

Type/Status : Core

Course Code : TCRM 21414

Title : Cultural Tourism

Learning Outcome:

At the end of this course unit students will be able to demonstrate a comprehensive knowledge and understanding of the significance of cultural tourism, its history and development in Sri Lanka and the world.

Course Content:

Definition of culture, introduction to cultural tourism, history of cultural tourism, a study of the cultural sites of Sri Lanka as well as methods of their promotion, cultural heritage of Sri Lanka and their promotion, visitor related income, cultural events and tourism.

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:

Caltaneo, Marco and Jasmina Trifani (2004) *The World Heritage Sites of UNESCO Ancient Civilizations*, Om Book Service, New Delhi

Crick, Malcolm (1994) *Resplendent sites, discordant voices: Sri Lankans and international tourism*, Routledge, London

Prematilleke, P.L. (1993) *Cultural Tourism*, ICOMOS, Central Cultural Fund, Colombo

Lane, Michael Barry (Ed.) (1993) *The Cultural Triangle of Sri Lanka*, UNESCO Publishing House and Central Cultural Fund, Sri Lanka

REGIONAL TRAINING SEMINAR FOR CULTURAL PERSONNEL IN ASIA AND THE PACIFIC (1993: TOKYO) "Cultural heritage and tourism: preservation and presentation of Cultural heritage"