

Semester:	Semester II		
Course Code:	TCRM 22314		
Course Name:	Tourism and Museums		
Credit Value:	4		
Type	Compulsory		
Hourly Breakdown	Theory	Practical	Independent Learning
	60 Hours	20 Hours	120 Hours

Intended Learning Outcomes:

At the completion of this course, the student will be able to,

- 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 exhibition centers of cultural heritage.
- Describe Museum Management Strategies and Marketing, Describe the services offered by museums to attract Tourists and the visitor impact on museums.
- 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 centers.
- Describe the role of British museums in attracting international tourists.
- Describe the importance of museums for Domestic tourism and for urban development.
- 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 Content: (Main topics, Sub topics)

Introduction to Museums and Tourism: Definitions on Museums, Propose of Museums, Category of Museums, Introduction to Tourism, **Museums and Cultural Tourism:** Museum as an attraction for tourists, Role of a Museum as an Exhibition Centre, Stakeholders and their interest, Role of Museums in preserving Cultural Heritage, **Great Museums of the World and Tourism:** Art Museums, Science Museums and Natural History Museums as major tourists attractions (The British Museum, Goteborg Museum, Egyptian Museum, Canadian Museum of History, etc.), **Museum Management:** Preservation of Exhibits, Engaging Visitors and Audiences, Monitoring Visitor Behavior inside the Museums, Strategies to collect data on visitor behavior for space management, American Museums and

Tourism Development, Impact of Museums on Urban Cities, **Tourism in London, London Museums, Promoting Tourism Development:** The British Museum, Victoria & Albert Museum, Sir John Soane’s Museum, Natural History and Science Museums, Imperial War Museum, National Maritime Museum, The Role of Museums in Sustainable Tourism Development, Marketing Strategies and other services offered by Museums to attract Tourists, Economic benefits and Museum management, Museums and Domestic Tourism, Museums as a tool for Cultural Education, “Super Star Museums” of Europe & America and Tourism

Teaching /Learning Methods: Lectures/ LMS/ Tutorials/ Group Discussions

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:

- 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) (1990), 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.