

**Type/Status : Core**

**Course Code : TCRM 22584**

**Title : Visual Media for Tourism**

**Learning Outcome:**

By the end of the course unit the student will be able to demonstrate understanding of the basic skills in visual media methods in order to record, analyze and interpret cultural resources.

**Course Content:**

Introduction to digital technology, applications of digital technology to manage cultural resources i.e. data recording, analyzing, storage and retrieval. Application of visual media methods for creating tourism docudramas and documentary films, tourism project designing, script writing, editing for tourist industry.

**Method of teaching and learning:** Lectures, seminars, tutorials, assignments and field studies

**Scheme of Assessment:** End of Semester written examination, assignment, tutorials and presentations

**Recommended Reading:**

Gillion, R. (2001) *Visual Methodologies: an introduction to the interpretation of Visual Materials*, Sage Publications, London

McCartney, Susan (1999) *Travel Photography: a complete guide on how to shoot and sell*, Allowrth Press, New York

Mirzoeff, N. (1998) *What is visual culture?* In N. Mirzoeff (Ed.) *The culture reader*, Routledge, London

Morgan, Nigel and Annette Pritchard (1998) *Tourism Promotion and Power: creating images, creating identities*, John Wiley & Sons Limited, England

Schwartz, Joan M. and James R. Ryan (2003) *Picturing Place: photography and the geographical imagination*, Palgrave Macmillan, New York