

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 th & 6 th
COURSE TITLE	INTERCULTURAL COMMUNICATION		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	6
COURSE TYPE	SPECIALISED GENERAL KNOWLEDGE		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/TOUREM210/		

(2) LEARNING OUTCOMES

Learning outcomes
<p>The course explores the fundamental principles of intercultural communication, with a focus on its critical role in the tourism industry. Students will learn how communication across cultures shapes interactions in tourism settings, where individuals or groups from different national, ethnic, or cultural backgrounds meet. The course emphasizes that intercultural communication does not necessarily imply the acceptance or adoption of other cultures but instead fosters tolerance and respect for cultural diversity.</p> <p>By the end of the course, students will:</p> <ul style="list-style-type: none"> • Understand core concepts: Gain a solid understanding of the foundational principles of communication and intercultural communication, including their role in tourism. • Develop intercultural competence: Learn the key aspects of intercultural competence and readiness, equipping them to navigate cultural differences effectively. • Foster empathy: Recognize empathy as a central tenet of intercultural communication, improving their ability to connect with individuals from diverse backgrounds. • Analyze cultural diversity: Understand the impact of cultural diversity on tourism and business management and explore how this diversity influences both customer experiences and management strategies. • Apply intercultural communication: Learn to apply intercultural communication techniques when designing tourism products and services, ensuring they are inclusive and culturally sensitive.

- **Enhance social skills:** Build social competencies necessary for successful interactions with people from diverse cultural backgrounds, enhancing their ability to work in international and multicultural environments.

General Competences

- Working in an interdisciplinary environment
- Communicating in an international environment
- Promoting free, creative, and inductive thinking
- Respecting difference and multiculturalism
- Showing social, professional and ethical responsibility and sensitivity to gender issues
- Criticism and self-criticism

(3) SYLLABUS

Course Outline:

Definitions:

- Culture, Identity, Intercultural Communication, Language, Diversity
- Challenges in a global society

Basic Principles and Concepts of Communication and Intercultural Competence:

- Intercultural readiness and competence.

Cultural Factors:

- History, Religion, Values, Social Organizations, Language, Non-verbal Communication

The Impact of Culture on Perception:

- Stereotypes, Prejudice, and Racism
- Cultural and Value Orientations
- Categorization, Sub-groups, and Identities
- Tourism and Intercultural Encounters

Failures in Intercultural Communication:

- Ignorance, Stereotypes, Prejudices, Racism, Issues in Gender and Generational Communication, Prevention

Impact of Intercultural Differences on Organizational Management:

- Corporate Cultures, Management Styles, Conflict Management, Business Negotiations

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY.	<ul style="list-style-type: none"> • Face-to-Face 	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"> • Audio visual materials • Communication with students via e-mail and e-class platform • Uploading course material on e-class platform 	
TEACHING METHODS	<i>Activity</i>	<i>Semester workload</i>
	Lectures	39
	Self-directed study	86
	Course total 25 hours/ECTS)	125

STUDENT PERFORMANCE EVALUATION	Written-Oral Assignments and/or end of term written exam
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(5) ATTACHED BIBLIOGRAPHY

A) Bibliography

- Liu, S., Volcic, Z., & Gallois, C. (2015). *Introducing Intercultural Communication: Global Cultures and Contexts* (2nd ed.). Sage Publications.
- Hendry, J. (2016). *Sharing Our Worlds: An Introduction to Cultural and Social Anthropology* (3rd ed.). New York: New York University Press.