



**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.

<b>Level</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Type</b>	<b>Credit Value</b>
1	TCRM E13015	Introduction to Tourism and Cultural Resources	C	5
	TCRM E13025	History of Tourism	C	5
2	TCRM E23015	Visual Media for Tourism	C	5
	TCRM E23025	Tourism and Museums	C	5
3	TCRM E33015	Eco-tourism	C	5
	TCRM E33025	Cultural Resource Management	C	5

**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:**

- Bandara, H.M 2001 *Tourism Development Planning in Developing Countries, A critique*, StamfordLake, Colombo.
- Bandara, H.M 2003 *Tourism Planning in Sri Lanka*, Stamford Lake, Colombo.
- Bandaranayake,S 1987 *The Conservation of the Built Heritage with special reference to Sri Lanka's Cultural Triangle Project*, Heritage Conservation for Tourism development, regional seminar organized by the World Tourism Organization(WTO) Commission for East Asia and the Pacific and South Asia, Kathmandu.
- Boniface P  
Peter,J.Fowler 1993 *Heritage and Tourism in Global village*. Routledge,London.
- Lockwood,AL 2001 *Tourism and Hospitality in the 21st century*, Butterworth  
S.Medlik Heinemann ,London.
- MacCannell,D 1976 *The Tourist: A New Theory of the Leisure Class*,  
Choken, New York

**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 19<sup>th</sup> and 20<sup>th</sup> 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:**

- Burkart, A.J  
S. Medlik        1974        *Tourism: Past, Present and Future*, Heinemann Publishing, London.
- Holloway, J.C    1989        *The Business Tourism*, Pitman Publishing, London
- Hullugalle, H.A.J 1965        *Ceylon of the Early Travellers*, Arjuna Hullugalle Dictionaries, Colombo
- Lea, J            1988        *Tourism and development in the Third world*, Methuen, London.

**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 analysis 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:**

- Gay, L.W 1987 *Computer archaeology*, Bristol Shine, London.
- Gillion,R 2001 *Visual Methodologies: An introduction to the interpretation of Visual Materials*, Sage Publications, London.
- Mirzoeff,N 1998 *What is Visual Culture?* In. Mirzoeff, N(ed) *The Culture reader*, Routledge, London
- Wilcock,J.D 1999 *Getting the best fit 25 years of statistical techniques in Archaeology in the Age of Internet*, BAR international series 750, UK.

**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

**Recommended Reading:**

- Almes,P 1988 *To realize museums educational , potential , Curator* 31(1): 61-80
- Davis,P.S 1996 *Museums and the Natural Environment: the role of natural history museums in biological conservation*, Leicester University Press, London
- Finlay, I 1977 *Priceless Heritage: The Future of Museum*, Faber and Faber, London.
- Gunawardana,R.A.L.H  
S.Pathmanathan 2000 *Reflections on a Heritage: History of Scholarship of Pre Modern Sri Lanka*, Central Cultural Fund,Colombo.  
M. Rohanadeera  
Hudson, K 1977 *Museums for the 1980s*, Holmes and Meier Publishers, New York.

Moore,K 1994 *Museum management*, Western stuart, New York.  
Thompson, J 1984 *The Manual of Curatorship* , Butterworth, London.

**Type/Status** - **Core**  
**Course Code** - **TCRM E33015**  
**Title** - **Eco-tourism**

#### **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:**

Principles of eco-tourism, perspective of development , nature tourism, eco-tourism, World natural heritage sites, World natural heritage sites of Sri Lanka, eco-tourism: conservation and preservation, relationship between cultural tourism and eco-tourism, principles policies, planning, issues, promotion of eco-tourism, current trends and the impact of the eco-tourism, eco-tourists sites of Sri Lanka.

#### **Method of Teaching and Learning:**

Lectures, seminars, tutorials, assignments, study guides

#### **Scheme of Evaluation:**

End of semester written examination, assignment

#### **Recommended Reading:**

Broadhurst,R 2001 *Managing Environment for Leisure and Recreation*,  
Routledge,London.

Douglas,P 1987 *Tourism today: a geographical analysis*, Longman, New York.

Hewison,R 1987 *The Heritage Industry*, Methuen,London.

Mendis,D.L.O 2002 *Water Heritage*, Vishwalekha,Colombo.

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

Sharma,P.D 1997 *Ecology and Environment*, Rakesh Kumar Publishing,India.

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

**Type/Status** - **Core**  
**Course Code** - **TCRM E33025**  
**Title** - **Cultural Resource Management**

### **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:**

- Bandaranayake, S 1996 *Architecture, Archaeology, and Heritage Management: The experience of Sri Lanka's Cultural triangle Project(1992)* In. Pieris, S and P.L Prematilleke(eds) *Monuments and Sites* Sri Lanka, Central Cultural Fund, Colombo. 239- 248
- Fielden, Bernard M. 1993 *Management Guidelines for World Cultural Heritage Sites*, ICCROM, & Jukka Jokilehto Italy.
- Coningham, R.A.E. 1999 *Anuradhapura: the British-Sri Lanka excavations at Anuradhapura Salgaha Watta 2. Vol.1: The Site*, England, BAR International Series 824.
- Coningham, R.A.E 2006 *Anuradhapura: the British-Sri Lanka excavations at Anuradhapura Salgaha Watta 2. Vol 11: The Artefacts*, England, BAR International Series 1508.
- Cleere, H 1984 *Approaches to the Archaeological heritage: Comparative study world cultural resource management system*, Cambridge University Press, Cambridge.
- McManamon, P  
Alf Hatton 2000 *Cultural Resource Management in Contemporary society*, Routledge, London.