



University of Colombo

Faculty of Arts

Department of Economics

STUDENT GUIDEBOOK

DIPLOMA IN TRAVEL & TOURISM ECONOMICS AND HOTEL MANAGEMENT (DTTEHM)

*A PATHWAY TO UNIVERSITY EDUCATION FOR PROFESSIONALS IN TRAVEL AND
TOURISM INDUSTRY*



OUR HISTORY

By 1950 the University of Ceylon had a reputation as an important centre of excellence in the Commonwealth. The Higher Education Act of 1966 established a National Council of Higher Education (NCHE) and later in 1972 under the University of Sri Lanka Act No. 1 of 1972 all universities were brought under one umbrella and made Campuses of a single university established as the University of Sri Lanka. The University of Ceylon, Colombo was named the Colombo Campus of the University of Sri Lanka. This system prevailed until 1977. University autonomy was weakened and as a result, a new Act was introduced in 1978. Under the Universities Act No. 16 of 1978 all Campuses of the then single University became independent Universities. Accordingly, the University of Colombo, Sri Lanka regained its autonomy in 1978.

It had the Faculties of Medicine, Arts, Science, Education and Law at this stage. A Faculty of Graduate Studies was created by an Ordinance of the UGC in 1987, to further strengthen post-graduate education. Subsequently, the Faculty of Management and Finance was established. The Sri Palee Campus of the University was established by a Gazette notification in 1996. Institutes with financial autonomy were created by the earlier Act of 1972. When the single university was

dissolved in 1978, the Postgraduate Institute of Medicine, the Institute of Workers' Education and the Institute of Indigenous medicine were affiliated to the University of Colombo. The Institute of Computer Technology (ICT) was established in 1987. The University now has 7 Faculties with 41 Academic Departments, a Campus, a School, 6 Institutes and 5 centres.

The University has recognized the importance of linking with alumni especially in industry and the private sector, through the concept of voluntary mentoring and internal placements facilitated by the Career Guidance Unit. Subsequently, the ICT was renamed as the University of Colombo School of Computing (UCSC) in 2002 and the IWE was renamed as Institute of Human Resource Advancement (IHRA) in 2006.

The University of Colombo today is a National State University that offers education to some of the best students in the country who enter its portals with hopes and aspirations for a better future.





DEPARTMENT OF ECONOMICS, FACULTY OF ARTS

Department now offers two more well recognized Postgraduate programs: the MA in Economics (1991) and the MPhil /PhD in Economics (1996).

The Department of Economics is one of the oldest and most possibly the most popular departments in the Faculty of Arts with 700 undergraduates – including students who take Economics as one of three subjects in a General Arts degree, and those who take Special Arts degree in Economics.

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

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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DIPLOMA IN TRAVEL & TOURISM ECONOMICS AND HOTEL MANAGEMENT

The Diploma in Travel & Tourism Economics and Hotel Management (DTTEHM) is a multi-disciplinary diploma 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 diploma 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 three (3) months for the completion of project report or dissertation with internship training.

GOALS OF THE DIPLOMA PROGRAMME

A student who has completed the study program in DTTEHM should be able to:

- i. Explain and apply appropriate tourism skills and employ appropriate methodologies to help an individual or organization achieve its goals and objectives

- ii. Function as a user advocate
- iii. Manage the tourism resources of an individual or organization;
- iv. Anticipate the changing direction of tourism and evaluate and communicate the likely utility of new changes to an individual or organization
- v. Understand and, in some cases, contribute to the scientific, mathematical and theoretical foundations on which tourism economics are built on
- vi. Live and work as a contributing, well-rounded member of the society.

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

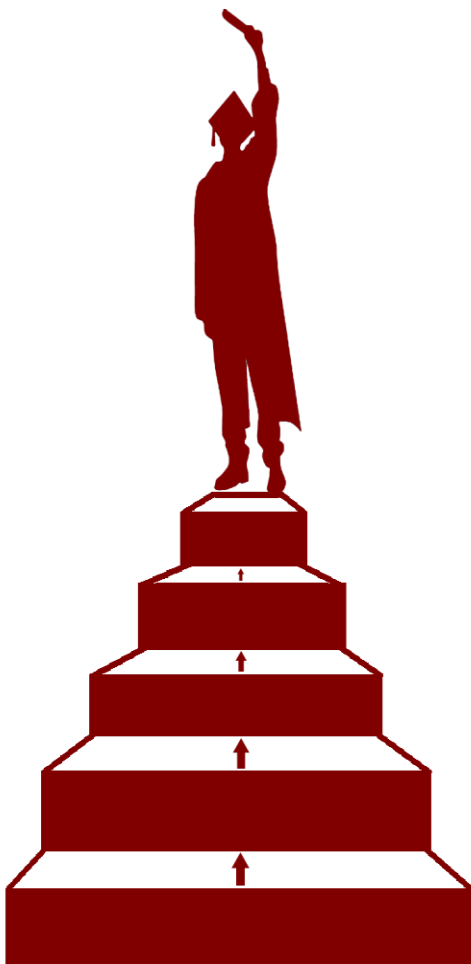
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consistent with the intended audience and purpose.

- 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.



- ➔ Masters in Tourism Economics and Hotel Management (MTEHM)
- ➔ Postgraduate Diploma in Travel & Tourism Economics and Hotel Management (Pg. DTEHM)
- ➔ Executive Diploma in Tourism & Events and Hospitality Management (EETHM)
- ➔ Diploma in Travel & Tourism Economics and Hotel Management (DTTEHM)
- ➔ Certificate in Travel & Tourism and Hospitality Management (CTTHM)

CURRICULUM STRUCTURE AND CREDIT REQUIREMENT

Semester 1				
Course Code	Type	Description	Contact hours	Credit

DTT 11013	Core	Travel and Tourism Marketing	45	3
DTT 11023	Core	Travel and Tourism Operations	45	3
DTT 11033	Core	Sri Lanka in the Context of Global Tourism	45	3
DTT 11043	Core	Hotel Management and Human Resource Development	45	3
Total				12

Semester 2				
Course Code	Type	Description	Contact hours	Credit
DTT 12053	Core	Economics of Travel and Tourism	45	3
DTT 12063	Core	Accountancy and Statistical Analysis	45	3
DTT 12073	Core	Applications of Information & Communication Technology in Travel and Tourism	45	3
DTT 12083	Core	Planning and Project Evaluation	45	3
DTT 12096	Core	Project Report (600 NH)		6
Total				18

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	
(4). Teamwork and Leadership	Group projects, industrial training, small group learning; e.g. problem-based learning, games	Skills
(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

GETTING INVOLVED

- DTTEHM and Other 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)** organises many industry-interactive forums, policy dialogue, workshops, student's events and community services.
- Tourism Leaders' Summit (TLS)**
 Tourism Leaders' Summit (TLS) was organized annually by the Tourism Study Programs of the Department of Economics, University of Colombo.
 (Visit <http://www.tourismleaderssummit.org/>)



As an organisation that performs a key role in educating tourism practitioners and contribute more actively towards a knowledge based economy.



International Tourism Research Conference (ITRC)

Annual International Tourism Research Conference (ITRC) invites research papers across the world. Selected papers presented at the conference. 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.





- **Mini Conferences and Forums**

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.



ACADEMIC AND INDUSTRY PARTNERSHIPS/RELATIONSHIPS

- ⊙ Erasmus+ staff and student mobility
- ⊙ Association of China-Sri Lanka Social and Cultural Corporation
- ⊙ Management Science University, Malaysia
- ⊙ 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)

BY-LAWS

By-laws for the award of the Diploma in Travel and & 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 DTTEHM Programme**
- Section II: Minimum Eligibility Requirements for Admission**
- Section III: Registration for the DTTEHM 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 DTTEHM Programme

1. DTTEHM Programme

- 1.1 The DTTEHM 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 DTTEHM.
- 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.

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- 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 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 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) Three (03) passes at the G.C.E. Advanced Level Examination or its equivalent. Preference will be given to those who possess adequate experience in the relevant field
- Or**
- (b) Passed the G.C.E. Ordinary Level Examination or its equivalent and possess adequate experience in the relevant field.
- And**
- (c) A good working knowledge of English

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 DTTEHM Programme

3. Registration for the DTTEHM Programme

- 3.1 An applicant who is selected for the admission to follow the 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.

SECTION IV: Structure of Diploma Programme

4. Structure of Diploma 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.
- (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) Authorised 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 authorised.
- (vi) Unauthorised absence and penalties Programme: Academic staff will inform the appropriate head of the department of students who fail to meet the attendance

requirements. The 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).

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
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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 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 Diploma

9. Award of Diploma

9.1. Requirements of Award of DTTEHM

- 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 enrollment 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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SECTION X: Academic Integrity

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

11. 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:

- (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.
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- (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. 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
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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	
(vi)	Subject	
(vii)	Notes found in bags or near desk relevant to examination paper	
(viii)	Possession of unauthorized formulae etc. which are relevant	<p>This candidate will not be eligible for class awarding.</p> <p>These all cancelled exam papers will be considered as repeat papers in future.</p> <p>And any other punishments recommended by the Senate</p> <p>Eg. 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.</p> <ul style="list-style-type: none"> - 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, than all the exam papers come under admission card B will be cancelled. <p>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.</p>
(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	Whenever found while sitting for a particular paper,
(xii)	conducting examination in together)	<ul style="list-style-type: none"> 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. <p>This candidate will not be eligible for class awarding.</p> <ul style="list-style-type: none"> These all cancelled papers will be considered as repeat papers in future. <p>And any other punishments recommended by the Senate.</p>
(xiii)	Disruption of examination	Written warning. If the candidate repeated any
(xiv)	(Misconduct)	other punishments recommended by the Senate
(xv)	Impersonation	<p>- Whenever found while sitting for a particular paper and if it is by a student</p> <ul style="list-style-type: none"> 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 <p>- If by an outsider, prosecution to be initiated and any other punishments recommended by the Senate</p>
(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, <ul style="list-style-type: none"> 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

COURSE SPECIFICATIONS

Department: Economics

Study Programme: DTTEHM

Basic Information

Course Title : **Travel and Tourism Marketing**

Course Code : DTT 11013

Credit Hours : 03

Lectures : 30 Hours

Tutorial : 8 hours

Practical/Discussion: 7 hours

Level/Year : I

Semester : I

Major or minor element of Course: Core

Objective	The objectives of this course unit are to impart knowledge on travel, tourism and hospitality marketing and to develop conceptual skills relating to the application of marketing principles.
Learning Outcomes	At the end of this course, students will be able to: <ol style="list-style-type: none"> Understand the nature, scope and evolution of marketing and evaluate the impact of environmental factors on tourism marketing decisions. Segment and target the market to position tourism products and services. and analyze how buyer behavior can affect tourism marketing activities Conceptualize the marketing mix for tourism products and services and Make judgments on critical issues and challenges faced in tourism marketing

Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to Hospitality and Tourism Marketing	06	LO1, LO2
Topic 2	Product Planning & Development	08	LO1, LO2
Topic 3	Distribution Channels	06	LO2
Topic 4	Marketing Information Systems and Marketing Research	06	LO1, LO2
Topic 5	Present Challenges and Issues in Travel and Tourism Marketing	06	LO2
Topic 6	Best practices in Tourism Marketing	06	LO3,
Topic 7	Guest Lecturers/Practical Discussion/Forum	06	LO1, 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	Kotler, P., Bowen, J. T., & Makens, J. (2014). <i>Marketing for Hospitality and Tourism Sixth Edition.</i>		

Department: Economics

Study Programme: DTTEHM

Basic Information

Course Title : **Travel and Tourism Operations**

Course Code : DTT 11023

Credit Hours : 03

Lectures : 30 Hours

Tutorial : 8 hours

Practical/Discussion: 7 hours

Level/Year : I

Semester : I

Major or minor element of Course: Core

Objective	To provide necessary basic understanding on travel and tourism operation and provide knowledge on management of tourism and travel operation independently and develop the ability address the prevailing challengers of tour operations		
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand the tourism operations and key players and identify tourism demand and supply 2. To create competitive tour packages on his own and able to implement tours independently 3. Identify the global and local issues in tourism operations 		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned

Topic 1	Introduction to tourism and travel operations	04	LO1, LO2
Topic 2	Interactions to Travel Operations	06	LO1, LO2
Topic 3	Out bound travel operators / whole sellers and their functions	04	LO2
Topic 4	Inbound tour operations and Destination management Company	06	LO1, LO2
Topic 5	Tour planning and Preparation of tour itineraries	06	LO2, L03
Topic 6	Implementation of tour itineraries	06	LO3
Topic 7	Transportation	04	LO1, LO2
Topic 8	Sustainable travel operation	04	LO3
Topic 9	Guest Lecturers/Practical Discussion/Forum	04	LO1, 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	<ol style="list-style-type: none"> Goeldner Charles R and Ritchie Brent-Tourism – 12th edition-John Willy ad Sons Morrison AM- Hospitality and travel marketing – 2015 – Delmar Publishers 		

Department: Economics

Study Programme: DTTEHM

Basic Information

Course Title : **Sri Lanka in the Context of Global Tourism**

Course Code : DTT 11033

Credit Hours : 03

Lectures : 30 Hours

Tutorial : 8 hours

Practical/Discussion: 7 hours

Level/Year : I

Semester : I

Major or minor element of Course: Core

Objective	To enable students to understand the macro picture of tourism as industry, its important role in the economy and its contribution to the economic development of Sri Lanka. Elaborate inter connectivity and linkages with other industries and sectors. Economic, socio-cultural and environmental impact identification and future scope for the sector development with special attention to earn more foregone exchange to the country including international organisations
Learning Outcomes	At the end of this course, students will be able to: <ol style="list-style-type: none"> Understand the tourism industry in global and local context and ability to understand the tourism product and resource base in Sri Lanka

	<ol style="list-style-type: none"> 2. Competence to understand the industry stakeholders their connectivity and interdependency of tourism agencies and their roles and responsibilities 3. Ability understand the value of impacts its connectivity to economy, society and environment. 4. Global tourism power to bring benefits and share them with the local economy and its capacity interact with contry's macro-economic development 		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to tourism as visitor activity, economic activity and business in the economy	04	LO1, LO2
Topic 2	Evolution of tourism	04	LO1, LO2
Topic 3	Tourism Assets in Sri Lanka, Natural, Cultural and other	06	LO2
Topic 4	Tourism product characteristics	04	LO1, LO2
Topic 5	Sri Lanka Tourism Geography, Markets & Trends	06	LO2
Topic 6	Tourism Impacts & Stakeholders	04	LO3, LO4
Topic 7	Tourism products and its value	04	LO1, LO3, LO4
Topic 8	International organizations and regional collaboration in tourism	04	LO1, LO3, LO4
Topic 9	Tourism Organisations and administration structure of tourism	04	LO4
Topic 10	Case study on Sri Lanka tourism product value.. assessment of a province	04	LO3,
Topic 11	Field visit with assignment	05	LO1, 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	<ol style="list-style-type: none"> i. Weaver, D. B (2002) "Tourism Management" 2nd Ed, Wiley Australia tourism series, john Wiley & Sons Australia Ltd. ii. Samaranayake, H.M.S (1998) "Development of Tourism in Sri Lanka and its impact on the economy and society", in Indraratne, A.D.V.De S, ed., 'Fifty Years of Sri Lanka's independence: A Socio Economic Review', Published by Sri Lanka Institute of Social and Economic Studies, Sri Lanka iii. Silva DAC (2002) 'Sustainable Tourism Development in Sri Lanka: An appraisal of the international inbound tourism demand, the tourism industry and national tourism policy', Vrije University, Amsterdam. 		

Basic Information

Course Title : **Hotel Management and Human Resource Development**

Course Code : DTT 11043

Credit Hours : 03

Lectures : 30 Hours

Tutorial : 8 hours

Practical/Discussion: 7 hours

Level/Year : I

Semester : I

Major or minor element of Course: Core

Objective	The objectives of this course unit are to impart knowledge on hotel management and HRM in order to develop conceptual skills relating to the application of hotel and people management		
Learning Outcomes	At the end of this course, students will be able to: <ol style="list-style-type: none"> 1. This Module Aims to Teach the Students about the fundamentals of hotel Operations, 2. Demonstrate its Various Conceptual and practical aspects of hotel Management 3. Understand the evolution of Human Resource Management (HRM) practices and basic concepts of HRM. 4. Demonstrate the ability to apply the basics of HRM in the key result areas of people management in hospitality 		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Fundamental of Hotel Management	06	LO1, LO2
Topic 2	Strategic Aspect of Hotel operations Management	06	LO1, LO2
Topic 3	Hotel Conference and Convention	06	LO2, LO4
Topic 4	Hotel Compliance	06	LO1, LO2
Topic 5	Present Challenges and Issues in Hotel Industry	06	LO2
Topic 6	Presentations – Continuous Assessment/Tutorial	04	LO3, LO4
Topic 7	Contemporary issues in Hotel management	04	LO1, LO3, LO4
Topic 8	Guest Lecturers/Practical Discussion/Forum	06	LO1, LO2
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	Kotler, P., Bowen, J. T., & Makens, J. (2014). <i>Marketing for Hospitality and Tourism Sixth Edition.</i>		

Basic Information

Course Title : **Economics of Travel and Tourism**

Course Code : DTT 12053

Credit Hours : 03

Lectures : 30 Hours

Tutorial : 8 hours

Practical/Discussion: 7 hours

Level/Year : I

Semester : II

Major or minor element of Course: Core

Objective	The objectives of this course unit are to impart knowledge on travel, tourism and hospitality economics and to develop conceptual skills relating to the application of economic principles.		
Learning Outcomes	At the end of this course, students will be able to: 1. Understanding the definitions, major concepts and principles in economics. 2. Providing the knowledge to apply these concepts in travel, tourism and hotel operation with a managerial level perspective 3. Improve the students' analytical skills to analyze the present and future development of travel, tourism and hotel sector		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to Tourism Economics	04	LO1, LO2
Topic 2	An Economic Perspective of Present Tourism Development	04	LO1, LO2
Topic 3	Interrelation of other Sectors with Tourism	04	LO2,
Topic 4	Economic Contribution and Types of Tourism	04	LO1, LO2
Topic 5	Opportunity Costs and Application	04	LO2
Topic 6	Travel and Tourism Demand and Application	04	LO3
Topic 7	Travel and Tourism Product and Supply	04	LO3
Topic 8	Equilibrium and Market Function in Travel, Tourism Hotel Sector	08	LO2, LO3
Topic 9	Introduction to Market Structures	04	LO2, LO3
Topic 10	Pricing Strategies and Applications	03	LO1, LO2
Topic 11	Contemporary issues in tourism economics	02	LO1, LO3,
Final Examination: 60%		Written test at the end of Semester.	

Assessment Criteria		5 questions for 3 hours of examination
	Continuous Assessment: 40%	Individual & Group Assignments: Classroom Activities Field tour
Essential Textbook	1. Eric Doviak (2005) "Lecture Notes on Principles of Microeconomics", http://www.doviak.net/microbook_3e.pdf 2. David A. Dilts(2004) "Introduction to Microeconomics E201", https://www.ipfw.edu/dotAsset/142427.pdf .	

Department: Economics

Study Programme: DTTEHM

Basic Information

Course Title : **Accountancy & Statistical Analysis**

Course Code : PDT 12063

Credit Hours : 03

Lectures : 30 Hours

Tutorial : 8 hours

Practical/Discussion: 7 hours

Level/Year : I

Semester : II

Major or minor element of Course: Core

Objective	To develop students' understanding on Management Accounting and making effective decisions on financial reports using various accounting techniques		
Learning Outcomes	At the end of this course, students will be able to: <ol style="list-style-type: none"> 1. Understanding the Preparation & Presentation of Financial Statements 2. Identifying the Components of Financial Statements and Define, Explain 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	04	LO1, LO2
Topic 2	Financial Statement Analysis	06	LO1, LO2
Topic 3	Budgetary Controls & Budgetary Systems	06	LO2, LO4
Topic 4	Business Finance	04	LO1, LO2
Topic 5	Presentations – Continuous Assessment/Tutorial	05	LO2
Topic 6	Standard Costing & Variance Analysis	04	LO3, LO4
Topic 7	Contemporary issues in Accounting (With Reference to the Tourism Industry)	02	LO1, LO3, LO4
Topic 8	Management Accounting for SMI	02	LO1, LO3, LO4

Topic 8	Guest Lecturers/Practical Discussion/Forum	06	LO1, LO2
Topic 9	Statistical Analysis	06	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	<ul style="list-style-type: none"> Kieso, D.E., Weygandt, J. J. and Warfield, T.D. (2014), Intermediate Accounting: IFRS Edition, (2nd Ed.). John Wiley & Sons Weetman, Pauline (2015) Financial Accounting: An Introduction (7th Edition) Pearson Education Limited, 		

Department: Economics

Study Programme: DTTEHM

Basic Information

Course Title : **Applications of ICT in Travel and Tourism**

Course Code : DTT 12073

Credit Hours : 03

Lectures : 30 Hours

Tutorial : 8 hours

Practical/Discussion: 7 hours

Level/Year : I

Semester : II

Major or minor element of Course: Core

Objective	The objectives of this unit are to give necessary IT skills for the students to apply them in a business environment.		
Learning Outcomes	At the end of this course, students will be able to: <ol style="list-style-type: none"> 1. Explain the concepts in Digital Tourism and various technology options available for a business and how evaluate them 2. How to manage IT projects as a business user 3. Identify and learn about industry standard software products for tourism industry (both hospitality and travel sectors) 4. Student will be able to explain how E Commerce systems are used in the tourism business context and to understand digital marketing basics and best practices 		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to the Module	04	LO1, LO2
Topic 2	Introduction into Digital Tourism	06	LO1, LO2
Topic 3	Digital Enterprise	06	LO2, LO4
Topic 4	ERP Systems in Tourism Sector	06	LO1, LO2

Topic 5	IT Project Management	03	LO1, LO2
Topic 6	Digital Marketing	04	LO2
Topic 7	Web Presence and Digital Economy	04	LO3, LO4
Topic 8	Customer Experience Management, Value Chains, Innovations and IT	03	LO3, LO4
Topic 9	Industry Trends	03	LO1, LO3, LO4
Topic 10	ICT Strategy	03	LO1, LO3, LO4
Topic 11	Guest Lectures / Practical Sessions	03	LO1, LO3, LO4
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	<ul style="list-style-type: none"> Laudon, K.C. 2017. Management Information Systems: Managing the Digital Enterprise. 15th edition. Mcgraw Hill Hudson, S. 2017. Marketing for Tourism, Hospitality & Events: A Global & Digital Approach. 1st edition. Sage. 		

Department: Economics

Study Programme: DTTEHM

Basic Information

Course Title : **Planning and Project Evaluation**
 Credit Hours : 03
 Tutorial : 8 hours
 Level/Year : I

Course Code : DTT 12083
 Lectures : 30 Hours
 Practical/Discussion: 7 hours
 Semester : II

Major or minor element of Course: Core

Objective	To learn and apply the tools and techniques in initiating and planning a project such as estimating the project budget and cost, developing a project plan, developing a project schedule, management of risks, preparing project proposals, mobilizing the project resources, and evaluating which project to select		
Learning Outcomes	At the end of this course, students will be able to: <ol style="list-style-type: none"> Identifying the essential skills required to be an excellent project manager Ability to analyse the main factors influencing project management outcome Additional objectives include examining the effects of management style on the success of a project. Ability to formulate a project report applying theory and practice combining with the strategy 		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned

Topic 1	Introductory Concepts	06	LO1, LO2
Topic 2	Financial Statement Analysis	06	LO1, LO2
Topic 3	Project planning	06	LO2, LO4
Topic 4	Program Evaluation and Review Technique (PERT)	06	LO1, LO2
Topic 5	Project Execution	03	
Topic 6	Monitoring and Evaluation	04	LO2
Topic 7	Project Closure	04	LO3, LO4
Topic 8	Project Report Writing	03	
Topic 9	Contemporary issues project management	03	LO1, LO3, LO4
Topic 10	Project proposal	04	LO1, LO3, LO4
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	Project Management Body of Knowledge (Pmbok Guide) Fifth Edition		

ACADEMIC COORDINATOR



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TOURISM FOR ALL - SCHOOL AWARENESS CAMPAIGN

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