

Report of the One year Tourism and Travel Management Diploma Course 2014-2015

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The Tourism industry, unlike many other industries, is a composite of several service providers who are generally in the private sector. These service providers are in fact the backbone of the industry and it is therefore imperative to train the concerned stakeholders the required skills so as to ensure a flourishing industry tempered with a sense of responsibility.

In our endeavour during this one year period, is to ensure that our students are equipped with skills to excel in the industry, numerous activities and fieldtrips are organised. Students were taken to Mawlongbna, 17 km from Mawsynram village, east Khasi Hills, Meghalaya. The purpose of this trip was to sensitize students to the potential of adventure and eco tourism in the state. Students were also taken to Mawlynnong village, East Khasi hills, to familiarize students on the importance of community based tourism especially in upcoming rural tourist destinations.

In the month of November, students interested in choosing a career in the hotel industry were sent to Hotel Pinewood for one week training where they were exposed to different aspects of the hospitality industry. Another group of students were sent to LIFCOM (Improvement Finance Company of Meghalaya Livelihood)) a specialized agency of the United Nations working against poverty and hunger the world over jointly implemented with the Govt. of Meghalaya.

The Livelihood Improvement Finance Company of Meghalaya was established in order to create venture capital to:

- Enable the groups to identify economically viable income generating activities

- Facilitate them to prepare Detailed Project Reports and get Bank linkages for financing the projects
- Fill in the Equity gaps that are required to enable them to access credit facilities
- Build up their capacity for risk mitigation
- Facilitate market linkages

Here students were made to see how Tourism can be identified as an economically viable income generating activity and work towards making it a reality

Finally in the month of April, students will be taken to Sikkim for exposure to see how other states have made the tourism a viable industry. Sikkim was chosen as tourism in this state has flourished and has proved to be successful in generating employment and development.

Future Plans for the Course

The prime target in the following academic session is to open a full fledged department on Tourism and Travel Management and because of the presence of the College Guest House at Mawphlang, the Department will be in a position to train students in various aspects of hospitality. This will be a source of employment and income generation for our students and the college. We also plan to open a website so as to have direct links with other service providers to bring in tourists who can be accommodated in the College Guest House.

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