

World Tourism Day Observance – 27-9-2024



Date: 27.09.2024

Location: KBN College, Vijayawada

Name Of Activity: World Tourism Day Observance

Strength Participated: 20 Cadets

Brief Description of the Activity:

World Tourism Day is an international observance initiated by the **United Nations World Tourism Organization (UNWTO)** to highlight the vital role tourism plays in promoting cultural exchange, fostering economic growth, and encouraging global unity. At KBN College, the occasion was marked by a series of awareness activities aimed at educating NCC cadets and the wider community about the **social, cultural, political, and economic significance** of tourism. The program emphasized sustainable practices and highlighted tourism's potential to empower local communities and preserve cultural heritage.

Outcome/Effect of the Activity:

- **Heightened Tourism Awareness:** The event deepened understanding among cadets and the community about the role of tourism in fostering development and cultural appreciation.
- **Promotion of Cultural Understanding:** Cadets explored and showcased local heritage, promoting mutual respect and appreciation of diverse cultures.
- **Stimulated Creative Thought:** Interactive activities encouraged cadets to propose innovative and sustainable tourism initiatives that benefit both people and the environment.
- **Enhanced Community Participation:** The observance encouraged involvement from the local community, instilling a sense of shared responsibility in promoting responsible tourism practices.