

REPORT ON
WORLD TOURISM DAY
CELEBRATION



DATE: 26TH-27TH SEPTEMBER 2024

VENUE: COLLEGE AUDITORIUM

DEPARTMENT OF TOURISM AND TRAVEL
MANAGEMENT
LADY KEANE COLLEGE
SHILLONG

CONTENT

Sl/No.	Chapters	Page no.
	Overview	3
	Report on World Tourism Day 2024	4-5
	Programme	6
	Participants	7-9
	Proposed Budget	10
	Permission Letter	11
	Statement of Expenditure	12
	Photographs	13

OVERVIEW: WORLD TOURISM DAY

DATES: 26TH-27TH OF SEPTEMBER, 2024

VENUE: AUDITORIUM, LADY KEANE COLLEGE

ATTENDED BY: BTTM STUDENTS -105 AND TEACHERS - 5

REPORT BY: NAI SHISHA PYNGROPE

World Tourism Day is observed every year on 27th September, recognising the profound contribution of tourism on society and the economy. World Tourism Day was first celebrated in **1980 by the United Nations World Tourism Organization (UNWTO)**, and raises awareness about the social, cultural, and economic importance of tourism. UNWTO advocates for tourism as a driver of economic growth, inclusive development, and environmental sustainability while supporting the sector in advancing knowledge and policies worldwide.

Each year, World Tourism Day is celebrated with a specific theme and a host country, highlighting the unique role tourism plays in different regions around the world. The theme for World Tourism Day 2024 is particularly inspiring: "**Tourism and Peace.**"

Under the theme "Tourism and Peace", it highlights the vital role of this sector in fostering peace and understanding between nations and cultures and in supporting reconciliation processes. While "Peace Tourism" historically focused on understanding past conflicts and fostering reconciliation at significant historical sites, today's travellers increasingly seek experiences honouring local traditions and encouraging responsible engagement with communities and ecosystems. This shift reflects a growing awareness of how peace, cultural understanding, and ecological health are interconnected, ultimately reshaping our approach to travel.

In this context, ecotourism initiatives are vital for promoting sustainable practices that benefit both the environment and local communities. Agritourism Project invites visitors to experience local farming, support local farmers and invest in conservation projects while fostering cultural exchange. Cultural preservation, exemplified by community festivals and cultural tourism, further nurtures understanding and appreciation among diverse cultures. These celebrations showcase local populations' rich traditions and shared values while allowing visitors to engage with and appreciate these traditions, fostering empathy and reducing stereotypes to create a more inclusive global community.

REPORT ON WORLD TOURISM DAY CELEBRATION

The Department of Tourism and Travel Management successfully celebrated World Tourism Day on the theme “Tourism and Peace” on 26th-27th September, 2024. The program aimed to promote

- Creativity
- Cultural understanding and
- Unity through interactive and engaging activities.

Day 1: DIY Classroom Decoration Competition

The first day of the program featured a DIY classroom decoration competition, where students from three semesters 1st, 3rd and 5th participated actively. Each class was assigned the central theme of “Tourism and Peace” and was asked to design and decorate their classrooms using only papers, cartoons and paint. The goal of the activity was to encourage teamwork, creativity and visualise the message of peace through tourism.

The level of creativity displayed by each class was truly impressive. Every team brought forward unique ideas and thoughtful interpretations of the theme. After careful evaluation by the teachers, the results were as follows:

- First place: 5th Semester
- Second place: 1st Semester
- Third place: 3rd Semester

The competition served as an opportunity for students to work together while artistically exploring and presenting the concepts of peace and cultural harmony inspired by the theme of tourism.

Day 2: Cultural Program

The second day of the event marked the celebration of World Tourism Day, held on 27th September 2024. As the theme for the year was “Tourism and Peace”, the Department of Tourism and Travel Management organised a **Cultural Program** that brought together students, faculty, and guests in a meaningful and vibrant celebration.

To reflect the theme, the idea behind the program was to showcase the unity and diversity of the Northeastern states, through their traditional attire, dances, and cultural expressions. Students from all three semesters 1st, 3rd, and 5th participated with great enthusiasm.

The program began with a welcome song by the first semester students, setting a warm and cheerful tone. This was followed by a fashion show featuring traditional outfits from various communities of Northeast India, beautifully presented by students from all three semesters of BTTM. The fashion show was not only colourful and lively, but also a powerful way of celebrating the region’s cultural identity.

In addition to the fashion show, there were various cultural dance performances that represented different traditions and styles from the Northeast. These performances added rhythm, joy, and meaning to the celebration and kept the audience fully engaged.

We were honoured by the presence of our Principal and Vice Principal, who graced the occasion with their words of encouragement and support. The program also welcomed students from other departments, who joined in the celebration and helped make the event more inclusive and memorable.

The Cultural Program successfully captured the spirit of “Tourism and Peace” by highlighting how tourism connects people, cultures, and traditions. It was a day filled with music, dance, unity, and pride a fitting way to mark World Tourism Day.

PROGRAMME

World Tourism Day Celebration 2024

27th September (10:00AM onwards)

Theme: Tourism and Peace

Program

WELCOME SPEECH	RUKHSANA BEGUM
SHORT SPEECH	PRINCIPAL
SPEECH ON THE THEME	LAIARISA MAJAW
TOKEN OF APPRECIATION	PRINCIPAL & VICE PRINCIPAL
SONG	BTTM DEPARTMENT
FASHION SHOW	
CULTURAL PREFORMANCES	
SONG	NABA & WANDA
SPECIAL DANCE	3RD SEMESTER
VOTE OF THANKS	DAPMON WARA SUCHIANG

Compere - Shekinah Marak

PARTICIPANTS

SEMESTER I	
1	ABIEL JIEDLANG KHARMALKI
2	AJUM MALLING
3	AMANCHIGA M MARAK
4	AMRITA CHAKRAVARTY
5	ANDY MARBIANG JAMU
6	ANGEL KINO
7	ARUEY W MOMIN
8	BADIAHUNALNAG DORPHANG
9	BAFINRIYAKI SYIEM
10	BASHISHA NONGRANG
11	BENEDICT REENBORN
12	BYABANG ABAI
13	CHUMA GODAK
14	CLARINDA KHARKONGOR
15	DADO SUMKO
16	DEIGRATIA NONGRUM
17	ELIONORA R MARAK
18	HAPHILASUK L KHARRYNGKI
19	IBAPYNHUN NONGRUM
20	JAJEY RIJJU
21	JEFFERNANDEZ PYNGROPE
22	JOLIE QUEEN PYNGROPE
23	JULESTARSING MAWLONG
24	MEDAAITI SHABONG
25	PRACHURYA DAS GUPTA
26	RAFAEL CHARLES JALA
27	RIBASKHEM DKHAR
28	ROMIE PERCY KSANLAH
29	SAFIRA SULIANG
30	T. BATISHA R MARAK
31	TANIA PANA
32	WANRISAKA LYNGDOH
33	WIJIMI ELAPRA
34	WILBERT JANA
35	DAHUNLANG SHANGPLIANG
36	DEPHISHISHA MAWLONG
37	NAPHILAHUN KHARLOR
38	SHIMKAM MAWLONG
39	ASEN EKKE
40	GELAK DANGGEN

SEMESTER III	
41	AHCHLANGDIAM TALANG
42	AIBOKLANG KHONGSNAM
43	AIMEDAKA SYIEMLIEH
44	AZEL HANANEEL SURONG
45	BUDLANGIAKI KHONGSNGI
46	DAIAHUN RYNTATHIANG
47	DAME WAN E RYNJAH
48	DAPKUPARLANG KHYRIEM
49	EASTER D SHIRA
50	EVALINCY SYNGKLI
51	EWADAMON N NAJIAR
52	FIDELIA EMIWANSKA LAMARE
53	GRACEFULL LAWRINIANG
54	GRATINGMON DKHAR
55	HODAM BHOOMI
56	IBARI KHONGLAM
57	KERRISHISHA KHARMAWPHLANG
58	KRISTIN IROM
59	LADEIPHI MALNGIANG
60	LAMANGPURA BINA
61	LARISABET LYNGKHOI
62	LAWEBAPHYRNAI KHONGJIREM
63	LYDIANA MARBANIANG
64	MARBAKORDOR SYIEMLIEH
65	METSIVONO RHAKHO
66	PERSARABASUK IAWPHNIAW
67	RACHEL ZOHLIMPUII
68	SUNITI B. WAHLANG
69	THANRITHEM SHITHUNG
70	VARTIKA KAUR
71	WAILAD DEMI TARIANG
72	WANBOK KUPAR SNAITANG
73	WANDAMAN THANGKHIEW
74	YOZAORI SAPRONI
75	GLARISSA LYNGDOH
76	REYANA SYIEMSAD
77	SUZANIE P.L. NONGKYNRIH
78	THOIBISANA ROY RUMKHAM
79	KURE RILUNG
80	EMBHALANG TANGSANG
81	ARDAMANKI SHYLLA
82	MEWANRAHBOK DKHAR

SEMESTER V	
83	PRIYA DAS
84	DAPHISHA NONGRUM
85	MONGLAM WANGSU
86	DUMIR YAPAK
87	RUKHSANA BEGUM
88	KEPELHOUNO SIRIE
89	SOFIA L. JARAIN
90	LAME LINGGI
91	JASMINE KHARBUKI
92	LAIARISA MAJAW
93	EMIDAKA MYLLIEMNGAP
94	SHEKINAH MARAK
95	BAHUNSHISHA KHONGSDIR
96	BALARISUK MARSHRA
97	NA-I-SHISHA PYNGROPE
98	NABAKOR WARJRI
99	EVAKORDOR NONGLANG
100	EMIGRACIA DKHAR
101	DAIARISA PAKMA
102	VILHOUSANUO TSEIKHA
103	WANDARISHA WARJRI
104	DAPMONWARA SUCHIANG
105	PALEISHISHA NONGNENG

REQUEST FOR PERMISSION

Dated:23.09.24

To
The Principal
Lady Keane College
Shillong.

Subject: Request for permission to celebrate World Tourism Day on 26th and 27th September 2024 in the College Auditorium.

Dear Sir,

With reference to the subject cited above, the students of the Department of Tourism and Travel Management of the College are celebrating the World Tourism Day for two days on 26th and 27th September 2024 in the College Auditorium. The celebration will highlight different activities and programmes to be prepared and presented by the students themselves. The UNWTO theme this year is on 'Tourism and Peace', thus the programmes will include cultural shows, Zumba, role plays and others that will revolve around this theme.

For conducting the various activities, we have prepared a list of requirements and the estimates which is Rs. 49,000.00 (Rupees Forty nine thousand only).

Therefore, we would like to humbly request you to kindly grant us the permission to conduct the celebration of World Tourism Day and also to sanction the estimated amount for the programme. The amount proposed is within the budget approved by the Governing Body of the college for World Tourism Day Celebration

Your kind consideration on this matter will be highly appreciated.

Yours Sincerely,

D. Nurgun

The Students of the
BTTM
Lady Keane College
Shillong

Approved by the Department of Tourism & Travel Mgmt
23/09/24
Department of Tourism & Travel Management
Lady Keane College
Shillong

PROPOSED BUDGET

Dated: 24th September 2024

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

Subject: Request of funds for World Tourism Day Celebration.


Dear Sir,

With reference to the subject cited above, I would like to mention here that the Department of Tourism and Travel Management of the College has been celebrating World Tourism Day every year on the different themes specified for each year's celebration by the UNWTO. This year the department is also celebrating whereby the students themselves are organizing and planning the different programmes for two days on 26th and 27th September 2024.

Further, I would like to gently specify here that the budget for such programme has been approved by the Governing Body and they have sanctioned Rs. 50,000.00 for the same. The estimate prepared by the students is within the budget approved by the Governing Body. (Approved letter attached herewith)

Therefore, I request you to kindly sanction the mentioned amount submitted by the students of the Department (ref:- Letter dated 23.09.24: Request for permission to celebrate World Tourism Day on 26th and 27th September 2024 in the College Auditorium).

Thank you.


Mrs. Montimon Diengdoh
Head
Department of Tourism and Travel Management
Lady Keane College.

*Approved with
advice to curtail
some expenses &
to reduce noise pollution.*


24.09.24
Dr. D. K. B. Mukhim
Principal
Lady Keane College
Shillong

STATEMENT OF EXPENDITURE

Dated: 13th November 2024

To
The Principal
Lady Keane College
Shillong.


Subject: Statement of expenditure incurred during the World Tourism Day Celebration on 27th September 2024.

Dear Sir,

With reference to the subject cited above I would like to express my gratitude towards your support and guidance in the preparation and celebration of the World Tourism Day 2024 on the theme "Tourism and Peace". This year, the celebration was planned and organised by the students themselves, from the preparation stage to the execution part. The programme on the day of the celebration includes a variety of activities and a speech on the theme was also delivered by Ms. Daphisha Nongrum.

The expense incurred for the preparation and on the day of celebration is submitted herewith. The Department has received Rs. 49,000.00 (Rupees Forty Nine thousand only) as advance amount from the College and the total expenditure is Rs. 49,000.00 (Rupees Forty nine thousand only), therefore, the balance is nil.

Thank you.


Mrs. M. Diengdoh
Head
Department of Tourism and Travel Management

Department of Tourism & Travel Management
Lady Keane College
Shillong


13/11/24

PHOTOGRAPHS

