

Revised Curriculum

Bachelor of Arts Degree Programme Centre for Distance and Continuing Education 2021

Subject: Tourism and Cultural Resource Management

Year	Semester	Course Code	Course Title	Compulsory/Optional	Credit
1	1 & 2	TCRM 18214	Introduction to Tourism and Cultural Resources	Compulsory	4
		TCRM 18224	History of Tourism	Compulsory	4
2	3 & 4	TCRM 28214	Visual Media for Tourism	Compulsory	4
		TCRM 28224	Tourism and Museums	Compulsory	4
3	5 & 6	TCRM 38214	Eco-Tourism	Compulsory	4
		TCRM 38224	Cultural Resource Management	Compulsory	4

Course Code:	TCRM 18214
Compulsory/Optional:	Compulsory
Course Name:	Introduction to Tourism and Cultural Resources
Intended Learning Outcomes:	<p><i>(ILOs should be written with action verbs, with a description of the student will be able to do on completion of the course unit)</i></p> <p>On successful completion of this course the student will be able to;</p> <ul style="list-style-type: none"> ➤ Describe the basic components of travel and tourism, the diversity of world cultural resources and its value as tourist attractions, the growth story of cultural tourism in major culture regions of the world, the importance of adopting appropriate marketing strategies to safeguard and maintain the quality of cultural attractions. ➤ To educate the student about the rich cultural assets of the world, on which tourism activities thrive, and to draw their attention on the necessity of maintaining the quality of the environment.
Course Content	Introduction to Tourism, Source Areas and Destination Areas of Tourism, Significance of Cultural Resources for Tourism, Components of Cultural Tourism, Impact of Tourism on Tangible and Intangible Cultural Resources, Development of Cultural Tourism in Sri Lanka
Teaching /Learning Activities:	Lectures, Discussions, Assignments, Workshop All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.
Assessment Strategy:	Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.
Recommended Reading:	<ul style="list-style-type: none"> • Bandara, H.M., (2019), <i>Sancharanaya (Mulikanga saha selasumkaranaya)</i>, S. Godage & Brothers, Colombo 10. • Gunawardhana, P. and Saldin, M., (2008), <i>Sancharaka Karmanthaya</i>, Samanthi Publishers, Ja-Ela. • Bob McKercher, Hilary Du Cros, (2002), <i>Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management</i>, Haworth Hospitality Press • Burkart and Medlik, (1981), <i>Tourism: Past, Present and Future</i>, Heinemann, London • Richards, G (ed) (2007), <i>Cultural tourism: global and local perspectives</i>, Haworth Hospitality Press, New York

Course Code:	TCRM 18224
Compulsory/Optional:	Compulsory
Course Name:	History of Tourism
Intended Learning Outcomes:	<p><i>(ILOs should be written with action verbs, with a description of the student will be able to do on completion of the course unit)</i></p> <p>On successful completion of this course the student will be able to;</p> <ol style="list-style-type: none"> 1. Describe why tourism development occurred for the most part in more economically developed countries and later in less economically developed countries of the world. 2. Describe the main factors that have led to the growth of the travel and tourism.
Course Content	The History of world Tourism, Development History of Travel and International Tourism, Tourism Development in the First Half of the 19th Century, Tourism History of SAARC Countries, Tourism in Sri Lanka: Historical Development, Tourism History of China
Teaching /Learning Activities:	Lectures, Discussions, Assignments, Workshop All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.
Assessment Strategy:	Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.
Recommended Reading:	<ul style="list-style-type: none"> • Brendon, Piers. (1991) Thomas Cook: 150 Years of Popular Tourism. London: Sacker and Warburg, • Brendon, Piers, (2003) Italy and the Grand Tour. New Haven: Yale University Press, • Brendon, Piers, (2003) France and the Grand Tour. New York: Palgrave, • 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,

Course Code:	TCRM 28214
Compulsory/Optional:	Compulsory
Course Name:	Visual Media for Tourism
Intended Learning Outcomes:	<p><i>((ILOs should be written with action verbs, with a description of the student will be able to do on completion of the course unit)</i></p>

	<p>On successful completion of this course the student will be able to;</p> <ul style="list-style-type: none"> ➤ 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. ➤ To prepare the student to familiarize and understand, with the developments of modern visual media and its association with tourism.
Course Content	<p>Introduction to the inter relationship between visual media and tourism, importance of print & visual media in the promotion of tourism, The historical perspective of the association between visual media and tourism: British photographers and tourism in the nineteenth century, Role of motion films in destination imaging and marketing tourism:(film induced tourism), Role of visual media for the promotion of tourism development, visual communication for hospitality industry, Growth of visual media in Sri Lanka, and its impact on tourism.</p>
Teaching /Learning Activities:	<p>Lectures, Discussions, Assignments, Workshop</p> <p>All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.</p>
Assessment Strategy:	<p>Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.</p>
Recommended Reading:	<ul style="list-style-type: none"> ● 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.

Course Code:	TCRM 28224
Compulsory/Optional:	Compulsory
Course Name:	Tourism and Museums
Intended Learning Outcomes:	<p><i>(ILOs should be written with action verbs, with a description of the student will be able to do on completion of the course unit)</i></p> <p>On successful completion of this course the student will be able to;</p> <ul style="list-style-type: none"> ➤ Describe: the importance of museums, 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. ➤ Describe the importance of world museums for the preservation of archaeological heritage sites, and artifacts.
Course Content	Introduction to Tourism, Museums and Cultural Tourism, Museum Management: Preservation of Exhibits, Engaging Visitors and Audiences, Great Museums of the World and Tourism, London Museums, Promoting Tourism Development: Museums and Domestic Tourism, Economic Benefits and Museum Management.
Teaching /Learning Activities:	Lectures, Discussions, Assignments, Workshop All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.
Assessment Strategy:	Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.
Recommended Reading:	<ul style="list-style-type: none"> • Lord, Gail Dexter and Barry Lord., (1997) The Manual of Museum Management. Oxford, • 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, • Wilson, David M (1989) The British Museum. Purpose and Politics, London.

Course Code:	TCRM 38214
Compulsory/Optional:	Compulsory
Course Name:	Eco-tourism
Intended Learning Outcomes:	<p><i>(ILOs should be written with action verbs, with a description of the student will be able to do on completion of the course unit)</i></p> <p>On successful completion of this course the students will be able</p>

	<p>to;</p> <ul style="list-style-type: none"> ➤ 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 and best management practice.
Course Content	Environment and its importance to Tourism, Global eco-tourism Resources and Destinations, Growth of Eco-tourism- The Global Scenario, Contemporary Environmental problems and Tourism, Relative importance of Eco-tourism over the other types of tourism, Growth of Ecotourism in Sri Lanka, and Major Eco Tourism Destinations in Sri Lanka.
Teaching /Learning Activities:	Lectures, Discussions, Assignments, Workshop All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.
Assessment Strategy:	Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.
Recommended Reading:	<ul style="list-style-type: none"> • Fennell, D.A. (1999). Ecotourism: an introduction. London: Routledge. • Buckley, R. ed. (2004). Environmental Impacts of Ecotourism. Oxfordshire: CABI. • Wiley, New York. Cater, E. (1994). "Ecotourism in the Third World: Problems for sustainable development" in Tourism Management, April (14:2). • 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

Course Code:	TCRM 38224
Compulsory/ Optional:	Compulsory
Course Name:	Cultural Resource Management
Intended	<i>(ILOs should be written with action verbs, with a description of the student will be able to do on completion of the course unit)</i>

Learning Outcomes:	<p>On successful completion of this course the students will be able to;</p> <ul style="list-style-type: none"> ➤ 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. ➤ Educate about the world-wide interest on preservation of cultural resources.
Course Content	Introduction to Cultural Resource Management, Identification, Evaluation, and listing of cultural resources, Role of Archaeology in Preservation of Cultural Resources, Cultural Resource Management in Europe and America, Cultural Resource Management in Asian Countries with Special reference to India, Cultural Resource Management in Sri Lanka.
Teaching /Learning Activities:	Lectures, Discussions, Assignments, Workshop All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.
Assessment Strategy:	Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.
Recommended Reading:	<ul style="list-style-type: none"> • 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, S.P., 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. • Richards, G (ed) (2007), Cultural tourism: global and local perspectives, Haworth Hospitality Press, New York.