

Study programme: Master Academic Studies Management of Cultural Tourism and Cultural Heritage			
Course title: Intercultural communication in Tourism (MKT106)			
Teacher: PhD Aleksandra Dragin, PhD Tamara Jovanović, PhD Sanja Božić,			
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. The aim is also to get acquainted with the specifics in the communication of certain cultures in order to better shape tourist offer for specific tourist market.			
Learning outcomes Upon completion of the course the students will be able to: <ul style="list-style-type: none"> • Recognise the essence of global communication and perception of tourism in this context. • Apply the theory of communication, as well as the interpersonal and intercultural communication skills in tourism. Use the model of dimensions of national cultures in the context of the tourism market.			
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> Identifying different communication styles in relation to a particular national culture. Practicing the efficient application of different communication styles in the organizational environment. "World cafe" and other workshops on the theme of intercultural communication. Preparation of seminar paper.			
Literature: <ol style="list-style-type: none"> 1. Драгин, А. (2015): Култура и комуникација. Природно-математички факултет – Департман за географију, туризам и хотелијерство, Нови Сад (уџбеник). 2. Pizam, A. (1999): Cross-cultural Tourist Behavior. In Consumer Behavior in Travel and Tourism, A. Pizam and Y. Mansfeld, eds., pp. 393–412. New York: Haworth Hospitality Press. 3. Reisinger, Y., and L. Turner (2003): Cross-Cultural Behaviour in Tourism: Concepts and Analysis. Oxford: Butterworth-Heinemann. 4. Schwartz, S. H. (1992): Universals in the content and structure of values: Theoretical advances and empirical tests in 20 cultures. In M.P. Zanna (Ed.). Advances in experimental social psychology (Vol 25, pp 1-65). San Diego, CA: Academic Press. 5. 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. 6. House, R. J., P. Hanges, M. Javidan, P. W. Dorfman, and V. Gupta, ed. (2004): <i>Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies</i>. Thousand Oaks, CA: Sage. 7. Ivkov M., Božić S. and Blešić I. (2017): The effect of service staff's verbalized hospitality towards group diner's additional purchases and tipping behavior. <i>Scandinavian journal of hospitality and tourism</i>, doi: https://doi.org/10.1080/15022250.2017.1415168 8. Jovanović T., Božić S., Dinić B., Majstorović N. (2017): Serbian adaptation of the Brand Personality Scale (BPS): an application to tourism destinations. <i>Primenjena Psihologija</i>, 10 (1), 37-61 9. Bodroža, B., Jovanović, T. (2016): Validation of the new scale for measuring behaviors of Facebook users: Psycho-Social Aspects of Facebook Use (PSAFU). <i>Computers in Human Behavior</i>, 54, 425-435. 			
Weekly teaching load 4 (60)		Lectures: 2 (30)	
		Exercises: 2 (30)	
Methods of Teaching Lectures, Illustration and Demonstration, Practical skills			
Grading method (maximum 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	15-30	
Seminar paper	0-15		