

**Type/Status : Core**

**Course Code : TCRM 32564**

**Title : Tour Guidance**

**Learning Outcome:**

At the end of this course unit students will be able to demonstrate a comprehensive knowledge and understanding of the importance of tour guidance to the tourism industry.

**Course Content:**

The importance of tour guidance to the hotel industry, the nature of tour guidance, tour guidance as a profession, specialist tour guides etc.

**Method of teaching and learning:** Lectures, seminars, tutorials, assignments and field studies

**Scheme of Assessment:** End of Semester written examination, assignment, tutorials and presentations

**Recommended Reading:**

Anderson, K. and F. Gale (Eds.) (1992) *Inventing places: studies in cultural geography*, Longman Cheshire, Melbourne

Craik, J. (1995) "Are there cultural limits to tourism?" *Journal of Sustainable Tourism*, 3 2:87-98

Baum, T. (1993) "Human resources in tourism: an introduction" in T. Baum (Ed.) *Human Resource Issues in International Tourism*, Butterworth-Hienmann, UK: 3-21

Perera, L. (1978) "Case Study: Hikkaduwa, in National Science Council of Sri Lanka", *The Role of tourism in Social and Economic Development of Sri Lanka*, National Science Council of Sri Lanka, Colombo pp 47-56

Richter, C. (1986) "Tourism Services" in O. Giarini (Ed.), *The emerging service economy*, Peragamon, Oxford