



Unlock the Power of Intercultural Competence

# Intercultural Skills and Communication for the Hospitality and Tourism Industry

Micro-Certificate Program

In a world as diverse as ours, mastering the art of cultural awareness and intercultural communication is essential in delivering exceptional customer service and fostering successful human resource development in the hospitality and tourism industry. Georgian College proudly presents the solution: the 'Intercultural Skills and Communication for the Hospitality and Tourism Industry' micro-certificate program.



## Purpose

Designed to equip hospitality professionals with the skills needed to thrive in culturally diverse environments, this micro-certificate offers a comprehensive curriculum that enriches your intercultural competencies. By understanding cultural nuances and improving intercultural communication, you'll enhance customer satisfaction, teamwork, and leadership.

## Course Highlights

Our micro-certificate program consists of four engaging modules, each carefully crafted to elevate your skills and transform your approach in the industry



# Module Details and Learning Outcomes



## Module 1: Basic Concepts of Culture

Duration: 3 hours

- Explore various approaches to understanding culture.
- Gain insights into how perception is influenced by culture.
- Uncover cultural values and beliefs that shape interpretations and behaviors.
- Distinguish between objective observation and cultural interpretation.

## Module 2: Influences on Intercultural Interactions

Duration: 3 hours

- Delve into foundational cultural dimensions.
- Understand how these dimensions impact teamwork, leadership, and communication.
- Reflect on your own cultural preferences and their influence on interactions.

## Module 3: Strategies for Bridging Cultural Differences

Duration: 3 hours

- Recognize the impact of unconscious bias and ethnocentrism.
- Embrace cultural awareness, relativity, and humility.
- Develop effective strategies to adapt to cultural differences.
- Cultivate understanding and communication across diverse cultures.

## Module 4: Intercultural Skills for Cross-Cultural Encounters in the Hospitality Industry Context

Duration: 3 hours

- Explore characteristics of host-tourist encounters.
- Address communication challenges in hospitality and tourism contexts.
- Uncover how cultural differences influence interactions.
- Implement strategies for inclusive intercultural interactions to enhance customer service.
- Manage intercultural misunderstandings and strengthen relationships.





## Benefits

1. Elevate your competitive advantage and boost profitability.
2. Create a superior culturally-oriented customer service experience.
3. Reduce staff turnover and enhance human resource development.
4. Cultivate effective teamwork and leadership in culturally diverse workforce teams.



# Expand your horizons, embrace diversity, and transform your career.

Enroll today to invest in your future and stand out in the dynamic world of hospitality and tourism. Join us in the 'Intercultural Skills and Communication for the Hospitality and Tourism Industry' micro-certificate program at Georgian College.



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[Intercultural Communication in Hospitality and Tourism](#)

