

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO6036	SEMESTER	6th
COURSE TITLE	CRISIS MANAGEMENT IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
LECTURES		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/TOUREM199/		

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Upon completion of the course students will be able to:

- Understand the meaning and consequences of a crisis.
- Develop crisis plans.
- Analyze contemporary crisis management theories and practices.
- Use the principles and tools of business communication and change management to address a crisis.
- Develop tools for recovery and consolidation of a new administrative situation.
- Apply crisis management principles to tourism businesses.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

A thorough analysis of administrative concepts will be carried out, research exercises (individual and in groups) will focus on the application of modern administrative practices, modern case studies will be developed. During the course, students will be directed to conduct research on contemporary and business issues.

(3) SYLLABUS

- Introduction to crisis management.
- Recording of potential risks. Impact analysis and impact assessment of a crisis.
- Preventing the risks. Analysis of prevention procedures.
- Emergency plan design.
- Recognizing crises.
- Crisis resolution. Material, intangible and human resources management in response to the crisis.
- Communication as a key tool for dealing with the crisis. Introduction to Business Communications.
- Image management. The importance of business image in crisis management.
- Operational and crisis management.
- Change management and crisis management.

<ul style="list-style-type: none"> ➤ Determining the path of recovery and consolidating the new administrative reality. ➤ Practical application of crisis management in a tourism business.

(4) TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY</p> <p><i>Face-to-face, Distance learning, etc.</i></p>	<ul style="list-style-type: none"> ➤ Face to face 																						
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</p> <p><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<ul style="list-style-type: none"> ➤ Use of ICT in teaching (powerpoint presentations) ➤ Communication with students on the eclass platform and by email ➤ Powerpoint slides and related learning material are uploaded on the eclass platform. 																						
<p style="text-align: center;">TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">39</td> </tr> <tr> <td>Implementation of methodologies and case studies' analysis</td> <td style="text-align: center;">20</td> </tr> <tr> <td>Educational visits</td> <td style="text-align: center;">11</td> </tr> <tr> <td>Self-directed study</td> <td style="text-align: center;">80</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Course total</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	39	Implementation of methodologies and case studies' analysis	20	Educational visits	11	Self-directed study	80											Course total	150
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<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p>	<p>--Assessment in Greek.</p> <p>--Assessment methods comprise a final written examination (which accounts for 100% of the total mark).</p> <p>--Students also have the option of optional exempt written work.</p>																						

<i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	
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(5) ATTACHED BIBLIOGRAPHY

Suggested Bibliography:

Principal References:

1. Barabel, Michel, Meier, Olivier. (2020). Management. All about business organization and management in the digital age. Athens: Propompos.
2. Burandas, D. (2015). Management. Athens: Benou.
3. Harvard Business Essentials. (2011) Crisis Management. Athens: Modern Times.
4. Heath, R. (2010). Crisis Management. Effective Techniques for Business Readiness. Athens: Giourdas.
5. Robbins, S. (2012). Business Administration: Principles and Applications. Athens: Kritiki.

Related References:

- Balomenou, Chr., Lagos, D., Poulaki, P., Lagou, M., (2019), Regional tourism disparities in Greece and financial crisis, 2nd International Conference on Applied Statistics and Econometrics, Epoka University, Tirane, Albania, Institute of Statistics Republic of Albania, and Economic Society of Albania during 2-3 May 2019 (Book of Abstracts, ICASE 2019 Epoka University).
- Gousiou, A., Poulaki, P., Lagou, M., (2021), "Covid-19 Pandemic and Tourism Employees' Readiness in Greece", International Hellenic University, High Level Conference, TOURMAN 2021. 21 - 23 May 2021, online though Zoom.
- Poulaki, P., Kritikos, A., Vasilakis, N., Valeri, M., (2021). "The contribution of female creativity to the development of gastronomic tourism in Greece: The case of the island of Naxos in the South Aegean". Source Title: New Governance and Management in Touristic Destinations. Pages: 13. DOI: 10.4018/978-1-6684-3889-3.ch015. IGI Global Publisher of Timely Knowledge.
- Bouziss, St., Poulaki, P., (2021), "The contribution of Spatial Augmented Reality to the synergy of Special and Alternative Forms of Tourism in Greece". Source Title: ICT as Innovator Between Tourism and Culture. DOI: 10.4018/978-1-7998-8165-0.ch001. IGI Global Publisher of Timely Knowledge.
- Poulaki, P., Stavrakakis, Il., Tarazonas, D., Vasilakis, N., Valeri, M., (2021), "Sustainable Development and Cultural Heritage in Greece", in book: "Resilience and Sustainability: Global Dynamics and Local Actions" edited by Marco Valeri, Anna Scuttari and Harald Pechlaner. (Resilienza e sostenibilità. Risposte locali e dinamiche globali). Publisher: Giappichelli.
- Poulaki, P., Lagos, D., Lambrou, P., (2021), "The Impact of the Covid-19 Pandemic on the Tourism Industry". SPRINGER, "Covid-19", Editor: Nima Rezaei, Tehran University of Medical Sciences, Iran.

- Poulaki, P., Lagou, M., Valeri, M., (2021), "The Contribution of Female Entrepreneurship to the Development of Agritourism in Greece". EMERALD Publishing, "Gender and Tourism: Challenges and Opportunities" Editors: Marco Valeri, Niccolo Cusano University, Rome, Italy, Vicky Katsoni, University of West Attica, Greece.
- Poulaki, P., Stavrakakis, Il., Tarazonas, D., Vasilakis, N., Valeri, M., (2022), "Crisis Management in Tourism: Covid-19 Pandemic in Greece" in the collective volume "Tourism Risk: Crisis and Recovery Management" edited by Marco Valeri (Niccolò Cusano University, Italy). ISBN: 9781801177092. Published: 31 Mar 2022. EMERALD Publishing Limited.

Related academic journals:

- Annals of Tourism Research
- Cultural Tourism
- Current Issues in Tourism
- International Journal of Religious Tourism and Pilgrimage
- Journal of Environmental and Tourism Analyses
- Journal of Sustainable Tourism
- Journal of Tourism and Cultural Change
- Tourism Management