CURRICULAM FOR B.A (GENERAL DEGREE) IN TOURISM AND CULTURAL RESOURCE MANAGEMENT - (EXTERNAL)

LEVEL 1, LEVEL 2 AND LEVEL 3

Department of Archaeology
Faculty of Social Sciences
University of Kelaniya
Tourism and Cultural Resource Management
B.A (General Degree) Programme (External)
Department of Archaeology

Introduction

Tourism is now widely recognized as one of the World’s largest industries and its growth is creating rapid social, economic, cultural and environmental changes which require a detailed understanding and measures to manage it. Archaeological heritage sites are the planet’s outstanding attractions, the greatest monuments from the past. They are the national icons that continue to influence the present values and of contemporary tourist industry. They are treasures in the fullest and to the deepest sense.

The protection of the resources from erosion, destruction, damage alteration due to human action by controlling and limiting the access of tourists must be addressed to. Therefore, cultural resources must be managed in such a way that they are preserved for the future generations and at the same time presently made accessible to the public for its educational potentiality and recreation. As a subject, Tourism and Cultural Resources are now becoming a major area of study to manage the cultural heritage.

Students are provided with an understanding of the relationship between tourism and the archeological insight into the issues which effect the protection and management of the cultural resource at both national and international level. Students graduating from this programme will be equipped for a career in the field of national and international tourism and archaeology.

Learning Outcome

(a) a critical understanding of a number of central issues in the contemporary tourist industry and cultural resource management

(b) a general understanding of the relationship between broader administrative, legislative and financial contexts in which cultural tourism functions today

(c) a critical awareness of issues pertaining to the management of the Cultural Resources and their constrains.

(d) an introduction to the skills required for tourism and the cultural resource management in both public and commercial sectors which may be transferable to a vocational situation.

(e) a critical understanding of cultural heritage and impact of social, economic and environmental issues on the sites and monuments.
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<tr>
<th>Level</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Type</th>
<th>Credit Value</th>
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<tbody>
<tr>
<td>1</td>
<td>TCRM E13015</td>
<td>Introduction to Tourism and Cultural Resources</td>
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<td>5</td>
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<td></td>
<td>TCRM E13025</td>
<td>History of Tourism</td>
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<td>2</td>
<td>TCRM E23015</td>
<td>Visual Media for Tourism</td>
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<td>TCRM E23025</td>
<td>Tourism and Museums</td>
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<td>Eco-tourism</td>
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<td>TCRM E33025</td>
<td>Cultural Resource Management</td>
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</table>
Type/Status - Core
Course Code - TCRM E13015
Title - Introduction to Tourism and Cultural Resources

Learning Outcome:

By the end of the course unit, the student will be able to demonstrate the knowledge and an understanding of the global concepts of the tourism and the nature of the cultural tourism with special reference to Sri Lanka.

Course Content:

Definition to tourism and cultural resources, tourist product, The nature of tourism, tourist destination and resorts, the structure and the organization of the tourist industry(WTO).National tourist organizations, amenities and services. The component of tourism, Relationship between tourism and culture. Heritage tourism. A detail study of the tangible and intangible cultural resources of Sri Lanka. Policies, laws, legislations and ordinances of Tourism and cultural resources.

Method of Teaching and Learning:
Lectures, seminars, assignments, study guides

Scheme of Evaluation:
End of semester written examination, assignment

Recommended Reading:

Type/Status - Core
Course Code - TCRM E13025
Title - History of Tourism
Learning Outcome:

At the end of this course, the student will be able to demonstrate an essential knowledge in understanding the history of tourism and the development stages in the World and Sri Lanka.

Course Content:

Early origins of tourism, tourism in the late 19th and 20th Century, the age of mass tourism, current situation of World tourism, overview of the history of Sri Lanka, origin and development of tourism in Sri Lanka and South Asia

Method of Teaching and Learning:
Lectures, seminars, tutorials, assignments, study guides

Scheme of Evaluation:
End of semester written examination, assignment

Recommended Reading:
Hulugalle,H.A.J 1965  *Ceylon of the Early Travellers*, Arjuna Hullugalle Dictionaries, Colombo

Type/Status - Core
Course Code - TCRM E23015
Title - Visual Media for Tourism

Learning Outcome:

By the end of the module, the student will be able to demonstrate an understanding of the basic skills needed in studying the technology to record, analyze, and interpret the cultural resources.

Course Content:

Introduction to digital technology, application of the digital technology for the cultural resources. Recording methods and techniques of the retrieving, analyzing, storage systems for visual methodologies, application of the visual technology for the cultural resources, cultural properties and public, usage of web, docudrama and documentary film for tourism, tourism project designing, script writing, editing.

Method of Teaching and Learning:
Lectures, seminars, tutorials, assignments, study guides

Scheme of Evaluation:
End of semester written examination, assignment

**Recommended Reading:**

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Year</th>
<th>Title</th>
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<tbody>
<tr>
<td>Wilcock, J.D</td>
<td>1999</td>
<td><em>Getting the best fit 25 years of statistical techniques in Archaeology in the Age of Internet</em>, BAR international series 750, UK.</td>
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<tr>
<th>Almes, P</th>
<th>1988</th>
<th><em>To realize museums educational</em>, potential, Curator 31(1): 61-80</th>
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**Type/Status** - Core

**Course Code** - TCRM E23025

**Title** - Tourism and Museums

**Learning Outcome:**

Having completed this unit, the student will be able to demonstrate an understanding of the importance of museums and tourist industry.

**Course Content:**

Origin and development of the World museums, type of museums, museums and art galleries, archives, concepts of exhibitions, museums and marketing, museums management, museums interpretation and tourist education, cultural triangle museums, cultural-natural sites and tourist education.

**Method of Teaching and Learning:**

Lectures, seminars, tutorials assignments, study guides

**Scheme of Evaluation:**

End of semester written examination, assignment
Learning Outcome:

By the end of the course, the student will be able to demonstrate a comprehensive knowledge and an understanding of various characteristics of the eco-tourism in Sri Lanka.

Course Content:


Method of Teaching and Learning:
Lectures, seminars, tutorials, assignments, study guides

Scheme of Evaluation:
End of semester written examination, assignment

Recommended Reading:


Prematilleke, P.L 1993 *Cultural tourism*, ICOMOS, Central Cultural Fund, Colombo.


Valdia, K.S 2004 *Geology, Environment Society*, University Press, India.
Learning Outcome:

By the end of the module student will be able to demonstrate the knowledge and an understanding to design the project planning and work as a heritage manager.

Course Content:

Introduction to cultural resource management. World cultural heritage sites and concepts of World heritage, impact assessment, the role of professional institutions, project planning, cultural property – looting and the trade of antiquity, heritage laws, legislation and policy, heritage preservation.

Method of Teaching and Learning:
Lectures, seminars, tutorials, assignments, study guides

Scheme of Evaluation:
End of semester written examination, assignment

Recommended Reading:


