

<b>DEREE COLLEGE SYLLABUS FOR:</b>		<b>US CREDITS: 3/0/3</b>
<b>HT 4234 PUBLIC RELATIONS AND CRISIS MANAGEMENT IN TOURISM AND HOSPITALITY – LEVEL 6</b>		<b>UK CREDITS: 15</b>
(Updated Fall 2021)		
<b>PREREQUISITES:</b>	HT 1001 Introduction to the Tourism and Hospitality Industry HT 3115 Marketing in Tourism and Hospitality	
<b>CATALOG DESCRIPTION:</b>	Public Relations in tourism and hospitality, with special emphasis on the role of PR activities in crisis management. The needs of different PR audiences, PR as part of an integrated communications strategy, PR as a vital tool in managing different types of crisis events.	
<b>RATIONALE:</b>	The course combines theoretical perspectives and practical examples in discussing the importance of Public Relations as a function of tourism and hospitality organisations, and examines the characteristics and needs of different PR audiences and contexts. The course also focuses on crisis management planning, from prevention and preparation to response and recovery in relation to different types of crisis events, highlighting the vital role of PR in successfully managing communications before, during and after a crisis.	
<b>LEARNING OUTCOMES:</b>	<p>As a result of taking this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Assess the importance of a strategic approach to planning PR and crisis management activities in tourism and hospitality organisations</li> <li>2. Critically discuss how key theory concepts and frameworks relating to Public Relations and crisis management are applicable in the context of tourism and hospitality organisations</li> <li>3. Critically evaluate the complexity and resulting challenges involved in managing operations and communications at times of crisis</li> </ol>	
<b>METHOD OF TEACHING AND LEARNING:</b>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work) and practical problem solving in class.</li> <li>➤ The individual project encourages students to identify and examine a crisis event in the tourism / hospitality industry.</li> <li>➤ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul>	

<b>ASSESSMENT:</b>	<p><b>Summative:</b></p> <table border="1" data-bbox="678 170 1422 300"> <tr> <td><b>First Assessment:</b> In-class written examination (One-hour, closed-book)</td><td><b>40%</b></td></tr> <tr> <td><b>Final Assessment:</b> Individual written project (2,500-3,000 words)</td><td><b>60%</b></td></tr> </table> <p><b>Formative:</b></p> <table border="1" data-bbox="678 352 1422 386"> <tr> <td>Discussion of case studies, project support</td><td><b>0%</b></td></tr> </table> <p>The formative assessments aim to prepare students for the summative assessments.  The first assessment tests Learning Outcomes 1 and 2.  The final assessment tests Learning Outcomes 1, 2 and 3.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>	<b>First Assessment:</b> In-class written examination (One-hour, closed-book)	<b>40%</b>	<b>Final Assessment:</b> Individual written project (2,500-3,000 words)	<b>60%</b>	Discussion of case studies, project support	<b>0%</b>
<b>First Assessment:</b> In-class written examination (One-hour, closed-book)	<b>40%</b>						
<b>Final Assessment:</b> Individual written project (2,500-3,000 words)	<b>60%</b>						
Discussion of case studies, project support	<b>0%</b>						
<b>INDICATIVE READING:</b>	<p><b>REQUIRED MATERIAL:</b></p> <ul style="list-style-type: none"> <li>• Ulmer, R., Sellnow T. &amp; Seeger M. (2017). <i>Effective Crisis Communication, Moving from Crisis to Opportunity</i> (4<sup>th</sup> ed.). London, UK: Sage Publication Ltd.</li> </ul>						
	<p><b>RECOMMENDED READING:</b></p> <p>BOOKS</p> <ul style="list-style-type: none"> <li>• Fearn-Banks, K. (2016). <i>Crisis Communications: A Casebook Approach</i> (5<sup>th</sup> ed.). Oxon, UK: Routledge.</li> <li>• Deuschl, D. (2005). <i>Travel and Tourism Public Relations</i>, Butterworth –Heinemann.</li> <li>• Dowson, R. &amp; Bassett, D. (2015). <i>Event planning and management: A practical handbook for PR and Events Professionals</i> (PR in Practice). London, UK: Kogan Page.</li> <li>• Glaesser, D (2006) <i>Crisis Management in the Tourism Industry</i>. Oxon: Routledge.</li> <li>• Kotler, P., Bowen, J., Makens, J., &amp; Seyhmus, B. (2016). <i>Marketing for Hospitality and Tourism (Global ed.)</i> (7<sup>th</sup> ed.). Essex, UK: Pearson Education Ltd.</li> <li>• McCabe, S (2009) <i>Marketing Communications in Tourism and Hospitality: Concepts, Strategies and Cases</i>. London: Routledge.</li> <li>• Meerman SD. (2017). <i>The New Rules of Marketing and PR: How to use social Media, blogs, New Releases, online video, and Viral marketing to reach buyers directly</i> (6<sup>th</sup> ed.). Hoboken, NJ: John Wiley &amp; Sons Inc.</li> <li>• Neef, A.&amp; Grayman, J.H. (2019). <i>The tourism disaster conflict nexus (community, environment and disaster risk management)</i>. Bingley, UK: Emerald Publishing Ltd.</li> <li>• Theaker, A. (2016). <i>The Public Relations Handbook</i> (5<sup>th</sup> ed.). Oxon, UK: Routledge.</li> </ul> <p>ARTICLES</p> <ul style="list-style-type: none"> <li>• Aureli, S., &amp; Supino, E. (2017). Online Reputation Monitoring: An Exploratory Study on Italian Hotel Managers' Practices. <i>International Journal of Hospitality &amp; Tourism Administration</i>, 18(1), 84–109. <a href="https://doi-org.acg.idm.oclc.org/10.1080/15256480.2016.1264903">https://doi-org.acg.idm.oclc.org/10.1080/15256480.2016.1264903</a></li> </ul>						

	<ul style="list-style-type: none"> <li>• Avraham, E., &amp; Ketter, E. (2017). Destination image repair while combatting crises: tourism marketing in Africa. <i>Tourism Geographies</i>, 19(5), 780–800. <a href="https://doi-org.acg.idm.oclc.org/10.1080/14616688.2017.1357140">https://doi-org.acg.idm.oclc.org/10.1080/14616688.2017.1357140</a></li> <li>• Hanusch, F (2012). Travel journalists' attitudes towards public relations: findings from a representative survey. <i>Public Relations Review</i> 28, 69-75.</li> <li>• Kim, J., Jun, J., Park, E., &amp; Lee, C.-K. (2018). Investigating public relations as a destination promotion strategy: the role of multiple dimensions of publicity. <i>Journal of Travel &amp; Tourism Marketing</i>, 35(5), 583–594. <a href="https://doi-org.acg.idm.oclc.org/10.1080/10548408.2017.1375445">https://doi-org.acg.idm.oclc.org/10.1080/10548408.2017.1375445</a></li> <li>• Lahav, T., Mansfeld, Y., &amp; Avraham, E. (2013). Factors Inducing National Media Coverage for Tourism in Rural versus Urban Areas: The Role of Public Relations. <i>Journal of Travel &amp; Tourism Marketing</i>, 30(4), 291–307. <a href="https://doi-org.acg.idm.oclc.org/10.1080/10548408.2013.784148">https://doi-org.acg.idm.oclc.org/10.1080/10548408.2013.784148</a></li> <li>• Rabbiosi, C (2015). Renewing a historical legacy: tourism, leisure shopping and urban branding in Paris. <i>Cities</i> 42, 195-203.</li> <li>• Schroeder, A., Pennington-Gray, L., Donohoe, H., &amp; Kioussis, S. (2013). Using Social Media in Times of Crisis. <i>Journal of Travel &amp; Tourism Marketing</i>, 30(1/2), 126–143. <a href="https://doi-org.acg.idm.oclc.org/10.1080/10548408.2013.751271">https://doi-org.acg.idm.oclc.org/10.1080/10548408.2013.751271</a></li> <li>• Séraphin, H., &amp; Gowreesunkar, V. G. B. (2017). Introduction: what marketing strategy for destinations with a negative image? <i>Worldwide Hospitality &amp; Tourism Themes</i>, 9(5), 496–503. <a href="https://doi-org.acg.idm.oclc.org/10.1108/WHATT-07-2017-0035">https://doi-org.acg.idm.oclc.org/10.1108/WHATT-07-2017-0035</a></li> </ul>
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	<b>REQUIRED MATERIAL: N/A</b> <b>RECOMMENDED MATERIAL: N/A</b>
<b>COMMUNICATION REQUIREMENTS:</b>	Use of appropriate academic conventions as applicable in oral and written communications.
<b>SOFTWARE REQUIREMENTS:</b>	Blackboard, MS Office, search engines
<b>WWW RESOURCES:</b>	<a href="http://www.census.gov">www.census.gov</a> Census USA <a href="http://www.chrie.org">www.chrie.org</a> International Council on Hotel, restaurant and Institutional Education <a href="http://www.iabc.com">www.iabc.com</a> International Association of Business Communicators <a href="http://www.prsa.org">www.prsa.org</a> Public Relations Society of America <a href="http://www.tsnm.com">www.tsnm.com</a> Trade Show News Network
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. Definitions, role and aims of Public Relations</li> <li>2. Key theories underpinning PR functions</li> <li>4. Characteristics of different PR audiences in the tourism industry</li> <li>3. PR activities in various sectors of the tourism and hospitality industry</li> <li>4. Definitions of crisis, characteristics of different types of crisis events</li> <li>5. A proactive approach to crisis management planning</li> <li>6. Management and leadership challenges in crisis management</li> <li>7. The importance of communications before, during and after a crisis</li> </ol>