

Subject card

Subject name and code	Media and Destinations Placemaking, PG_00201258						
Field of study	Tourism and Hospitality						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			English		
Semester of study	3	ECTS credits			5.0		
Learning profile	academic	Assessment form			exam		
Conducting unit	Institute of Socio-Economic Geography and Spatial Management -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Stępień				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	75		2.0		50.0	127
Subject objectives	The goal of the subject is to familiarize students with the issues of place marketing and the role of the media in creating the image of tourist destinations. In addition, students learn the principles of creating a promotional strategy for a place with particular use of IT-based media (e.g. social networking sites, blogs, video blogs, podcasts, etc.).						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[THMU2_U07] Is able to carry out complex research or project tasks in the field of tourism, interacting with others, taking a leading role in teams and presenting the results of these studies in written and oral form using specialized terminology	working in a team, uses place marketing tools, including media to communicate with the internal and external environment	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU8] observation of student's independent or team work
	[THMU2_W03] Knows in greater depth, economic, social, cultural, legal and natural conditions for the development and functioning of tourism and hospitality, and its interdisciplinary theoretical and practical dimensions, with particular emphasis on the needs of the local community as well as the requirements and expectations of tourists	understands the relationship between the socio-economic and political conditions of a given place and the methods of marketing communication in tourism and hospitality	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[THMU2_K02] Is ready to solve cognitive and practical problems in the field of tourism and hospitality based on the acquired knowledge in cooperation with various entities, including representatives of local government units and / or representatives of tourism business	is ready to communicate with various stakeholders and cooperate with them as part of activities related to tourism and place marketing	[SK2] presentation/project/paper/report [SK3] text preparation/written work
Subject contents	A. Lectures 1. Globalising places2. Place Marketing and Promotion3. The role of media in creating tourism experience and destination image: past, present and future possibilities4. Tourists and the media 5. Media as the 4th power6. Media-based creation of tourism places7. Media, culture and tourism8. MICE promotion in tourist destinations9. Place creation through sport eventsB. Classes / seminars/ laboratory classes1. Commodification of place2. Involving citizens in the placemaking process3. Media usage along the tourism product delivery process4. Place branding5. Choosing the right information for destination image creation6. Creating media content for tourism (promotion, awareness, information)7. Narrating and interpreting places8. Promotion strategies of cities and countries9. Image versus reality10. Preparing a promotion strategy and media content		
Prerequisites and co-requisites	Knowledge, skills, and competences at the general level of undergraduate studies. A general knowledge of geography, economy, culture and sociology will be an advantage.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The student receives one grade in the subject, which in 50% results from the grade for the classes and in 50% from the grade for the lectures (exam/pass with grade)	51.0%	50.0%
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Recommended reading	Basic literature	<p>A. Literature required to graduate from the subject</p> <p>A.1. Studied during classes</p> <ul style="list-style-type: none"> • Juline Mills, Rob Law, and Juline E Mills. 2013. Handbook of Consumer Behavior, Tourism, and the Internet. Hoboken: Routledge. • Minazzi Roberta. 2015. Social Media Marketing in Tourism and Hospitality. Springer International. • Alan A. Lew (2017) <i>Tourism planning and place making: place-making or placemaking?</i>, Tourism Geographies, 19:3, 448-466, DOI: 10.1080/14616688.2017.1282007 • Boisen M., Terlouw K., Groote P., Couwenberg O. 2018. <i>Reframing place promotion, place marketing, and place branding - moving beyond conceptual confusion</i>. Cities (80) 4- 11 https://doi.org/10.1016/j.cities.2017.08.021 <p>A.2. Studied independently</p> <ul style="list-style-type: none"> • Johan Hultman, C. Michael Hall 2012. <i>Tourism place-making: Governance of Locality in Sweden</i>, Annals of Tourism Research, Volume 39, Issue 2, 2012, Pages 547-570 • Sally Everett (2012) <i>Production Places or Consumption Spaces? The Place-making Agency of Food Tourism in Ireland and Scotland</i>, Tourism Geographies, 14:4, 535-554, DOI: 10.1080/14616688.2012.647321
	Supplementary literature	<ul style="list-style-type: none"> • Jo-Anne Lester; Caroline Scarles. 2013. Current Developments in the Geographies of Leisure and Tourism. Farnham, Surrey, England : Routledge.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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