


## SENATE MEMO

To: Vice-Chancellor  
From: <sup>for</sup> Dean, Faculty of Management Studies   
Subject: Proposal for the Tourism Day Celebration 2024 - Department of Tourism Management  
Date: 26.08.2024

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The Proposal for the Tourism Day Celebration 2024, submitted by the Department of Tourism Management and recommended by the Faculty Board of the Faculty of Management Studies at its 239<sup>th</sup> meeting held on 20<sup>th</sup> August 2024, is forwarded herewith to be tabled at the University Senate for approval.

The Proposal and Concept for  
**Tourism Day Celebration 2024**



**Recommended & Forwarded**

  
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HEAD

Department of Tourism Management  
Sabaragamuwa University of Sri Lanka  
P.O. Box - 02, Belihuloya, Sri Lanka.

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

The Tourism and Hospitality Subject Association of the Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, is organizing a series of impactful events to celebrate World Tourism Day 2024 under the Theme of "Tourism and Peace".

The set of programs that we are conducting are,

1. Cleanup Project collaboration with ZeroPlastic Movement Sabaragamuwa University of Sri Lanka
2. Housekeeping Competition
3. Naturalist session and Snake Awareness by Youth Exploration Society (YES)
4. Creative content Creation Session with Collaboration of "Trip Pisso" Group
5. Thema Talks
6. Tip Magazine Launch
7. Networking Evening 2024
8. Swastha Spa and Wellness Tourism Session
9. Hawaai Night

"Tourism Day Celebration 2024" is a combination of programs 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 curriculum in the Department of Tourism Management, Faculty of Management Studies such as,

- Personality and professional development TM/HM1242
- Organizational Behavior TM/HM1253
- Hospitality Management HM2113
- Marketing management TM/HM2123
- Human resources management HM 2133
- Service Quality Management TM/HM2142
- Creative Content Design for tourism and hospitality TM/HM 2152
- Hotel and housekeeping Management HM2213
- Hospitality Accounting HM2232
- Greening Tourism and hospitality TM/HM3122
- Inter-Cultural Communication for tourism TM/HM2133

- Food and Beverage Management HM3213
- Professional Cookery HM3223
- Event Management (Elective) TM/HM3232
- Spa Management (Elective) TM/HM3232
- Project Management TM3262
- Workshop in Tourism Industry TM/HM4133

We aim to provide valuable insights into the dynamic field of tourism management offer a platform for networking, collaboration, and celebration, and inspire students, faculty, and the broader community to embrace tourism as a powerful force for peace and sustainable development.

## 1. Cleanup Project in Saman Dewalaya.

- **Introduction.**

Rathnapura Maha Saman Dewalaya is an important ancient temple located in Rathnapura District, which has a lot of attractions for local and foreign tourists. As Undergraduates of the Department of Tourism Management, Sabaragamuwa University of Sri Lanka, we will clean up this important heritage with the collaboration of **ZeroPlastic Society**, Sabaragamuwa University of Sri Lanka.

Annually thousands of local and Foreign tourists travel to this temple and worship to get a blessing from God Saman, the Undergraduates of the Department of Tourism Management have identified protecting this important Ancient Heritage as one of the corporate and social responsibilities, due to most people throw polythene and plastic around the environment, so we are conducting clean up and awareness session in this location for educating people about the impact of plastic and polythene releasing to the environment. Therefore, we aim to preserve this ancient heritage for future generations.

- **Objective.**

The program aims to persuade the people that a Clean and plastic-free environment will make the Tourism industry a better place to travel and make people aware that protecting ancient heritage is our corporate and social responsibility.

- **Implementation.**

**Venue** – Rathnapura Maha Saman Dewalaya Premises

**Date** – 6<sup>th</sup> of September, 2024.

**Time** – From 9.30 AM to 12.30 PM

- **Agenda.**

9.30 A.M -10. 00A.M – Introduction and awareness program

10.00A.M – 12.00P – Cleanup Saman Dewalaya Premises

12.00 P.M – 12.20 P.M – Collect Garbage Bags and Handover Garbage to Urban Council

12.20 P.M – 12.30 P.M – Appreciation to Participant

12.30 P.M Onwards – Refreshment Break

- **Estimated Budget.**

<b>Item</b>	<b>Amount (LKR)</b>
Refreshments	18,000
Garbage bags      10pcs set * 4	2,000
Total	<u>20,000</u>

## 2. Housekeeping Competition

- **Introduction**

The housekeeping department is a major department we can identify in a hotel that plays a vital role in the hospitality industry. Undergraduates who follow the hospitality degree program have Housekeeping as a subject in their curriculum in their study area, having practical experience will benefit all undergraduates who follow the hospitality degree program and this program is intended to create a stage for them to showcase their talents and appreciate their talents.

- **Objective**

The objective of this program is to provide practical experience in Housekeeping. We hope to conduct a competition among students related to housekeeping activities

- **Implementation**

**Venue** – LT 05

**Date** – 10<sup>th</sup> of September, 2024.

**Time** – From 02.00 PM to 04.00 PM

- **Resource person**



Mr. Saman Udagama  
Executive Housekeeper  
Grand Hotel Nuwaraeliya



- **Agenda**

- 02:00 PM - Opening ceremony (lighting the oil lamp, offering wet towels and welcome drink) (25 minutes)
- 02:25 PM - Escorting guests to the Auditorium, Faculty of Management Studies (10 minutes)
- 02:35 PM - Introduction to the program (4 minutes)
- 02:40 PM - explaining the objectives of Program (5 minutes)
- 02:45 PM - Welcome speech by Head, Dr. K. R. L. Gunasekara (5 minutes)
- 02:50 PM - Introducing the guest speaker - Ms.J.A.R.C Sadaruwani (5 minutes)
- 02:55 PM - First Round of competition
- 03:30 PM - Second Round of Competition
- 04:00 PM - Final Round of competition
- 04:30PM - Token of appreciation (05 minutes)

**Note - (Tentative date, time and Resources persons)**

- **Material Requirement**

Item	Amount
Hand towels	10
Bath towels	10
Table clothes	5

- **Estimated Budget**

Item	Amount (LKR)
*Refreshment	5,000
Certificate for participant 25*130	3,250
Gifts for winners and token of appreciation	15,000
Total	23,250

### 3. Naturalist Session with Snake Awareness Program.

- **Introduction**

Sustainable tourism, Eco-Tourism, and Wildlife tourism are highly demanded fields in the tourism industry. Most hotels and nature parks now require naturalists who have good knowledge about nature, but most people don't have any idea about the importance and job opportunities in the naturalist field when it comes to the tourism industry.

We hope to do an awareness session about job opportunities as naturalists in the tourism industry with a collaboration between **Thema Collection, Youth Exploration Society (YES), and Eco Team**, and at the end of the session Snake, Lizard exhibition and awareness program will be done to educate undergraduates about the value of those unique animals.

- **Objective**

This program aims to educate tourism undergraduates about job opportunities in the Naturalist field related to the tourism industry.

- **Implementation**

**Venue** – At the Faculty Auditorium and Faculty Courtyard. (Open area in between LT307 and the faculty auditorium)

**Date** – 27<sup>th</sup> of September, 2024

**Time** – From 8.30 AM to 11.00 AM

- **Resource persons**



Mr. Vishud Jayathilaka



Mr. Sachintha



Mr. Bhanuka Ranasnighe



Miss. Chandeevani



Mr. Nimesh Kulathunga



Miss. Aishwarya

- **Agenda**

- 08:30 AM - Opening ceremony (traditional dance performance, lighting the oil lamp, offering wet towels and welcome drink) (25 minutes)
- 08.55 AM - Escorting guests to the Auditorium, Faculty of Management Studies (10 minutes)
- 09:05 AM - Introduction to the program (4 minutes)
- 09:10 AM - Explaining the objectives of Program (5 minutes)
- 09:15 AM - Welcome speech by Head, Dr. K. R. L. Gunasekara (5 minutes)
- 09:20 AM - Introducing the guest speaker - Mr. Hiran Dinusha (5 minutes)
- 09.25 AM - The Lecture by Mr. Vishud Jayathilaka (1 Hour)
- 10.25 AM - Snake Awareness in Faculty courtyard by Youth Exploration Society (1 Hour)
- 11.25 AM - Token of appreciation (05 minutes)
- 11.30AM - Tea Break (15 minutes)

• **Estimated Budget**

<b>Item</b>	<b>Amount (LKR)</b>
*Demonstration fee/ Donation for YES	10,000
*Meals and Refreshment	17,000
Token of Appreciation	12,000
*Accommodation	*****
*Transportation	*****
Total	<u>39,000</u>

\*\*\*\*\* Kindly request Accommodation and transportation from Sabaragamuwa university of Sri Lanka for the resource persons \*\*\*\*\*

**Remarks:** Kindly request the provision of digital screen facilities, camera equipment, and technical support at the auditorium of the Faculty of Management Studies. This is essential for the seamless operation of our event is of utmost importance.

#### 4. Creative Content Creation Session

- **Introduction**

Creative content creation is a unique field that requires special knowledge and training, tourism undergraduates who are going to join the Tourism industry should have creativity and a better understanding of how to create unique and creative content when working in the industry, we are collaborating with “**Trip Pisso**” team who have good experience in creative content design and Vlogging, we planned to do workshop and awareness about the value of this Special industry

- **Objective**

The objective of this program is to make undergraduates aware of the value of creative content design in the tourism and hospitality industry in collaborate with the “**Trip Pisso**” team.

- **Implementation**

**Venue** – At the Faculty Auditorium

**Date** - 27<sup>th</sup> of September, 2024.

**Time** – From 11.45 AM to 1.45 PM

- **Resource person**



“**Trip Pisso**” Team

Social Media Content Creators

- **Agenda**

- 11.45 AM - Introduction to the program (5 minutes)
- 11.50 AM - Introducing the guest speaker - Mr. Hiran Dinusha (5 minutes)
- 11.55 AM - The Workshop by "Trip Pisso" Team (2 Hours)
- 01.55 PM - Token of appreciation (05 minutes)
- 02.00 PM - Lunch Break (1 Hour)

- **Estimated Budget**

Item	Amount (LKR)
*Demonstration fee	10,000
*Meals and Refreshment	15,000
*Accommodation	*****
Transportation	10,000
Token of Appreciation	10,000
Total Amount	<u>45,000</u>

\*\*\*\*\* Kindly request Accommodation facility and transportation expenses from Sabaragamuwa university of Sri Lanka for the resource persons \*\*\*\*\*



## 5. Thema Talks

- **Introduction**

Getting guidance and ideas from industry experts as Tourism undergraduates will be a good opportunity when they join to work in the industry. **Thema talks** program will include a panel discussion with industry experts about World Tourism Day 2024 under the theme of Tourism and peace, they will share different experiences in their fields and will share thoughts and ideas about the Tourism industry and its sustainability. We hope to collaborate with **G17 University Ambassadors** in this session. This will be a good opportunity for undergraduates to get an idea about the industry and for the department in collaboration with industry.

- **Objective**

This program aims to improve the knowledge of undergraduates in the industry by giving industry experts guidance to them.

- **Implementation**

**Venue** – At the Faculty Auditorium

**Date** – 27<sup>th</sup> of September, 2024.

**Time** – From 03.00 PM to 05.00 PM

- **Resource person**



Mr. Nalaka Amaratunga

Chief Executive Officer

Destination Management Sector/VP John Keells Group

John Keells Holdings PLC



Miss. Gayangi Wirasinha

Managing Director at Abercrombie and Kent, Sri Lanka



Mr. Maxime Wickramasinghe  
Director of Marketing and Business Development  
Thema Collection



Mr. Anuruddha Bandara  
CEO of Eco Team

- **Agenda**

- 03.00 PM - Introduction to the program (5 minutes)
- 03.05 PM - Introducing the guest speaker - Mr. Hiran Dinusha (5 minutes)
- 03.10 PM - Thema talks session (2 hours)
- 05.10 PM - Conclusion (Concluding remarks and final acknowledgments) (15 minutes)
- 05.25 PM - Token of appreciation (05 minutes)

- **Estimated Budget**

Item	Amount (LKR)
*Meals and Refreshment	15,000
Decoration	10,000
Token of Appreciation	12,000
Total Amount	<u>37,000</u>



## 6. Networking Evening 2024

- **Introduction**

"Networking Evening" can be introduced as an event which connect industrial experts and academia together, soothing music, Snacks and calm environment will help to interconnect industry, students and lectures together.

- **Objective**

To create a platform for undergraduate students to collaborate with industry experts, create unity among all undergraduates in the Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka.

- **Implementation**

**Venue** – Faculty Courtyard (Open area in between LT307 and the faculty auditorium)

**Date** – 27<sup>th</sup> of September, 2024.

**Time** - From 05.30 PM to 06.30 PM

- **Agenda**

05:30 PM - Escorting guests to "Networking Evening" 2024

05:45 PM - Welcome dance performance

05.55PM - Singing performance

06.05 PM - Dancing performance

06.10 PM - Singing performances

- **Material Requirement**

<b>Material</b>	<b>Amount needed</b>
Electric kettles	2
Tablespoons	10
Teacups(Coconut Shells)	20
Bowls	5
Jugs	3
Paper plates Packets	1

- **Estimated Budget**

<b>Item</b>	<b>Quantity</b>	<b>Amount (LKR)</b>	<b>Total amount (LKR)</b>
Decorations			20,000
Snacks			10,000
Lightning (rented)			10,000
Coconut oil	1L	01	1,400
Beverages (Coffee, )			20,000
<b>Total</b>			<b><u>61,400</u></b>

## 8. Swastha Spa and Wellness Tourism Session

- **Introduction**

Recently Wellness Tourism Has a highly demanded special Interest tourism category. In wellness tourism spa and body treatments are important because they require good knowledge and practice. Without experience or practice, spa treatments cannot be effective.

As tourism undergraduates Department of Tourism Management, Faculty of Management Studies who study Spa Management subject, they have learned theories of spa management. By Conducting this program, we hope to give practical exposure to our undergraduates. Students who study spa management will perform as spa therapists and this will be a good opportunity for them to get practical experience and it will help them to showcase their talent in this unique field.

- **Objective.**

This program aims to give practical experience in spa management and educate undergraduates about wellness and health tourism.

- **Implementation.**

**Venue** – LT 04 and LT 05

**Date** - 15<sup>th</sup> of October 2024

**Time** - 12.00 PM – 6.00PM

- **Resource person**



Prof. Iraj Rathnayake

Department of Tourism Management

Faculty of Management Studies

Sabaragamuwa University of Sri Lanka

• **Agenda**

- 12:00 PM - Introduction to the program (4 minutes)
- 12:05 PM - explaining the objectives of Program (5 minutes)
- 12:10 PM - Welcome speech by Head, Dr. K. R. L. Gunasekara (5 minutes)
- 12:15 PM - Introducing the guest speaker -(5 minutes)
- 12:20PM - Lecture by guest Speaker (30 minutes )
- 12:50 PM - Starting Treatments
- 05.55 PM - Token of appreciation (05 minutes)

**Note - (Tentative date and time)**

• **Estimated Budget**

Item	Required quantity	Unit Price	Total Price
1. Spa Massage Bed (Portable)	03	80,000	240,000
2. Spa Stool	03	15,000	45,000
3. Wooden Spa Trolley	03	10,000	30,000
4. Digital Blood Pressure Monitor	01	15,000	15,000
5. Bathroom Scale Digital	01	8,000	8,000
6. Terracotta Essential Oil Burner	02	1,000	2,000
7. Bathrobe Kimono Adult	20	Sponsored	
8. Teak Towel Shelf	02	Sponsored	
9. Towels		Sponsored	
• Large	20		
• Medium	20	Sponsored	
• Small	20	Sponsored	
10. Ring-spun cotton	40	Sponsored*	
11. Organic Cotton Kapok Soft Pillow	05	Sponsored	
12. Spa Slippers	20	Sponsored	
13. Consumables		20,000	20,000
<b>Total</b>			<u>360,000</u>

## 9. TiP Talks

- **Introduction**

In TiP Talks, we hope to launch the TiP magazine volume 07. 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 7th volume of the "TiP" magazine with the theme "Wanderlust", and establish a platform for gaining industry insights while showcasing students' creativity and collaboration with academia

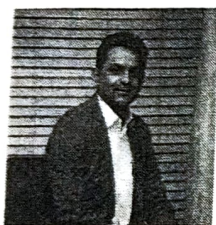
- **Implementation**

**Venue** – Faculty Courtyard (Open area in between LT307 and the faculty auditorium)

**Date** – 27<sup>th</sup> of October, 2024.

**Time** - From 05.30 PM to 06.30 PM

- **Resource person**



Mr. Eksath Wijerthana  
CEO of Browns Hotels  
and resorts



Mr. Nalin Mallwenna  
MD of House of travel  
and tourism

- **Agenda**

- 01.55 PM - Before the beginning (Music) (5 minutes)
- 02.00 PM - Commencement of the TiP TALK (5 minutes)
- 02.07 PM - TiP speech of the Dean, Prof. Athula Gnanapala (5 Minutes)
- 02.14 PM - TiP speech of the Head, Mr. K. R. L. Gunasekara (5 Minutes)
- 02.21 PM - Distribution of TiP Magazines (Printed versions) (10 Minutes)
- 02.33 PM - TiP talk of the TiP Editor-in-Chief, Mr. Hiran Dinusha (6 Minutes)

02.40 PM	-	TiP Speech (15 minutes)
02.56 PM	-	Video (5 minutes)
03.03 PM	-	TiP review (15 minutes)
03.20 PM	-	TiP comments (10 minutes)
03.32 PM	-	TiP Keynote (15 Minutes)
04.01 PM	-	TiP thanking talk (7 Minutes)
04.10 PM	-	Token of appreciation (05 minutes)
04.17 PM	-	TiP Ta-ta (2 minutes)

• **Estimated Budget**

Item	Amount (LKR)
Printing cost	400,000
Decoration	100,000
Refreshments	20,000
Token of appreciation	12,000
Total	<u>532,000</u>

**Note - (Tentative date, time and Resources persons)**

**Remarks: Kindly request the provision of digital screen facilities, camera equipment, and technical support at the auditorium of the Faculty of Management Studies. This is essential for the seamless operation of our event is of utmost importance.**



## 10. Hawaai Night

- **Introduction**

Hawaai night is a gathering of students and lectures together to get to know each other, this is a celebration and party event under the theme of Hawaai, Food and beverages, Fun games, Music, Dance, and drama items will be there to get entertainment to all students and lectures. this program will be conducted as the last event of the Tourism Day Celebration 2024.

- **Objective**

The objective of this program is to gather all tourism undergraduates and lecturers in the same event to develop friendship, support, and create unity.

- **Implementation**

At Management Faculty

- **Agenda**

- 04:00 PM - Introduction to the program (4 minutes)
- 04:05 PM - explaining the objectives of Program (5 minutes)
- 04:10 PM - Welcome speech (5 minutes)
- 04.15 PM - Games
- 06.30 PM - Dancing and Music Performance
- 07.15 PM - Dinner
- 07.45 PM - Opening cocktail counter and street food counters.
- 08.00 PM - Musical Program

- **Estimated Budget**

Item	Amount (LKR)
Food & beverages	100,000
Dancing	4,000
Music	30,000
Decoration	60,000
Cocktail	60,000
Total	<u>254,000</u>

## 11. Overall Budget

Project	Estimated Budget
Cleanup Project in Saman Dewalaya.	20,000
Housekeeping Competition	23,250
Naturalist session and Snake Awareness by Youth Exploration Society (YES)	39,000
Creative content Creation Session with Collaboration of "Trip Pisso" Group	45,000
Thema Talks	37,000
Tip Magazine Launch	532,000
Swastha Spa and Wellness Tourism Session	360,000
Networking Evening 2024	61,400
Hawaii night	254,000
<b>Total</b>	<b>1,371,650</b>

**\*\*Kindly Request budget allocation for all programs related to Tourism Day Celebration 2024 Apart from Hawaii night program\*\*\***

**Remarks – Relevant request letters for Transportation and Accommodation for Creative content design session and Naturalist Session with Snake Awareness Program are attached below.**





20.08.2024

Vice Chancellor

Thro' Dean/ Faculty of Management Studies

Thro' Head/ Department of Tourism Management

Dear Sir,

**Requesting Approval for the accommodation of resource persons**

**Recommended & Forwarded**  
*[Signature]*  
.....  
**HEAD**  
**Department of Tourism Management**  
**Sabaragamuwa University of Sri Lanka**  
**P.O. Box - 02, Belihuloya, Sri Lanka**

I am writing on behalf of the Tourism and Hospitality Subject Association of the Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka to kindly request accommodation at the University Resort for the 5 resource persons from the 'Trip Pisso', content creation group who will be participating in the Creative Content Creation session organized by the Tourism and Hospitality Subject Association for celebrate World Tourism Day on the 27th of September 2024.

I kindly request your approval for the requested accommodation (Booking ID 2232 - Whole Resort) arrangement from the 26<sup>th</sup> to the 28<sup>th</sup> of September 2024 to facilitate this team.

Thank you.

Yours sincerely,

*[Signature]*  
.....

J.M.S.S Sewwandi

Secretary

Tourism and Hospitality Subject Association

Department of Tourism Management

Faculty of Management Studies

Sabaragamuwa University of Sri Lanka