

**FACULTY OF ARTS AND SOCIAL SCIENCES
OTS 302: TOURISM & TRAVEL LITERATURE**

COURSE OUTLINE

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AIM OF THE COURSE

This course focuses on analysis of historical and current travel literature to be attempted. Themes to be explored include the relationship between public history, heritage invention and tourist studies the construction of local identity, imagery, landscape, architecture, as well as culture and social myths pertaining to Tanzania. In addition, current journalistic studies on the environment, eco-tourism and society will also be investigated. To achieve this aim, the course identifies key documents devoted to the promotion of travel and tourism in Tanzania by both private and public entities, and it addresses likely problems associated with tourism destination development.

LEARNING OBJECTIVES

By the end of the course, the students should be able to:

- 1- Understand the interconnection between the key concepts underpinning the course;
- 2- Make a survey of key tourist destinations in Tanzania and related key documents with link to the local identity, imagery, landscape as well as culture and social myths pertaining to Tanzania;
- 3- Investigate journalistic studies related to environment, eco-tourism and Tanzania society as a whole.
- 4- Develop or simulate a tourist destination based on Tanzania tourism as well as on the culture and social myths pertaining to Tanzania.

PREREQUISITES

The following courses are considered the prerequisites to the course OTS 302: OTS 111: Tourism, Marketing and Promotion - OTS 204: Museum Monuments and Heritage - OTS 210: Society, Culture and Tourism.

COURSE PLAN**Introduction****Definition of key concepts: Tourism- Travel- Literature****Scope of the course****Travel & Tourism Industry Structures**

- 1- Travel Industry
- 2- Tourism Industry
- 3- Interconnections between the two industries

Tourism & Travel Promotion

- 1- Tourist satisfaction
- 2- Venues of Tourism & Travel Promotion (Tourist Information Centres)
- 3- Key promotion documents: brochures- pamphlets- leaflets- videos- gazetteers, guidebooks- textbooks- the Internet (telemarketing) - newspapers- trade papers- videos- magazines- the press- radio- Internet- etc.)
- 4- Other forms of promotion documents : letters- advertisements- notice boards- itineraries and timetables- signs- displays (window cards, foreign exchange rates)- bills- invoices- tariffs- faxes- suggestion boxes- posters- road maps & road guide (Transport and roads).
- 5- Documents Subject Matter: recreation- scenic areas- historic sites- the arts including museums- fairs, festivals or special events of public interest- accommodations- restaurants- shopping centres- mails, outlets stores- RV vehicle park and compounds- city, county, state and national parks- travel maps or public transportation information or traveller safety.
- 6- Survey of major travel and tourism destinations in Tanzania

Tourism Destination Development in Tanzania (TDD)

- 1- Objectives of TDD
- 2- Agents of TDD
- 3- Simulation of a TDD

Some tourist narratives on Tanzania

Conclusion

References

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- 8- Gold, J.R., & Ward, S.V. (1994). *Place Promotion*. Chichester: John Wiley & Sons Ltd.
- 9- Howie, F. (2004). *Managing The Tourist Destination*, London: YHT Ltd
- 10- Lawton, G. R., & Page, S. J. (1997). "Analysing the promotion, product and visitor expectations of urban tourism: Auckland, New Zealand as a case study". *Journal of Travel & Tourism Marketing*. 6 (3/4): 123-142.
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- 13- Pike, S. (2004). *Destination Marketing Organisations*. Oxford: Elsevier Science.
- 14- Pike, Steven D (2004) "Destination brand positioning slogans – towards the development of a set of accountability criteria". *Acta Turistica* 16(2):pp. 102-124
- 15- Rich Harrill (2003). *Guide To Best Practices in Tourism and Destination Management*, Michigan: Educational Institute of AHLA

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2- Assessment strategy

The assessment will consist of an annual examination and a course work.