



ADVANCED DIPOMA IN

TOURISM & HOSPITALITY MANAGEMENT



STARLIKS CAMPUS

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Your Pathway to Professional Excellence

STARLIKS CAMPUS

Who We Are

Starliks Campus (PV 00254887) is a professional training institute dedicated to developing skilled, confident, and industry-ready individuals for today's competitive industries. We provide high-quality, career-focused education and practical training programs designed to meet modern industry requirements while preparing students for future opportunities both locally and internationally.

At Starliks Campus, we believe education should combine academic knowledge with practical experience. Our programs are designed with hands-on training, workshops, live projects, industry visits, and real-world learning experiences that help students develop valuable technical and professional skills.

Our goal is to bridge the gap between education and employment by preparing students to confidently enter the workforce, pursue higher studies, or establish their own businesses.

Our courses are conducted by qualified lecturers, experienced trainers, and industry professionals who bring both academic and practical expertise into the classroom. Through innovative teaching methods and industry-oriented training, we create an engaging learning environment that encourages creativity, professionalism, leadership, and continuous growth.

Why Choose Starliks Campus

- Industry-Oriented Programs aligned with modern market requirements
- Practical Learning Methods with industry exposure and field activities
- Experienced Lecturers and Hospitality Industry Experts
- Career-Focused Education supporting employment and entrepreneurship
- Professional Development Programs enhancing leadership and personality
- Modern Learning Environment encouraging innovation and growth

Our Vision

To become a leading professional education and training institute that develops future-ready professionals capable of contributing positively to Sri Lanka's tourism industry and the global hospitality sector.

Our Mission

To provide practical, innovative, and high-quality education that empowers individuals with the skills, confidence, leadership qualities, and professional competence needed for career success and lifelong achievement.

At Starliks Campus, we are committed to shaping the next generation of tourism professionals, hospitality leaders, entrepreneurs, and innovators through industry-oriented education and professional development.

Shape the Future with Tourism & Hospitality Leadership

The tourism and hospitality industry is one of the world's fastest-growing and most dynamic sectors, creating exceptional career opportunities across hotels, resorts, airlines, travel agencies, tourism operations, event management companies, cruise operations, wellness tourism, destination management, and hospitality entrepreneurship.

Sri Lanka's tourism industry continues to expand rapidly with increasing demand for skilled hospitality professionals capable of delivering world-class guest experiences, managing tourism operations efficiently, and contributing to sustainable tourism development.

The Advanced Diploma in Tourism & Hospitality Management is designed to equip learners with practical, managerial, and entrepreneurial competencies required to succeed in the modern tourism and hospitality industry.

Students will develop strong knowledge in:

- Tourism operations and destination management
- Hospitality service excellence
- Hotel operations and guest management
- Tourism marketing and digital branding
- Customer relationship management
- Sustainability and green hospitality concepts
- Human resource management in hospitality
- Tourism entrepreneurship and startups
- Communication, professionalism, and business etiquette
- Financial management and operational planning

The program combines theoretical learning with practical exposure, field studies, hotel visits, case studies, research projects, and internship training to produce highly employable and industry-ready graduates.

This qualification also prepares learners to become entrepreneurs and innovators capable of developing tourism businesses, travel services, hospitality ventures, destination experiences, and sustainable tourism projects.

ADVANCED DIPLOMA IN TOURISM & HOSPITALITY MANAGEMENT

Starliks Campus

PROGRAM OVERVIEW

The Advanced Diploma in Tourism & Hospitality Management is a comprehensive professional qualification designed to develop industry-ready tourism and hospitality professionals specializing in:

- Tourism Industry Management
- Hospitality Operations Management
- Hotel & Resort Administration
- Tourism Marketing & Branding
- Customer Experience Management
- Hospitality Human Resource Management
- Sustainable Tourism Practices
- Travel Agency & Tour Operations
- Tourism Entrepreneurship & Startups
- Tourism Research & Industry Analysis
- Leadership & Professional Development
- Tourism Business Communication

The program is designed with major emphasis on:

Tourism Industry Management & Hospitality Leadership

The course structure combines:

- Live online instructor-led theory sessions
- LMS recorded learning activities
- Hospitality case studies and industry analysis
- Guided assignments and tourism research
- Professional development workshops
- Industry exposure and field visits
- Internship and operational training
- Research and capstone project development
- Self-directed learning and presentation activities

PROGRAM DELIVERY MODEL

Component	Mode
Live Theory Sessions	Online
LMS Recorded Learning	Online
Assignments & Assessments	Guided Self-Learning
Industry Workshops	Physical / Online
Hotel Field Visit	Physical
Internship Training	Industry Placement
Research & Capstone Project	Practical
Final Evaluation	Theory + Presentation + Viva

LIVE THEORY SESSION SCHEDULE

Schedule	Time
Every Tuesday	7.00 PM – 9.00 PM
Every Thursday	7.00 PM – 9.00 PM
Additional Special Sessions (if required) Weekend Sessions	

PRACTICAL & INDUSTRY EXPOSURE SCHEDULE

Schedule	Time
Professional Workshops	8.30 AM – 4.30 PM
Hotel Industry Visit	Full Day
Internship Training	Industry Hours

PROGRAM TIMELINE & DURATION STRUCTURE

Phase	Duration
Part 01 — Tourism & Hospitality Industry Management	2.5 Months
Part 02 — Professional Development & Leadership Skills	1.5 Months
Part 03 — Entrepreneurship & Tourism Operations	2 Months
Internship, Research & Capstone Project	3 – 6 Months
Total Program Duration	12 Months
Total Learning Hours	1000 Hours

MODULE 01 — TOURISM & HOSPITALITY INDUSTRY MANAGEMENT

MAIN SPECIALIZATION MODULE

Duration Structure

Component	Hours
Live Online Theory	96
LMS Recorded Learning	160
Guided Assignments & Research	90
Workshops & Case Studies	24
Field Visit & Industry Exposure	10
Capstone Preparation	60
Total	440

LIVE ONLINE THEORY CONTENT

MONTH 01 — TOURISM INDUSTRY FOUNDATIONS

WEEK 01 — OVERVIEW OF GLOBAL TOURISM

Main Topics

1. Introduction to Tourism Industry • History and evolution of tourism
 - Global tourism development
 - International tourism organizations
 - Tourism industry structure
 - Economic importance of tourism
2. Types of Tourism • Leisure tourism
 - Cultural tourism
 - Eco tourism
 - Wellness tourism
 - Adventure tourism
 - Business tourism
 - Luxury tourism
3. Global Tourism Trends • Digital transformation in tourism
 - Smart tourism concepts
 - Sustainable travel trends
 - Experience-based tourism
 - Future tourism technologies

4. Tourism Industry Career Opportunities • Hotel operations
 - Travel consultancy
 - Event management
 - Destination management
 - Airline and cruise operations
 - Hospitality entrepreneurship

LMS Learning Activities

- Tourism industry documentary reviews
 - International tourism market analysis
 - Recorded lectures on tourism trends
 - Reading material: Tourism Fundamentals
-

WEEK 02 — SCOPE & IMPORTANCE OF HOSPITALITY

Main Topics

1. Introduction to Hospitality Industry • Hospitality industry overview
 - Guest experience concepts
 - Importance of service excellence
 - Hospitality business sectors
2. Hotel & Resort Operations • Front office operations
 - Housekeeping operations
 - Food and beverage management
 - Banquet and event operations
 - Guest relations management
3. Hospitality Industry Standards • Quality standards
 - Guest satisfaction systems
 - Service delivery procedures
 - International hospitality benchmarks
4. Hospitality Leadership Concepts • Leadership qualities in hospitality
 - Team coordination
 - Service culture development
 - Operational professionalism

LMS Learning Activities

- Hotel operational workflow videos
- Hospitality service demonstrations
- Resort management case studies

WEEK 03 — STRUCTURE OF THE SRI LANKAN TOURISM INDUSTRY

Main Topics

1. Sri Lankan Tourism Overview • Tourism industry growth in Sri Lanka
 - Key tourism destinations
 - Government tourism authorities
 - Tourism development strategies
2. Key Tourism Sectors • Hotels and resorts
 - Travel agencies
 - Tour operators
 - Transportation providers
 - Tourism entertainment services
3. Tourism Infrastructure • Airports and transportation
 - Accommodation systems
 - Tourism support services
 - Destination facilities
4. Tourism Contribution to Economy • Employment generation
 - Foreign exchange earnings
 - SME development
 - Community tourism development

LMS Learning Activities

- Sri Lankan tourism market reviews
 - Destination analysis videos
 - Tourism policy discussions
-

WEEK 04 — TOURISM STAKEHOLDERS & IMPACTS ON TOURISM

Main Topics

1. Tourism Stakeholders • Government institutions
 - Private tourism businesses
 - Local communities
 - Tourists and travelers
 - Environmental organizations
2. Economic Impacts of Tourism • Revenue generation
 - Employment opportunities
 - Regional economic development
3. Social & Cultural Impacts • Cultural preservation
 - Community involvement
 - Lifestyle changes
 - Heritage tourism

4. Environmental Impacts • Resource utilization
 - Environmental sustainability
 - Eco tourism concepts
 - Responsible tourism practices

LMS Learning Activities

- Sustainable tourism case studies
 - Tourism impact documentary reviews
-

MONTH 02 — HOSPITALITY OPERATIONS & SUSTAINABILITY

WEEK 05 — FUNDAMENTALS OF SUSTAINABILITY & GREEN CERTIFICATIONS

Main Topics

1. Sustainable Tourism Concepts • Sustainable tourism principles
 - Environmental responsibility
 - Community-based tourism
 - Ethical tourism practices
2. Green Hospitality Management • Energy conservation systems
 - Waste management practices
 - Water conservation methods
 - Green hotel operations
3. International Green Certifications • Green Globe standards
 - Sustainable hotel certifications
 - Eco-labeling systems
 - Environmental compliance
4. Sustainable Destination Development • Responsible destination planning
 - Eco tourism business opportunities
 - Sustainable hospitality strategies

LMS Learning Activities

- Green hotel operation case studies
 - Sustainable tourism management videos
-

WEEK 06 — TOURISM BUSINESS MODELS & OPERATIONAL MANAGEMENT

Main Topics

1. Tourism Business Models • Hotel business models
 - Travel agency business structures
 - Resort operation models
 - Tourism startup concepts

2. Operational Management Principles • Operational planning
 - Service process management
 - Guest handling systems
 - Resource allocation
3. Revenue Generation Strategies • Pricing strategies
 - Revenue optimization
 - Seasonal business planning
 - Upselling techniques
4. Hospitality Technology Systems • Reservation systems
 - CRM systems
 - Property management systems
 - Digital tourism platforms

LMS Learning Activities

- Hotel management software demonstrations
 - Tourism startup case studies
-

WEEK 07 — OPERATIONAL CHALLENGES & QUALITY MANAGEMENT IN TOURISM

Main Topics

1. Operational Challenges in Hospitality • Workforce challenges
 - Guest complaint handling
 - Seasonal demand management
 - Crisis management
2. Quality Management Systems • Service quality standards
 - Operational quality control
 - Guest satisfaction measurement
 - Continuous improvement systems
3. Risk Management in Hospitality • Operational risks
 - Health and safety standards
 - Food safety management
 - Emergency response planning
4. Service Recovery Strategies • Complaint resolution
 - Guest recovery procedures
 - Reputation protection

LMS Learning Activities

- Hospitality crisis management videos
- Quality assurance case studies

WEEK 08 — WINNING PACKAGE CREATION & RESOURCE MANAGEMENT

Main Topics

1. Tourism Package Development • Tour package design
 - Customer segmentation
 - Experience creation
 - Destination integration
2. Tourism Product Development • Hospitality products and services
 - Luxury experiences
 - Cultural experiences
 - Adventure tourism products
3. Resource Management • Human resource utilization
 - Operational efficiency
 - Cost management
 - Inventory control
4. Productivity & Efficiency • Time management
 - Service optimization
 - Operational coordination

LMS Learning Activities

- Tour package creation workshops
 - Tourism experience development videos
-

MONTH 03 — MARKETING, SERVICE EXCELLENCE & INDUSTRY MANAGEMENT

WEEK 09 — HOSPITALITY MARKETING & DIGITAL MARKETING

Main Topics

1. Fundamentals of Hospitality Marketing • Tourism marketing principles
 - Consumer behavior analysis
 - Brand positioning
 - Market segmentation
2. Digital Marketing in Tourism • Social media marketing
 - Content marketing
 - Travel influencer marketing
 - Search engine marketing
 - Online travel platforms
3. Destination Branding • Destination identity creation
 - Tourism campaign development
 - Tourism promotion strategies

4. Customer Engagement Strategies • Customer interaction channels
 - Digital guest communication
 - Online promotions

LMS Learning Activities

- Tourism marketing campaign reviews
 - Hospitality digital branding tutorials
-

WEEK 10 — REPUTATION MANAGEMENT, CRM & GUEST LOYALTY BUILDING

Main Topics

1. Reputation Management • Online reputation management
 - Review platform management
 - Brand trust building
 - Customer feedback systems
2. Customer Relationship Management (CRM) • Guest database management
 - Customer retention strategies
 - Personalized guest experiences
 - Loyalty program development
3. Guest Experience Management • Customer journey mapping
 - Hospitality personalization
 - VIP guest handling
 - Service excellence culture
4. Hospitality Communication Skills • Professional guest communication
 - Telephone etiquette
 - Cross-cultural communication

LMS Learning Activities

- Guest service excellence videos
 - CRM system demonstrations
-

WEEK 11 — HUMAN RESOURCE MANAGEMENT & CONFLICT RESOLUTION

Main Topics

1. Human Resource Management in Hospitality • Recruitment and selection
 - Employee motivation
 - Staff training and development
 - Team leadership
 - Workforce scheduling
2. Hospitality Workplace Ethics • Professional conduct
 - Workplace discipline

- Ethical decision making
- Diversity and inclusion
- 3. Conflict Resolution Techniques • Guest conflict handling
 - Internal staff conflict management
 - Negotiation skills
 - Problem-solving techniques
- 4. Legal Framework in Hospitality • Tourism regulations
 - Consumer protection laws
 - Employment regulations
 - Health and safety compliance

LMS Learning Activities

- Workplace leadership case studies
 - Hospitality conflict management videos
-

WEEK 12 — FUTURE TRENDS, INDUSTRY CHALLENGES & CAREER DEVELOPMENT

Main Topics

1. Future Trends in Tourism • AI and automation in hospitality
 - Smart hotel systems
 - Digital guest experiences
 - Virtual tourism concepts
 - Sustainable tourism innovation
2. Industry Challenges • Economic fluctuations
 - Crisis and pandemic recovery
 - Workforce shortages
 - Global competition
3. Career Development in Hospitality • Career pathways in tourism
 - International hospitality opportunities
 - Leadership growth planning
 - Professional networking
4. Industry Readiness Preparation • CV and portfolio preparation
 - Interview preparation
 - Professional presentation skills

LMS Learning Activities

- Tourism innovation documentaries
- Industry expert discussions

HOTEL INDUSTRY FIELD VISIT

INDUSTRY EXPOSURE PROGRAM

Duration: Full Day Industry Visit

Field Visit Activities

- Guided visit to a 5-star hotel
- Front office operation observation
- Housekeeping operation exposure
- Food and beverage operation overview
- Banquet and event management exposure
- Guest relation management observation
- Hospitality leadership discussion session
- Industry networking and interaction

Expected Outcomes

- Understanding real hospitality operations
- Exposure to professional service standards
- Operational workflow understanding
- Industry professionalism development



MODULE 02 — PROFESSIONAL DEVELOPMENT & LEADERSHIP SKILLS

PROFESSIONAL DEVELOPMENT MODULE

Duration Structure

Component	Hours
Live Online Theory	48
LMS Recorded Learning	70
Guided Assignments & Activities	40
Workshops & Presentations	15
Personality Development Activities	10
Total	183

MONTH 04 — PROFESSIONALISM, COMMUNICATION & PERSONALITY DEVELOPMENT

WEEK 13 — PERSONAL BRANDING & PROFESSIONALISM

Main Topics

- Personal branding principles
 - Professional image building
 - Leadership presence
 - Workplace professionalism
 - Hospitality grooming standards
 - Professional confidence development
 - Career identity development
-

WEEK 14 — CHANGE MANAGEMENT & STRATEGIC COMMUNICATION

Main Topics

- Change management principles
 - Adaptability in hospitality industry
 - Strategic communication techniques
 - Public speaking skills
 - Presentation techniques
 - Team communication systems
 - Crisis communication methods
-

WEEK 15 — PERSONALITY DEVELOPMENT & BUSINESS ETIQUETTE

Main Topics

1. Grooming & Professional Appearance • Hospitality grooming standards
 - Professional dress codes
 - Personal hygiene and presentation
 2. Dining Etiquette • Formal dining etiquette
 - Guest interaction etiquette
 - International dining standards
 3. Workplace Etiquette • Professional workplace behavior
 - Respectful communication
 - Time management discipline
 4. Meeting & Corporate Etiquette • Meeting protocols
 - Corporate communication manners
 - Networking professionalism
 5. Digital Etiquette • Email professionalism
 - Social media professionalism
 - Online communication ethics
-

WEEK 16 — LEADERSHIP, TEAM BUILDING & CAREER READINESS

Main Topics

- Hospitality leadership skills
- Team motivation strategies
- Problem-solving and decision making
- Emotional intelligence
- Interview preparation
- Workplace readiness
- Career growth planning

MODULE 03 — TOURISM ENTREPRENEURSHIP & BUSINESS DEVELOPMENT

ENTREPRENEURSHIP & MANAGEMENT MODULE

Duration Structure

Component	Hours
Live Online Theory	56
LMS Recorded Learning	70
Guided Assignments & Research	45
Workshops & Startup Activities	20
Research & Capstone Preparation	50
Total	241

MONTH 05 — ENTREPRENEURSHIP, FINANCE & TOURISM OPERATIONS

WEEK 17 — TOURISM ENTREPRENEURSHIP & STARTUPS

Main Topics

1. Tourism Entrepreneurship Concepts • Tourism business opportunities
 - Hospitality startup models
 - Innovative tourism services
 - Business feasibility analysis
2. Startup Development • Business registration procedures
 - Startup planning
 - Operational planning
 - Risk management
3. Tourism Innovation • Experience tourism concepts
 - Eco tourism startups
 - Digital tourism services

WEEK 18 — PERSONAL BRANDING IN TOURISM & TRAVEL OPERATIONS

Main Topics

1. Personal Branding in Tourism • Building professional identity
 - Tourism influencer concepts
 - Professional networking
 - Industry visibility development
 2. Tour Guiding Operations • Tour guiding responsibilities
 - Cultural interpretation skills
 - Tourist handling procedures
 - Destination knowledge development
 3. Travel Agency Operations • Travel booking systems
 - Itinerary preparation
 - Visa and travel documentation basics
 - Travel coordination systems
-

WEEK 19 — FINANCIAL MANAGEMENT ESSENTIALS

Main Topics

1. Hospitality Financial Management • Basic accounting principles
 - Budget preparation
 - Cost control systems
 - Revenue management
2. Business Finance Essentials • Profitability analysis
 - Cash flow management
 - Investment planning
 - Financial forecasting
3. Tourism Pricing Strategies • Package costing
 - Service pricing methods
 - Profit margin calculations
 - Seasonal pricing systems

MONTH 06 — RESEARCH, TREND ANALYSIS & STARTUP DEVELOPMENT

WEEK 20 — TREND ANALYSIS & INTRODUCTION TO RESEARCH

Main Topics

1. Tourism Trend Analysis • Emerging tourism trends
 - Traveler behavior analysis
 - Hospitality innovation trends
 - Market forecasting concepts
2. Introduction to Research • Research fundamentals
 - Data collection methods
 - Survey preparation
 - Hospitality research ethics
3. Industry Research Techniques • Tourism market analysis
 - Customer satisfaction studies
 - Hospitality benchmarking

Assignment

- Research proposal preparation
-

WEEK 21 — BUSINESS DEVELOPMENT & CAPSTONE PLANNING

Main Topics

- Tourism business planning
- Startup business proposal development
- Tourism investment opportunities
- Destination experience planning
- Operational project planning
- Presentation preparation

Assignment

- Final capstone project proposal submission

INTERNSHIP & INDUSTRY EXPOSURE PROGRAM

INTERNSHIP TRAINING

Duration: 3 – 6 Months

Students are required to complete supervised internship training within hotels, resorts, restaurants, travel agencies, tourism organizations, event companies, or related hospitality establishments.

Internship Areas

- Front office operations
- Guest relations
- Housekeeping operations
- Food and beverage operations
- Event coordination
- Travel consultancy operations
- Tour coordination activities
- Hospitality customer service
- Sales and marketing operations

Internship Learning Outcomes

- Real-world operational experience
 - Professional workplace exposure
 - Customer service competency development
 - Teamwork and communication enhancement
 - Industry networking opportunities
 - Leadership and confidence development
-

RESEARCH, FIELD STUDY & CAPSTONE PROJECT

CAPSTONE PROJECT REQUIREMENTS

Students must complete at least ONE of the following:

- Develop a tourism startup business plan
- Conduct a hospitality customer satisfaction study
- Prepare a destination development proposal
- Design a sustainable tourism concept
- Develop a hotel operational improvement strategy

- Create a tourism marketing campaign
- Conduct a tourism trend analysis research project
- Develop a hospitality service quality enhancement project

FIELD STUDY REQUIREMENTS

Students are required to conduct field studies related to:

- Hotel operations
- Destination tourism analysis
- Tourist behavior observation
- Sustainable tourism practices
- Hospitality service evaluation

MAJOR ASSIGNMENT STRUCTURE

Students are required to complete only THREE major assignments throughout the academic period.

Assignment 01 — Tourism & Hospitality Industry Analysis

Duration: End of Month 02

Students will prepare a comprehensive report related to:

- Tourism industry analysis
- Hospitality operational management
- Sustainable tourism practices
- Tourism package development

Assignment 02 — Professional Development & Hospitality Communication

Duration: End of Month 04

Students will complete:

- Professional presentation activities
- Hospitality communication exercises
- Personal branding portfolio
- Business etiquette practical evaluation

Assignment 03 — Tourism Entrepreneurship & Research Project

Duration: End of Month 06

Students will prepare:

- Tourism startup proposal
- Hospitality business development plan

- Tourism research report
 - Industry trend analysis presentation
-

ASSESSMENT STRUCTURE

Assessment Type	Weightage
Theory Examination	30%
Major Assignments & Research	25%
Presentations & Workshops	15%
Internship Evaluation	15%
Final Project & Viva	15%

EXPECTED LEARNING OUTCOMES

Upon successful completion of the program, learners will be able to:

- Understand global tourism and hospitality industry operations
- Manage hospitality service operations professionally
- Develop tourism products and travel experiences
- Apply digital marketing strategies in tourism businesses
- Deliver excellent guest experiences and customer service
- Understand sustainable tourism and green hospitality concepts
- Manage hospitality teams and workplace operations
- Handle customer relations and conflict resolution effectively
- Develop tourism startup and entrepreneurship concepts
- Apply hospitality financial management principles
- Conduct tourism research and market analysis
- Demonstrate professional communication and leadership skills
- Operate effectively within international hospitality environments

CAREER OPPORTUNITIES

Graduates may work as:

- Hotel Operations Executive
- Front Office Executive
- Guest Relations Officer
- Travel Consultant
- Tour Coordinator
- Tourism Executive
- Hospitality Supervisor
- Resort Operations Assistant
- Event Management Coordinator
- Airline Customer Service Executive
- Tourism Marketing Executive
- Destination Management Assistant
- Hospitality HR Coordinator
- Tourism Entrepreneur
- Travel Agency Executive
- Sustainable Tourism Project Assistant

FINAL HOUR SUMMARY

Module	Total Hours
Tourism & Hospitality Industry Management	440
Professional Development & Leadership Skills	183
Tourism Entrepreneurship & Business Development	241
Internship, Research & Field Studies	116
Additional Learning Activities	20
Grand Total	1000 Hours

CONCLUSION

The Advanced Diploma in Tourism & Hospitality Management is designed to produce highly competent tourism and hospitality professionals with strong practical exposure in:

- Hospitality operations and service excellence
- Tourism business management
- Guest experience and customer relationship management
- Tourism marketing and branding
- Sustainable tourism development
- Leadership and professional communication
- Tourism entrepreneurship and startups
- Hospitality financial management and operational planning

The program integrates modern hospitality practices, tourism industry knowledge, professional development, practical learning methodologies, internship exposure, and entrepreneurship competencies to meet the growing demands of Sri Lanka's tourism and hospitality industry as well as the global tourism market.

This qualification empowers learners to become future hospitality leaders, tourism professionals, and entrepreneurs capable of contributing to sustainable tourism growth and international service excellence.

STARLIKS CAMPUS

Empowering Future Tourism & Hospitality Professionals

