<table>
<thead>
<tr>
<th>Department</th>
<th>Tourism Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course title</td>
<td>Intercultural challenges in the tourism industry</td>
</tr>
<tr>
<td>Hours per week</td>
<td>1 SWS</td>
</tr>
<tr>
<td>Number of ECTS credits</td>
<td>2</td>
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<tr>
<td>Semester</td>
<td>Open to all semesters</td>
</tr>
<tr>
<td>Course objective</td>
<td>deeper insight into intercultural issues in tourism, in particular into the convergence and divergence of tourist behaviour across countries</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>The language of the seminar is English, and all participants must have a good enough command of spoken and written English to be able to hold their presentations, participate actively in discussions, and write their seminar paper in fluent English.</td>
</tr>
<tr>
<td>Recommended reading</td>
<td>Marieke de Mooij: &quot;Global Marketing and Advertising, Understanding Cultural Paradoxes&quot; (second edition, 2005), Sage Publications (USA)</td>
</tr>
<tr>
<td>Teaching methods</td>
<td>Seminar style</td>
</tr>
<tr>
<td>Assessment methods</td>
<td>Oral Presentations and written seminar papers</td>
</tr>
<tr>
<td>Language of instruction</td>
<td>English</td>
</tr>
<tr>
<td>Name of lecturer</td>
<td>Dr Link</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:interkultur@web.de">interkultur@web.de</a></td>
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<tr>
<td>Link</td>
<td></td>
</tr>
<tr>
<td>Course content</td>
<td>The seminar will</td>
</tr>
<tr>
<td></td>
<td>• Focus on the impact of intercultural issues in tourism;</td>
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<tr>
<td></td>
<td>• Introduce the cultural background of Germany's top incoming nations;</td>
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<tr>
<td></td>
<td>• Analyse tourism-specific critical incidents;</td>
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<tr>
<td></td>
<td>• Examine the role of intercultural marketing and advertising in tourism;</td>
</tr>
<tr>
<td></td>
<td>• Develop culture-specific ads/campaigns for Germany's top incoming nations</td>
</tr>
</tbody>
</table>