

## Courses in English Course Description

<b>Department</b>	14 Tourism
<b>Course title</b>	<b>Cross-cultural perspectives on tourist behavior</b>
<b>Hours per week (SWS)</b>	2
<b>Number of ECTS credits</b>	3
<b>Course objective</b>	The objective of the course is to introduce students to the diverse impacts of culture on tourism and tourist behavior. Students will become familiar with current research at the intersection of intercultural communication and consumer behavior in tourism.
<b>Prerequisites</b>	Participants must demonstrate an upper intermediate command of spoken and written English (Level B2). Students will be required to give presentations, actively participate in discussions, read academic literature and prepare a term paper in English. Previous completion of or simultaneous enrollment in R551/2 "Intercultural Competence II" is highly recommended.
<b>Recommended reading</b>	A reading list will be distributed at the beginning of the semester.
<b>Teaching methods</b>	Direct instruction, classroom discussions, group work, student presentations
<b>Assessment methods</b>	Presentation (15-20 minutes) and term paper (12-15 pages)
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Tilman Schröder
<b>Email</b>	<a href="mailto:tilman.schroeder@hm.edu">tilman.schroeder@hm.edu</a>
<b>Link</b>	
<b>Course content</b>	The course will first address the conceptual foundations of culture in tourism before discussing the interconnection between culture and tourist behavior from diverse perspectives. These include culture and tourists' consumption patterns, culture and tourists' sustainability-related behaviors, cross-cultural service encounters in tourism, and culture and online travel reviews.
<b>Remarks</b>	