



# MES ASMABI COLLEGE

## P. VEMBALLUR

### DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

#### Report on the Inauguration of Venturo Travel Agency and KSRTC Trip

The Department of Tourism and Hospitality Management proudly inaugurated its student-led travel agency, **Venturo**, on *11<sup>th</sup> September 2024*. The launch of Venturo marks a significant step towards providing practical exposure to our students in travel planning, tour operations, and entrepreneurship. Venturo was launched in collaboration with **Appa's Holidays**, our official industry partner, to facilitate student-organized trips, internships, and travel-related services.

#### Objective of Venturo

The primary objective of establishing Venturo is to encourage student participation in real-world tourism activities, enhance managerial and operational skills, and offer budget-friendly travel solutions for educational institutions. It also aims to serve as a platform for students to execute innovative ideas in tourism and hospitality services.

#### Inauguration Ceremony

The inauguration of Venturo took place at the college auditorium and was graced by:

- **Chief Guest:** Mr. Richard Joseph (Managing Director, Appa's Holidays)
- **Guest of Honour:** Representatives from Appas Holidays
- **Presidential Address:** Dr. Reena Muhamed, Principal
- **Inaugural Address:** Mr. Richard Joseph, Director, Appas Holidays
- **Special Address:** HoD, Tourism and Hospitality Management
- **Vote of Thanks:** Ms. Athira P M, Student Representative

The event included a ribbon-cutting ceremony, followed by the unveiling of the official logo and brochures of Venturo.

#### First Activity: KSRTC One-Day Study Trip

As part of its first official activity, Venturo organized a **one-day study trip in collaboration with KSRTC** on *18<sup>th</sup> December 2024*. The trip aimed to provide students with first-hand experience in planning and managing local tourism activities while promoting the use of sustainable and public transportation.

##### *Trip Highlights:*

- **Mode of Transport:** KSRTC Tourist Bus
- **Destination:** Aarekkal Waterfalls, Illikkal Kallu, Ilaveezhapunchira
- **Participants:** 51 students from First Semester and faculty members

- **Purpose:** Educational visit, destination study, and fieldwork documentation
- **Activities:** Guided sightseeing, interaction with local stakeholders, documentation of tourist attractions, and feedback session.

Students actively participated in planning the itinerary, coordinating with KSRTC, and managing logistics — a practical application of classroom learning.

## Outcome

The inauguration and the KSRTC trip proved to be a successful Launchpad for Venturo. Students gained confidence, teamwork experience, and practical insights into the functioning of a travel agency. The activity demonstrated Venturo's potential to become a self-sustaining, student-run travel service unit that promotes responsible tourism and skill development.

## Future Plans

Venturo plans to conduct a variety of trips including:

- Industrial visits
- Study tours
- Heritage walks
- Village tourism programs
- Trekking and nature trails
- Volunteer tourism and tourism events

The agency also looks forward to expanding collaborations with more travel partners and tourism boards.

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## IMAGES

