

Semester 2

Course Code:	TCRM 22224
Course Title:	Tourism and Museums
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 importance of museums, as functioning bodies for the preservation and exhibiting cultural heritage, the Importance of museums as major tourist attractions providing examples from the developed and developing countries, the management principles applicable to Museums, the Impact of museums on urban cities. Especially students will be able to

TCK 7.1 describe the definitions on museums, the categories of museums and their purposes, Role of museums in preservation and maintenance of archaeological heritage sites and artifacts and as an exhibition centres of cultural heritage

TCK 7.2 describe Museum Management Strategies and Marketing, Describe the Services offered by museums to attract Tourists and the visitor impact on museums

TCK 7.3 Describe popular museums of the world and its impact on tourism development, describe the modern super star museums of America and Europe as tourist attraction centres

TCK 7.4 describe the role of British museums in attracting international tourists

TCK 7.5 describe the importance of museums for Domestic tourism and for urban development

TCK 7.6 describe the economic benefits of museums and its value for dissemination of knowledge and the role of museums in sustainable tourism development, the importance of assessing the visitor impact on museums

Course Objectives:

To provide awareness and knowledge on the importance of world museums for the preservation of archeological heritage sites, and artifacts

Assessment Components and Percentage Marks

Continuous assessment:	40%
End-semester written examination	60%

Recommended Texts

Alastair M. Morrison, (2002) Hospitality and Travel Marketing, (Delmar Thomson Learning) and Cultural Heritage Management. London and New York,

Eilean Hooper (Ed.) (1999) The Educational Role of the Museum. Editor -Greenhill. London, Page 241-253.

Hooper-Greenhill, (1994) Museums and Their Visitors. London and New York,

K. Arora, (2011). Theory of Cookery; Frank bros Ltd. Publishers.

Lord, Gail Dexter and Barry Lord (1997) The Manual of Museum Management. Oxford, 1997.

McLean, Fiona (1997) Marketing the Museum. London and New York,

Gary Edison (Ed.) (1997) Museum Ethics. London and New York,

Eilean Hooper (Ed) (1999) Role of the Museum. Greenhill. London,

Vijay Dhawan, (2011).Food and Beverage Service; Frank bros Ltd. publishers

Wilson, David M (1989) The British Museum. Purpose and Politics. London,