

Type/Status : Core

Course Code : TCRM 32574

Title : Domestic & Community Tourism

Learning Outcome:

At the end of this course unit students will be able to demonstrate the basic knowledge and understanding the nature and importance of domestic tourism to the tourism industry.

Course Content:

Interpretation of the domestic tourist, domestic tourist attractions, accommodation and amenities for domestic tourism, impacts of domestic tourism, domestic tourism promotion.

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:

Jenkins, C.L. (1997) "Social Impact of tourism", *Background Paper presented in the World Tourism Leaders Meeting on the Social Impact of Tourism*, Manila, Philippines, 22nd 23rd May

Murphy, P.E. (1983) "Tourism as a community industry: an ecological model of tourism development", *Tourism Management*, 4,3, pp 180-193

----- (1985) *Tourism: a community approach*, Routledge, London, New York

Rathnapala, Nandasena (1999) *Tourism in Sri Lanka: the social impacts* Sarvodaya Visva Lekha, Ratmalana, Sri Lanka

Wheeler, B. (1991) "Tourism's troubled Times", *Tourism Management*, 12, 2 pp 91-97