

# **World Tourism Day 2021**

**Theme: “*Tourism for Inclusive Growth*”**

**Organised by**

**Department of Tourism and Travel Management**

**Lady Keane College**

**Shillong**

**Date: 27<sup>th</sup> September 2021**

**Platform: Cisco Webex**

## **CONTENT**

	Page No.
1. Report	3
2. About the competition	6
3. Letters to Judges	11
4. Result	13
5. Participant	14
6. Statement of expenditure	16
7. Certificate Template	17
8. Photographs	18

## **1. World Tourism Day, 2021**

**Programme: Celebration of World Tourism Day**

**Date: 27<sup>th</sup> September 2021**

**Platform: Cisco Webex**

**Participants: Students, faculty, Principal, Vice principal and invited guests.**

### **A Report**

Lady Keane College has been far sighted in seeing the importance of tourism education and lack of tourism professionals in the state. To bridge this gap, the college started a degree course in Tourism and Travel Management by introducing the first undergraduate professional Course of four-year: Bachelor of Tourism and Travel Management. The course aims at enriching students with knowledge on the industry and equipping skills and tools in hospitality, tour operations, entrepreneurships in tourism and event management. The Department also provides maximum practical exposure, trips and industrial training.

World Tourism Day was first celebrated on September 27, 1980. Hence, this date was chosen as a day of international observance. The purpose of this day is to raise awareness on the role of tourism within the international community and demonstrate how it affects social, cultural, political and economic values world wide.

#### **World Tourism Day 2021:**

This year, the UNWTO's World Tourism Day Theme is on 'Tourism for Inclusive Growth' owing to the massive social and economic benefits of tourism on both developed and developing economies. However, the industry has been severely affected during the COVID-19 pandemic. Therefore, this year celebration is to acknowledge efforts of each individual in restarting tourism and kick start its recovery and growth. The theme, thus triggers efforts of every individual to play a part and contribute in reviving and restoring the current scenario of tourism and work cohesively for an inclusive growth.

#### **About the Competition:**

On World Tourism Day, September 27, 2021, the Department of Tourism and Travel Management, Lady Keane College, conducted an online business plan/model making competition for students of various colleges.

The competition pivots on the premise of giving our future entrepreneurs a chance to introspect and resolve the challenges that the tourism industry has been facing over the years reaching a crest in these pandemic times. This scenario will continue post pandemic challenging the entrepreneur to create the novel business opportunity out of it.

It is designed to track the most innovative business model for conducting tourism in a post pandemic environment, which merges the best of travelling with the intangible heritage of the destinations keeping in mind the SOPs for a safe travel in Meghalaya.

**Competition theme:**

– “A strategic recovery plan / business model for post pandemic tourism operations”.

**Objectives:**

1. To create awareness among the students about Tourism activities thereby Incorporating their strength and potential in the development of tourism in our state in a post pandemic environment.
2. To equip students with new knowledge and skills of conducting tourism and encourage them to maximize their engagement.
3. To seek the most innovative business model that may help in changing the way people travel and how the sustainable development goals aid in conducting viable tourism activities in Meghalaya.
4. To give a platform for students to display their ideas on operating a tourism related business encouraging an innovative thought process/procedure for a feasible manifestation of an actual business start-up.

**Outcome of the event:**

A vivid display of information to students reflecting on measures to conduct tourism related businesses in a post pandemic environment.

**Participants:**

The invitation to participate in the competition was sent to all colleges in the state, however, only five responses were received. Details of participants are given below:-

Sl/No.	Name of Participant	Gender	Institution/College	Department/Subject
1	Tynraibaskhem Nonglang	Male	St.Anthony's College	Zoology
2	Diana Kharbithai	Female	St.Anthony's College, Shillong	Economics
3	Simran Barbhuiya	Female	Lady Keane college	English
4	Meghali Tikhak	Female	St Anthony's college	Zoology
5	Dristee Kakati	Female	Lady Keane College	Bachelor in Tourism and Travel Management

The participants were given one month time to prepare for their business/strategic plan for tourism operation. The entries from the participants were collected in document/report format as well as a ppt of their topic where the winner was given the chance to present on the World Tourism Day celebration event. Two judges were requested to analyse and evaluate the reports, one is Mr. Aaron R Laloo and Dr. Benjamin F Lyngdoh. The winner of the competition was Ms. Diana Kharbithai, student of St. Anthony’s College, Shillong. 2<sup>nd</sup> Prize holder is Ms.

Simran Barbhuiya and 3<sup>rd</sup> Prize received by Dristee Kakati both students of Lady Keane College, Shillong.

**World Tourism Day online event:**

The Department of Tourism and Travel Management, Lady Keane College observed the World Tourism Day on 27<sup>th</sup> September 2021 via an online platform Cisco webex where Shri James P. A Sangma graced the occasion as the Chief Guest. The programme started with the welcome address from the Principal In-Charge of the College, Shri R Decruse, a highlight about the competition on the theme “A Strategic recovery plan/business model for post pandemic tourism operations”, followed by a short speech from one of the judges, Dr. Benjamin F Lyngdoh and the declaration of the result from Ms. Montimon Diengdoh, and concluded by a very enlightening speech from the Chief Guest which stressed on the importance of promoting ecotourism in the state and the preservation of the natural resources for tourism.

A cultural presentation was also presented by the 7<sup>th</sup> semester students through a video which was pre-recorded and documented by the them.

The winners of the competition were also awarded with prizes via Amazon gift cards worth Rs. 8000.00 for the 1<sup>st</sup> Prize, Rs. 5000.00 for the 2<sup>nd</sup> Prize and Rs. 3000.00 for the 3<sup>rd</sup> Prize.

Participants of the online event:

Students of Bachelor of Tourism and Travel Management from all semesters, students who participated in the competition, faculty members of the college, Vice Principals, teachers of the Higher Secondary Section, Principal and honourable guests attended the online programme via Cisco webex.

## 2. About the Competition



### **An online competition on “A strategic Recovery Plan/ Business Model for Post Pandemic Tourism Operations”**

---

#### **Competition theme**

– “A strategic recovery plan / business model for post pandemic tourism operations”.

#### **Objectives:**

1. To create awareness among the students about Tourism activities thereby Incorporating their strength and potential in the development of tourism in our state in a post pandemic environment.
2. To equip students with new knowledge and skills of conducting tourism and encourage them to maximize their engagement.
3. To seek the most innovative business model that may help in changing the way people travel and how the sustainable development goals aid in conducting viable tourism activities in Meghalaya.
4. To give a platform for students to display their ideas on operating a tourism related business encouraging an innovative thought process/procedure for a feasible manifestation of an actual business start-up.

#### **Learning outcome:**

- Students will be aware of the current challenges of tourism operations in the state.
- The competition will enhance their creativity and innovation in developing new business models for tourism operations in a post pandemic environment.
- Students will experience a hands on involvement and contribution in business model creation for restarting tourism in the State.

#### **Criteria for Competition Judging**

- Product development – On the basis of:- (40 points)
  - SWOT analysis

- Digitalization (online presence, Operational and technological viability)
  - Accessibility
  - Feasibility
  - Sustainability
  - Infrastructure
  - Incorporating SOPs issued by the Department of Health and Family Welfare with the business model. (e.g., Covid19 Vaccination certificate, safety protocols) (20 points)
  - Marketing and advertising through different platforms. (e.g., target customer, customer value, attractiveness of the market opportunity, Identifying the USP of the business model) (20 points)
  - Creating and capturing value (e.g., value created by the new product or service -*How important is this product or service to customers and other stakeholders?*) (20 points)
-

---

DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT  
LADY KEANE COLLEGE, SHILLONG  
CELEBRATES



COMPETITION FOR UNDERGRADUATES  
THEME - A STRATEGIC RECOVERY PLAN/  
BUSINESS MODEL FOR POST PANDEMIC TOURISM  
OPERATIONS

WIN EXCITING PRIZES!!!

First prize - Amazon gift card worth Rs.8000/-  
Second prize - Amazon gift card worth Rs.5000/-  
Third prize - Amazon gift card worth Rs.2500/-  
Consolation Prize - Amazon gift card worth Rs 500/- each  
(three participants)

Registration link  
<https://docs.google.com/forms/d/e/1FAIpQL5dvKeI8zfVv501ITpKGZaly7RpcNhCFoCHMZsossrBIACwW19w/vie-wform?vc=D&c=0&w=1&f=0>

---



### **Description**

The competition offers an opportunity for students to think about and create innovative and strategic plan/business model on the premise of introspecting and resolving the challenges that the tourism industry has been facing over the years reaching a crest in these pandemic and continuing post pandemic times.

### **Criteria**

The business plan/model will be judged on basis of Sustainability, Socio-economic potential, Digitalization, Accessibility, Innovativeness etc.

### **General Competition Guidelines**

- Each Individual that participates will receive an e-certificate of participation regardless of overall performance.
- The competition is for undergraduate level college students.
- The number of participants from each college is limited to 4 students.
- Students taking part in the competition should register online through the registration link provided.
- Participants must send a report in PDF format and a powerpoint presentation of their business plan/model to this email :-  
**[ladykeanewtdcompetition2021@gmail.com](mailto:ladykeanewtdcompetition2021@gmail.com)**
- Participants must attach their college ID's along with their submission.
- The last date for submission of business plan/model is September 20, 2021.
- Submissions received later than the above mentioned date will not be entertained.
- The winners of the competition will be announced on the World Tourism Day Celebration which will be held 27th September,2021.

### **N.B.**

- Prizewinners will have the opportunity to present their business plan/model at the webinar, either through online live presentation or pre-recorded video presentation.
- The decision made by the judge(s) will be final.

For queries , Contact - 9862294892,8787792793

---

## Criteria's for Competition Judging

### **Full Tourism Business Plan Judging Criteria**

- Product development – On the basis of :-
    - SWOT analysis
    - Digitalization (online presence, Operational and technological viability)
    - Accessibility
    - Feasibility
    - Sustainability
    - Infrastructure (40 points)
  - Incorporating SOPs issued by the Department of Health and Family Welfare with the business model. (e.g., Covid19 Vaccination certificate, safety protocols) (20 points)
  - Marketing and advertising through different platforms. (e.g., target customer, customer value, attractiveness of the market opportunity, Identifying the usp of the business model) (20 points)
  - Creating and capturing value (e.g., value created by the new product or service -How important is this product or service to customers and other stakeholders?) (20 points)
-

### 3. Letters to Judges



## LADY KEANE COLLEGE

SHILLONG - 793001 : MEGHALAYA

☎ : 0364-2223293

Fax : 0364-2504004

Email : [ladykeanecollege@gmail.com](mailto:ladykeanecollege@gmail.com)

Website : [www.ladykeanecollege.edu.in](http://www.ladykeanecollege.edu.in)

Ref. No. C/16/2015/BTIN/448

Date : 02/09/2021

To  
AARON LALOO  
Camp Fire Trails

**Subject:** Invitation as a Judge for the online competition on "A Strategic Recovery Plan/ Business Model for Post Pandemic Tourism Operations" as part of the celebration of World Tourism Day 2021.

Dear Sir,

The Department of Tourism and Travel Management of Lady Keane College is celebrating this year's World Tourism Day by organising a competition for the students of various colleges on the topic "A Strategic Recovery Plan/Business Model for Post Pandemic Tourism Operations". The entries will be accepted between 1<sup>st</sup> September 2021 to 20<sup>th</sup> September 2021. The result will be declared on 27<sup>th</sup> September 2021 on the event of World Tourism Day.

In this regard, I would like to request your kind acceptance to be one of the judges for this competition as your expertise in the field of tourism and knowledge on the challenges faced by the industry in the State can help identify innovative and strategic models/ plans for tourism operations post pandemic environment.

Looking forward to your positive response.

Thank You

  
Principal In-charge  
Lady Keane College  
Shillong

Mr. R. Decruse  
Principal-in-Charge  
Lady Keane College  
Shillong



## LADY KEANE COLLEGE

SHILLONG - 793001 : MEGHALAYA

☎ : 0364-2223293

Fax : 0364-2504004

Email : [ladykeanecollege@gmail.com](mailto:ladykeanecollege@gmail.com)

Website : [www.ladykeanecollege.edu.in](http://www.ladykeanecollege.edu.in)

Ref. No. C/16/ROPS/ETM/448

Date : 02/09/2021

To

DR. BENJAMIN F. LYNGDOH

ASST. PROF. SSOR, NEHU

**Subject:** Invitation as a Judge for the online competition on "A Strategic Recovery Plan/ Business Model for Post Pandemic Tourism Operations" as part of the celebration of World Tourism Day 2021.

Dear Sir,

The Department of Tourism and Travel Management of Lady Keane College is celebrating this year's World Tourism Day by organising a competition for the students of various colleges on the topic "A Strategic Recovery Plan/Business Model for Post Pandemic Tourism Operations". The entries will be accepted between 1<sup>st</sup> September 2021 to 20<sup>th</sup> September 2021. The result will be declared on 27<sup>th</sup> September 2021 on the event of World Tourism Day.

In this regard, I would like to request your kind acceptance to be one of the judges for this competition as your expertise in the field of tourism and knowledge on the challenges faced by the industry in the State can help identify innovative and strategic models/ plans for tourism operations post pandemic environment.

Looking forward to your positive response.

Thank You

Principal in-charge  
Lady Keane College  
Shillong

Mr. R. Decruse  
Principal-in-Charge  
Lady Keane College  
Shillong

#### **4. Result of the Competition**

Sl/No.	Name	Institution	Prize	Cash Award
1	Ms. Diana Kharbithai	St Anthony's College	1 <sup>st</sup>	Rs.8000.00
2	Ms. Simran Barbhuiya	Lady Keane College	2 <sup>nd</sup>	Rs. 5000.00
3	Ms. Dristee Kakati	Lady Keane College	3 <sup>rd</sup>	Rs. 2500.00

#### Consolation Prize

4	Ms. Meghali Tikhak	St. Anthony's College	Consolation	Rs. 500.00

## **5. Participants**

The invitation to participate in the competition was sent to all colleges in the state, however, only five responses were received. Details of participants are given below:-

Sl/No.	Name of Participant	Gender	Institution/College	Department/Subject
1	Tynraibaskhem Nonglang	Male	St.Anthony's College	Zoology
2	Diana Kharbithai	Female	St.Anthony's College, Shillong	Economics
3	Simran Barbhuiya	Female	Lady Keane college	English
4	Meghali Tikhak	Female	St Anthony's college	Zoology
5	Dristee Kakati	Female	Lady Keane College	Bachelor in Tourism and Travel Management

## 6. Statement of Expenditure

To

29<sup>th</sup> September, 2021

Mr. R. Decruse  
Principal Incharge  
Lady Keane College  
Shillong.

Subject: Submission of the statement of expenditure incurred during the celebration of World Tourism Day, on 27<sup>th</sup> September, 2021.

Dear Sir,

The Department of Tourism and Travel Management is very grateful for your support and guidance in enabling us to successfully conducted this year's programme on World Tourism Day on 27<sup>th</sup> September, 2021 where Shri. James P.K. Sangma was the Chief Guest. This year the celebration included a competition on business model and strategic recovery plan for tourism operations post pandemic. Students of other colleges were invited. The result of the winners was declared and awarded on the day of the celebration in the presence of the judges and the Principal of the College.

Therefore, I would like to submit the statement of expenditure incurred during the entire preparations and on the day of the celebration. (Statement attached here.)

Budget Sanctioned – Rs. 60,000 (Sixty thousands only)

Expenses Incurred – Rs. 44,971 (Forty four thousands nine hundred seventy one only)

Balance – Rs. 15,029 (Fifteen Thousands twenty only)

Thank you.



Ms. Montimon Diengdoh  
Assistant Professor  
D/Tourism and Travel Management

**World Tourism Day, 27<sup>th</sup> September, 2021**

**Statement of Expenditure**

Sl/No.	Particulars	Bill Nos.	Amount
1.	Amazon E-Gift Card 1 <sup>st</sup> Prize		Rs 8,000
2.	Amazon E-Gift Card 2 <sup>nd</sup> Prize		Rs 5,000
3.	Amazon E-Gift Card 3 <sup>rd</sup> Prize		Rs 2,500
4.	Amazon E-Gift Card Consolation Prize		Rs 500
5.	Tea and snacks on 7.9.21	599	Rs. 50
6.	Lunch on 10.09.21 (8 students)	1143319884	Rs. 2136
7.	Lunch on 11.09.21 (10 nos.)	595	Rs. 650
8.	Lunch on 25.09.21 (2 nos)	497	Rs. 200
9.	Lunch on 27.09.21	594	Rs. 4130
10.	Desserts on 27.09.21	672	Rs. 1250
11.	Audio recording	132	Rs. 2000
12.	Video recording	46	Rs.5000
13.	Mementoes	2160	Rs. 5625
14.	Mementoes metal plates	13633	Rs.500
15.	Gift Wrap	14923	Rs. 180
16.	Hard Disk	22056	Rs. 4250
17.	Poster and Brochure making		Rs. 2000
18.	Transportation for recording		Rs. 1000
<b>Total amount</b>			<b>Rs. 44,971</b>



## 7. Certificate template



LADY KEANE COLLEGE  
DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT (BTTM)  
WORLD TOURISM DAY  
September 27, 2021



**CERTIFICATE**

This is to certify that ..... student of ..... participated in the World Tourism Day competition on **“A strategic recovery plan / business model for post pandemic tourism operations”** organized by *Department of Tourism and Travel Management, Lady Keane College* and was awarded the \_\_\_\_\_ Prize.

  
**MS MONTIMON DIENGDOH**  
*HOD, Department of Tourism and Travel Management,  
Lady Keane College*

  
**MR. R. DECRUSE**  
*Principal In Charge  
Lady Keane College*

## 8. Photographs

