

<b>Semester:</b>	Semester I		
<b>Course Code:</b>	TCRM 21314		
<b>Course Name:</b>	Visual Media for Tourism		
<b>Credit Value:</b>	4		
<b>Type</b>	Compulsory		
<b>Hourly Breakdown</b>	<b>Theory</b>	<b>Practical</b>	<b>Independent Learning</b>
	60 Hours	20 Hours	120 Hours

**Intended Learning Outcomes:**

At the completion of this course, the student will be able to,

- 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.
- 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
- Describe the importance and impact of motion films for tourism development.
- Describe the recent advancements of information technology and its impact on tourism (world Scenario).
- Describe the use of Information technology for tourism marketing, and for managing Hospitality Services.
- 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 Content:** (Main topics, Sub topics)

**Introduction to the inter relationship between Visual Media and Tourism:** Importance of print and visual media in the promotion of tourism, **The historical perspective of the association between Visual Media and Tourism:** British photographers and Tourism in the 19<sup>th</sup> Century, The Tourists Gaze and Historical Expenses through photography, 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 and its impacts on Tourism, **Development of Modern Visual Facilities and its Influence on Tourism:** The importance of Television, Internet Media, Computer Technology, Movie Maps and Guide Books as significant Marketing Tools, Other Media for Visual Display (Such as Compact Video Discs, DVD, Video Tapes, Digital Display Boards etc.), **Role of Motion Films in Destination Imaging and Marketing Tourism:** (Film induced Tourism: Feature Films, Documentaries, Animation Films etc.), Film Locations as Tourist Places, Filmic Icons and Tourism, Established Tourist Attractions with a Film Connection, Benefits and Drawbacks of Film included Tourism to Host Communities, The Future of Film induced Tourism, **Visual Communication for Hospitality Industry:** Representations of places and cultures through Visual Media (Films, TV, Internet etc.) and its impact on the decision making. (For the selection of destination, Hotel reservation, etc.), **Role of Visual Media for the Promotion of Tourism Development:** Fashion TV as a Mode of Tourism Marketing, Marketing through internet (Guide Books country wise websites etc.), **Growth of Visual Media in Sri Lanka and its impact on Tourism:** Role of Sri Lanka Tourism Authority in promoting Visual Media for Tourism, The Role of Private Sector, Challenges and Opportunities in Travel and Tourism Marketing through Visual Media

**Teaching /Learning Methods:** Lectures/ LMS/ Tutorials/ Group Discussions

**Assessment Strategy:**

Continuous Assessment 20%	Final Assessment 80%		
<b>Details: Assignment %, Presentation %, other % (Tutorials)</b> 10 % / 10% / 10%	<b>Theory (%)</b> 80	<b>Practical (%)</b> 00	<b>Other (%) (specify)</b> 00

**Recommended Reading:**

- 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.