

MODULE OUTLINE DIT62

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT62	YEAR OF STUDY	3 rd (6 th semester)
MODULE TITLE	Communication and Crisis Management in Tourism		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		HOURS	CREDITS
Weekly teaching hours (22 hours) * 13 weeks		286	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Background, Obligatory		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE(URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit62 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes

- The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:

On successful completion of this module, students will be able to:

- Limit the extent of crises in the tourism sector
- Recognize the conditions that can create crisis situations.
- Identify the various sources/spots of crisis in tourism.
- Identify the various forms of crises at the level of a tourist destination.
- Identify the various forms of crises at the level of a tourism business.
- Identify the characteristics and parameters of the crisis.
- Develop a comprehensive crisis response plan in tourist destinations.
- Plan the necessary actions to prepare the tourist business in case of crisis.
- Design crisis communication tools and integrated Public Relations programs.
- Evaluate the conclusions drawn from the crisis.
- Analyze possible crisis incidents

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social Introduction of innovative

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and

sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

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<i>research awareness, altruism etc.)</i>
Search for, analysis and synthesis of data and information by the use of appropriate technologies
Adapting to new situations
Decision-making
Individual/Independent work
Project planning and management
Critical thinking
Development of free, creative and inductive thinking

3. MODULE CONTENT

Based on international case studies this module presents a comprehensive approach of the theory and practice of crisis management in tourism, at the enterprise and destination level. The module focuses on management efforts and the role of communication in dealing with the difficulties brought about by crisis events, as well as the development of systems of proactive consideration and operational preparedness in relation to future problems and crises.

The subject matter of module DIT62 is analyzed below by educational week:

1. Introduction to the concepts of risk and crisis in tourism
2. Crisis management in tourism
3. Planning, diagnosis and policy for crisis management in tourism
4. Terrorist and war crises in tourism
5. Natural disasters crises in tourism
6. Health crises in tourism
7. Crises in the hospitality industry
8. Crises in the travel industry
9. Economic crises and effects on tourism
10. Strategies and practices to approach recovery from crises in tourism
11. Marketing strategies for crises in tourism
12. Communication crisis management in tourism
13. Future trends

4. TEACHING METHODS-ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three (3) Group Counseling Meetings (OSS) during the academic semester on weekends.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	We use : • Remote meetings tools (webex) • Presentation software (e.g. power point) Additionally, the students use office automation tools, web browsers and e-reader for digital books.	
MODULE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i> <i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i>	Activity	Semester Workload
	3OSS (*4 hours)	12
	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	60
	Examination	3
	Individual study	211
	Total module workload (hours)	286
STUDENT PERFORMANCE EVALUATION/ASSESSMENTMETHODS <i>Detailed description of the evaluation procedures.</i> <i>Language of evaluation, assessment</i>	a1. Two (2) Short Written Assignments (SWA) with a weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the final grade of the module. The written assignment score is activated only with a score equal to or above the pass mark (≥5) in the final	

methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc. Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students	or retake exams. a3. Final or repeated written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: Final grade FG = (SWA1*0,1) + (SWA2*0,1) + (SA*0,2) + (FE*0,6) Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential passmark out of the total number of assignments assessed, i.e. 20points out of 100, on the basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/.
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5. SUGGESTED BIBLIOGRAPHY

Suggested bibliography:

-Ritchie, B. (2009). *Crisis and Disaster Management for Tourism*. Bristol: Channel View Publications.

-Carlsen, J.C. & Liburd, J. (2008). Developing a Research Agenda for Tourism Crisis Management, Market Recovery and Communications, *Journal of Travel & Tourism Marketing*, 23(2-4), pp. 265-276.

-Heath, R. (2004). *Crisis Management: Effective Techniques for Operational Preparedness*. (trans. Sotiriou V.). Athens: Giourda Publications. (in Greek)

-Filolia A., Papageorgiou, I.B. & Stefanatos St. (2005). *Integrated crisis management system and human factor*. Athens: Economic Library. (in Greek)

Additional digital material is available within the “study” platform.

-Alegre, J. & Sard, M. (2015). When demand drops and prices rise. Tourist packages in the Balearic Islands during the economic crisis. *Tourism Management*, 46(1), 375-385.

-Alonso-Almeida, M. & Bremser, K. (2013). Strategic responses of the Spanish hospitality sector to the financial crisis. *International Journal of Hospitality Management*, 32(1), 141-148.

-Avraham, E. (2015). Destination image repair during crisis: Attracting tourism during the Arab Spring uprisings. *Tourism Management*, 47(1), 224-232.

Chacko, H.E. & Marcell, M.H. (2008) Repositioning a Tourism Destination. *Journal of Travel & Tourism Marketing*, 23(2-4), 223-235.

-Garazaki, I. (2007). Communication emergency management. *Bachelor's thesis*. National School of Local Government. Department of Civil Protection.

-Estevão, C., & Costa, C. (2020). Natural disaster management in tourist destinations: a systematic literature review. *European Journal of Tourism Research*, 25(2), 1-17.

-Evans, N. & Elphick, S. (2005). Models of crisis management: An evaluation of their value for strategic planning in the international travel industry. *International Journal of Tourism Research*, 7(3), 135-150.

-Henderson, J.C. (2003). Terrorism and Tourism. *Journal of Travel & Tourism Marketing*, 15(1), 41-58.

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-Liu, B., Pennington-Gray, L. & Klemmer, L. (2015). Using social media in hotel crisis management: the case of bed

bugs. *Journal of Hospitality and Tourism Technology*, 6(2), 102-112.

-Malhotra, R. and Venkatesh, U. (2009). Pre-crisis period planning: lessons for hospitality and tourism. *Worldwide Hospitality and Tourism Themes*, 1 (1), 66-74.

-Balomenos, K.P. (2016). Strategic Communication as an Instrument of Strategy and Soft Power for the resolution of International and Business Crises. *Doctoral thesis*. Piraeus University.

-Nousilazoy, A. (2008). *Crisis Management in Tourism: Διαχείριση κρίσεων στον τουρισμό: An empirical approach through case studies. Master thesis*. University of Makedonia Μακεδονίας. (In Greek)

-Novelli, M., Gussing Burgess, I., Jones, A. & Ritchie, B.W. (2018). No Ebola...still doomed – The Ebola-induced tourism crisis. *Annals of Tourism Research*, 70(1), 76-87.

-Perl, Y. & Israeli, AA. (2011). Crisis management in the travel agency sector: A case study. *Journal of Vacation Marketing*, 17(2), 115-125.

-Prideaux, B., Coghlan, A. & Falco-Mammone, F. (2008). Post Crisis Recovery. *Journal of Travel & Tourism Marketing*, 23(2-4), 163-174.