

## Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	TOURISM RISK MANAGEMENT AND CRISIS PLANNING	Instructor	
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG16 Peace, justice and strong institutions SDG17 Partnerships for the goals		
<b>Departmental Aim of Education</b>			
To develop talented managers with international competitive advantage in the tourism industry.			
<b>Subject Departmental core competences</b>			
A. Ability to analyze and solve problems.(ratio:50.00) B. Ability to communicate in English.(ratio:5.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:5.00)			
<b>Subject Schoolwide essential virtues</b>			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:15.00) 3. A vision for the future. (ratio:15.00) 4. Moral integrity. (ratio:15.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

<b>Course Introduction</b>	Business management and operations are faced with various challenges all the time, especially the tourism industry is often faced with the impact of crises and risks. This course focuses on the introduction of crisis and risk management in the tourism industry. The teacher gives lectures to explain the main professional knowledge, so that students can have a preliminary understanding; Starting from problem recognition, through discussion and thinking, to produce logical solutions, students have the ability to plan and deal with crisis and risk management.
----------------------------	---

**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. Gain expertise in crisis and risk management in the tourism industry. 2. Learn planning and responding skills of crisis and risk management of tourism industry.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Curriculum Introduction	
2	111/09/12 ~ 111/09/18	Introduction of Crisis Management	
3	111/09/19 ~ 111/09/25	Crisis Management (I) -Travel Industry	

4	111/09/26 ~ 111/10/02	Crisis Management (II) -Tourism	
5	111/10/03 ~ 111/10/09	Introduction of Risk Management	
6	111/10/10 ~ 111/10/16	Tourism Risks and Tolerance	
7	111/10/17 ~ 111/10/23	Scenario Discussion – Business Management Issue	
8	111/10/24 ~ 111/10/30	Scenario Discussion – Political Issue	
9	111/10/31 ~ 111/11/06	Scenario Discussion – Natural Disaster Impact	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Scenario Discussion – Financial Impact	
12	111/11/21 ~ 111/11/27	Scenario Discussion – Social Cultural Impact & Argument	
13	111/11/28 ~ 111/12/04	Scenario Discussion – Technology Impact	
14	111/12/05 ~ 111/12/11	Scenario Discussion – Environmental Impact	
15	111/12/12 ~ 111/12/18	Scenario Discussion – To Do or Not To Do (decision making)	
16	111/12/19 ~ 111/12/25	Scenario Discussion – 911 for the Department of USA	
17	111/12/26 ~ 112/01/01	Face to the future & Trend of Tourism Industry Crisis Management	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement	1 lesson absence, 1 point will be deducted from the total score. 1 week absence (3 lessons), 3 points will be deducted from the total score.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 30.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other <learning report> : 10.0 %		

Note	<p>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>.</p> <p>※ <b>Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>
------	--