

REPORT ON THE 5-DAYS TRAINING PROGRAMME ON TOURISM ENTREPRENEURSHIP

Date: 3rd – 7th March 2025

Venue: Jaintia Eastern College, Khliehriat

DAY-1: A Start to the Journey



The Programme commenced with a dynamic inaugural session, graced by distinguished personalities including Dr. P. Nongtdu (Principal, Jaintia Eastern College), Shri. Ranjan K. Baruah (CEO & Founder, North East Youth

Foundation), and Shri. K. Mukhim (Research Scholar, NEHU). Their inspiring words set a positive tone for the sessions ahead, emphasizing the importance of entrepreneurship in tourism and the impact of such ventures on local communities. The programme was funded by PRIME Meghalaya, MBMA and was successfully conducted.



**Session-I:
Introduction to
Tourism &
Entrepreneurship:**
Shri. K. Mukhim, a distinguished academic in the field of tourism, delivered a comprehensive session on the *Global and Local Tourism Landscape*. He highlighted how tourism contributes significantly to local

economies, both globally and locally. In his session, he emphasized key concepts of *Tourism Entrepreneurship*, focusing on various business models, and underscored the growing opportunities for entrepreneurship in the tourism sector. He encouraged participants to think

critically about integrating tourism with their local culture and heritage to create sustainable and unique ventures.

Session-II: Basic Entrepreneurial Skills & Local Opportunities: Shri. Ranjan K. Baruah took the stage next, guiding participants through the essential *Entrepreneurial Skills* required to succeed in tourism ventures. He stressed the importance of identifying market opportunities, conducting in-depth market research, and performing feasibility studies. He also discussed the vital role that local culture, heritage, and natural resources play in the development of tourism businesses. Following this, participants were engaged in an enriching group activity, identifying potential tourism opportunities within the East Jaintia Hills region.



DAY-2: Cultivating Creativity and Product Development

Session-I: Developing Tourism Products and Services: The second day kicked off with an energizing session focused on *Developing Tourism Products and Services*. Participants were introduced to different types of tourism products—*Adventure Tourism*, *Cultural Tourism*, *Eco-Tourism*, *Heritage Tourism*, and *Rural Tourism*. Shri. K. Mukhim emphasized that successful tourism ventures are not just about offering products but creating experiences that resonate with tourists. He stressed the importance of developing *sustainable tourism practices* that balance the needs of tourists with the preservation of local resources and culture.

Session-II: Group Activity: Developing a Tourism Product for East Jaintia: In this hands-on session, participants worked in groups to develop tourism products tailored to East Jaintia Hills. They were tasked with focusing on *Customer Experience*, identifying *Unique Selling Points* (USPs), and considering the challenges of delivering high-quality service. The session fostered



collaboration and creativity among participants.

Workshop: Tourism Product Concept Development:

Shri. R.K. Baruah conducted an engaging workshop, guiding participants through the process of conceptualizing a tourism product for East Jaintia Hills. He offered expert advice on positioning products in the market and how to create a compelling narrative around a tourism experience. This workshop helped participants refine their skills in creating and packaging tourism products.

DAY-3: Marketing, Strategy, and Financial Planning

Session-I: Marketing Plan for Tourism Businesses: Day 3 began with an insightful session on the essentials of creating a *Marketing Plan* for tourism businesses. Shri. R.K.Baruah explained the importance of a well-structured marketing plan and highlighted the various steps involved, such as market analysis, identifying target audiences, and utilizing the right channels to promote tourism products. Following the lecture, participants presented their marketing plans in groups and received constructive feedback from their peers and Shri. Baruah.



Session-II: Strategic Business Building & Partnerships:

Shri. E. Banlum Blah, President of the *Tour Operators Association of Meghalaya (TOAM)*, shared his expertise on *Strategic Business Building*. He emphasized the importance of setting both *short-term* and *long-term goals* for a tourism business. He also discussed how collaborating with tour operators, travel agencies, and local authorities can help scale up a business. In addition, Shri. S.K. Lato, Chairman of *Orchid's Inn*, shared his own entrepreneurial journey, offering valuable lessons from his experience in the tourism sector.

Session-III: Financial Planning for Tourism Ventures: In the final session of Day 3, Shri. K. Mukhim discussed *Financial Planning for Tourism Ventures*. He elaborated on the financial aspects of running a tourism business, including *budgeting*, *costing*, and *profit margins*. The session emphasized that a sound financial plan is crucial for the sustainability and success of any tourism business. Participants were encouraged to think critically about managing financial resources and planning for future growth.



DAY-4: Advanced Marketing, Funding, and Feedback



Session-I: Tourism Marketing Strategies: Shri. B. Papang, Faculty, Dept. of Commerce, Jaintia Eastern College, delivered a highly interactive session on *Tourism Marketing Strategies*. He provided a comprehensive overview of the various methods of promoting tourism, including *Digital Marketing*, *Social Media*, and *Traditional Methods*. He also shared practical strategies for building a strong brand identity for tourism products and services. This session inspired participants to embrace innovative marketing tactics while still valuing traditional methods in reaching tourists.

Session-II: Building Financial Projections & Government Funding: Shri. G.S. Pala, Functional Manager at the *District Commerce & Industries Centre (DCIC)*, Khliehriat took participants through the intricacies of building *Financial Projections* for tourism businesses. He provided insights into available *Government Funding Schemes* such as PMEGP, focusing on how participants could apply for and benefit from these schemes. Shri. Pala also demonstrated how to navigate online portals for scheme applications, ensuring participants could easily access funding support.

Session-III: Feedback Session: The day wrapped up with an interactive *Feedback Session*, where participants reflected on the sessions, shared their key takeaways, and discussed how they planned to implement their new knowledge. This session was not only a valuable opportunity for self-reflection but also allowed the trainers to assess the program's impact.

DAY-5: Exposure Trip and Hands-on Experience

The final day of the training took participants on an *Exposure Trip* to Shnongpdeng, West Jaintia Hills. The trip provided an excellent opportunity for trainees to experience firsthand the real-world challenges and opportunities in tourism entrepreneurship. Local entrepreneur, Shri. S. Lamin shared his inspiring journey, illustrating how he successfully built his tourism business in the region. He also pointed out the vast untapped tourism potential in East Jaintia Hills, highlighting how participants could make the most of these opportunities.

The program concluded with the *Distribution of Certificates* at the picturesque Shnongpdeng location, followed by speeches from Shri. S. Lamin, Local Entrepreneur, Dr. P. Nongtdu, Principal, Jaintia Eastern College and a vote of thanks by Shri. B. Papang, Programme Coordinator. The trainees left with newfound knowledge and a sense of empowerment, ready to contribute to the tourism industry's growth.







Conclusion

The 5-day training program was a perfect blend of theoretical knowledge, hands-on activities, and exposure to the practical side of tourism entrepreneurship. By engaging with experienced industry professionals and gaining real-world insights, participants were thoroughly equipped to embark on their own tourism ventures. The program fostered creativity, instilled confidence, and ignited the entrepreneurial spirit in all participants, preparing them for success in the rapidly growing tourism sector.

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