

## DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

University of Rajshahi

BBA Program

1<sup>st</sup> Year 2<sup>nd</sup> Semester 2020

<b>Course Code</b>	:	THM 121
<b>Course Title</b>	:	<b>First Aid, Safety and Security</b>
<b>Course Instructor</b>	:	Sazu Sardar
<b>Address</b>	:	Lecturer, Department of Tourism and Hospitality Management, University of Rajshahi.
<b>Mobile No</b>	:	+8801737259759
<b>Virtual Class Link</b>	:	<a href="https://thm.virtualclass.gov.bd/">https://thm.virtualclass.gov.bd/</a>

**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.

**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**

Class	Topics to Be Discussed
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.
2.	Motives and Targets, Impacts of Security & Safety Incidents, Shaping Tourists Risk Perceptions, Classical and Modern Travel Challenges, Tourism Security Is More Than Criminal Behavior. <b>Case Analysis:</b> Tourism Safety, Security, And Surety in The Pre- and Post-9/11 World.
3.	The Relationship Between Tourism Security and The Economy, How Security or The Lack of Security Impacts the Tourism Industry's Economy.



4.	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.
5.	Security Around the Hotel- Front Desk and Lobby Area, Pool and Athletic Safety, Other Areas in The Hotel, Outsourcing, Protecting the Hotel’s Staff, Should an Employee or Guest Become Violent?
6.	<b>Seminar on</b> “Tourist Security and Tourist Police: Part and Parcel for Tourism Development”, conducted by Honorable SP of Tourist Police, Rajshahi Region.
7.	<b>Group/Individual Presentation-01 on Class 01-05</b>
8.	<b>Class Test 01 on Classes 01-05 (Time 40 Minutes)</b>
9.	The Media- Before an Incident, During the Incident, The Follow-Up After the Incident, Crisis Perceptions and Crisis Recovery.
10.	Aquatic Tourism, Security at Beaches, Rivers, Lakes, and On the High Seas, Safety Precautions, Boating Safety, Issues of Cruise Security and Safety, Tourism Surety, How Passengers Deal with Cruise Emergencies?
11.	Overview of Aviation Industry, Aviation Economics, Aviation Security and Responding to Threats, Airline Management and Airline Economics.
12.	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.
13.	Crime and Terrorism in Aviation, The Development Of Aviation Security Practices, International Civil Aviation Organizations, International Civil Aviation Policies.
14.	The Role of Government in Aviation Security, Transportation Security Regulations, How Regulations Are Changed, Domestic and Regional Aviation Security.
15.	Commercial Aviation Airport Security, Challenges of Commercial Aviation Airport Security, Airport Security Program, Incident Management, Security Tools and Considerations.
	<b>INDUSTRY INTERACTIONS</b>
16.	<b>Seminar on</b> “Prevention is Better than Cure: Methods to Observe the Suspects” conducted by Honorable SP of Tourist Police, Rajshahi Region.
17.	<b>Seminar on</b> “First Aid, Emergency Responses and Rescue”, Conducted by Assistant Director, Fire Service & Civil Defense Station, Rajshahi.
18.	<b>Group/Individual Presentation-02 on Class 09-15</b>
19.	<b>Class Test 02 on Classes 09-15 (Time 40 Minutes)</b>
20.	Screening in Airport, Screening Under the Transportation Security Administration, Screening Passengers and Baggage, Screening Checked Baggage, Special Issues in Screening, Air Cargo Security.
21.	The Threat Matrix, Existing Threats: Bombings, Hijackings and Airport Attacks, Emerging Threats, Counterterrorism-Terrorism Defense Planning.
22.	Airport Security Operation, Aviation Policing Strategies, Security Management Systems, Airport Crimes, Airport Policing Strategies and Security Officers.
23.	Tourism Law, Travelers’ Rights, Issues of Travel Law and Travel Agents, Additional Issues for Travel Agencies, The Airline Passenger Bill of Rights, Train and Bus Travel, Fire Codes, Tourist Police.

TRAINING CAMP	
24.	Fire Fighting, Fire Prevention and Rescue Conducted by, Fire Service & Civil Defense Station, Rajshahi.
25.	Group/Individual Presentation-03 on Class 20-25
26.	Industrial Tour
27.	Recap and Showtime Related to Aviation Security
28.	Students Feedback and Suggestions

<b>Text Books</b>	:	<ol style="list-style-type: none"> <li>1. Peter Tarlow- Tourism Security. Strategies for Effectively Managing Travel Risk and Safety (Elsevier Inc, Butterworth-Heinemann)</li> <li>2. Jeffrey Price and Jeffrey Forrest- 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)

### Home Assignment (Individual):

Course Instructor will deliver the home assignment topic/s to the students on or before Class No. 15. **Home Assignment must be submitted by the students on 25th Class.**

### **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)

**Students Assessment Details:** Your grade will be based on the following weights:

### **Marks Distribution**

<b>1</b>	<b>Class attendance</b>	<b>10%</b>
<b>2</b>	<b>Presentation/Class Test/Assignment etc.</b>	<b>20%</b>
<b>5</b>	<b>Final Examination</b>	<b>70%</b>

**Class Participation:** 10% of your grade will come from your class participation. At various times, I will ask you to comment on intercultural issues and challenges. 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.

**Class Test (two), Presentation/Assignment/solving case etc.:** 20% of your grade will come from the class tests, Presentation, solving case/Assignment etc. These 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/elaborate questions from a large number of questions etc.

**Final Exam:** 70% of your grade will come from the final exam and duration is 3 hours.

**“Following Entities Will Cooperate to Complete the Course as Industry Academia Collaboration”**



RU Medical Center



Rajshahi Region



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