

MKT3222 Cross-Cultural Tourism Marketing

Code

MKT3222

Title

Cross-Cultural Tourism Marketing

Prerequisites

Principles of Marketing

Credits

3

Description

This course is aimed at increasing awareness and sensitivity towards your own and other cultures. In an engaging and experiential setting, you become aware of the complex dynamics of cultural tourism and develop a base of skills and knowledge needed to facilitate cross-cultural tourism in ways that are culturally-relevant and empowering. You also develop cross-cultural communication and conflict resolution skills as you explore issues related to the preservation of culture and heritage. Overall, you gain a critical perspective of the economic, cultural and environmental impacts and opportunities associated with cross-cultural tourism.

Objectives

At the end of the course, students should be able to do the following: KNOWLEDGE: Students will have an understanding of: Cultural diversity and protocols of respect particularly as they impact (create barriers for) tourism activities. Culturally sensitive tourism products and how to design a culturally sensitive tourism activity. SKILLS: Students will learn to: Describe and compare global travel trends based on evolving cultural imperatives. Describe and explain impacts of ethnocentrism, stereotypes, indigenization, globalization, cultural shock and cultural sensitivity. Describe how knowledge of various cultural dimensions such as power, individualism, and gender assist with understanding client needs and behaviors. Develop communication approaches that acknowledge culturally variable learning styles. Apply knowledge of cultural expectations, practices, and cross-cultural communication skills in the provision of tourism services. APPLICATION ABILITIES: Students will be able to Demonstrate an understanding of and be capable of designing culturally sensitive tourism products and design a culturally sensitive tourism activity. Link various forces acting on and challenges facing the organization. Develop effective groups to solve operational problems. VALUES AND ATTITUDES: Students practice KIMEP Core Values Academic honesty Respect for peers and instructors

Assessment

60 % -first and second assessments
40 % -final assessment

Tentative course outline

Week1

Part 1. Tourism as a system

Week2

Part 1. Tourism as a system

Week3

Part 1. Tourism as a system

Week4

Part 2. The cultural process

Week5

Part 2. The cultural process

Week6

Part 2. The cultural process

Week7

Part 3. Globalization and Tourism

Week8

Part 3. Globalization and Tourism

Week9

Part 3. Globalization and Tourism

Week10

Part 3. Globalization and Tourism

Week11

Part 4. Cross-cultural Tourism Marketing and ethics

Week12

Part 5. Cross-Cultural Tourism Behavior

Week13

Part 6. Marketing of cultural and cross-cultural tourism

Week14

Part 6. Marketing of cultural and cross-cultural tourism

Week15

Part 6. Marketing of cultural and cross-cultural tourism