

FAST training course

Module 6 - Cultural differences

Introduction

Despite globalization, cultural differences still exist around the world. Due to this, there are problems in international business and also in travel industry. Every culture has its values; they can be also opposing. Cultural differences often pose difficulties in contacts between tourism employees and tourists. Knowledge of cultural differences is important also for the work of Accessible Tourism Facilitator (ATF).

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Learning goals

The objective of the module is to gain a basic knowledge about cultural differences relevant for working with tourists from other countries. Communication and understanding of different cultures is important also for the work of Accessible Tourism Facilitator (ATF).

After studying this module the student should:

- Think on any prejudices he/she may have about other peoples or cultures.
- Be convinced about the importance of the culture in today's global world.
- Understand the importance of learning a national character while guiding tourists.
- Be aware of some of his/her global skills
- Begin to see events from their own and from the perspective of another.



Learning goals

Upon completion of this Module the student should be able to:
Effectively work with tourists from all over the world and implement the knowledge while working with the clients with disabilities.

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Unit 1: Recognize the most common cultural differences

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Unit 2: Know the regional and/or national history, geography and culture

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Unit 3: Adapt accessible travel itineraries to comply with cultural, religious and ethnic restrictions

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Unit 1: Recognize the most common cultural differences

02

Unit 2: Identifying relevant health care services and entities in the region.

03

Unit 3: How to deal with to unforeseen travel problems

04

Name of the unit

Unit 1: Recognize the most common cultural differences

The focus of this unit will be on the following cultural differences:

- Generational differences
- Ethnic differences
- Religious differences
- Educational differences



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Unit 1: Recognize the most common cultural differences

Learning methodology

The most appropriate way to implement the module is blended learning. The start takes place in the classroom, where the lecturer(s) and the participants get to know each other.

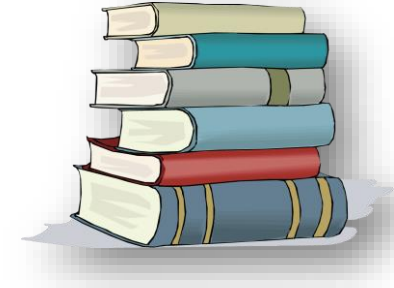
The emphasis in teaching is on case studies. The lecturer presents concrete examples to the listeners, which are then discussed.

The lecturer prepares examples of life situations in which the tourist finds himself/herself in a foreign environment.

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Unit 1: Recognize the most common cultural differences



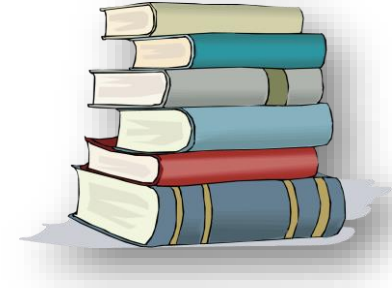
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Unit 1: Recognize the most common cultural differences



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Unit 1: Sensory, physical and cognitive impairments

02

Unit 2: Know the regional and/or national history, geography and culture

03

Unit 3: How to deal with to unforeseen travel problems

04

Name of the unit

Unit 2: Know the regional and/or national history, geography and culture

The focus of this unit will be on the tourist from different parts of the world:

- North America
- Latin America
- The Far East
- The Middle East
- South and Southeast Asia
- Australia
- Europe and Russia

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Unit 2: Know the regional and/or national history, geography and culture

The module will give an overview on influence of geographical features and history on current characteristics of modern tourists.



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Unit 2: Know the regional and/or national history, geography and culture

Upon completion of this Unit participants should be able to:

- understand what specifics in behaviour can be expected from tourists from different parts of the world.
- explain to foreign tourists what cultural differences they can expect in the visited country.



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Unit 2: Know the regional and/or national history, geography and culture

Learning methodology

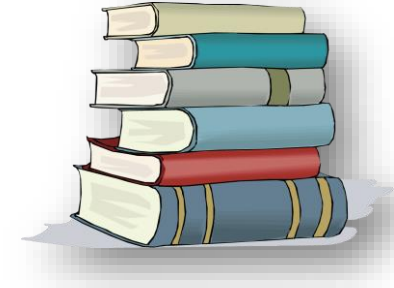
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Unit 1: Know the regional and/or national history, geography and culture



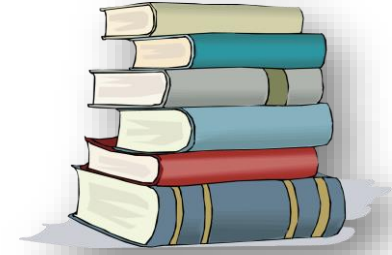
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Unit 3: Adapt accessible travel itineraries to comply with cultural, religious and ethnic restrictions

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Name of the unit

Unit 3: Adapt accessible travel itineraries to comply with cultural, religious and ethnic restrictions

The focus of this unit will be on:

- dress code
- restaurants adapted for certain types of tourists
- differences in communication
- gestures



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Unit 3: Adapt accessible travel itineraries to comply with cultural, religious and ethnic restrictions

Understanding of cultural, religious and ethnic restrictions is essential when working with tourist.

The tourists in accessible travel itineraries need even more attention.



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Unit 3: Adapt accessible travel itineraries to comply with cultural, religious and ethnic restrictions

Upon completion of this Unit participants should be able to:

- adapt the trip to tourists from other cultural background
- understand their behaviour
- introduce them to the specifics of the visited country



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Unit 3: Adapt accessible travel itineraries to comply with cultural, religious and ethnic restrictions

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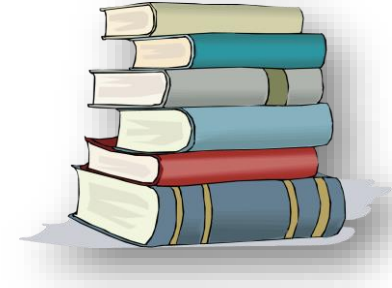
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Unit 3: Adapt accessible travel itineraries to comply with cultural, religious and ethnic restrictions



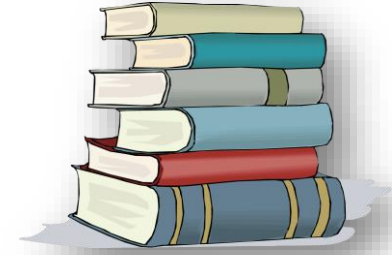
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Facilitating Accessibility
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