

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Environmental Image and Placemaking	LAUD 524		3+0	3	10

COURSE CONTENT		
Week	Topics	Preparation
1 02.10.2018	Introduction to the course and core concepts: genius loci, sense of place, place attachment, environmental image and its role in tourism	Reading assignment
2 09.10.2018	Genious Loci Places with strong images. Cumulated character of place in preindustrial ages.	Discussion on reading assignment.
3 16.10.2018	Place attachment: its meaning, various forms of place attachment and research through the place attachment	Discussion on reading assignment.
4 23.10.2018	Continuity of urban place identity, Liked and disliked features of environment, place-making principles	Preparation for case study.
5 30.10.2018	Environmental aesthetics	Discussion on reading assignment
6 06.11.2018	First Midterm (%15) Poster Presentation - part I : Liked Places – genius loci	Presentation of case studies.
7 13.11.2018	Environmental image as a source for tourism.	Preparation for case study.
8 20.11.2018	Tourism management Historic town management plans.	Preparation for case study.
9 27.11.2018	<i>Carmel-by the Sea</i> as case study	Discussion and Preparation for case study
10 04.12.2018	Second Midterm (%15) Presentation of case studies and class discussion - part I	Discussion and Preparation for case study
11 11.12.2018	Presentation of case studies and class discussion - part II	
12 14.12.2018	<i>Stratford-on-Avon</i> as case study	
13 18.12.2018	Presentation of proposals: Measures for improving and sustaining environmental image - part I (% 40)	Presentation of Proposals
14 25.12.2018	Presentation of proposals: Measures for improving and sustaining environmental image - part I (% 40)	Presentation of Proposals

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	2	%15x2= %30

Homework		
Project		
Laboratory		
Field survey		
Seminars/presentations	1	%40
Other		
Final Exam	1	%30
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		%20
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		%80
Total		100