Courses in English
Course Description

Department	14 Tourism
Course title	**Using Generative AI across cultures in tourism: Communication, Marketing, and Decision Making**
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 patterns of generative AI use in intercultural tourism contexts, design and conduct empirical research using appropriate qualitative, quantitative, or mixed-methods approaches, and employ generative AI tools responsibly and transparently in academic and professional contexts, recognizing their potential benefits, limitations, and ethical risks.
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. Wendy Farrell, Ph.D.
Email	wendy_colleen.farrell@hm.edu
Link	
Course content	Generative artificial intelligence is increasingly used in the tourism industry to support communication, marketing, service encounters, and decision-making across cultural boundaries. Tools such as large language and multimodal models are applied to translate and adapt messages, create marketing content, support customer interaction, and synthesize information for managerial decisions. While these applications may reduce communication barriers and increase efficiency, they can also introduce new risks related to cultural bias, misrepresentation, trust, and overreliance. In tourism, generative AI use becomes particularly relevant in intercultural contexts, where language, norms, and communication styles differ and where meaning, tone, and representation play a central role. AI-supported communication can influence how destinations are portrayed, how services are delivered, and how tourists and organizations make decisions across cultures. In the seminar, students will conduct small individual research projects to analyze patterns of generative AI use in intercultural tourism contexts using qualitative, quantitative, or mixed-methods approaches. During the weekly meetings, students will learn how to develop research questions, conduct literature research, design and carry out empirical studies, analyze data, and critically reflect on ethical and cultural implications. Students will be required to write a term paper and give a final presentation.
Remarks	