

## SAMPLE

### Course Syllabus

Title of the course	<b>Digital Cultural Tourism</b>				
Title of the Academic Programme	Minor “Creative industries”				
Type of the course	Mandatory				
Prerequisites	Consumer behaviour in Cultural Tourism, English (advanced)				
ECTS workload	5				
Total indicative study hours	Directed Study	Self-directed study	Total		
	16	174	190		
Course Overview	<p>The course is embarking to create a great study experience, which explores how Information and Communication Technologies (ICTs) do matter for tourism – both for our personal experience, and for the tourism industry at large. In other words, we will together explore eTourism by using tools and models of the Communication Sciences. Key concepts and theories covered include: Online Communication Model (OCM); Roman Jakobson's Communication Model; Quality of online contents; User Generated Content (UGC); Web 2.0; Reputation in online Media; Intercultural communication and localisation; eLearning; Argumentation; World Heritage Sites.</p>				
Intended Learning Outcomes (ILO)	<p>By the end of the course, learners:</p> <ul style="list-style-type: none"> <li>• know current eTourism applications, technologies and practices</li> <li>• know how to map different communication activities within the tourism sector</li> <li>• know how to run a usability test and how to make usages analysis of a website or mobile app</li> <li>• know how to plan, run and evaluate eTourism related activities, especially when it comes to the analysis of online reputation of a tourism destination</li> </ul>				
Teaching and Learning Methods	<p>The course consists of self-directed study (174 hours) – online MOOC “eTourism: Communication Perspectives” is available on iversity.org and tutorials (16 hours). The tutorials involve student presentations (in small groups) of tourism destination analysis using algorithm of usability testing.</p>				
<b>Content and Structure of the Course</b>					
№	Topic / Course Chapter	Total	Directed Study		Self-directed Study
			Lectures	Tutorials	
1	Communication: an introduction to its nature and history	18	-	-	18
2	The Online Communication Model (OCM)	18	-	-	18

	and the quality of online contents				
3	Usability analysis and web analytics	18	-	-	18
4	Localisation of online content	18	-	-	18
5	B2B activities and eLearning within the hospitality and tourism domain	18	-	-	18
6	User Generated Contents (UGCs) & Web 2.0	18	-	-	18
7	Reputation in online media	18	-	-	18
8	Argumentation in online travel reviews	14	-	-	14
9	Usability analysis of destination website (presentation of a group project)	50	-	16	34
<b>Total volume of hours</b>		<b>190</b>	<b>-</b>	<b>16</b>	<b>174</b>
Indicative Assessment Methods and Strategy	<p>Students' progress will be measured by students' activities (tasks and tests) in on-line MOOC (60% of the final grade), group project (20%) and final exam (test) (20%)</p> <p>The activity in on-line course have to be proved by the screenshot of tasks made by student. The final exam is the test of 20 questions created by a student individually according to the course topics.</p>				
Readings / Indicative Learning Resources <sup>1</sup>	<p><u>Mandatory</u> eTourism: Communication Perspectives <a href="https://iversity.org/en/courses/etourism-communication-perspectives-october-2016">https://iversity.org/en/courses/etourism-communication-perspectives-october-2016</a> and all recommended materials via the course</p> <p><u>Optional</u></p> <p>Zaharias, P. Poylymenakou, A. Developing a usability evaluation method for e-learning applications: beyond functional usability [Text] // International Journal of Human-Computer Interaction. 2009. Vol. 25(1). P. 75–98.</p> <p>Stewart T. Websites-quality and usability [Text] // Behaviour and Information Technology. 2012. Vol. 31 (7). P. 645–646.</p> <p><u>Internet Resource:</u> Tripadvisor.com</p>				
Indicative Self- Study Strategies	<b>Type</b>			<b>+/-</b>	<b>Hours</b>
	Reading for seminars / tutorials (lecture materials, mandatory and optional resources)			+	40
	E-learning / distance learning (MOOC / LMS)			-	100
	Project work			+	40
	Other (please specify)			-	0
	Preparation for the exam			+	10

<sup>1</sup> Indicative Learning Resources - to be filled either in the Course descriptor or in the Course Syllabus.

Academic Support for the Course	Academic support for the course is provided via LMS, where students can find: guidelines and recommendations for doing the course; guidelines and recommendations for self-study; samples of assessment materials
Facilities, Equipment and Software	
Course Instructor	Associate professor M.V.Matetskaya