



University of Colombo
Faculty of Arts
Department of Economics

STUDENT GUIDEBOOK



POSTGRADUATE DIPLOMA Leading to MASTERS IN TOURISM ECONOMICS AND HOTEL MANAGEMENT

Tourism Study Programmes, Department of Economics
www.cmb.ac.lk www.uoctourism.com

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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 Faculties of Medicine, Arts, Science, Education and Law. 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

Welcome to the University of Colombo One of South Asia's Top Universities

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 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.





POSTGRADUATE DIPLOMA IN TOURISM ECONOMICS AND HOTEL MANAGEMENT

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

The Postgraduate Diploma in Tourism Economics and Hotel Management (PgDTEHM) 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. Develop and apply the necessary skills and competencies in sustainable tourism development by using appropriate outcome-based and result-driven learning methodologies to help an individual or organization of the industry to achieve its goals and objectives.
- ii. Provide analytical skills through evidence based research 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

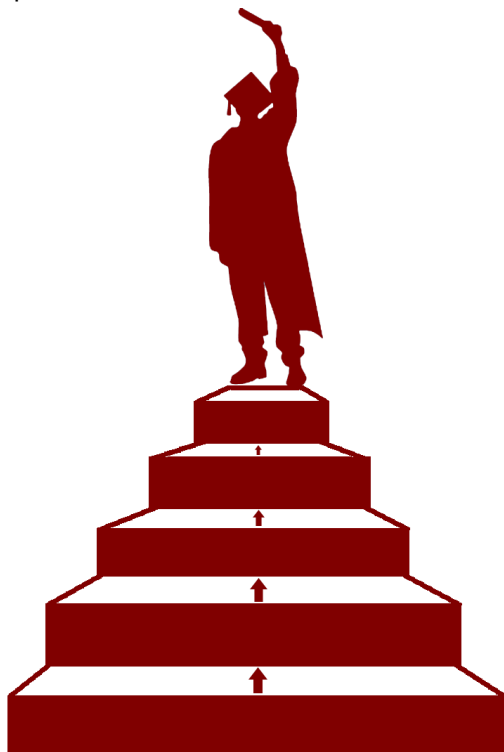
and theoretical foundations on which tourism economy are built on.

- 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.



- ➔ 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(EDETHM)
- ➔ 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
PDT 51013	Core	Tourism Operation for Destination Development	45	3
PDT 51023	Core	Tourism Marketing and Destination Promotion	45	3
PDT 51033	Core	Hotel & Resort Operations and Consumer Service Development	45	3
PDT 51043	Core	Human Resource Management for Tourism Development	45	3
Total				12

Semester 2				
Course Code	Type	Description	Contact hours	Credit
PDT 52053	Core	Tourism Economics and Practical Applications	45	3
PDT 52063	Core	Tourism Planning and Development	45	3
PDT 52073	Core	Statistical Analysis and Accountancy	45	3
PDT 52083	Core	Applications of GIS, Information Technology and E-Tourism	45	3
PDT 52096	Core	Extended Essay (600 NH)		6
PDT 52103	Elective	Tourism Product Designing and Quality Advancement	30	2
PDT 52113	Elective	Managing Small Scale Enterprises in Tourism	30	2
Total				20

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	
(2). Practical Knowledge and Application	Problem-based learning, team-based learning, inquiry-based learning, practical classes, laboratory sessions, role play	Knowledge

(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	Attitudes, Values, Professionalism and Vision for life
(9). Adaptability and Flexibility	Group projects, industrial training, small group learning; e.g. problem-based learning, role plays, portfolios	
(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	Mind-set and Paradigm
(12). Updating Self / Lifelong Learning Mind-set and Paradigm	Portfolios, reflective practice	

GETTING INVOLVED

- **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 related forums and workshops, student's events and community services.

- **Tourism Leaders' Summit**

Tourism Leaders' Summit (TLS) was organized annually by the Tourism Study Programs of the Department of Economics, University of Colombo. 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**

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)
- ◎ PATA Colombo University Student Chapter





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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 PgDTEHM 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. PgDTEHM Programme

- 1.1 The PgDTEHM 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 PgDTEHM.
- 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 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:

- The minimum academic entry qualification is a general degree from a recognized University in Sri Lanka or
- A postgraduate Diploma or a professional qualification recognized by the University of Colombo as equivalent to a degree or
- Three Year Management Diploma of Sri Lanka Institute of Tourism and Hotel Management (SLITHM) with two year industry experience or
- Four Year Management Diploma of Sri Lanka Institute of Tourism and Hotel Management (SLITHM) with one year Diploma Programme in (non-graduate) in Travel and Tourism Economics and Hotel Management and two year industry experience or
- Any other qualifications or experience which demonstrates that a candidate possesses appropriate knowledge and skills at degree level and
- Good working knowledge of English and the applicants must satisfy the University that are sufficiently competent in the English language

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 PgDTEHM Programme

3. Registration for the PgDTEHM 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.

SECTION IV: Structure of Diploma Programme

4. Structure of PG 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.
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- (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 unauthorised 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.

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- 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.
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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 Postgraduate Diploma

9. Award of Postgraduate Diploma

9.1. Requirements of Award of PgDTEHM

- 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.
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- (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. Any candidate who disregards these instructions runs the risk of being considered as having written notes or outline of answers with intention of copying.
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- (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	
(vi)	Subject	
(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 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. - 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. 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	Whenever found while sitting for a particular paper,
(xii)	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	<p>Whenever found while sitting for a particular paper,</p> <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 : **Tourism Operations for Destination Development**

Course Code : PDT 51013

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 understand influence of nature, characteristics and components of tourism industry; Tourism products and production system and domestic and international tourism; Inter-regional and intra-regional tourism, Typologies of tourism		
Learning Outcomes	At the end of this course, students will be able to: <ol style="list-style-type: none"> 1. Understands influence of nature, characteristics and components of tourism industry; 2. Tourism Life Cycle of destination, Inbound and outbound tourism; 3. Domestic and international tourism; Inter-regional and intra-regional tourism, Typologies of tourism 		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to destination development for tourism	06	LO1, LO2
Topic 2	Stakeholder involvement and responsibilities	08	LO1, LO2
Topic 3		06	LO2
Topic 4	Public sector involvement in destination development	06	LO1, LO2
Topic 5	Public sector involvement in destination development	06	LO2
Topic 6	Strategic destination development approaches		
Topic 7	Best practices in Tourism Operations	06	LO3,
Topic 8	Guest Lectures/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>		

Basic InformationCourse Title : **Tourism Marketing and Destination Promotion**

Course Code : PDT 51023

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 objective of this module is to provide students with skills in marketing and management specific to hospitality and tourism industries.. The course provides management-oriented education, emphasising entrepreneurship and incorporating the required practical skills and experience in travel and tourism.		
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand the concepts and strategic marketing management process in 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 the organizational success. 		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Nature and Functions of Service Marketing	04	LO1
Topic 2	Destination marketing ,Models and Trends	04	LO1, LO2
Topic 3	Understanding Consumer behavior	04	LO2
Topic 4	Product development strategies in travel and tourism	04	LO1, LO2
Topic 5	Brand building and Brand management	04	LO2. L03
Topic 6	Integrated Marketing communication	04	LO3
Topic 7	International Marketing	04	LO1, LO2
Topic 8	e-Tourism	04	LO3
Topic 9	Socio-cultural, Ethical and Social Responsibility of Tourism Industry	04	LO2, LO3
Topic 10	Strategic Marketing Research	04	LO2, LO3
Topic 11	Strategic Marketing Planning	04	LO2, LO3

Topic 12	Best practices /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	1.		

Department: Economics	Study Programme: DTTEHM
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Basic Information

Course Title	: Hotel & Resort operations and Consumer service Development	Course Code	: PDT 51033
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	Objective of this module is to provide students with theoretical and practical aspects of hotel resort operations and planning.		
Learning Outcomes	<ol style="list-style-type: none"> 1. Develop an understanding on accommodation sector role, value and illustrate its diversity with a macro picture as industry which contribute to the economy of the country 2. Gives understanding on Key departments of a classified hotel; Requirements and procedure for constructing classified Hotel; Types of resorts such as beach resorts, country side resorts, spas and health resorts, integrated resorts, etc; 3. Capacity planning, Inventory management, materials requiring planning, operations scheduling, Health and safety, Facility layout, Quality and productivity management, Operations network, Supply Chain Management, Business Process Outsourcing. 		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Develop an understanding on accommodation sector role, value and illustrate its diversity with a macro picture as industry which contribute to the economy of the country	04	LO1
Topic 2	Brief introduction to key departments of a classified hotel, namely Front Office, House Keeping, Food and Beverage, Personnel and Accounts and their different roles and functions	04	LO1, LO2
Topic 3	Requirements and procedure for constructing classified Hotel; Prescribed application form for approval of hotel projects, regulatory conditions	04	LO2

	and guide lines for approval of hotel projects in different classifications, star categorization; Sources of finance, incentives and subsidies extended to hotels and accommodation sector; Backward areas in hotel and accommodation sector.		
Topic 4	Resources components of hotels and resorts development	04	LO1, LO2
Topic 5	Resort/hotel planning and preliminary consideration in resort hotel planning and development; Phases of resort planning and development	04	LO2, LO3
Topic 6	Capacity planning, Inventory management, materials requiring planning, operations scheduling etc	04	LO3
Topic 7	Determinant factors of organizational change, process of change; Organizational goals and effectiveness. Organizational strategic planning etc.	04	LO1, LO2
Topic 8	Characteristics affecting Consumer Behaviour	04	LO3
Topic 9	Buyer Decision Process and Post-Purchase Behaviour	04	LO2, LO3
Topic 10	Best practices and case studies	06	LO1, 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	<ol style="list-style-type: none"> 1. Harzing, A.-W. & Pinnington, A.H. (2011) <i>International human resources management</i>. 3rd ed. London: Sage Andrews, Sudhir : (1991), Food and Beverage Service, Tata M C Graw–Hill, New Delhi. 2. Invancevich JM, Mateson MT, (1998), <i>Organizational Behaviour and Management</i>, Tata M C Graw–Hill, New Delhi 3. Nonaka I, Takeuchi, H. (1995),. <i>The Knowledge-Creating Company</i>,. Oxford University Press, New York 		

Basic Information

Course Title : **Human Resource Management for Tourism Development**

Course Code : PDT 51043

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 students with a critical understanding of the theories, principles, historical trends, current issues and practices relevant to human resource management strategy in organizations and encourage an approach which views human resource management as a core element of the overall organizational strategy rather than a purely procedural or reactive activity		
Learning Outcomes	At the end of this course, students will be able to: 1. Comprehend how the Human Resource is being managed, developed and monitored in achievement of organizational objectives. 2. Apply the theoretical knowledge gained in to the work scenarios in people management. 3. Understand new trends, handle challenges, 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	04	LO1, LO2
Topic 2	HRM new strategic role: key concepts	04	LO1, LO2
Topic 3	Corporate Culture, values and ethics	06	LO2
Topic 4	HRM new strategic role: key concepts	04	LO1, LO2
Topic 5	HRM In corporate sector	06	LO2
Topic 6	Measuring HRM effectiveness: Performance management and employee development and retention	04	LO3
Topic 7	HR metrics and business performance : Appraisal and developing KPIs and other measurements	04	LO1, LO3
Topic 8	Compensation of human resources and employee benefits	04	LO1, LO3
Topic 9	Managing employee grievances and labor relations	04	LO4
Topic 10	Concepts of leadership: effective leadership styles in travel trade and hospitality organizations	04	LO3,

Topic 11	HR's role in organizational change: change management-leading and managing change	03	L02, L03
Topic 12	Strategic HR and application to tourism & hospitality industry	03	L02, L03
Topic 13	Field visit with assignment		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	1. Human Resource Management: Gaining a Competitive Advantage, 8/e Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, Patrick M. Wright 2. International Human Resources Management. 3rd ed. London: Sage-Harzing, A.-W. & Pinnington, A.H. (2011)		

Department: Economics

Study Programme: DTTEHM

Basic Information

Course Title : **Tourism Economics and Practical Applications**

Course Code : PDT 52023

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 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	<ol style="list-style-type: none"> 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
Topic 1	Economic Characteristics of Tourism	04	LO1, LO2

Topic 2	An Analysis of Impact of Tourism on Economic Development and Vice Versa	06	LO1, LO2
Topic 3	Characteristics and Causes for Tourism Demand	04	LO2
Topic 4	Travel and Tourism Product and Supply	06	LO1, LO2
Topic 5	Market Equilibrium and Market Function of Travel and Tourism Sector	06	LO2, LO3
Topic 6	Costs & Revenue Analysis and Application for Tourism Industry	06	LO3
Topic 7	Market Structures and Application for Travel & Tourism Industry	04	LO1, LO2
Topic 8	Competition and the Tourism Destination: A comparative analysis	04	LO3
Topic 9	Best practices /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	2. Vanhove N (2005), The Economics of Tourism Destinations, Elsevier, London 3. James M (2004), Tourism and the Economy, University of Hawaii Press, Honolulu 4. Larry D, Peter F (2006), International Handbook on the Economics of Tourism, Edward Elgar Publishing, Ltd, UK		

Department: Economics	Study Programme: DTTEHM
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Basic Information

Course Title : Tourism Planning and Development	Course Code : PDT 52063
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 provide students with 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 as a industry which play/can play a major role in economic development.		
Learning Outcomes	At the end of this course, students will be able to: <ol style="list-style-type: none"> 1. Understand the concepts, theories and principles of tourism planning 2. Differentiate tourism products 3. Design tourism plans in line with the current trends and administrative requirements. 		
Course Contents	Teaching / Tutorial Hours	Learning Outcome Aligned	

Topic 1	Introduction to tourism as visitor activity, economic activity and business in the economy	06	LO1, LO2
Topic 2	Tourism Assets in Sri Lanka, Natural, Cultural and other	06	LO1, LO2
Topic 3	Tourism product characteristics	05	LO2
Topic 4	Sri Lanka Tourism Topography, Geography, Markets & Trends	04	LO1, LO2
Topic 5	Tourism Impacts & Stakeholders	04	LO2
Topic 6	Tourism products and its value	04	LO3
Topic 7	International organizations and regional associations in tourism	04	LO1, LO3
Topic 8	Tourism Organisations and administration structure of tourism	04	LO1, LO3
Topic 9	Special interest tourism and product innovations	04	LO1, LO3
Topic 10	Case study /Guest Lectures	04	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	1. Human Resource Management: Gaining a Competitive Advantage, 8/e Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, Patrick M. Wright 2. International Human Resources Management. 3rd ed. London: Sage-Harzing, A.-W. & Pinnington, A.H. (2011)		

Basic Information

Course Title : **Statistical Analysis and Accountancy**

Course Code : PDT 52073

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 Financial and Management Accounting and to develop analytical skills relating to the application of different accounting concepts and Financial Statement Analysis for decision making.		
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 and identifying the Components of Financial Statements 2. Understanding the Analysis of Financial Statements and explain the Different Phases of a Capital Investment Exercises 3. Understanding the Budgeting Process in an Organization and explain the Difference Between Finance and Financial Management 4. Understanding the need for Valuation of shares and Debt and define Standard Costing & Variance Analysis 		
	Course Contents	Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction to Financial Accounting	06	LO1, LO2
Topic 2	Financial Statement Analysis	06	LO1, LO2
Topic 3	Project Appraisals & Capital Investments	06	LO2,
Topic 4	Budgetary Controls & Budgetary Systems	06	LO1, LO2
Topic 5	Business Finance	06	LO2
Topic 6	Valuation Concepts	06	LO3,L04
Topic 7	Standard Costing & Variance Analysis	06	LO3, L04
Topic 8	Best practices / Guest Lecturers	03	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	1.		

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

Course Code : PDT 52083

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 IT and various technology options available for a business and how evaluate them 2. understand the basic concepts of Integrated Business Systems (Enterprise Resource Planning or ERP) or ERP systems in the tourism sector and 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 describe concepts of E Commerce models and payment systems and to explain how E Commerce systems are used in the tourism business context 		
Course Contents		Teaching / Tutorial Hours	Learning Outcome Aligned
Topic 1	Introduction into E-Tourism	04	LO1, LO2
Topic 2	E-Tourism Concepts	06	LO1, LO2
Topic 3	ERP Systems in Tourism Sector	06	LO2, LO4
Topic 4	ICT Strategy	04	LO1, LO2
Topic 5	E Marketing	06	LO2
Topic 6	Web Presence and Digital Economy	04	LO3, LO4
Topic 7	Value Chains, Innovations and IT	06	LO1, LO3, LO4
Topic 8	Industry Trends	04	LO1, LO3, LO4
Topic 8	Practical sessions	05	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	<ol style="list-style-type: none"> 1. Brien,J. 2010. Management Information Systems. 10th edition. Mcgraw Hill 2. Benckendorff, P.J. 2014. Tourism Information Technology. 2nd edition. CABI 3. Tesone, D.V. 2005. Hospitality Information Systems and E-commerce. 1st edition.Wiley.
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Department: Economics

Study Programme: DTTEHM

Basic Information

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

Course Code : PDT 52102

Credit Hours : 02

Lectures : 22 Hours

Tutorial : 4 hours

Practical/Discussion: 4 hours

Level/Year : I

Semester : II

Major or minor element of Course: Core

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: <ol style="list-style-type: none"> 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	04	LO1, LO2
Topic 2	Quality Management System design	06	LO1, LO2
Topic 3	Environmental Management System design	06	LO2
Topic 4	Food safety management system design	06	LO1, LO2
Topic 5	Occupational health and safety management system design	03	LO1, LO2
Topic 6	Application of Six Sigma in tourism sector	04	LO2
Topic 7	Green Organization	04	LO2, LO3
Topic 11	Guest Lectures / Practical Sessions	03	LO1, LO3
	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	<ol style="list-style-type: none"> 1. Lean Six Sigma for Service (2003) by Michael George 2. Design for Six Sigma for Service by Kai Yang 3. Williams C.. and Buswell J. (2003) Service Quality in leisure and Tourism, Oxon: CABI,UK 4. Browns S, Gummesson E, Edvardsson B, & Gutavsson B, (1991) Service Quality, Lexington, New York: 	

Department: Economics	Study Programme: DTTEHM
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Basic Information

Course Title : Managing Small Scale Enterprises in Tourism	Course Code : PDT 52111
Credit Hours : 02	Lectures : 22 Hours
Tutorial : 4 hours	Practical/Discussion: 4 hours
Level/Year : I	Semester : II

Major or minor element of Course: Core

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: <ol style="list-style-type: none"> 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	Entrepreneurship and related concepts	04	LO1, LO2
Topic 2	Small business management and related framework	04	LO1, LO2
Topic 3	Theory of entrepreneurship	04	LO2
Topic 4	Corporate and women entrepreneurship	04	LO1, LO2
Topic 5	Entrepreneurial culture	03	

Topic 6	Business ethics and social responsibility	03	LO2
Topic 7	Financial sources for entrepreneurial ventures	02	LO3
Topic 8	Developing new business ventures	02	
Topic 9	Harvesting strategies for SMEs	02	LO1, LO3
Topic 10	A comprehensive case study	02	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"> 1. Meggison W.L., Byrd M.J., & Megginson L.C. (1997), Small business management: an entrepreneur's guide to success, London, McGraw-Hill 2. Morrison A., and Rimmington M., and Williams C. (1999). Entrepreneurship in Hospitality Tourism and leisure industries, Oxford, Butterworth 		

Master of 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.

Master of Tourism Economics and Hotel Management (MTEHM) programme consists of Two (2) Parts:

Masters in Tourism Economics and Hotel Management (Second Year)	No of Credits
PART ONE	
Consist of Two Options	
<u>Option One (1):</u>	
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
2) Thesis Writing By Laws related to the Thesis Writing: <i>In the second academic year the student shall participate in and shall give at least one research paper and seminar presentation and work on his/her research under supervision and submit a thesis not exceeding 20,000 words based on research.</i>	18
Total Credits	30
<u>Option Two (2):</u>	
MTEHM 1: Advanced Research Methodology	6
MTEHM 2: Data Analysis	3
MTEHM 3: Best Tourism Practices for Global Competitive Edge	3

MTEHM 4: Professional Development and Management Leadership	3
MTEHM 5A: Strategic Hotel Management and Applications Or MTEHM 5B: Strategic Travel Management and Applications	3
MTEHM6: Project Appraisal and Advanced Financial Analysis	3
PRW: Project Report Writing <i>submit a project report not exceeding 10,000 words based on research</i>	9
Total Credits	30

MTEHM 01: ADVANCED RESEARCH METHODOLOGY

(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:

- Understand research terminologies
- Study basic principles of research, ethic and standards and research processes
- Identify quantitative, qualitative and mixed method research approaches
- Identify the components of a literature review process

- Conceptualize and operationalize research problems and objectives.
- Gain knowledge and skills in data collection methods and techniques.
- Critically analyze published research

(4). Detailed Course Outline

Course Contents		Hours
	(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
Week	(2) Finding a research topic 1.1. Scientific methods for developing research topic 1.2. Components Involved in a topic designing 1.3. Focusing research topic and narrow downing the research area 1.4. Practical Application and Discussions with Industry Expert	3
Week	(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
Week	(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
Week	(5) Operationalization 5.1. Measures 5.2. Indicators 5.3. Scales, 5.4. rating scales 5.5. Other	4
Week	(6) Data Collection 6.1. Definition of data 6.2. Sources of data collection 6.2.1. Primary 6.2.2. Secondary	10

	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	
Week	(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
	(8) Sampling Methods 8.1. The concept of sampling 8.2. Sampling terminology 8.3. Principles of sampling 8.4. Factors affecting the inferences drawn from a sample 8.5. Types of sampling 8.6. Sample size 8.7. Practical Application and Discussions with Industry Experts	3
	(9) Data Interpretation and Analysis 9.1. Characteristics of good measures quantitative and qualitative data tools for collecting data.	3
	(10) Data presentation, conclusions, recommendations 10.1. Data presentation, 10.2. Conclusions, 10.3. Recommendations	3
	(11) Contents of a research proposal, 11.1. Individual Assignment presentation	2
	(12) Presentation and Industry Validation	

(5). Assessment

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

6. Recommended Readings

- Sekaran Uma and Bougie Roger (2010), Research methods for Business A Skill Building Approach, 5th Eds John Wiely and Sons Ltd

- Bansal SP, Verma O.P and Sharma S (2013), Essentials of Marketing Research, Kalyani Publishers, India

MTEHM 02: Data Analysing

(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:

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

(4) Detailed Course Outline

Course Contents	Hours
(1) Introduction to Empirical Analysis <ul style="list-style-type: none">○ What is Empirical Analysis?○ Role of Statistics in Management○ Planning and policy formulation○ Effective presentation of data○ Identification of Variables & Data types○ Levels of measures○ Types of Statistics○ Variables and Data	4
(2) Collecting, Arranging, Grouping and Display of data <ul style="list-style-type: none">○ Methods of collecting data○ Main sources of secondary data○ Mathematical Notations○ Constructing Frequency Distributions○ Mean (Arithmetic Mean, Weighted Mean, Geometric Mean); Median, Mode, Quartiles,○ Measures of Central Tendency	4
(3) Measures of Central Tendency and Dispersion <ul style="list-style-type: none">○ Deciles, Percentiles, Range, Inter Quartile Range, Standard Deviation, Variance, Coefficient of Variation, Confidence Interval○ Calculate central tendency and dispersion measures for a frequency distribution.	3

<p>(4) Data Management and Operations</p> <ul style="list-style-type: none"> ○ 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
<p>(5) Descriptive Data Analysis – Graphically</p> <ul style="list-style-type: none"> ○ Transforming and Computing Variables ○ Classification of Data ○ Basic Graphical Representation ○ Bar Graph, Histograms ○ Dot/Line/ Pie Chart ○ Box Plot , Editing a chart Graph 	3
<p>(6) Descriptive Data Analysis – Graphically (cont...) and Descriptive Data Analysis – Numerically</p> <ul style="list-style-type: none"> ○ Clustered Box plot ○ Probability-Probability (P-P) Plot etc. ○ Practical Exercise ○ Univariate Analysis <ul style="list-style-type: none"> ● Frequencies ● Descriptive ● Explore ● Custom Table ○ Bivariate Analysis ○ Crosstabs ○ Statistics for Nominal Variables ○ Statistics for Ordinal/Ranked Variables ○ Statistics for Mixed Variables 	3
<p>(7) Estimation and Hypothesis testing</p> <ul style="list-style-type: none"> ○ What is the estimator, estimate and estimation ○ What is the ' Hypothesis' , types of error and level of significance. 	3
<p>(8) Inferential Data Analysis – Comparison of Means</p> <ul style="list-style-type: none"> ○ Introduction to Inferential data analysis ○ Assumptions of mean comparisons ○ One sample test ○ Independent-Sample t-test ○ Practical Exercise 	3
<p>(9) Inferential Data Analysis – Comparison of populations Means</p> <ul style="list-style-type: none"> ○ Assumptions relevant to mean comparisons ○ Paired-Samples Tests ○ One-Way Analysis of Variance ○ Practical Exercise 	3

(10) Chi-Square Test <ul style="list-style-type: none"> ○ Chi-Square Tests; Contingency Tables ○ Cramer's V and Contingency Coefficient ○ Practical Exercise – (Descriptive and Inferential Analysis) 	3
(11) Correlation <ul style="list-style-type: none"> ○ Preliminary analysis for coloration, interpretation of output ○ Presenting the results from correlation. ○ Additional exercises 	3
(12) Regression Analysis <ul style="list-style-type: none"> ○ Simple and Multiple Linear Regression Line, Regression Coefficient, Practice with a data set. 	4
(13) Time series and Forecasting <ul style="list-style-type: none"> ○ Variations in Time Series; Seasonal Variations; Trend Analysis; Irregular or Random Variation; Forecasting; Practice with a data set. 	4
(14) Qualitative Analysis	8
(15) Discussion and Presentation	10
	+45

(5). Assessment

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

(6) Recommended text:

Pallant, Julie. 2005. SPSS Survival Manual: A Step by Step Guide to Data Analysis Using SPSS for Windows. New York: Open University Press.

MTEHM 4A: Strategic Hotel Management and Applications/ MTEHM 4B: Strategic Travel Management and Applications

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:

- Outline the concepts and theories supporting this approach
- Illustrate the issues intrinsic to attending to the process of strategy making through real cases.
- 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.

General Learning Outcomes

After completing the course, students should be able:

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

Methods of Teaching

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

Main Texts

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

Certo, S. C. & Peter, J. P. (1993). Strategic management: A focus on process (02nd ed.), Homewood, IL. : Irwin.

Coulter, M. (2013) Strategic Management in Action (06th ed.), USA: Prentice Hall.

Pearce, J. A. & Robinson, R. B. (2000). Strategic Management: Formulation, implementation and control (07th ed.), Richard D. Irwin.

Thompson Jr., A.A. & Srickland III, A. J. (2003).Strategic Management: Concepts and Cases (12th ed.), Boston: McGraw-Hill/Irwin.

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 - Oral presentation	10% marks 10% marks	10 th week
Field Survey (Group Assignment)	20% marks	16 th week
Semester-end examination (04 hours)	60% marks	

Lecture Schedule

Topic	Duration
Section one: Strategic Planning 1.An Overview of Strategic Management a) Introduction to Strategic Management b) Operation of the Strategic Management process	02 hours
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	04 hours

<p>3. Establishing Organizational Direction</p> <ul style="list-style-type: none"> a) Company Vision b) Fundamentals of Organizational Mission c) The nature of Organizational objectives d) The process of establishing Organizational direction 	04 hours
<p>4. Strategy Formulation</p> <ul style="list-style-type: none"> a) Inputs from environmental analysis b) Formulating organizational strategies <p>i. Evaluating strategies</p> <ul style="list-style-type: none"> a) Business Portfolio Models <p>ii. Strategies for competing in globalizing markets.</p> <p>iii. Tailoring strategy to fit specific industry and company situations.</p> <p>5. Strategy and competitive advantage in diversified companies.</p>	06 hours
6. How to analyze a strategic management case	02 hours
Individual Assignment: Case Analysis (20 marks)	02 hours
<p>7. Strategic Management at the Business Level: Managing for Competitive Advantage.</p> <ul style="list-style-type: none"> a) Competitive Advantages. b) Market focus and competitive advantage. c) Strategic Management in different stages of the Market Life Cycles. 	06 hours
Section 02: Strategy Implementation	
<p>8. Strategic Management at the Functional Level: Managing for Customer Value.</p> <ul style="list-style-type: none"> - Managing strategically at the functional level. - Kaizen: Continually improving Customer Value. - Strategic Developments in six critical functions. 	04 hours
Field Survey (Group Assignment) (20 marks)	02 hours
<p>9. Strategy Implementation</p> <ul style="list-style-type: none"> - Analyzing strategic change. - Analyzing organizational structure. - Selecting an implementation approach. - Implementing the strategy and Evaluating the results. 	06 hours
<p>10. Strategic Control</p> <ul style="list-style-type: none"> - Organizational Control and Strategic Control - The process of Strategic Control 	02 hours

ACADEMIC COORDINATOR



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

(Ph.D (Amst) in Econ; M.Phill (Maastr) in Env Eco; MA (CMB) in Econ; Dip (Aus) in Env;
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ACADEMIC PANEL

- Prof. Sirimal Abeyaratne (PhD), Department of Economics, Faculty of Arts
- Prof. Rev. W. Wimalaratana (Ph.D), Faculty of Arts, University of Colombo
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- Prof. Indralal De Silva (Ph.D), Faculty of Arts, 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
- Dr. Nishara Fernando (Ph.D), Faculty of Arts, University of Colombo
- Dr. S. P. Premaratne (Ph.D), Faculty of Arts, University of Colombo
- Dr. Sepalika Sudasinghe (Ph.D) Senior Consultant, SLIDA
- Dr. Sharmini Perera (PhD) Sri Lanka Technological Campus
- Dr. Rohantha Athukorala (Ph.D) Former Chairman, Sri Lanka Tourism Promotion Bureau
- Mr. Naleen Gunasekera (MBA), Entrepreneur, Fund Manager Ceylon Arkansas Fund
- Mr. P.U. Ratnayake (MBA), Director General of Sri Lanka Tourism Development Authority
- Mr. Mubarak Kaldeen (MSc) Senior Lecturer, SEUSL
- Mr. Sampath Siriwardene (MSc) Senior Lecturer
- Mr. T.B.B. Sumith (MMM, MBA) Director of Praguna Pvt Ltd
- Mr. AMCP. Athapathu (MBA) Senior Lecturer, Faculty of Management and Finance
- Dr. Ganga Fernando (PhD) Senior Lecturer, Faculty of Management and Finance
- Dr. Piyavi Wijewardene (PhD), Senior Lecturer
- Mr. Udana Wickramasinghe (MBA), Director of Sri Lanka Tourism Development Authority (Former Ceylon Tourist Board)
- Mr. S. Kalaiselvam (MA) Former Director General of Sri Lanka Tourism Development Authority (Former Ceylon Tourist Board)
- Ms. A.W. Dilrukshini (MA), Director of Central Bank of Sri Lanka
- Mr. Kasun Abeynayake (Pg.DTEHM,) Senior Lecturer/Academic Consultant, Colombo Academy of Hospitality Management @ SLIIT/William Angliss Institute-Colombo
- Mrs. Prathibhani Bandusena (MPM), University of Moratuwa

UNIVERSITY LIFE AND FUN







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

Dr. Suranga Silva

Foreign Delegates

Gayari, Sumith and Lanka



Sunil

Shunsaku

Wang Li

Roshi

Hasan

Annesley

Anupama, Shomasi and Chriahanthi

Asangika and Sandani



Dr. Rohantha

Aahfaque, Shehan and Jeremy

Sanjay

Charith and Devmith

Dilaha and Anjelika

Dinesh



Dinul and Subodha

Charidi

Dr. Sepali and Karthi

Fazeem

Gishila and Dharani

Kamal and Dulip



Hazna, Lashika and Venuri

Suranthy

Ishara

Kashumi

Kasun, Prasad and Dumidhu

Keerthi and Amila



Kasun

Lakmali

Malki and Gayani

Nihan

Nuwan and Hasitha

Nuwan, Sampath and Romesh



Rohan and Sameera

Sammami and Bhagya

Chaminda

Sean and Soshika

Suboshi, Krishi and Darshi





THE NATIONAL TREE PLANTATION EVENT 2016
Photography by Tharaka Rathnasakara

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