



## ESOGÜ Turizm Fakültesi Ders Bilgi Formu

TERM	Spring
------	--------

COURSE CODE	271116021	COURSE NAME	Tourism and Media
-------------	-----------	-------------	-------------------

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VI	2	0	0	2	4	CORE ( ) ELECTIVE (x)	Turkish
<b>COURSE CATEGORY</b>							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
X							
<b>ASSESSMENT CRITERIAS</b>							
<b>DURING TERM</b>	<b>Activity</b>		<b>Number</b>	<b>Percentage (%)</b>			
	I. Mid-Term		1	40			
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
<b>FINAL EXAM</b>			1	60			
<b>PREREQUISITE(S) (IF ANY)</b>							
<b>COURSE CONTENT</b>		Examining the bases of media and electronic communication in tourism					
<b>COURSE OBJECTIVES</b>		Examination of current articles investigating media and tourism relation in literature A certain level of understanding of the use and perception of the media in the tourism sector					
<b>CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING</b>							
<b>COURSE OUTCOMES</b>		Know the media and new media concept Comment on the development process of the media and what features it has. Know the current e-tourism applications, technologies and successful implementations Recognize the importance of media in tourism Has an idea about the trends of new consumers and media use.					
<b>TEXTBOOK(S)</b>		Sigala & Gretzel (2017) New Directions in Tourism Analysis-Advances In Social Media for Travel, Tourism and Hospitality-New Perspectives, Practices and Cases.					
<b>SUPPORTIVE RESOURCES</b>		Marchiori, E. & Cantoni, L. (2012). The Online Reputation Construct: Does it Matter for the Tourism Domain? A Literature Review on Destinations' Online Reputation, Journal of information technology & tourism, 13/3, pp. 139-159. Kim & Fesenmaier (2017). Sharing Tourism Experiences: The Posttrip Experience, Journal of Travel Research 2017, Vol. 56(1) 28-40 Williams vd. (2017). Destination eWOM: A macro and					

	meso network approach? <i>Annals of Tourism Research</i> , 64, pp. 87-101. When Tourists Become Data: Consumption, Surveillance, and Commerce. <i>Current Issues in Tourism</i> , 11(1), 1-23
<b>EQUIPMENTS REQUIRED</b>	

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Media and New Media Concepts
2	New Media Concept as an element of Marketing Communication
3	Transformation of Web: From Traditional Media to New Media
4	New Media and Features
5	Role of New Media in Tourism Activities
6	New Media Tools and the Benefits of Using These Tools in the Tourism Sector
7	Examples of Successful Shares of New Media from Tourism Companies
9	Network and Relationship Management in Marketing Communication in Tourism
10	Brand Identity and Strategies in the New Media
11	Digital Content Management: Case Shares
12	Understanding Digital Consumers in Tourism
13	New Media Creating New Consumers?
14	New Media and Experience Sharing
15	New Media Usage and Future Trends
15,16	Final Exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.		X	
2	To be able to plan the process of investment of a new established tourism company.			X
3	To be able to manage companies to be established in the areas of tourism.		X	
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To evaluate the concepts, ideas and data by using scientific methods.		X	
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.	X		
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.		X	
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.)and hotel management		X	
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.	X		
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.	X		
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.	X		

1: Never 2: Few 3: Many

**Instructor Name :**