

**Faculty of Tourism and Hospitality / / Intercultural Communication in Tourism**

<b>Course:</b>	Intercultural Communication in Tourism			
<b>Course ID</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS credits</b>	<b>Lessons</b> (Lessons+Exercises+Laboratory)
12642	Mandatory	1	5	2+1+0
<b>Programs</b>				
<b>Prerequisites</b>				
<b>Aims</b>	Acquaintance of students with the basic features of intercultural communication and processes of transmission and exchange of cultural values; developing awareness of ones own and other cultures and analyzing intercultural communication processes; adoption of intercultural communication competences and codes of ethical behavior in tourism and everyday life.			
<b>Learning outcomes</b>	After passing this exam, the student will be able to define the basic terms related to culture and interculturality, explain the connection between the historical dimension of culture and intercultural communication, apply the principles and concepts of business behavior in tourism and hotel management, consider the importance of knowing foreign languages in intercultural communication, categorize and compare the characteristics of communication processes in the context of different cultures.			
<b>Lecturer / Teaching assistant</b>	Ivona Jovanović, full professor			
<b>Methodology</b>	Oral presentations (in power point) and discussion.			
<b>Plan and program of work</b>				
Preparing week	Preparation and registration of the semester			
I week lectures	Introduction to the program and to the literature. Mutual introduction.			
I week exercises	Video presentation and discussion about cultural differences in the world.			
II week lectures	Tourist culture and communication.			
II week exercises	Video presentation and discussion about the importance of knowing foreign languages in tourism.			
III week lectures	Culture, communication and universal dimensions of cultural differences.			
III week exercises	Student presentation on a given topic and discussion.			
IV week lectures	Barriers and ways to improve intercultural communication.			
IV week exercises	Student presentation on a given topic and discussion.			
V week lectures	Verbal and non-verbal communication.			
V week exercises	Student presentation on a given topic and discussion.			
VI week lectures	Religious identity and intercultural communication.			
VI week exercises	Student presentation on a given topic and discussion.			
VII week lectures	Test (in written form).			
VII week exercises	Test (in written form).			
VIII week lectures	Characteristics cultural customs of the speakers of romance languages			
VIII week exercises	Student presentation on a given topic and discussion.			
IX week lectures	Characteristic cultural customs of the speakers of Germanic languages.			
IX week exercises	Student presentation on a given topic and discussion.			
X week lectures	Characteristic cultural customs of the speakers of Slavonic languages.			
X week exercises	Student presentation on a given topic and discussion.			
XI week lectures	Characteristic cultural customs of the speakers of Semitic languages.			
XI week exercises	Student presentation on a given topic and discussion.			
XII week lectures	Business culture of the people of the Far East.			
XII week exercises	Student presentation on a given topic and discussion.			
XIII week lectures	Communication aspects and relation ships between foreign tourist and the local population in Montenegro.			

XIII week exercises	Student presentation on a given topic and discussion.					
XIV week lectures	Verbal and non-verbal communication in the future in Tourism. Montenegro and foreign languages in tourism.					
XIV week exercises	Student presentation on a given topic and discussion.					
XV week lectures	Revision and preparation for the exam.					
XV week exercises	Revision and preparation for the exam.					
<b>Student workload</b>	2+1					
<b>Per week</b>			<b>Per semester</b>			
<b>5 credits x 40/30=6 hours and 40 minuts</b> 2 sat(a) theoretical classes 0 sat(a) practical classes 1 excercises <b>3 hour(s) i 40 minuts</b> of independent work, including consultations			Classes and final exam: <b>6 hour(s) i 40 minuts x 16 =106 hour(s) i 40 minuts</b> Necessary preparation before the beginning of the semester (administration, registration, certification): <b>6 hour(s) i 40 minuts x 2 =13 hour(s) i 20 minuts</b> Total workload for the subject: <b>5 x 30=150 hour(s)</b> Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) <b>30 hour(s) i 0 minuts</b> Workload structure: <b>106 hour(s) i 40 minuts (cources), 13 hour(s) i 20 minuts (preparation), 30 hour(s) i 0 minuts (additional work)</b>			
<b>Student obligations</b>			Students are requires to attend classes, to do homework assignments.			
<b>Consultations</b>			Before and/or after lectures (Schedule on the door of the office 203)			
<b>Literature</b>			Dragin A., Kultura i komunikacija, Univerzitet u Novom Sadu, Novi Sad, 2015 Bugarski R., Jezik i kultura, Biblioteka XX vek, Beograd, 2005 Vujić V., Ivaniš M., Bojić B., Poslovna etika i multikultura, Sveučilište u Rijeci, Rijeka, 2012 Jelinčić D.A., Kultura, Turizma, Intekulturalizam, Institut za međunarodne odnose, zagreb, 2012 Samovar L.A., Porter R.E., Mc Daniel E.R. Komunikacija između kultura, Naklada Slap, jastrebarsko, 2013 Čomić Đ., Prostorni, socijalni i psihološki aspekti komunikacije u turizmu, SCUUH, Beograd, 2000 Fitzgerald H, Cross-cultural Communication for Tourisme and Hospital industry, Hospitality press, Melbourne, 1998 Šipka M., Kultura govora, Prometej, Novi Sad, 2009			
<b>Examination methods</b>			Attendance at lectures: 10 points Oral presentation (Research presented in the form of a power point presentation): 20 points Test in written form: 20 points Final exam (in written form): 50 points			
<b>Special remarks</b>						
<b>Comment</b>						
<b>Grade:</b>	F	E	D	C	B	A
<b>Number of points</b>	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points