Subject Code	TOU704
Subject Name	Crisis and Risk Management for Tourism
Credit points	6
AQF Level	7 (Year 3)
Delivery mode	On campus
Prerequisites	None

Subject Overview	This subject introduces students to the concepts and applications of crisis and risk management within the tourism industry, addressing both micro-level (enterprises) and macro-level (destinations) perspectives. It provides a foundational understanding of how to apply theoretical crisis management frameworks to various challenges, such as natural disasters, political instability, health epidemics, climate change, economic crisis and international management failures. The subject will utilize relevant global case studies to support students comprehend the impact these challenges have had on industry. Additionally, it will highlight the different practical management strategies that organizations and destinations can employ to build resilience for the future.

Learning Outcomes	Explain the fundamentals of risk and crisis management in a tourism context
	Analyse crisis management frameworks at both micro (enterprise) and macro (destination) levels in tourism
	Critically evaluate the causes and impacts of tourism crises and disasters
	Design suitable crisis management recovery strategies to rebuild the market following a tourism crisis

Assessments	**Indicative assessments**	**Weighting**
	Tests	50%
	Case Study Analysis Presentation (group)	20%
	Multimedia Crisis Management Recovery Plan	30%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to synthesise knowledge
	Communication skills

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