

Study programme: BAS Tourism			
Course title: Culture and Communication in Tourism			
Teacher: PhD Aleksandra Dragin			
Status: elective			
ECTS: 5			
Requirements: No			
Learning objectives Introducing the communicational aspects of tourism, i.e. analysis of tourism as a form of global intercultural and interpersonal communication, as well as the connections between tourism and modern communication.			
Learning outcomes Understanding the essence of global communication and perception of tourism in this context. Mastering the theory of communication, as well as the interpersonal and intercultural communication skills in tourism.			
Syllabus <i>Theoretical part:</i> Definition of terms. Forms and means of communication in tourism. Essential issues of tourist communication. Semiotic models of communication in tourism. The symbolic value of space in tourism. Communication with the physical space. Construction of the tourist's perception of space. Participants in the tourism communication. Intercultural communication between the tourists and hosts, and between tourists themselves. Intercultural communication between social groups in a receptive environment regarding tourism and tourists. Means of tourist communication. Tourism planning and communication objectives. <i>Practical part:</i> Different types of communication between the tourist and space. Visual communication in tourism. Interpersonal communication in tourism. Aspects of communication practices in tourism: communication situations, the act of communication, the subjects of communication, reciprocal exchange of roles and messages.			
Literature: <ol style="list-style-type: none"> 1. Драгин, А. 2015. <i>Култура и комуникација</i>. Природно-математички факултет – Депарتمان за географију, туризам и хотелијерство, Нови Сад (1-130). 2. Hall E. T., Hall M. R. 1990. <i>Understanding Cultural Differences</i>. Yarmouth, MA: Intercultural Press, Inc. 3. Hofstede G. 2011. <i>Dimensionalizing Cultures: The Hofstede Model in Context</i>, The Berkley Electronic Press, 1-26. 4. Hofstede, G., Hofstede, G. J., Minkov, M. 2010. <i>Cultures and Organizations – Software of the mind: Intercultural Cooperation and Its Importance for Survival</i>. The McGraw-Hill Companies, Inc. 5. Reisinger, Y., Turner, L. 2003. <i>Cross- Cultural Behaviour in Tourism - Concepts and Analysis</i>. Butterworth-Heinemann, Elsevier Science Limited, Burlington. 6. Fitzgerald, H. 1998. <i>Cross-Cultural Communication for the Tourism and Hospitality Industry</i>, Hospitality Press, Melbourne. 			
Weekly teaching load 3 (45)		Lectures: 2	Exercises: 1
Methods of Teaching Lectures, Illustration and Demonstration, Practical skills			
Grading method (maximu 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Activities during exercises	0-5	Oral examination	30-45
Colloquia	20-40	
Seminar paper	0-5		