Course Syllabus

Code - Course Title	**TRZ546 - Tourism and Media**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. HAKAN YILMAZ

Mode of Delivery	The mode of delivery of this course is face-to-face
Prerequisites	There is no prerequisite or co-requisite for this course.
Recommended Resources	• Avraham, E. ve Ketter, E. (2008). Media Strategies for Marketing Places in Crisis Improving the Image od Cities, Countries and Tourist Destinations. Oxford: Butterworth-Heinemann.• BLAIN, C., LEVY, S. E., RITCHIE J.R. B. (2005), "Destination Branding: Insights and Practices from Destination Management Organizations", Journal of Travel Research, 4(3), 328-338.
Work Placement	None

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The importance of media in tourism sector	
Week - 2		Basic concepts of tourism and media	
Week - 3		The History and Theories of Mass Communication I	
Week - 4		The History and Theories of Mass Communication II	
Week - 5		Printed Media and Tourism	
Week - 6		Visual Media and Tourism	
Week - 7		Midterm	
Week - 8		Social Media and Tourism	
Week - 9		Movies and Tourism	
Week - 10		Mobil Tourism and Media	
Week - 11		Evaluate and present the cases in media related to tourism sector	
Week - 12		Evaluate and present the cases in media related to tourism sector	
Week - 13		Evaluate and present the cases in media related to tourism sector	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	1 The importance of media in tourism sector
2	2 Interpret cases in media related to tourism sector.
3	3 Explain the effects of new media on tourism sector.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.