

**EXPLORING POTENTIALS OF RESEARCH AREAS IN HIGHER EDUCATION  
WITH SPECIAL REFERENCE TO THE LECTURING AND INTERMEDIATE  
STUDENT LEARNING AT SRI LANKA INSTITUTE OF TOURISM AND HOTEL  
MANAGEMENT (SLITHM)**

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***Abstract***

With advancements taking place and initiation of modern, scientific and innovative methods in all fields, the significance of research has been comprehensively recognized. The individuals working in all areas and fields need to recognize the significance of research and put into operation, creative methods to generate the desired outcomes. In higher educational institutions, the research methods are put into operation, primarily when the individuals are working on research papers or research projects. The professors and educationists need to conduct research with diligence and resourcefulness, as it is regarded as an integral part of their job duties. In conducting research, important topics are selected on the basis of the interest areas of the individuals. The main objective of this research paper is to understand the areas of research in higher education. The main aspects that have been taken into account are, promotion of research in higher education at Sri Lanka Institute of Tourism and Hotel Management (SLITHM) among intermediate level students, role of higher education institutes, research methods, and factors in research. This research also proved that researching is one of the major aspects through which intermediate level students are able to achieve their personal and professional goals in the Hospitality and Tourism industry satisfactorily. Research is an important concept that is comprehensively put into practice in all fields and Hospitality and Tourism industry in particular. The intermediate level students, who are conducting research need to put into practice proper methods and strategies required to generate the desired outcomes. It helps the intermediate level students to generate information in terms of modern and innovative methods and strategies. It can be stated that research needs to be conducted on a regular basis and one should bring about modern and innovative methods in the implementation of tasks and functions.

***Keywords:*** Higher Education, Hospitality and Tourism, Research Methods, Lecturing,  
Intermediate Level Students