

SYLLABUS

Course basic data	
Academic unit:	Faculty of Tourism and Environment
Course title:	Hotel Crisis Management
Level:	Bachelor
Course status:	Mandatory
Year of study:	III
Number of hours per week:	3
Value in credits - ECTS:	4
Time / location:	
Course leader:	Prof. Ass. Dr. Idriz Kovaçi
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Course description:	
Course description:	The course "Hotel Crisis Management" as a course within the hotel profile presents a reflection of the problems related to crises in the tourism and hotel industry and their management. This course summarizes the knowledge regarding tourism in today's dynamic world, going on to explain the basics of crisis and their management, areas of crisis activity, methods of analysis and forecasting, strategic crisis management measures and issues others to the future of crisis management. All these enable the expansion of the knowledge corpus of students in the field of hospitality.
Course aims:	
Course aims:	This course aims to provide students with the necessary knowledge about crisis management in the tourism and hotel industry, always emphasizing on overcoming these crises with as few losses for the industry in question. The main purpose is to inform students about the importance of crisis forecasting or forecasting analysis, because forecasting is presented as a very important element in being successful and competitive in today's market with high dynamism.
Learning outcomes:	
Learning outcomes:	At the end of this course students should be able: <ul style="list-style-type: none"> ▪ To understand the development of tourism in a changing world; ▪ To recognize the concepts of crises and their management; ▪ To know the different spheres of crisis activity; ▪ To know the methods of analysis and prognosis; ▪ To understand what strategic crisis management measures are; ▪ To give their views on future crisis management, given the current dynamics of development of the tourism and hotel industry.
Contribution in Student's learning (should correspond with Students learning	

outcomes)			
Activity	Hrs	Days/weeks	Total
Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	1	1	1
Exercises in the field (study visits)			
Tests, seminars	2	2	4
Home work			
Student's independent study time (library or home)	3	10	30
Final preparation for exam	6	3	18
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.			
Total			100
Teaching methodology:			
	Lectures and exercises combined with case studies and class discussions, seminar papers, discussions, group work, etc.		
Assessment methods :			
	First test: 0-30% Second test: 0-30% Exercises, seminars: 0-20% Scientific research: 0-10% Interactivity: 0-10% Final exam: 100% The final exam is evaluated with 100% of the grade. The exam consists of questions with possible answers, open-ended questions, and a case study.		
List of references			
Basic literature:			
	Dirk Glaesser, "Crisis Management in the Tourism Industry", Butterworth-Heinemann, Great Britain, 2006.		
Additional literature:			
	<ul style="list-style-type: none"> ▪ David Beirman, "Restoring tourism destinations in crisis: A strategic marketing approach", Allen & Unwin, Australia, 2003. ▪ Eric Laws, Bruce Prideaux & Kaye Chon, "Crisis management in tourism", CAB International, 2007. 		
Lectures timeline:			
Week	Lectures		
Fist week:	Presentation of the syllabus and general introduction to this		

	subject
Second week:	Tourism in a changing world <ul style="list-style-type: none"> ▪ The living conditions of humans ▪ Natural changes
Third week:	The basics of crisis management <ul style="list-style-type: none"> ▪ What is a crisis? ▪ What are negative events in tourism? ▪ What is crisis management?
Fourth week:	Crises' spheres of activity <ul style="list-style-type: none"> ▪ The consumer as a sphere of activity ▪ The tourism product as a sphere of activity
Fifth week:	<ul style="list-style-type: none"> ▪ Competitors as spheres of activity ▪ The state as a sphere of activity
Sixth week:	<ul style="list-style-type: none"> ▪ Investors, personnel and other spheres of activity ▪ Ranking of activity spheres
Seventh week:	First test
Eighth week:	Methods of analysis and prognosis <ul style="list-style-type: none"> ▪ Identification of important areas and events ▪ Systems and methods of early warning
Ninth week:	Strategic measures of crisis management <ul style="list-style-type: none"> ▪ Preventive crisis management within the framework of corporate strategy
Tenth week:	<ul style="list-style-type: none"> ▪ Preventive crisis management measures through strategic actions ▪ Basic forms of crisis handling strategies
Eleventh week:	Crisis planning and organizational measures <ul style="list-style-type: none"> ▪ Generic planning ▪ Contingency planning
Twelfth week:	<ul style="list-style-type: none"> ▪ Training ▪ Preventive planning
Thirteenth week:	Crisis management instruments
Fourteenth week:	The future of crisis management
Fifteenth week:	Second test

Academic policies and rules of conduct:

Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.