

Study programme: Bachelor with Honours in Tourism			
Type and level of study: bachelor			
Title of the course: Culture and Communication in Tourism (T108)			
Professor: PhD Aleksandra Dragin			
Status of the course: elective for all modules			
ECTS: 5			
Requirements: none			
Goal of the course: 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 and transportation technologies.			
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: Definition of terms. Forms and means of communication in tourism. Tourism communication in the global IT society (virtual, real). 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. Different types of communication between the tourist and space. Visual communication in tourism. Kinetic communication with the space. 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. 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.			
References:			
<ol style="list-style-type: none"> 1. Чомић, Ђ. <i>Геопаноптикон - Просторни, социјални и психолошки аспекти комуникације у туризму</i>, СЦУУХ, Београд, 2000. 2. Jaworski, A. Pritchard, A., <i>Discourse, Communication and Tourism</i>, Channel, Toronto, 2005. 3. Fitzgerald, H. <i>Cross-Cultural Communication for the Tourism and Hospitality Industry</i>, Hospitality Press, Melbourne, 1998. 			
Number of classes: 3 (45)			Other classes:-
Lectures: 2	Practical classes: 1	Other forms of teaching: -	Research work: -
Methods of teaching Oral; dialogue; text.			
Grade (the highest number of points 100)			
Obligations before the exam	points	Final exam	points
Activities during the classes	0-5	Written part	
Practical classes	0-5	Oral part	30-45
Mid-terms(s)	20-40	
Seminars(s)	0-5		