

Study program : Hotel Management
Type and level of studies: Master academic studies
<b>Course unit: Hotel management, tourism and inter-culturalism</b>
<b>Teacher in charge:</b> Ana M. Langović Milićević; Zlatko M. Langović
Language of instruction: Serbian and English
ECTS: 8
Prerequisites: No special prerequisites
Semester: I
<p><b>Course unit objective</b></p> <p>The main goal of the course is to show that cultural diversity can create unique challenges of cross-cultural encounters, which can provide an opportunity to differentiate services. In the conditions of globalization, more and more business is being done at the international level, creating challenges for employees and managers to interact and work effectively with people from different cultural backgrounds. Many problems can relate to intercultural communication between managers and employees, as well as between employees and guests from different cultural backgrounds. As a result, the issue of intercultural communication has recently become increasingly important in tourism and hospitality. Cultural awareness, sensitivity and understanding of cultural differences is the basis for business success. The aim of the course is to answer the questions: how can the challenges arising from intercultural interactions become a source of business competitiveness and how the educational process can contribute to the development of intercultural competence, recruit employees who will be able to work successfully in a multicultural environment.</p>
<p><b>Learning outcomes of Course unit</b></p> <p>Get to know: what challenges are encountered in tourism and hospitality with regard to the multicultural diversity of the market; What kinds of skills and abilities of managers, especially in the case of managers at the beginning, are strongly needed today to effectively manage a multicultural workforce; How educational programs can influence the development of intercultural competence of tourists and tourism students in order to function effectively in a multicultural environment; ability to effectively and efficiently manage individual, team and organizational performance in a hotel company.</p>
<p><b>Course unit contents</b></p> <p><i>Theoretical classes</i></p> <p>Globalization, tourism and culture; Cultural diversity; The concept of cultural diversity;  The impact of cultural diversity on tourism and hospitality; Cultural theories and practices; Intercultural theories;  The impact of culture on tourism and hospitality;  Culture and cultural differences; Culture; Cultures by regions; Culture as religion; Types and levels of culture;  Civilization; Types of cultures in tourism and hospitality; Purpose of culture;  Characteristics of culture; Subcultures; Culture versus nationality; Culture versus country of residence; Culture versus country of birth; Cultural identity; Cultural distance; The impact of cultural distance on travel; Cultural variability; Sources of cultural differences; Cultural values;  Cultural influences on intercultural communication; Cultural influences on social interaction; Cultural influences on the rules of social interaction; Cultural influences on services;  The importance of service perception; Cultural differences in expectations from hotel employees; Quality and value of service; Satisfaction with the service; Cultural influences on ethics; Cultural influences in ethical behavior;  Strategies for managing ethical business dilemmas;  Global Code of Ethics for Tourism and Hospitality; Global Code of Ethics for Tourism; The concept of tourist behavior; The importance of studying tourism behavior in an intercultural context; Advantages of understanding tourism behavior in an intercultural context;  Perspective of the tourism industry; Tourist perspective; Perspective of local residents; Consumer customer behavior; Cultural influences on tourist shopping behavior;  Cultural differences among international societies: Africa, Asia, Australia, Europe, important European values, India, Latin America, Middle East, North America; Multicultural competence in the global world - the necessity of implications for education organizational units  Ethics in performance evaluation</p> <p><i>Practical teaching</i></p> <p>Exercises, case studies, presentations of independent research work of students</p>

<b>Literature</b>			
1. Тирић, Н.: Turizam i hotelijerstvo, Draslar Partner, 2010.			
2. Божинов, М. и Ланговић Милићевић, А. (2009). <i>Интеркултурни изазови глобализације: манифест менаџмента за 21. век</i> , Мегатренд универзитет, Београд,			
Recommended:			
3. Yvette Reisinger: International Tourism: Cultures and Behavior, 2009, Elsevier, ISBN: 978-0-7506-78971.			
<b>Number of active teaching hours</b>			<b>Other classes</b>
Lectures: 3	Practice: 2	Other forms of classes: Independent work:	
<b>Teaching methods</b>			
Lectures, practices, seminars, case studies			
<b>Examination methods (maximum 100 points)</b>			
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>
Student's activity during lectures	10	oral examination	
practical classes/tests	10	written examination	40
Seminars/homework	40	.....	
Project			
Other			
<b>Grading system</b>			
<b>Grade</b>	<b>No. of points</b>	<b>Description</b>	
10	91-100	Excellent	
9	81-90	Exceptionally good	
8	71-80	Very good	
7	61-70	Good	
6	51-60	Passing	
5	....	Failing	

**(Table 5.2) Course unit description**