

Destination and Hospitality Crisis Management

HMG 6630 | 2 credits | Fall 2025

Connect with HHP



@UFHHP



@ufhhp



@UF_HHP



HHP LinkedIn

COURSE INFORMATION

Credits: 2

Course Format: Online

INSTRUCTOR INFORMATION

Dr. Gary L Deel

Office: NA (Remote)

Office Hours: By appointment via Zoom

Email: garyleedeel@ufl.edu

Department Chair

Rachel Fu, Ph.D., CHE Room FLG 240D

Email: racheljuichifu@ufl.edu

COURSE DESCRIPTION (REQUIRED COURSE)

Establish a foundation for crisis management in hospitality/tourism. Students will focus on crisis management models, crisis communication models, emergency management models, and how the three are integrated. Additionally, students will become familiar with the similarities and differences between risk management (safety, security, etc.) and crisis management planning and implementation.

This module introduces the students to:

1. Fundamentals of hospitality/tourism crisis management
2. Fundamentals of crisis communication
3. Fundamentals of emergency management
4. Basic principles of crisis communication
5. How crisis communication fits into the management model 6. What is effective crisis communication

COURSE PREREQUISITES

None

COURSE OBJECTIVES

By the end of this course, students will be able to:

- Explain why hospitality/tourism crisis management is important
- Define how the hospitality/tourism industry is vulnerable
- Describe approaches to crisis management

- Design organizational structures of hospitality/tourism crisis management
- Analyze the basic principles of crisis management
- Describe and apply effective crisis management plans
- Implement crisis communication plans based on the crisis management model

COURSE MATERIALS

All materials for this course are provided in the Canvas Webcourse under the respective module pages for each week.

COURSE SCHEDULE

The course schedule is tentative and subject to change. Changes will be announced on Canvas. It is the student's responsibility to keep track of announced schedule changes.

Week	Topics	Due Date	Assigned Readings/Assignment Due Dates
Week 1 / Module 1	Crisis Management & Hospitality/Tourism	Due: Sunday, 8/31 by 1800 hrs (6pm) EST	Module 1 Discussion Module 1 Quiz
Week 2 / Module 2	Fundamentals of Emergency Management	Due: Sunday, 9/7 by 1800 hrs (6pm) EST	Module 2 Discussion Module 2 Quiz
Week 3 / Module 3	Crisis Reduction Measures & Tactics	Due: Sunday, 9/14 by 1800 hrs (6pm) EST	Module 3 Discussion Module 3 Quiz
Week 4 / Module 4	Crisis Readiness Measures & Tactics	Due: Sunday, 9/21 by 1800 hrs (6pm) EST	Module 4 Discussion Module 4 Quiz
Week 5 / Module 5	Crisis Response Measures & Tactics	Due: Sunday, 9/28 by 1800 hrs (6pm) EST	Module 5 Discussion Module 5 Quiz
Week 6 / Module 5	Crisis Recovery Measures & Tactics	Due: Sunday, 10/5 by 1800 hrs (6pm) EST	Module 6 Discussion Module 6 Quiz
Week 7 / Module 7	Crisis Communications Theories & Practices	Due: Sunday, 10/12 by 1800 hrs (6pm) EST	Term Project

COURSE CREDIT BREAKDOWN

Students can earn 100 points (100%) in this class:

Discussion	48
Quizzes	30
Term Project	22
Total	100

SYLLABUS AND COPYRIGHT ACKNOWLEDGEMENT (NO POINTS BUT REQUIRED)

This acknowledgement does not affect your grade but is required in order to remain enrolled in the course. All you need to do is type your name indicating you understand and agree to these statements. Please do this IMMEDIATELY.

DISCUSSION BOARDS (8 POINTS EACH x6)

Discussion Boards are a way to show participation in an online classroom environment, and to engage your fellow classmates in healthy, productive dialogue. There are six discussion boards in our class. Specific instructions for the discussion boards can be found in our Canvas classroom under 'Discussions'.

Students may post as often as they like to discussion boards (dialogue is encouraged). However, in order to secure full credit for a discussion, students must complete, at minimum, the following:

- One (1) main response to the discussion question, of at least 250 words in length.
- Two (2) peer responses addressing the main postings from other students, of at least 100 words in length each.

The grading rubric for discussion boards is as follows:

Main Post Substance and length requirement.	4 pts
Peer Response 1 Substance and length requirement.	2 pt
Peer Response 2 Substance and length requirement.	2 pt

QUIZZES (5 POINTS EACH x6)

Quizzes will be held online via Canvas, and are timed. Due to the online nature of quizzes, the use of course materials and/or class notes is permitted. However, you are not permitted to take quizzes in the presence of one another, or to assist each other in any way with quizzes. Make-up quizzes will be given only for emergency situations, provided that the instructor is notified IN ADVANCE. Technology issues will not be grounds for excuse unless you notify me prior to the quiz deadline.

Quizzes are based on the module lectures, videos, and PPTs, so students are responsible for reviewing these materials insofar as quizzes are concerned.

TERM PROJECT (22 POINTS)

As a culmination of this course on Hospitality Crisis Management, you will develop a comprehensive **Business Continuity Plan (BCP)** in the form of a standard essay for a hospitality or

tourism-related business of your choosing. This business must be **different from any organization you discussed in your weekly discussion posts**.

Your paper will serve as a strategic guide that demonstrates your understanding of crisis preparedness, emergency management, response, recovery, and long-term planning -- tailored specifically to the operational realities of the hospitality industry.

Assignment Requirements:

- **Length:** Minimum of **2,200 words**, not including the cover page or references
- **Sources:** Minimum of **five scholarly or industry sources, cited in APA style**
- **Format:** APA formatting, including:
 - Cover page
 - In-text citations
 - Reference page

What to Include in Your Business Continuity Plan (Checklist):

Your paper should include discussion of **each of the following topics**, which have been discussed in this class from Modules 1 through 6:

1. Introduction to the Business

- Brief overview of the chosen hospitality/tourism business
- Geographic location, size, services, and clientele
- Explanation of why continuity planning is critical for this type of business

2. Risk Identification and Vulnerability Assessment (*Module 1 & 3*)

- Identify key hazards the business may face (natural, manmade, technological, reputational)
- Discuss tourist vulnerability and risk audits
- Assess internal and external vulnerabilities

3. Emergency Management Integration (*Module 2*)

- Discuss how emergency management principles (Preparedness, Mitigation, Response, Recovery) apply to your plan
- Describe inter-agency coordination (e.g., with local EMS, police, fire, tourism boards)

4. Crisis Readiness (*Module 4*)

- Describe readiness planning including:
 - Staff training and psychological preparation
 - Vendor agreements and logistical support
 - Communication protocols, including “dark” website or backup messaging tools

- Evacuation plans, emergency signage, and drills

5. Response Strategy (Module 5)

- Immediate action plan for the first 24–48 hours of a crisis
- Steps to ensure guest safety, employee coordination, stakeholder communication
- Role of Destination Marketing Organizations (DMOs), local media, and social media
- Message monitoring and rumor control

6. Recovery Plan (Module 6)

- Business continuity measures to restore operations
- Internal and external communication plans during recovery
- Post-crisis marketing and media strategies
- Human resources support for staff (emotional, logistical, financial)
- Monitoring public perception and research

7. Lessons Learned and Improvement Mechanisms

- Debriefing process
- Feedback loops and plan revision protocols
- Sharing of knowledge with stakeholders, partners, and community

8. Conclusion

- Summarize the importance of a proactive and coordinated continuity plan
- Reflect on how the plan supports resilience and long-term sustainability

Helpful Tips:

- Use real-world examples or case studies where appropriate
- Support your recommendations with academic and industry sources
- Be specific in applying course concepts to your chosen business
- You may choose how much time (or words) to allocate to each of the above topics...as long as you address each of them in some form AND meet the total length requirement for the assignment.

The grading rubric for the term project is as follows:

Substance and Content Addresses all components of the assignment with complete answers and discussion.	9 pts
Sources Uses required number of sources.	5 pts
APA Formatting Paper and references are in proper APA format.	4 pts
Grammar Writing is grammatically correct, and free of spelling and syntax errors.	4 pts
Length Requirement Credit deduction proportional to length shortfall (e.g. if submission is 80% of required length, max eligible credit shall be 80% before other deduction). For an explanation regarding why length requirement is important, please read this article: https://onlinelearningtips.com/2019/08/length-requirements-papers/	- -%

GRADING SCALE

The University's grading system will be used for this course (for information about UF's grades and grading policies, please consult <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>).

In accordance, a student's overall performance in this course will be graded as follows:

A (4.0) = 94% & above; A- (3.67) = 90% to 93.99%;
B+ (3.33) = 87% to 89.99%; B (3.0) = 83% to 86.99%; B- (2.67) = 80% to 82.99%
C+ (2.33) = 77% to 79.99%; C (2.0) = 73% to 76.99%; C- (1.67) = 70% to 72.99%
D+ (1.33) = 67% to 69.99%; D (1.0) = 63% to 66.99%; D- (0.67) = 60% to 62.99%;
E (0.00) = Below 60%

GRADING AND FEEDBACK

All assignments are graded within seven days of the due date, unless otherwise communicated. Feedback will be provided under the grade comments section in Canvas for any deductions as applicable.

CLASS POLICIES

Students are expected to be professional in the course, which requires them to:

- Actively participate in the course. Active participation includes asking thoughtful questions, contributing knowledge and ideas relevant to the topic, volunteering answers to questions, and sharing relevant material from other readings, classes, newspapers, and media sources.
- Be punctual with regards to course due dates.
- Be prepared to participate in discussions. Students are required to read all assigned materials prior to class.
- Be courteous and respectful to peers and the instructor.

It is important to the learning environment that you feel welcome and safe in this class; and that you are comfortable participating in class discussions and communicating with me on any issues related to the class. If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail. I welcome you to the class and look forward to a rewarding learning adventure together.

You may also change your "Display Name" in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.

LATE WORK POLICY

Absent extenuating circumstances (e.g. medical emergencies, military deployment, natural disasters, etc.), work that is not submitted on time will generally not be accepted for credit. If you contact me in advance concerning a challenge in submitting work on time, I will absolutely discuss it with you. And I may, from time to time, grant an extension as may be appropriate and justified (no promises are made a priori). However, failure to read, understand, or remember deadlines will not be an excuse that justifies any such exceptions. This is why it is very important that you pay close attention to coursework deadlines as outlined in the schedule contained herein.

STUDENTS WITH DISABILITIES

Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Any student who feels that they may need accommodations based on the impact of a disability should contact the instructor privately to discuss their specific needs. The University encourages students to follow this procedure as early as possible in the semester.

UF ACADEMIC HONOR CODE

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.” On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

Academic dishonesty, such as plagiarism and cheating, will not be tolerated. Violation of the UF Academic Honor Code will incur serious consequences. Any act of academic dishonesty will be reported to the Dean of Students Office. Plagiarism and cheating may be punished by failure on the exam, assignment, or project; failure in the course; and/or expulsion. There are no exceptions to this policy. For more information about UF’s policy, please consult <https://policy.ufl.edu/regulation/4-040/>.

ONLINE COURSE EVALUATIONS

Students are given the opportunity to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Additional Resources:

- Office of Academic Support can be found at <https://oas.aa.ufl.edu/>
- UF Tutoring offers various forms of academic support to help students succeed in their studies. All tutoring services are free to UF students. <https://teachingcenter.ufl.edu/tutoring/>
- Writing Studio is committed to helping UF students meet their academic and professional goals by becoming better writers. <https://writing.ufl.edu/writing-studio/>
- U Matter We Care: This initiative aims to assist the community with care related resources that focus on health, safety, and holistic well-being. <https://umatter.ufl.edu/>