

Strategic Crisis Management and Safety in Tourism

Assignment Guidelines:

This assignment requires students to demonstrate a deep understanding of strategic crisis management and safety within the tourism and recreation industry. Students are expected to develop a comprehensive crisis management strategy for a hypothetical or real tourism destination facing security challenges.

The assignment will involve a critical analysis of current safety protocols, integration of international safety standards, and development of innovative solutions to complex safety challenges identified in the provided materials.

Use APA format for all external sources cited.

Submission Format:

Detailed project report

Font: Times New Roman, Size: 12, Spacing: Double

Word Count: 4000-5000 words

Submission Deadline: April 4th, 2025

Assessment Criteria:

Depth of Theoretical Understanding (20%)

Practical Application of Safety Theories (20%)

Innovativeness of Safety Solutions (20%)

Quality of Risk Assessment and Management Strategies (20%)

Clarity, Structure, and APA Formatting (20%)

Formatting Guidelines:

APA Format:

Include in-text citations and a comprehensive reference list following APA guidelines.

Document Layout:

Font: Times New Roman, 12 pt.

Line Spacing: Double

Margins: 1 inch on all sides.

Mandatory Sections:

Title Page: Assignment title, student name, and student ID.

Table of Contents: Include section titles and page numbers.

Abstract: Provide a brief summary of the project and its significance.

Introduction: Outline the background, objectives, and scope of the project.

Literature Review: Critically evaluate existing literature on safety in tourism and recreation.

Methodology: Describe the methods used for risk assessment and development of safety protocols.

Findings: Present the analysis, risk assessments, and proposed safety management strategies.

Discussion: Discuss the implications of the findings and how they advance safety practices.

Conclusion: Summarize the research and suggest future directions for the field.

References: List all sources cited, in APA format.

Appendices: Include any supplementary materials such as charts, graphs, or detailed tables.

Choose ONE of the following tasks:

Option 1: Crisis Management Strategy for a Coastal Resort

Develop a crisis management strategy for a coastal resort prone to natural disasters (e.g., hurricanes, tsunamis). Address the physical and operational adjustments needed to enhance safety and quick recovery.

Option 2: Urban Tourism Safety Enhancement Plan

Create a safety enhancement plan for an urban tourism destination facing security challenges like terrorism or civil unrest. Focus on integrating technology, public relations, and community involvement to improve security and tourist confidence.

Option 3: Recovery Strategy Post-Pandemic for a Tourism Hub

Formulate a recovery strategy for a major tourism hub that has been severely impacted by a global pandemic. Consider aspects such as market re-entry, health safety protocols, and restoring international tourist trust.

Submission Format: Upload the completed assignment as a PDF.