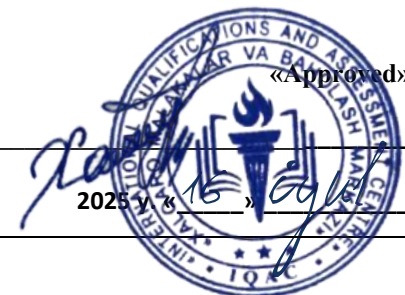




**INTERNATIONAL QUALIFICATIONS  
AND ASSESSMENT CENTRE (IQAC)**



<b>Programme</b>	<b>Level 6 Diploma in Tourism &amp; Hospitality</b>	
<b>Unit Number/ Unit Title</b>	<b>Unit 4 Risk, Crisis and Event Management in Tourism</b>	
<b>Cohort Code:</b>	L06RCM-U4	
<b>Unit Level</b>	Level 6	
<b>Total Credits/Hours</b>	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110	
<b>Credits</b>	20 CATS/ 10 ECTS	
<b>Lecturer</b>		
<b>Start Date</b>		<b>End Date</b>

<b>Unit Aims</b>	This module explores the identification, assessment, and management of risks and crises in tourism, including those related to large-scale events. It helps students develop contingency planning, risk communication, and crisis response skills.	
<b>Differentiation Strategies</b> (e.g. planned activities or support for individual learners according to their needs)	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none"> <li>1. Progressive tasks</li> <li>2. Digital resources</li> <li>3. Verbal support</li> <li>4. Variable outcomes</li> <li>5. Collaborative learning</li> <li>6. Ongoing assessment</li> <li>7. Flexible-pace learning</li> </ol>	
<b>Equality &amp; Diversity</b>	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.	

<b>Safeguarding &amp; Prevent</b>	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
<b>Health &amp; Safety</b>	SIRM H&S policies will be maintained.
<b>Learning Resources</b>	<b>Teaching and Learning Materials</b>
	<ul style="list-style-type: none"> <li>• Glaesser, D. (2006). Crisis Management in the Tourism Industry. Routledge.</li> <li>• Laws, E., Prideaux, B., &amp; Chon, K. (2007). Crisis Management in Tourism. CABI.</li> <li>• Hall, C. M. (2010). Crisis Events in Tourism: Subjects of Crisis. Channel View Publications.</li> <li>• Ritchie, B. W. (2009). Crisis and Disaster Management for Tourism. Channel View Publications.</li> <li>• Silvers, J. R. (2007). Risk Management for Meetings and Events. Butterworth- Heinemann.</li> </ul>

<b>Learning Outcome</b> <b>(The learner will be able to)</b>	<b>Assessment Criteria</b> <b>(The learner can:)</b>
<b>LO1. Understand types of risks in tourism and events.</b>	1.1 Identify various internal and external risks affecting tourism and event operations. 1.2 Explain legal, health, and safety considerations.
<b>LO2. Evaluate crisis management strategies.</b>	2.1 Assess crisis response strategies and frameworks. 2.2 Analyse real-world case studies of crisis events in tourism.
<b>LO3. Plan for risk mitigation and response.</b>	3.1 Develop a risk mitigation and contingency plan. 3.2 Recommend actions to reduce vulnerabilities.
<b>LO4. Understand communication roles during crises.</b>	4.1 Evaluate the importance of communication in managing crises. 4.2 Develop a stakeholder communication strategy.

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to Risk and Crisis Management in Tourism	Define risk and crisis management concepts specific to tourism and events.	LO1	
2.	Classifying Risks: Operational, Financial, Legal, Strategic, Environmental	Understand different risk types encountered in tourism and events.	LO1	
3.	Health, Safety, and Security Risks in Tourism and Events	Examine how to identify and assess guest and staff safety risks.	LO1	
4.	Natural Disasters and Climate-Related Risks	Analyze the impact of environmental risks such as earthquakes and floods.	LO1	
5.	Political, Social, and Terrorism-Related Risks	Identify geopolitical risks and their implications for tourism.	LO1	
6.	Crisis Typologies: Sudden, Predictable, Smoldering	Differentiate types of crises and how they affect organizations.	LO2	
7.	Phases of Crisis Management: Prevention, Preparedness, Response, Recovery	Understand the strategic stages of managing tourism-related crises.	LO2	
8.	Leadership and Decision-Making During Crises	Explore leadership strategies for effective and ethical crisis response.	LO2	
9.	Destination-Level Crisis Management: National and Local Response Mechanisms	Evaluate government and industry collaboration in destination recovery.	LO2	
10.	Post-Crisis Recovery Strategies: Rebuilding Reputation and Resilience	Assess long-term approaches to recovery after major tourism disruptions.	LO2	
11.	Case Studies: Tourism Industry Response to Crises (e.g. COVID-19, 9/11, tsunamis)	Analyze real-world crisis responses to identify lessons learned.	LO2	
12.	Introduction to Risk Assessment and Hazard Mapping	Learn to identify vulnerabilities and assess risk likelihood and impact.	LO3	

13.	Risk Assessment Tools: SWOT, PESTLE, Risk Matrices	Use structured tools for analyzing and planning risk mitigation.	LO3	
14.	Emergency and Contingency Planning	Develop practical plans for handling emergencies at tourism sites or events.	LO3	
15.	Event Risk Management: Site Analysis and Crowd Safety	Apply principles of risk planning to event layouts and operations.	LO3	
16.	Midterm	<b>Midterm assessment</b> covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17.	Insurance and Legal Compliance in Tourism and Event Risk Management	Examine the legal frameworks and protections required for risk mitigation.	LO3	
18.	Monitoring, Auditing, and Updating Risk Management Plans	Understand the importance of continuous improvement in risk strategies.	LO3	
19.	Principles of Crisis Communication	Define the purpose and structure of communication during emergencies.	LO4	
20.	Roles of Spokespersons, Media, and PR in Crisis Situations	Understand who communicates what, how, and when during a crisis.	LO4	
21.	Stakeholder Communication and Community Engagement	Explore how to maintain trust with tourists, staff, and partners.	LO4	
22.	Social Media in Crisis Communication	Use digital tools to monitor and respond to real-time developments.	LO4	
23.	Internal Communication and Staff Preparedness	Prepare communication systems to inform and coordinate internal teams.	LO4	
24.	Reputation Management and Brand Protection During Crises	Explore strategies to protect or rebuild destination/brand reputation.	LO4	
25.	Integrating Risk and Crisis Management into Tourism Policy	Understand the role of public policy in supporting tourism resilience.	LO1, LO2	
26.	Creating a Risk-Resilient Tourism Culture	Foster organizational cultures focused on preparedness and responsibility.	LO2, LO3	

27.	Designing a Crisis Simulation Activity	Create and test a practical scenario simulating a crisis response.	LO3, LO4	
28.	Group Projects: Destination or Event Risk Management Plans	Develop and present comprehensive strategies for tourism/event risk management.	LO1 – LO4	
29.	Student Presentations: Crisis Response and Communication Strategies	Present a case analysis including strategic response and communication.	LO2 – LO4	
30.	Final Exam Preparation & Review			
31.	Final Exam			