

**DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**

**University of Rajshahi**

**MBA Program (1 & 2 Year)**

<b>Course Code</b>	:	THM 6014 & THM 5014
<b>Course Title</b>	:	<b>First Aid, Safety and Security</b>
<b>Course Instructor</b>	:	Sazu Sardar
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**Rationale of the Course**

Safety and security is one of the most important aspects in tourism and hospitality industry. It represents the mental comfort-ability of the tourists. Actually tourists want to visit and reside secure and safe place. Tourist arrivals dramatically decrease, if any unexpected incident is happened. So ensuring safety and security should be the prime concern. Moreover tourism and hospitality is a labor intensive industry for that reason a good manager should have knowledge about first aid issues to overcome any emergency of the THM executives and tourists. This course will help the students to develop adequate knowledge about first aid, safety and security process in hospitality and tourism industry.

**Objective/Learning Outcomes:**

After completion of this course, students will able to-

1. Identify the role of first aid, safety and security in tourism and hospitality industry.
2. Overcome the initial challenges, if there is necessity in the destination operation.
3. Manage the risk and crisis of tourism and hospitality industry.
4. Provide first aid and emergency services.
5. Ensure aviation security.

**Course Contents**

<b>Class</b>	<b>Topics To Be Discussed</b>
1.	Tourism in Developing Countries, Tourism As A Social Phenomenon, , The Role of Safety and Security, Definition & Differences Between Safety and Security, Incidents that Influence Safety and Security in Tourism, Motives and Targets, Impacts of Security & Safety Incidents, Shaping Tourists Risk Perceptions.
2.	The Relationship Between THM Security And The Economy, How Security Or The Lack Of Security Impacts The Tourism Industry's Economy.
3.	Hotel And Motel Security, Common Problems, Hotel and Motel Challenges, Lodging Security In A Consistently Changing World, Types Of Public Lodging And Some Security Challenges, Working With Others.
4.	Security Around The Hotel- Front Desk and Lobby Area, Other Areas In The Hotel, Outsourcing, Protecting The Hotel's Staff, Should An Employee Or Guest Become Violent?
5.	Risk And Crisis Management, Risk Management, Why Analyzing Tourism Risks Is Difficult, Crisis Management, Basic Differences Between Crisis And Risk Management, Performing Risk Management, Risk Management Model and Guidelines.



<b>6.</b>	<b>Mid Term Examination (on Class 01-05)</b>
<b>7.</b>	Developing A Tourism Risk Management Plan In An Age Of Crime, Gangs, And Terrorism, Fire And Tourism Safety, Terrorism And Tourism, And The Media- Before An Incident, During The Incident, The Follow-Up After The Incident.
<b>8.</b>	Aquatic Tourism, Security At Beaches, Rivers, Lakes, and On The High Seas, Safety Precautions, Protection Against The Sun, Boating Safety, Criminal Issues And Issues Of Terrorism At Aquatic Locations, Issues Of Cruise Security And Safety, Tourism Surety, How Passengers Deal With Cruise Emergencies?
<b>9.</b>	Overview Of Aviation Industry, Aviation Economics, Aviation Security And Responding To Threats, Airline Management And Airline Economics.
<b>10.</b>	Hijackings, Issues Of Commonality In Hijackings, Counter-Hijacking Measures, Hardening The Terminal, Greater Examination Of Luggage, Making The Plane Itself More Secure, Issues Of Fire At Airports, Terrorism-Based Illnesses.
<b>11.</b>	Crime And Terrorism In Aviation, The Development Of Aviation Security Practices, International Civil Aviation Organizations, International Civil Aviation Policies.
<b>12.</b>	The Role Of Government In Aviation Security, Transportation Security Regulations, How Regulations Are Changed, Domestic And Regional Aviation Security.
<b>13.</b>	Commercial Aviation Airport Security, Challenges Of Commercial Aviation Airport Security, Airport Security Program, Incident Management, Security Tools And Considerations.
<b>14.</b>	Screening In Airport, Screening Under The Transportation Security Administration, Screening Passengers And Baggage, Screening Checked Baggage, Special Issues In Screening, Air Cargo Security.
<b>15.</b>	The Threat Matrix, Existing Threats: Bombings, Hijackings And Airport Attacks, Emerging Threats, Counterterrorism-Terrorism Defense Planning. Airport Security Operation, Aviation Policing Strategies, Security Management Systems, Airport Crimes, Airport Policing Strategies And Security Officers.
<b>16.</b>	Tourist Police, Tourism Security Legal Issues, Standards Of Responsibility, Care And The Law, Issues Of Legal Vulnerability, Travelers' Rights, Issues Of Travel Law And Travel Agents, Additional Issues For Travel Agencies, The Airline Passenger Bill Of Rights, Train And Bus Travel.

### **INDUSTRY INTERACTIONS**

**Session 01:** “How Safety And Security Ensured In Public Gathering Places: Observation, Interviewing And Preventive Techniques”. **Guest Speaker:** Assistant Commissioner of Police (Training), RMP.

**Session 02:** “Emergency Responses of the THM executives in Terrorist Attack”. **Guest Speaker:** Deputy Police Commissioner (Boalia), RMP.

**Session 03: Workshop on** “Emergency Responses and Rescue”, Conducted by **Assistant Director**, Fire Service & Civil Defense Station Rajshahi.

**Session 04:** “Emergency Responses, Rescue and First Aid Training Camp” Conducted by, Fire Service & Civil Defense Station Rajshahi.

#### **Communication with Course Instructor**

You should feel free to see me outside of class if you have confusion about any of the material covered in class or if you would like to know more about a particular topic. I will be glad to suggest additional readings or to discuss any other issues with you. You can e-mail me to set up an appointment at [sazu.thm18@gmail.com](mailto:sazu.thm18@gmail.com).



## Course Materials

The course materials are available in department website.

**Web:** <http://www.ru.ac.bd/thm/> and [http://103.79.117.242/ru\\_profile/public/teacher/26007259/profile](http://103.79.117.242/ru_profile/public/teacher/26007259/profile)

<b>Text Books</b>	<b>:</b> <ol style="list-style-type: none"><li>1. Peter Tarlow- Tourism Security. Strategies for Effectively Managing Travel Risk and Safety (2014, Elsevier Inc, Butterworth-Heinemann)</li><li>2. Jeffrey Price and Jeffrey Forrest (Auth.) - Practical Aviation Security. Predicting and Preventing Future Threats (2013, Butterworth-Heinemann)</li><li>3. Safety and Security in Tourism, Bachelor Thesis, Marlen Neumayer, MODUL University Vienna, Vienna, Austria</li></ol>
<b>Reference Book</b>	Suwarna Deshmukh- Hotel Management- Security, Safety and First Aid (Publisher HLDC, Agra India)

## Students Assessment Details:

### Marks Distribution

1.	<b>Class Attendance</b>	<b>10%</b>
2.	<b>Presentation/Case Analysis</b>	<b>10%</b>
3.	<b>Term Paper</b>	<b>10%</b>
4.	<b>Midterm Examination</b>	<b>20%</b>
5.	<b>Final Examination</b>	<b>50%</b>

**Class Participation:** 10% marks will come from class participation. Classes will be interactive. At various times, I will ask you to comment on intercultural issues, challenges and analyze cases. As I expect you to have read the material assigned for the class, a good level of preparedness is essential to obtain a good participation grade.

**Presentation:** Most of the times THM executives will have to deal with guests or tourists. So as a future executive, THM students should be skilled in handling guests and tourist's through proper conversation and motivation. The presentation or presentation on case study will make students efficient to deal with guests and tourists effectively. 10% marks of this course will come from presentation.

**Term Paper:** Students have to submit a term paper related to this course in the last class (Class no 16) Weighted 10 marks of the total marks. The course instructor will provide the term paper topic on or before class no 08.

**Midterm Examination:** 20% of your grade will come from midterm examination. The exam will be based on class lecture and referred chapters from the book/s. Contemporary issues will be added extra value. The exam will mainly focus on multiple choice/true/false/short questions/Questions from a large number of questions etc.

**Final Exam:** 50% of your grade will come from the final exam and duration is 3 hours.

**Industry Interactions:** Students have to attend in 4 sessions of industry interactions for gaining practical knowledge about first aid, safety and security in tourism and hospitality industry. Following entities will cooperate in industry interaction sessions.



**RU Medical Center**



-----Hope for Best-----