Detailed course unit executive plan and programme

Course unit code						
Course unit title	**Intercultural Communication and Travel**					
GENERAL INFORMATION						
Study programme	**Undergraduate study programme/Graduate study programme**				Year	II /I
Director of the course and assistant	Mauro Dujmović, Assistant professor					
Course status[1]	x	**Mandatory**		Elective		
Credits allocated and type of lectures	**6**					

	Winter semester	Summer semester
ECTS students workload		
Number of hours per semester	60	

Course objectives, teaching and learning methods and learning outcomes

The globalization of the economy, with increased cross border alliances, ventures and global relocations, as well as the advent of e-commerce, has brought about major changes in the field of international relations, mobility and travelling. Managing cultural differences properly can be a key factor in getting things done effectively across borders. Travelling has been marked by communication in many ways in which it can occur: between tourist and tourism service provider, among tourist from different cultures, between employees of different nationalities of travel agencies etc. In situations of intercultural communication communication barriers may arise caused by the differences in cultural backgrounds. Intercultural communication and travel is an interdisciplinary human resources field concerned with facilitating communication and interaction of people across borders.

Requirements, correspondence and correlativity

The course is interdisciplinary in its character bringing together various sociological and anthropological points of view. It is in tune with other courses such as the, creative economy, sociology of tourism, economy of tourism, sustainable tourism, experience economy, selective tourism, international tourism etc. The course is a valuable for students on an undergraduate or postgraduate business, management and tourism degree programme which include the study of culture and communication. It is particularly useful for students planning to do an international work or study placement as part of their degree programme or those intending to work in organisations that operate across the globe.

Course content (list of topics)

The course provides students with a valuable insight into the complexities of intercultural communication. It is organised in the interactive, up-to-date way providing real world examples of numerous conceptual issues such as cultural differences, stereotyping, cultural learning, cultural shock, acculturation, communication practices, barriers to intercultural communication, etc.

Modes of instruction and acquiring knowledge (mark in **bold)**

Lectures	**Seminars and workshops**	**Exercises**	Individual tasks	**Multimedia and internet**
Distance learning	Counseling	Laboratory	Tutorial	Fieldwork

Student requirements

Assessment and evaluation of students (mark in **bold)**

Attendance	**Class participation**	**Seminar paper**	Experimental work
Written exam	**Oral exam**	Essay	Research
Project	Continuous assessment	Report	Practical work

Assessment breakdown within the *European credit transfer system*

[1] Mark with „X“

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE

Bibliography

Mandatory bibliography

Guirdham, M. (2011), Communicating Across Cultures at Work, New York, Palgrave Macmillan
Goodman, M. B. (2013), Intercultural Communication for Managers, New York, Business Expert Press

Additional bibliography

Jandt, F. (2013), An Introduction to Intercultural Communication: Identities in a Global Community, London: Sage Publications

Wallace V. Schmidt, Roger N. Conaway, Susan S. Easton, William J. Wardrope (2007), Communicating Globally: Intercultural Communication and International Business, London, Sage Publications

Additional information on the course