

### ***Graduate Profile - HTE***

B.B.M. in Hospitality Tourism and Events Management Degree Programme equips graduates with the knowledge and skills 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 be able to enter the workforce in management roles to plan and implement tourism initiatives.

The university's unique core undergraduate courses provide its graduates with exposure to interdisciplinary perspectives while adding value to the national resource base.

Below is a summary of the key knowledge, skills and values a graduate has been expected to obtain by the end of the academic career at UWU.

#### **Knowledge**

1. Critically discuss theoretical concepts underpinning tourism phenomena.
2. Describe the range of positive and negative impacts of tourism development at the local and global scale.
3. Explain the nature, characteristics and behaviour of tourists as consumers, and the influences on tourist demand.
4. Describe the dynamic global social, cultural, physical, economic and political environments in which tourism phenomena exist.
5. Evaluate and apply approaches to managing the development of tourism through the application of policy and planning models.
6. Describe and explain examples of the products, structure, operations and interactions within the tourism sector in Sri Lanka and globally.

#### **Skills**

1. Select and apply appropriate research skills and techniques to specific tourism issues
2. Plan, implement and manage tourism in destinations
3. Utilize effective organizational and time management skills
4. Think logically and independently, expressed through writing
5. Approach problems from multidisciplinary and international perspectives.
6. Source and evaluate the suitability of data and information
7. Analyse, synthesize and problem solving.
8. Work effectively as a member of a team.

9. Use effective oral communication skills, involving the ability to communicate with diverse audiences.

### **Values**

1. Appreciate the need to commit to a professional standard of behaviour based on professional ethics & conduct.
2. Assume responsibility for taking a lead role in collaborative processes.
3. Appreciate the cultural and environmental issues associated with the development and operation of tourism
4. Appreciate the importance of Sri Lankan tradition, culture, values and practices in the country.
5. Appreciate the need to express sensitivity to gender, ethnicity and equity issues.
6. Appreciate the need for ongoing professional development and education.