



COURSE DESCRIPTION

1. GENERAL

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|--|---|-----------------|-----------------|
| SCHOOL | ECONOMIC SCIENCES | | |
| DEPARTMENT | TOURISM | | |
| LEVEL | Undergraduate | | |
| COURSE CODE | MAT130 | SEMESTER | 5 th |
| COURSE TITLE | Risk and Crisis Management in Tourism | | |
| INDEPENDENT TEACHING ACTIVITIES | WEEKLY TEACHING HOURS | ECTS | |
| Lectures | 4 | 5 | |
| COURSE CATEGORY | Specific Background | | |
| COURSE TYPE | Compulsory | | |
| PREREQUISITES | - | | |
| LANGUAGE OF TEACHING AND EXAMINATIONS | Greek | | |
| THE COURSE IS OFFERED TO ERASMUS STUDENTS | | | |
| URL | https://tourism.ionio.gr/en/undergraduate-studies/courses/1208/ | | |
| ECLASS | https://opencourses.ionio.gr/courses/DT0155/ | | |

2. TEACHING RESULTS

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| Teaching Results |
| Upon completion of the course the student will be able to: <ul style="list-style-type: none">• Recognize the risks in the tourism industry.• Analyze the risks faced by tourism companies.• Use appropriate risk management tools and methods.• Recognize, assess, and analyze crisis situations• Recognize issues that, if not resolved immediately, are likely to escalate into a crisis• Develop appropriate tools to mitigate the crisis• Monitor drivers by assessing whether they could cause a tourism or hotel crisis and propose crisis management operations. |
| General Skills |
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3. CONTENT

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| The aim of the course is for students to obtain a comprehensive picture of the role and operation of a tourism organization from the perspective of risk management. They will be able to understand, evaluate, and interpret various measures, models, and methods of risk and crisis management. The above are critical concepts and techniques for the student to be able to understand the meaning of risk, risk identification, risk analysis, risk control, financial derivatives, decision making under uncertainty and implement strategies to manage risks and mitigate crisis. |
| Week 1 |
| Risk and Risk Management |
| Week 2 |
| Market Risk |
| Week 3 |



Credit Risk

Week 4

Operational Risk

Week 5

Liquidity Risk, Country Risk & Reputation Risk

Week 6

Value at Risk

Week 7

Financial derivatives

Week 8

Forward & Future Contracts

Week 9

Options

Week 10

Swaps, Repos, and Cat Derivatives

Week 11

Crisis and Crisis Management

Week 12

Crisis impact, Warning Systems & Response Plans

Week 13

Tourism destination image and crisis management

4. TEACHING AND LEARNING METHODS - EVALUATION

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|--|---|----------|-------------------|----------|----|-------------------------------|----|-------------------------------|------------|
| TEACHING METHOD | Lectures | | | | | | | | |
| USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES | Use of ICT in teaching Learning support through the electronic platform e-class Use of ICT to communicate with students | | | | | | | | |
| TEACHING STRUCTURE | <table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Literature Study and Analysis</td> <td>73</td> </tr> <tr> <td>Course Total (ECTS: 5)</td> <td>125</td> </tr> </table> | Activity | Semester Workload | Lectures | 52 | Literature Study and Analysis | 73 | Course Total (ECTS: 5) | 125 |
| Activity | Semester Workload | | | | | | | | |
| Lectures | 52 | | | | | | | | |
| Literature Study and Analysis | 73 | | | | | | | | |
| Course Total (ECTS: 5) | 125 | | | | | | | | |
| EVALUATION OF STUDENTS | <p>Written examination</p> <ul style="list-style-type: none"> • Problem solving • Short answer questions • Multiple choice questions | | | | | | | | |



The evaluation criteria are made known to the students at the beginning of the course.

5. BIBLIOGRAPHY

- Risk Management in projects and organizations (2021), Kiryttopoulos K. Publications Key Number.
- Risk Management and Portfolio Management, (2018), P.Kiochos, A. Panagopoulos, P. Kyrmizoglou, Eleni Kiochou Publications
- Money, Banks, Markets and Risk Management, (2018), Sylligardos G., Schiniotakis N, Disigma Publications
- Crisis Management, (2-13), Robert Heath, M. Giourdas Publications
- Integrated Crisis Management System & Human Factor, (2005), A. Filolia, I. Papageorgiou, S. Stefanatos, Economic Library Publications