Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University

Higher School of Management

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

Intercultural and Business Communication Technologies in Tourism and Hospitality

(course title)

Recommended by the Didactic Council for the Education Field of:

43.04.02 Tourism

field of study / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

Business Processes in Tourism and Hospitality

higher education programme profile/specialisation title

2024

1. COURSE GOAL

The Intercultural and Business Communication Technologies in Tourism and Hospitality course is aimed at forming intercultural competence and communications in the field of tourism and hotel business.

2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Intercultural and Business Communication Technologies in Tourism and Hospitality course is designed for students to acquire the following competencies (parts of competencies):

Table 2.1. List of competences that students acquire when mastering the course

Competence Code	Competence Descriptor	Competence Formation Indicators (within this course)
GC-3	Able to organize and manage the teamwork while developing a team strategy to achieve the set goal	GC-3.1. Able to define their role in the team based on the cooperation strategy to achieve the goal; GC-3.2. Able to formulate and take into account the specificities of behavior of groups of people selected depending on the goal in their activities; GC-3.3. Able to analyze the possible consequences of personal actions and plan their actions to achieve a given result; GC-3.4. Able to exchange information, knowledge and experience with team members; GC-3.5. Able to prove their point of view regarding the use of other team members' ideas to achieve the goal; GC-3.6. Able to participate in team work to complete assignments.
GC-5	Able to analyze and consider cultural diversity in the process of cross-cultural interaction	GC-5.2. Able to find and use information about the cultural characteristics and traditions of various social groups in social and professional communication; GC-5.3. Able to take into account historical heritage and sociocultural traditions of various social groups, ethnic groups and confessions, including world religions, philosophical and ethical teachings in social and professional communication on a given topic; GC-5.4. Able to collect information on a given topic taking into account ethnic groups and confessions which are most widely represented at the points where the research is being conducted; GC-5.5. Able to justify the features of project and team activities with representatives of other ethnic groups and (or) religions; GC-5.6. Able to adhere to the principles of non-discriminatory interaction in personal and mass communication to perform professional tasks and strengthen social integration.

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Intercultural and Business Communication Technologies in Tourism and Hospitality course refers to the core component of the B1 block of the higher educational programme curriculum.

Within the higher education programme students also master other disciplines (modules) and / or internships that contribute to the achievement of the expected learning outcomes for the Intercultural and Business Communication Technologies in Tourism and Hospitality course.

Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes for the course.

Competence Code	Competence Descriptor	Previous Courses/Modules, Internships*	Subsequent Courses/Modules, Internships*
GC-3	Able to organize and manage the teamwork while developing a team strategy to achieve the set goal	No	• Human Resource Management • Preparing for defence and defending a graduation thesis
GC-5	Able to analyze and consider cultural diversity in the process of cross-cultural interaction	• Philosophy and Methodology of Modern Science • Business Foreign Language	• Foreign Language in Professional Activities • Business Foreign Language • Research and Development • Preparing for defence and defending a graduation thesis

* -To be filled in according with the competence matrix of the higher education programme

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the Intercultural and Business Communication Technologies in Tourism and Hospitality course is 2 credits.

Table 4.1. Types of academic activities during the period of mastering the HE programme

Type of Academic Activities	TOTAL, academic hours	Semester 2
Classroom learning, academic hours.	**34**	**34**
including:		
Lectures	17	17
Lab work	-	-
Seminars	17	17
Self-study, academic hours	29	29

Type of Academic Activities	TOTAL, academic hours	Semester
		2
Evaluation and assessment (exam), academic hours	9	9
Course workload — ac. hrs.	72	72
Course workload — credits	2	2

5. COURSE MODULE CONTENTS

Table 5.1. Course Module Contents

Module Title	Course Module Contents	Learning Activities*
Module 1. Bases, effectiveness, communication media	Topic 1. Main categories, types of communications in tourism and hospitality. Communication environment of a professional organization. Role and features of intercultural and business communication in the activities of organizations. Communication models. Forms, methods, ways of forming communication channels. Features of intercultural business communications in tourism and hospitality. Topic 2. Concept of effective communication technologies. Formation of effective communications in a professional organization. Methods for analyzing the effectiveness of communication channels. Role of feedback in business communication. Communication barriers and overcoming them. Language as the main means of communication. Features of language communication in conditions of personal and remote contact. Features of written business communication. Nonverbal means of communication. Technical means of communication. Features of cross-cultural contact in terms of using various communication means.	Lecture, Seminar
Module 2. Internal and external communications	Topic 3. Concept and types of internal communications. Principles of organizing an effective communication process in a tourism and hotel enterprise, tolerance to social, ethnic, religious and cultural differences. Oral and documentary channels of internal communication: features of use in working with personnel. Features of the influence of an organizational structure and corporate culture on communication processes. Role of communications in forming and maintaining corporate culture of a professional organization. Methods for assessing the labour quality and personnel performance in tourism and hotel industry. Organizing monitoring the effectiveness of communications. Directions of external communications, their features in an organization of the professional sphere. Topic 4. Interaction between business and government in matters of employment, taxation, tariff setting,	Lecture, Seminar

Module Title	Course Module Contents	Learning Activities*
	participation in managing the activities of business entities, information support. Lobbying. Interaction with consumers. Basic approaches to customer relationship management. Communications with business partners, features of cross-cultural communication. Interpersonal communications of a manager in tourism and hospitality.	
Module 3. Marketing communications. PR as a management function	Topic 5. Concept of marketing communications, main directions of marketing communications, marketing communication tools. Social, managerial, marketing approaches to PR. Purpose, objectives and main directions of PR in management. Business image: concept, elements, main approaches to creation. Molding a positive public opinion about an organization. Mass communication, its positive and negative impact on the activities of tourism and hospitality organizations.	Lecture, Seminar
Module 4. Problematic communications. Image and self-presentation of a manager in communication	Topic 6. Conflict communication, its features, methods of prevention and correction. Crisis communications in tourism and hospitality. Manager's communicative competence. Concept and functions of image in business communications of a manager. Imaging. Behavioural patterns. Body image. Appearance. Communication tactics. Self-presentation technologies. Development of self-concept. Analysing and taking into account the preferences of the specific environment of the individual's business relations. Creating an information message-about a person.	Lecture, Seminar
Module 5. National stereotypes and values in intercultural communication	Topic 7. National character. Sources of stereotypical ideas. Harm and benefits of national stereotypes. Value systems in different cultures. Values and anti-values. Typology of values. Individual and collective values. Core values. National stereotypes and prejudices. Stereotypical ideas about different nationalities. Sources of national stereotypes.	Lecture, Seminar

* - To be filled in only for **FULL-TIME** mode of study: *Lecture, Lab Work, Seminar.*

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom Equipment and Technology Support Requirements

Classroom for Academic Activity Type	Classroom Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
Lecture	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Seminar	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Self-Studies	Classroom equipped with a set of specialized furniture; PCs with access to electronic information and educational environment.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)

7. RESOURCES RECOMMENDED FOR THE COURSE STUDY

Main Readings:

1.   The Philosophy and Psychology of Commitment / J. Michael. – Abingdon: Taylor & Francis, 2022. – 126 p. – ISBN 9781351618656, 9781315111308, 9781138085497, 9781032128290. – Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/72732

Additional Readings:

1.   Methodological Notes to the Tourism Statistics Database, 2020 Edition. Published: February 2020 Pages: 233, eISBN: 978-92-844-2147-3https://doi.org/10.18111/9789284421473
2.   World Tourism Organization (2019), Global Report on Women in Tourism – Second Edition, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284420384
3.   World Tourism Organization (2020), UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue I: Persons with Disabilities, UNWTO, Madrid, DOI:

https://doi.org/10.18111/9789284422296

4.   World Tourism Organization (2021), Big Data in Cultural Tourism – Building Sustainability and Enhancing Competitiveness, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284422937

Internet Resources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access based on concluded agreements:
   - RUDN University Electronic Library System (RUDN University ELS) http://lib.rudn.ru/MegaPro/Web
   - ELS "University Library Online" http://www.biblioclub.ru
   - ELS "Urait" http://www.biblio-online.ru
   - ELS "Student Consultant" www.studentlibrary.ru
   - ELS "Lan" http://e.lanbook.com/
   - ELS "Troitsky Bridge"

2. Databases and search engines:
   - electronic fund of legal and normative-technical documentation http://docs.cntd.ru/
   - Yandex search engine https://www.yandex.ru
   - Google search engine https://www.google.ru/
   - SCOPUS abstract database http://www.elsevierscience.ru/products/scopus/
   - http://www.tourbus.ru/ Tourbusiness.
   - https://www.tourprom.ru/ Tourprom.
   - http://tpnews.ru/ Tourism. Practice, problems, prospects.
   - http://www.2r.ru/   Recreational resources.
   - https://tourlib.net/statti_tourism/moshnyaga.htm - All about tourism. Tourism library.

Educational and methodological materials for student self-studies when mastering the course/module*:

1.   Lecture course on Intercultural and Business Communication Technologies in Tourism and Hospitality.
2.   Methodological guidelines for students' self-studies when mastering the course.
3.   Methodological recommendations for ensuring accessibility of the programme for students with limited health capacities.

* - The methodological materials and guidelines for the self-studies are placed on the course page in the university telecommunication training and information system under the set procedure.

8. ASSESSMENT TOOLKIT AND GRADING SYSTEM* FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL UPON COURSE COMPLETION

The assessment toolkit and the grading system for assessing the level of competence (part of competences) formation based on the results of mastering the Intercultural and Business Communication Technologies in Tourism and Hospitality course are presented in the Appendix to this Course Syllabus.

* The assessment toolkit and the grading system are formed on the basis of the requirements of the relevant local normative act of RUDN University (regulations / order).

DEVELOPERS:

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