Course Code: TCRM E2025

Type/Status: Core

Title: Tourism and Museums

Learning Outcome: Having completed this unit, the student will be able to demonstrate an understanding of the importance of museums and tourist industry.

Course Content: Origin and development of the World museums, type of museums, museums and art galleries, archives, concepts of exhibitions, museums and marketing, museums management, museums interpretation and tourist education, cultural triangle museums, cultural-natural sites and tourist education.

Method of Teaching and Learning:
Lectures, seminars, tutorials assignments, study guides

Scheme of Evaluation: End of semester written examination, assignment

Recommended Reading:


