



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 *11th 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 *18th 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:** Areekkal 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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