

Semester 1

Course Code:	TCRM 21214
Course Title:	Visual Media for Tourism
Credit value:	4
Time Allocation:	Lectures 60 hours /Practical 00 hours / Independent learning 120 hours
Type:	C

Intended Learning Outcomes:

On successful completion of this course the student will be able to describe the development of visual media and its impact on tourism in developed countries as well as developing countries, Basic principles of visual Communication, Film induced tourism development , development of modern media technologies and its association with tourism. The specific ILOs are

TCK 5.1 describe the basic principles of visual communication, growth and development of visual media in Europe and America and its impact on tourism, growth and development of visual media in third world countries

TCK 5.2 describe the impact of Photography and other print media on Tourism Development, describe the history of the impact of other visual media on tourism development

TCK 5.3 describe the importance and impact of motion films for tourism development

TCK 5.4 describe the recent advancements of information technology and its impact on tourism (world Scenario)

TCK 5.5 describe the use of Information technology for tourism marketing, and for managing Hospitality Services

TCK 5.6 Describe the growth of visual media, and other forms of information technology in Sri Lanka and its impact on tourism development, The role of Sri Lanka Tourism Authority and private sector in promoting visual media for promoting tourism locally and internationally

Course Objectives

To prepare the student to familiarize and understand, with the developments of modern visual media and its association with tourism

Assessment Components and Percentage Marks

Continuous assessment:	20%
End-semester written examination	80%

Recommended Texts:

Fiske, John (1989): Introduction to communication studies. London: Routledge

Morgan, Nigel; Pritchard, Annette (2000): Advertising in Tourism and Leisure.

Butterworth-Heinemann, UK

Riley, R., Baker, D., & Doren, C. S. V. (1998). Movie induced tourism. *Annals of Tourism Research*, 25, 919 –935.

Sue Beeton (2002) *Film-induced Tourism: Impacts and Consequences*, Monash University, Australia

Urry, J. (1990). *The tourist gaze: Leisure and travel in contemporary societies*. Newbury Park, CA: SAGE

Publications.