Courses in English
Course Description

Department	14 Tourism
Course title	**Stereotypes in Tourism Communication**
Course number	R 6.4
Hours per week (SWS)	2
Number of ECTS credits	3
Course objective	Throughout the semester, students will develop the following competencies: - identify and analyze stereotypes in tourism communication, - conduct qualitative research using appropriate academic methods, and - employ AI tools responsibly and transparently in academic work, recognizing their potential benefits and ethical limitations.
Prerequisites	All coursework, including readings, discussions, the term paper, and presentation, must be completed in English at B2 level or above.
Recommended reading	Literature recommendations will be provided at the beginning of the semester.
Teaching methods	Direct instruction, classroom discussions, group work, student presentations
Assessment methods	Term paper (12-15 pages) and presentation (15-20 minutes)
Language of instruction	English
Name of lecturer	Prof. Dr. Tilman Schröder
Email	tilman.schroeder@hm.edu
Link	https://tourismus.hm.edu/kontakte_de/phonebook_detailseite_32468.en.html
Course content	Stereotypes are generalized and simplified ideas about the supposed characteristics or behaviors of members of a social group. Stereotypes can refer to nationality, race or ethnicity, gender, and age – particularly relevant to how destinations and tourists are portrayed. Stereotypes may reduce cognitive effort and provide orientation but often reinforce prejudice and discrimination. In tourism, stereotypical notions can become apparent in advertising, marketing communication, and travel guides, but also in user-generated content such as social media postings, online reviews and travel blogs. Such stereotypes can influence destination images and travel choices among tourists. In the seminar, students will conduct small individual research projects to analyze stereotypical notions in tourism-related communication using qualitative methods. During the weekly meetings, students will learn how to develop research questions, conduct literature research, collect and analyze materials, and evaluate findings. Students will be required to write a term paper and give a final presentation.
Remarks	