



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	CUL100	SEMESTER	1 st
COURSE TITLE	Intercultural Communication in Tourism		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	4	5	
COURSE CATEGORY	Skills Development		
COURSE TYPE	Elective		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1166/		
ECLASS			

2. TEACHING RESULTS

Teaching Results
Upon the successful completion of the course, students are expected to have acquired and developed:
<ul style="list-style-type: none">• Knowledge to be able to: (a) understand concepts such as multiculturalism, interculturalism, acculturation, assimilation, integration, homogeneity, pluralism, stereotypes, discrimination, racism, etc. (b) understand the relationship between culture and communication, (c) know the basic theories about intercultural communication, (d) identify the factors that influence intercultural communication and compare the communication behavior, verbal and non-verbal of different cultural groups and interpreting behavior through culture.• Skills to be able to (a) communicate effectively (verbally and non-verbally) in an intercultural context , (b) understand the cultural differences of international visitors and foreign employees and to contribute by manage and promote tourism product effectively.• Abilities to be able to (a) behave comfortably in intercultural communication environments, (b) utilize cultural diversity as an opportunity and ideal field for creative interaction, and (c) to demonstrate adaptability and responsibility as effective speakers in various cultural frames.
General Skills

3. CONTENT

This course seeks to introduce students to the concept of intercultural communication in order to understand the role of effective communication in tourism, the importance of cultural differences in human interaction both in the workplace and in the social environment in general (differences in clothing level , in matters of religion, values and customs). It also aims to help students develop basic communication skills (verbal and non-verbal) in an intercultural context and to understand the cultural differences of international visitors and foreign workers, thus contributing to



the more effective promotion and management of the tourism product. At the same time, intercultural communication is very important for the growth of tourism, as it allows respect for diversity, diversity and opens the door to millions of people with different perceptions and culture.

1st Week

Introductory concepts – Conceptual clarification of key terms

2nd Week

The multi-prismatic nature of communication, models of communication and contemporary issues regarding the view of communication

3rd Week

A retrospective of culture

4th Week

The influence of culture on our perception and the stages of the perceptual process

5th Week

Cultural and value orientations

6th Week

Social categorization, sub-groups and identities

7th Week

Verbal communication and culture

8th Week

Non verbal communication and culture

9th Week

Developing relationships with other cultures

10th Week

Manage intercultural differences

11th Week

Mass media, technology and cultural change

12th Week

Developing effective intercultural communicative competence

13th Week

Diversity and multiculturalism

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	Lectures
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Use of ICT in Teaching: Electronic Classroom Management System (Open eClass), Powerpoint slides, lecture notes in



	pdf, spreadsheets, appropriate statistical software. Use of ICT in Communication: Communication with students is achieved through the use of the Electronic Classroom Management System (Open eClass) and e-mail.								
TEACHING STRUCTURE	<table><tr><td>Activity</td><td>Semester Workload</td></tr><tr><td>Lectures</td><td>52</td></tr><tr><td>Literature Study and Analysis</td><td>73</td></tr><tr><td>Course Total (ECTS: 5)</td><td>125</td></tr></table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	Course Total (ECTS: 5)	125
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Lectures	52								
Literature Study and Analysis	73								
Course Total (ECTS: 5)	125								
EVALUATION OF STUDENTS	<p>Written final examination, of graded difficulty, which may include:</p> <ul style="list-style-type: none">• Multiple-choice questions.• Short Answer Questions• Problem solving/exercises <p>The individual assessment grades are indicated next to each topic.</p> <p>Interim assessments (progress tests) may be given. Their details (examination format, date, time, subject matter, weighting coefficient, etc.) are announced in good time. Interim assessments do not exempt the student from the final examination.</p> <p>The course calendar, the assessment criteria and weightings will be made known to students at the start of the course. Instructor reserves the right to adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar.</p>								

5. BIBLIOGRAPHY

- Liu, S., Volcic ,Z., Gallois, C., Aravaniti, Introduction to intercultural communication. Global cultures. *Athens: Gutenberg.*
- Ioannis D. Karras, *The Culture and Communication Interface*, Athens: DIAVLOS S.A., 2020.