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| Semester: | Semester I | | |
| Course Code: | TCRM 11315 | | |
| Course Name: | Introduction to Tourism and Cultural Resources | | |
| Credit Value: | 5 | | |
| Type | Compulsory | | |
| Hourly Breakdown | Theory | Practical | Independent Learning |
| | 60 Hours | 00 Hours | 175 Hours |
| Intended Learning Outcomes: | | | |
| <p>At the completion of this course, the student will be able to,</p> <ul style="list-style-type: none"> • Describe the definitions and development history of world tourism. • Describes the main source areas and destination areas of international tourism, describe the Cultural diversity in Asia and its importance to tourism. • Describe travel motives of tourists according to tourist classifications. • Describe the components of cultural tourism, world cultural resource base and the development of cultural tourism on a global scale. • Describe the impact of cultural tourism on tangible and intangible resources, laws and legislations on tourism development, the principles of marketing and managing tangible and intangible cultural resources. • Describes the development history of Cultural Tourism in Sri Lanka, its impact and marketing policies. | | | |
| Course Content: (Main topics, Sub topics) | | | |
| <p>Introduction to Tourism: Definition and Basic Elements of Tourism, Source Areas and Destination Areas of Tourism, Cultural Diversity of Asia and Tourism, Definition of Cultural Tourism, Types of Cultural Tourism Destinations, Significance of Cultural Resources for Tourism, Cultural Tourism Attractions of the World, Components of Cultural Tourism, Growth of Cultural Tourism in the World, Impact of Tourism on Tangible and Intangible Cultural Resources, Tourism Products, Tourism Policies, Laws and Legislations, Marketing and Managing the Quality of Tangible and Intangible Cultural Resources, Cultural Heritage of Sri Lanka and Tourism</p> | | | |
| Teaching /Learning Methods: Lectures/ LMS/ Tutorials/ Group Discussions | | | |

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| Assessment Strategy: | | | |
| Continuous Assessment 20% | | Final Assessment 80% | |
| Details: Assignment %, Presentation %, other % (Tutorials) 10 % / 10% / 10% | Theory (%) 80 | Practical (%) 00 | Other (%) (specify) 00 |
| Recommended Reading: | | | |
| <p>Bandara, H.M.,(2019), Sancharanaya (Mulikanga saha selasumkaranaya), S. Godage & Brothers, Colombo 10.</p> <p>Bob Mc Kercher, Hilary Du Cros (2002) Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management, Haworth Hospitality Press</p> <p>Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, London</p> <p>Charles R. G, Brent Ritchie J. R. (2009), 'Tourism: Principles, Practices, Philosophies', John Wiley & Sons, New York.</p> <p>Gunawardhana, P. and Saldin, M., (2008), Sancharaka Karmanthaya, Samanthi Publishers, Ja-Ela.</p> <p>Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey</p> <p>Richards, G (ed) (2007), Cultural tourism: global and local perspectives, Haworth Hospitality Press, New York.</p> <p>Leslie, D (eds.) (2005), International cultural tourism: management, implications and cases, Elsevier Butterworth-Heinemann, Oxford, UK.</p> <p>Smith, M K & Robinson, M (eds.) (2006), Cultural tourism in a changing world: politics, participation and (re)presentation, Channel View Publications, Buffalo, New York.</p> <p>Smith, M K (2009), Issues in cultural tourism studies, 2nd ed., Routledge, Abingdon, UK.</p> | | | |