



## **Tourism and Peace - Itinerary Competition** **University of Colombo**

### **Itinerary Guidelines**

#### **Eligibility Criteria**

- Students from hotel schools (both government and private institutions) and University undergraduates

#### **Theme**

**Peace and Tourism** - Focusing on creating tranquil experiences that allow travelers to reconnect with themselves and the world around them.

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#### **Dates, Duration and guest count**

Total duration of the itinerary: 7 nights / 8 days

02 guests or a group

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#### **Daily Schedule (Day-by-Day Breakdown)**

For each day, provide:

- Day number (e.g., Day 1, Day 2)
- Arrival and departure details (e.g., flight or check-in/check-out times)
- Cultural events, experiences, or historical sites planned for each day, including approximate driving times for each site or destination.

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#### **Destination Details**

- Name of the destination (include any cities & regions)
- Accommodation details

Provide the name and category of the hotel, website, and a description of each accommodation (default: half-board basis).

- Activities

Provide a brief description of the planned events with pictures where possible.

Examples: cultural events, historical sites, timings, and dining options.

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#### **Transport Information**

- Arrival and departure information & times (specific for the clientele).
- Specify the vehicle mode, pickup and drop-off locations (e.g., train, car, etc.) if included.

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#### **Inclusions and Exclusions**

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#### **Target Market**

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#### **ADDRESS.**

No. 94, Cumarathunga Munidasa Mw., Colombo 03,  
Sri Lanka

#### **WEBSITE.**

<https://arts.cmb.ac.lk/stu/>

#### **CONTACT.**

+94 77 351 8500



### Special Requirements

- Examples: dress codes, etc.

### Submission Guidelines

1. **Labelling:** All submissions must be clearly labelled with the following:
  - Full Name
  - Contact Details (phone/email)
  - Name of the University or National school or Company

2. **Submission Deadline:**

All Itineraries must be submitted by 15<sup>th</sup> October 2024. Late submissions will not be accepted.

3. **Submission Method:**

Should send it to [itinerarycompetition@gmail.com](mailto:itinerarycompetition@gmail.com)

4. **Judging Criteria**

1. **Relevance to the Theme:** How well does the itinerary express the concept of “Peace through Tourism”?
2. **Creativity** - Unique activities and experiences that make the stay stand out.
3. **Feasibility** - Can this trip be realistically completed with the given timeframe and resources
4. **Attention to Details** - Quality of accommodations, dining and activity recommendations.

A panel of judges consisting of artists, tourism professionals, and peace advocates will evaluate all entries.

5. **Prizes**

- **First Place:** An exciting gift with a special token, an award as a recognition of the achievement and a certificate acknowledges accomplishment.
- **Second Place:** An exciting gift with a special token, an award as a recognition of the achievement and a certificate acknowledges accomplishment.
- **Third Place:** An award as a recognition of the achievement and a certificate acknowledges accomplishment.
- **Special Mentions:** Certificates and recognition for outstanding submissions in each category.

All winners will have their itinerary displayed in a traveling exhibition that promotes peace through tourism.

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## 6. Terms and Conditions

1. The submitted itineraries must be original and must not have been previously exhibited or entered into any other competition. A certification of originality is required, confirming that the work is the candidate's own. This must be endorsed by one of the following authorities:
  - Hotel school students: Principal of the hotel school
  - University students: Dean of the faculty
2. By entering the competition, participants grant the organizers the right to exhibit, reproduce, or publish the itinerary in relation to the competition.
3. The decision of the judges is final and no correspondence regarding their decisions will be entertained.
4. Participants retain the rights to their itinerary; however, the organizers reserve the right to use the artworks for promotional purposes.
5. Any submission that does not adhere to the theme or guidelines may be disqualified.

For further inquiries, please contact.

### Coordinators

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Shenali : +94 75 6095 857

Dinesh : +94 77 7322 643

Sustainable Tourism Unit,  
Faculty of Arts,  
University of Colombo,  
Cumaratunga Munidasa Mawatha,  
Colombo-03, Sri Lanka.

We look forward to seeing your creative expression on how tourism can be a pathway to peace!

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Marking criterion for the Itinerary Competition			
	Main Topic	Sub Topic	Suggested Mark %
1	Area - The scope & Depth	Innovativeness	15
		Inclusiveness	15
2	Purpose	Meet the Objectives	10
3	Target Market	Package vs Target Market	5
4	Practicality	Time vs Distance	15
		Logistics (Site/ Transport Etc.)	5
		Relaxation/ Rest (For guests/ Guides/ Staff)	5
5	Safety	While travelling	4
		Visiting sites	4
		During Activities	4
6	Stay Overs	Accommodation	4
		Food & Beverage	4
7	Emergency Handling/ Backup plans	Vehicle Accident	10
		Guest Injury/ Sick	
		Sudden death	
		Social unrest	
<b>Total</b>			<b>100</b>

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