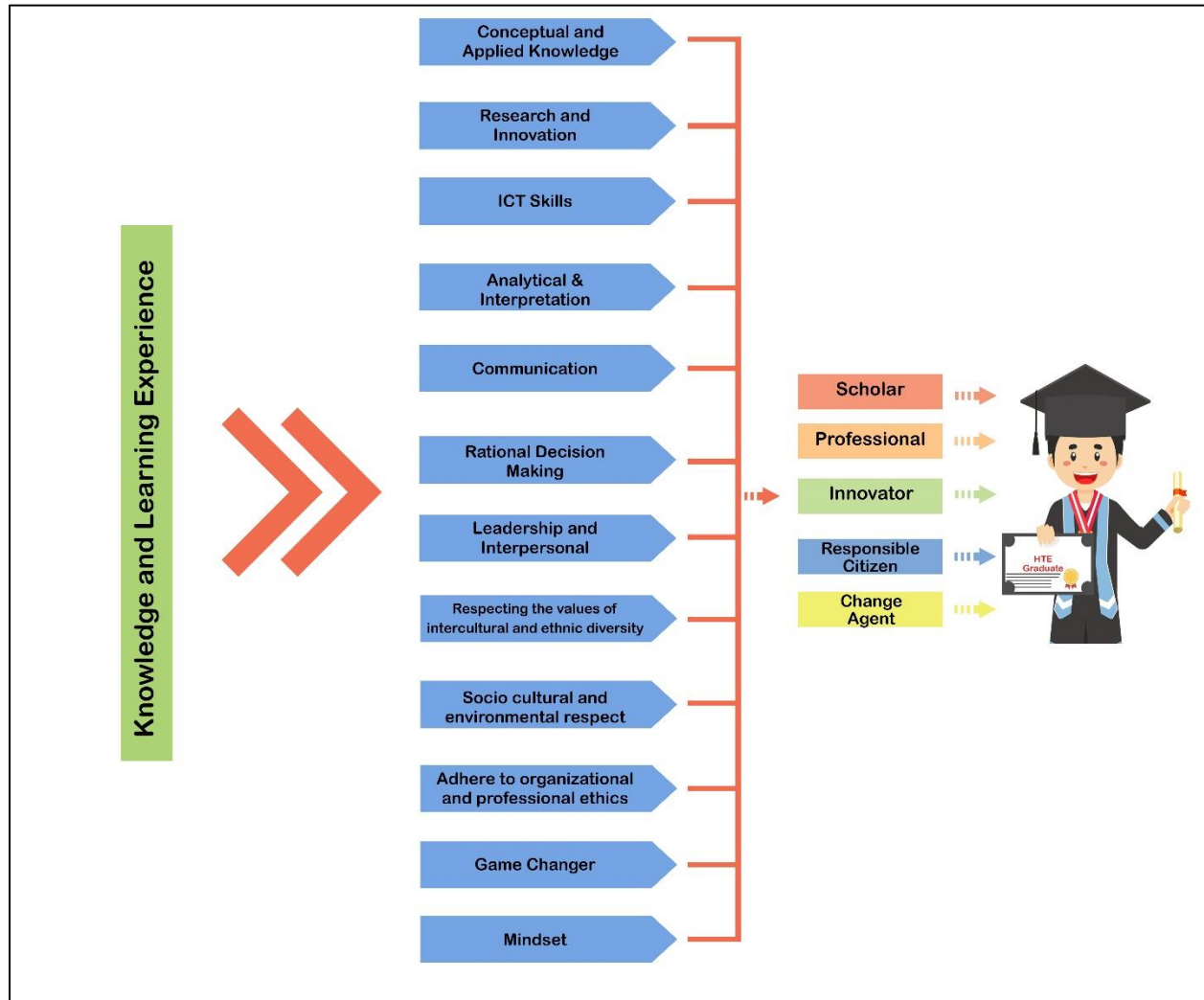


# GRADUATE PROFILE

Given below is the visual representation of the graduate profile of the HTE Degree Programme



BBMHons (Hospitality, Tourism, and Events Management) Degree Programme equips graduates with the required knowledge, skills and attitudes to enter one of the fastest growing industries worldwide. Their specialized understanding of the requirements of this sector makes them a valuable asset to the industry stakeholders.

Graduates have a broad understanding of the industry at all levels and have the theoretical knowledge and practical skills to able to enter the workforce in management roles to plan and implement tourism initiatives.

## **(I) Knowledge**

- ***Conceptual Knowledge:*** Scholarly knowledge in theoretical concepts underpinning tourism, hospitality and event phenomena; knowledge in range of positive and negative impacts of tourism development at the local and global scale. Capabilities to apply scholarly conventions make rational decisions; fluency in academic and scientific writing; an understanding and appreciation of current issues in tourism and hospitality industry locally and globally.
- ***Applied Knowledge:*** A capacity for the practical application of conceptual and reflective thinking; ability diagnose the trends and opportunities of the global tourism. Strategy adaptations to face day today business operations.

## **(II) Skills**

- ***Research and Innovation Skills:*** Select and apply appropriate research skills and techniques to specific tourism issues; Promote new operational and product innovations to the industry as entrepreneurs.
- ***Leadership & Interpersonal Skills:*** Be passionate about tourism; self-discipline and an ability to plan and achieve personal and professional goals; an ability to work independently and in collaboration with others; and personal and professional integrity.
- ***Analytical and Interpretation Skills:*** Basic knowledge of financial statements; ability to analyses and interpret tourism statistics; ability to forecast trends in tourism; and comparing & contrasting business data and situations.
- ***Communication Skills:*** Proficiency of English language and foreign languages; ability to prepare effective reports and other correspondences; use of effective oral communication skills to communicate with diverse stakeholders in the industry
- ***ICT Skills:*** Appropriate use of advanced information and communication technologies; sound knowledge about digital content designing; ability to use digital marketing tools; and ability to run virtual (online) travel and tourism businesses.
- ***Rational Decision-making Skills:*** Ability to diagnose and efficient problem solving; cross cultural understanding; capable of rigorous & independent thinking; and able to make critical and accurate decisions.

### **(III) Attitudes, Values and Mindset**

- ***Game Changer:*** Right attitudes to act as a game changer in the industry; Perseverance to challenge themselves.
- ***Respecting the values of intercultural and ethnic diversity:*** Appreciate the importance of Sri Lankan tradition, culture, values and practices in the country; appreciate the need to express sensitivity to gender, ethnicity and equity issues.
- ***Socio cultural and environmental respect:*** Admire the cultural and environmental issues associated with the development and operation of tourism, hospitality and event sector; encourage the reflective thinking towards corporate social responsibility
- ***Adhere to organizational and professional ethics:*** Adhere to business organizational ethics and develop public relations skills; need for ongoing professional development and education

**GRADUATE ATTRIBUTES AND PROGRAMME LEARNING  
OUTCOMES (PLOS)**

Graduate Attribute	PLO
<b>Scholar</b>	<p><b>PLO 1</b> Demonstrate an understanding of advanced and contemporary knowledge of the main concepts and theories in hospitality, tourism, and events management fields.</p> <p><b>PLO 2</b> Demonstrate up-to-date knowledge, scholarship and comprehension of key concepts and related theories in the fields of hospitality, tourism, and events management.</p>
	<p><b>PLO 3</b> Create cutting edge knowledge by critically analyzing data and interpreting results.</p> <p><b>PLO 4</b> Demonstrate entrepreneurship by proposing sustainable solutions for the evolving business problems in the fields of hospitality, tourism, and events management</p> <p><b>PLO 5</b> Demonstrate technopreneurship by applying up-to-date information and communication technology and effective communication skills</p>
<b>Innovator</b>	<p><b>PLO6</b> Capitalize the acquired knowledge and skills to develop innovative outcomes capturing opportunities in the dynamic environment</p> <p><b>PLO 7</b> Develop and apply optimum solutions for the contemporary issues in the changing environment of Tourism and Hospitality and events industry.</p>
	<p><b>PLO 8</b> Lead change for the advancement of Hospitality, Tourism and Event industry</p> <p><b>PLO 9</b> Cope with uncertainties in the tourism, hospitality and event industry</p> <p><b>PLO 10</b> Play a role as a trend – setter for thinking globally and acting locally</p>
<b>Change Agent</b>	<p><b>PLO11</b> Demonstrate corporate social responsibilities with progressive attitudes</p> <p><b>PLO12</b> Create proactive approaches towards the communities with positive impacts</p> <p><b>PLO13</b> Be responsible for legal, economic and ethical standards in professional environment</p>