ENT 32223: Tourism Entrepreneurship

Level: 3000   **Number of Credits   : 03**

Course Description

This course focuses on global trends and innovative opportunities in tourism industry and approaches for linking entrepreneurship to enhance the competitiveness and sustainability of the tourism sector in Sri Lanka.

Intended Learning Outcomes

At the end of this course, the students will be able to:

- Discuss the principles of tourism management
- Identify viable and innovative business opportunities in tourism sector
- Analyze business opportunities in the tourism sector for local communities especially in Micro, Small and Medium Enterprises
- Apply different approaches and develop strategies to network local communities and Micro, Small and Medium Enterprises for ensuring sustainability of the tourism sector.

Teaching/Learning Methodology

Lectures, Case studies, Workshops, Guest lectures, Discussions and Brainstorming sessions, Research and Exposure tours

Methods of Assessment

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

Course Contents

1. Introduction to tourism entrepreneurship
2. Tourism platforms
3. Types of tourism products and services
4. Tourism system
5. Entrepreneurial trends in tourism
6. Regulatory framework for the tourism business in Sri Lanka
7. Measurement of tourism demand
8. Tourist motives and types
9. Tourism supply components
10. Culture and ethics in tourism entrepreneurship
11. Tourism competitiveness
12. Sustainability of tourism businesses
13. Tourism destination management
14. Innovations in tourism businesses
15. Tourism networks and clusters

Recommended readings

1. Ateljevic, J., & Stephen, J. (2009). Tourism and Entrepreneurship: International Perspectives, Advances in Tourism Research Series. Elsevier Ltd, Oxford.
2. Thomas, R. (2013). Small Firm in Tourism: International Perspectives, Advances in Tourism Research Series