

COURSE TITLE	Tourism and Social Media	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Elective	
Year of study	Year 2 (semester 4)	
Credits and mode of delivery	ECTS workload	4
	Number of hours (L+P+S)	30 (15L +15P+0S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
• To acquire knowledge of the basics of communication and communication skills. • To gain understanding of fundamental concepts related to media, social media, and data science. • To learn and practically apply knowledge related to social media within the tourism sector.		
<i>Course enrolment requirements</i>		
None		
<i>Expected learning outcomes</i>		
LO1: Analyse the basic communication model and its elements, types, and forms. LO2: Identify and compare types and forms of media. LO3: Identify social media platforms and adapt them to specific work environments. LO4: Work with data science concepts. LO5: Integrate a selected social media platform into tourism operations.		
<i>Course content</i>		
Introduction. Communication (definitions, historical development, types), social interaction. Media (definitions, historical development, types). Data science. Social media. Social media analysis. Web 2.0, Web 3.0, and Web 4.0. Data protection and content misuse on social networks. Creativity 4.0. Photography in the digital age. Application of social media in tourism.		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		