اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	Risk management in Tourism and hospitality
Course Code:	
Program:	B.Sc. Tourism and Hospitality Management
Department:	Tourism and Hospitality Management
College:	Business Administration
Institution:	Umm Al Qura University

Table of Contents

A. Course Identification

1. Credit hours:	

2. Course type

a. University ☐ College ☐ Department ■ Others ☐

b. Required ■ Elective ☐

3. Level/year at which this course is offered: Level 5/Year 2

4. Pre-requisites for this course (if any)**: Principles of events management**

5. Co-requisites for this course (if any)**:**

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	21	70%
2	Blended		
3	E-learning	6	20%
4	Distance learning		
5	Other	3	10%

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	21
2	Laboratory/Studio	
3	Tutorial	6
4	Others (Field trip)	3
	Total	30

B. Course Objectives and Learning Outcomes

1. Course Description

This course prepares students for the control and minimization of risk and injury to customers and clients. The course is expected to develop students' intellectual skills of how to evaluate and manage accidents and risk in hospitality and tourism business situations. It explores traditional techniques and methods of risk assessment and accident control connected to case study examples, enabling the student to grasp the practical and management implications that accidents and risks can cause to business and leisure environments. In addition, the course takes on board the wider areas of risk now being encountered in global hospitality and tourism environments. Starting on a small individual and business scale, this course builds up to wider risk scenarios encountered at strategic levels of management.

2. Course Main Objective

On successful completion of this module the students will be able to:
•	Understand the underlying principles of risk and crisis management in the context of the hospitality and tourism industries
•	Discuss the importance of safety, risk assessment, and industry relevance for managers in the hospitality sector
•	Explain the importance of managing risk, crisis, and accident prevention measures in the hotel industry

- • Demonstrate a wider knowledge of management responsibility in relation to risk and crisis
- • Demonstrate an ability to communicate verbally and in writing about crisis management
- • Show an ability to critically analyze risk factors in relation to different risk and crisis environments

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	Understand the underlying principles of risk and crisis management in the context of the hospitality and tourism industries	
1.2	Explain the importance of managing risk, crisis and accident prevention measures in the hotel industry	
1.3	Demonstrate a wider knowledge of management responsibility in relation to risk and crisis	
2	**Skills :**	
2.1	Demonstrate independent thinking to generate and evaluate ideas through case studies in risk and crisis management.	
2.2	Show an ability to critically analyze risk factors in relation to different risk and crisis environments	
2.3	Display creative and analytical skills to interpret risk and emergency issues, make sound judgments, and creative solutions that current hospitality and tourism organization face	
2.4	Demonstrate an ability to communicate verbally and in writing about crisis management	
3	**Values:**	
3.1	Understand the role and nature of individual and group dynamics that exist within organizations during risks and crisis	
3.2	Work effectively in groups and exercise leadership when appropriate	

C. Course Content

No	List of Topics	Contact Hours
1	The Fundamentals of Corporate Crisis Management	1
2	The Essentials of the Risk and Crisis Management Process	2
3	Development and Implementation of a Crisis Management Plan	2
4	The Role of Crisis Communication	2
5	Current Approaches of Corporate Risk and Crisis Management in Hotels	2
6	Crisis Management Specifics within the Hotel Industry	3
7	The Role of Leadership in Crisis Situations	3
8	Determination of Premises underpinning the Need of an Integrated Crisis Management Model for the Hotel Industry	3
9	Crisis and Disaster Preparedness and Management in Hospitality Industry	3
10	Tools and techniques for effective risk management	3
11	Loss prevention: Importance of contingency planning	3

12	Preparation for management team to risk and crisis management in Hong Kong		3
Total			30

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	**Knowledge and Understanding**		
1.1	Understand the underlying principles of risk and crisis management in the context of the hospitality and tourism industries	Lectures Group work/ pair work Enabled group discussion Interactive teaching techniques (with mixed and same ability groups) Critical questioning Tapping into prior knowledge Hand-outs, worksheets Power-point presentations/ reviews Popcorn reading/ popcorn questioning	Classroom assignments and quizzes Midterm exams End term exams Informal evaluations by instructor (observations, including structured questioning, homework)
1.2	Explain the importance of managing risk, crisis and accident prevention measures in the hotel industry	Lectures Group work/ pair work Enabled group discussion Interactive teaching techniques (with mixed and same ability groups) Critical questioning Tapping into prior knowledge Hand-outs, worksheets Power-point presentations/ reviews Popcorn reading/ popcorn questioning	Classroom assignments and quizzes Midterm exams End term exams Informal evaluations by instructor (observations, including structured questioning, homework)
1.3	Demonstrate a wider knowledge of management responsibility in relation to risk and crisis	Lectures Group work/ pair work Enabled group discussion	Classroom assignments and quizzes Midterm exams

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
		Interactive teaching techniques (with mixed and same ability groups) Critical questioning Tapping into prior knowledge Hand-outs, worksheets Power-point presentations/ reviews Popcorn reading/ popcorn questioning	End term exams Informal evaluations by instructor (observations, including structured questioning, homework)
2.0	**Skills**		
2.1	Demonstrate independent thinking to generate and evaluate ideas through case studies in risk and crisis management.	Lectures Presentations Group presentations Participations Group discussions Question and answer session related to selected topics	Midterms exams End term exam Reading and Writing, Skills Continuous assessment
2.2	Show an ability to critically analyze risk factors in relation to different risk and crisis environments	Lectures Presentations Group presentations Participations Group discussions Question and answer session related to selected topics	Midterms exams End term exam Reading and Writing, Skills Continuous assessment
2.3	Display creative and analytical skills to interpret risk and emergency issues, make sound judgments, and creative solutions that current hospitality and tourism organization face	Lectures Presentations Group presentations Participations Group discussions Question and answer session related to selected topics	Midterms exams End term exam Reading and Writing, Skills Continuous assessment
2.4	Demonstrate an ability to communicate verbally and in writing about crisis management	Lectures Presentations Group presentations Participations Group discussions Question and answer session related to selected topics	Midterms exams End term exam Reading and Writing, Skills Continuous assessment
3.0	**Values**		
3.1	Understand the role and nature of individual and group dynamics that	Counseling	Good attendance

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	exist within organizations during risks and crisis	Model the expected behaviour Present clear expectations Provide consistent consequences Provide necessary assistance to students having difficulties Collaborative grouping Pair groups Popcorn reading/ popcorn questioning	Deadlines Encouragement for communication with peers while performing assigned tasks
3.2	Work effectively in groups and exercise leadership when appropriate	Counseling Model the expected behaviour Present clear expectations Provide consistent consequences Provide necessary assistance to students having difficulties Collaborative grouping Pair groups Popcorn reading/ popcorn questioning	Good attendance Deadlines Encouragement for communication with peers while performing assigned tasks

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid-term Exam	6	30%
2	Individual Essay	5	10%
3	Group Presentation	9	10%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
4	Semester Work (quizzes- problem solving-attendance)	-	10%
5	Final exams	11-12	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Fraser, J., & Simkins, B. J. (2010). Enterprise risk management. Kolb series in finance. Hoboken, NJ: John Wiley & Sons.
Essential References Materials	• Mintel Reports; • Proquest; • Science Direct; Travel and Tourism Analyst • Annals of Tourism Research • Current Issues in Tourism • International Journal of Hospitality Management • International Journal of Contemporary Hospitality Management • Journal of Hospitality and Tourism Research • Journal of Travel Research Aschauer, W. (2010). Perceptions of tourists at risky destinations. A model of psychological influence factors. Tourism Review, 65(2), 4–20. Korstanje, M. E. (2011). The fear of traveling: a new perspective for tourism and hospitality. Anatolia: An International Journal of Tourism & Hospitality Research, 22(2), 222–233 Ribarić, R. (2010). Implementation of new risk management opportunities in crisis management. Tourism & Hospitality Management, May Supplement, 570–576. Rittichainuwat, B. N. (2013). Tourists' and tourism suppliers' perceptions toward crisis management on tsunami. Tourism Management, 34, 112-121. Ritchie, B. W., Crotts, J. C., Zehrer, A., & Volsky, G. T. (2014). Understanding the effects of a tourism crisis: the impact of the BP oil spill on regional lodging demand. Journal of Travel Research, 53(1), 12-25. Liu, B., Kim, H., & Pennington-Gray, L. (2015). Responding to the bed bug crisis in social media. International Journal of Hospitality Management, 47, 76-84.

	https://www.ihgplc.com/files/reports/ar2013/files/pdf/IHG-AR2013-Risk-management.pdf https://www.gbta.org/Lists/Resource%20Library/GBTA%20Toolkit/GBTA%20Toolkit_revised_DR7.pdf http://loyaltylobby.com/2013/10/15/marriott-crisis-management-guide/
Electronic Materials	
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	•Adequate size of the classroom •Electrical sockets •Laptops •Smaller Class Sizes (20 to 25(
Technology Resources (AV, data show, Smart Board, software, etc.)	• Laptops • Computer labs • Access to online sources • CDs
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	•Smart boards • Document readers • Data projectors/LCD projectors •Multimedia projectors

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching	Students and program leader	Direct
Extent of achievement of course learning outcomes	Program leader	Direct
Quality of learning resources	Program leader	Direct

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	