

IMPROPAL

IO 4: Project Work

Idea for Intercultural Project Work

The idea is to combine the content of the class in one part "at home" and in one part "abroad" and to teach both parts with a teacher from a Partner-University together. The students from both universities will be split in groups of four to six students ever half from each university. The international groups should work together to a special project under a general theme. It is necessary that the students learn about the general topic before they work together in the international group.

This tuition could be separate at each university or still together via e-learning tools. Both options have some arguments: the most important for a separate introduction is that the teacher can recognize the knowledge of his student. In most cases it cannot be guaranteed that the participating students are on the same knowledge level, beginning with the semester and the modules they have already finished. On the other hand, a common introduction via e-learning ensures that all students start on the same level because they get the basic introduction into the module together. Another point is that during the e-learning session the students learn about each other, the groups can easier find together and start directly with their project when they meet each other abroad. For the final examination in such a module a common group presentation and a cooperative report have proven themselves. With the end of the common module, the evaluation of the participants could even finish.

Example from Summer 2017 at Worms University

In July 2017 we have realized a team teaching project with students from Worms UAS and College of Charleston/USA – a partner University of Worms UAS. The main topic: "Wine tourism and marketing in an international context". 21 students divided into 5 teams participated on the project. Each team gets its own topic to prepare during the excursion.

The topics are:

1. Analysis of the destinations as a "competitive unit". Conduct a comparison of the structure of tourism in both wine regions:
2. Comparison of marketing and marketing presentations; that is a marketing mix analysis:
3. How is the product development in both wine regions organized?
4. Analysis wine routes
5. SWOT Analysis

The organizational work was done by both teachers between April and May 2017. The students could apply for this project from December 2016 to February 2017. So there was enough time to organize the trip with visits and accommodation. Also the students will be

able to read some papers according to the main topic and start conversation with their individual team members from the other university.

The trip starts with the first meeting of the groups in Madrid/Spain followed by a 1-week guided tour in the Rioja Wine region in Spain. The next part was a transfer from Logrono/Spain to Bordeaux/France with an additional guided tour in the Medoc Wine region.

At least the groups presented their founding during a presentation at the last day of trip in Bordeaux (fotos). If the students need support during their project work both teachers would be available.

At the end the students learn a lot about intercultural group work and to prepare in a short time a result to a special research question. Because they are all students of Tourism Management Programs it will prepare them for their later jobs, often linked with product development in foreign destinations.

Students Presentation of Projects during the Excursion



