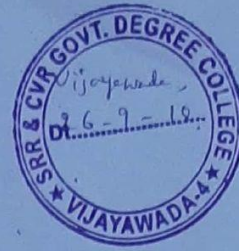


WORLD TOURISM DAY
THEME
SUSTAINABILITY & DIGITAL
TRANSFORMATION IN TOURISM
SRR&CVR GOVERNMENT DEGREE
COLLEGE(A)
DEPARTMENT OF HISTORY



DATE: 27-09-2018

PARTICIPATED CLASSES: BA I,II,III



To:

The principal

SRR&CVR Government Degree College(A)

Vijayawada

Sub: Requesting permission to Conduct the Activity

Respected Sir/Madam,

The Department of History on behalf of theIII.....BA students request you to

permit us to conduct ...attend... World Tourism Day ...at Bhavani.....

Island...on the...occasion of... World Tourism Day ...on 26-9-18.

Thanking you Sir/Madam,

Your's Sincerely,

M. Lakshmi
ASSISTANT IN CHARGE
SRR & CVR Govt. College
VIJAYAWADA.

Sanctioned Permission

[Signature]
PRINCIPAL
SRR & CVR Govt. Degree College (A)
VIJAYAWADA.

SIGNIFICANCE OF WORLD TOURISM DAY

This year, World Tourism Day highlights the need for investment in disruptive digital technologies that can help foster an environment for innovation and entrepreneurship in tourism.

We live in an increasingly connected and interdependent world with digital advances transforming how we inform ourselves, transforming our behaviour, and encouraging innovation. We need not only new tools but also new capacities and ways of thinking. So across the United Nations family we are designing innovative projects, initiatives and partnerships.

The sheer size of global tourism and its impact on many other sectors, and all of the Sustainable Development Goals, puts it at the forefront of social responsibility, which today goes hand-in-hand with innovation on all levels.

Harnessing innovation and digital advances provides tourism with opportunities to improve inclusiveness, local community empowerment and efficient resource management, amongst other objectives within the wider sustainable development agenda. The digital transformation is about providing benefits to all, and we are making sure that tourism contributes to this global commitment.

Event: The department of History and Public administration started from college at 12.00pm and reached Bhavani island in half an hour along with all final BA students. We reached the island by boat. Many visitors were already present there who were from different places of the state. State government arranged cultural events and J.Chandrika of our college participated as a part of the state team. Lectures on the significance of

tourism were delivered by the honourable Tourism minister and honourable district collector.

Students participated: 40



Outcome of the event: Students acquired the knowledge about the significance of the day and the economic value of the Tourist places.