



TOURISM GUIDING MANAGEMENT COURSE

01. COURSE DESCRIPTION:

The course emphasizes understanding the tourism sector, managing tour operations, and providing exceptional visitor experiences. It blends theory learning with practical training to develop participants' guiding, communication, and management skills. Students will learn how to engage with diverse audiences, create memorable experiences, and handle operational and logistical aspects of guiding.

The program equips participants with skills to guide tourists professionally and organize events tailored to diverse audiences. It covers managing tourist experiences, understanding event logistics, and creating memorable, culturally enriching activities. Participants gain knowledge in heritage interpretation, group dynamics, event planning, and safety management.

02. LEARNING OBJECTIVES:

By the end of this course, students will be able to:

1. Proficiency in Guiding Techniques
2. Cultural and Heritage Awareness
3. Itinerary Design and Execution
4. Understanding the Role of a Tourism Guide
5. Customer Service in Tourism
6. Event Planning and Coordination
7. Develop Leadership and Teamwork Skills
8. Promoting Sustainable Practices
9. Create and manage detailed task and responsibility checklists
10. Manage and all administrative aspects of event planning and execution

03. COURSE OUTLINE:

- **Module 1: Module Name - Tourism Management Essentials and Practical Aspects**
 - Overview of the Tourism Industry
 - Legal Frameworks for Tourism in Sri Lanka
 - Collaboration Between Governments and Private Entities
 - Information in Tourism
- **Module 2: Module Name - Event Management Topics Covered**
 - Introduction to Event Tourism
 - Event planning and execution
 - Enhancing Visitor Engagement Through Events
 - Leisure tourism [Event tourism+ Leisure excursions]
- **Module 3: Module Name - Tour Guiding and Sustainable Travel Operations**
 - Tour Guiding
 - Sustainable Tourism and Responsible Travelling
 - Essentials of Travel Operations
- **Module 4: Module Name - Tourism Marketing and Career guidance**
 - Career scope
 - Planning for Future Tourism Trends
 - Marketing & Destination Branding
 - Best Practices in Travel and Hospitality Services

COURSE PRESENTS BY



SRI LANKAN FESTIVAL (PVT) LTD

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04 HOURS FOR THIS COURSE: 32 HOURS

● TYPICAL STRUCTURE OF INSTRUCTIONAL HOURS

Instructional Activity	Duration
Lecture Hours	12
Seminars / Tutorials	05
Special Guest Lecture Hours	05
Practicum / Field Experience Hours	10
Other Contact Hours	00
Total Hours	32

- **Course Date and Time** - Every Saturday
- **Practical Training Workshops** - Practical workshops will be scheduled at a suitable time after discussion with the team.

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05. COURSE PREREQUISITES AND COURSE DETAILS

- Prerequisites: Anyone 18 years and above can participate
- Corequisites: None
- Course Medium – English

06. TEACHING METHOD

1. Lectures
2. Discussion
3. In class exercises
4. Practicum
5. Self study

While the theoretical teaching in academic activities are conducted through the online method, practical knowledge is imparted through practical programs.

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07. LEARNING OUTCOMES:

Importance of Learning Tourism Guiding Management

1. Meeting Industry Demand
2. Enhancing Visitor Experiences
3. Promoting Cultural Understanding
4. Developing Transferable Skills
5. Encouraging Sustainable Practices
6. Boosting Local Economies
7. Building Professional Credibility
8. Preparing for Industry Challenges



08. COURSE TOPICS:

1. Tourism Management Essentials and Practical Aspec
2. Event Management
3. Tour Guiding and Sustainable Travel Operations
4. Tourism marketing and Career guidance
5. Event Practical Session



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09. INSTITUTE DETAILS AND COURSE DIRECTOR

1. The Course Presents by

- **SL Festival (Pvt) Ltd** - This company is a nationally and internationally recognized event creator (example: Dog Festival Sri Lanka Event) currently organizing unique events in Sri Lanka and has a good experience in creating and presenting events.

2. Course Directors



Mr. Shameera Ekanayake

BSc (special) University of Sri Jayewardenepura



Ms. Navodhi Karunaratna

*MTEHM (UOC), PgD (UOC), B.Sc. (RUSL)
with accolades: Gold Medalist and Batch Topper*

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10 SERVICE PROVIDER FOR COURSES

TRIBE ACADEMY

Tribe Academy is an institution that has been at the top in marketing, management, and digital services for many years and has been doing a great service for the development of education in Sri Lanka. In the last few years, this institute has done a great service for job creation by conducting various educational methods for more than 20,000 students. Tribe Academy is now ready to launch the largest practical event management program in Sri Lanka by joining with SLF Event Management Institute. Therefore, anyone who joins this program can expect to receive high-quality service.



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11. PAYMENT SCHEDULE

Full Course Amount = Rs. 35,000/=

Registration Submit fee

Rs.5000/=

1st installment

Rs.15,000/=

2nd installment

Rs.15,000/=



- All payments must be made before the end of the month.

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ACCOUNT DETAILS

Institute Account Details

- 000610018866
- SL Festival (Pvt) Ltd
- Sampath Bank
- Kurunegala

CONTACT US

- Hot Line – 070 6 302 302
- Email - eventmgt@slfestival.lk
- Address - 141/1/1, Negombo Rd, Kurunegala



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