

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	INTERCULTURAL COMMUNICATION IN TOURISM				
Course code (VAIS):	KomZ4015				
Study programme:	Tourism Organization and Management				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	32	48
Course Author/ Tutor:	Linda Vaeliverronen				
	Lecturer, PhD				
	e-mail: linda.veliverronena@va.lv				
	Consultation: according to the schedule for each semester				
Course Form:	Full time				
Study year, semester:	2 year, 4 semester				
Language:	Latvian, English				
Prerequisites for the Course:	-				
Course Summary:	The aim of the study course is to introduce students to the main concepts of the intercultural communication, to explore different models of cross-cultural communication among representatives from varied cultures, to study main theories, as well as to improve practical skills of intercultural communication for daily usage, specifically in the tourism sector.				
Course Methods:	Lectures, workshops, individual and group works, games and simulations, case studies, exam.				
Assessment:	Exam				
Requirements for Credits:	Timely prepared and submitted / presented independent works All study works must be positively assessed – marked as “passed” or at least “4” Participation in seminars is mandatory and must be marked as “passed” For missed workshop student can receive “passed” if specially designed independent work is timely done Academic ethic principles must be respected, including Principles of Academic Ethics in Vidzeme University of Applied Sciences, Regulation of Academic Ethics All study works must be prepared according with the regulations defined by Board of Tourism studies of Vidzeme University of Applied Sciences The permission to participate in final exam is granted only if all study works are positively assessed				
Course Contents:	Main concepts and the role of intercultural communication, the formation of cultural differences; Barriers of intercultural communications and solutions; cross-cultural communication theories and practical application; Latvian culture in the context of cross-cultural communication; the specifics of intercultural communication in the organizations, specifically in the tourism sector.				
Learning Outcomes¹; the evaluation methods and criteria	Learning Outcomes			The evaluation methods and criteria	
	Knowledge				
	Improved understanding of role of intercultural communication			Seminars, exam	
	Improved understanding of different cross-cultural communication models			Independent work, seminars, exam, case studies	
Main theoretical perspectives – intercultural communication and cross cultural			Independent work, seminars, exam, case studies		

¹ <http://www.nki-latvija.lv/par-lki>

	communication	
	Latvian identity and culture in the context of cross-cultural communication	Seminars
	Main reasons for cultural differences	Seminars, independent works
	Knowledge of the culture in significant Latvian tourism markets	Seminars, independent works, exam
	Skills	
	Development of intercultural communication skills	Seminars, independent works, case studies
	Practical usage of cross-cultural communication models	Seminars, independent works, games and simulations, case studies
	Overcoming typical intercultural communication barriers	Seminars, independent works, games and simulations, case studies
	Selection and systematization of information	Seminars, independent works
	Recognition of culture differences	Independent work, seminars, games and simulations, case studies, exam
	Argumentation skills	Seminars, independent works
	Competency	
	Efficient intercultural communication	Independent work, seminars, games and simulations, case studies, exam
	Increased level of tolerance and cultural sensitivity, empathy	Independent work, seminars, games and simulations, case studies, exam
Course Compulsory literature:	<p>Martin, J.,N., Nakayama, T.,K. 2004. <i>Intercultural Communication in Contexts</i>, 3rd ed. New York: McGraw and Hill.</p> <p>Reisinger Y. 2009. <i>International tourism: Cultures and Behaviour</i>. Oxford: Elsevier Ltd.</p> <p>Trompenaars, F. 2005. <i>Riding the Waves of Culture</i>, London: Nicholas Brealey Publishing</p>	
Course additional literature:	<p>Gīrcs, K. 1998. <i>Kultūru interpretācija</i>, Rīga: AGB.</p> <p>Gledvels M. 2010 <i>Lidmašīnu katastrofu etniskā teorija Talanta Kods: Ceļš uz Izcilību</i>. Rīga. Kontinets 167 – 206 lpp.</p> <p>Gudykunst, W.,B., Mody, B. 2002. <i>Handbook of International and Intercultural Communication</i>, 2nd ed. Thousand Oaks: Sage Publications.</p> <p>Hofstede, G., J. 2001. <i>Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations</i>. Thousand Oaks: Sage Publications</p> <p>Geert Hofstede's Center 2013. http://geert-hofstede.com</p> <p>Marieke de Mooij's homepage 2013. [Publications] http://www.mariekedemoij.com/articles/</p> <p>Tomalin B., Nicks M. 2007. <i>The World's Business Cultures and how to unlock them</i>, London: Thorogood Publishing.</p>	
Course confirmation date:	21.09.2016.	
Date of course description update:		

Study Course Plan:

Date	Theme	Hours	Study Form
<i>The date is specified before the implementation of the course</i>	Main concepts and role of intercultural communication	8	Lecture, seminars, exam
	Formation of cultural differences; barriers of intercultural communications and solutions	24	Lecture, seminars, exam, games and simulations
	Cross-cultural communication theories and practical application;	24	Lecture, seminars, exam, independent work, games and simulations, case studies
	Latvian culture in the context of cross-cultural communication;	10	Lecture, seminars,
	Specifics of intercultural communication in the organizations, specifically in tourism	14	independent work, case studies