



COURSE SYLLABUS

Course title: Communication science and tourism

Study programme and level: Tourism Enterprise Management
Undergraduate professional study programme, 1st level

Content (Syllabus outline):

Basic theories of communication science and tourism

- Social meaning and role of communication process
- Communication as interaction in tourism
- Information as key element of communication process
- Codes, signs and symbols
- Communication as two way process
- Intercultural communication in tourism

Interpersonal communication

- Levels of interpersonal communication
- Psychology of interpersonal communication
- Management and leadership style of communication
- Communication in small decision making groups
- Business negotiation skills

Written business communication

Public and media communication