

TOURISM CRISIS MANAGEMENT

INFORMATION	
Year	3
Credits	15 EC
Study load	420 hours
Prerequisites	Completion of Year 1 of an NHL Stenden degree program
School	Disaster Management
Open to	All NHL Stenden Students
Offered	Module 2 and 4
Module coordinators	Alroy Taai (alroy.taai@stenden.com)

INTRODUCTION

A Tourism Crisis can be defined as:

“An event or set of circumstances which can severely compromise or damage the marketability and reputation of a tourism business or an entire tourism destination region”

Pacific Asia Travel Association

This minor is directed to future leaders of tourism related organisations, as well as to Governmental and Association Officials, which will have to accept the responsibility for the safety and security of their customers, staff and assets. They have to recognize the shared liability towards the reputation of their Tourism organization as well as accept the responsibility to protect their assets in relation to their customers, their hardware and their software.

These risks, and thus potential crises, can be “small”, like a customer or employee getting hurt, and “big”, like a terrorist attack or a pandemic. It is proven that the less severe the risk, the more frequent crisis occur. It is important to recognise that a crisis for the tourism industry is not necessarily a disaster for the large community but can have severe economic and social impacts. To prepare for future risks and crises participating in community and tourism industries preparedness is crucial so that customers and/or employees are better protected against potential crises and/or even disasters.

This minor will focus on identifying and analysing the loss exposures, and developing alternative techniques for treating each exposure. What is more, the minor has a strong focus on protecting the reputation of a the organisation or destination affected by a crisis through pro-active, transparent and immediate communication during and after a crisis.

MODULE LEARNING OUTCOMES

After participating in this module, you should be able to:

1. Explain the causes and risks related to natural and man-made crises in the context of tourism.
2. Explain the political and other forces driving the increased need for safety and security in the travel and tourism sector.
3. Analyse the economic, social, environmental impacts after crises in tourism industries.
4. To present options and plans for reducing risk and build resilience in tourism industries
5. Evaluate management policies as they apply to the internal and external environment in preparation for risk, resilience and recovery management.
6. Evaluate interventions and best practices in dealing with recent crises in tourism industries around the world.
7. Propose means to build resilience against the potential risks of future challenges nationally and internationally.
8. Evaluate international aid organizations roles in supporting tourism stakeholders.
9. To coordinate response activities to disasters involving tourism industries and effectively and efficiently managing such situations.
10. Apply effective communication strategies before, during, and after a crisis to maintain and enhance the organisation's or destinations' brand reputation.

TOURISM CRISIS MANAGEMENT

MODULE STRUCTURE AND ORGANISATION

The educational activities in the minor seek to combine theory with Real World Application through Case Based Learning, Lectures, Workshops, Bi-Weekly Reports, Module Assignment and Presentation.

SESSION	CONTACT TIME (HOURS)	SELF-STUDY TIME	TOTAL SESSIONS	TOTAL CONTACT TIME (HOURS)	TOTAL SELF-STUDY TIME (HOURS)	TOTAL STUDY HOURS
DBE	2	6	16	32	96	128
Lectures	1.5	2	16	24	32	56
Workshops	1.5	3	18	27	54	81
Module Assignment & Weekly Reports	1	9	11	11	99	110
Excursions	32	8	1	32	8	40
			Total	126	289	415

ASSESSMENT

The module accounts for 15 EC's and thus requires 420 hours of study. The assessment scheme is presented in the table below.

ASSESSMENTS	MARK ALLOCATION	PASS MARK% (SUB MINIMUM)
DBE Sessions	80	-
Workshops	70	-
Module Assignment		
Content	150	55
Presentation	50	
Weekly assignment reports	80	55
Total	420	55

Students are required to participate in all classes / educational activities. A mandatory minimum attendance of 80% is required for each module component of all academic activities in order to pass the associated unit(s). Failing to achieve the 80% will result in being required to retake the module. It is essential to report absence to the responsible module coordinator, lecturer for the lecture and the group members. In addition, the chairperson and / or tutor should be informed before the start of the session.