

**PRE-REQUISIT**

THM-203 Heritage Management

**LEARNING OUTCOMES**

On completion of the course the students will be able to:

1. Know the cultural values of different societies.
2. Evaluate the economic impacts of international tourist.
3. Position tourism as an ‘economic growth factor.
4. Positively link increasing effectiveness of national tourism with improvement in associated industries.
5. Demonstrate the relationship between a country’s position on the world stage and national tourism activities.
6. Plan and implement tourism Strategies confidently within both domestic and international contexts.
7. Demonstrate a high level of understanding of the negative impact that terrorism has on international tourism.

**COURSE INTRODUCTION AND OBJECTIVES**

The course aims at increasing students’ awareness of the substantive issues involved in international relations processes and international tourism flows. It will also provide and understanding of the challenges for international tourist in various regions. It indicates the opportunities which tourism meets in different regional set ups.

**Module 1: Introduction**

- Introduction to International Relation & Tourism, Cultural Internationalism, The nationalization of culture

**Module 2: Culture and Society**

- International Cultural society, International tourism, Progressive developing countries and Tourism
- Economics of tourism, Tourism and service industries, Tourism and regional co-operation

**Module 3: Planning and Development**

- Planning international tourism strategy
- International tourism and worker professionalism
- Tourism and human resource management

**Module 4: Analysis**

- International gust relations
- Tourism and counter-terrorism
- Strength and weakness analysis in the tourism industry in Pakistan
- Writing a Report

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Aung, Z. M. (Ed.). (2017). *Tourism and Opportunities for Economic Development in Asia*. IGI Global
2. Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2017). *Tourism: Principles and practice*. Pearson UK.
3. Bourdeau, L., Gravari-Barbas, M., & Robinson, M. (Eds.). (2016). *World Heritage Sites and tourism: Global and local relations*. Taylor & Francis.
4. Harrison, D. (2011). *International tourism: cultures and behavior* | By Yvette Reisinger. Butterworth-Heinemann < www. elsevier. com > 2009, xxix+ 429 pp.(figures, tables, index)£ 24.99 Pbk. ISBN 978-0-7506-7897-1.
5. Page, S., & Ateljevic, J. (Eds.). (2009). *Tourism and entrepreneurship: International perspectives*. Routledge.
6. Bhatia, A. K. (2006). *International tourism management*. Sterling Publishers Pvt. Ltd.