

Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program Faculty of Management and Finance University of Ruhuna

BTE 41313: Tourism Entrepreneurship

Level: 4000

Number of Credits : 03

Course Description

This course is designed to provide students with an in-depth understanding of the concepts, theories, models, and practices of tourism entrepreneurship and its applications and regulatory framework specially in Sri Lankan tourism industry. Further, it emphasizes the competitiveness, sustainability and trends in tourism industry.

Intended Learning Outcomes

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

- Discuss concepts, theories, models, and practices in tourism entrepreneurship.
- Explain the regulatory framework for starting and continuing a tourism business in Sri Lanka.
- Identify viable and innovative business opportunities in tourism industry.
- Examine emerging e-business applications in tourism industry.
- Apply different approaches and strategies for tourism business development.

Teaching/Learning Methods

Lectures, tutorials, case studies, workshops, field visits, group discussions, guest lectures

Methods of Assessment

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

Course Contents

1. Introduction to tourism entrepreneurship
2. Trends in tourism industry
3. Demand and supply in tourism
4. Tourism business models
5. Products and services in tourism
6. Innovations in tourism businesses
7. Culture and ethics in tourism entrepreneurship
8. Community Based Tourism.
9. Tourism value chain and clusters.
10. Sustainability and competitiveness in tourism industry
11. Regulatory framework for the tourism business in Sri Lanka
12. Tourism destination management
13. E-business applications in tourism industry

Recommended Readings

1. Stephen j. & Connell., *Tourism – A Modern Synthesis*. Routledge / The latest edition.
2. Walmsley A., *Entrepreneurship in Tourism*. Routledge/ The latest edition.
3. Sotiriadis, M. *The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures*. Emerald Publication/ The latest edition.