

Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	TOURISM RISK MANAGEMENT AND CRISIS PLANNING	Instructor	I-HSUAN SHIH
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
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.			
S u b j e c t 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"> A. Ability to analyze and solve problems.(ratio:30.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:10.00) 			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 			

Course Introduction	<p>This course is an introduction of risk management and crisis planning in hospitality industry. It provides students the insight to prepare and to deal with unpredictable events. Students are required to understand the importance of the tourism industry in relation to economies worldwide as well as strategies for responding in a crisis regardless of the origin, be it caused by natural disaster, terrorism, or an epidemic. The goal of this course is to prepare students with both the tools for responding in a crisis as well as the ability to prevent them before they happen.</p>
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The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	(1) To develop an understanding of risk management and crisis planning (2) To be able to respond to and manage crises in the world of tourism (3) To be able to handle complaints and disputes (4) To know how to be a cooperative team player (5) To be able to develop and follow emergency plans	Affective

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	1234567	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Orientation	

2	109/03/09 ~ 109/03/15	Introduction to enterprise risk management	
3	109/03/16 ~ 109/03/22	Tourism crisis	
4	109/03/23 ~ 109/03/29	Shocks and threats to the tourism industry	
5	109/03/30 ~ 109/04/05	Case study	
6	109/04/06 ~ 109/04/12	Recovery Marketing Strategy	
7	109/04/13 ~ 109/04/19	Movie	
8	109/04/20 ~ 109/04/26	The four phases of risk and crisis management	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	The four phases of risk and crisis management	
11	109/05/11 ~ 109/05/17	Presentation 1	
12	109/05/18 ~ 109/05/24	Presentation 2	
13	109/05/25 ~ 109/05/31	The role and preparedness of tourism sectors	
14	109/06/01 ~ 109/06/07	The role and preparedness of tourism sectors	
15	109/06/08 ~ 109/06/14	Media and information management	
16	109/06/15 ~ 109/06/21	National responsibility and leadership	
17	109/06/22 ~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)	
18	109/06/29 ~ 109/07/05	Supplementary teaching: Review	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials			
References			

Number of Assignment(s)	12 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 25.0 % ◆ Midterm Exam : 15.0 % ◆ Final Exam : 20.0 % ◆ Other (iclass) : 20.0 %
Note	<p>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.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>