

Type/Status : Core

Course Code : TCRM 31424

Title : Tourism and Museum Management

Learning Outcome:

At the completion of this course unit students will be able to demonstrate an understanding of the significance of museums and art galleries to the tourism industry.

Course Content:

Origin and development of museums, types of museums, museums, art galleries and archives, exhibition methods, museum management, marketing for museums, the role of museums in tourist education, Cultural Triangle Sites Museums etc.

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:

Boniface, Pricilla and Peter J. Fowler (1993) *Heritage and tourism in 'the global village'* (*Heritage: care-preservation-management*), Routledge, London

Corsane, Gerard (2005) *Issues in heritage, museums and galleries: an introductory reader*, Routledge, London

Davis, P.S. (1996) *Museums and the natural environment: the role of natural history museums in biological conservation*, Leicester University Press, London

Lichfield, Nathaniel; William Hendon; Peter Nijkamp; Christian Ost; Almerico Realfonzo;

Pietro Rostirolla (Eds.) (1993) *Conservation Economics* ICOMOS, CCF, Sri Lanka.

Moore, K. (1994) *Museum Management*, Western Stuart, New York