

REPORT ON
INTER-COLLEGE YUVA TOURISM CLUB
ART COMPETITION IN
ESSAY WRITING, PAINTING AND SKETCHING

DATE: 26TH SEPTEMBER, 2023

VENUE: DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT,
LADY KEANE COLLEGE, SHILLONG



ORGANIZED BY:

INDIATOURISM SHILLONG, MINISTRY OF TOURISM, GOVERNMENT OF INDIA

IN ASSOCIATION WITH:

YUVA TOURISM CLUB, LADY KEANE COLLEGE, SHILLONG AND
THE DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT,
LADY KEANE COLLEGE, SHILLONG



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Introduction:

The Indiatourism Shillong, Ministry of Tourism Government of India, in association with the YUVA Tourism Club and The Department of Tourism and Travel Management, Lady Keane College, Shillong has successfully organized, art competition that is, Inter-college Yuva Tourism Club Competition in Essay Writing, Painting and Sketching at The Department of Tourism and Travel Management on 26th September, 2023, Lady Keane College, Shillong as part of the World Tourism Day Celebration 2023 on the theme “ Tourism and Green Investment”.

The World Tourism Day celebration aimed to raise awareness about the significance of responsible tourism green investments in achieving the Sustainable Development Goals (SDGs) and supporting the recovery and growth of the tourism sector post-COVID-19. That year's theme spoke volumes on the need for innovative ideas, commitments, and investments for the future prospects of the industry. Therefore, it stressed the importance of sustainable practices and development in the industry for the people, the planet, and prosperity. The event engaged participants through various creative activities that highlighted the importance of education, sustainability, innovation, and empowerment in the context of tourism.

Event Details:

The primary objective of the Inter-College Yuva Tourism Club Competition is to inspire, educate, and engage young minds in discussions and creative expressions centered around sustainable tourism, green investments, and as part in achieving the Sustainable Development Goals (SDGs) 2030. The competition aims to:

1. **Promote Awareness:** Raise awareness among Yuva Tourism Club members about the critical role of tourism investments in fostering sustainable development, climate action, and inclusive prosperity.

2. **Encourage Critical Thinking:** Encourage participants to think critically and analyse the impact of tourism on education, the environment, and entrepreneurship.
3. **Foster Creativity:** Provide a platform for creative expression through sketching and painting, allowing participants to visually convey their ideas about sustainable tourism.
4. **Empower Youth:** Empower young talents by recognizing and showcasing their essays, sketches, and paintings on a global platform.

Participants:

A total number of 23 students and Yuva Tourism Club members participated in the Essay Writing, painting and sketching competition from various colleges in Shillong.

SI No	College/university	Number of students
1	Lady Keane College, Shillong	19
2	St. Anthony's College, Shillong	3
4	Shillong Commerce College, Shillong	1
	Total	23

The competition was witnessed by a total number 95 members of YUVA Tourism Club, in the presence of the faculties from The Department of Tourism and Travel Management, Lady Keane College, Shillong, Ms. Montimon Diengdoh (Hod Department of Tourism and Travel Management, Lady Keane College, Shillong), Dr. Mrs. Hakamelamphylla Mawroh (Assistant Professor, Department of Tourism and Travel Management, Lady Keane College, Shillong), Dr. Londoner M. Sohtun (Assistant Professor Department of Tourism and Travel Management, Lady Keane College, Shillong), Mr. Sushant B. Surong (Assistant Professor Department of Tourism and Travel Management, Lady Keane College, Shillong) and Mr. Wanpynsuk Makri (Yuva Tourism Club Faculty Coordinator and an Assistant Professor Department of Tourism and Travel Management, Lady Keane College, Shillong).

The Essay Writing Competition are being judged by Ms. Hepsiba L Gashnga (Assistant Professor, Department of English, Lady Keane College, Shillong), Dr Mrs. Hakamelamphylla Mawroh, (Assistant Professor Department of Tourism and Travel Management, Lady Keane College, Shillong) and Ms. Janailin Warjri (Assistant Professor, Department of Computers, Lady Keane College, Shillong), based on the criterions in the content framing (20%),

Correctness (20%), Language uses (20%), theme interpretation (20%), style and convention (20%).

The Painting and Sketching Competition are being judged by Dr, Juniorika Lyngdoh (Assistant Professor, Department of Computer Science, Lady Keane College, Shillong), Md. Mainul Hoque (Assistant Professor, Department of Computer Science, Lady Keane College, Shillong) and by Mr. Wanpynsuk Makri (Yuva Tourism Club Faculty Coordinator and an Assistant Professor Department of Tourism and Travel Management, Lady Keane College, Shillong). The judging criteria are based on the excellency on the originality (20%), creativity (20%), craftsmanship (20%), theme interpretation (20%), style and convention (20%).

Winners:

A total number of 23 student members from various colleges in Meghalaya participated in the Inter-College Yuva Tourism Club Art Competition in Essay Writing Competition, Painting and Sketching organised by the Indiatourism Shillong, Ministry of Tourism Government of India, InAassociation with Yuva Tourism Club and the Department of Tourism and Travel Management, Lady Keane College, Shillong.

The list of the winners of the essay writing competition is shown in the given table below: -

Sl No	Participant Names	College/ University	Award
1	Ra Tharshim Horam	Lady Keane College, Shillong	1 st Prize
2	Bar Bomcie Dui	Lady Keane College, Shillong	2 nd Prize
3	Evakordor Nonglang	Lady Keane College, Shillong	3 rd Prize

The list of the Winners of the Painting Competition is shown in the given table below:

SI No	Participant Names	College/ university	Award
1	Yumum Kina	Lady Keane College, Shillong	1 st Prize
2	Lasarabha Lymba	Lady Keane College, Shillong	2 nd Prize
3	Easter D. Shira	Lady Keane College, Shillong	3 rd Prize

The Winners for the Sketching competition is shown in the given table below:

SI No	Participant Names	College/ university	Award
1	Dolley Ghosh	St. Anthony's College, Shillong	1 st Prize
2	Priyangshi Deori	Lady Keane College, Shillong	2 nd Prize

The winners will be announced and awarded on The World Tourism Day Celebration at Auditorium Hall, Lady Keane College, Shillong on the 27th September, 2023 from 11 am onwards.

Learning Outcomes:

- **Awareness of Sustainable Tourism:** Participants gained a deeper understanding of the role of responsible and sustainable tourism in achieving the Sustainable Development Goals (SDGs). They learned how tourism can contribute to environmental protection, economic growth, and social inclusivity, aligning with global sustainability objectives.
- **Critical Thinking and Analysis:** Through the competition's focus on analyzing the impact of tourism on education, the environment, and entrepreneurship, students developed critical thinking skills. They learned to evaluate complex issues and consider various perspectives, a valuable skill for future decision-making.
- **Creative Expression and Communication:** The painting, sketching, and essay writing components of the competition encouraged creative expression. Students honed their

abilities to convey complex ideas visually and in writing, enhancing their communication skills.

- **Empowerment and Recognition:** Winning or participating in the competition provided students with recognition for their talents and ideas. This recognition can boost their self-confidence and motivation to pursue careers or further studies related to tourism, art, or sustainable development.
- **Perspective and Networking:** Interaction with faculty, fellow students, and members of the YUVA Tourism Club from various colleges broadened students' horizons and provided opportunities for networking. This exposure to diverse perspectives and experiences can be invaluable in their future endeavors within the tourism industry.

These learning outcomes not only contribute to the personal and academic growth of the students but also prepare them to be responsible and informed contributors to the sustainable development of the tourism sector and beyond.

Conclusion:

In conclusion, the Inter-College Yuva Tourism Club Competition held at the Department of Tourism and Travel Management, Lady Keane College, Shillong, was a resounding success. Organized as part of the World Tourism Day Celebration 2023 with the theme "Tourism and Green Investment," the event achieved its goal of fostering awareness, critical thinking, creativity, and empowerment among young minds. Through essay writing, painting, and sketching, participants not only showcased their talents but also delved into the profound significance of sustainable tourism and its alignment with the Sustainable Development Goals (SDGs).













