

**Course code :** ARCH 42434  
**Course title :** An Introduction to Tourism  
**Type :** Core  
**Pre requisites :** None

**Learning Outcome:**

At the end of the course students will acquire an adequate preliminary knowledge in tourism and non archaeological cultural resource management.

**Content:**

History of tourism in the world. Historical development of tourism in Sri Lanka. The importance of tourism in the world and Sri Lanka. Tourism development strategies and management of tourist attractions in Sri Lanka. Positive and negative impacts of tourism on economy, culture, religion and environment. An introduction to tour guidance, hospitality services and hotel management. Introduction in to various types of tourism including domestic tourism, community tourism, sport tourism, recession tourism, dark tourism, medical tourism, mass tourism, sustainable tourism, educational tourism and creative tourism.

Introduction to non archaeological cultural resource management with special emphasis on intangible heritage. Management, safeguarding and developing traditional intangible heritage in Sri Lanka.

**Teaching and Learning Methods:** Lectures, seminars, discussions, field study

**Scheme of Evaluation:** 80% of written examination and 20% for assignment

**Recommended Readings:**

01. පතිරණ, යූ.පී.එස්. (2001) ශ්‍රී ලංකාවේ සංචාරක කර්මාන්තය, ආර්ය ප්‍රකාශකයෝ, වරකාපොල.
02. Bora, Shiela and Mahesh Chandra Bora (2005) *The Story of Tourism*, UBSPD Publishers Pvt Ltd, New Delhi.
03. Chawla, Romila (2006) *Tourism Promotion*, Sonali publications, New Delhi.
04. Ghose, Jeanette (1999) *Conservation and Restoration of Cultural Heritage*, Agam kala prakashan, Delhi.
05. Greenfield, Jeanette (1999) *The Return of Cultural Treasures*, Cambridge university press, Cambridge
06. Gupta, R.K. (2007) *Management in Tourism Industry*, Sumit enterprises, New Delhi.
07. Howard, Peter (2003) *Heritage: Management, Interpretation and Identity*, Continuum national publishing group.
08. Negi, Jagmohan (2004) *International Tourism and travel: Concepts and Principles*, S. Chand company, New Delhi.
09. Smith, Laurajane (2006) *The Uses of Heritage*, Routledge, London.
10. Taneja, Ranjit (2005) *Tourism Planning*, Alfa publications, New Delhi.