

## MODULE DESCRIPTOR

|                       |                           |
|-----------------------|---------------------------|
| <b>TITLE</b>          | Tourism and the Media     |
| <b>SI MODULE CODE</b> | 19-6T04-00L               |
| <b>CREDITS</b>        | 20                        |
| <b>LEVEL</b>          | 6                         |
| <b>JACS CODE</b>      | N830                      |
| <b>SUBJECT GROUP</b>  | Tourism                   |
| <b>DEPARTMENT</b>     | Service Sector Management |
| <b>MODULE LEADER</b>  | Dr Philip Goulding        |

| <b>MODULE STUDY HOURS (based on 10 hours per credit)*</b> |                                  |                                 |                                    |
|---|----------------------------------|---------------------------------|------------------------------------|
| <b>Scheduled Learning and Teaching Activities</b>         | <b>Placement (if applicable)</b> | <b>Independent Guided Study</b> | <b>Total Number of Study Hours</b> |
| 36  |                                  | 164                             | 200                                |

### **MODULE AIM**

The aims of this module are to:

- Enable students to develop a critical understanding of
  - the multi-faceted relationship between tourism and the media;
  - the role which the media plays in shaping tourist behaviour;
  - how destination images are created; and
  - how tourism organisations endeavour to influence the media.
- Develop skills in various aspects of media activity including production of press releases and travel writing;

### **MODULE LEARNING OUTCOMES**

By engaging successfully with this module a student will be able to

By the end of this module you will be able to:

1. critically examine the nature of relationships between tourism and the media
2. understand and explain how the media influences consumer behaviour in tourism
3. demonstrate the ways in which the tourism industry endeavours to manage the media to help it market its products and services
4. demonstrate practical skills in relation to handling the media
5. demonstrate abilities to analyse the media
6. critically assess how the relationships between tourism and the media may develop in the future

## **INDICATIVE CONTENT**

### **Semester One:**

- introduces the various media forms and their relationships with travel/tourism
- typologies of media
- analysis of traditional media forms
- assessing audiences
- the media mix in travel and tourism
- media and destination image

### **Semester Two:**

- examines issues that define the relationship between tourism and the media
  - consumer rights and protection
  - crisis management and the media
  - travel, tourism, ethics and media
  - industry application of 'new' media and changing consumer habits
- applies previous theory and practice with case studies and practical activities
  - online tourism business/organisation case studies
  - travel writing skills
  - composing PR narratives and press releases
  - brochure analysis

## **LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**

Students will be supported in their learning, to achieve the above outcomes, in the following ways

The learning strategy includes a mixture of **lectures**, **case studies**, **class exercises**, some requiring **'homework'** activities, a **reader** on media theory, **practical activities**, items posted on the Blackboard site, and the **assessments**. The module aims to be highly interactive and to get the most out of it students are required to participate fully. There is a fortnightly lecture and a seminar session normally every week. While the lectures introduce key theories and apply examples, the weekly **seminars** provide opportunities for students to engage in case based exercises and learning geared towards the assessments.

In the first semester, seminar classes are normally held in a standard teaching room. In the second semester, seminars normally transfer to a **computer lab**, so as to be able to access online resources in the seminar session. Online media are used both for illustrative purposes and also in directed seminar activities, eg evaluating websites as media forms. **Guest lecturers** provide practical tourism industry experience of media relations and a **field study visit** may be incorporated.

## **ASSESSMENT TASK INFORMATION**

| <b>Task No.*</b> | <b>Short Description of Task</b> | <b>SI Code EX/CW/PR</b> | <b>Task Weighting %</b> | <b>Word Count or Exam Duration**</b> | <b>In-module retrieval available</b> |
|------------------|----------------------------------|-------------------------|-------------------------|--------------------------------------|--------------------------------------|
| 1                | Portfolio                        | CW                      | 50%                     | Not to exceed 2500 words             | Y                                    |
| 2                | End examination                  | EX                      | 50%                     | 2 hours plus reading time            | N                                    |

The module is assessed by a piece of individual coursework and a two hour examination. Each of these two elements carries a 50% allocation of the marks for the module as a whole.

If a student is referred in the first assessment (the individual assignment) there is an opportunity for 'in module retrieval' - ie resubmission of the assignment, with a capped mark of 40%

## **FEEDBACK**

Students will receive feedback on their performance in the following ways

The first assignment is due in at the end of the first semester. It is marked during the Christmas/New Year/early January period and feedback provided to students soon after the start of the second semester (late January/early February).

Feedback is provided on a criteria-based assessment grid which also includes a standard template containing qualitative comments designed to help students understand how and why the mark was derived. The comments provide 'feed-forward' for ways to improve written presentation communication skills and techniques in order to help students with other assessments in the second semester.

Face to face feedback and feed-forward is provided in a session early in the second semester.

## **LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

### **Recommended Texts :**

- Berger, A A (2005) **Media Analysis Techniques**, 3rd ed., London: Sage. [ 302.234; 6 copies]
- Bland, M., Theaker, A. and Wragg, D. (eds.) (2005, 3<sup>rd</sup> ed.) **Effective Media Relations : how to get results**, London: Kogan Page / CIPR. [659.2 BL ; several copies ]. This provides a useful insight into the world of mass media, from a largely UK perspective.
- Devereux, E. (2007) **Understanding the Media**, 2nd ed., London: Sage. [ 302.23 DE]
- Kotler, P., Bowen, J. and Makens, J. (2010, 5<sup>th</sup> ed.) **Marketing for Hospitality and Tourism**, London: Pearson. [ 647.940688 KO ; Adsetts level 5 ; 9 copies ]
- Long, P. Robinson, M and Smith, A. (c2005) **Tourism and the Media: module reader**, Sheffield Hallam University.
- Middleton, V., Fyall, A. and Morgan, M. (2009, 4<sup>th</sup> ed.) **Marketing in Travel and Tourism**, Oxford: Butterworth-Heinemann. [ 910.688 MI ; several copies ]. Chapters 13 (ICT), 14 (E-Marketing), 16 (Integrating the Promotional and Communications mix and 17 (Brochures, print and other non-electronic information) in Part Four of this book are useful for understanding media.

### **Supplementary and Alternative Texts**

- Avraham, E and Ketter, E (2008) **Media Strategies for Marketing Places in Crisis**, Oxford: Butterworth-Heinemann.
- Beeton, S (2005) **Film Induced Tourism**, Clevedon: Channel View. [ 910.179 BE ; Adsetts level 6; 4 copies ]
- Beirman, D (2003) **Restoring Tourist Destinations in Crisis**, Wallingford: CABI. [ 910.688 ; Adsetts level 6 ; 6 copies ]
- Burton, G. (2000) **Talking Television: an introduction to the study of television**, London: Arnold Publishers. [ 791.4507 BU ; several copies ]
- Crouch, D, Jackson, R and Thompson, F. (eds.) (2005), **The Media and the Tourist Imagination: converging cultures**, London : Routledge. [ 910.1306; 9 copies + e-version]
- Deuschl, D (2005) **Travel and Tourism Public Relations: an introductory guide for hospitality managers**, London: Elsevier. [ 910.688 DE; 3 copies + electronic version].
- Duncan, J. and Gregory, D. (eds.) (1999) **Writes of Passage: Travel Writing, Place and Ambiguity**, London: Routledge.
- Frost, W., Croy, G. and Beeton, S. (2004) eds., **International Tourism and Media Conference Proceedings**, Melbourne: Tourism Research Unit, Monash University [ 910.68 IN ; 2 copies ].
- Glaesser, D. (2006) **Crisis Management in the Tourism Industry**, Oxford: Butterworth-Heinemann.
- Hudson, S (2008) **Tourism and Hospitality Marketing: a global perspective**, London: Sage. [ 338.4791 ; 3 copies = electronic version]. Chapters 8-10 are useful for this module.
- Johnston, J. (2007) **Media Relations: issues and strategies**, Crows Nest NSW: Allen and Unwin. [ 659.2 JO ; Adsetts Level 5 ; 1 copy ]
- Laws, E., Prideaux, B. and Chon, K. (2007) eds., **Crisis Management in Tourism**, Wallingford: CABI. [ 910.684 ; 1 copy - but check out other crisis management texts too].
- Lister, M. (2009) **New Media: a critical introduction**, London: Routledge. [ 302.23 NE ; 3 copies]
- Long, P. and Wall, T. (2009) **Media Studies: texts, production and contexts**, Harlow: Pearson Longman. [ 302.2307 LO ; 3 copies]
- McCabe, S. (2009) **Marketing Communications in Tourism and Hospitality: concepts, strategies and cases**, London: Butterworth-Heinemann [ 338.4791 ; 2 copies ]
- Morgan, N and Pritchard, A. (1998) **Tourism Promotion and Power: creating images, creating identities**, Chichester: Wiley.
- Nielsen, C (2001) **Tourism and the Media: tourist-decision making, information and communication**, Melbourne: Hospitality Press. [ 910.688 NE ; 9 copies]
- Pike, S. (2008) **Destination Marketing: an integrated marketing communication approach**, Oxford: Butterworth-Heinemann. [ 910.688 PI ; 5 copies ]. Chapters 14 (Marketing Communications), 16

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| <p>(Public Relations) and 18 (Disasters and Crises) relate to media.</p> <p>Rice, A. (2001) <i>Tourism on television: a programme for change</i>; London: Tourism Concern and VSO [910.688 RI ; 2 copies ]</p> <p>Walker Rettberg, J. (2008) <i>Blogging</i>, Cambridge: Polity Press. [302.231 RE ; several copies ].</p> <p>UNWTO (2002) <i>Shining in the Media Spotlight: a communications manual for tourism professionals</i>, 3rd ed., Madrid: UNWTO. [ 910.688 ; 2 copies]</p>   |
| <p><b>Periodicals</b></p> <p>Annals of Tourism Research,</p> <p><i>Journal of Vacation Marketing</i>,</p> <p><i>Journal of Travel Research</i>,</p> <p><i>Journal of Travel and Tourism Marketing</i></p> <p><i>Tourism, Culture and Communication</i>,</p> <p><i>Tourism Management</i>, 31, 179-188;</p>   |
| <p><b>Internet sources</b> – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.</p> <p><a href="http://www.bgtw.org/">http://www.bgtw.org/</a> British Guild of Travel Writers</p> <p><a href="http://www.barb.co.uk">http://www.barb.co.uk</a> Broadcasters' Audience Research Board</p> <p><a href="http://www.nrs.co.uk/purpose.html">http://www.nrs.co.uk/purpose.html</a> National Readership Survey</p> <p><a href="http://www.which.co.uk/consumer-rights/travel-rights/travel-rights/">http://www.which.co.uk/consumer-rights/travel-rights/travel-rights/</a> Which? (Consumer Rights Org)</p> |

## SECTION 2 MODULE INFORMATION FOR STAFF ONLY

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

|  |     |
|--|-----|
| NEW MODULE   | N   |
| EXISTING MODULE - NO CHANGE                          | Y   |
| Title Change   | N   |
| Level Change   | N   |
| Credit Change  | N   |
| Assessment Pattern Change                            | N   |
| Change to Delivery Pattern                           | N   |
| Date the changes (or new module) will be implemented | N/A |

**MODULE DELIVERY PATTERN** - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

|                 | Module Begins  | Module Ends |
|-----------------|----------------|-------------|
| Course Intake 1 | September 2013 | May 2014    |
| Course Intake 2 | DD/MM/YYYY     | DD/MM/YYYY  |
| Course Intake 3 | DD/MM/YYYY     | DD/MM/YYYY  |

|  |   |
|--|---|
| Is timetabled contact time required for this module? | Y |
|--|---|

|  |   |
|--|---|
| Are any staff teaching on this module non-SHU employees?         | N |
| If yes, please give details of the employer institution(s) below |   |

|  |  |
|--|--|
| What proportion of the module is taught by these non-SHU staff, expressed as a percentage? |  |
|--|--|

#### MODULE ASSESSMENT INFORMATION

|  |   |
|--|---|
| Indicate how the module will be marked |   |
| *Overall PERCENTAGE Mark of 40%        | Y |
| *Overall PASS / FAIL Grade             | N |

\*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

#### SUB-TASKS

|   |   |
|---|---|
| Will any sub-tasks (activities) be used as part of the assessment strategy for this module? | N |
|---|---|

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

#### FINAL TASK

|  |               |
|--|---------------|
| According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor) | Task No.<br>2 |
|--|---------------|

#### NON-STANDARD ASSESSMENT PATTERNS

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|--|--|
| MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.                     |  |
| NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes. |  |