

## Course Syllabus

### **Cultural Awareness in Hospitality and Tourism 7.5 Credits\*, First Cycle Level 1**

#### **Learning Outcomes**

On completion of this course, students will be able to:

#### **Knowledge and understanding**

- show a basic understanding of issues regarding cultural identity, cultural bias, and cultural differences (1)
- identify and explain the importance of nonverbal and verbal behaviour in culture and communication (2)

#### **Competences and skills**

- discuss one's own cultural identity and heritage and how this impacts intercultural interactions with others (3)
- demonstrate an understanding of cultural diversity and cultural expectations which can affect intercultural interactions (4)
- orally and in writing demonstrate improved cultural awareness and intercultural communication skills which are relevant in today's tourism industry (5)

#### **Judgement and approach**

- analyse and critically evaluate barriers to effective intercultural communication and develop strategies for dealing with these barriers (6)
- respond to research in the field of tourism, culture, and intercultural communication (7)

#### **Course Content**

The course deals with various aspects of culture such as values, beliefs, and assumptions and how they impact areas such as customer service and, teamwork in professional settings, specifically within the tourism industry. Business culture models and concepts of cultural intelligence will be analysed to identify how they can practically be applied to facilitate intercultural interactions. A variety of communication skills will be practised throughout the course such as group discussions, the production of intercultural material, and formal and informal presentations.

**Assessment**

The course is examined through:

- continuous assessment of seminar activities (learning outcomes 1, 2, 3, 6 & 7) – 3 credits),
- an individual oral and written assignment (learning outcomes 2, 3, 4, 5, 6 & 7) – 2 credits),
- and
- a group oral and written assignment (learning outcomes 2, 3, 4, 5, 6 & 7) – 2.5 credits).

**Forms of Study**

The course is taught using experiential learning in the form of seminars in which students are expected to participate actively.

**Grades**

The Swedish grades A–F.

The final grade is determined by combining the scores of the different parts of the course (specified grading criteria are available on the course website).

**Prerequisites**

General entry requirements and Mathematics 2a or 2b or 2c or, English 6, Social Sciences 1b or 1a1+1a2

**Other Information**

Replaces TR1011.

**Subject:**

Tourism Studies

**Group of Subjects:**

Tourism and Recreation Studies

**Disciplinary Domain:**

Social Science, 100%

**This course can be included in the following main field(s) of study:**

1. Tourism Studies

**Progression Indicator within (each) main field of study:**

1. G1N

**Approved:**

Approved 24 March 2016

Valid from 18 June 2016