



The Proposal and Concept for

**“ECHO 2024”**

Organized by:

**Tourism and Hospitality Subject Association**

**Department of Tourism Management**

**Faculty of Management Studies**

**Sabaragamuwa University of Sri Lanka**

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## **Introduction**

As a leading educational provider in Tourism and Hospitality Management, the Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, proudly presents the event proposal for “ECHO 2024”. ECHO 2024 is a multifaceted program designed to engage and inspire participants with a diverse range of activities related to tourism and hospitality disciplines accumulating lessons to the array of subjects included in the curricular in the department of tourism management such as;

1. E – Tourism (TM 3112)
2. Hospitality Accounting (HM 3132)
3. Consumer Behavior and Marketing for Tourism ( TM/HM 2223)
4. Desktop Publishing (TM/HM 2262)
5. Cross-Cultural Communication (TM3232)
6. Service Quality Management (TM/HM 3143)
7. Hospitality Management (TM 2213)
8. Professional Cookery II (HM 4134)
9. Food & Beverage Management I (HM 3114)
10. Event Management (TM/HM 4142 )

The event encompasses a lecture session, an exquisite culinary experience at Gravity Restaurant, the launch of the 6<sup>th</sup> Volume of TiP Magazine, and a unique Chiminiya session featuring Chef Pablis Silva.

Our aim is to not only provide valuable insights into the dynamic field of tourism management but also to offer a platform for networking, collaboration, and celebration. We believe that ECHO 2024 will not only contribute to the academic enrichment of our participants but also serve as a memorable and impactful event in the calendar of our esteemed institution.

## 01. Impacto'24

### Introduction

In this special lecture, an industry leader will share his unique perspectives and deep-rooted knowledge based on the topic of 'Essential tools for a successful career in Tourism and Hospitality Management.' This lecture, conducted by Dr. Chandana Jayawardena, aims to empower us with the knowledge needed to shape the future of our country's tourism sector. By leveraging his expertise, participants will gain valuable insights into the essential tools that contribute to a successful career in Tourism and Hospitality Management.

### Objective

To tap into the invaluable expertise and ideas of an industry leader, to equip the undergraduate students of Sabaragamuwa University of Sri Lanka with crucial career tools in the context of Tourism and Hospitality Management.

### Implementation

- Venue** - Auditorium, Faculty of Management Studies
- Date** - January 22<sup>nd</sup>, 2024
- Time (tentative)** - 10.00 AM to 12.00 NOON
- Resource person (tentative)** -



Dr. Chandana (Chandi) Jayawardena DPhil  
President - Chandi J. Associates Inc. Consulting, Canada  
Founder & Administrator - Global Hospitality Forum

### Estimated Budget

Item	Amount (LKR)
Stationeries	2,500
Mic batteries	500
Total	3,000

## **Tentative Agenda**

9:30 AM - Opening ceremony (traditional dance performance, lighting oil lamp, offer wet towels and welcome drink) (25 minutes)

9.55 AM - Escorting guests to the Auditorium, Faculty of Management Studies

10:00 AM - Commencement of the program (5 minutes)

10:10 AM - Welcome speech by Head, Mr. K. R. L. Gunasekara (5 minutes)

10:15 AM - Speech of explaining the objectives of ECHO 2024 (10 minutes)

10.25 AM - Introducing chief guest by Mr. Hiran Dinusha (5 minutes)

10:30 AM - Lecture session (1 hour and 10 minutes)

11:40 AM - Q&A session (10 minutes)

11.50 AM - Token of appreciation (05 minutes)

11:55 AM - Closing ceremony: Concluding remarks and final acknowledgments (5 minutes)

## 02.Gravity Restaurant

### Introduction

Gravity Restaurant is a fine-dining establishment created and operated by undergraduate students of the Department of Tourism Management. We aim to provide our guests with an exclusive and unforgettable fine-dining experience, showcasing our culinary skills and professionalism within the food and beverage industry.

### Objective

To cultivate and refine the soft skills of hospitality management undergraduate students through the practical operation of Gravity Restaurant, immersing them in the complexities of running a successful fine-dining establishment.

### Implementation

- Venue** - Lobby Area, Department of Tourism Management
- Date** - January 22<sup>nd</sup>, 2024
- Time (tentative)** - 12.00 NOON to 01.30 PM

### Material Requirement

Material	Amount needed
Plates	10
Spoons	10
Fork	10
Glass ware	10
Dessert plates	10
AP knife	10
Dessert knife	10
Jugs	3
Paper serviettes packets	1

### **Estimated Budget**

<b>Item</b>	<b>Quantity</b>	<b>Unit cost (LKR)</b>	<b>Total cost (LKR)</b>
Soup	10	600	6,000
Main course	10	1,000	10,000
Dessert	10	500	5,000
Decoration			2,500
Gas cooker & cooking pots (rented)			5,000
Stationaries			3,000
<b>Total</b>			<b>31,500</b>

### **Tentative Agenda**

12:00 PM - Escorting guests to the restaurant (10 minutes)

12:10 PM - Introduction speech about Gravity Restaurant and presentation of the menu (5 min)

12:15 PM - Dining experience (1 hour)

1:15 PM - Gathering feedback from guests and participants (15 minutes)

### 03. TiP Talks

#### Introduction

In TiP Talks, we hope to launch the TiP magazine volume 06. As the next generation of tourism leaders, we believe in nurturing industry knowledge and raising awareness. Our program, 'TiP Talks,' is a platform aimed at bridging the gap between academia and the tourism industry by bringing together students, professionals, and experts.

#### Objective

To launch the 6<sup>th</sup> volume of the TiP magazine with the theme “heritage”, and establish a platform for gaining industry insights while showcasing students' creativity and collaboration with academia.

#### Implementation

**Venue** - Auditorium, Faculty of Management Studies

**Date** - January 22<sup>nd</sup>, 2024

**Time (tentative)** - 1.55 PM to 3.45 PM

**Resource persons (tentative)** -



Mr. Kamal Munasinghe (Physical)  
Area Vice President - Colombo - Cinnamon Hotels & Resorts  
General Manager Cinnamon Grand Colombo



Dr Jaeyeon Choe O' Regan (via Zoom)  
Visiting Professor  
School of Hospitality and Tourism, Hue University Vietnam

Lecturer in Tourism and Events  
Department of Fashion, Marketing, Tourism and Events,  
Glasgow Caledonian University

Associate Editor of Tourism Geographies Journal



### Estimated Budget

Item	Amount (LKR)
Decoration	23,000
Stationaries	2,500
Total	25,500

**Remarks: Kindly requested the provision of digital screen facilities, camera equipment, and technical support at the auditorium of the Faculty of Management Studies. This is essential as Dr. Jaeyeon Choe will be joining the event via Zoom, and ensuring the seamless operation of our event is of utmost importance.**

### Tentative Agenda

- 1.55 PM - Before the beginning (Music)
- 2.05 PM - Commencement of the TiP TALK
- 2.10 PM - TiP speech of the Dean, Prof. Athula Gnanapala (5 Minutes)
- 2.17 PM - TiP speech of the Head, Mr. K. R. L. Gunasekara (5 Minutes)
- 2.24 PM - TiP TALK of the TiP Editor-in-Chief, Mr. Hiran Dinusha (6 Minutes)
- 2.32 PM - Video (5 minutes)
- 2.39 PM - TiP review – Prof. Jaeyeon Choe (15 Minutes)
- 2.54 PM - QnA (10 minutes)
- 3.04 PM - TiP comments (10 minutes)
- 3.14 PM - TiP key Note – Mr. Kamal Munasinghe (15 Minutes)
- 3.31 PM - TiP thanking TALK - Ms. Manushi Anuradha (5 Minutes)
- 3.38 PM - Distribution of TiP Magazines (Printed versions)
- 3.48 PM. - Token of appreciation (05 minutes)

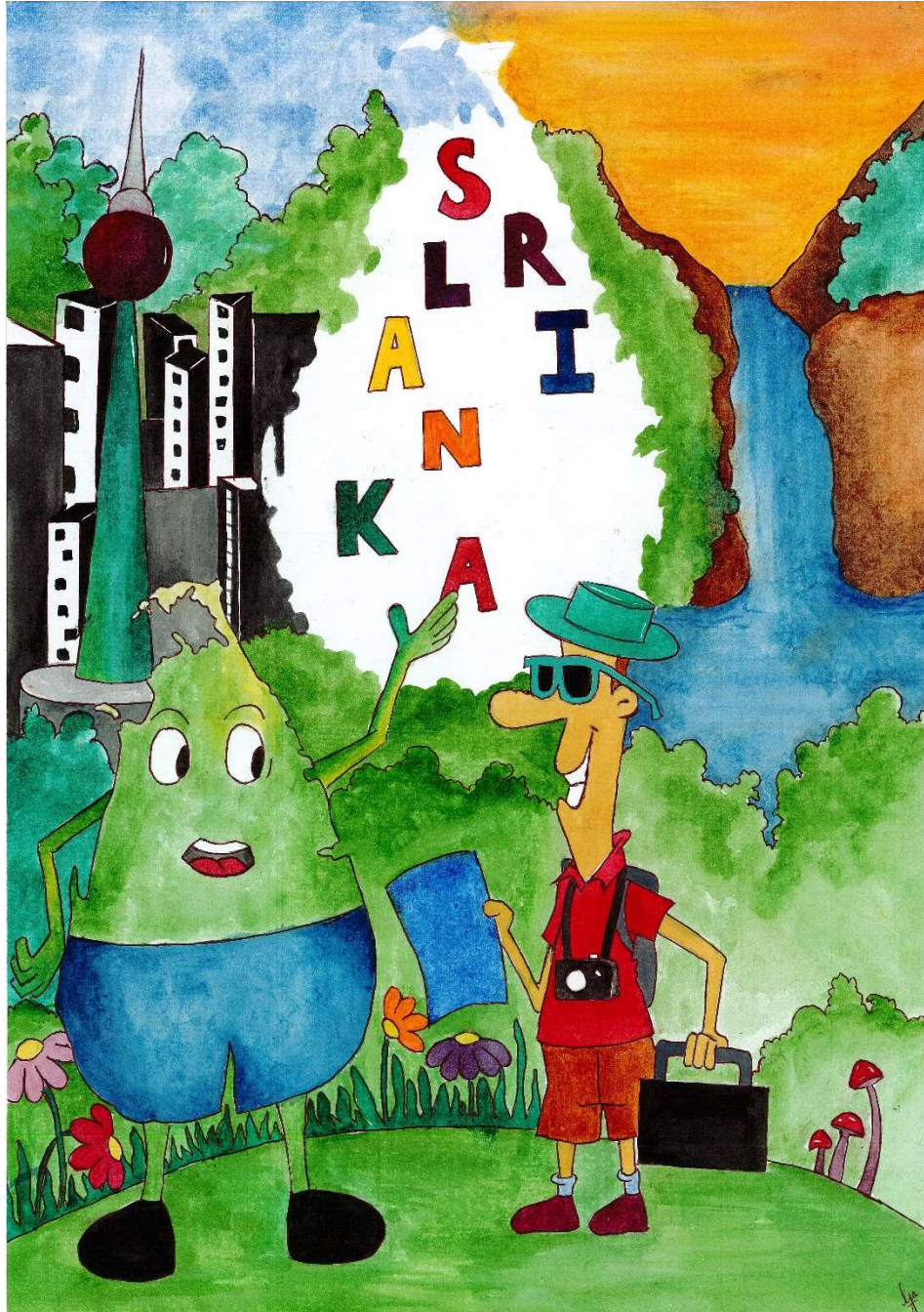
#### **04. Toon TiPs**

TiP Volume 6 introduces "Toon Tips," a novel cartoon series with the collaboration of **Thema Collection** and **Connaissance De Ceylan Sri Lanka** featuring eight unique cartoons. This series leverages the expressive power of cartoons to explore diverse phenomena through various artistic perspectives. "Toon Tips" fosters deeper engagement with both corporate partners and undergraduate student of Faculty of Management Studies, Sabaragamuwa university of Sri Lanka. With extension to the TiP Magazine launch, these cartoon series will be launched in the next year.

#### **Objective**

To promote sustainable travel within the country and dissemination of travel advices to the society in order to preserve the touristic sites for the next generations

**The suggested cartoon series is attached below**



## 1. Connaissance De Ceylan Sri Lanka

Sri Lanka: As you explore, make sure to be a responsible traveller embracing the sustainability

Tourist : Ooh, what a promising adventure await!





## 2. Wild Glamping Gal Oya

Tourist: Yey! I always dreamed of tasting bee honey

Veddah: Mamakachchak Hondamai





### 3. Scottish Planter Glendevon Bungalow

Plant : Ouch! Leave my leaves alone!

Tourist : Oh! Sorry, I did not mean to hurt you beautiful.

Bandura Plant: Do not smuggle her! We, endemics make this island unique

Hump-nosed Lizard: Me too





#### 4. Mountbatten Bungalow

Nilame: This is not just a palace. It is also a religious place.

You should wear an appropriate outfit and respect the local culture

Tourist: What an enchanting place!

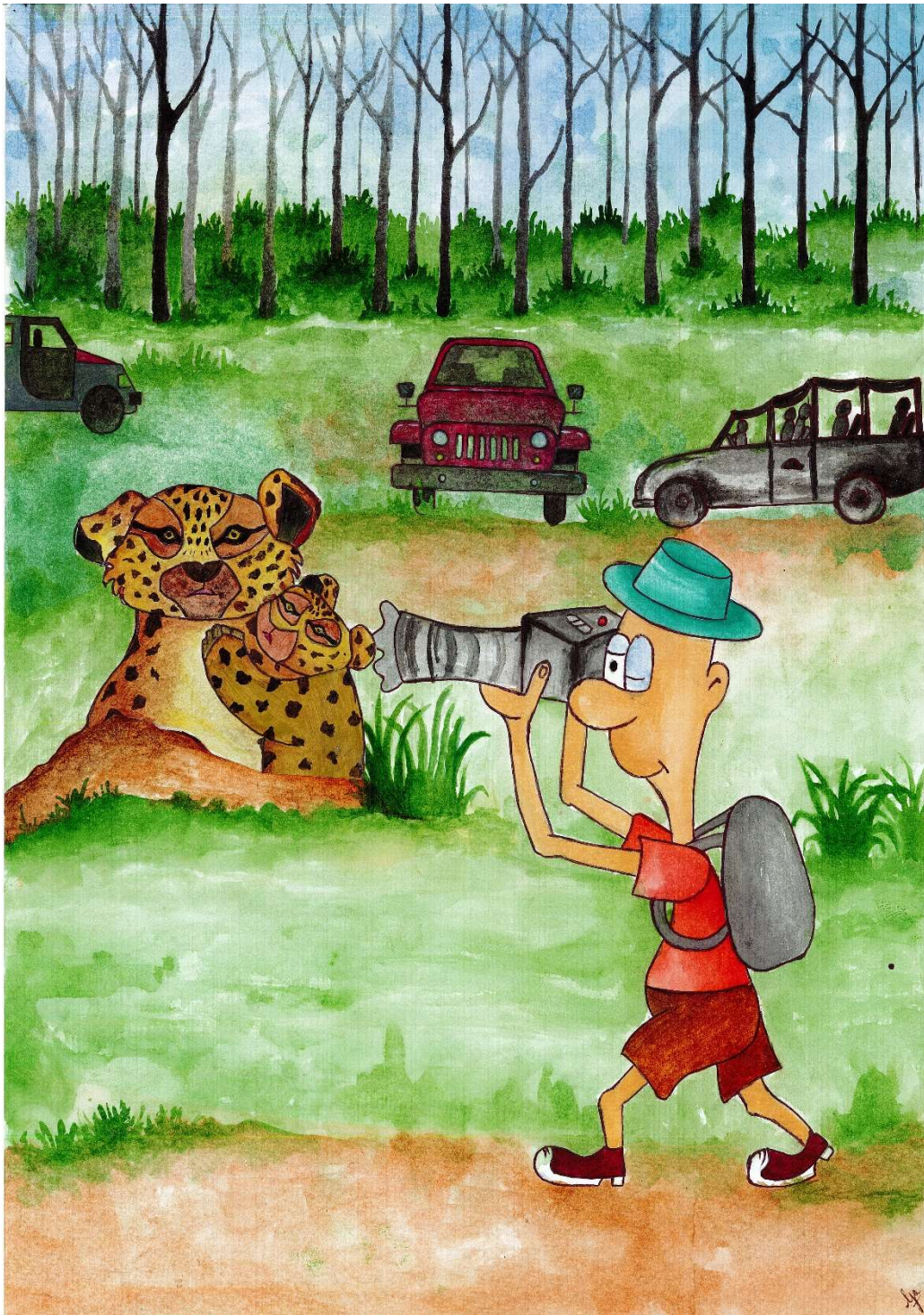




## 5. Malu Malu Resort

Octopus: Am I a dustbin to you?

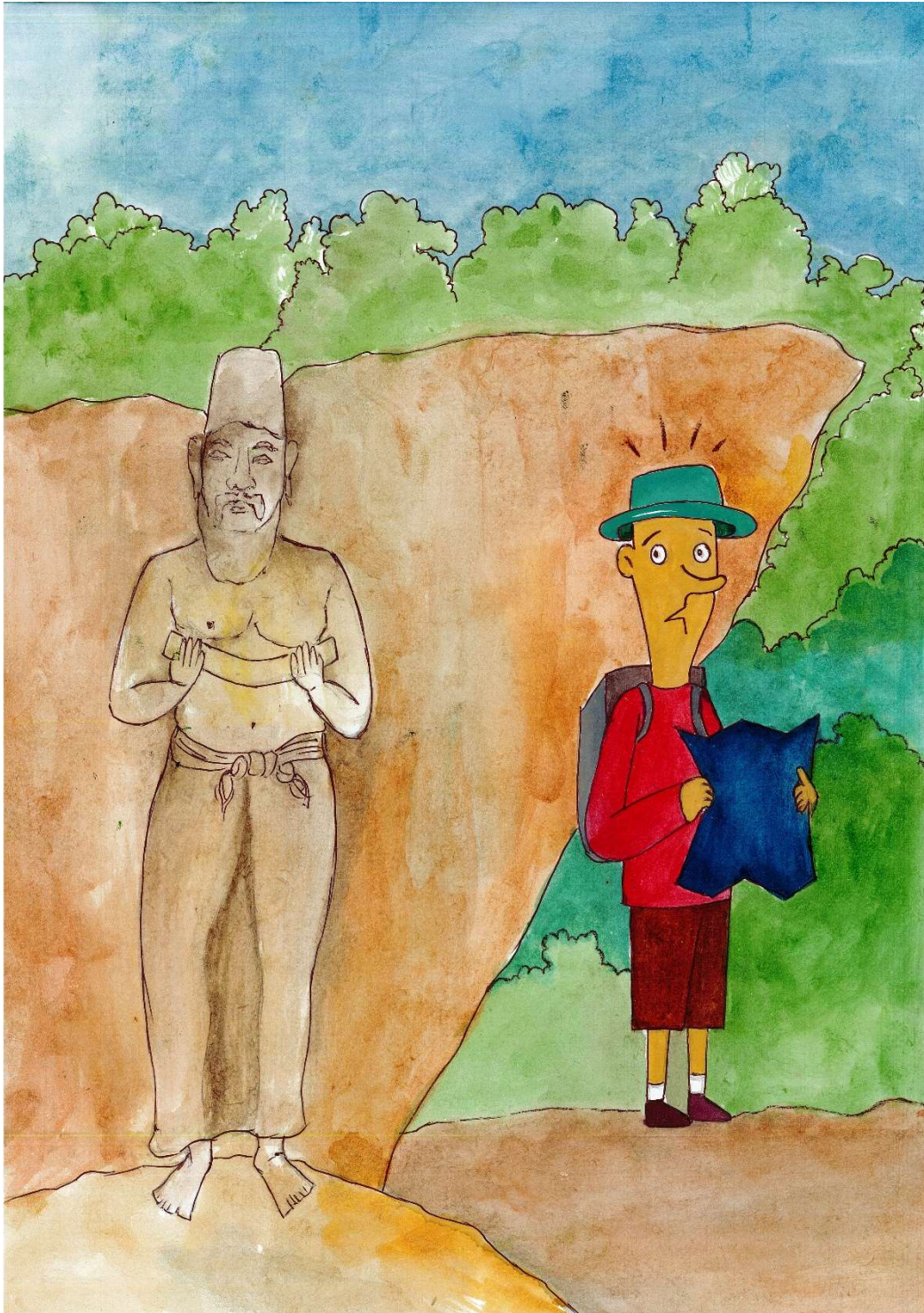




## 6. Kithala Resort

Leopard: I am not into paparazzi buddy. How about we respect each other's personal space





## 7. Aliya Resort and Spa

King: How canst thou place thy foot upon yon ruins?





## 8. Ayurvie Sigiriya

Sigiri frescoes: Please do not touch us. We have been already blotted out!

Tourist : Ooh! My bad. I am enchanted by your beauty

## 05. Chiminiya with Chef Pablis

### Introduction

Chiminiya can be introduced as an event that reminds us of the beauty of village life filled with traditional Sri Lankan culture. It acts as a place to bring back the melodies of old hits that reconnect Sri Lankan folks, while also bringing the chance to re-taste the unique and traditional Sri Lankan cuisine. Adding to the experience, Chiminiya offers a live cooking demonstration with one of the industry's finest chefs, Mr. Pablis Silva

### Objective

To create a platform for undergraduate students to collaborate with industry experts.  
Raise funds for the programs organized by the Tourism and Hospitality Subject Association.

### Implementation

- Venue** - Open area in between LT307 and the faculty auditorium
- Date** - January 22<sup>nd</sup>, 2024
- Time (tentative)** - 4.00 PM to 6.30 PM
- Resource persons (tentative)** -



Deshabandhu Dr. T. Pablis Silva

## Menu Items

### Foods

- Pol roti with pork curry
- Those with sambar
- Cassava with sambola
- Vade
- Helapa
- Corns

### Beverages

- Plain tea
- Belimal

## Material Requirement

Material	Amount needed
Electric kettles	2
Table spoons	10
Tea spoons	10
Tea cups	35
Dessert plates	35
Bowls	5
Jugs	3
Paper serviettes packets	1

## Budget

Item	Quantity	Amount (LKR)	Total Amount (LKR)
Flour	5Kg	280	1,400
Coconut oil	1L	1,500	1,500
Coconut	05	200	1,000
Eggs	10	60	600
Wade	30	25	750
Halapa	15	60	900
Cassava	3Kg	250	750
Pork	2Kg	1,500	3,000
Decorations			25,000
Costumes for items			8,000
Lighting (rented)			10,000
Total			52,900

## Tentative agenda

- 4:00 PM - Escorting guests to the Chiminiya (5 minutes)
- 4:05 PM - Commencement of the Chiminiya (lighting chiminies and Folk song performance with flute performance) (5 minutes)
- 4:10 PM - Welcome dance performance (10 minutes)
- 4:20 PM - Introduction to the cooking demonstration by chef Pablis Silva (5 minutes)
- 4:25 PM - Live cooking demonstration by chef Pablis Silva (30 minutes)
- 4.55 PM - Token of Appreciation (5 minutes)
- 5.00 PM - Dance performance (10 minutes)
- 5.10 PM - Singing performances (20 minutes)
- 5.30 PM - Traditional drums performance (10 minutes)
- 5:40 PM - Nonstop performance (10 minutes)

## Overall Budget

Description	Amount (LKR)
Impacto'24	3,000
Gravity restaurant	31,500
TiP Talks	25,500
Chiminiya with Chef Pablis	52,900
Token of appreciation	12,000
Accommodation (for chief guest)	500
Transport	10,000
<b>Grand total</b>	<b>135,400</b>

This proposal and concept paper is prepared by,

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In collaboration with,

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