

Semester 1

Course Code:	TCRM 11214
Course Title:	Introduction to Tourism and Cultural Resources
Credit value:	4
Time Allocation:	Lectures 60 hours /Practical 00 hours / Independent learning 120 hours
Type:	Compulsory

Intended Learning Outcomes:

On successful completion of this course the student will be able to describe the basic components of travel and tourism, the diversity of world cultural resources and its value as tourist attractions, the growth story of cultural tourism in major culture regions of the world, the importance of adopting appropriate marketing strategies to safeguard and maintain the quality of cultural attractions. Specifically the students will be able to

TCK 1.1 Describe the definitions and development history of world tourism,

TCK 1.2 Describes the main source areas and destination areas of international tourism, describe the cultural diversity in Asia and its importance to tourism

TCK 1.3 describe travel motives of tourists according to tourist classifications

TCK 1.4 describe the components of cultural tourism, world cultural resource base and the development of cultural tourism on a global scale

TCK 1.5 describe the impact of cultural tourism on tangible and intangible resources, laws and legislations on tourism development, the principles of marketing and managing tangible and intangible cultural resources.

TCK 1.6 describe the development history of Cultural Tourism in Sri Lanka, its impact, and marketing policies.

Course Objectives:

To educate the student about the rich cultural assets of the world, on which tourism activities thrive, and to draw their attention on the necessity of maintaining the quality of the environment

Assessment Components and Percentage Marks

Continuous assessment:	20%
End-semester written examination	80%

Recommended Texts:

Bob McKercher, Hilary Du Cros (2002) Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management, Haworth Hospitality Press

Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, London

Charles R. G, Brent Ritchie J. R. (2009), 'Tourism: Principles, Practices, Philosophies', John Wiley & Sons, New York .

Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey

Richards, G (ed) (2007), Cultural tourism: global and local perspectives, Haworth Hospitality Press, New York.

Leslie, D (eds.) (2005), International cultural tourism: management, implications and cases, Elsevier Butterworth-Heinemann, Oxford, UK.

Smith, M K & Robinson, M (eds.) (2006), Cultural tourism in a changing world: politics, participation and (re)presentation, Channel View Publications, Buffalo, New York.

Smith, M K (2009), Issues in cultural tourism studies, 2nd ed., Routledge, Abingdon, UK.