



University of Colombo

Faculty of Arts,
Department of Economics

STUDENT GUIDEBOOK

POSTGRADUATE DIPLOMA LEADING TO MASTERS IN TOURISM ECONOMICS AND HOTEL MANAGEMENT

Academic Excellence-Professional Recognition



Tourism Study Programmes, Department of Economics,
Faculty of Arts, University of Colombo

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1. INTRODUCTION TO UNIVERSITY OF COLOMBO-SRI LANKA

Welcome to the University of Colombo - *One of the Best Universities in the World*

The University of Colombo, founded in 1921, is the oldest higher education institution in Sri Lanka. It has 10 faculties, 6 institutes, a campus, a school, and 20+ centers and units. Its motto is "Wisdom Enlightening". The university offers a diverse academic portfolio and also provides library services, career guidance, sports, student societies, and on-



campus accommodation. The University prides itself on being a multi-cultural, multi-ethnic institution that emphasizes social harmony, cultural diversity, equal opportunity and unity among its staff and students. It has academic

partnerships with overseas universities and offers several scholarships to international students. The University of Colombo actively engages in improving student life through building strong links with the industry and providing sports facilities to encourage students to balance academics and social life.

University of Colombo achieves an excellent reputation for research & innovation and teaching excellence since 1921. The current rankings place the university among one of the best universities in Asia.



2. FACULTY OF ARTS AND DEPARTMENT OF ECONOMICS

The Faculty of Arts is the largest in the University of Colombo in terms of student enrolment. The faculty has twelve academic Departments and several teaching Units offering courses in the field of Social Sciences. Apart from undergraduate BA courses, several Departments offer courses for Diploma, Masters and Ph.D. degrees. Many students who successfully complete Special BA Degrees, eventually register for postgraduate degree programs offered by the Faculty.

The Department of Economics is a popular department in the Faculty of Arts at the University of Colombo with more than 700 undergraduates. It is considered as the best Department of Economics in Sri Lankan national universities. The Department of Economics began offering postgraduate training programs in 1984, which have been valuable in providing opportunities for graduates in Economics seeking postgraduate education. The Department currently offers several postgraduate programs and continues to attract a variety of applicants. These programs provide rigorous graduate study in

Economics and Specialized areas in Economics producing higher-level human capital in the discipline, which is increasingly important in advancing the affairs of the professional requirements of the country and Sri Lankan society.

Having initially focused on undergraduate training in a variety of disciplines, the University of Colombo has, since the early 1980's, increasingly turned its attention to the development of teaching and training programs at postgraduate level. The Department of Economics in the Faculty of Arts took a leadership role in this activity by commencing in 1984 the Postgraduate Diploma in Economic Development. The Department now offers two more well recognized Postgraduate programs: the MA in Economics (1991) and the MPhil /PhD in Economics (1996).

At a time when large numbers of graduates in Economics were looking for postgraduate training opportunities, but were getting disappointed that opportunities and resources for this purpose at home and abroad were limited, the value of the services rendered by the postgraduate study program of the Department of Economics of the University of Colombo has been enormous. Postgraduate training programs in Economics offered in the University of Colombo continue to attract large numbers of applicants with a variety of backgrounds. The University provides a stimulating environment for rigorous graduate study. The postgraduate students in turn provide luster to this excellent center of learning which serves the country's need of producing higher-level manpower in the discipline of Economics, in increasingly important discipline in the Management of the affairs of the Sri Lankan society.





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 UNIVERSITY OF COLOMBO

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RANKING WEB
 OF UNIVERSITIES 2023



NO. 1 AMONG SRI LANKAN UNIVERSITIES 2004 - 2023
 The 1st Edition of the 2023 Webometrics Ranking

UOC RANKED
No.1
 WEBOMETRICS
 IN SRI LANKA

3. POSTGRADUATE DIPLOMA (Pg. DTEHM) LEADING TO MASTERS (MTEHM) IN TOURISM ECONOMICS AND HOTEL MANAGEMENT

The Postgraduate Diploma (Pg. DTEHM) Leading to Masters (MTEHM) in Tourism Economics and Hotel Management is a multi-disciplinary postgraduate level programme. It is specially designed to respond for the increasing demand for multi-skilled travel and tourism professionals who are able to take responsibility for a wide range of complex industry processes by improving their knowledge through an interactive and application-oriented approach to meet the present challenges of global trends in the travel and tourism industry. The postgraduate diploma, which is the first of year MTEHM, provides practical and analytical competence in socio-economic, ecological, marketing, managerial, accounting, information technological and legal aspects of travel and tourism industry.

The duration of the course will be twelve (12) months except one month for the completion of Extended Essay.

Those who have successfully completed Pg. DTEHM can only apply the MTEHM in the second year of this programme.

GOALS OF THE POSTGRADUATE DIPLOMA PROGRAMME

A student who has completed the study program in Pg. DTEHM should be able to:

- i. Develop and apply the necessary skills and competencies in analysing the current challenges of the industry and provide the necessary analytical thinking to find the solutions for sustainable tourism development by using industry-interactive and application-oriented learning approach to help an individual or organization of the industry to achieve its goals and objectives.

- ii. Provide analytical skills through evidence-based research findings to manage the limited tourism resources of an individual or organization and to make them to be proactive positively for the emerging and changing direction of tourism development ensuring the sustainability of the industry.
- iii. Understand and, in some cases, contribute to the scientific, mathematical and theoretical foundations on which tourism economy are built on.
- iv. Live and work as a contributing, well-rounded member of the society.
- v. Create professionals in tourism to be responsible and accountable for sustainable development of the industry.

GRADUATE PROFILE

- i. Demonstrate knowledge of the core tourism concepts and principles underpinning the analysis, development, use and critical evaluation.
- ii. Identify and analyze complex, real-world problems to recognize and define tourism requirements and consider them while applying computational approaches to the problem-solving process.
- iii. Develop written and oral communication contents as tools to accomplish professional tasks effectively, and communicate effectively with diverse audiences the technical information that is consistent with the intended audience and purpose.
- iv. Understand the factors involved in successful tourism project management, and recognize the professional, legal and ethical issues involved in the design and development of projects.
- v. Be able to effectively develop leadership and teambuilding skills.
- vi. Become familiar with unique environments of their local communities and global business environment.

4. CURRICULUM STRUCTURE AND CREDIT REQUIREMENTS

First Semester				
Course Code	Type	Description	Contact hours	Credit
DTEHM C 501	Core	Tourism Operation for Destination Development	50	3
DTEHM C 502	Core	Tourism Marketing and Destination Promotion	50	3
DTEHM C 503	Core	Hotel & Resort Operations and Consumer Service Development	50	3
DTEHM C 505	Core	Human Resource Management for Tourism Development	50	3
Semester Total Credits				12

Second Semester				
Course Code	Type	Description	Contact hours	Credit
DTEHM C 504	Core	Tourism Economics and Practical Applications	50	3
DTEHM C 506	Core	Tourism Planning and Development	50	3
DTEHM C 507	Core	Statistical Analysis and Accountancy	50	3
DTEHM C 508	Core	Applications of GIS, Information Technology and E-Tourism	50	3
Specialization Study Areas-Only One Module must be selected				
DTEHM S 506	Elective	Tourism Product Designing and Quality Advancement Or	50	3
DTEHM S 505	Elective	Managing Small Scale Enterprises in Tourism Or	50	3
DTEHM S 507	Elective	Medical and Wellness Tourism	50	3
DTEHM EE	Core	Extended Essay (600 NH)		3
Semester Total Credits				18
Total Credits of the Postgraduate Diploma				30

5. LEARNING OUTCOMES

Categories of Learning Outcomes	Student-centred teaching and learning methods	Core Area
(1). Subject / Theoretical Knowledge	Independent learning activities, interactive lectures, team-based learning, and other small group activities	Knowledge
(2). Practical Knowledge and Application	Problem-based learning, team-based learning, inquiry-based learning, practical classes, laboratory sessions, role play	
(3). Communication Skills	Student presentations, role play, debates, dramas	Skills
(4). Teamwork and Leadership	Group projects, industrial training, small group learning; e.g. problem-based learning, games	
(5). Creativity and Problem Solving	Assignments, projects, small group learning activities; e.g. problem-based learning	
(6). Managerial and Entrepreneurship	Group projects, industrial training, small group learning; e.g. problem-based learning, games, simulated training, industrial (workplace-based) training	
(7). Information Usage and Management	Assignments, presentations, projects, case studies	
(8). Networking and Social Skills	Student presentations, role-play, debates, dramas	
(9). Adaptability and Flexibility	Group projects, industrial training, small group learning; e.g. problem-based learning, role plays, portfolios	Attitudes, Values, Professionalism and Vision for life
(10). Attitudes, Values and Professionalism	Group projects, industrial training, small group learning; e.g. problem-based learning, role play, portfolios	
(11). Vision for Life	Portfolios, reflective practice	
(12). Updating Self / Lifelong Learning Mind-set and Paradigm	Portfolios, reflective practice	Mind-set and Paradigm

6. STUDENTS' INVOLVEMENTS

- **Student Organizations**

Tourism study programme has one of the best and most active students' alumni association, namely **Alumni Association of Tourism Economics and Hospitality Management (AATEHM)** is currently organising many industry-interactive and application-oriented forums and workshops, events and industry-community services (<https://alumni.uoctourism.com/>).

- **International Tourism Leaders' Summit (ITLS)**

International Tourism Leaders' Summit (ITLS) was organized annually by the Tourism Study Programs of the Department of Economics, University of Colombo (<https://www.facebook.com/Tourismleaderssummit/>). As an organisation that performs a key role in educating tourism practitioners and contribute more actively towards a knowledge-based economy. Please visit <http://www.tourismleaderssummit.org/>



- **International Tourism Research Conference (ITRC)**

Annual International Tourism Research Conference (ITRC) invites research papers across the world. Selected papers presented at the conference (<https://uoctourismconference.org/>). Best papers are published in the Journal of Tourism Economics and Applied Research (JTEAR). Students of tourism study programme also get opportunity to present their research papers at this annual conference.

<https://uoctourismconference.org/>



- **Sri Lanka Tourism Expo and Sri Lanka Tourism Job-Fair**

These two events are organized by the students through the necessary partnership with the industry stakeholders (<https://www.facebook.com/SriLankaTourismExpo/>).

- **Mini Conferences and Forums/Webinars**

The tourism study programmes along with the students support organise many mini conferences throughout the year based on the industry requirement to enlighten the current issue and its implications to the tourism industry. The students organises the subject related forums such as Tourism economics and financial management, Human resources, Tourism marketing and Tourism planning, Digital tourism.

- **Workshops and Guest Talks**

It is an opportunity for life-long learning and capacity building and to learn new leadership skills. The tourism study programme organises such events through its wealth of industry networking of subject experts, well-known practitioners and international experts.



7. ACADEMIC AND INDUSTRY PARTNERSHIPS/RELATIONSHIPS

- ⊙ Erasmus+ staff and student mobility
- ⊙ Association of China-Sri Lanka Social and Cultural Corporation
- ⊙ National Institute of Development Administration (NIDA), Thailand
- ⊙ Naresuan University, Thailand
- ⊙ Tianjin University, China
- ⊙ Tianjin Polytechnic University, China
- ⊙ Tianjin Maritime Vocational Institute, China
- ⊙ Indian Institute of Travel and Tourism Management (IITTM), India
- ⊙ Sri Lanka Tourism Development Authority (SLTDA)
- ⊙ Sri Lanka Tourism Promotion Bureau (SLTPB)
- ⊙ Sri Lanka Institute of Tourism and Hotel Management (SLITHM)
- ⊙ PATA Colombo University Student Chapter



8. BY-LAWS

By-laws for the award of the Postgraduate Diploma in Tourism Economics and Hotel Management.

This set of By-laws is made based on the section 135 of the UGC Act No 16 of 1978 and approved by the University

Section I:	Introduction to Pg. DTEHM Programme
Section II:	Minimum Eligibility Requirements for Admission
Section III:	Registration for the Pg.DTEHM Programme
Section IV:	Structure of Diploma Programme
Section V:	Assessment
Section VI:	Attendance Policy
Section VII:	Deferment Policy of Academic Programme
Section VIII:	Scheme of Grading
Section IX:	Award of Diploma
Section X:	Academic Integrity
Section XI:	Examinations Rules and Punishment

SECTION I: Introduction to Pg. DTEHM Programme

1. Pg. DTEHM Programme

1.1 The 1. Pg.DTEHM programme, hereinafter referred to as the diploma, shall be awarded by the Department of Economics, Faculty of Arts (hereinafter referred to as University) and denoted as 1. Pg. DTEHM.

1.2 The diploma shall be awarded by the University to a student who;

- a) Has been admitted to the tourism study programmes, department of economics as a student under the university regulations and has fulfilled all the eligibility requirements for registration of the diploma as set out under the section II.
- b) Has been a duly registered student of the university as set out in section III for the period prescribed for the course of study leading to the diploma and whose registration continuous to be in force up to the time of completion of requirements laid down in this By-laws and
- c) Has completed to the satisfaction for the Senate the prescribed course requirements leading to the diploma as set out in this by law and has paid such fees as prescribed by the department and other dues payable to the university and
- d) Has fulfilled all other conditions and other requirements prescribed by this By-laws and the rules and regulations of the university.

1.3 The postgraduate diploma shall be conferred on a student qualified as in 1.2 above, subject to the provision of grading and award of this By-laws.

SECTION II: Minimum Eligibility Requirements for Admission

2. Minimum Eligibility Requirements for Admission

The procedure adopted by the department conforms to the minimal entry qualifications adopted by the University Grants Commission for deciding eligibility for postgraduate diploma programmes. Further, the selection procedure is based on the principles of objective assessment and transparency.

Candidates should have one of the following minimum admission qualifications:

- a) The minimum academic entry qualification is a general degree from a recognized University in Sri Lanka or
 - b) A postgraduate Diploma or a professional qualification recognized by the University of Colombo as equivalent to a degree or
 - c) Three Year Management Diploma of Sri Lanka Institute of Tourism and Hotel Management (SLITHM) with two-year industry experience or
 - d) Four Year Management Diploma of Sri Lanka Institute of Tourism and Hotel Management (SLITHM) two-year industry experience or
 - e) Any other qualifications or experience which demonstrates that a candidate possesses appropriate knowledge and skills at degree level and
 - f) Good working knowledge of English and the applicants must satisfy the University that are sufficiently competent in the English language
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In order to ensure a sufficient level of parity in classroom skills, the applicants will be subjected to a written test and an interview.

SECTION III: Registration for the 1. Pg.DTEHM Programme

3. Registration for the 1. Pg. DTEHM Programme

- 3.1 An applicant who is selected for the admission to follow the PG diploma as laid out in section II may commence the course of study by registering to follow its semesters in the manner prescribed by the Senate.
 - 3.2 The registration shall be done before the commencement of semester.
 - 3.3 The prescribed fees payable for the registration, examination and other fees shall be paid at the time of registration.
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SECTION IV: Structure of Diploma Programme

4. Structure of Pg.DTEHM Programme

- 4.1 The medium of instruction and the evaluation of the program shall be in English.
 - 4.2 The course of study leading to the diploma shall be conducted under the semester-based credit unit system.
 - 4.3 The period of study leading to diploma shall be 15 months by completing thirty (30) credits.
 - 4.4 Unless it is provided otherwise in this By-laws, information on the courses of study leading to the diploma, rules & regulations pertaining to the programme provided in the respective hand books or prospectus issued to students admitted to the programme at the time of enrolment shall be binding.
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SECTION V: Assessment

5. Assessment

Continuous Assessment (CA) Mark

- The progress of a student who follows a course is assessed on continuous assessment basis. This allows both the student and the teacher to know effectiveness of teaching and learning strategy, hence suitable corrective action may be taken.
- Continuous Assessment would be carried out by several methods such as Mid-semester examinations, Assignments, Quizzes and Reports based on field visits. Marks will also be allocated for the contribution and support for organizing events and conference by the study programme. A consolidated mark derived by considering the marks for all CA components is termed as CA Mark.

End of Semester Examination (ESE) Mark

ESE Mark refers to the Mark obtained by a student at the Final Examination of a course normally conducted at the end of Semester.

Overall Assessment (OA) Mark

OA Mark refers to the mark which has been computed by combining OA Mark and the ESE Mark. OA Mark determines the final standing of the student for a course.

Assessment Procedure

Assessment is carried out in respect of each course. The Assessment consists of two components, namely Continuous Assessment (CA) and the Final Assessment (FA), which is usually the End of the Semester Examination (ESE).

Conditions for passing a course:

In order to secure a pass grade for a course, a student has to obtain at least 40% each for CA Mark and for ESE Mark. In the event that the student fails to obtain 40% for either the CA Mark or ESE Mark, he or she has to successfully complete the failed component in a subsequent year, and obtain a pass.

SECTION VI: Attendance Policy

6. Attendance Policy

Since the Department desires to promote student responsibility, the general rule concerning student class attendance shall be 80%; however, every class lecturer shall provide to students a course syllabus during the first week of class that specifies attendance policies and dates and times for classes, exams and all other required activities. Classes are to meet at the time and at the location listed in the official course schedule, unless changed with the consent of the entire class.

The Department expects that students will make every effort to attend all scheduled and required elements of their studies. This includes timetabled activities, lectures, seminars, workshops, tutorials, supervisory meetings, exams and any other activity which may be specified as required or mandatory during their studies. Department recognizes the fact that students may have other commitments outside of their studies, however, it is our expectation that students will make reasonable effort to arrange any external commitments to fit in around their studies. Lecturers may take account of unexcused absences in determining course grades. However, participation in various study activities (i.e. conferences/events) may require prior approved class absence.

Students may be justifiably absent from classes due to illness documented by a physician or other appropriate health care professional, public emergencies, and documented personal or family emergencies. The student is responsible for notifying the lecturer in writing with as much advance notice as possible. Lecturers may determine a reasonable amount of coursework that should be completed in order to make up the student's absence. Students are responsible for the prompt completion of any alternative assignments.

The taught programme's policy and requirement regarding attendance are:

- (i) Attendance Requirement in general is minimum 80% of any course module during a semester.
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- (ii) Normal expectation of attendance: In order to benefit fully from their studies, students are expected to attend all relevant and/or required classes for the module, which may include lectures, tutorials, seminars, language classes, practical classes and any other taught sessions.
 - (iii) Attendance requirements for students sitting for examination or repeating a module: Students who are sitting for examination for the first time the 80% shall be considered as a requirement for sitting for semester end written examination.
 - (iv) Minimum attendance thresholds: Some modules may set minimum attendance thresholds for the module which must be met. This is often the case for class room activities.
 - (v) Authorized absence: Exceptions to attendance requirements will only be made where a student can demonstrate that they have mitigating circumstances in line with the acceptable circumstances by the faculty. This will result in their absence from class being designated as authorized.
 - (vi) Unauthorized absence and penalties Programme: Academic staff will inform the appropriate head of the department of students who fail to meet the attendance requirements. The Head of the Department (HoD) will review each case and decide what further action should be taken in consultation with the Dean of the Faculty. If found unauthorized they may recommend to the Head of Examination that permission for a student to take the final assessment for a module should be withdrawn (this would use up one of the rights of re-assessment).
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SECTION VII: Deferment Policy of Academic Programme

7. Deferment Policy of Academic Programme

Deferral means ceasing to study or a study break taken with the aim of returning to complete your studies of that module later. Student shall defer for an academic year during which students do not commence study on any new module. This means that students shall not remain enrolled or registered on any modules starting in that academic year.

Deferment can only take place after you have enrolled or registered for the academic year before the final deferral date.

Students may apply for a deferment to be approved. He/she must apply through the Registry department with justifiable reason(s).

When a student defers, the department shall place the request at the faculty board and Senate. Once the request accepted the department shall notify Student that the student has 'suspended' the study. If your deferral is granted, the finance department shall advise you of the fee for which you are liable, based on your last date of attendance at Class.

If a student defers their studies and intends to return the following academic year, they shall need to re-apply for the next academic year.

Approved deferment shall not count towards the period after which the university withdraw your registration as a student. A deferment shall be approved for one academic year at a time (with the possibility of subsequent extensions as per academic year). The university records that it has provided the student with advice on the impact of the decision to take a deferment may have on academic progress, including any impact on professional recognition and students have to confirm that they have received that advice.

Unapproved deferment

If a student take a deferment of one academic year only without seeking any approval. An unapproved break means that the university will not be aware that the student not intending to study in that academic year. An unapproved study break will count towards the period after which the university will withdraw the registration as a student.

Duration of deferment

- i) If a student wishes to do so, you may return to study earlier than the end of a study break. It will cease automatically as soon as you enroll or register for a semester/module.
- ii) If a student wishes to take a study break of more than one academic year student may either:
- iii) apply before the end of an approved deferment break for an extension of the current study break
- iv) apply for an approved deferment break before the end of an unapproved study break
- v) take an unapproved study break at the end of an approved study break (not recommended) provided that you may not have more than one month unapproved study break within any one continuous period of study breaks.

SECTION VIII: Scheme of Grading

8. Scheme of Grading

8.1 Introduction to Scheme of Grading

The marks obtained for each course unit will be assigned a grade and a grade point according to the system indicated below. A grade point value will be assigned to each grade. The range of marks is partitioned into sequence of suitable sub-ranges and the sub-ranges are represented by the Grades. These grades are assigned Grade Points according to the following scheme.

Marks	Grade	Grade Point
75 and above	A+	4.00
70 – 74	A	4.00
65 – 69	A-	3.70
60 – 64	B+	3.30
55 – 59	B	3.00
50 – 54	B-	2.70
45 – 49	C+	2.30
40 – 44	C	2.00
35 – 39	C-	1.70
30 – 34	D+	1.30
25 – 29	D	1.00
00 – 24	E	0.00
Absent	Ab	0.00
Medical	M	0.00

Source: UGC Circular 901

8.2. Passing Course Unit Examination

A candidate who scores 'C' Grade or higher would be considered as having passed the relevant examination.

8.3. Calculation of Grade Point Average (GPA)

GPA is the credit-weighted arithmetic mean of all the Grade Points (GP) obtained by a student for the course units he/she offered for a particular academic year.

8.4. Release of Examination Results

End Semester examinations shall be conducted for each course unit at the end of the semester in which the teaching of the course is completed. The examinations shall be conducted by the Examination branch of the University. The date and time of the end semester examinations shall be decided at the beginning of each semester by the Dean in consultation with the Heads of Departments. When the results of the end semester examination of all the course units of a particular semester are received by the Examination Branch, the Examination Branch will summon a Board of Examiners.

Board of Examiners

Board of Examiners chaired by the Vice-Chancellor. Dean of the Faculty, All Heads of Departments of the Faculty, all the Professors in the Faculty and Examiners of all the examinations conducted in that particular semester shall be the members of the Board of Examiners. The Board will release the overall performance of the students in that semester giving the GPA scored by the students in that semester. The Board shall also release the overall GPA scored by the students up to that semester.

SECTION IX: Award of Postgraduate Diploma

9. Award of Postgraduate Diploma

9.1. Requirements of Award of Pg. DTEHM

- a) To be eligible, a candidate should have completed at least a total of 30 (as required by the programme) credits, and should also have obtained the following;
- b) Obtain a minimum GPA of 2.00;
- c) C grade or above in course units aggregating at least 30 credits;
- d) No fail grade (E); and
- e) A candidate should have fulfilled all the above requirements within a maximum period specified at the original enrolment in the university excluding periods of absence caused by medical or other valid reasons acceptable to the Faculty board and Senate.

9.2. Requirement for Award of Merit Pass

- 1.1 Shall have earned an overall GPA of 3.70;
 - 1.2 Earned grades of A+ or A in at least half of the courses in the diploma programme;
 - 1.3 Completes the relevant requirement within two (02) semesters other than approved medical withdrawal.
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10. Academic Integrity

Policy Statement

All students must be honest and conduct themselves with forthrightness in every sphere of activity within and outside of the university – be it academic, sports or personal behaviour, and the Authorities expect the highest standards of discipline among the students.

To submit false results of one's research, use words and ideas of other students, cheat on assignments or permit or assist another student to commit such unbecoming acts will impact negatively on the educational process of the university. Students are expected to carry out their own tasks and assignments and refrain from giving or receiving unauthorized assistance.

Any violation with regard to the directions in this regard (stated above) if known or revealed, should be promptly reported to the office of the relevant Department. The Faculty member, in consultation with a representative from the office of the Department concerned, will decide under which regulation the incident should be recorded, and what specific academic penalty should be applied.

Academic Violations:

Plagiarism

Plagiarism is the use of someone else's words, ideas, images or data as one's own. When a student submits academic work that includes another's words, ideas, images or data, whether published or unpublished, the source of that information must be acknowledged and due credit given with complete and accurate reference, and if verbatim sentences are used, such words/sentences should be in quotes.

Fabrication

Fabrication is the use of invented information or the falsification of research or other findings.

Cheating

This is an act or an attempted act of deception by which a student seeks to misrepresent that he or she has mastered knowledge that in fact has not been so mastered.

Academic Misconduct

This is an act that disrupts the educational process or provides a student with an academic advantage over another student.

SECTION XI: Examinations Rules and Punishment

Examinations Rules and Punishment

By-Law No. 2 of 1996 for Conduct at Examinations

Prepared under section 135 of the Universities Act No. 16 of 1978 as amended by the Universities Amendment Act No. 7 of 1985

A. Rules pertaining to the Conduct of Examinations:

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- (i) Candidates shall be present at the Examination Hall at least 15 minutes before the commencement of each paper and shall enter the Hall only when they are requested to do so by the Supervisor.
 - (ii) On the admission to the Examination Hall, the candidates shall occupy the seats allocated to them.
 - (iii) No candidate shall have in his person or in his clothes or on the admission card, time table and record book or on any other object that is permitted to be brought to the examination hall. Any notes, signs, diagrams of formula or any other unauthorized materials, books, notes, parcels, file covers, bags etc. which the candidate has brought with him should be kept at a place indicated by the Supervisor or invigilator.
 - (iv) No candidate shall be admitted to the examination hall after the expiry of half an hour from the commencement of the examination nor shall a candidate be allowed to leave the hall until half an hour has elapsed from the commencement of the examination or during the last 15 minutes of the paper.
 - (v) A candidate shall bring into the examination hall his Student Record Book or his University Identity Card which should bear the candidate's photography and his signature duly certified by the Registrar or the Authorized officer. If there is a discrepancy between the names indicated in the Record book or the Identity Card and the name under which the candidate appears for the examination the candidate shall produce a certificate endorsed by the Registrar to the effect that both names refer to one and the same person. In the absence of the above proof of identity a candidate may produce his or her National Identity Card or a recently taken photography duly certified by an authorized person.
 - (vi) A candidate may be requested by the Supervisor to declare any items in his or her possession or person.
 - (vii) No candidate can either lend or borrow any material from any other candidate or attempt to communicate in any manner with another candidate or copy from the script of any other candidate. No candidate shall attempt to help another candidate or conduct him / her negligently so that another candidate has the opportunity of copying.
 - (viii) Candidates shall write only on the writing paper issued during the current paper on that particular date and session.
 - (ix) Examination stationary (i.e. writing paper, graph paper, drawing paper, ledger paper, precise paper etc.) will be supplied as and when necessary. No sheet of paper or answer book supplied to a candidate may be torn, crumpled, folded or otherwise mutilated. No papers other than those supplied to him / her by the Supervisor / invigilator shall be used by candidates. Log tables or any other material provided shall be used with care and left behind on the desk. All materials supplied, whether used or unused, shall be left behind on the desk and not removed from the examination halls.
 - (x) Every candidate shall enter his / her Index Number on the answer book and every continuation sheet, before using such answer book or continuation sheet. No candidate shall write his/her name or any identifying mark on the answer script. Any candidate who inserts on his script an Index Number other than his / her own is liable to be regarded as having attempted to cheat.
 - (xi) All calculations and rough work shall be done only on paper supplied for the examination and shall be cancelled and attached to the answer script. Such work should not be done on admission cards, time table, question papers, record books or on any other paper.
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Any candidate who disregards these instructions runs the risk of being considered as having written notes or outline of answers with intention of copying.

- (xii) Every candidate shall conduct himself/herself in the examination hall and its precincts so as not to cause disturbance or inconvenience to the Supervisor or his staff or to other candidates. In entering and leaving the hall, he/she shall conduct himself/herself as quietly as possible. A candidate is liable to be excluded from the examination hall for disorderly conduct.
- (xiii) No candidate shall submit a practical or field book dissertation or project study or answer script which has been done wholly or partly by anyone other than the candidate himself / herself.
- (xiv) Candidates shall bring their own pens, ink, mathematical instruments, drawing instruments, erasers, pencils and calculator. No candidate shall bring a programmable calculator into the examination.
- (xv) No person shall impersonate a candidate at the examination nor shall any candidate allow himself / herself to be so impersonated by another person.
- (xvi) The supervisor/invigilator is empowered to require any candidate to make a statement in writing on any matter which may have arisen during the course of the examination and such statement shall be signed by the candidate. No candidate shall refuse to make such a statement or to sign it.

B. The foregoing examination offences may be broadly classified as follows:

- (i) Possession of unauthorized documents and removal of examination stationary.
- (ii) Disorderly conduct of a grave nature.
- (iii) Copying.
- (iv) Attempting to obtain or obtaining improper assistance or cheating.
- (v) Impersonation.
- (vi) Aiding and abetting in the commission of these offences.

C. Implementation Mechanism

- The Examination Offence committee has the right to recommend any other punishments to the senate for the reported offences that are not mentioned in the type of offences above.
- The effective date of this regulation is from January 2019.
How to implement:
- Examination Supervisor has to report to the Senate Sub Committee.
- Senate Sub Committee has to report to the Disciplinary Committee for the action.

D. Procedure for inquiry and determination of punishment due to those found guilty of examination offences:

Examination offences shall be reported by the supervisor of the examination to senior assistant registrar of the examinations. This will be inquired by the Examination Offences Committee appointed by the Vice Chancellor. The findings of this Committee will be reported to the Senate. The Senate shall after consideration of the report, determine the punishments due to those found guilty of the examination offences.

Type of Offences		Recommended Punishments
(i)	Name written on Answer Scripts	Written warning
(ii)	Possession of bag etc. on or near desk	Written warning
(iii)	Possession of unauthorized materials. Use any information devices in the Examination hall	Students will not be allowed to bring any electronic devices that can save/posses information or be used to get/transfer information. Cancellation of that particular paper and any other punishments recommended by the Senate
(iv)	Possession of relevant material on university stationary and/ or on/in the human body and/or any other display material	Whenever found while sitting for a particular paper, The admission card on which that particular exam paper falls will be cancelled. This implies that the particular paper and all the other exam paper/s mentioned in the given admission with this particular paper will be cancelled.
(v)	Relevant material to relevant Subject	
(vi)		
(vii)	Notes found in bags or near desk relevant to examination paper	
(viii)	Possession of unauthorized formulae etc. which are relevant	This candidate will not be eligible for class awarding. These all cancelled exam papers will be considered as repeat papers in future. And any other punishments recommended by the Senate E.g. Let a student sit for Second year First Semester proper subject under an admission card A and few First year First semester repeat subjects under admission card B. • If this student is found guilty while sitting for a Second-year subjects, then all the exam papers come under admission card A will be cancelled. • If this student is found guilty while sitting for a First-year subjects then all the exam papers come under admission card B will be cancelled. Note: there may be cases a Second-year student may write the First-year subjects under two admission cards. (One for repeat subjects and other for the proper due to some reasons). Here also same rules said above be applied considering two different admission cards.

(ix)	University lecture notes. Subjects based but not relevant to specific examination paper found on/ beside desk.	Written warning for first offence. Cancellation of that particular paper and any other punishments recommended by the Senate
(x)	Possession of unauthorized formulae etc. which are not relevant	
(xi)	Copying at examination (Refer conducting examination in together)	Whenever found while sitting for a particular paper, - The admission card on which that particular paper falls will be cancelled. This implies that the particular paper and all the other paper/s mentioned in the given admission with this particular paper will be cancelled. This candidate will not be eligible for class awarding. - These all cancelled papers will be considered as repeat papers in future. And any other punishments recommended by the Senate.
(xiii)	Disruption of examination	Written warning. If the candidate repeated any other punishments recommended by the Senate
(xiv)	(Misconduct)	
(xv)	Impersonation	- Whenever found while sitting for a particular paper and if it is by a student - Debarment for two years and to be referred to disciplinary action. If the student in final year, debarment period depends on duration on completion of degree program. - The admission card on which that particular paper falls will be cancelled. This implies that the particular paper and all the other paper/s mentioned in the given admission with this particular paper will be cancelled. - This candidate will not be eligible for class awarding. - These all cancelled papers will be considered as repeat papers in future. - And any other punishments recommended by the Senate - If by an outsider, prosecution to be initiated and any other punishments recommended by the Senate
(xvi)	Coping an assignment, project work	Assign zero marks and written warning; and any other punishments recommended by the Senate.

(xvii)	Aiding and abetting	Whenever found while sitting for a particular paper, • The admission card on which that particular paper falls will be cancelled. This implies that the particular paper and all the other paper/s mentioned in the given admission with this particular paper will be cancelled. • This candidate will not be eligible for class awarding. • These all cancelled papers will be considered as repeat papers in future. and Any other punishments recommended by the Senate
(xviii)	Removal of University stationary and materials	Warning by the supervisor. If the candidate persists or any other punishments recommended by the Senate
(xix)	Attempt to obtain improper assistance	Cancellation of paper and any other punishments recommended by the Senate
(xx)	Not carrying out the Instructions of the Supervisor at the examination hall.	Verbal Warning by the supervisor. If the candidate persists written warning by the supervisor and any other punishments recommended by the Senate

9.COURSE SPECIFICATIONS

Department: Economics

Study Programme: DTEHM

Basic Information

Course Title : **Tourism Operations for Destination Development**

Course Code : DTEHM C 501

Credit Hours : 03

Lectures : 50 Hours

Tutorial hours : 8 hours

Practical/Discussion: 7 hours

Level/Year : I

Semester : I

Lecture Panel : See Annexure

Major or minor element of Course : Core

Objective	To understand the influence of nature, characteristics and components of the tourism industry; Tourism products and production system and domestic and international tourism; Interregional and intra-regional tourism, Typologies of tourism		
Learning Outcomes	At the end of this course, students will be able to: 1. Understands the influence of nature, characteristics and components of the tourism industry. 2. Tourism Life Cycle of destination, Inbound, and outbound tourism; 3. Domestic and international tourism; Interregional and intra-regional tourism, Typologies of tourism		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to destination development for tourism	4	LO1, LO2
Topic 2	Stakeholder Involvement and responsibilities in destination development	5	LO1, LO2
Topic 3	Strategic approaches for destination development	5	LO2
Topic 4	Destination Management Organizations (DMOs)	5	LO1, LO2
Topic 6	Destination marketing: branding and positioning	5	LO1, LO2
Topic 7	Sustainable tourism development and management in destinations	5	LO3,
Topic 8	Destination stewardship and certification	4	LO3
Topic 9	Destination assessment and monitoring for sustainable management	4	LO3
Topic 10	Case studies and best practices	10+	LO1, LO3
Assessment Criteria	Final Examination: 60%	Written test at the end of the Semester. 5 questions for 3 hours of examination	
	Continuous Assessment: 40%	Individual & Group Assignments: Classroom Activities Field tour	

Essential Textbook	a) "Tourism Destination Management: Principles and Practice" by Alan Fyall, Brian Garrod, and Youcheng Wang (2012) Elsevier b) "Tourism Planning: Policies, Processes and Relationships" C. Michael Hall (2007) Paperback
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Department: Economics

Study Programme: DTEHM

Basic Information

Course Title : **Tourism Marketing and Destination Promotion**

Course Code : DTEHM C 502

Credit Hours : 03

Lectures : 50 Hours

Tutorial : 8 hours

Practical/Discussion: 7 hours

Level/Year : I

Semester : I

Lecture Panel: See Annexure

Major or minor element of Course: Core

Objective	To provide students with knowledge and skills in marketing management specific to hospitality and tourism.		
Learning Outcomes	1. Understand the concepts and strategic marketing management process in the travel tourism industry and destination marketing. 2. Develop appropriate business policies and strategies to meet stakeholder needs within a changing environment. 3. The ability to apply business models to business problems and phenomena and acquire and enhance knowledge and improve personal and organizational productivity and contribute to organizational success.		
	Course Contents	Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Nature and functions of marketing and service mix in tourism	2	LO1
Topic 2	Destination marketing, models, and trends	4	LO1, LO2
Topic 3	Understanding consumer behavioral trends and patterns	4	LO2
Topic 4	Product development strategies in travel and tourism	4	LO1, LO2
Topic 5	Brand building and brand management	4	LO2, LO3
Topic 6	Integrated marketing communication	4	LO3
Topic 7	International marketing	4	LO1, LO2
Topic 8	Internet of things in marketing	4	LO3
Topic 9	Socio-cultural, ethical and social responsibility of the tourism industry	4	LO2, LO3
Topic 10	Strategic marketing research in tourism	4	LO2, LO3
Topic 11	Strategic marketing planning in tourism	4	LO2, LO3
Topic 12	Best practices in marketing tourism	4	LO1, LO3

Assessment Criteria	Final Examination: 60%	Written test at the end of the Semester. 5 questions for 3 hours of examination
	Continuous Assessment: 40%	Individual & Group Assignments: Classroom Activities Field tour
Essential Textbook	a) Handbook of Hospitality Marketing Management by Haemoon Oh and Arch G. Woodside (2018) Routledge b) Tourism Marketing for Developing Countries: Battling Stereotypes and Crises in Asia, Africa, and the Middle East by Erdinç Çakmak and Shigeru Asaba (2019) Routledge	

Department: Economics

Study Programme: DTEHM

Basic Information

Course Title : **Hotels & Resort Management Operations and Consumer Service**

Development

Course Code : DTEHM C 503

Credit Hours : 03

Lectures : 50 Hours

Tutorial : 8 hours (Covering through allocated lecture hours), Practical/Discussion: 7 hours

Level/Year : I

Semester : I

Lecturers: See Annexure

Minor or major element of the course : Core

Objective	To deliver advanced knowledge and exposure on managing a hotel business as a profitable venture, while striking an appropriate balance between the revenue and the cost.		
Learning Outcomes	1. Appreciate the hotel industry as a high-profit-oriented business 2. Recognize the importance of revenue enhancement and to examine available mechanisms to optimize the revenue 3. Identify the requirement and mechanisms available in the hotel industry to control the cost		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to the Hotel Industry and Concept of Profitability	2	LO1
Topic 2	Break Even Analysis for a Hotel with a composite product portfolio	4	LO1
Topic 3	Fundamentals of revenue side economics and Revenue Management Concepts	4	LO2
Topic 4	Pricing methodology for the accommodation sector	4	LO2
Topic 5	Hotel controls in purchasing & stores, food & beverages, and housekeeping	4	LO3

Topic 6	Hotel staff cost controls	4	LO1
Topic 7	Profit sensitivity analysis for hotels	4	LO1
Topic 8	• Trends in guest/ customer behaviour and expectation • Classifying guests/ customer for a competitive advantage • Hotel industry trends and guest/ customer- facing implications • Hotel-guest service interphase: FO, F&B, MODs • Customer Behavioural Surveys and Satisfaction Analysis with Applications for Travel and Tourism	10+	LO1, LO3
Assessment Criteria	Final Examination: 60%	Written test at the end of the Semester 5 questions for 3 hours of examination	
	Continuous Assessment: 40%	Individual Assignments: 2 (each carrying 10 marks) Classroom Activities	
Essential Textbook	a) Handbook of Tourist Satisfaction by Sebastian Filep and Susanne Becken (2020), Routledge b) Handbook of Hospitality Strategic Management by Cathy A. Enz and Joseph S. Chen (2017), Routledge		

Department: Economics	Study Programme: DTEHM
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Basic Information

Course Title	: Human Resource Management for Tourism Development	Course Code	: DTEHM C 505
Credit Hours	: 03	Lectures	: 50 Hours
Tutorial	: 8 hours	Practical/Discussion:	7
hours			
Level/Year	: I	Semester	: I

Lecture Panel: See Annexure

Major or minor element of Course: Core

Objective	To provide knowledge on theories, principles, historical trends, current issues, and practices relevant to human resource management in tourism organizations.
Learning Outcomes	At the end of this course, students will be able to: 1. Comprehend how Human Resource is being managed, developed, and monitored in the achievement of organizational objectives.

	2. Apply the theoretical knowledge gained to the work scenarios in people management. 3. Understand new trends, handle challenges, and new trends and make decisions in human resource issues.		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	The nature of work and work environments	2	LO2, LO3
Topic 2	HRM new strategic role: key concepts	2	LO3
Topic 3	HRM In the tourism industry	4	LO1, LO2
Topic 4	Human resource planning for tourism businesses	4	LO3
Topic 5	Recruiting human resources for tourism businesses	4	LO2, LO3
Topic 6	Performance management of human resources in tourism	4	LO2, LO3
Topic 7	HR metrics and business performance	4	LO2, LO3
Topic 8	Training and development of human resources for tourism businesses	4	LO1, LO3
Topic 9	Compensation of human resources and employee benefits	4	LO2, LO3
Topic 10	Managing employee grievances and labor relations	4	LO3
Topic 11	Concepts of leadership: effective leadership styles in the travel trade and hospitality organizations	4	LO1, LO2
Topic 12	HR's role in organizational change	4	LO3
Topic 13	Strategic HR and application to the tourism & hospitality industry	4	LO2, LO3
Topic 14	Case studies and best Practices	4	LO2, LO3
Assessment Criteria	Final Examination: 60%	Written test at the end of the Semester. 5 questions for 3 hours of examination	
	Continuous Assessment: 40%	Individual & Group Assignments: Classroom Activities Field tour	
Essential Textbook	a. Handbook of Human Resource Management in Tourism: Strategic Approaches by Dianne Dredge, David Airey, and Michael J. Gross (2009) Edward Elgar Publishing b. Human Resource Management in the Hospitality and Tourism Industry by Kim Hoque (2017) Routledge c. Managing People in Tourism and Hospitality: Theory and Practice by Joanne Connell, David Foskett, and Stephen J. Page (2018) CABI		

Basic InformationCourse Title : **Tourism Economics and Practical Applications**

Course Code : DTEHM C 504

Credit Hours : 03

Lectures : 50 Hours

Tutorial : 8 hours

Practical/Discussion: 7 hours

Level/Year : 1

Lecture Panel : See Annexure

Semester : II

Major or minor element of Course: Core

Minor or major element of the course: core

Objective	The objective of this course unit is to develop the knowledge and skills of the students to apply advanced concepts, models and theories of economics for sustainable development of travel, tourism and hospitality industry under the different contexts of industry operation and also them to be essential resources personnel as policy makers, managers, marketers of the tourism industry.		
Learning Outcomes	1. Understand the essential concepts, theories, models of economics. 2. Provide the analytical skills to apply this knowledge to the operation of travel, tourism and hotel industry in different contexts and scenarios 3. Empower the students as essential resources personnel as policy makers, managers, marketers of the tourism industry		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Economic Characteristics of Tourism			
Topic 1	Introduction to tourism economy and multipliers	4	LO1, LO2
Topic 2	Tourism demand analysis and applications	4	LO1, LO2
Topic 3	Tourism supply analysis and applications	4	LO2
Topic 4	Production and cost analysis	4	LO2
Topic 5	Market structures and application to travel and tourism industry	4	LO1, LO2
Topic 6	Externalities and sustainable tourism development	4	LO2
Topic 7	Tourism products, supply chain and value chain analysis	4	LO3
Topic 8	International trade and sustainable tourism development	4	LO1, LO3
Topic 9	Economic policy measures for tourism development	4	LO1, LO3
Topic 10	Circular economy and sustainable development	4	LO2, LO3
Topic 11	Case studies & best practices for tourism economy	4	LO1, LO2
Final Examination: 60%		Written test at the end of Semester. 5 questions for 3 hours of examination	

Assessment Criteria	Continuous Assessment: 40%	Individual & Group Assignments: Classroom Activities Field tour
Essential Textbook	a) Handbook of Tourism Economics: Analysis, New Applications and Case Studies by Clement Allan Tisdell and Joao Albino Silva (2013) World Scientific Publishing. b) Handbook of Managerial Economics by Michael J. Dietrich and Jackie Krafft (2013) Edward Elgar Publishing c) The Routledge Handbook of Managerial Economics by Bruce Allen, Keith Bender, and Andrew M. Gill (2018) Routledge d) Handbook of Tourism Economics: Analysis, New Applications and Case Studies by Clement Allan Tisdell and Joao Albino Silva (2013) World Scientific Publishing	

Department: Economics

Study Programme: DTEHM

Basic Information

Course Title : **Tourism Planning and Development Administration**

Course Code : DTEHM C 506

Credit Hours : 03

Tutorial : 8 hours

Level/Year : I

Major or minor element of Course: Core

Lecture Panel: See Annexure

Minor or major element of the course: core

Lectures : 50 Hours

Practical/Discussion: 7 hours

Semester : II

Objective	To provide students with a wider understanding of the basic concepts, theories, and principles of tourism planning and identify major elements of a tourism destination, national & regional plans understand tourism planning to ensure sustainable development.		
Learning Outcomes	At the end of this course, students will be able to: 1. Understand the concepts, theories, and principles of tourism planning. 2. Understand Tourism Planning and Approval Procedure. 3. Participate tourism planning process and ability to participate actively in the process.		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	An overview of planning, tourism planning and policy in Sri Lanka	4	LO1
Topic 2	Introduction to levels of planning – national, regional, local	4	LO1, LO3
Topic 3	Tourism planning and application	4	LO1, LO3
Topic 4	Tourism planning process	4	LO2, LO3
Topic 5	Institutional framework and governance in tourism planning	4	LO2

Topic 6	Planning and tourism project approval procedures	4	LO2
Topic 7	Different planning approaches: RBM and Others	4	LO3
Topic 8	Urban tourism planning and management	4	LO1, LO3
Topic 9	Tourism planning and global practices	4	LO1, LO3
Topic 10	Planning assessment & monitoring	4	LO3
Topic 11	Case Studies	4+++	LO1, LO3
Assessment Criteria	Final Examination: 60%	Written test at the end of the Semester. 5 questions for 3 hours of examination	
	Continuous Assessment: 40%	Individual & Group Assignments: Classroom Activities Field tour	
Essential Textbooks	a) Handbook of Tourism Planning and Design by Bruce Prideaux, Dallen Timothy, and Richard W. Butler (2020) Routledge b) Handbook of Tourism Destination Planning and Management by Rajendra Kumar Sharma and Manisha Sharma (2018), CRC Press c) Tourism Planning and Development: Concepts, Cases and Strategies by Peter Mason (2015), CABI		

Department: Economics		Study Programme: DTEHM	
Course Title	: Statistical Analysis and Accountancy	Course Code	: DTEHM C 507
Credit Hours	: 03	Lectures:	50 Hours
Tutorial	: 8 hours	Practical/Discussion:	7 hours
Level/Year	: I	Semester	: II
Major or minor element of Course: Core			
Lecture Panel: See Annexure			
Minor or major element of the course: core			

Objective	To develop students' understanding of Management Accounting and make effective decisions on financial reports using various accounting techniques
Learning Outcomes	At the end of this course, students will be able to: 1. Identify the preparation & presentation of Financial Statements 2. Identifying the components of Financial Statements and Defining, and Explaining the differences between Management Accounting, Financial Accounting & Cost Accounting 3. Understanding the analysis of Financial Statements for an effective decision with aid of descriptive statistics. 4. Understanding the budgeting Process in an organization

Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to Financial Accounting for Tourism	4	LO1, LO2
Topic 2	Financial Statement Analysis and Application for Tourism	4	LO1, LO2
Topic 3	Budgetary Controls & Budgetary Systems	4	LO2,
Topic 4	Business Finance and Green Accounting for Tourism	4	LO1, LO2
Topic 5	Presentations – Continuous Assessment/Tutorial	4	LO2
Topic 6	Standard Costing & Variance Analysis	4	LO3, L04
Topic 7	Contemporary Practices in Tourism Accounting	4	LO3, L04
Topic 8	Management Accounting for SMI	4	LO1, LO3,
Topic 9	Tourism Investment Appraisals	4	LO3
Topic 10	Statistical Analysis and Application for Tourism	4+++	LO3
Assessment Criteria	Final Examination: 60%	Written test at the end of the Semester. 5 questions for 3 hours of examination.	
	Continuous Assessment: 40%	Individual & Group Assignments: Classroom Activities Field tour	
Essential Textbook	a. Kieso, D.E., Weygandt, J. J., and Warfield, T.D. (2014), Intermediate Accounting: IFRS Edition, (2nd Ed.). John Wiley & Sons b. Weetman, Pauline (2015) Financial Accounting: An Introduction (7th Edition) Pearson Education Limited, c. Handbook of Tourism Statistics: Forecasting, Markets and Technology by Yang, Y., Ryan, C., and Cave, J. (2018), Palgrave Macmillan d. Handbook of Accounting and Finance in the Developing World by V. K. Vasudeva (2017), CRC Press e. Statistical Methods for Tourism and Hospitality Research by Paul F. Witt and Songshan Huang (2018), Routledge		

Basic InformationCourse Title : **Applications of GIS, Information Technology and E-Tourism**

Course Code : DTEHM C 508

Credit Hours : 03

Lectures : 50 Hours

Tutorial : 8 hours

Practical/Discussion: 7 hours

Level/Year : I

Semester : II

Major or minor element of Course: Core

Lecture Panel: See Annexure

Minor or major element of the course: core

Objective	To provide necessary IT skills for the students to apply in Travel & Tourism Industry.		
Learning Outcomes	At the end of this course, students will be able to: 1. Explain the concepts in Digital Tourism and various technology options available for a business. 2. manage IT projects as a business user 3. Identify and learn about industry standard software products for the tourism industry (both hospitality and travel sectors) 4. explain how E-Commerce systems are used in the tourism business context and understand digital marketing basics and best practices		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to ICT in tourism	4	LO1, LO2
Topic 2	E-Tourism concepts	4	LO1, LO2
Topic 3	Internet & Web Application in tourism	4	
Topic 4	E-Commerce	4	LO2, LO4
	Digital marketing	4	
Topic 5	Introduction to GDS, DMS and ERP systems	4	LO1, LO2
Topic 6	Customer Relationship Management systems	4	LO2
Topic 7	Big Data Analysis in travel & tourism	4	LO3, LO4
Topic 8	Trends in ICT (AI & IOT)	4	LO1, LO3, LO4
Topic 9	IT Project Management in digital marketing	4	LO1, LO3, LO4

Topic 10	Practical Applications	4++++	LO1, LO2
Assessment Criteria	Final Examination: 60%	Written test at the end of the Semester. 5 questions for 3 hours of examination	
	Continuous Assessment: 40%	Individual & Group Assignments: Classroom Activities Field tour	
Essential Textbook	a. Management Information Systems. 10 th edition. Brien,J. (2010) Mcgraw Hill b. Tourism Information Technology. Benckendorff, P.J. (2014 2 nd edition). CABI c. Hospitality Information Systems and E-commerce. 1 st edition, Tesone, D.V. (2005) Wiley. d. Handbook of e-Tourism by Zheng Xiang and Daniel R. Fesenmaier (2016, Springer) e. Handbook of Hospitality Information Technology by Tingting (Christina) Zhang and Juan M. Madera (2017, Routledge)		



Basic Information

Course Title : **Tourism Product Design and Quality Advancement**

Course Code : DTEHM S 506

Credit Hours : 03

Lectures : 50 Hours

Tutorial : 4 hours

Practical/Discussion: 4 hours

Level/Year : I

Semester : II

Major or minor element of Course: Core

Lecture Panel: See Annexure

Monir or major element of the course: specialization

Objective	To design processes methodology, tools and techniques of tourism product design and international management systems to enhance tourism products		
Learning Outcomes	At the end of this course, students will be able to: 1. Design tourism products process independently and apply improvement tools on product design 2. Contribute creatively to tourism organizations and evaluate the market for new tourism products and services. 3. Implement ISO Management System in tourism sector to enhance value of products and perform Quality and Processes improvement in tourism sector		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to product design	4	LO1, LO2
Topic 2	Process steps of new product development	4	LO1, LO2
Topic 3	Service innovation and design	4	LO2
Topic 4	Tourism product and tourist value chain	4	LO1, LO2
Topic 5	Application of gap model in service design	4	LO1, LO2
Topic 6	Value Stream Mapping (VSM)	4	LO2
Topic 7	Application of six sigma in service process improvement	5	LO2, LO3
Topic 8	Application of Quality Function Deployment (QFD) in product design	7	LO1, LO3
Topic 9	Application with the industry	5++	LO2, LO3
Assessment Criteria	Final Examination: 60%	Written test at the end of Semester. 5 questions for 3 hours of examination	
	Continuous Assessment: 40%	Individual & Group Assignments: Classroom Activities Field tour	
Essential Textbook	a. Lean Six Sigma for Service (2003) by Michael George b. Service Quality in leisure and Tourism, Williams C. and Buswell J. (2003) Oxon: CABI,UK		

	c. Service Quality, Browns S, Gummesson E, Edvardsson B, & Gutavsson B, (1991) Lexington, New York: d. Handbook of Service Quality Research by A. Parasuraman and Valarie A. Zeithaml (2019), Emerald Group Publishing Limited e. Handbook of Research on Quality Assurance and Value Management in Higher Education by Tian Belawati, Jon B. Higgins, and Ilkka Arminen (2018), IGI Global
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Department: Economics

Study Programme: DTEHM

Basic Information

Course Title : **Managing Small Scale Enterprises in Tourism**

Course Code : DTEHM S 505

Credit Hours : 02

Lectures : 50 Hours

Tutorial : 4 hours

Practical/Discussion: 4 hours

Level/Year : I

Semester : II

Major or minor element of Course: Core

Lecture Panel: See Annexure

Minor or major elements of the program: specialization

Objective	To come up with an introduction and insights of SME in Sri Lanka and diagnose the factors of success behind the SME operation and to provide students with skills and knowledge to become entrepreneurs in future		
Learning Outcomes	At the end of this course, students will be able to: 1. Developing an understanding on the concept of entrepreneurship relevant to SMEs 2. Ability to diagnose and initiate business concepts on their own and knowledge on different forces that influence the entrepreneurial drive 3. Capacity understand how to unlock the fullest potential of a business		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to Entrepreneurship and development	4	LO1, LO2
Topic 2	Entrepreneurship mind set and creativity	4	LO1, LO2
Topic 3	Tourism venture creation	4	LO2
Topic 4	Business plan for tourism	4	LO1, LO2
Topic 5	Tourism business proposal	4	
Topic 6	Financial sources for entrepreneurs	4	LO2
Topic 7	Managing new entrepreneurial ventures in tourism	5	LO3
Topic 8	Business ethics, green entrepreneurship and social responsibility of tourism	7	LO1, LO2, LO3

Topic 9	Intellectual property and business laws and regulations	6	LO1, LO3
Topic 10	Case studies and best practices for tourism entrepreneurs	4	LO3
Assessment Criteria	Final Examination: 60%	Written test at the end of Semester. 5 questions for 3 hours of examination	
	Continuous Assessment: 40%	Individual & Group Assignments: Classroom Activities Field tour	
Essential Textbook	a) Small business management: an entrepreneur's guide to success, London, Meggison W.L., Byrd M..J., & Megginson L.C. (1997), McGraw-Hill b) Entrepreneurship in Hospitality Tourism and leisure industries, Morrison A., and Rimmington M., and Williams C. (1999) Oxford, Butterworth c) Handbook of Research on Tourism Entrepreneurship and Innovation by Vanessa Ratten and João J. Ferreira (2020, Edward Elgar Publishing) d) Handbook of Research on Tourism and Entrepreneurship by Léo-Paul Dana and Vanessa Ratten (2014, Edward Elgar Publishing)		

Department: Economics	Study Programme: DTEHM
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Basic Information

Course Title : Medical and Wellness Tourism	Course Code : DTEHM S 507
Credit Hours : 03	Lectures : 50 Hours
Tutorial : 8 hours	Practical/Discussion: 7 hours
Level/Year : I	Semester : II
Major or minor element of Course: Electives	
Lecture Panel: See Annexure	
Minor and major elements of the course: specialization	

Objective	This course offers a unique opportunity to get an overview of Wellness Tourism. The objective of this unit is to enhance the precise knowledge of wellness tourism and its relation to health and well-being and delivers to beginners an understanding of global wellness trend through elucidate an introduction to the theme.
Learning Outcomes	At the end of this course, students will be able to: 1 Comprehend Wellness Tourism with its related components and its economical important. 2 Recognize different challengers in marketing and branding of wellness tourism. 3 Understand accomplishment factors of wellness tourism and be able to use in destination development and promotion of wellness tourism

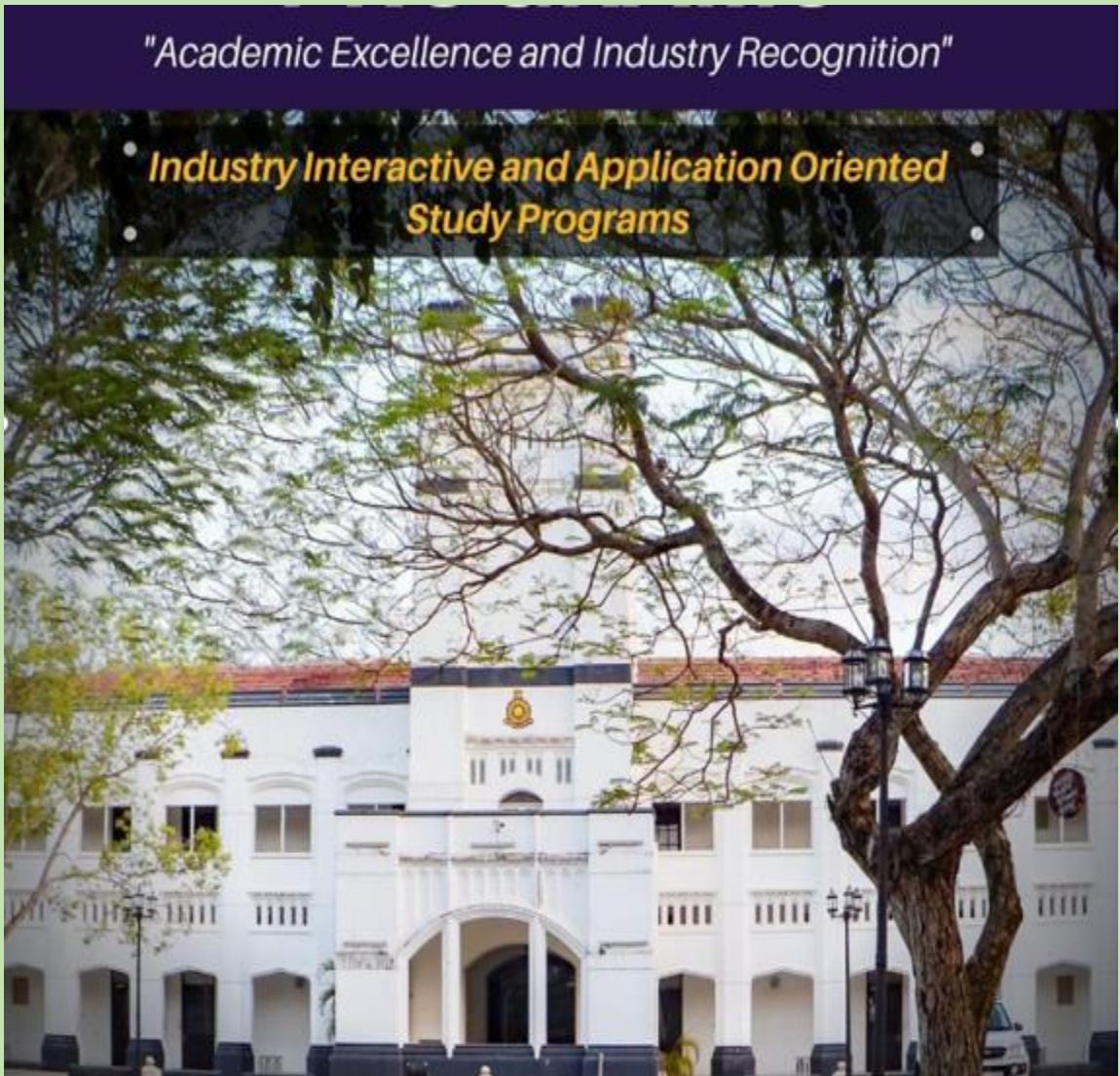
	4 Understand the economic potentials through innovative value-added products and services Understand different legal process in order to propose new or improve existing statutory
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Course Contents

Topic	Contents	Teaching / Tutorial Hours	Learning Outcomes Aligned
Topic 1	An Introduction to wellness tourism	4	LO1
Topic 2	Features & classification	4	LO1
Topic 3	Concepts of health and wellness:	4	LO1, LO2
Topic 4	Supply and demand and marketing	4	LO2, LO3
Topic 5	Marketing and branding challengers:	4	LO2, LO3, LO4
		5	
Topic 6	Future trends, predictions and challengers:	7	LO3, LO4
Topic 7	Ethical issues	6	LO3, LO4
Topic 8	Legal System	4++	LO3, LO4
Assessment Criteria	Final Examination: 60%	Written test at the end of the Semester. 5 questions for 3 hours of examination	
	Continuous Assessment: 40%	Individual & Group Assignments: Classroom Activities	
Essential Textbook	1. Health and Wellness Tourism, Melanie Smith and Laszlo, Puczko(2017) London Butterworth - Heinemann 2. Travel medicine,ethics and Health Tourism 2 nd edition, Jane N (2013), Blackwell publishing 3. Handbook of medical tourism programme development: Developing Globaly Interrated Health systems, (2015) CRC Press 4. Health care marketing: Tools and Techniques, Jones & Bartlett Publishers 5. Health Tourism and its Potentials and Impacts on Tourism Industry of Sri Lanka Lokupathirage N.S.(2011).		

Masters in Tourism Economics and Hotel Management (MTEHM)

Second Year



SECOND YEAR

MASTERS IN TOURISM ECONOMICS AND HOTEL MANAGEMENT (MTEHM)

The students those who successfully completed the Postgraduate Diploma in Tourism Economics and Hotel Management (Pg. DTEHM) are offered the opportunity of continuing their studies in the Master of Tourism Economics and Hotel Management (MTEHM) programme in its Second Year.

Masters in Tourism Economics and Hotel Management (MTEHM) programme consists of **TWO (2) OPTIONS**, developed by considering academic and industry requirements of the applicants separately. These TWO OPTIONS are:

Masters in Tourism Economics and Hotel Management (Second Year)	Credit Value
OPTION ONE:	
MTEHM 1: Advanced Research Methodology	3
MTEHM 2: Data Analysis	3
MTEHM 3: Best Tourism Practices for Global Competitive Edge	3
MTEHM 4A: Strategic Hotel Management and Applications Or MTEHM 4B: Strategic Travel Management and Application	3
2) Thesis Writing By Laws related to the Thesis Writing: In the second academic year the student shall participate in and shall give at least <u>one</u> research paper and seminar presentation and work on his/her research under supervision and submit a thesis not exceeding <u>20,000</u> words based on research.	18
Total Credits	30
OPTION TWO: (The students must follow all subject modules in OPTION ONE and also two more subject with the project report)	
MTEHM 1: Advanced Research Methodology	3
MTEHM 2: Data Analysis	3
MTEHM 3: Best Tourism Practices for Global Competitive Edge	3
MTEHM 4A: Strategic Hotel Management and Applications Or MTEHM 4B: Strategic Travel Management and Applications	3
AND	
MTEHM 5: Professional Development and Management Leadership	3
MTEHM6: Project Appraisal and Advanced Financial Analysis	3
PRW: Project Report Writing submit a project report not exceeding <u>10,000</u> words based on research	12
Total Credits	30

(1). Course Description

The course unit is designed to impart necessary knowledge and skills for the students on how to conduct a scientific research by using different methods of data collection and data analysis under different contexts of research designing in tourism and hotel management study areas.

(2). Course objectives

The students following this course module are expected to have necessary knowledge and skills on research methodology, research designing, and data analyzing focusing the industry research requirements in different areas of tourism and hotel operation. More specifically, this course is to provide the knowledge and understanding of the language of research, research ethics, types of research methods, more specifically the elements of the research process within quantitative, qualitative, and mixed methods approaches. Students will use this theoretical knowledge to critically review literature relevant to their field or interests and understand how to apply most suitable research methods for their research studies under different conditions

(3). Learning outcomes

At the end of the module student should be able to:

- 1) Understand research terminologies and basic principles of research, ethic and standards and research processes
- 2) Critically analyse published research and identify the components of a literature review process
- 3) Identify quantitative, qualitative and mixed method research approaches by gaining knowledge and skills in data collection methods and techniques.
- 4) Conceptualize and operationalize research problems and objectives.

(4). Detailed Course Outline

Lecture Panel: See Annexure

Course Contents		Teaching / Tutorial Hours	Learning Outcomes Aligned
(1) Introduction to Research 1.1. Definitions of research 1.2. Applications of research 1.3. Characteristics of research 1.4. Types of research 1.5. The steps involved with research		4	LO1, LO2, LO3
Week 1	(2) Finding a research topic 1.1. Scientific methods for developing research topic 1.2. Components Involved in a topic designing	3	LO1, LO2,

	1.3. Focusing research topic and narrow down the research area 1.4. Practical Application and Discussions with Industry Expert		LO3,
Week 2	(3) Designing Research Problems 3.1. Sources of research problem 3.2. Considerations in selecting the research problem. 3.3. Steps in the formulation of the research problem. 3.4. The formulation of objectives. 3.5. Establishing operational definitions 3.6. Conceptualizing, operationalizing, and constructing hypotheses.	6	LO1, LO2, LO3,
Week 3	(4) Literature Review 4.1. Search for existing literature 4.2. Source of literature review in research. 4.3. Procedure for reviewing literature. 4.4. Developing a conceptual framework. 4.5. Writing up literature reviewed.	3	LO1, LO2, LO3,
Week 4	(5) Operationalization 5.1. Measures 5.2. Indicators 5.3. Scales, 5.4. rating scales 5.5. Other	4	LO1, LO2, LO3, LO4
Week 4	(6) Data Collection 6.1. Definition of data 6.2. Sources of data collection 6.2.1. Primary 6.2.2. Secondary 6.2.3. Others 6.3. Types of data 6.4. Different methods of data collection 6.4.1. Search Engines, 6.4.2. Terminology used 6.4.3. Credibility/Reliability/References 6.5. Validate and revalidate the data	10	LO2, LO3, LO4
Week 5	(7) Questionnaire Designing 7.1. Questionnaire development and methods 7.2. Focusing the target groups 7.3. High and responsive rate 7.4. Methods of questionnaire designing	4	LO2, LO3, LO4
Week 6	(8) Sampling Methods 8.1. The concept of sampling 8.2. Sampling terminology 8.3. Principles of sampling Factors affecting the inferences drawn from a sample 8.4. Types of sampling	3	LO2, LO3, LO4

	8.5. Sample size Practical Application and Discussions with Industry experts		
Week 6	(9) Data Interpretation and Analysis 9.1. Characteristics of good measures quantitative and qualitative data tools for collecting data. 9.2. Data presentation, 9.3. Conclusions, 9.4. Recommendations	3	LO2, LO3, LO4
Week 7	10. Data presentation, conclusions, recommendations 10.1 Contents of a research proposal, Individual 10.2. Presentation and Industry Validation	3	LO2, LO3, LO4

(5). Assessment:

Final Examination: 60 %
Continuous Evaluations and Classroom Participation (Individual & Group Assignments, Field Visits & Presentations, Classroom Activities): 40%

(6) Recommended Readings:

- a) Sekaran Uma and Bougie Roger (2010), Research methods for Business A Skill Building Approach, 5th Eds John Wiley and Sons Ltd
- b) Bansal SP, Verma O.P and Sharma S (2013), Essentials of Marketing Research, Kalyani Publishers, India

MTEHM 02: DATA ANALYSIS

(1). Course Description

The course unit is designed to impart necessary knowledge and skills for the students on how to conduct research studies by using scientific data analysing methods under different contexts of research designing in tourism and hotel management study areas.

(2). Course objectives

The students following this course module are expected to have necessary knowledge and skills on data analysing focusing the industry research requirements in different areas of tourism and hotel operation. More specifically, this course is to provide the knowledge and understanding of data collection. data tabulation, more specifically the elements of the research process within quantitative, qualitative, and mixed methods approaches. SPSS application with one of newest versions is mainly used for data analysing for the research studies of tourism and hotel management areas under different scenarios

(3). Learning outcomes

At the end of the module student should be able to:

1. Designing a study, preparing a code book, appropriate scales and measures.
2. Conduct a preliminary analysis using descriptive statistics using graphs to describe research findings and select the right statistic from different statistical techniques to analyse data and Use SPSS in analysing research findings
3. Use statistical techniques to explore relationships among variables.
4. Apply data analysis techniques to make effective decisions.

(4) Detailed Course Outline

Lecture Panel: See Annexure

Course Contents	Teaching / Tutorial Hours	Learning Outcomes Aligned
(1) Introduction to Empirical Analysis - o What is Empirical Analysis? - o Role of Statistics in Management - o Planning and policy formulation - o Effective presentation of data - o Identification of Variables & Data types - o Levels of measures - o Types of Statistics - o Variables and Data	4	LO1, LO2, LO3,
(2) Collecting, Arranging, Grouping and Display of data - o Methods of collecting data - o Main sources of secondary data - o Mathematical Notations - o Constructing Frequency Distributions - o Mean (Arithmetic Mean, Weighted Mean, Geometric Mean); Median, Mode, Quartiles, - o Measures of Central Tendency	4	LO1, LO2, LO3,
(3) Measures of Central Tendency and Dispersion - o Deciles, Percentiles, Range, Inter Quartile Range, Standard Deviation, Variance, Coefficient of Variation, Confidence Interval - o Calculate central tendency and dispersion measures for a frequency distribution.	3	LO1, LO2, LO3,

(4) Data Management and Operations ○ Getting to know SPSS ○ Starting SPSS, Opening an existing data file, working with Data file, SPSS window, Menus, Dialog boxes. Closing SPSS, Getting help	2	LO1, LO2, LO3, LO4
(5) Descriptive Data Analysis – Graphically ○ Transforming and Computing Variables ○ Classification of Data ○ Basic Graphical Representation ○ Bar Graph, Histograms ○ Dot/Line/ Pie Chart Box Plot , Editing a chart Graph	3	LO2, LO3, LO4
(6) Descriptive Data Analysis – Graphically (cont...) and Descriptive Data Analysis – Numerically ○ Clustered Box plot ○ Probability-Probability (P-P) Plot etc. ○ Practical Exercise ○ Univariate Analysis • Frequencies • Descriptive • Explore • Custom Table ○ Bivariate Analysis ○ Crosstabs ○ Statistics for Nominal Variables ○ Statistics for Ordinal/Ranked Variables ○ Statistics for Mixed Variables	3	LO2, LO3, LO4
(7) Estimation and Hypothesis testing ○ What is the estimator, estimate and estimation ○ What is the 'Hypothesis' , types of error and level of significance.	3	LO1, LO2, LO3, LO4
(8) Inferential Data Analysis – Comparison of Means ○ Introduction to Inferential data analysis ○ Assumptions of mean comparisons ○ One sample test ○ Independent-Sample t-test ○ Practical Exercise	3	LO1, LO2, LO3, LO4
(9) Inferential Data Analysis – Comparison of populations Means ○ Assumptions relevant to mean comparisons ○ Paired-Samples Tests ○ One-Way Analysis of Variance ○ Practical Exercise	3	LO1, LO2, LO3, LO4

(10)Chi-Square Test ○ Chi-Square Tests; Contingency Tables ○ Cramer's V and Contingency Coefficient ○ Practical Exercise – (Descriptive and Inferential Analysis)	3	LO1, LO2, LO3, LO4
(11) Correlation ○ Preliminary analysis for coloration, interpretation of output ○ Presenting the results from correlation. ○ Additional exercises	3	LO1, LO2, LO3, LO4
(12)Regression Analysis ○ Simple and Multiple Linear Regression Line, Regression Coefficient, Practice with a data set.	4	LO1, LO2, LO3, LO4
(13)Time series and Forecasting ○ Variations in Time Series; Seasonal Variations; Trend Analysis; Irregular or Random Variation; Forecasting; Practice with a data set.	4	LO1, LO2, LO3, LO4
(14) Qualitative Analysis • Qualitative analysis is a method of analyzing data that involves examining non-numerical data such as text, images, audio recordings, and other forms of qualitative data. Here are some basic contents of qualitative analysis: Content analysis: Narrative analysis: Grounded theory: Discourse analysis: Phenomenological analysis: Ethnography:	8	LO1, LO2, LO3, LO4
(15) Discussion and Presentation	10	LO3, LO4
Total Hours	+45	

(5). Assessment

Final Examination:	60 %
Continuous Evaluations and Classroom Participation (Individual & Group Assignments, Field Visits & Presentations, Classroom Activities):	40%

(6) Recommended text:

- a. Pallant, Julie. 2005. SPSS Survival Manual: A Step-by-Step Guide to Data Analysis Using SPSS for Windows. New York: Open University Press.
- b. Qualitative Data Analysis: An Expanded Sourcebook, 2nd edition, Matthew B. Miles, A. Michael Huberman, and Johnny Saldana (2014) Sage Publications

MTEHM 4A: STRATEGIC HOTEL MANAGEMENT AND APPLICATIONS

OR

MTEHM 4B: STRATEGIC TRAVEL MANAGEMENT AND APPLICATIONS

(1). Introduction to the Course

The hospitality industry is comprised of business firms, that in order to be successful, must properly manage the perishable nature of core products that are: service-based commodities, labor intensive, face fierce competition levels, and exist within ever changing market place conditions. The business landscape in the hospitality industry changes dramatically as consumer taste and preferences evolve and micro trends reflect volatile macro conditions. This course assesses the nature of hospitality products and addresses the unique challenges hospitality professionals face in managing their firms. The course module combines the resource-based view and the stakeholder view with traditional theory and models providing a comprehensive and managerially useful perspective of strategic management. The focus of the course involves the translation of those strategic managerial ideas into the context of hospitality business management thereby providing a better fit to a service-based industry as opposed to ideas found in general strategy literature.

This course is designed to provide the students with an integrative learning experience that helps them to develop Strategic Management knowledge and skills. Therefore, the subject seeks to:

- a) Outline the concepts and theories supporting this approach
- b) Illustrate the issues intrinsic to attending to the process of strategy making through real cases.
- c) Provide a guide to methods, techniques and tools that can help an organization to make strategies, which have some chance of being implemented in tourism development.

(2) General Learning Outcomes

After completing the course, students should be able:

- a) To evaluate their new role as a strategic leader in tourism business.
- b) To describe and use methods, techniques and tools of analyzing the current situation of the organization.
- c) To identify current issues, formulate alternative courses of actions, select most appropriate strategies and implement them and review feedback.

(3) Methods of Teaching

Lectures, seminars and workshops, brainstorming, group discussions, case analysis and field surveys.

(4) Evaluation Method

Overall assessment includes a semester end examination, continuous assessments, a case study analysis, work shop presentation and class room assignments. Details are as follows:

Assessment Method	Weighting	Due Week
Case Analysis (Individual assignment):		
- Written report	10% marks	10 th week
- Oral presentation	10% marks	
Field Survey (Group Assignment)	20% marks	16 th week
Semester-end examination (04 hours)	60% marks	

(5) Detailed Course Outline

Lecture Panel: See Annexure

Topic	Teaching / Tutorial Hours	Learning Outcomes Aligned
Section one: Strategic Planning	3	LO1, LO2, LO3,
1.An Overview of Strategic Management a) Introduction to Strategic Management b) Operation of the Strategic Management process	3	LO1, LO2, LO3,
2. Environmental Analysis: Determining Strengths and weaknesses and identifying opportunities and threats a) The General Environment b) The Operating Environment c) The Internal Environment d) The Global Environment	3	LO1, LO2, LO3,
3. Establishing Organizational Direction a) Company Vision b) Fundamentals of Organizational Mission c) The nature of Organizational objectives d) The process of establishing Organizational direction	4	LO1, LO2, LO3,

1. Strategy Formulation a) Inputs from environmental analysis b) Formulating organizational strategies i. Evaluating strategies a) Business Portfolio Models ii. Strategies for competing in globalizing markets. iii. Tailoring strategy to fit specific industry and company situations. 5. Strategy and competitive advantage in diversified companies.	4	LO1, LO2, LO3,
6. Crisis Management and Risk Assessment: Stakeholder Collaboration Analyze strategic management cases	8	LO1, LO2,
Individual Assignment: Case Analysis	4	LO1, LO2, LO3,
7. Strategic Management at the Business Level: Managing for Competitive Advantage. a) Competitive Advantages. b) Market focus and competitive advantage. c) Strategic Management in different stages of the Market Life Cycles.	3	LO1, LO2, LO3,
Section 02: Strategy Implementation 8. Strategic Management at the Functional Level: Managing for Customer Value. - Managing strategically at the functional level. - Kaizen: Continually improving Customer Value. - Strategic Developments in six critical functions.	3	LO1, LO2, LO3,
Field Survey (Group Assignment) (20 marks)	4	LO3, LO4
9. Strategy Implementation - Analyzing strategic change. - Analyzing organizational structure. - Selecting an implementation approach. - Implementing the strategy and Evaluating the results.	6	LO1, LO2, LO3,
10. Strategic Control - Organizational Control and Strategic Control - The process of Strategic Control	8	LO1, LO2, LO3, LO4
Total Hours	45+	

(6) Selected References

- a) Barney, J. B. & Hesterly, W. S. (2015). Strategic Management and competitive advantage: Concepts and cases (05th ed.), USA: Prentice Hall.

- b) Certo, S. C. & Peter, J. P. (1993). Strategic management: A focus on process (02nd ed.), Homewood, IL. : Irwin.
- c) Coulter, M. (2013) Strategic Management in Action (06th ed.), USA: Prentice Hall.
- d) Pearce, J. A. & Robinson, R. B. (2000). Strategic Management: Formulation, implementation and control (07th ed.), Richard D. Irwin.
- e) Thompson Jr., A.A. & Srickland III, A. J. (2003). Strategic Management: Concepts and Cases (12th ed.), Boston: McGraw-Hill/Irwin.

MTEHM 03: BEST PRACTICES IN TOURISM AND HOSPITALITY INDUSTRY

(1). Course Description

Tourism is an industry that which will be subjected to rapid changes around the world. The advancement of technology has created great strides in tourism and hospitality in a sizable manner, The course unit is designed to learn, understand and discuss the latest best practices and applications in the tourism industry.

(2). Course objectives

The students following this course module are expected to obtain the most updated knowledge on best practices in hotel management industry.

(3). Learning outcomes

At the end of the module student should be able to:

1. Comprehend global best hospitality business practices in hospitality and tourism
2. Critique on global best practices in tourism and hospitality
3. Adaptability of global best practices in tourism and hospitality

(4) Detailed Course Outline

Lecture Panel: See Annexure

Course Contents		Teaching / Tutorial Hours	Learning Outcomes Aligned
Week 1	Best practices and application for human resource development	3	LO1, LO2, LO3,
Week 2	Best Practices and application for tourist arrivals and tourism income enhancement	3	LO1, LO2, LO3,
Week 3	Best Practices and applications for supply chain and value chain management	4	LO1, LO2, LO3,
Week 4	Best Practices and application for destination marketing and branding	4	LO1, LO2, LO3,

Week 5	Best Practices and application for tourism SME sector, community participation, inclusive growth, fair trade etc.	8	LO1, LO2, LO3,
Week 6	Best Practices and application for sustainable tourism practices	10	LO1, LO2, LO3,
Week 7	Best Practices and application for green tourism, carrying capacity management etc	3	LO1, LO2, LO3,
Week 8	Best Practices and application for pricing and revenue management and sustaining the future investments	3	LO1, LO2, LO3,
Week 9	Best Practices and application for tourism typologies such as wellness, wedding & honeymoon, gastronomy, stargazing etc.	4	LO1, LO2, LO3,
Week 10	Best Practices and application for tourism policies and strategic tourism development measures	5	LO1, LO2, LO3,
		45+	

(5). Assessment

Final Examination: 60 %
Continuous Evaluations and Classroom Participation (Individual & Group Assignments, Field Visits & Presentations, Classroom Activities): 40%

(6) Recommended Readings

- Campan- Cerro, Hernandez Mogollon, Falgardo Fernandez Best Practices in Hospitality and Tourism Marketing and Management, 1st Ed., Springer 2019
- Best Practices in Sustainable Tourism: Case Studies, Kelly S. Bricker and Holly Donohoe (2010) Butterworth-Heinemann

MTEHM 5: PROFESSIONAL DEVELOPMENT AND MANAGEMENT LEADERSHIP

(1). Course Description

In modern day organizations leadership has become a pivotal aspect in day to day life of hospitality professionals. Hotels being a highly people-oriented industry practicing effective leadership has become a must in organizational context.

(2). Course objectives

The students following this course module are expected to obtain to understand the philosophy of leadership, to inculcate the leadership among themselves and to practice leadership in hotel management / organizational context

(3). Learning outcomes

At the end of the module student should be able to:

- a) Appreciate the concept of leadership and the importance in hotel management context
- b) Develop leadership traits within themselves as industry leaders
- c) Practice leadership at work places as a comprehended management tool

(4). Detailed Course Outline

Lecture Panel: See Annexure

Course Contents		Teaching / Tutorial Hours	Learning Outcomes Aligned
Week 1	Leadership Theory and Styles: Introduction to various leadership theories, models, and styles, including transformational leadership, servant leadership, situational leadership, and more. Understanding the characteristics, traits, and skills of effective leaders.	3	LO1
Week 2	Communication and Interpersonal Skills: Developing effective communication skills, both oral and written, for effective leadership and professional development. Building strong relationships, active listening, conflict resolution, and negotiation skills.	3	LO1, LO2, LO3
Week 3	Emotional Intelligence: Understanding emotional intelligence and its role in leadership and professional success. Developing self-awareness, self-regulation, empathy, and social skills.	4	LO1, LO2, LO3
Week 4	Decision-Making and Problem-Solving: Techniques for making informed decisions and solving complex problems in professional settings. Analytical thinking, critical reasoning, and strategic decision-making.	4	LO1, LO3,
Week 5	Team Building and Collaboration: Strategies for building and leading high-performing teams. Creating a positive team culture, fostering collaboration, managing conflicts within teams, and motivating team members.	8	LO1, LO2
Week 6	Change Management: Understanding the dynamics of change in organizations and developing skills to manage and lead through change effectively. Identifying and addressing resistance to change, creating	5	LO1, LO2

	change management plans, and driving organizational transformation.		
Week 7	Professional Ethics and Integrity: Exploring ethical considerations and values in leadership roles. Understanding the importance of ethical decision-making, social responsibility, and maintaining integrity in professional settings.	3	LO1, LO2, LO3
Week 8	Personal and Professional Development: Setting personal and professional goals, creating development plans, and enhancing leadership skills. Lifelong learning, continuous improvement, and self-reflection for personal growth and career advancement.	7	LO2, LO3
Week 9	Organizational Culture and Development: Understanding organizational culture, its impact on leadership, and strategies for managing and shaping organizational culture. Organizational change, employee engagement, and fostering a positive work environment.	4	LO2, LO3
Week 10	Strategic Leadership and Vision: Developing a strategic mindset, setting a vision for an organization or team, and aligning goals and objectives with the overall strategy. Leading with vision, mission, and values.	6	LO1, LO2, LO3
		45+	

(5). Assessment

Final Examination:	60 %
Continuous Evaluations and Classroom Participation (Individual & Group Assignments, Field Visits & Presentations, Classroom Activities):	40%

(6) Recommended Readings

- Leadership and Management in the Hospitality Industry, 4th edition, Robert H. Woods and Judy Z. King (2019)
- Publisher: Wiley Northouse P.G., Importance of Leadership, 3rd Edition, Sage Publications, 2015
- Durbin A.J., Leadership: Research Findings, Practice and Skills, 8th edition, Cengage Learning. Publications, 2016
- Lussier R.N., Leadership Theory and Applications and Skill Development, 5th edition, South Western Publishing 2013

MTEHM 6: PROJECT APPRAISAL AND ADVANCED FINANCIAL ANALYSIS

(1). Course Description

Hotels being a capital-intensive industry, advance financial skills have now become a must for any hospitality professional. High asset value and long recovery time has made the management decisions more difficult and the need for a strategic approach in finance management.

(2). Course objectives

The students following this course module are expected to recognize the importance of financial management from a strategic perspective, develop innovative financial strategies and to analyze the capital structure decisions

(3). Learning outcomes

1. Understand the fundamentals of financial management in the context of a corporate entity.
2. Acquaint them with different dimensions of financial management with a focus on the application of the relevant tools and techniques of financial decision making
3. Appreciate the concept shareholder's wealth maximization in scientific manner

(4). Detailed Course Outline

Lecture Panel: See Annexure

Course Contents		Teaching / Tutorial Hours	Learning Outcomes Aligned
Week 1	Introduction Objectives of finance, classical viewpoint on finance, financial markets, theory of corporate finance, stake holder counter reactions	2	LO1
Week 2	Returning cash to the owner's; dividend policy Measures of dividend policy, school of thoughts of dividends, issues on dividend date, dividend arbitrage, determinants of dividend policy	4	LO1, LO2,
Week 3	Valuation of assets Investment in capital market, investment in productive opportunities, valuing long living assets, discounting factors and length of cash flow, Annuities and perpetuities, future value of compound	4	LO1, LO2
Week 4	Approaches to the capital structure EBIT/EPS approach, cash flow approach, coverage ratios, valuation approach, theories of	8	LO2, LO3,

	the capital structure, total value principle, arbitrage transaction		
Week 5	The choice of financing Measuring the financial mix, Miller and Modigliani theorem, cost of capital applications, book value	10	LO2, LO3,
Week 6	Risk and return Risk of single assets, co efficient variation, portfolio return, concept of efficient portfolios, capital asset pricing model, role of diversification	3	LO1, LO2, LO3
Week 7	Valuation of bonds and stocks Valuation approaches, DCT valuation, valuation of bonds and stocks, zero coupon bonds, dividend discount model, price vs EPS	3	LO2, LO3
Week 8	Cost of capital Cost of debt, cost of equity, cost of retained earnings, CAPM, concept of estimation	4	LO1, LO2, LO3,
Week 9	Concept of working capital Operating cycle, working capital management issues, impact of liquidity, impact on expected profitability and risk, approaches of working capital,	3	LO1, LO2, LO3
Week 10	Financial leverage Operating leverage, financial leverage, EBIT-EPS analysis, financial leverage, combine leverage and total risk	3	LO2, LO3,
		45+	

(5). Assessment

Final Examination: 60 %
Continuous Evaluations and Classroom Participation (Individual & Group 40%
Assignments, Field Visits & Presentations, Classroom Activities):

(6) Recommended Readings

- Tourism Project Planning and Management, Brent W. Ritchie and Peter R. Goeldner (2018), CABI
- Anderson D.P., Managing Finances, 3rd Edition, Concordia Publishing House 1994
- Bruns W.J., Finance for Mangers, 9th edition, Harvard Business School Publishing Division, 1999
- Shao L.P. and Shao S.P. , Mathematics for Management and Finance, 8th edition, South western Publishing Company, 1998

Submit A Project Report Not Exceeding 10,000 Words

Tourism project report writing by each master student is an important aspect of their academic and professional development in the tourism industry. As part of their coursework or research projects, the students are often required to undertake a tourism project and document their findings in a report. This process allows them to develop skills in research, analysis, and communication that are essential for success in the tourism industry.

The purpose of a tourism project report written by the students of MTEHM programme is to demonstrate their understanding of key tourism concepts and theories, as well as their ability to apply them in a practical setting. The report should clearly articulate the research question or problem, provide a comprehensive literature review, describe the research methods and data collection techniques, present the results and findings, and make recommendations for future research or practice.

The process of writing a tourism project report requires students to conduct market research, critically analyze data, and synthesize information from various sources. They must also communicate their findings effectively, using appropriate language and formatting to convey their key messages and recommendations. In addition, students must adhere to academic and ethical standards, such as referencing sources correctly and ensuring the privacy and confidentiality of research participants.

Overall, the ability to write effective tourism project reports is an important skill for MTEHM students, as it allows them to contribute to the knowledge and practice of the tourism industry and to advance their own academic and professional goals. By following best practices in tourism project report writing, postgraduate students can produce high-quality reports that have real-world impact and contribute to the sustainable development of the tourism industry.

Format of the Project Report Writing:

- 1) **Introduction:** This section should provide an overview of the project issue as well as the significance of the study. It should also include the purpose and objectives of the study, the scope and limitations, and the methodology used.
- 2) **Literature review:** This section should provide a review of the relevant literature and theoretical frameworks related to the project issues or major expected outcomes. It should explain the project profile and identify the possible contribution of the project for filling the existing gaps of the industry or area of the sector/industry.
- 3) **Project design and methodology:** This section should provide a detailed description of the project design and methodology used in the project report, including the data collection methods and data analysis techniques. It should also address ethical considerations and limitations of the study.
- 4) **Results:** This section should present the results of the project report in a clear and concise manner, using appropriate tables, figures, and graphs. It should also include a discussion of the findings and how they relate to the to fill the existing industry gaps and expected outcome of the project with the relevant financial analysis.
- 5) **Conclusions and recommendations:** This section should summarize the main findings of the study and provide recommendations for future projects or practice. It should also highlight the significance of the study and its potential impact on the tourism industry.

- 6) **References:** This section should provide a complete list of all references cited in the report, using the appropriate citation style.
- 7) **Appendices:** This section should include any supplementary materials that support the main findings of the report, such as survey instruments, interview transcripts, or data tables.

By including these key contents in their tourism project report, master students can produce a high-quality document that demonstrates their research skills and makes a valuable contribution to the field of tourism.

10. ACADEMIC COORDINATOR



Prof (Dr.) D.A.C. Suranga Silva

(Ph.D (Amst) in Econ; M.Phil (Maastr) in Env Eco; MA (CMB) in Econ; Dip (Aus) in Env;
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Professor: Tourism Economics, University of Colombo, Sri Lanka

Secretary General: Tourism and Hospitality Educators and Researchers
Association of Asia (THERAA)

Affiliated Member: International Association of Universities of the Third Age
(IAIUTA)

A Lead-Trainer: Global Sustainable Tourism Council (GSTC) for Sustainable
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Chief Editor: Journal of Tourism Economics and Applied Research (JTEAR)

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11. ACADEMIC PANEL

- Prof. Sirimal Abeyeratne (Ph.D), Department of Economics, University of Colombo
- Prof. Chandana Aluthge (Ph.D,) Head/Economics Department), University of Colombo
- Prof. Rev. W. Wimalaratana (Ph.D), Department of Economics, University of Colombo
- Prof. D.A.C. Suranga Silva (Ph.D), Department of Economics, University of Colombo
- Prof. K.A.P. Siddhisena (Ph.D), Faculty of Arts, University of Colombo
- Prof. S.W. Kotagama (Ph.D), Faculty of Science, University of Colombo
- Prof. Mubarak Kaldeen (M.Sc) Senior Lecturer, SEUSL
- Prof. Nishara Fernando (Ph.D), Faculty of Arts, University of Colombo
- Prof P. Kamal Perera (Ph.D), Dean Faculty of Indigenous Medicine, University of Colombo
- Dr. Mahinda Pushpakumara (Ph.D) Department of Economics, University of Colombo
- Dr. Dr. A.M.C.P. Atapattu · Department of Business Economics, Faculty of Management, University of Colombo
- Dr. Chandi Jaywardana (D.Phil, MSc, CHE, FIH) President · Chandi J. Associates Inc. Consulting, Canada
- Dr. Sepalika Sudasinghe (Ph.D), Director General of NSF and Senior Consultant, SLIDA
- Dr. Sharmini Perera (Ph.D), Head of Faculty of Business Studies of Sri Lanka Technological campus
- Dr. Himali De Silva (MD), Faculty of Indigenous Medicine, University of Colombo
- Dr. Rohantha Athukorala (Ph.D) Former Chairman, Sri Lanka Tourism Promotion Bureau
- Dr. Nalin Gunasekera (Ph.D), Fund Manager Ceylon Arkansas Fund
- Dr. AMCP. Athapathu (MBA) Senior Lecturer, Faculty of Management and Finance
- Mr. P.U. Ratnayake (MBA), DDG and Former DG, Sri Lanka Tourism Development Authority
- Roshan Sampath Siriwardena (MBM), Deputy Head, Department of Logistics & Transport, CINEC

- Mr. T.B.B. Sumith (MMM) Director of Praguna Pvt Ltd
- Mrs. Indu Weerasooriya
- Mr. Udana Wickrmasinghe (MBA), Director, Sri Lanka Tourism Development Authority
- Mrs. Prathibhani Bandusena (MPM), Senior Lecturer, University of Moratuwa
- Mr. Chintana Duminduhewa (MTEHM), Country Head, Green Destinations
- Mr. Chintaka Kulathilake (MBA), Head of Business Continuity & Special Projects · SriLankan Catering Limited
-
- Mr. Prageeth Hewage (MBM) Founder / CEO of Colombo-Conferences
- Industry Experts and International Scholars from different countries



11. UNIVERSITY LIFE AND FUN







Dr. Suranga Silva



Foreign Delegates



Gayan, Sumith and Larika

The Tourism Leaders' Summit 2017 Fellowship Dinner was held at The Kingsbury recently. The event was attended by key industry personnel - Pix by Upul Abayasekara



Sunil



Shunsaku



Wang Li



Rishi



Hasan



Annesley



Anupama, Shomali and Chiranthani



Asangika and Sandani



Dr. Rohantha



Aashfaq, Shehan and Jeremy



Sanjay



Charith and Devmith



Dilsha and Anjelika



Dinesh



Dinul and Subodha



Chandri



Dr. Sepali and Karthi



Fazeem



Gishila and Dharani



Kamal and Dulip



Hazna, Lashika and Venuri



Suranthi



Ishara



Kashuni



Kasun, Prasad and Dumidhu



Keerthi and Amila



Kasun



Lakmali



Malki and Gayani



Nishan



Nuwan and Hasitha



Nuwan, Sampath and Romesh



Rohan and Sameera



Sammani and Bhagya



Chaminda



Sean and Soshika



Suboshi, Krishi and Darshi



ACADEMIC EXCELLENCE – PROFESSIONAL RECOGNITION

Tourism Study Programmes,
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