

## Semester 2

Course Code:	TCRM 12224
Course Title:	History of Tourism
Credit value:	4
Time Allocation:	Lectures 60 hours /Practical 00 hours / Independent learning 120 hours
Type:	C

### **Intended Learning Outcomes:**

On successful completion of this course the student will be able to describe why tourism development occurred for the most part in more economically-developed countries and later in less economically-developed countries of the world, describe the main factors that have led to the growth of the travel and tourism

TCK 3.1 describe the history of worldTourism, Definitions of Tourists, Basic Types of Tourism,

TCK 3.2 describe the development History of Transport facilities in Europe and America and its impact on the development of International Tourism: Early Forms of Travel and Types of Journeys, The ages of Discoveries, Pioneers of Modern Tourism,

TCK 3.3 describe tourism Development in the First Half of the 19th Century, tourism Development in late 19th Century, tourism Development in the 20th Century and Beyond, the age of mass tourism

TCK 3.4 describe the Tourism History of SAARC Countries (Excluding Sri Lanka)

TCK 3.5 describe the development of tourism in Sri Lanka before the planning era, Tourism Development after 1967, future targets of Tourism Planning , and intended future achievements,

TCK 3.6 Tourism History of China and its Impact on World Tourism

### **Course Objectives:**

To educate the student about historical evolution of world tourism, in West and its development in other parts of the world

### **Assessment Components and Percentage Marks**

Continuous assessment:	20%
End-semester written examination	80%

### **Recommended Texts:**

Brendon, Piers. (1991). Thomas Cook: 150 Years of Popular Tourism. London: Sacker and Warburg,

\_\_\_\_\_, ( 2003) Italy and the Grand Tour. New Haven: Yale University Press,

\_\_\_\_\_, France and the Grand Tour. New York: Palgrave, 2003.

Cocks, Catherine. ( 2001) Doing the Town: The Rise of Urban Tourism in the United States, 1850-1915.

Feifer, M. (1985) Tourism in History, From Imperial Rome to the Present. Stein and Day,

Jeremy Black, (1992)The British Abroad: The Grand Tour in the Eighteenth Century. New York: St.

Martin's Press,

John F. Sears, ( 1989) Sacred Places: American Tourist Attractions in the Nineteenth Century.

Law, C.M. (1993), Urban Tourism: Attracting Visitors to Large Cities, Mansell Publishing Ltd, London.

Simmons, Jack. ( 1991) The Victorian Railway. London: Thames and Hudson,

Sinha P. C. : Tourism Evolution Scope Nature & Organization: Anmol Publication.

## Semester 1

Course Code:	TCRM 21214
Course Title:	Visual Media for Tourism
Credit value:	4
Time Allocation:	Lectures 60 hours /Practical 00 hours / Independent learning 120 hours
Type:	C

### **Intended Learning Outcomes:**

On successful completion of this course the student will be able to describe the development of visual media and its impact on tourism in developed countries as well as developing countries, Basic principles of visual Communication, Film induced tourism development , development of modern media technologies and its association with tourism. The specific ILOs are

TCK 5.1 describe the basic principles of visual communication, growth and development of visual media in Europe and America and its impact on tourism, growth and development of visual media in third world countries

TCK 5.2 describe the impact of Photography and other print media on Tourism Development, describe the history of the impact of other visual media on tourism development

TCK 5.3 describe the importance and impact of motion films for tourism development

TCK 5.4 describe the recent advancements of information technology and its impact on tourism ( world Scenario)

TCK 5.5 describe the use of Information technology for tourism marketing, and for managing Hospitality Services

TCK 5.6 Describe the growth of visual media, and other forms of information technology in Sri Lanka and its impact on tourism development, The role of Sri Lanka Tourism Authority and private sector in promoting visual media for promoting tourism locally and internationally

## **Course Objectives**

To prepare the student to familiarize and understand, with the developments of modern visual media and its association with tourism

## **Assessment Components and Percentage Marks**

Continuous assessment:	20%
End-semester written examination	80%

## **Recommended Texts:**

Fiske, John (1989): Introduction to communication studies. London: Routledge

Morgan, Nigel; Pritchard, Annette (2000): Advertising in Tourism and Leisure.

Butterworth-Heinemann, UK

Riley, R., Baker, D., & Doren, C. S. V. (1998). Movie induced tourism. *Annals of Tourism Research*, 25, 919 –935.

Sue Beeton (2002) *Film-induced Tourism: Impacts and Consequences*, Monash University, Australia

Urry, J. (1990). *The tourist gaze: Leisure and travel in contemporary societies*. Newbury Park, CA: SAGE

Publications.

## Semester 2

Course Code:	TCRM 22224
Course Title:	Tourism and Museums
Credit value:	4
Time Allocation:	Lectures 60 hours /Practical 00 hours / Independent learning 120 hours
Type:	Compulsory

### **Intended Learning Outcomes:**

On successful completion of this course the student will be able to describe: the importance of museums, as functioning bodies for the preservation and exhibiting cultural heritage, the Importance of museums as major tourist attractions providing examples from the developed and developing countries, the management principles applicable to Museums, the Impact of museums on urban cities. Especially students will be able to

TCK 7.1 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 an exhibition centres of cultural heritage

TCK 7.2 describe Museum Management Strategies and Marketing, Describe the Services offered by museums to attract Tourists and the visitor impact on museums

TCK 7.3 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 centres

TCK 7.4 describe the role of British museums in attracting international tourists

TCK 7.5 describe the importance of museums for Domestic tourism and for urban development

TCK 7.6 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 Objectives:**

To provide awareness and knowledge on the importance of world museums for the preservation of archeological heritage sites, and artifacts

## **Assessment Components and Percentage Marks**

Continuous assessment:	40%
End-semester written examination	60%

## **Recommended Texts**

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) (1999) 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,

## Semester 2

Course Code: TCRM 32024

Course Title: Cultural Resource Management

Credit value: 4

Time Allocation: Lectures 60 hours / Practical 00 hours / Independent learning 120 hours

Type: C

### **Intended Learning Outcomes:**

on successful completion of this course the students will be able to describe the history and development of cultural resource management in a global perspective, the important charters on cultural resource management, Role of various international / local institutions in preserving cultural resources, the Concepts, methods, and techniques commonly used in resource.

Specifically the students will be able to

TCK 11.1 describe the fundamentals, definitions, objectives and underline philosophies of cultural resource management

TCK 11.2 describe the diversity of cultural resources dispersed throughout the world,

TCK 11.3 the historical background of cultural resource conservation and the laws and legislations enacted world wide for preservation, The role of Archaeology in preservation of cultural resources

TCK 11.4 Describe the cultural resource management procedures in America, Europe and Asia

TCK 11.5 Describe the present state of cultural resource management, impacts and marketing in Sri Lanka

## **Course Objectives:**

To educate about the world wide interest on preservation of cultural resources,

## **Assessment Components and Percentage Marks**

Continuous assessment:	20%
End-semester written examination	80%

## **Recommended Texts:**

Bob McKercher, Hilary Du Cros (2002) Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management, Haworth Hospitality Press

Fielden B M and J Jokilehto (1993) Management Guidelines for World heritage Sites, ICCROM, Rome

Gupta, SP, Lal, K, Bhattacharya, M. (2002) Cultural Tourism in India (DK Print 2002)

Lane M B (Ed.) (1993) The Cultural Triangle of Sri Lanka, UNESCO Publishing House and Central Cultural Fund of Sri Lanka

Reisinger, Y., & Turner, L. (2003). Cross-Cultural Behavior in Tourism: Concepts and Analysis. Oxford, U.K.: Butterworth Heinemann. UK.

Richards, G (ed) (2007), Cultural tourism: global and local perspectives, Haworth Hospitality Press, New York.

Smith, MK & Robinson, M (eds.) (2006), Cultural tourism in a changing world: politics, participation and (re)presentation, Channel View Publications, Buffalo, New York.

Smith, MK (2009), Issues in cultural tourism studies, 2nd ed., Routledge, Abingdon, UK.



## Semester 1

Course Code:	TCRM 31014
Course Title:	Eco-tourism
Credit value:	4
Time Allocation:	Lectures 60 hours /Practical 00 hours / Independent learning 120 hours
Type:	C

### **Intended Learning Outcomes:**

After successful completion of this course, students will be able to Describe the growth history and the present state of global ecotourism (including Sri Lanka), Describe and appreciate the importance of environmentally responsible travel to relatively undisturbed natural areas, describe the value of biodiversity conservation, importance of promoting eco tourism that has low negative visitor impact, and provides for socio-economic benefits to the local stakeholder communities. Develop knowledge and understanding of ecotourism resources of major eco destinations, best management practice. Specifically the students will be able to

TCK 9.1 Describe the basic principles, definitions and the nature of eco-tourism , Quebec declaration on eco-tourism

TCK 9.2 describe the environmental resources suitable for tourism development in major tourist destination areas of developed and developing countries

TCK 9.3 Describe the growth of ecotourism and current major eco-tourist destinations of the world, types of eco-tourists and their motives of travel

TCK 9.4 Describe the major environmental pollution problems and its consequences on the environment, describe global warming, green house effects, and deforestation and extinction of flora and fauna,

TCK 9.5 describe the advantages of ecotourism relative to beach tourism and cultural tourism, describe eco-tourism promotion strategies, and laws and legislations relevant to eco-tourism

TCK 9.6 describe eco-tourism development in Sri Lanka, Major eco-tourism destinations in the island, role of government and private sector in promoting eco-tourism in Sri Lanka

### **Course Objectives:**

Eco-tourism : to create awareness about the importance of environmental resources and its value as the base for tourism development, and to highlight the value of preserving the environment

### **Assessment Components and Percentage Marks**

Continuous assessment:	20%
End-semester written examination	80%

### **Recommended Texts:**

Boo, E. (1990). Ecotourism: The Potentials and Pitfalls. World Wildlife Fund: Washington,

Buckley, R. (2003). Case Studies in Ecotourism. Cambridge: CABI.

Buckley, R. ed. (2004). Environmental Impacts of Ecotourism. Oxfordshire: CABI.

Bulbeck, C. (2005). Facing the wild : Ecotourism, Conservation, and Animal Encounters. London: Butterworth-Heinemann.

Cater, E. and Lowman, G. Editors, (1994), Ecotourism: A Sustainable Option?

Wiley, New York. Cater, E. (1994). "Ecotourism in the Third World: Problems for sustainable development" in Tourism Management, April (14:2).

Fennell, D.A. (1999). Ecotourism: an Introduction. London: Routledge.

Geffen, A., and C. Berglie (1993), *Eco Tours and Nature Getaways*. New York: Clarkson Potter Publishers.

Lindberg, K. and D.E. Hawkins. (eds). (1993). *Ecotourism: a guide for planners and managers*.

Page, S.J. and R.K. Dowling. (2002). *Ecotourism*. New York: Prentice Hall.

Wearing, S. and J. Neil. (1999). *Ecotourism: Impacts, Potentials, and Possibilities*. Oxford:

Weaver, D. (2001). *Ecotourism*. John Wiley & Sons.

Wearing, S. (2001). Exploring socio-cultural impacts on local communities. In D. B. Weaver (Ed.), *The Encyclopedia of Ecotourism* (pp. 395-410). Cambridge, MA: CABI Publishing

Weaver, D. B. (2008). *Ecotourism*. Milton, John Wiley & Sons Australia, Ltd.

Whelan, T. ed. (1991), *Nature Tourism*. Island Press, Washington, DC.