Courses in English
Course Description

Department 14 Tourism
Course title Intercultural Challenges in the Tourism Industry
Hours per week (SWS) 1 (block course on a Saturday and 1-2 additional sessions)
Number of ECTS credits 2
Course objective Deeper insight into intercultural issues in tourism, in particular into the convergence and divergence of tourist behaviour across countries
Prerequisites Participants must have a sound command of spoken and written English (Level B2) in order to hold presentations, actively participate in discussions, and write a seminar paper in English.
Recommended reading Marieke de Mooij: "Global Marketing and Advertising, Understanding Cultural Paradoxes" (second edition, 2005), Sage Publications (USA)
Teaching methods Seminar style
Assessment methods Oral presentations and seminar papers
Language of instruction English
Name of lecturer Prof. Dr. Renate Link
Email interkultur@web.de

Course content The course will focus on the impact of intercultural issues in tourism;
Introduce the cultural background of Germany's top incoming nations;
Analyse tourism-specific critical incidents;
Examine the role of intercultural marketing and advertising in tourism;
Develop culture-specific ads/campaigns for Germany's top incoming-nations.

Remarks