



Curriculum - 2017
BBA Hons (Marketing) Degree Program
Faculty of Management and Finance
University of Ruhuna

MKT 31533: Tourism Management

Level: 3000

Number of Credits : 03

Course Description

Tourism Management studies the application of management concepts, theories and models in the tourism context. This course covers types of tourists, the consequences of tourism, issues and challenges of tourism, tourism planning, tourism attractions, alternative forms of tourism, tourism marketing and the future of tourism.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Understand the structure of the tourism industry,
- Analyse the consequences of tourism by using different tourism platforms,
- Apply consumer behaviour related models and theories to tourism context,
- Develop a tourism plan.

Teaching/Learning Methods

Lectures, Group Discussions, Workshops and Seminars

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Introduction to tourism
2. Tourism platforms
3. Economic impact of tourism
4. Socio-cultural impact of tourism
5. Types of tourists
6. Strategic tourism planning for tourism development
7. Sustainable tourism
8. Tourism attractions
9. Tourism and consumer behavior
10. Marketing for tourism and hospitality services
11. Alternative forms of tourism
12. The future of tourism

Recommended Readings

1. Cooper, C. (2016). Essentials of Tourism. Pearson Higher Ed. New Delhi
2. Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2013). Tourism: Principles and Practice. Pearson Higher Ed. New Delhi
3. Kastarlak, B. I., & Barber, B. K. (2014). Fundamentals of Planning and Developing Tourism. Pearson Higher Ed. New Delhi