

MES ASMABI COLLEGE

DEPARTMENT OF TOURISM & HOSPITALITY MANAGEMENT

Detailed Report on Participation in State-Wide Tourist Destination Cleanup Program

Date: November 1st, 2024

Event: State-Wide Tourist Destination Cleanup Program

Destination: Snehatheeram Beach

Organized By: Tourism Club, MES Asmabi College, P. Vemballur

Certificates Provided By: Department of Tourism, Government of Kerala

On November 1st, 2024, five students from the Tourism Club at MES Asmabi College participated in the State-Wide Tourist Destination Cleanup Program, organized by the Department of Tourism, Government of Kerala. The program was part of a statewide initiative aimed at promoting environmental sustainability and enhancing the cleanliness of Kerala's popular tourist destinations. The students from our college were assigned to Snehatheeram Beach, a well-known coastal destination in the region, where they contributed to restoring its beauty and preserving its environmental integrity.

The day began early with the students gathering at the beach, ready to take part in the cleanup activities. The students were provided with necessary equipment, such as gloves, trash bags, and safety instructions. They worked diligently throughout the day, focusing on collecting plastic waste, bottles, paper, and other forms of litter that had accumulated along the shore and surrounding areas. They also took the initiative to segregate the waste, ensuring that recyclables were separated from non-recyclables.

In addition to the cleanup, the students engaged with visitors at the beach, encouraging them to keep the area clean and promoting sustainable tourism practices. Their active participation not only contributed to the immediate cleanliness of the beach but also helped raise awareness about the importance of maintaining tourist destinations for future generations.

The event was a valuable learning experience for the students, allowing them to apply their knowledge of tourism and environmental conservation in a real-world setting. Their involvement in such initiatives aligns with the college's commitment to fostering responsible and sustainable tourism practices among its students.

At the conclusion of the program, the students received certificates from the Department of Tourism, Government of Kerala, in recognition of their efforts in contributing to the preservation and sustainability of one of Kerala's beautiful tourist destinations. The participation not only reflected their commitment to environmental stewardship but also highlighted the growing importance of community involvement in maintaining the region's natural beauty.

This event successfully reinforced the significance of sustainable tourism, environmental responsibility, and the role of young people in shaping the future of tourism. Our students' participation in the State-Wide Tourist Destination Cleanup Program is a testament to their dedication to these values and their desire to make a positive impact on Kerala's tourism industry.

IMAGES

