

## SYLLABUS

The basic course informations:			
<b>Academic Unit:</b>	<b>Faculty of Tourism and Environment</b>		
<b>Title:</b>	<b>Intercultural Communication Management</b>		
<b>Level:</b>	<b>Master</b>		
<b>Status:</b>	<b>Obligatory</b>		
<b>Year of studies:</b>	<b>II</b>		
<b>The number of hours per week:</b>	<b>4</b>		
<b>ECTS:</b>	<b>6</b>		
<b>Time / Location:</b>			
<b>Course Professor:</b>			
<b>Contact details:</b>	<b>@ushaf.net</b>		
<b>Course description:</b>	<i>The course focuses on intercultural communication aimed at providing insights on how people from different cultural backgrounds (traditions, values, beliefs, mentalities, etc.) try to communicate in function of tourism growth.</i>		
<b>Objectives:</b>	<i>The purpose of the module is to introduce the linkages between culture and relationships as to how people are placed and the tendency to link these things to tourism. The result of such interactions is cultural tourism and cultural tourism attractions as its immanent part.</i>		
<b>Learning outcomes:</b>	<p><i>After successfully completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> <li>• <i>analyze the role of intercultural relations in establishing relationships between business and clients</i></li> <li>• <i>assess intercultural relations with the field of tourism</i></li> <li>• <i>manage cultural differences among people</i></li> <li>• <i>apply critical thinking about the communication competence of discourse in tourism.</i></li> </ul>		
Contribution to the student's charge (which should correspond with the results of the student's learning results)			
Activity	Hour	Day/week	In total
Theoretical and practical teaching	4	15	60
Practical work	2	5	10
Contacts with the teacher / consultants	1	15	15
Field exercises			
Kollokfiume, seminars	2	2	4
Homework			
Student study time (in library or at home)	3	15	45
Final Preparation for Examination	1	10	10
Time spent on assessment (tests, quiz, final exam)	2	1	2

Projects, presentations, etc.			
<b>Total</b>			<b>146</b>

<b>Methodology of teaching:</b>	<i>Lectures and exercises combined with case studies</i>
<b>Methods of assessment:</b>	<i>Seminar (case study) 30% Exam 70%</i>

<b>Literature</b>	
<b>Basic Literature:</b>	<ol style="list-style-type: none"> <li>1. <i>Edi Shukriu, Ancient Kosova 2008, ribotim</i></li> <li>2. <i>Sigala M. – Lesli, D., International Cultural Tourism: Management, Implications and Cases, Oxford: Elsevier 2005</i></li> </ol>
<b>Supplementary Literature:</b>	<ol style="list-style-type: none"> <li>3. <i>Lustig, W.M., Koester, J. Intercultural Competence, Pearson Education Inc. Boston 2010.</i></li> <li>4. <i>Fyall, A.-Garrod, B.-Leask, A. (ed). Managing Visitor, Attractions New Directions, Oxford: Elsevier 2005.</i></li> <li>5. <i>Yvette Reisinger, Ph.D. Universiteti Temple Filadelfi, Pensilvani, SHBA, secon editon 2009.</i></li> </ol>

***The lesson plan Design:***

<b>Week</b>	<b>Lectures to be held</b>
<b>WEEK 1:</b>	<b><i>Cultural tourism. Introduction, fundamental principles, challenges and opportunities</i></b>
<b>WEEK 2:</b>	<b><i>Management of cultural heritage sites: typology, problems, responsibilities</i></b>
<b>WEEK 3:</b>	<b><i>Tourist functions, determination, types, purposes and role</i></b>
<b>WEEK 4:</b>	<b><i>Product development, managing tourist influences, managing tourist attractions - a common approach</i></b>
<b>WEEK 5:</b>	<b><i>Special tourist attractions - religious attractions</i></b>
<b>WEEK 6:</b>	<b><i>World cultural heritage sites</i></b>
<b>WEEK 7:</b>	<b><i>The future of the past: visions and trends, new technologies in cultural tourism</i></b>
<b>WEEK 8:</b>	<b><i>Intercultural communication</i></b>
<b>WEEK 9:</b>	<b><i>Introduction, approach to intercultural communication</i></b>
<b>WEEK 10:</b>	<b><i>Communication competence in tourism discourse</i></b>
<b>WEEK 11:</b>	<b><i>Ethnography of speech, intercultural pragmatics</i></b>
<b>WEEK 12:</b>	<b><i>Prepare for intercultural dialogue</i></b>
<b>WEEK 13:</b>	<b><i>Dealing with intercultural differences, practical implementation</i></b>
<b>WEEK 14:</b>	<b><i>Management and situation of intercultural relations in Kosovo</i></b>
<b>WEEK 15:</b>	<b><i>Presentation of works</i></b>

<b><i>Academic policies and rules of conduct:</i></b>
<i>Regular attendance, tranquility and active engagement in dialogue during lectures and exercises are obligatory. As a matter of courtesy, mobile phones should be switched off during classes and exams.</i>

