

Department	Archaeology	
Course Code	SUPE 306	
Course Title	Heritage Tourism	
No. of Credits	03	
Pre-requisites	None	
Core/ Supplementary	Supplementary	
Aim(s): To provide the students with knowledge, skills and practical competencies in the heritage and tourism sector.		
Intended Learning Outcomes: On successful completion of the course, the students should be able to:		
<ul style="list-style-type: none"> • Describe the main features of heritage and tourism concepts. • Apply acquired knowledge in professional contexts. • Demonstrate competencies in the field of heritage and tourism sector. 		
Time Allocation (Hours):	Lectures: 45	Notional Hours: 150
Course content/Course description: Concept of heritage; introduction to heritage and tourism; introduction to heritage and tourism resources; product assessment; supply and demand in heritage tourism; cultural and heritage tourism-planning and marketing; managing cultural heritage for tourism; heritage conservation and development; heritage interpretation, and presentation; heritage museums and education; contemporary issues and trends in Heritage tourism; visitor/attraction management; heritage tourism in Sri Lanka.		
Recommended Texts (if any):		
<ul style="list-style-type: none"> • Ambrose, T. and Paine, C. (1993). <i>Museum Basics</i>, London:Routledge. • Boniface, P. (1995). <i>Managing quality cultural tourism</i>, London: Routledge. • Hewison, R. (1984). <i>The Heritage Industry</i>, London:Methuen. • Howard,P. (2003). <i>Heritage: Management, Interpretation, Identity</i>, London: Continuum. • Kolb, B.M. (2006) <i>Tourism Marketing for Cities and Towns</i>, Oxford:Butterworth-Heinemann. • McKercher, B. and du Cros, H. (2002). <i>Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management</i>, New York: Haworth press. • Prentice, R. C. (1993). <i>Tourism and Heritage Attractions</i>, London and New York: Routledge. • Shackley, M. (1998). 'Introduction: World cultural heritage sites'. In: Shackley, M. (ed.) <i>Visitor management: Case studies from world heritage sites</i>. Oxford: Butterworth Heinemann. • Smith, L. (2006). <i>Uses of Heritage</i>, London and New York:Routledge. • Smith, M. K. (2003). <i>Issues in cultural tourism studies</i>, London: Routledge. • Timothy, D.J. (2011). <i>Cultural heritage and tourism: an introduction</i>, Bristol:Channel View publications. 		
Assessment	Percentage Mark	
End-Course Examination	100%	