

MODULE CODE: M5X02108
TITLE: Intercultural Communication
DATED: 28/04/2016

LEVEL: 5
CREDITS: 20

JACS CODE: N830

Introduction to Intercultural Communication 2018-19

Welcome to this generic overview handbook for the above module. This is a level 5, 20 credit module taught in semester 1 to second year students in the School of Tourism and Hospitality.

It should be read in conjunction with supplementary information and materials available on Moodle together with information and instructions delivered by the module tutor. In order to get the best out of this module it is vital that you engage with the themes explored as well as with both the online and offline activities during tutorial sessions which are designed to enrich the learning experience as well as to encourage self-directed study together with collaboration and interaction with your peer group.

AIM(S)

- To provide students with a critical understanding of cultural diversity within the context of international tourism and events
- To develop the students' ability to communicate with different cultures in the tourism and events context including basic competence in a number of relevant languages

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- Demonstrate a cultural sensitivity towards the main cultural groups relevant to tourism and events
- Develop the ability to communicate effectively at a basic level with the key linguistic and cultural groups related to tourism and events

INDICATIVE CONTENT

- Tourism and cultural change - discovering different cultures in terms of race, religion, language, stereotyping.
- Hofstede's 5 dimensions of intercultural communication - how attitudes differ from culture to culture towards time, gender, uncertainty avoidance, the perception of power, high/low context communication.
- Hall's high/low context communication theory; other theorists such as Samovar, Jandt and Gudykunst.

- Basic communication in Welsh – understanding the Welsh cultural perspective: should Wales offer a distinct identity for tourists?
- Basic communication in French – dealing with people from France and the French-speaking countries on every continent: the “je ne sais pas quoi” in French culture.
- Basic communication in Spanish – engaging with Latin Americans: the appeal of “mañana” culture to tourists.
- Basic communication in Italian, German and Greek – interacting with the divergent cultures and languages of Europe.
- Basic communication in Chinese Mandarin – dealing with people from the Asian continent.
- Basic phrases in Russian and Arabic – dealing with people from Eastern Europe and the Middle East.
- Dealing with people from the United States of America, Australia and Malaysia/Indonesia – worlds apart or just different?

LEARNING AND TEACHING STRATEGY

Lectures will introduce the students to the concepts, principles and practices associated with intercultural awareness and communication with different parts of the world. Tutorials and seminars will centre on discussion and activities designed to engage students in the practical application of theory to global, cultural diversity.

Students will be taught basic communicative linguistic competence in a number of languages according to the students' interest. A familiarity with different cultures will be gained via exemplification and discussions often emanating from the students' own cultures or experiences of those cultures.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 – 50%

Coursework – essay (2000 words).

Exemplar

To what extent is an understanding of different cultures important for effective communication with people from different parts of the world?

Assessment Component 2 – 50%

Presentation (15 minutes)

Presentation about cultural differences in one specific country compared with the UK. The presentation should include a number of phrases in the language of that country.

Exemplar

- (a) Undertake a presentation about your chosen country to analyse the areas of culture of which one should be aware when dealing with people from this country. (80% weighting)
- (a) You should provide a summary of your viewpoints including all citations and theories adduced in the form of notes to be handed in to the lecturer at the end of the focus group discussion. (400 words) (20% weighting)

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes ✓
	No
If yes please provide brief details (no more than 100 words): As this module facilitates spoken and written communication and understanding in a modern language it does contribute towards sustainability indirectly as it might obviate the need for travel. The module also includes the linguistic competence to use public transport, phoning and email which can all potentially contribute to sustainability	

BIBLIOGRAPHY

Essential

Cooper, C. and Hall, C.M. (2008) *Contemporary Tourism: An International Approach*, Oxford: Butterworth-Heinemann.

Moran RT, et al (2007) *Managing Cultural Differences*, Elsevier, Oxford

Timm, A. (2011) *Intercultural Problems in the Tourism Industry*, GRIN Verlag

Recommended

Cooper, C. and Wahab, S., (eds.) (2007) *Tourism in the Age of Globalisation*. London: Routledge.

Methan, K. (2001) *Tourism in a Global Society: Place, Culture, Consumption*. London: Macmillan.

Brown, K. (2013) *Contemporary China*, Palgrave Macmillan,

Drake, H. (2011) *Contemporary France*, Macmillan

Frew, E. & White, L. (eds) *Tourism and National Identities: an international perspective*, Routledge

Gudykunst W.B., *Bridging the differences: effective intergroup communication*
Sage Publications

Mackay, H. (2011) *Understanding Contemporary Wales*, University of Wales Press
Moran RT et al. Managing Cultural Differences, 2007, Elsevier, Oxford

Richardson, B. (2008) *Contemporary Spain*, Routledge

Background

Bramwell, B. (2004) *Coastal Mass Tourism*, Clevedon: Channel View.

Cooper, C. and Hall, C. M. (2005) *Oceania: A Tourism Handbook*, Clevedon: Channel View.

Wall, G. and Mathieson, A. (2006) *Tourism: Change, Impacts and Opportunities*, Harlow: Pearson.

Lewis, R.D. (2005) When Cultures Collide: Leading, Teamworking and Managing Across the Globe, London, Nicholas Brealey Publishing

Lewis, R.D. (2008) Cross-Cultural Communication: A Visual Approach, London, Nicholas Brealey Publishing

Samovar L A et al. Communication Between Cultures, 2009, Wadsworth

Journals

Annals of Tourism Research
Tourism Management
Journal of Intercultural Communication

Websites

www.bbc.co.uk/languages/french
www.bbc.co.uk/languages/german
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