

COURSE TITLE	Intercultural Communication in Tourism	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Compulsory	
Year of study	Year 1 (semester 2)	
Credits and mode of delivery	ECTS workload	4
	Number of hours (L+P+S)	45(30L+ 0P+ 15S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
- To provide an overview of fundamental concepts in the fields of culture, cultural diversity, multiculturalism, interculturalism, intercultural competence, and intercultural communication in tourism. - To raise awareness of the impact of multiculturalism and cultural diversity on tourism activities. - To understand the intercultural dimension of tourism and the inherent presence of interculturalism in tourism. - To highlight the importance of intercultural competence among tourism professionals and its role as part of tourism culture.		
<i>Course enrolment requirements</i>		
None		
<i>Expected learning outcomes</i>		
LO1: Define the key concepts of culture, cultural diversity, multiculturalism, interculturalism, intercultural competence, and intercultural communication in tourism. LO2: Assess the characteristics and components of the intercultural dimension of tourism and the inherent interculturalism within it. LO3: Evaluate the elements, components, dimensions, and levels of intercultural competence and rank the traits of an interculturally competent tourism professional. LO4: Appraise the impact of intercultural sensitivity and competence on the effectiveness of intercultural communication among all tourism stakeholders (professionals, tourists, local population). LO5: Compare patterns of intercultural communication in tourism using assigned examples. LO6: Critically assess the importance of intercultural competence among tourism staff. LO7: Argue the importance of intercultural competence as a part of tourism culture.		
<i>Course content</i>		
Definition of culture. The relationship and interdependence between culture and tourism. Tourism and leisure. Tourism, cultural heritage, and civilizational legacy. Culture and cultural diversity. Multiculturalism and cultural diversity in the world, the European Union, and Croatia. Building intercultural relations in multicultural societies. The intercultural dimension of tourism and the inherent nature of interculturalism in tourism. Intercultural communication in tourism. Intercultural competence as a prerequisite for effective intercultural communication. Dimensions, elements, components, and levels of intercultural competence. Models for acquiring intercultural competence. Intercultural competence among tourism professionals. Traits of an interculturally competent tourism worker. Intercultural competence as part of tourism culture.		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		