

Course name <i>Tourism as a Form of Intercultural Contacts (Speciality Lecture, elective)</i>	ECTS code 02.06-S2-EN-SL
Provider <i>University of Opole / Faculty of Social Sciences / Institute of Sociology</i>	
Year of the study programme, semester, academic year: <i>II year, III semester, Master's studies: Intercultural Communication.</i>	
Name of the instructor(s) & email address: <i>Anna Kopczak-Wirga (kopczak@uni.opole.pl)</i>	
Forms of instruction / forms of classroom activity and ECTS credit points in relation to student's duties	ECTS credits: 3 <ul style="list-style-type: none"> • <i>participation in lectures: 30 h</i> • <i>consultations with the teacher: 10 h</i> • <i>self-preparation for the exam and presence on the exam: 35h</i> Total: 75h = 3 ECTS
A. Forms of instruction and the number of hours: <ul style="list-style-type: none"> • <i>lecture (30h)</i> 	
B. Classroom activity: <ul style="list-style-type: none"> • <i>classes in the didactic room</i> • <i>classes outside the didactic rooms (fieldwork in the center of Opole)</i> 	
Course status: <ul style="list-style-type: none"> • <i>elective</i> 	Language of instruction: <ul style="list-style-type: none"> • <i>English</i>
Methods of instruction <ul style="list-style-type: none"> • <i>Lectures with multimedia presentation</i> • <i>Fieldwork</i> 	Forms of crediting and basic criteria of evaluation or examination requirements.
	Form of credit*: <ul style="list-style-type: none"> • <i>Exam</i>
	B. Forms of evaluation: <ul style="list-style-type: none"> • <i>Written exam</i>
	C. Basic criteria: <i>Exam</i> - <u>5,0 if:</u> <i>The student knows very well how to define tourism and travel from the perspective of social sciences. The student knows very well the history of tourism development (in Western civilization). The student knows very well the theoretical concepts of tourism in the field of sociology. The student can describe con-</i>

temporary problems of tourism faultlessly.

- 4.0 if: The student knows well how to define tourism and travel from the perspective of social sciences. The student knows the history of tourism development (in Western civilization) well. The student knows the theoretical concepts of tourism in the field of sociology well. The student can describe contemporary problems of tourism.

- 3.0 if: The student knows (not well enough) how to define tourism and travel from the perspective of social sciences. The student knows (not well enough) the history of tourism development (in Western civilization). The student does not fully know the theoretical concepts of tourism in the field of sociology. The student is not able to describe contemporary problems of tourism efficiently.

- 2.0 if: The student does not know how to define tourism and travel from the perspective of social sciences. The student does not know the history of tourism development (in Western civilization). The student does not know the theoretical concepts of tourism in the field of sociology. The student is not able to describe contemporary problems of tourism.

Entry requirements: no

Course objectives:

Knowledge

- providing the student with knowledge about the sociological way of analyzing the phenomenon of tourism and travel (concepts, theories)

Skills

- getting the ability to critically perceive the phenomenon of tourism (mainly mass tourism)

Social competence

- sensitizing students to the effects that tourism development can bring

Course content:

1. Tourism – the basic concepts
2. The history of tourism
3. Introduction to the sociology of tourism
4. Erik Cohen's theory of mass tourism
5. Tourism as a form of neo-colonialism
6. The concept of tourist attraction in the view of Dean MacCannell
7. John Urry – the tourist gaze
8. Tourism as a form of intercultural communication
9. Tourism in a media discourse
10. Sextourism
11. Tourism in psychological terms
12. Tourism and social memory

Reading list*

A. Obligatory reading (to get a credit):

1. E. Cohen, *Towards a Sociology of International Tourism*. "Social Research", no. 39, 1972.
2. E. Cohen, *A phenomenology of tourist experiences*, [in:] S. L. Roberson (ed.), *Defining Travel. Diverse Visions*, Mississippi 2001.
3. D. MacCannell, *The Tourist: A New Theory of the Leisure Class*. New York 1976.
4. J. Urry, *The Tourist Gaze*, California 2002.
5. G. Simmel, *On Individuality and Social Forms*, Chicago 1971.
6. A. Schutz, *The Stranger: An Essay in Social Psychology*, "The American Journal of Sociology", vol. 49, no. 6, 1944.

B. Supplementary reading

1. E. Cohen, *Who is a tourist? a conceptual clarification*. "Sociological Review" 22 (4), 1974.
2. *The Study of Tourism. Anthropological and Sociological Beginnings*, D. Nash (ed.), Oxford 2007.
3. J. Kr. Steen Jacobsen, *Anti-tourist attitudes*. "Annals of Tourism Research" no. 27, 2000.

Effects	Forms of evaluation	Reference to the programme effects
<p>- Student knows various theoretical approaches in the field of sociology of travel and tourism. He/she knows terminology in the field of sociology of tourism.</p> <p>- He/she knows and understands the importance of tourist mobility in the structure of global social processes. The student has knowledge about the role of tourism in intercultural communication. He/she knows the history of mass tourism development, its influence on contemporary social processes and the biographies of individuals.</p>	<ul style="list-style-type: none"> • exam 	<p>K_W01 K_W04</p>
<p>- Student is able to make a critical analysis of texts in the field of travel and tourism sociology. Student is able to describe reflectively the reality of contemporary tourist mobility.</p> <p>- Student can define the mutual relations that occur between tourism mobility and intercultural contacts.</p>	<ul style="list-style-type: none"> • student's oral statements during the class 	<p>K_U02 K_U09</p>
<p>- Student is ready for teamwork, uses the theoretical knowledge during fieldwork.</p> <p>- He/she is sensitive to the problems of intercultural relations occurring in the context of tourist travel.</p>	<ul style="list-style-type: none"> • student's oral statements during the class • assessment of work in a group • self-evaluation, evaluation by colleagues and teacher 	<p>K_K07 K_K15</p>