

## COMPETITION NOTICE

**Knowledge and Technology Transfer Offices (KTTO), FCBS  
&  
Chamber of Commerce and Industry Trincomalee District**

### TOURISM PROMOTION FLYER & DOCUMENTARY VIDEO COMPETITION

#### 1. Introduction

The Knowledge and Technology Transfer Offices (KTTO) of the Faculty of Communication and Business Studies (FCBS), Trincomalee Campus, Eastern University, Sri Lanka, in collaboration with the **Chamber of Commerce and Industry Trincomalee District**, invites **ALL STUDENTS** of the Trincomalee Campus to participate in a competition to create professional tourism promotion materials.

**Eligibility:** This competition is open to **ALL STUDENTS** from **ALL THREE FACULTIES** and **ALL DEPARTMENTS** of Trincomalee Campus:

**Purpose:** This competition aims to engage the creative talents of all Trincomalee Campus students in preparing comprehensive tourism promotion documents covering key destinations. The winning entries will be utilized by the Chamber of Commerce and Industry Trincomalee District for international tourism promotion activities.

#### 2. Competition Categories

| Category                                   | Description                                                                              | Prize Money                |
|--------------------------------------------|------------------------------------------------------------------------------------------|----------------------------|
| <b>Category A: Tourism Promotion Flyer</b> | A professionally designed print/digital flyer highlighting selected tourism destinations | 1st Prize:<br>Rs.8,000/=   |
|                                            |                                                                                          | 2nd Prize: Rs.<br>5,000/=  |
|                                            |                                                                                          | 3rd Prize: Rs.<br>3,000/=  |
| <b>Category B: Documentary Video</b>       | A 10-15 minute documentary video featuring all specified destinations                    | 1st Prize: Rs.<br>10,000/= |

| Category | Description | Prize Money            |
|----------|-------------|------------------------|
|          |             | 2nd Prize: Rs. 8,000/= |
|          |             | 3rd Prize: Rs. 5,000/= |

### 3. Destinations to be Covered

Participants must include the following destinations in their submissions:

#### 3.1 Trincomalee

| No. | Destination                              | Key Highlights                                                                                           |
|-----|------------------------------------------|----------------------------------------------------------------------------------------------------------|
| 1   | Koneswaram Temple & Shankari Devi Temple | One of the five Pancha Ishwarams, "Dakshina Kailasam" – the "Kailash of the South"; over 3,000 years old |
| 2   | Pathrakali Amman Temple                  | Dravidian architecture; Goddess Bhadrakali; 11th-century Chola dynasty roots                             |
| 3   | Vilunri Murugan Temple                   | Sacred Murugan temple                                                                                    |
| 4   | Lakshmi Narayana Temple                  | Vaishnavite temple with rich cultural traditions                                                         |
| 5   | Kanniya Hot Wells                        | Therapeutic hot springs with cultural significance                                                       |
| 6   | Fort Frederick                           | 17th-century colonial fort; Portuguese, Dutch, and British history                                       |
| 7   | Trincomalee Natural Harbour              | One of the world's finest natural harbours                                                               |
| 8   | Nilaveli Beach                           | Pristine white sand beach; crystal-clear turquoise waters                                                |
| 9   | Pigeon Island National Park              | Marine national park; snorkeling and diving; coral reefs                                                 |

| No. | Destination                           | Key Highlights                                    |
|-----|---------------------------------------|---------------------------------------------------|
| 10  | Dolphin & Whale Watching              | Seasonal marine life observation (June-September) |
| 11  | Water Sports and Adventure Activities | Jet skiing, boating, fishing, snorkeling, diving  |

### 3.2 Mannar

| No. | Destination              | Key Highlights                                                                           |
|-----|--------------------------|------------------------------------------------------------------------------------------|
| 1   | Thiruketheeswaram Temple | Ancient Hindu temple; Lord Shiva; one of the five Pancha Ishwarams; 13th-century origins |

### 3.3 Jaffna

| No. | Destination                          | Key Highlights                                                                         |
|-----|--------------------------------------|----------------------------------------------------------------------------------------|
| 1   | Nallur Kandaswamy Temple             | Jaffna's most famous Murugan temple; golden gopuram; founded in 948 AD                 |
| 2   | Nagapooshani Amman Temple, Nainativu | Sacred Amman temple; Nainativu Island; accessible by ferry                             |
| 3   | Selva Sannithi Murugan Temple        | Important Murugan shrine                                                               |
| 4   | Naguleswaram Temple                  | Ancient Shiva temple; one of the Pancha Ishwarams                                      |
| 5   | Eelathu Sithamparam Sivan Kovil      | Vibrant Hindu temple on Karainagar island; Lord Shiva; colorful Dravidian architecture |

### 3.4 Vavuniya

| No. | Destination                                 | Key Highlights                                                                                                           |
|-----|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| 1   | Vedukkunari Adi<br>Lingeshwarar Sivan Kovil | Ancient Shiva temple atop Vedukkunari hill; over 3,000 years old; one of the five Pancha Ishwarams; scenic hilltop views |

### 3.5 Polonnaruwa

| No. | Destination                | Key Highlights                                                                 |
|-----|----------------------------|--------------------------------------------------------------------------------|
| 1   | Siva Devale (Shiva Temple) | Chola-period Hindu temple; exquisite architecture; finest example in Sri Lanka |
| 2   | Polonnaruwa Museum         | Archaeological museum; medieval artifacts; exquisite bronze idols              |

### 3.6 Habarana

| No. | Destination                | Key Highlights                                                                      |
|-----|----------------------------|-------------------------------------------------------------------------------------|
| 1   | Sigiriya Lion Rock         | UNESCO World Heritage Site; 5th-century rock fortress; "Eighth Wonder of the World" |
| 2   | Elephant Safari Experience | Wildlife safari; Minneriya/Kaudulla National Parks; "The Great Elephant Gathering"  |

### 3.7 Nuwara Eliya

| No. | Destination                       | Key Highlights                                              |
|-----|-----------------------------------|-------------------------------------------------------------|
| 1   | Seetha Amman Temple, Seetha Eliya | Ramayana-related temple; Sita's captivity site              |
| 2   | Ramboda Sri Bhakta Hanuman Temple | Important Hanuman temple; Ramboda waterfall; Ramayana trail |

| No. | Destination                    | Key Highlights                                               |
|-----|--------------------------------|--------------------------------------------------------------|
| 3   | Major Waterfalls in the Region | Baker's Falls, Ramboda Falls, Devon Falls; scenic waterfalls |

### 3.8 Kataragama

| No. | Destination               | Key Highlights                                                         |
|-----|---------------------------|------------------------------------------------------------------------|
| 1   | Kataragama Murugan Temple | Major pilgrimage site; Lord Murugan; venerated by Hindus and Buddhists |

## 4. Additional Elements to Include

To appeal to South Indian tourists, highlight:

### Cultural & Religious Connections

- Shiva, Murugan, and Amman temples with spiritual significance
- Ramayana-related sites (Seetha Amman Temple, Hanuman Temple)
- Cultural heritage and traditional rituals
- Festival celebrations (Navarathri, Mahotsavam, Kethara gowri viratham)

### Lifestyle & Leisure

- Beaches: Nilaveli Beach, Casuarina Beach
- Hill Stations: Nuwara Eliya – "Little England"
- Hot Springs: Kanniya Hot Wells
- Wildlife: Elephant safaris, whale watching, dolphin watching
- Water Sports: Snorkeling, diving, jet skiing, boating

### Culinary Highlights

- **Trincomalee:** Fresh seafood, crab curry, fish ambul thiyal, kola kenda
- **Jaffna:** Jaffna crab curry, palmyrah-based sweets, kallu (toddy)
- **Nuwara Eliya:** Fresh strawberries, Ceylon tea, hill country vegetables
- **Spices:** Cinnamon, cardamom, cloves, nutmeg, traditional curry blends

### Visitor Information

- Location details and accessibility

- Best time to visit
- Cultural etiquettes (dress codes for temples, etc.)

## 5. Additional Destinations (Optional but Encouraged)

**Innovation Opportunity:** Competitors are encouraged to identify and include additional tourism destinations not listed above. This will be awarded **extra marks** under the **Innovation** criteria.

## 6. Competition Guidelines

### General Requirements

| Criteria                       | Flyer Category                                                                     | Documentary Category                                                     |
|--------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| <b>Format and Duration</b>     | A4 digital (PDF/JPEG/PNG) and sheet sided foldable                                 | Digital video (MP4, MOV, or AVI) and 10-15 minutes maximum               |
| <b>Content</b>                 | All specified destinations with descriptions, photographs, and visitor information | All specified destinations with narration, visuals, and cultural context |
| <b>Additional Destinations</b> | Encouraged and will be awarded extra marks                                         | Encouraged and will be awarded extra marks                               |
| <b>Language</b>                | English                                                                            | English                                                                  |
| <b>Quality</b>                 | High-resolution images (300 DPI minimum)                                           | HD quality (1080p minimum)                                               |

**Documentary:** Can include both pictures and videos. Participants are encouraged to use:

- High-quality photographs of the destinations
- Video clips of significant sites and activities
- Narration/voiceover explaining historical and cultural significance
- Background music appropriate to the theme
- Subtitles in English

### Submission Requirements

### 1. Flyer Category:

- High-resolution PDF file
- Source files (AI/PSD/CDR)
- Concept Note (100-200 words)
- Innovation Statement (50-100 words explaining additional destinations or innovative elements)
- Printed copy (A3 or A4) submitted to KTTO Office

### 2. Documentary Category:

- Final video file (MP4, HD 1080p)
- USB drive with video file (submitted to KTTO Office)
- Script/Narration text
- Creative Approach document (200-300 words)
- Innovation Statement (50-100 words explaining additional destinations or innovative elements)

### Assessment Criteria

| Criterion                                       | Weightage | Description                                                                |
|-------------------------------------------------|-----------|----------------------------------------------------------------------------|
| <b>Completeness</b>                             | 20%       | Coverage of all specified destinations across all districts                |
| <b>Content Quality</b>                          | 20%       | Accuracy of historical, cultural, and tourism information                  |
| <b>Visual Appeal</b>                            | 15%       | Quality of photographs, design, and overall aesthetics                     |
| <b>Creativity</b>                               | 15%       | Innovative presentation and storytelling approach                          |
| <b>Relevance to Audience</b>                    | 15%       | Appeal to South Indian tourists (cultural connections, food, leisure)      |
| <b>Innovation &amp; Additional Destinations</b> | 15%       | Identification of additional destinations; innovative and attractive ideas |

### 7. Important Dates

| Activity                   | Date                                        |
|----------------------------|---------------------------------------------|
| Competition Launch         | 7th July 2026                               |
| <b>Submission Deadline</b> | <b>12th July 2026 (12:00 PM) – to email</b> |
| Results Announcement       | 15th August 2026                            |
| Award Ceremony             | IRC 2026                                    |

## 8. Submission Procedure

### Online Submission

Send all files to: **logeswarays@esn.ac.lk**

| Detail              | Specification                                                                                               |
|---------------------|-------------------------------------------------------------------------------------------------------------|
| <b>Subject Line</b> | "Tourism Competition – [Category] – [Your Name/Group Name]"                                                 |
| <b>File Naming</b>  | "Category_Flyer_YourName" or "Category_Documentary_YourName"                                                |
| <b>File Size</b>    | Max 20 MB (flyer); 500 MB (documentary) if exceed please submit in USB drive containing flyer / video file. |

### Documentary:

### Group Submissions

- Teams of maximum 4 members are allowed
- Clearly mention all team members' names, registration numbers, departments
- Team leader's contact details must be provided

### Required Cover Letter

1. Participant(s) name, registration number, department, and contact details

2. Declaration of originality (signed by all participants)
3. Brief description of creative approach (100-200 words)
4. Innovation Statement (50-100 words)
5. Declaration that the work has not been submitted for any other competition

## **9. Ownership and Usage Rights**

### **Intellectual Property:**

- Participants will retain authorship credit for their submissions
- The Chamber of Commerce shall have non-exclusive right to use, reproduce, and distribute winning entries for tourism promotion
- FCBS reserves the right to display winning entries for academic and promotional purposes

### **Originality:**

- All entries must be original works of the participant(s)
- Any sources referenced must be properly cited
- Plagiarism will result in immediate disqualification

## **10. Contact Information**

### **KTTO, Faculty of Communication and Business Studies**

Trincomalee Campus, Eastern University, Sri Lanka  
Konesapuri, Nilaveli-31010, Sri Lanka

**Email:** logeswarys@esn.ac.lk

**Phone:** (+94)771727837

## **11. Key Tips for Participants**

| No. | Tip                                                                                          |
|-----|----------------------------------------------------------------------------------------------|
| 1   | Research thoroughly; understand the historical and cultural significance of each destination |
| 2   | Use authentic sources; rely on credible historical and tourism sources                       |
| 3   | Use high-quality visuals; clear, high-resolution images and video clips                      |
| 4   | Consider the audience; design content appealing to South Indian tourists                     |
| 5   | Be creative; think outside the box while maintaining professionalism                         |

| No. | Tip                                                              |
|-----|------------------------------------------------------------------|
| 6   | Identify additional destinations; show research and creativity   |
| 7   | Be innovative; think of unique and attractive presentation ideas |
| 8   | Proofread; check for factual accuracy and grammatical errors     |
| 9   | Seek feedback from peers or mentors before submission            |

## **12. Terms and Conditions**

1. Participants must be currently enrolled students of any faculty of Trincomalee Campus
2. Each participant/team can submit only one entry per category
3. Submissions must be original and created specifically for this competition
4. Entries submitted after the deadline will not be accepted
5. The organizing committee reserves the right to disqualify entries that do not meet the guidelines
6. The decision of the judging panel shall be final and binding
7. By participating, students agree to the terms and conditions of this competition

**WE LOOK FORWARD TO YOUR CREATIVE PARTICIPATION!**

*"Where your journey of learning and innovation begins"*

**Organized by:**

|                                                          |                                         |
|----------------------------------------------------------|-----------------------------------------|
|                                                          |                                         |
| <b>Knowledge and Technology Transfer Offices (KTTO)</b>  | <b>Chamber of Commerce and Industry</b> |
| <b>Faculty of Communication and Business Studies</b>     | <b>Trincomalee District</b>             |
| <b>Trincomalee Campus, Eastern University, Sri Lanka</b> |                                         |

**In Collaboration With:**

- **Faculty of Applied Sciences (FAS)** – Trincomalee Campus
- **Faculty of Arts and Culture (FAC)** – Trincomalee Campus

**Date:** 7th July 2026

**Place:** Trincomalee Campus, Eastern University, Sri Lanka