

Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	TOURISM RISK MANAGEMENT AND CRISIS PLANNING	Instructor	CHEN, RUEY-LUEN
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG12 Responsible consumption and production		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
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)			
Subject Schoolwide essential virtues			
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)			

Course Introduction	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.
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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. 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	112/09/11 ~ 112/09/17	Curriculum Introduction	
2	112/09/18 ~ 112/09/24	Introduction to Risk Management	
3	112/09/25 ~ 112/10/01	Crisis Management (I) -Travel Industry	

4	112/10/02 ~ 112/10/08	Crisis Management (II) -Tourism	
5	112/10/09 ~ 112/10/15	Introduction of Risk Management	
6	112/10/16 ~ 112/10/22	Tourism Risks and Tolerance	
7	112/10/23 ~ 112/10/29	Scenario Discussion – Business Management Issue	
8	112/10/30 ~ 112/11/05	Scenario Discussion – Political Issue	
9	112/11/06 ~ 112/11/12	Midterm Exam Week	
10	112/11/13 ~ 112/11/19	Review Midterm Exam and discussion	
11	112/11/20 ~ 112/11/26	Scenario Discussion – Social and Natural Disaster Issues	
12	112/11/27 ~ 112/12/03	Scenario Discussion – Technology Impact	
13	112/12/04 ~ 112/12/10	Scenario Discussion – Environmental Impact	
14	112/12/11 ~ 112/12/17	Scenario Discussion – Financial Impact	
15	112/12/18 ~ 112/12/24	Tour Group Crisis Management - □Comprehensive Risks	
16	112/12/25 ~ 112/12/31	Scenario Discussion - The scenario practice of a tour group	
17	113/01/01 ~ 113/01/07	Final Exam Week	
18	113/01/08 ~ 113/01/14	Flex week, learning activities should be arranged.	
Key capabilities	Problem solving		
Interdisciplinary	Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)		
Distinctive teaching	Special/Problem-Based(PBL) Courses		
Course Content	Logical Thinking		

Requirement	Students have to make notes themselves to the course.
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:NIL
References	
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 30.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other <Reflection report> : 10.0 %
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>