



National Kaohsiung University of Hospitality and Tourism
International Bachelor Program in Tourism Management (ITM)

Course Outline

Subject : 跨文化溝通 Cross-Cultural Communication Credit : 3 Course Hours : 3

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Teaching Purpose	The course covers the foundations of communication skills in relation to culture, identity, diversity, and tourism management.
Course Content	<ol style="list-style-type: none">1. Forms of communication2. Intercultural sensitivity in terms of beliefs, values, and norms3. Stereotype and cultural diversity4. Understanding cultural diversity (race, beliefs, norms, gender, opinions)
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