	UNIVERSITY OF BRAWIJAYA FACULTY OF ADMINISTRATIVE SCIENCES DEPARTMENT OF BUSINESS ADMINISTRATION / TOURISM STUDY PROGRAM

SEMESTER LEARNING PLAN

SUBJECT	CODE	COURSE CLUBS	WEIGHT (credits)	SEMESTER	Date of Compilation
TOURISM AND VISUAL CULTURE	PAR60014	MKPPS	3	3	July 20, 2023 Revisio n I: Revisio n II:

AUTHORIZATION	RPS Developer Lecturer	RMK Coordinator	Head of Study Program
	Aniesa Samira Bafadhal, SAB., MAB. Signature	Signature	Dr. Drs. Edy Yulianto, MP Signature

Achievements Learning	CPL PROGRAM	
	CPL1	Students are able to integrate nationalistic attitudes, behavioral values and ethics in the environment. society and work environment
	CPL2	Students are able to produce critical and innovative thinking to support decision making. business in tourism sector
	CPL3	Students are able to produce scientific studies to answer current issues in the tourism sector.
	CPL4	Students are able to practice communication skills, both oral and written, effectively.
	CPL5	Students are able to manage businesses in the tourism sector by prioritizing values entrepreneurship

	CPL6	Students are able to implement science and technology in solving tourism problems
	CP – MK	
	After taking this course, students are able to	
	CPMK1	Understanding the concepts, basic theories, components, forms and roles of visual culture in tourism (CPL1, **CPL2, CPL3, CPL6)**
	CPMK2	Understanding and analyzing tourist gaze and Memorable and Meaningful Travel Experiences (MMTE) **(CPL1, CPL2, CPL3, CPL4, CPL6)**
	CPMK3	Understand and explain the concepts, benefits and challenges of modern visualization behavior such as Selfie Tourism and Virtual Tourism
	CPMK4	Understand and explain the concept, benefits and impact of social media and strategic visuals, impact Spectacle Society/ Society of the Spectacle, the paradigm shift of visualization in Traditional Culture, Mass Culture and Popular Culture and visual pollution
	CPMK5	Understanding and using visual research methods (CPL1, CPL2, CPL3, CPL4, CPL5, CPL6)
CPMK-CPL Weight Mapping		
MK Brief Description	This course is designed to discuss and examine visual culture in the context of tourism. It is important to improve the visuality of products/services in marketing activities, including in the tourism sector. Using various visual culture products allows tourists to obtain information and examine products/services as completely as possible and helps in decision making at the pre-visit destination stage and completes the experience during a visit to a destination and helps store the experience after visiting the destination.	
MaterialLearning / Topics	1. Basic Concepts of Visual Culture 134 2. The Role of Visuals in Tourism 567 3. Scope and Theory of Visual Culture in Tourism 2 4. Visual Culture Components in Tourism 567 5. Tourist Gaze 567 6. Memorable and Meaningful Travel Experiences (MMTE) b	

	7. Spectacle Society/ Spectacle Society 8 8. Visual Pollution 4 9. Visualization of Traditional Culture, Mass Culture and Popular Culture 134 10. Millennial Cyber and Visual Culture e 11. Social Media and Visual Strategic f 12. Selfie Tourism c 13. Virtual Tourism 10 14. Visual Research Methods 9 ad	
Library	**Main**	
	1. Rampley, M. (2019).*Exploring visual culture: Definitions, concepts, contexts*. Edinburgh University Press. 2. Davis, W. (2018).*A general theory of visual culture*. Princeton University Press. 3. Heywood, I., & Sandywell, B. (Eds.). (2017).*The handbook of visual culture*. Bloomsbury Publishing. 4. Howells, R., & Negreiros, J. (2019).*Visual culture*. John Wiley & Sons. 5. Lubbren, N., & Crouch, D. (2003).*Visual culture and tourism*. Berg Publishers. 6. Burns, P., Palmer, C., & Lester, J. A. (Eds.). (2010). Tourism and visual culture, Volume 1: Theories and concepts. CABI. 7. Burns, P. M., Lester, J. M., & Bibbings, L. (Eds.). (2010). Tourism and visual culture, Volume 2: Methods and cases. CABI. 8. Debord, G. (2021).*The society of the spectacle*. Unredacted Word. 9. Rakić, T., & Chambers, D. (Eds.). (2011).*An introduction to visual research methods in tourism*(Vol. 9). Routledge. 10. Gravari-Barbas, M., Graburn, N., & Staszak, J.F. (Eds.). (2019).*Tourism fictions, simulacra and virtualities*. Routledge.	
	Supporters	

	a. Eringa, K., & Zhou, S. (2015). A visual analysis of a cultural tourism destination. Research in Hospitality Management, 5(1), 85-92.
	b. Bigne, Enrique, María Lilibeth Fuentes-Medina, and Sandra Morini-Marrero (2020). "Memorable tourist experiences versus ordinary tourist experiences analyzed through user-generated content."*Journal of Hospitality and Tourism Management*45: 309-318
	c. Dinhopl, A. & Gretzel, U. (2016). Selfie Taking as Touristic Looking. Annals of Tourism Research. 57: 126-139.
	d. Park, E & Kim, S. (2018). Are we doing enough for visual research in tourism? The past, present, and future of tourism studies using photographic images. International Journal of Tourism Research. Willey.
	e. Hakim, IN (2018, October). "Shifting Cyber & Visual Culture in the Indonesian Tourism Sector" Ministry of Tourism's Response to the Tourism 4.0 Era Through the Role of Millennial Communities & Digital Destination Development. In*National Seminar on Art and Design 2018*(pp. 275-282). State University of Surabaya.
	f. Goransson, K., & Fagerholm, A.S. (2018). Towards visual strategic communications: An innovative interdisciplinary perspective on visual dimensions within the strategic communications field.*Journal of Communication Management*,*22*(1), 46-66.

Instructional Media	Software:	Hardware:
	Ms Office Gmeet/Zoom, GCR, VLM	Smart TV, WiFi, Laptop

Team Teaching	1. Aniesa Samira Bafadhal, SAB, MAB. 2.

Course Requirements	-

Week 2-	Sub-CP-MK (as the expected final capability)	Indicator	Assessment Criteria & Forms	Learning methods (Lecture / Case Base / other forms of learning)	Time (Duration)	Learning Materials / Study Materials [Library]	Assessment Weight (%)
1	Students are able to understand and explain the basic concepts of Visual Culture	Students are able to explain basic concepts, definitions in tourism and visual culture.	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Class Discussion and Case Base b. Test basis: UTS	a. Lecture b. Question and answer c. Structured Case Base d. Case Base standalone	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Basic concepts of tourism and visual culture 2. Definition of visual culture in tourism [1]; [3]; [4]	5%
2	Students are able to understand and explain the role of visuals in tourism.	Students are able to understand the role of visual culture in tourism and understand the concept of visual power.	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Group Presentations, Class Discussions and Case Base	a. Lecture and Q&A b. Presentation group and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. The role of visual culture in the development of the tourism business. 2. Visual power in the tourism business [5]; [6]; [7]	8%

			b. Base exam: mid-term exam					
3	Students are able to understand and explain the scope and basic theories of Visual Culture in Tourism.	1. Studentable to explain the scope of visual culture in tourism 2. Studentable to understand the basic theory of visual culture	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Group Presentation, Class Discussion and Case Based b. Test basis: UTS	a. Lecture and Q&A b. Presentationgroup and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Visual culture coverage 2. Basic theories in visual culture 3. *picture theory* [2]	5%
				QUIZ I				
4	Students are able to understand and explain the components of Visual Culture in Tourism	Students are able to understand the components of visual culture in tourism.	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Group Presentation, Class Discussion and Case Based b. Test basis: UTS	a. Lecture and Q&A b. Presentationgroup and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	*1.* Studentable to explain the components of visual pleasure *2.* Studentable to explain the components of the visual world *3.* Studentable to explain the components of visual literacy *4.* Studentable to explain the components of visual representation	6%

						5. Studentable to explain the components of visual language [5]; [6]; [7]	
5	Students are able to understand and explain the concept of tourist-gaze	Students are able to understand the influence of economic experience in encouraging the creation of a tourist gaze.	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Group Presentation, Class Discussion and Case Based b. Test basis: UTS	a. Lecture and Q&A b. Presentation group and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Studentable to explain the meaning of tourist-gaze 2. Studentable to explain the tourist-gaze model 3. Studentable to explain the dimensions of the tourist-gaze [5]; [6];[7]	8%
6	Able to understand and explain the concept of Memorable and Meaningful Travel Experiences (MMTE)	Students are able to understand MMTE and MMTE documentation practices.	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Group Presentation, Class Discussion and Case Based	a. Lecture and Q&A b. Presentation group and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Tourism experience 2. MMTE 3. Oral narrative as the former of MMTE 4. Visual narrative as the former of MMTE 5. Digital footprint as the former of MMTE 6. PracticeMMTE documentation [b]	8%

			b. Base exam: mid-term exam				
7	Able to understand and explain the concept of Spectacle Society	Students are able to understand the phenomenon of spectacle society	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Group Presentation, Class Discussion and Case Based b. Test basis: UTS	a. Lecture and Q&A b. Presentation group and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Understanding *Spectacle Society* 2. Reason *Spectacle Society* 3. Implications of spectacle society [8]	8%
8	UTS						
9	Students are able to understand the causes and impacts of Visual Pollution	Students are able to understand the phenomenon of visual pollution due to the commoditization of tourism.	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Group Presentation, Class Discussion and Case Base	a. Lecture and Q&A b. Presentation group and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Visual quality chart 2. Types of visual pollution 3. How to deal with visual pollution [4]	10%

			b. Base exam: mid-term exam				
10	Students are able to understand the intercorrelation of visualization in Traditional Culture, Mass Culture and Popular Culture.	Student able to understand intercorrelation traditional culture, mass culture And culturepopular in visual culture	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Group Presentation, Class Discussion and Case Based b. Test basis: UTS	a. Lecture and Q&A b. Presentationgroup and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Traditional culture 2. Mass culture and the positive and negative sides of mass culture 3. Popular culture [1]; [3]; [4]	10%
11	Students are able to understand Millennial Cyber and Visual Culture	Students are able to understand the development of Tourism 4.0 and the response to Millennial cyber culture.	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Group Presentation, Class Discussion and Case Based b. Test basis: UTS	a. Lecture and Q&A b. Presentationgroup and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Changes in Millennial travelers' patterns in destination preferences related to visual attractions 2. ImportanceDestination digitalization in attracting Millennial tourists 3. Stagedevelopment of destination digitalization 4. Sectors that must be involved in destination digitalization [e]	10%

12	Students are able to understand and practice the use of Social Media and Visual Strategic	Students are able to understand the role and practice of social media analysis in tourism.	● Assessment criteria: Understanding ● Form of assessment: a. Base non exam: Group Presentation, Class Discussion and Case Based c. Base exam: mid-term exam	a. Studying and Q&A c. Presentationgroup and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Social media as a form of strategic visual 2. *Visual message*in social media consisting of visual content and visual format 3. *Visual social media post analysis* 4. Social media visual analysis practices [f]	10%
				QUIZ II			
13	Students are able to understand and explain the concept of Selfie-Tourism	Students are able to understand the development of selfie tourism as a popular form of visual culture in tourism.	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Group Presentation, Class Discussion and Case Based b. Test basis: UTS	a. Lecture and Q&A b. Presentationgroup and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. The concept of selfie tourism 2. *Selfie data analysis*on social media **3.** Positive and negative implications of selfie tourism [c]	10%

14	Students are able to understand and explain the concept of Virtual Tourism	Students are able to understand the presence of virtual tourism and the practice of creating virtual destinations.	● Assessment criteria: Understanding ● Form of assessment: a. Non-exam basis: Group Presentation, Class Discussion and Case Based b. Test basis: UTS	a. Lecture and Q&A b. Presentation group and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. *Reality-virtual continuum* 2. Definition of virtual tourism and the technology underlying the formation of virtual destinations 3. Types of virtual destinations 4. *Teletourism* and virtual senses 5. Benefits of virtual tourism 6. Practice creation of virtual tourism destinations based on augmented reality/virtual reality [10]	10%
15	Students are able to understand and practice Visual Research Methods	Students are able to understand and practice using visual research methods.	● Assessment criteria: Understanding ● Form of assessment: c. Base non exam: Group Presentations, Class Discussions and Case Base	c. Studying and Q&A a. Presentation group and class discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. The concept of visual research methods 2. Meaning visual research 3. Visual research perspective 4. Modalities visual research 5. Method data collection visual research	10%

			a. Base exam: mid-term exam			6. Practiceusing one of the visual research methods [9]; [a]; [d]	
16	UAS						

CPL PS Tourism

The learning outcomes of graduates (CPL) of the UB Tourism Study Program are as follows.
CPL1. Students are able to integrate nationalism, behavioral values and ethics both in the community and work environment CPL2. Students are able to produce critical and innovative thinking to support business decision making in the tourism sector CPL3. Students are able to produce scientific studies to answer current issues in the tourism sector
CPL4. Students are able to practice communication skills, both oral and written, effectively.

CPL5. Students are able to manage a business in the tourism sector by prioritizing entrepreneurial values. CPL6.
Students are able to implement science and technology in solving tourism problems.