INTERCULTURAL TOURISM ENVIRONMENT

Study module code: 021293

1. Abstract:
The aim of the study module is to develop the skills that will enable to classify cultural heritage objects, to compare cultural heritage features and evolution of different epochs, to evaluate the peculiarities of Lithuanian cultural heritage in the context of cultural tourism heritage; to be able to describe the main tourist regions of the world, taking into account information about the nature, history, economy, culture, social life and other tourism resources; to prepare professionally and responsibly communicate with representatives of respective countries/cultures; to be able to practically apply the methodological principles of social (cultural) anthropology.

The module introduces the concept of cultural heritage and reviews its distribution, presents tangible and intangible cultural heritage. It discusses about the Old civilizations, the Antique culture, the history of Medieval and Renaissance cultural objects; analyses cultural heritage of Baroque and Classical epochs, the objects of cultural heritage of the middle of the 19 c. – the first half of the 20 c. It contains the most important classification and terminology of art trends; discusses the aspects of modern international cultural heritage protection as well as reviews the tendencies of Lithuanian Cultural Heritage policy. Cultural heritage is presented as an object of tourism attraction.

The module introduces global tourism development trends and factors influencing them, and presents an overview of main world tourist regions, Europe, as the most popular tourist region, North America and Mexico and the Caribbean, East Asia and the Pacific, and further discusses about tourism peripheries - Sub-Saharan Africa, Central and South America, the Middle East and South Asia.

The module analyses the models of culture classification, their types, the differences of time concept, specificity of leadership and organizational arrangement in different cultures, perception of body language/expressions.

The module presents the history of tourism anthropology, evolution, the main “other” culture cognition methodological principles and their importance in tourism management. It discusses culture, ethnicity, identity: the correlation, and why it is important for tourism management.

2. Volume in credits and hours:

<table>
<thead>
<tr>
<th>The structure of the module/ study subject</th>
<th>Volume in credits</th>
<th>Assessment</th>
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</thead>
<tbody>
<tr>
<td>Intercultural tourism environment</td>
<td>15</td>
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<tr>
<td>Cultural heritage</td>
<td>4</td>
<td></td>
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<tr>
<td>Travel geography</td>
<td>4</td>
<td>Integrated individual work</td>
</tr>
<tr>
<td>Intercultural communication</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Tourism Anthropology</td>
<td>3</td>
<td></td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>15</strong></td>
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</tbody>
</table>

3. Study module plan:

<table>
<thead>
<tr>
<th>No</th>
<th>Course content: the topics</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Introduction. International tourism. World Tourism development trends and factors influencing them.</td>
</tr>
<tr>
<td>2.</td>
<td>Overview of the main world tourist regions. Europe- the most popular tourist region.</td>
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<tr>
<td>3.</td>
<td>Conception of cultural heritage, the most important concepts, system of values.</td>
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<td>4.</td>
<td>Tangible cultural heritage. Intangible cultural heritage.</td>
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<td>5.</td>
<td>History of cultural heritage sites: from ancient times to the present day.</td>
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<td>7.</td>
<td>Tourism geography of Italy.</td>
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<tr>
<td>8.</td>
<td>Iberian peninsula: Spain and Portugal.</td>
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<tr>
<td>9.</td>
<td>Balkans: Greece, Slovenia, Croatia</td>
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<tr>
<td>10.</td>
<td>Alps: Austria and Switzerland.</td>
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</tbody>
</table>
15. North America with Mexico and the Caribbean.
16. East Asia and the Pacific.
17. Tourism periphery: Sub-Saharan Africa, Central and South America, the Middle East and South Asia.
   Importance of professional image and its constituents.
   Correct behaviour and human dignity, civility and tolerance.
23. Communication types in an organization, success factors, potential problems and failures.
25. Social (cultural) anthropology: what is it, the basic principles, and why anthropology is important in a modern world.
26. Short history of social (cultural) anthropology science. Why social (cultural) anthropology is important in tourism management. Tourists and anthropologists: similarities and differences.
27. Tourism anthropology: definition, history, main themes. Interpretation of the tourism phenomenon: tourism as a ritual and pilgrimage.
28. Culture or cultures? Concept(s) of culture in anthropology. Culture and values. Culture and worldview. What is “culture shock”? Tourism and culture(s): why notion of culture is important in tourism management?
29. How to recognize the “other” culture and describe/define it? Observation and participating observation: basic principles and advantages of this method. Ethnography and “thick” description. Ethical requirements.
31. Culture classification models (by G.Hofstede). Types of cultures (by R.D.Lewis).
32. Concepts of time in different cultures.
33. Management and organizational practices in different cultures.
34. Cultural diversity and intercultural communication: what is it and how is it important to tourism management? Stereotypes. Ethnocentrism and cultural relativism. Culture, ethnicity and identity: what is it and why is it important to tourism management?
35. Individual work on cultural heritage

### 4. Topics of practical work:

**Cultural heritage:**

1. Recognition, comparison, harmony of tangible and intangible cultural heritage.
2. Presentation of selected immovable cultural heritage or movable cultural property.
3. Presentation of the art of different nations of the world.
4. Presentation of 19 c. art trends.
5. Guided tour in Kaunas old town and city centre.
6. Excursion to a selected museum with an overview of movable cultural heritage objects.
7. Review of different digitized cultural heritage websites and databases.
8. Case studies of immovable cultural heritage application for tourism purposes.
9. Presentation of cultural heritage in different ethnographical regions of Lithuania.
Business/intercultural communication:
1. Business communication (functional roles) concept, communication forms in social structures, importance of communication quality in hospitality sector (presentations/discussions).
2. Business etiquette and its functions, behaviour reliance on the role and situation, respect, civility and tolerance (discussions/role presentations).
3. Presentation of professional image and its constituents.
4. Communication types/forms in an organisation, discussions about potential problems and their solutions.
5. Overview of culture classification models/types from a communicative aspect (literature review).

Tourism anthropology:
1. Ethnographical presentation of local, existing in the other society, or global cultural phenomena/discussion based on how this phenomenon could be presented to tourists, and the challenges (video/discussion).
2. Preparation/discussion of descriptive observation, and how attentiveness to the ethnographic details is important in tourism.
3. Cultural diversity and intercultural communication (watching video/discussion, group work).

Travel geography:
1. Presentation of the main tourism development tendencies in Europe.
2. Description of the main tourist regions.
Accomplishment of various tasks in order to establish world’s physical and political map nomenclature.

5. Self-study assignment(s):
Accomplishment of „X“ country tourism environment analysis according to the following aspects:
- Cultural heritage:
  Description/presentation of tangible and intangible cultural heritage (in a specific culture/country) cases and their presentation to tourists. (See Annex 1)
- Travel geography:
  Presentation of a specific country according to natural, economic, cultural, social and tourism resources, highlighting the most attractive for tourists natural and cultural resources. (See Annex 1)
- Intercultural communication:
  Systematization of a specific culture (country) business customs and practices, and description/presentation of communication during negotiations. (See Annex 1)
- Tourism anthropology:
  Description/presentation of the peculiarities of presentation to tourists of a specific country; multifaceted stereotypes of locals and tourists; tourist influence on socio-cultural change in the local community. (See Annex 1)

6. Assessment system of the learning achievements - summative assessment:

<table>
<thead>
<tr>
<th>Module components</th>
<th>Mid-semester tests</th>
<th>Integrated project</th>
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<tbody>
<tr>
<td></td>
<td>%</td>
<td>Grade/points</td>
</tr>
<tr>
<td>1. Cultural heritage</td>
<td>13,3</td>
<td>1,33</td>
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<tr>
<td>2. Travel geography</td>
<td>13,3</td>
<td>1,33</td>
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<tr>
<td>3. Intercultural communication</td>
<td>13,4</td>
<td>1,34</td>
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<tr>
<td>4. Tourism anthropology</td>
<td>10</td>
<td>1</td>
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<tr>
<td>Total:</td>
<td><strong>50</strong></td>
<td><strong>5</strong></td>
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Lecturer coordinating the module: Lect. Asta Raškevičiūtė
Lect. Rolanda Kupčiūnienė
Lect. Tchasse Simo Wilfred Ledoux
Lect. Aušra Liorančaitė-Šukienė