

(Table 5.2) Course unit description for Crisis Management in Hospitality and Tourism

Study program : Hospitality Management				
Type and level of studies: Graduate studies				
Course unit: Crisis Management in Hospitality and Tourism				
Teacher in charge: Vladimir Senić, PhD				
Language of instruction: English				
ECTS: 8				
Prerequisites: N/A				
Semester: Summer semester				
Course unit objective				
<ul style="list-style-type: none"> Objective of this course is to prepare hotel/tourist organization/destination for crisis events that impact well-being of tourism sector; to enable managers to assess ongoing risks and stimulate necessary public policy leading to recovery; to enable organization/tourist destination to quickly react and protect its image; to allow organization/tourist destination that was hit by a crisis to recover in a short time period. 				
Learning outcomes of Course unit				
<ul style="list-style-type: none"> Obtaining knowledge from crisis management in hospitality and tourism is essential for all those whose responsibility is related to security and safety of visitors and/or managing destination's image. Students need to acquire skills to assist hotel and tourism organizations/destinations in preparing them for crisis events; to identify the best practice of planning for crisis situations that can hamper normal business activities. 				
Course unit contents				
<i>Theoretical classes</i>				
The purpose of crisis management in hospitality and tourism is to illustrate activities that can be taken for better understanding of visitors, reactions of economy and environment, so that the organization/destination can be better prepared for crisis events. Understanding attitudes and behaviors of visitors related to crisis in tourism; understanding best practice for crisis planning, preparation, reaction and recovery issues; studying best practices of crisis communication in tourism; understanding efforts related to mitigating crisis, crisis preparedness, reacting to crisis and recovery from crisis events caused by nature or by man; studying the impact of crisis events on visitors, employees, destination image and economic well-being of local community.				
<i>Practical classes</i>				
Writing and presenting a term paper / discussing case studies.				
Literature				
Glaesser, D. (2006), Crisis Management in the Tourism Industry, Elsevier, Oxford, UK.				
Number of active teaching hours				Other classes
Lectures: 3	Practice: 2	Other forms of classes: /	Independent work: /	
Teaching methods				
Course teaching will involve: a) traditional lecturing, b) promoting active involvement of students through class discussion, c) analysis of case studies, and d) individual and team based study activities.				
Examination methods (maximum 100 points)				
Exam prerequisites	No. of points:	Final exam	No. of points:	
Student's activity during lectures	10	written examination	30	
Term paper	15			
Presentation of the term paper	15			
Tests	30			
Grading system				
Grade	No. of points	Description		
10	91 – 100	Excellent		
9	81 – 90	Exceptionally good		
8	71 – 80	Very good		
7	61 – 70	Good		
6	51 – 60	Passing		
5	0 – 50	Failing		