

Course Code: TCRM E2015

Type/Status: Core

Title: Visual Media for Tourism

Learning Outcome: By the end of the module, the student will be able to demonstrate an understanding of the basic skills needed in studying the technology to record analysis and interpret the cultural resources.

Course Content: Introduction to digital technology, application of the digital technology for the cultural resources. Recording methods and techniques of the retrieving, analyzing, storage systems for visual methodologies, application of the visual technology for the cultural resources, cultural properties and public, usage of web, docudrama and documentary film for tourism, tourism project designing, script writing, editing.

Method of Teaching and Learning:

Lectures, seminars, tutorials, assignments, study guides

Scheme of Evaluation: End of semester written examination, assignment

Recommended Reading:

Gay, L.W. (1987). *Computer archaeology*. London: Bristol Shine.

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

Mirrzoef, N. (1998). *What is Visual Culture*. London: In. Mirrzoef, N(ed) The Culture reader, Routledge.

Wilcock, J.D. (1999) *Getting the best fit 25 years of statistical techniques in Archaeology in the Age of Internet*, UK: BAR international series 750.