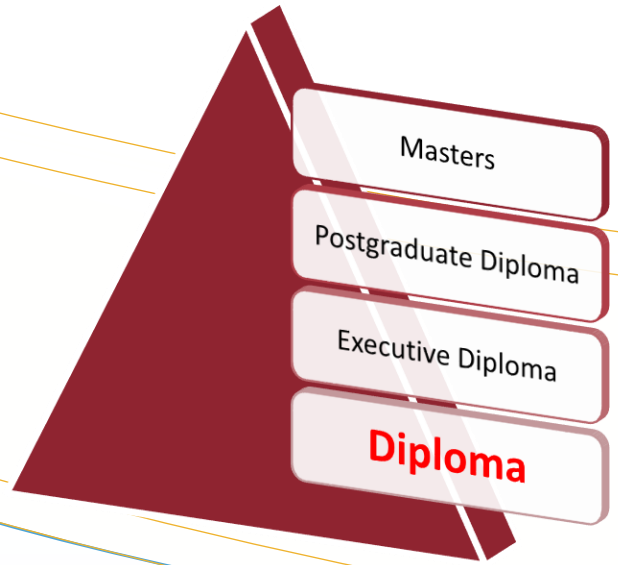
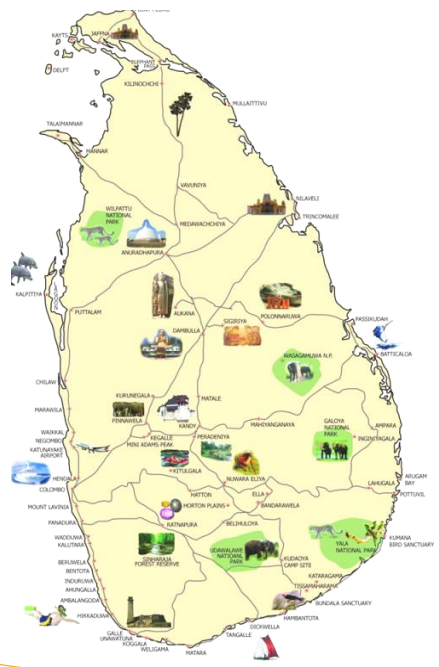


"A Pathway to University Education for Professionals in Travel and Tourism Industry"



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

Starting: January of Every Year



Introduction:

The 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.

Prof. D.A.C. Suranga Silva
Coordinator: Department of Economics
 Mobile: 0773518500
 Office Telephone: (011) 2502722, 2582666, 2596889,
 Email: drsuranga3@gmail.com,
drsuranga@econ.cmb.ac.lk

FOR FURTHER INFORMATION
 VISIT WEBSITE: WWW.UOCTOURISM.COM

COURSE FEE: SLR 125,000
 CONTACT: 0112596889, 0712713673, 0765336750



University of Colombo

Department of Economics
 Website: www.cmb.ac.lk/academic/arts/econ/

Web Sites: www.uoctourism.com; www.cmb.ac.lk/academic/arts/econ/index.php

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

Admission Criteria

- 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
- G.C.E. Ordinary Level Examination or its equivalent and possess adequate experience in the relevant field.

Target Group

The programme is designed to cater to those who are actively involved in various activities related to the Travel & Tourism Economics and Hotel Management industry. They may belong to various training, educational backgrounds and disciplines, e.g., they may be engaged in airline ticketing, working as tourist guides, catering services, the entertainment and leisure industry, hotel industry.

Course Structure

The Diploma in Travel & Tourism Economics and Hotel Management consists of eight (8) multi-disciplinary courses and a project report. The total contact time is 400 hours including project report supervision. In addition, there shall be seminars, workshops and field trips. Participants are expected to spend at least 600 hours on self-studies and assignments.

The faculty teaching the courses will be encouraged to discuss practical aspects of Travel & Tourism Economics and Hotel Management to the maximum possible extent.

A practical component will be introduced through the mandatory requirement of a project report as a part of the examination process. Students will be instructed to develop a project in the field and write a report on it to complete the examination requirements.

EXPECTED OUTCOMES

- ✓ To improve the quality of tourism education and its contribution innovative tourism product development.
- ✓ To enhance the career prospects of those engaged in the industry and newcomers.
- ✓ To analyze tourism related challenges and formulate effective strategies to promote sustainable tourism development.
- ✓ Enhance the benefits of the tourism for all, more specifically community and small holders by empowering them with necessary skills to enter this industry.

COURSE MODULES OF DTTEHM

- ✓ DTTEHM 01: Economics of Travel and Tourism
- ✓ DTTEHM 02: Travel and Tourism Marketing
- ✓ DTTEHM 03: Accountancy and Statistical Analysis
- ✓ DTTEHM 04: Travel and Tourism Operations
- ✓ DTTEHM 05: Sri Lanka in the Context of Global Tourism
- ✓ DTTEHM 06: Hotel Management and Human Resource Development
- ✓ DTTEHM 07: Applications of Information & Communication Technology in Travel and Tourism
- ✓ DTTEHM 08: Planning and Project Evaluation

Organizing Tourism Leaders' Summit (TLS) and International Tourism Research Conference (ITRC); Workshops, guest lectures, seminars, and field trips covering practical knowledge and developing analytical skills in tourism management are also part of the course.

- Industry-Interactive and Application-Oriented Learning Approach
- Outcome-Based Education and Training
- Industry-Partnerships
- International Recognition
- A Well-Established Academic Pathway



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