



## CATEGORY - 09 - TOURISM EDUCATION & TRAINING

### A) Large Category

The award for tourism education and training has been divided in to two sections as follows;

#### **Section 1- Large tourism education institutes**

This section will include institutes that fulfill the following criteria

- a) Should have an output of more than 250 students per annum.
- b) Should offer degree/ Management Diploma programs related to Tourism/Hospitality.
- c) Faculty should be at least Diploma holders in their relevant field of instruction.
- d) Should have facilities for hands on practical training.

#### **IMPORTANT**

Please note that it is mandatory for all applicants to score at least 50% for each question and a minimum overall score of 60% to qualify for an award.

This category is open to individuals in tourism education and other registered training providers working to raise professional standards within the tourism industry by delivering high quality training programs.

Important reminders:

- Entrants must ensure their answers refer specifically to the product and category they are entering.
- Entrants must provide as many details as possible and attach supporting materials (eg: photographs, reports, records etc) to substantiate their achievements/statements.

#### **Q1. PRODUCT (30 POINTS)**

- a) Provide a general overview of the nature and history of your education and training operation. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above. (2 points)
- b) Describe the tourism education and training services you offer. (2 points)
- c) Describe your training facility covering square area, number of class rooms areas for practical training/demonstrations, library and health & safety measures in place. Also indicate maintenance programs you have to ensure the upkeep of your product. (5 points)
- d) Give details of your faculty, their background educational and professional qualifications and experience (5 points)
- e) What are the basic entry qualifications for students joining your institution? If basic qualifications vary, from course to course, please give details (5 points)
- f) Affiliations/ recognition your institution has gained with any other local /foreign universities or institutions (3 points)
- g) Is industrial training/internship included in your curriculum? If so are you linked with any hotels to guarantee internship for your students? (4 points)
- h) How do you monitor the industrial training/internship provided to your students to ensure that



your students receive the desired practical training/exposure in line with your curriculum?  
(4 points)

### **TIPS**

Part (a)

Consider stating where you are located geographically (perhaps include a map shot) and include photographs/ CD to help judges visualize your tourism education and training facility.

## **Q2. BUSINESS PLANS - (15POINTS)**

- a) What is the vision and mission of your institution? (2 points)
- b) Describe the key features of your business plan for example goals, strategies and outcomes. (3 points)
- c) Demonstrate your adherence to your faculty or departmental budget. (2 points)
- d) Explain the growth by way of output / courses conducted over the last three years. (2 points)
- e) What are the unique achievements of your institute /students during the year? (3 points)
- f) Demonstrate your involvement in, and contribution to, the tourism industry. (3 points)

### **TIPS**

Part (a) & (b)

If you are part of a university/government institution or a large corporate organization, provide details of the hospitality training segment only. Explain what you were trying to achieve i.e. your business vision, how you set about achieving your vision and the related outcomes.

Part (c)

Would benefit from the inclusion of graphs illustrating income and expenditure and /or net profit/loss for the qualifying period. This could be presented as a percentage or dollar value.

Part (f)

Demonstrate your involvement at local, state and/or national level. Examples could include training programs developed specifically for a local industry, in-house training for organizations or leadership on industry forums.

## **Q3. MARKETING (10 POINTS)**

- a) Describe your marketing strategies with reference to providing education and training for the tourism industry and the wider community. (2 points)
- b) Outline the success of your marketing activities for your tourism education and training business. (3 points)
- c) Describe any unique marketing strategies you have implemented successfully. (3 points)
- d) What sets you apart from your competitors? (2 points)

### **TIP**

Consider all channels of marketing (e.g. sales, advertising, public relations, word of mouth and e-marketing)



where appropriate. Your objective should be to demonstrate a clear plan, supported by market research and the results achieved.

**Q4. EDUCATION AND TRAINING OF YOUR STUDENTS AND PROFESSIONAL DEVELOPMENT OF YOUR STAFF (35 POINTS)**

- a) How do you find out industry needs and design your programs to meet those needs? (Give in chart form) (6 points )
- b) State the number of faculty members and describe your commitment to their professional development. (5 points )
- c) Describe the training/Education you offer with details of course content, number of teaching hours (theory and practical separately), methodology etc.(12 points )
- d) Do you conduct course evaluation after each program? If so show examples and results achieved. (6 points)
- e) What Evaluation methods do you adopt to ascertain the level of learning eg: quizzes, practical and theory examinations, assignments, projects etc. If so what are your pass marks. (6 points)

**TIPS**

Part (a)

Show in chart form how you meet industry needs.

Industry Needs	Program conducted to meet industry needs

Specific needs could include language, physical, intellectual, dietary or special interest etc.

Part (b)

You should consider full-time, part-time, and casual and volunteers. Other points to consider could include the self learning/skill development programs followed by your faculty, how they were measured, the extent of development and benefits for the business.

**Q5. SUSTAINABILITY, INNOVATION & CREATING AWARENESS OF THE INDUSTRY (10 POINTS)**



- a) Explain how your education and training product reflects the Sri Lanka tourism industry's aim to Promote environmental sustainability. (2 points)
- b) How does your education and training program involve local communities and thereby foster greater understanding of sustainable Tourism to the wider community? (2 points)
- c) Do you have a dedicated person/s responsible to educate/implement sustainability initiatives? If so give details covering his/her background and what you have done to develop him as a specialist in this area. (3 points)
- d) What have you done to educate your students on sustainability initiatives? (3 points)

### **TIPS**

#### Part(a)

Examples could include promoting sustainable tourism, recycling products and materials in your institute.

#### Part(b)

Examples of involving local communities to ensure that they understand the benefits of tourism and hospitality and of environmental friendly practices in order to save the planet in the long term.

Total score: 100 points.