UF | Tourism, Hospitality & Event Management

UNIVERSITY of FLORIDA

HOSPITALITY/TOURISM CRISIS MANAGEMENT

№ 14663

LEI 6931
1063

Online version:
Asynchronous / 100% Online

Brian D. Avery

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and by appointment
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Preferred methods of communication - Zoom, email, text

Department Chair: Dr. Rachel Fu

Need clarification on something pertaining to the class?

Text: using the Remind platform

Snap: prof_bdavery — *I mute and do not view stories*

Tweet: @briandavery — *I do not follow back unless requested*

Course Description: This course establishes 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 Objectives:

At the end of this course, students will be able to…

1. Explain why hospitality/tourism crisis management is important
2. Define how the hospitality/tourism industry is vulnerable
3. Develop an understanding of approaches to crisis management
4. Gain insight into organizational structures of hospitality/tourism crisis management
5. Understand the basic principles of crisis management
6. Describe and apply effective crisis management plans
7. Implement crisis communication plans based on the crisis management model

Additional details can be found in the course syllabus.

Instructional Format: Classes will include lectures, discussions, guest speakers, case studies, simulated exercises, group work, and more.

Selected Book References (*no required textbook*):

Required readings have been provided in each module outline in Canvas.

Assessment Methods: Student performance is based on exams, assignments, quizzes, essays, presentations, attendance, and projects.

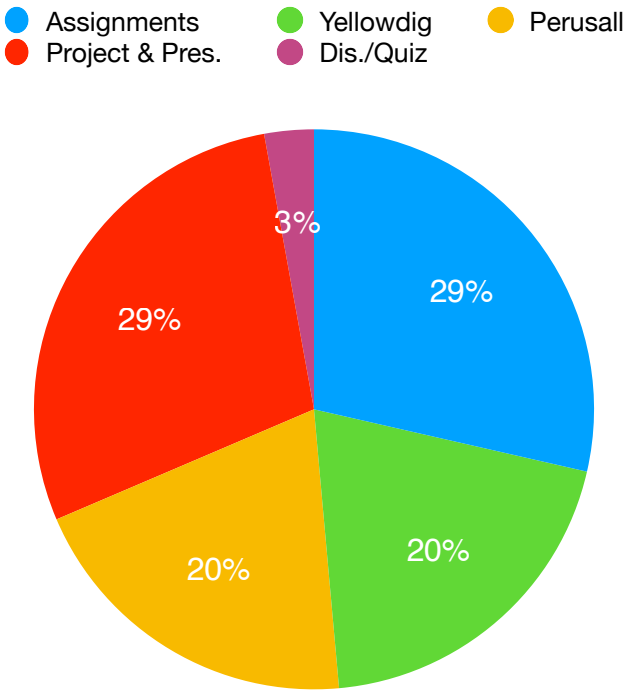
Grading Scale and Rubric:

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
100-93	**92-90**	**89-87**	**86-84**	**83-80**	**79-77**	**76-74**	**73-70**	**69-67**	**66-64**	**63-60**	**59-0**
Outstanding - 4.0-3.67 GP		**Good - 3.33-2.67 GP**			**Average - 2.33-1.67 GP**			**Below Average - 1.33-.67 GP**			**Fail - 0 GP**
The assignment is well above the minimum requirements, well organized, analytical rather than descriptive, and includes excellent grammar and spelling.		The assignment is somewhat above minimum requirements, organized, more descriptive than analytical, and contains minimal grammar and spelling issues.			The assignment meets most of the criteria with average organization, is descriptive rather than analytical, and includes poor grammar and spelling.			The assignment does not meet the minimum criteria.			The assignment does not meet the criteria.

Grades: Grades are dependent on the student's performance measured by, but not limited to, exams, assignments, in-class activities, presentations, attendance, and/or projects. Final grades are based on the accumulation of points the student earns throughout the semester. Total points are converted to letter grades using the grading scale provided within. The grading scale is strictly enforced and unchangeable. The professor **will NOT** change grades at the end of the semester because the student is unhappy with their academic performance. Grades are maintained on the CANVAS site.

Assessment Methods & Breakdowns

Assessments	Points	Grade % (approx.)
Assignments (5)	100	29
Discussion/quiz (1)	10	3
Yellowdig	70	20
Perusall	70	20
Project & Pres.	100	29



Assignments (5): Five (5) assignments will be given during the semester based on the course content. Assignment details are posted in Canvas.

Assignments	Points
Covid and international tourism	20
Covid and domestic tourism	20
Covid and reduction	20
Covid and readiness	20
Covid and response	20

Discussions (1): One (1) discussion will be given during the semester based on the course content. Discussion details are posted in Canvas.

Discussion	Points
Introduction/quiz	10

Let's continue the conversation on Yellowdig (70 pts.): Yellowdig is a social learning platform to encourage engagement and assist with casual conversations, exchange of ideas, or occasional debates. Each module I will post a continuation of a lecture or pickup on a topic that requires additional discussion. Students are also encouraged to create their own discussion based on the topics being covered in class or sharing related news, etc. relevant to the class on the platform. Additional details regarding the use of the platform can be found on Canvas.

Perusall (70 pts.): Perusall helps you master readings faster, understand the material better, and get more out of class. To achieve this goal, you will be collaboratively annotating the articles with others in your class using Perusall. Additional details regarding the use of the platform can be found on Canvas.

Project and presentation (100 pts.): Business Continuity Plan (develop a segment of a business continuity plan): Students are responsible for developing a segment (chapter) of a business continuity plan for entertainment / sport offerings. Students will select from a list of biological, geological, meteorological, and unintentional threats impacting entertainment / sport offerings in order to research and develop a business continuity plan that addresses the associated known and foreseeable hazards. Students will present their findings.

Course Policies:

Professional Behavior: Professional behavior is expected from all students. This includes respect and consideration for students, instructors, TAs, guest speakers, and supervisors. Examples of appropriate classroom behaviors include, but are not limited to:

- Paying attention to lectures;
- Reading course materials before class;
- Engaging respectfully in class discussions;
- Arriving to class on time;
- Entering the back of the classroom if you are late;
- Abstaining from side discussions with other students;
- Refraining from the use of cellphones during class;
- Putting away all electronic devices (unless otherwise instructed or agreed upon) before class begins; and,
- Demonstrating the use of appropriate language through communication in the classroom and/or via email.

Check out a quick read: Professionalism is for Everyone, Five Keys to Being A True Professional, by James R. Ball

Make-Up Policy: Late or missed assignments are **NOT** accepted unless in accordance with the University's make-up policy: http://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Attendance is not required, but absences are noted. *(This does not apply to 100% UF Online students)*

- If the student is absent from a live lecture, arrives late, or leaves early without completing the assignments, projects, and/or exams, zero (0) points are earned.
- If you are absent from class, you are responsible for obtaining the missed information from a classmate.
- Requirements for class attendance are consistent with University policy: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

Excused Absences: According to UF, students may be excused from class for the following reasons: documented illness, serious family emergency, certain curricular requirements, military obligations, severe weather conditions as noted by the University, or observance of religious holidays. It is your responsibility to obtain missed information from another classmate. Requirements for class attendance are consistent with University policy: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

Unexcused Absences: If a student has other commitments that prevent him/her from attending this course, the student should drop the course immediately. Unexcused absences include but are not limited to outside extracurricular activities, work, family or personal vacations, fraternity or sorority functions, problems with transportation, oversleeping, or choosing not to attend class. Missed information should be obtained from another classmate. Requirements for unexcused absences are consistent with University policy: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

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." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Honor Code. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Violations of the Honor Code: Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, refer to https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/.

Email Communication: Students may email or contact the instructor after they have one (1) read the course syllabus, two (2) referred to the CANVAS website, three (3) reviewed their class notes, and four (4) consulted with another student regarding the information they are seeking. Emails are typically answered within two academic days, although emails sent one or two days prior to an exam or assignment will not be answered. **ALL emails must include the following:**

To: brianavery@ufl.edu

From: "insert_name"@ufl.edu

Subject: "Insert Name" LEI 6931 (Crisis Mgmt.)

Dear Brian,

My name is "Insert Name" and I am a student in your LEI 6931 (Crisis Mgmt.) course. I have read the syllabus, referred to the CANVAS website, examined my class notes, and asked another classmate about _____, but I am unable to find the information.

Academic Resources: This course is posted on CANVAS (e-Learning) and each student is expected to understand how the system works prior to the submission of scheduled assignments. If you require e-Learning support, please contact *E-learning technical support* at (352) 392-4357 and select option 2 or send an e-mail to learning-support@ufl.edu. For career assistance, contact the *Career Resource Center*, Reitz Union, (352) 392-1601 or go to their website: http://www.crc.ufl.edu/. Should you require *Library Support* go to the following website: http://cms.uflib.ufl.edu/ask.

Accommodations: Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor, in person, when requesting accommodations. Please address accommodations needed during the first week of class.

Counseling Services: The UF Counseling and Wellness Center offers a variety of resources for students: https://www.counseling.ufl.edu/cwc/Default.aspx The U Matter, We Care initiative is committed to creating a culture of care by encouraging members of the UF community to look out for one another and to reach out for help. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. **If you or a friend needs help**, please call (352) 294-2273 or send an email to umatter@ufl.edu. Please remember that asking for help is a sign of strength. **In case of emergency, call 911**.

Instructor Feedback: Students are expected 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 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 viaufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results/.

In-Class Recording: Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Policy on Course Syllabi Honor Code and Student Conduct Code.

Tentative Course Schedule

Modules (7): Seven (7) modules will be presented during the semester. Module details are posted in Canvas.

Modules	Topics
Module 1 (2-weeks)	Crisis management hospitality/tourism
Module 2	Fundamentals of emergency management
Module 3	Crisis reduction measures and tactics
Module 4	Crisis readiness measures and tactics
Module 5	Crisis response measures and tactics
Module 6	Crisis recovery measures and tactics
Module 7	Student led presentations

Friendly Reminder: The instructor reserves the right, when necessary, to modify the syllabus*, change examination and assignment dates, and modify the course content. Modifications will be announced and discussed in class and will be posted on the course website. Students are responsible for those changes.*

Copyright Statement: The materials used in this course are copyrighted.

Legal Matters: Information presented/discussed in-class in no-way represents legal advice. Should students need legal advice. Should students need legal advice, they are encouraged to utilize available campus legal resources or contact an attorney.