisis management plan presentation (3)	
16	106/05/29 ~ 106/06/04	Case studies	5/29 (Mon.) no class
17	106/06/05 ~ 106/06/11	Review	
18	106/06/12 ~ 106/06/18	Final Exam Week	
Requirement	Students are required to team up themselves to come up with discussions in class.		
Teaching Facility	Computer, Projector		
Textbook(s)	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		
Reference(s)			
Number of Assignment(s)	1 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 30.0 % ◆ Other (reports & present) : 50.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		