

WEBINAR ON

***‘SUSTAINABLE APPROACHES IN REVIVING
TOURISM:
LESSONS AND STRATEGIES’***

**ORGANISED BY
DEPARTMENT OF TOURISM AND
TRAVEL MANAGEMENT,
LADY KEANE COLLEGE, SHILLONG**

**ON AUGUST 12, 2021
VIA CISCO WEBEX ONLINE MEETING
PLATFORM.**

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1. A REPORT

Programme: Webinar

Theme: Sustainable Approaches in Reviving Tourism: Lessons and Strategies

Date: August 12, 2021

Total Participants: 48

The Department of Tourism and Travel Management, Lady Keane College has taken a step in elevating students' awareness on the importance of rebuilding tourism with innovative measures and strategies by organising a webinar on "Sustainable Approaches in Reviving Tourism: Lessons and Strategies" on 12th August 2021 where the main objectives of the programme are:

1. Motivating students who are currently pursuing courses in tourism and hotel management.
2. Sensitizing students on the sustainable practices in reviving tourism.
3. Enlightening the students on dynamics of tourism industry; during COVID and post COVID period.

As the entire globe is greatly affected by the COVID 19 pandemic, travel goes down, hotels closed and travel restrictions put in place in all countries around the world and travel industry collapsed. The sector experiences hardest hit by the pandemic and the unprecedented crisis remain uncertain. The pandemic is seen to have impacted the industry in general. However, on the optimistic front, the crisis is an eye-opening for creating a roadmap of a more sustainable, resilient and resource efficient tourism management. Many companies and organizations have shifted towards diversified business operations, advance innovation and digital transformation and foster sustainability and green growth in tourism through coordination and partnerships to restart and transform tourism during the COVID and post COVID period.

The pandemic has impacted not only the tourists' behaviour and mental well-being but students currently pursuing courses in tourism and hotel management too. Students are in a dilemma and doubt on the uncertainty of their future career and challenges faced by the industry. Encouraging news on different innovative measures adopted by different destinations in restoring traveller confidence, methods in promoting domestic tourism, multi skilling, green growth management, digitalisation and promoting the structural transformation within the industry and the overall dynamics of the industry in operations and career will boost students' interest and confidence in the field. Therefore, sensitizing students on the innovative measures and strategies in rebuilding tourism in the country during and post COVID 19 is crucial.

Thus, considering all these points, the programme was conducted to impart awareness on the current challenges faced by the industry, the innovative measures and strategies adopted by different companies and organisations in various fields of tourism operations that promote growth and revival in the sector where two resource persons gave very insightful and interactive sessions where students were able to participate too. Dr. Paramita Suklabaidya, Director School

of Tourism and Hospitality Management Studies, IGNOU presented an overall scenario of both the industry and academic

Ms. Fatimabi Kadar, Manager Operations-Products Go2UK & Europe Travels LTD, gave an insight on the industry outlook, highlighting the various problems and issues faced by the industry in the country and also gave insights on various initiatives and project models adopted by companies and other nations in reviving tourism.

Through this small initiative, the participants of the webinar were able to grasp and learn about:

1. The various career prospects in the field of tourism and hospitality industry during the COVID and post-COVID era.
2. The various strategies that needs to be adopted for a safe and sustainable tourism.
3. Identifying and developing innovative concepts and approaches in the tourism industry fitting the current scenario.

2. PERMISSION LETTER

To
Principal-in- Charge
Lady Keane College
Shillong

Dated: 9.07.21

Subject: Permission to conduct a webinar on “Sustainable Approaches in Reviving Tourism: Lessons and Strategies” on August 12, 2021 at 11 AM.

Dear Sir,

The Department of Tourism and Travel Management, Lady Keane College, Shillong is planning to organise a webinar on the topic: “Sustainable Approaches in Reviving Tourism: Lessons and Strategies” to motivate and guide the students during the COVID 19 pandemic and to enlighten them on job prospects post pandemic. (Proposal attached)

Two resource persons were proposed, one who is a representative from the industry and another resource person who is an academician. The department has contacted these resource persons and waiting for their confirmation

Budget for the programme.

₹

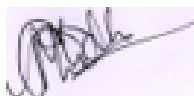
	Particulars	Amount
1.	Resource Person 2000×2 (Honorarium)	4000.00
2.	Refreshments	2000.00
3.	Miscellaneous	1000.00
	Total	7000.00

Total amount - Rupees Seven thousand only.

Therefore, I request you to kindly give permission to conduct the programme and also to sanction the required amount for conducting the programme.

For your kind consideration and support I will always remain grateful.

Thanking You



Ms. ~~Montimon~~ Diengdoh
Head of Department
Tourism and Travel Management (BTTM)
Lady Keane College.

4. CONCEPT NOTE

Webinar on 'Sustainable Approaches in Reviving Tourism: Lessons and Strategies'

As the entire globe is greatly affected by the COVID 19 pandemic, travel goes down, hotels closed and travel restrictions put in place in all countries around the world and travel industry collapsed. The sector experiences hardest hit by the pandemic and the unprecedented crisis remain uncertain. The pandemic is seen to have impacted the industry in general. However, on the optimistic front, the crisis is an eye-opening for creating a roadmap of a more sustainable, resilient and resource efficient tourism management. Many companies and organizations have shifted towards diversified business operations, advance innovation and digital transformation and foster sustainability and green growth in tourism through coordination and partnerships to restart and transform tourism during the COVID and post COVID period.

The pandemic has impacted not only the tourists' behaviour and mental well-being but students currently pursuing courses in tourism and hotel management too. Students are in a dilemma and doubt on the uncertainty of their future career and challenges faced by the industry. Encouraging news on different innovative measures adopted by different destinations in restoring traveller confidence, methods in promoting domestic tourism, multi skilling, green growth management, digitalisation and promoting the structural transformation within the industry and the overall dynamics of the industry in operations and career will boost students' interest and confidence in the field. Therefore, sensitizing students on the innovative measures and strategies in rebuilding tourism in the country during and post COVID 19 is crucial.

The Department of Tourism and Travel Management, Lady Keane College Shillong is taking a step in elevating students' awareness on the importance of rebuilding tourism with innovative measures and strategies by organising a webinar on "Sustainable Approaches in Reviving Tourism: Lessons and Strategies" aiming at

1. Motivating students who are currently pursuing courses in tourism and hotel management.
2. Sensitizing students on the sustainable practices in reviving tourism.
3. Enlightening the students on dynamics of tourism industry, during COVID and post COVID period.

Through this small initiative, the participants of the webinar will be able to grasp and learn about:

1. The participants will learn and get to know about the various career prospects in the field of tourism and hospitality industry during the COVID and post-COVID era.
2. The participants will be aware of the various strategies that needs to be adopted for a safe and sustainable tourism.
3. The participants will be able to identify and develop innovative concepts and approaches in the tourism industry fitting the current scenario.

Time: 11:00 AM – 1:30 PM
Date: August 12, 2021
Platform: Cisco Webex
Meeting number: 1704306944
Password: RsiHcyvxyh
Resource Persons:
1. Dr. Paramita Suklabaidya
Associate Professor
Research Council, IGNOU.

2. Fatimabi Kadar
Manager Operations- Products
Go2UK & Europe Travels Ltd.
Westminster, London

Profile of the Resource Persons:

1. Dr. Paramita Suklabaidya
Associate Professor
School of Tourism and Hospitality Service Management (SOTHSM)
IGNOU

Dr. Paramita Suklabaidya is an alumnus of Delhi University and Lucknow University. She is NET-JRF qualified (2000) and has her PhD from Lucknow University. She was a member of the committee constituted by CBSE for reviving the existing course curriculum on Travel and Tourism as well as a Member of the committee constituted by AICTE on National Vocational Education Qualification Framework (NVEQF) for various levels in the field of Tourism Sector.

She has presented papers in National and International Seminars and Conferences; and published 08 research papers in National and International Journals and co-authored chapters in three edited books as well as CBSE books on Tourism. She was the PhD Coordinator of the School, and at present she is coordinating CTS and DTS programme of the School.

Area of interest includes Crisis Management in Tourism, Tourism Marketing and SIT including Cruises and MICE – Event Management.

She was associated with IGNOU from 1999-2001 as an Academic Consultant involved with the development of the study material for the MTM programme. She has since then worked as a lecturer in Puducherry (2003-2004), Banaras Hindu University and IITM, Gwalior prior to joining IGNOU, SOTHSM as a permanent faculty member.

2. Fatimabi Kadar:
Manager Operations-Products
Go2UK & Europe Travels Ltd
300 Vauxhall Bridge Road, Westminster, London SW1V 4AA

Fatimabi Kadar is currently working with Go2UK & Europe Travels as Manager Operations-Products. The Company specialised in destination management providing the bespoke private tour packages for the UK and Europe at the most competitive prices. They cater to FIT and small groups and give the best customisation based on client requirements.

5. PARTICIPANT NAMES:

	Name	Institution	Designation	Email Id
1	Merrylyne Dohtdong	Lady Keane College	Student	
2	Ebelty Iangrai	Lady Keane College, Shillong	Students	lizaniangrai@gmail.com
3	Diane Nicole Wahlang	Lady keane College Shillong	Students	nicolewahlang12@gmail.com
4	Nancy Blene Tongper	Lady keane college shillong 793001	Students	nancyblenet@gmail.com
5	Philawanbet Rymbai	Ladykeane college shillong	Students	wanbet2001@gmail.com
6	Dolcy Dora sun	Lady keane college	Students	Dolcysun25@gmail.com
7	Emaia Passah	Lady keane	Students	emaiappassah@gmail.com
8	Kathryn Khar Hangsing	Lady Keane College	Students	KATHRYNHANZ123@GMAIL.COM
9	Lakyntiew Shabong	Lady Keane College	Students	layashabong@gmail.com
10	Ladianghun Nongsiej	Lady keane College	Students	ladiangnongsiej985@gmail.com
11	Lareen Rida Niewkor Massar	Ladykeane College Shillong	Students	lareenridaniewkormassar@gmail.com
12	Meliza Diengdoh	Ladykeane College	Students	meliza15diengdoh@gmail.com
13	Varita Nongbet	Lady keane college shillong	Students	Varitanongbet@gmail.com
14	Komal chettri	Lady Keane college	Students	komalchettri89@gmail.com
15	Philajop Kharkongor	Lady keane college	Students	philakkongor@gmail.com
16	Ibadalang Shisha Sylliang	Lady keane college	Students	ibadashishasylliang@gmail.com
17	Phibarishisha Nongbsap	Lady Keane College, Shillong	Students	phibapyrtuh@gmail.com
18	Dado Rita	Lady keane college shillong	Students	dadorita0@gmail.com
19	Dado Rita	Lady keane college shillong	Students	dadorita0@gmail.com

20	Abigail Carnelian Wann	Lady Keane College Shillong	Students	abigail.carnelian@gmail.com
21	Larikynti Mayvareen Lucky Blah	Lady keane college, Shillong	Students	larimayvareen@gmail.com
22	Liyongpi Sangtam	Lady keane college Shillong	Students	limrudy1996@gmail.com
23	Samanlangki passage	Lady keane	Students	sampassah0927@gmail.com
24	Nganya Yomgam	Lady Keane College	Students	nganyayomgam5@gmail.com
25	Santista Warjri	Lady Keane College	Students	swarjri429@gmail.com
26	Sophia Thangluah	ICFAI UNIVERSITY, Meghalaya	Students	tsophia381@gmail.com
27	La i riti Kharlor	ICFAI Shillong Meghalaya	Students	kharlorlairiti@gmail.com
28	La i riti Kharlor	ICFAI University Shillong Meghalaya	Students	kharlorlairiti@gmail.com
29	Yumi Dada	Lady keane college	Students	Yumidada94@gmail.com
30	Bapynkmen Lyngdoh	Ladykeane college	Students	bapynkmen091@gmail.com
31	Lariphylla Nongrum	Lady keane college	Students	larieballer@gmail.com
32	Merrylyne Dohtdong	Lady Keane College Shillong	Students	dmerrylyne@gmail.com
33	Ngangkham Babyna	Bttm	Students	babynangangkham@gmail.com
34	Ibadalang Shisha Sylliang	Lady keane college	Students	ibadashishasylliang@gmail.com
35	Medarika Kharpan	Lady keane College	Students	medarikakharpan@gmail.com
36	Lareen Rida Niewkor Massar	Ladykeane College Shillong	Students	lareenridaniewkormassar@gmail.com
37	Ravella Edna Ibanylla Kharpuri	Lady Keane college	Students	vellakharpuri74@gmail.com
38	Dristee Kakati	Lady Keane College	Students	dristeekashyp123@gmail.com
39	Banrishisha Wahlang	Lady Keane College SHILLONG	Students	banrishisha24@gmail.com

40	Angelica Lyngdoh	Lady Keane College, Shillong	Students	angellyngdoh601@gmail.com
41	Listina Surong	Ladykeane college	Students	listylis907@gmail.com
42	Emaia Passah	Lady keane	Students	emaiappassah@gmail.com
43	Liyongpi Sangtam	Lady keane college Shillong	Students	limrudy1996@gmail.com
44	Lakyntiew Shabong	Lady Keane College	Students	layashabong@gmail.com

6. STATEMENT OF EXPENDITURE

To

Date: 09.09.2021

Principal In-charge
Lady Keane College
Shillong

Subject: Statement of expenditure of the webinar on ‘Sustainable Approaches in Reviving Tourism: Lessons and Strategies’ organised by the department on August 12, 2021.

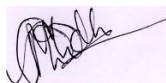
Dear Sir,

The Department of Tourism and Travel Management is very grateful for your support, encouragement and permission to organise the webinar on ‘Sustainable Approaches in Reviving Tourism: Lessons and Strategies’ on August 12, 2021 and I would like to inform you that we have successfully conducted the programme where more than 30 students from our college and from ICFAI university attended. The webinar was beneficial for both students and teachers and feedback from participants were also taken where many applauded on having the most resourceful speakers and the host that carried out the insightful and informative sessions during the webinar.

The following is the statement of expenditure incurred on conducting the webinar on August 12, 2021.

	Particulars	Amount
1.	Honorarium for speakers (2000×2=4000)	4000.00
2.	Lunch (Bill no:-591)	2250.00
	Total	6250.00

Thank You



Ms. Montimon Diengdoh
Head of Department
Department of Tourism and Travel Management
Lady Keane College, Shillong.

7. CERTIFICATE TEMPLATE





CERTIFICATE OF PARTICIPATION

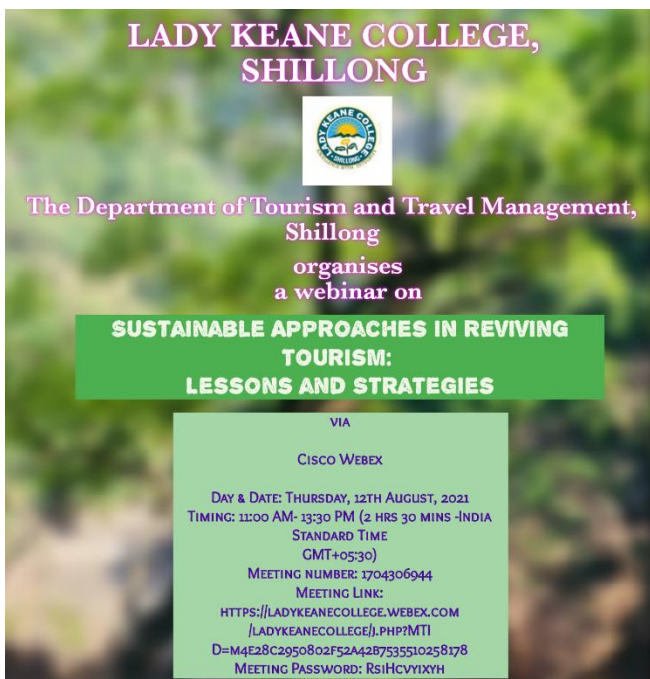
THIS CERTIFICATE IS AWARDED TO _____

OF _____ AS A _____


OF A WEBINAR ON "SUSTAINABLE APPROACHES IN REVIVING TOURISM : LESSONS AND STRATEGIES" ON AUGUST 12, 2021
ORGANIZED BY
THE DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT
LADY KEANE COLLEGE


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


MR. R. DECRUSE
Principal In Charge
Lady Keane College



**LADY KEANE COLLEGE,
SHILLONG**



The Department of Tourism and Travel Management,
Shillong
organises
a webinar on

**SUSTAINABLE APPROACHES IN REVIVING
TOURISM:
LESSONS AND STRATEGIES**

VIA
Cisco Webex

Day & Date: THURSDAY, 12TH AUGUST, 2021
TIMING: 11:00 AM- 13:30 PM (2 HRS 30 MINS -INDIA
STANDARD TIME
GMT+05:30)
MEETING NUMBER: 1704306944
MEETING LINK:
[HTTPS://LADYKEANECOLLEGE.LC.PHP?MTI](https://ladykeanecollege.lc.php?MTI)
/LADYKEANECOLLEGE.LC.PHP?MTI
D=M4E28C2950802F52A4287535510258178
MEETING PASSWORD: RsiHcVvixYH



WELCOME ADDRESS


PROF. R. SYTEM
VICE-PRINCIPAL, LADY KEANE COLLEGE, SHILLONG

RESOURCE PERSONS


DR. PARAMITA SUKLABAIIDYA
DIRECTOR
SOTHSM, IGNOU


MS. FATIMABI KADAR
MANAGER OPERATIONS- PRODUCTS
Go2UK & EUROPE TRAVELS LTD.
WESTMINSTER, LONDON

Objectives

1. Motivating students who are currently pursuing courses in tourism and hotel management.
2. Sensitizing students on the sustainable practices in reviving tourism.
3. Enlightening the students on dynamics of tourism industry during COVID and post COVID period

8. PHOTOGRAPHS

