

**REPORT ON**  
**WORLD TOURISM DAY**  
**CELEBRATION**



**DATE: 27<sup>TH</sup> SEPTEMBER 2023**

**VENUE: COLLEGE AUDITORIUM**

**DEPARTMENT OF TOURISM AND TRAVEL  
MANAGEMENT  
LADY KEANE COLLEGE  
SHILLONG**

## **CONTENT**

### **Page No.**

<b>1. A Report</b>	<b>2</b>
<b>2. Participants</b>	<b>5</b>
<b>3. Proposal</b>	<b>8</b>
<b>4. Statement of expenditure</b>	<b>10</b>
<b>5. Pictures</b>	<b>11</b>

## 1. A Report

### **WORLD TOURISM DAY 2023 CELEBRATION VENUE: COLLEGE AUDITORIUM**

**Programme:** World Tourism Day

**Activity:** Special Talk on Tourism and Green Investments.

**Participants:** BTTM Students and faculty of BTTM.

**Date:** 27<sup>th</sup> September 2023

Total number of participants: 99

**BTTM students:** 94

**BTTM Faculty:** 5

World Tourism is observed every year on 27<sup>th</sup> September worldwide. This year the theme for World Tourism Day was on “Tourism and Green Investments” to enable tourism to deliver its massive potentials on investing through traditional and non traditional methods to bring benefits to the people, planet and provide prosperity. Thus the theme calls for participation to invest in people- through education, planet- to be responsible to climate emergencies and fostering entrepreneurship and innovation in the industry.

Thus, ‘UNWTO has identified investments as a key priority for the sector, serving as the bridge between its Member States, destinations, businesses and investors, culminating in World Tourism Day 2023, which will be a call to action to the international community, governments, multilateral financial institutions, development partners and private sector investors to unite around a new tourism investment strategy.’

The Department of Tourism and Travel Management, Lady Keane College also celebrated World Tourism Day on 27<sup>th</sup> September 2023 in the College Auditorium where Mr. Jiwat Vaswani, a renowned entrepreneur from Meghalaya was the Chief Guest. The programme highlighted special talk on the UNWTO theme by the Chief Guest accompanied by different activities and performances of the students of the Department. As an entrepreneur, Mr Vaswani stressed on innovation and entrepreneurship in the tourism industry, and encouraged students to streamline their career plan towards developing creative and well design business ideas and prepare for more competitive world.

The programme was started by the welcome speech from the Principal of the College, Dr. D.K.B Mukhim, followed by a welcome song from the students and their performances and lastly by the special talk from Mr. Vaswani. Mementoes were distributed to the guests and prize distribution for the participants in the photography, drawing and painting competition organized by the YUVA Tourism club of the College was conducted. The day also witnessed the oath taking ceremony of the 'Travel for Life'.

## 2. Participants

SEMESTER I	
1	Ahchlangdiam Talang
2	Aiboklang Khongsnam
3	Aimedaka Syiemlieh
4	Azel Hananeel Surong
5	Budlangiaki Khongsngi
6	Daiahun Ryntathiang
7	Dame Wan E Rynjah
8	Dapkuparlang Khyriem
9	Easter D Shira
10	Evalincy Syngkli
11	Ewadamon N Najjar
12	Fidelia Emiwansaka Lamare
13	Gracefull Lawriniang
14	Gratingmon Dkhar
15	Hodam Bhoomi
16	Ibari Khonglam
17	Kerrishisha Kharmawphlang
18	Kristin Irom
19	Ladeiphi Malngiang
20	Lamangpura Bina
21	Larisabet Lyngkhoi
22	Lawebaphyrnai Khongjirem
23	Lydiana Marbaniang
24	Marbakordor Syiemlieh
25	Metsivono Rhakho
26	Mewanrahbok Dkhar
27	Persarabasuk Iawphniaw
28	Rachel Zohlimpuii
29	Suniti B. Wahlang
30	Thanrithem Shithung
31	Vartika Kaur
32	Wailad Demi Tariang
33	Wanbok Kupar Snaitang
34	Wandaman Thangkhiew
35	Yozaori Saprone
36	Glarissa Lyngdoh
37	Reyana Syiemsad
38	Suzanie P.L. Nongkynrih
39	Thoibisana Roy Rumkham
40	Kure Rilung
41	Embhalang Tangsang
42	Ardamanki Shylla

SEMESTER III	
43	Benika Dkhar
44	Kepelhouno Sirie
45	Wandashisha Warjri
46	Emigracia Dkhar
47	Nabakor Warjri
48	Emidaka Myllemngap
49	Jasmine Kharbuki
50	Evakordor Nonglang
51	Daiarisa Pakma
52	Rukhsana Begum
53	Balarisuk Marshra
54	Paleishisha Nongneng
55	Bahunshisha Khongsdir
56	Priya Das
57	Daphisha Nongrum
58	Vilhousouno Tseikha
59	Shekina Marak
60	Laiarisa Majaw
61	Dapmonwara Suchiang
62	Na I Shisha Pyngrope
63	Sofia Jarain
64	Yomum Kina
65	Lame Lingngi
66	Monglam Wangsu
67	Dumir Yapak
SEMESTER V	
68	Sakaemi Pala
69	Fidelity Behphat
70	Roilang I Nanghuloo
71	Emidaka Challam
72	Satisfy Rymbai
73	Mebaaahun Mynsong
74	Dalumlin Khongji
75	Lasarabha Lymba
76	Gracefully Khonglah
77	Chiesa Balamshwa Lamin
78	Gimiralin Mawlong
79	Synroplang Wankhar
80	Medaiakmen G Marpna
81	Ibandari Mawlein
82	Emma Wansuk Marbaniang

83	Pyngrope Phawa
84	Wansaka Tariang
85	Phidalin Jyrwa
86	Naphisabet Pamthied
87	Riakor Rani
88	Lawinia Warjri
89	Trina Dkhar
90	Gurleen Kaur
91	Osiyam Taku
92	Shamurailatpam Nirmala
93	Ra Tharshim Awungshi
94	Bar Bomcie Dui

### 3. Proposal

#### WORLD TOURISM DAY 2023

#### A PROPOSAL

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World Tourism Day is celebrated every year on 27<sup>th</sup> September to acknowledge the significance contribution of tourism to society, economy and people. Every year celebrations were conducted to highlight the importance of promoting tourism and the benefits that tourism enhances on the different sectors. Under different themes, activities, competitions, awareness, conference and many other activities were organized to remind us of its pivotal role it plays in developing economy and societies of the world.

This year, UNWTO identifies investments as one of the key priorities for tourism's recovery after the hit from recent years pandemic. Strategies on recovery and future growth are critical tasks to highlight at the moment. Thus the 'need for more and better-targetted investments for people, for planet and for prosperity should be highlighted.' Innovative solutions, ideas creation on sustainability and preservation are required and traditional methods to be modified and call for action to all the stakeholders of tourism towards investing in tourism strategies and innovations.

The Department of Tourism and Travel Management, Lady Keane College is celebrating this year World Tourism Day under the Theme "Tourism and Green Investments" on 27<sup>th</sup> September 2023 in the College Auditorium. This year the Department is planning to conduct programme in the college campus and host the formal programme where the Director of Indiatourism, Ministry of Tourism Shillong will be invited as the Chief Guest. The formal programme will highlight on the importance of the theme and spread awareness to students about green innovations and investments. The students who are the future professionals will benefit from the address on the theme and the activities that they will be participating during the programme. The Department is also inviting the YUVA Tourism Club of the College and also of other colleges to participate and attend the programme.

#### **Participants:**

Students of the Bachelor of Tourism and Travel Management (BTTM) will be the organizers as well as the participants. The students of the college, the YUVA Tourism Club Members, members of YUVA Tourism Club of other colleges and faculty members of the college will be invited to attend the programme.

#### **Proposed Activities:**



As part of celebration the Department of Tourism and Travel Management has decided to invite Mr J. Vasvani, Tourism entrepreneur as a resource person to deliver a special talk based on the World Tourism Day 2023 theme’.

**Proposed Programme:**

Comper: Student of BTTM and Member of YUVA Tourism Club

Chief Guest will be the Director of Indiatourism, Ministry of Tourism, Government of India.

**Programme Details:**

- Welcome address: Faculty of BTTM
- Speech from the Principal: Dr. D.K.B. Mukhim
- Cultural Programmes:
  1. Students of BTTM
  2. Members of YUVA Tourism Club
- Address on the theme: Mr Jiwat Vaswani (Resource person)
- Presentation on the winning documentary: Winners
- Distribution of Prizes: Director and Principal
- Speech from the Chief Guest: Director, Indiatourism, Shillong.

**Estimated Budget:**

Sl/No.	Particulars	Rate	Quantity	Amount
1	Refreshments for invitees	200	30	6000.00
2	Flex (design and Print)			
	1x 6x4	2500	1	2500.00
	2x4x2	2000	2	+4000.00
				6500.00
3	Mementoes	600	10	6000.00
4	Refreshments for students	150	150	22500.00
	<b>Total</b>			<b>41000.00</b>

*Total estimated budget is Rs. 41,000.00 (Rupees Forty one thousand only)*


#### 4. Statement of Expenditure

##### STATEMENT OF EXPENDITURE INCURRED DURING THE WORLD TOURISM DAY CELEBRATION ON 27<sup>TH</sup> SEPTEMBER 2023 IN THE COLLEGE AUDITORIUM.

Sl/No.	Particulars	Date	Bill No.	Quantity	Amount
1	Refreshments for guests:- Tea	27/9/23	1048	36	480.00
2	Lunch for students	27/9/23	4236	150	22500.00
3	Snacks for guests	27/9/23	001	30	4050.00
4	Mementoes for guests	27/9/23	016	10	8660.00
5	Frames	27/9/23		6	3650.00
Total					39340.00

Total expenditure is Rs. 39,340.00 (Rupees Thirty-nine thousand three hundred forty only).

## 5. Pictures



**WORLD TOURISM DAY CELEBRATION  
2023**

*THEME: " TOURISM AND GREEN INVESTMENTS "*

**Organised By:**  
The Department of Tourism and Travel Management  
Lady Keane College, Shillong

**Venue:**  
College Auditorium, Lady Keane College, Shillong.  
**Date:** 27<sup>th</sup> September, 2023

**WORLD TOURISM DAY 2023** | **TOURISM & GREEN INVESTMENTS**

