

## COURSE OUTLINE

### (1) GENERAL

SCHOOL	SCHOOL OF BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO0058	SEMESTER	5 <sup>th</sup> & 7 <sup>th</sup>
COURSE TITLE	MULTICULTURAL COMMUNICATION		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
LECTURES		3	6
PRACTICAL EXERCISES			
STUDY VISITS			
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND		
<b>PREREQUISITE COURSES:</b>	NO		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK and ENGLISH for Erasmus Students		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.aegean.gr/courses/TOUREM185/">https://eclass.aegean.gr/courses/TOUREM185/</a> <a href="https://miro.com/app/board/o9J_l304J3w=/">https://miro.com/app/board/o9J_l304J3w=/</a>		

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b></p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concepts of diversity, interculturality, intercultural communication and cultural identity;</li> <li>• understand tourism as intercultural communication, and relate Greek tourism identity and tourism product typology to interculturality;</li> <li>• know and manage the same cultural background and that of the target markets;</li> <li>• Build and manage their intercultural readiness in order to formulate tourism services and products appropriate to the target market;</li> <li>• Examine, adopt and apply international practices related to the adoption and implementation of cultural diversity in tourism</li> </ul>
<p><b>General Competences</b></p> <p><i>Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?</i></p>

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Working independently</i> <i>Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Production of new research ideas</i>	<i>Project planning and management</i> <i>Respect for difference and multiculturalism</i> <i>Respect for the natural environment</i> <i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Criticism and self-criticism</i> <i>Production of free, creative and inductive thinking</i> ..... <i>Others...</i> .....
---	--

The aim of the course is:

- the identification and understanding of the basic principles and the effects of intercultural communication in tourism, of which it is a key feature
- understanding that intercultural communication takes place when an individual or group of individuals of one nationality comes into contact with other individuals or groups of different nationalities or cultural backgrounds.
- an understanding that such contact does not necessarily mean acceptance and adoption of the characteristics of other cultures, but may mean tolerance of cultural diversity.

Upon completion of the course, students will be able to:

- know/understand the basic principles and concepts of communication
- know/understand the basic principles and concepts of intercultural communication
- know/understand the basic principles and concepts of intercultural competence
- the basic principles and concepts of intercultural competence
- know and understand empathy as a basic principle of intercultural communication
- know/understand cultural diversity and its impact on tourism
- understand/apply the process of intercultural communication in the design of tourism products and services
- cope with socially successful contacts with people of different cultural interests and cultures
- make use of the concept of 'cultural diversity' in the design of products and services appropriate to selected target markets/target groups

### (3) SYLLABUS

**Module Contents (Syllabus):**  
Key modules include

- Basic principles and concepts of communication (communication process and forms of communication)
- Basic principles and concepts of intercultural communication (interculturality, fundamental values of cultures, mobility of cultural goods)
- Basic principles and concepts of intercultural competence (cultural identity intercultural communicative competence, tourism as intercultural communication; cultural typology of the tourist product)
- Basic principles and concepts of intercultural preparedness
- Empathy as a basic principle of intercultural communication (diversity, otherness and difference, tourism and diversity, the role of the travelers)
- Cultural diversity and its impact on tourism (cultural diversity, stereotype analysis, socio-political relations)
- Cultural diversity as a tool for tourism planning and management of selected target groups

### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	<ul style="list-style-type: none"> <li>• Face to face</li> </ul>
---	--

	<ul style="list-style-type: none"> <li>• Additional collaboration through educational platforms that enhance asynchronous collaboration and collaboration between students (Aegean eClass, MIRO), as well as stronger interaction between teachers and students</li> <li>• Practical training in the field (loci of tourism service generations like businesses, authorities, organization and tourism attractions)</li> </ul>																				
<p align="center"><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b></p> <p align="center"><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<ul style="list-style-type: none"> <li>• presentations in powerpoint</li> <li>• posting of educational material and multimedia on the Aegean e-Class</li> <li>• presentations on the MIRO interactive platform</li> <li>• exercises on the collaborative educational platform MIRO</li> <li>• video projection for dialogue and discussion development</li> <li>• use of technological educational applications (MIRO, Wheel of Names, Mentimeter, Slido, youtube, vimeo, Intelligence, Aegean Library, EUROSTAT, Europa Bookshop; other e-Libraries etc.)</li> <li>• use of Communication Platforms (ZOOM, SKYPE) to invite domain specific experts and present achievements and good practices</li> </ul>																				
<p align="center"><b>TEACHING METHODS</b></p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<table border="1"> <thead> <tr> <th align="center"><i>Activity</i></th> <th align="center"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td align="center">39</td> </tr> <tr> <td>Workshops</td> <td></td> </tr> <tr> <td>Exercises focusing on the application of methodologies and analysis of case studies</td> <td align="center">41</td> </tr> <tr> <td>Autonomous Study</td> <td align="center">70</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td><b>Course Total (25 hours of work load per credit unit)</b></td> <td align="center"><b>150</b></td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	39	Workshops		Exercises focusing on the application of methodologies and analysis of case studies	41	Autonomous Study	70									<b>Course Total (25 hours of work load per credit unit)</b>	<b>150</b>
<i>Activity</i>	<i>Semester workload</i>																				
Lectures	39																				
Workshops																					
Exercises focusing on the application of methodologies and analysis of case studies	41																				
Autonomous Study	70																				
<b>Course Total (25 hours of work load per credit unit)</b>	<b>150</b>																				
<p><b>STUDENT PERFORMANCE EVALUATION</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple-choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<ul style="list-style-type: none"> <li>✓ Language of evaluation: Greek and English for Erasmus students</li> <li>✓ Class Assignments (20%)</li> <li>✓ Written Assignment (80%)</li> </ul>																				

(5) ATTACHED BIBLIOGRAPHY

**- Suggested bibliography:**

- «Πολυπολιτισμικότητα» Βερνίκος Νικόλας, Δασκαλοπούλου Σοφία (Επιμ.) Εκδόσεις Κριτική, Αθήνα, 2002
- «Οι κόσμοι που μοιραζόμαστε» Hendry Joy Εκδόσεις Κριτική, Αθήνα, 2011, 1<sup>η</sup> Έκδοση
- «Εισαγωγή στη διαπολιτισμική επικοινωνία» Liu S, Volčič Z, Gallois C, επιμ. Αρβανίτη Ευγενία, Εκδόσεις Δάρδανος και Σία, 2018

**- Additional titles**

1. Documents uploaded at the eClass at the Course dedicated page
2. Documents uploaded at the Course dedicated page at the MIRO Educational Platform