

World Tourism Day, 2019 celebrated

Shillong, September 27, 2019: Along with the rest of the world, Meghalaya celebrated the World Tourism Day at a function held today at the State Convention Centre, Shillong. The theme for this year's celebration is "*Tourism and Jobs: A better future for all*".

The programme was attended by Commissioner & Secretary to the Government of Meghalaya, Tourism Department, Dr. D. Vijay Kumar, Director of Tourism, Shri C.V.D. Diengdoh, Editor, Outlook India, Shri Ruben Banerjee, Tour Operators, Hoteliers and students.

Addressing the inaugural programme, Dr. D. Vijay Kumar said that the per capita income of Meghalaya is low compared to the national average and added that there is a need to identify the growth engines which has a potential to bring a thrust towards sustainable development that will raise the per capita income of the State above the national average. Highlighting the State's potential in eco-tourism, Dr. Kumar said that tourism is the key sector that can put the State in the forefront which in the long run will not only project the State among the favourite tourist destinations but will also provide livelihood opportunities to the people.



Shri C.V.D. Diengdoh in his address said that responsible tourism leads to sustainable development and with the huge potential the State has to offer in village tourism and eco-tourism, there is a need to capitalize on this opportunity.

The inaugural programme was followed by a Workshop on: **“Of homestays and eco-tourism initiatives in Meghalaya and best practices/examples across the country”** by Outlook Responsible Tourism representative; **“How to become a successful homestay owner?”** by Sushma Mishra, Head of Operations, Grassroutes Journeys; Presentation by Meghalaya Village Development & Promotion Tourism Cooperative Society Ltd; **“What are the career opportunities in adventure tourism?”** by Akshay Kumar, CEO, Mercury Adventures; **Case Study** by Alan West, Meghalaya Rural Tourism Forum; **“How to become a birdwatching guide?”** by Kamal Medhi, Landscape Coordinator, Arunachal Pradesh, WWF and **“How to reimagine and promote local crafts?”** by Swetha Shettar, Senior Trainer, Somaiya Kala Vidya, Kutch.