



## Module Structure

**Module Title :** Crisis Management

**Module Code :** HTMM373

**Programme of Study/Year of Study :** Hospitality & Tourism Management/Year 3

**Group :** HTMIII

**Semester :** Spring

**Number of Hours Taught :** 2 per week

**ECTS :** 2

**Instructor:** Constantinou Constantinos

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Pre-requisite(s) :

### Module Rationale

Crises are everyday occurrences in organisations that may result in devastating consequences. This module aims to give students the fundamentals of crisis management, providing an opportunity to explore what “crisis” means and how it can be prevented and coped with. Furthermore, it teaches them a wide range of strategic and tactical possibilities and instruments of how to handle a crisis situation in their working environment.

### Aims

The module provides students with knowledge and understanding of the various crisis situations that might be faced by hospitality and tourism organisations. Students develop and put into action contingency planning for various crisis situations and understand how negative events function, once they have been experienced or communicated.

### Intended Learning Outcomes

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

1. Understand Crisis and its context,
2. Recognise different crisis situations,
3. Recognise the difference between negative events and crisis situation,
4. Practice different analysis and prognosis methods,
5. Apply the different prognosis systems,
6. Draw crisis contingency plans

**Delivery Methods:**



Lectures, discussion, case studies, project assignments, coursework

#### Assessment:

Coursework/ Case studies	20%
Final Examination	30%
Mid-term exam	20%
Project assignment	30%

#### Module Requirements

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#### Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	26/01– 30/01	What is a Crisis	
2.	02/02-06/02	What is Crisis Management	
3.	09/02-13/02	Crisis management in the tourism Industry	
4.	16/02-20/02	What are negative events The dissemination of negative events	
5.	24/02-27/02	Crises Sphere of activity Consumer as a sphere Tourism product as a sphere	
6.	02/03-06/03	Crises Sphere of activity Competitors as a sphere	
7.	09/03-13/03	The State/region as a sphere	
8.	16/03-20/03	Methods of analysis and Prognosis	
9.	23/03-27/03	Methods of analysis and Prognosis	
10.	30/03-03/04	Strategic Aspects of Crisis Management	
11.	06/04-07/04 15/04-17/04	Strategic Aspects of Crisis Management	
12.	20/04-24/04	Project Presentations	
13.	27/04-30/05	Project Presentations	
14.	04/05-08/05	Revision	

#### Essential Reading

Glaesser D. (2003). *Crisis Management in the Tourism Industry*, Elsevier BH

#### Additional Reading

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