

**A REPORT ON  
CASE STUDIES TRIP  
TO  
MAWLYNNONG VILLAGE**



**DEPARTMENT OF TOURISM AND TRAVEL  
MANAGEMENT**

**LADY KEANE COLLEGE, SHILLONG**

**11<sup>TH</sup> APRIL, 2023**

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## **1. A REPORT ON THE CASE STUDIES TRIP TO MAWLYNNONG**

**NAME OF THE TOUR:** CASE STUDIES TRIP

**VENUE:** MAWLYNNONG VILLAGE, EAST KHASI HILLS DISTRICT, SHILLONG

**CATEGORY:** LOCAL TRIP

**DATE:** 11<sup>TH</sup> APRIL, 2023

**NUMBER OF STUDENTS:** 71

**FACULTY:** 5

As part of the course curriculum, the Department of Tourism and Travel Management, Lady Keane College, Shillong is required to take the students on a local fieldtrip during the even semester session. This is aimed at enhancing the learning process, tourism knowledge and skills of the students. Therefore, the department has taken the students to Mawlynnong Village which is situated in East Khasi Hills District, Meghalaya. Mawlynnong Village is a popular destination specially known for being the 'Cleanest Village in Asia'. The students have gained knowledge and experience when they visited this village.

**The following were the objectives of the fieldtrip:**

- To give students a platform to interact with the local community.
- To familiarize the students with the basics skills of host-guest relations.
- To provide an experiential learning opportunity to the students.
- To expose them on the opportunity of local entrepreneurship.
- To encourage and build their confidence by delivering and demonstrating their knowledge on tourism which they have learnt so far from classroom lectures.

**Case Studies (Semester wise):**

- Semester II: To engage with the local community and learn about the different types of tourism products which the village has to offer.
- Semester IV: To conduct a case study in relation to women involvement in community based tourism.
- Semester VI: To conduct a case study on destination management.
- Semester VIII: To observe and propose marketing strategies/techniques for the village by which the village can adopt for its tourism promotion.

**Learning outcomes:**

- Semester II: The students became familiar with the tourism resources in the village and they were able to learn about and document the potential tourism products which the village can promote to the tourists.

- Semester IV: The students were able to learn practically about community based tourism practices in the village and the role of women in community based tourism.
- Semester VI: The students were able to learn about the basic planning approaches, strategies and techniques of destination management.
- Semester VIII: The students were able to play the role of entrepreneurs wherein they conducted a proper market research in the village and created marketing strategies that helped the village in promoting its image and tourism resources.

**2. LIST OF STUDENTS WHO WENT FOR THE LOCAL TRIP TO MAWLYNNONG**  
**VILLAGE**  
**11<sup>TH</sup> APRIL, 2023**

SL.NO	SEMESTER	NAME
1.	<b>II</b>	PRIYA DAS
2.		DAPHISHA NONGRUM
3.		MONGLAM WANGSU
4.		DUMIR YAPAK
5.		RUKHSANA BEGUM
6.		KEPELHOUNO SIRIE
7.		SOFIA L. JARAIN
8.		LAME LINGGI
9.		JASMINE KHARBUKI
10.		LAIARISA MAJAW
11.		EMIDAKA MYLLIEMNGAP
12.		BADARITI SUZAN KHARSYIEMIONG
13.		BAHUNSHISHA KHONGSDIR
14.		BALARISUK MARSHRA
15.		NA-I-SHISHA PYNGROPE
16.		NABAKOR WARJRI
17.		BENIKA DKHAR
18.		EMIGRACIA DKHAR
19.		DAIARISA PAKMA
20.		VILHOUSANUO TSEIKHA
21.		WANDARISHA WARJRI
22.		DAPMONWARA SUCHIANG
23.		PALEISHISHA NONGNENG
24.		EVAKORDOR NONGLANG
25.		SHEKINAH MARAK
26.	<b>IV</b>	TRINA DKHAR
27.		PHIDALIN JYRWA
28.		SATISFY RYMBAI
29.		LAWINIA WARJRI
30.		DALUMLIN KHONGJI
31.		RIAKOR RANI
32.		CHIESA B. LAMIN
33.		BAR BOMCIE DUI
34.		IBANDARI MAWLEIN
35.		SYNROPLANG WANKHAR
36.		GURLEEN KAUR
37.		ROILANG NANGHULOO
38.		SAKAEMI PALA
39.		NAPHISABET PAMTHIED
40.		GRACEFULLY KHONGLAH
41.		GIMIRALIN MAWLONG
42.		EMMA WANSUK MARBANIANG
43.		MEDAIAKMEN MARPNA
44.		RA THARSHIM AWUNGSHI
45.		OSIYAM TAKU
46.		LASARABHA LYMBA
47.		WANSAKA TARIANG

48.		EMIDAKA CHALLAM
49.		PYNGROPE PHAWA
50.		MEBAAIHUN MYNSONG
51.		SHAMURAILATPAM NIRMALA
52.	VI	ENRICHMENT DKHAR
53.		LAREEN RIDA N. MASSAR
54.		EMAIA PHIKA PASSAH
55.		PHILAWANBET RYMBAI
56.		LADIANGHUN NONGSIEJ
57.		DADO RITA
58.		BAPHIRA THAWMUIT
59.		IBADALANG SYLLIANG
60.		BANRISUKLANG MARNGAR
61.		NANCY BLENE TONGPER
62.	VIII	PHILAJOP KHARKONGOR
63.		IBANSIEWDOR THONGNI
64.		AMANDA KHARRYNGKI
65.		YUMI DADA
66.		ABIGAIL C. WANN
67.		HAKANIDAMAN KAMAR
68.		ANGELICA LYNGDOH
69.		DELLA K. NONGSPUNG
70.		LAPHIRA KHARSHIING
71.		PHIBARISHISHA NONGBSAP

**LIST OF TEACHERS WHO WENT FOR THE LOCAL TRIP TO MAWLYNNONG**  
**VILLAGE**  
**11<sup>TH</sup> APRIL, 2023**

SL. NO.	NAME
1.	MRS. MONTIMON DIENGDOH
2.	DR. (MRS.) HAKAMELAMPHYLLA MAWROH
3.	DR. LONDONER MURPHY SOHTUN
4.	MR. SUSHANT B. SURONG
5.	MR. WANPYNSUK MAKRI

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### **3. A PROPOSAL FOR A LOCAL FIELDTRIP**

**Place: Mawlynnong Village, East Khasi Hills District, Meghalaya**

**Tentative date: 10<sup>th</sup> April, 2023**

As part of the course curriculum, the Department of Tourism and Travel Management, Lady Keane College, Shillong is required to take the students on a local fieldtrip during the even semester session. This is aimed at enhancing the learning process, tourism knowledge and skills of the students. Therefore, the department has decided to take the students to Mawlynnong Village which is situated in East Khasi Hills District, Meghalaya. Mawlynnong Village is a popular destination specially known for being the 'Cleanest Village in Asia'. The students will gain more knowledge and experience when they visit this village.

**The following are the objectives of the fieldtrip:**

- To give students a platform to interact with the local community.
- To familiarize the students with the basics skills of host-guest relations.
- To provide an experiential learning opportunity to the students.
- To expose them on the opportunity of local entrepreneurship.
- To encourage and build their confidence by delivering and demonstrating their knowledge on tourism which they have learnt so far from classroom lectures.

**Proposed Activities (Semester wise):**

- Semester II: To engage with the local community and learn about the different types of tourism products which the village has to offer.
- Semester IV: To conduct a case study in relation to women involvement in community based tourism.
- Semester VI: To conduct a case study on destination management.
- Semester VIII: To observe and propose marketing strategies/techniques for the village by which the village can adopt for its tourism promotion.

**Expected outcomes:**

- Semester II: The students will be familiar with the tourism resources in the village and they will be able to learn about and document the potential tourism products which the village can promote to the tourists.
- Semester IV: The students will be able to learn practically about community based tourism practices in the village and the role of women in community based tourism.
- Semester VI: The students will learn about the basic planning approaches, strategies and techniques of destination management.
- Semester VIII: The students will be able to play the role of entrepreneurs wherein they will conduct a proper market research in the village and create marketing strategies that will help the village in promoting its image and tourism resources.

#### **4. FORWARDING LETTER AND ESTIMATED BUDGET**

Dated: 23<sup>rd</sup> of March, 2023

To  
Dr. D.K.B. Mukhim  
Principal  
Lady Keane College  
Shillong

***Subject: Local fieldtrip by the BTTM Department to Mawlynnong Village.***

Dear Sir,

The Department of Tourism and Travel Management (BTTM) is planning to take the students on a one day fieldtrip to Mawlynnong Village, East Khasi Hills District, Meghalaya tentatively on 10<sup>th</sup> April, 2023. This is a part of the course curriculum for every even semester session. This trip aims at providing students a platform to interact with the local community and knowledge based and experiential learning.

Therefore, I request you to kindly approve on this proposed practical activity and provide the financial requirement.

The following is the budget for the trip.

<b>Sl/No.</b>	<b>Particulars</b>	<b>Amount</b>
1	Hiring of Bus	Rs. 24,000/-
2.	Fees for activities	Rs. 5000/-
3.	Miscellaneous	Rs. 5000/-
	Total	Rs. 34,000/-

Total Amount required is Rs. 34,000/- (Thirty four Thousand only)

Thank you for your kind consideration.

Ms. Montimon Diengdoh  
Assistant Professor  
Tourism and Travel Management  
Lady Keane College.



## **5. STATEMENT OF EXPENDITURE**

Dated Shillong, the 21<sup>st</sup> April 2023

To  
The Principal  
Lady Keane College  
Shillong.

Subject: Statement of expenditure incurred during the local trip to Mawlynnong on April 11, 2023.

Dear Sir,

With reference to the subject cited above, I would like to submit the statement of expenditure incurred during the local field trip to Mawlynnong on April 11, 2023. With your permission, the department has taken the students of the Department for the local trip as part of the curriculum and for conducting experiential learning for papers- BTM: 201, BTM: 403, BTM: 602 and BTM: 801. The students have conducted surveys and preparing reports and assignments for the respective papers.

For the trip, the department has hired three busses and lunch was arranged by the students themselves.

Statement of expenditure is as follow:

	<b>Particulars</b>	<b>Bill No.</b>	<b>Amount</b>
<b>1</b>	<b>Busses (ML05-7015, ML10-8135 &amp; ML05-2145)</b>	<b>022</b>	<b>27.000.00</b>
<b>Total</b>			<b>27.000.00</b>

The total amount of expenditure is rupees twenty seven thousand only.

Thank you

Ms. Montimon Diengdoh  
Asst. Professor  
Department of Tourism and Travel Management

## 6. PHOTOGRAPHS

