



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Risk and Crises Management in Tourism Industry							
Course Code		TUR606		Course Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The purpose of the course is to gain knowledge and skills towards theories and industrial practices in terms of risk and crisis management through considering crises within the context of risks which both can be categorized as internal and external factors that tourism business/destinations have undergone.							
Course Content		Generally, information will be given about risks, risk types, risk analysis, relationships of risks and crises, the concept of crisis and crises types, crisis management, risks and crises in tourism business/operators/destinations, reactive and proactive approaches toward crises, consequences/outcomes of crises, strategies to overcome crises.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Project Based Study, Individual Study, Problem Solving					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Mitroff, I., ve C. M. Pearson (1993). Crisis Management. Jossey-Bass Inc., California, 139+XXs.
2	Mitroff, I., ve McW. Will (1992). Crisis Creation bt Design (in Advances in Organization Development, Ed. Fred Massarik). V1, Ablex Publishing Corp., New Jersey, 363s.
3	Regester, M. 1989. Crisis Management How to Turn a Crisis into an Opportunity. Hutchinson Business, Kent: 38-81.
4	Phillips, A.P. ve L. Moutinho (1998). Strategic Plannig Systems in Hospitality and Tourism. Cabi Publishing, Cambridge, 191+XXIIIs.
5	Wahab, S. E. (1990). Terrorism and Tourism (in International Responses to Terrorism: New Initiatives Ed. R. H. Ward and A. G. Ezeldin), The University of Chicago, the Office of International Criminal Justice.
6	Stene, A. (1997). Risk Management within Tourism and Travel Suggestions for Research Programs. Management (in War Terrorism Tourism Tİmes of Crisis and Recovery). Organized by the Institute for Tourism, Zagreb and the Faculty of Economcis, University of Zagreb, International Conference Abstracts: 25-27 September 1997, Dubrovnik.
7	Williamson, P. J. (1999). Strategy as Options on the Future. Sloan Management Review, 40(3): 117-126.
8	Articles, theses and research reports

Week	Weekly Detailed Course Contents	
1	Theoretical	Resources will be suggested by giving information about the basic terms, and assignments/seminars/projects will be distributed.
	Preparation Work	On account of the first week, there is no expectancy of students' doing any preparations.
2	Theoretical	The term of risk and relationship of risk and crisis will be handled.
	Preparation Work	Pre reading will be done about the concept of risk by making use of the sources suggested.
3	Theoretical	Risk management will be discussed with regards to tourism establishments.
	Preparation Work	Students will do pre reading about the management of risks.
4	Theoretical	The term of crisis, characteristics, relationships of crisis with other terms and concepts will be evaluated.
	Preparation Work	Scanning will be done from the articles about the concept of crisis.
5	Theoretical	The concepts of crisis management, crisis plan, crisis team and crisis spokesman will be explained and examples will be given about the application.
	Preparation Work	Application examples about the management process of crisis will be searched in the tourism establishments.
6	Theoretical	Explanations will be made about administrative approaches towards crises.
	Preparation Work	Pre reading will be done about reactive and proactive management of crisis.
7	Theoretical	Crisis management stages will be evaluated from the perspective of tourism industry.



7	Preparation Work	Examples will be searched about every phases of crisis management.
8	Theoretical	Phases of crisis management in tourism establishments will be handled.
	Preparation Work	Truelife examples will be searched by making contact with the managements of tourism establishments in the region.
9	Intermediate Exam	Midterm exam
10	Theoretical	External factors being able to cause crises at a level of tourism establishment and destinations and the possible consequences/outcomes will be discussed.
	Preparation Work	A research will be done about the external factors causing crisis.
11	Theoretical	Internal factors being able to cause crises at a level of establishment and destinations and the possible consequences/ outcomes will be discussed.
	Preparation Work	Pre reading will be done about internal factors causing crisis.
12	Theoretical	Strategies that could be applied for crisis in destination and tourism establishments will be explained by giving examples.
	Preparation Work	Strategies that could be applied for crises will be searched.
13	Theoretical	Case study I
	Preparation Work	The case study which has been given will be analyzed
14	Theoretical	Case study analysis II
	Preparation Work	Case study which has been given will be analyzed
15	Theoretical	General review will be done and deficiencies will be made up for.
	Preparation Work	Academic staff will state which topics should be reviewed before the lesson.
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Assignment	14	3	0	42
Midterm Examination	1	5	1	6
Final Examination	1	6	1	7
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	He/ she could be able to synthesize relationships of risks and crises
2	He/she could be able to analyze crisis situation by each crisis management stage
3	He/ she obtains information about crises types in tourism business and destinations.
4	He/ she could be able to develop strategies to overcome risks and crises
5	He/ she could plan crisis management process.

Programme Outcomes (Tourism Management Doctorate)

1	In the context of interdisciplinary structure of tourism management, s/he has scientific knowledge and knowledge about sectoral structure and truths which are constituted with the glance of various disciplines.
2	At her/his judgements, applications and behaviors; via using her/his knowledge regarding to the field of tourism; s/he is able to interpret, analyse, define the problems and solve them.
3	S/he is able to transfer the knowledge that're regarding to the field of tourism, to employees and team workers.
4	Within the scope of a study at the field of tourism management; s/he reaches scientific knowledge by proceeding with an independent manner at scientific research process.
5	Fulfill her/his duties and responsibilities at the projects that're performing on the field of tourism management.
6	S/he determines vision, aim and targets for tourism establishments or the institutes which're producing knowledge like universities, schools etc.
7	S/he follows the scientific literature at the field of tourism management.
8	Within the scope of learning to learn, s/he reaches the best applications by benefiting scientific data and the samples at her/his field, as well.
9	S/he transfers her/his knowledge, views and suggestions in written and oral forms to the business managers, relevant sections of the society by academic channels, professional and non-governmental organizations and public opinion.
10	S/he contacts with academicians and research centers operating in the field of tourism management, take part in research projects, and by sharing her/his experiences, transform them to output.
11	S/he is able to use at least a foreign language at academic level.



12	S/he uses computer software, informatics and communication technologies at least in the level of data entering and analyses regarding to her/his working areas.
13	S/he makes original recommendations for the issues arising from the unique nature of tourism.
14	S/he has sufficient awareness about universalities of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety; besides behaving accordingly to organizational/corporate, business and social ethical values. S/he contributes to the sector at producing solutions on these issues.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	5	5	5	5
P2	4	4	4	4	4
P3	3	3	3	3	3
P4	3	3	3	3	3
P5	3	3	3	3	5
P6	4	4	4	4	5
P7	5	5	5	5	5
P8	5	5	5	5	4
P9	4	4	4	4	4
P10	3	3	3	3	4
P11	3	3	3	3	3
P12	5	5	5	5	3
P13	5	5	5	5	5
P14	5	5	5	5	4

