

Report on

# **SDG 15: Life on Land**



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## SDG 15: Life on Land

# Beach Cleanup Drive at Thal Beach, Alibaug to celebrate World Tourism Day – 2023

Date of Event	: 27 <sup>th</sup> September 2023
Venue	: Thal Beach, Alibaug
Organized by	: Amity Institute of Travel and Tourism, Amity University, Mumbai
Total Participation	: 38 students and 5 members of staff from AITT

**Environmental Concerns:** Students have learned about the harmful impact of plastic pollution, marine debris, and the destruction of coastal ecosystems through their studies, documentaries, and news reports, presented to them in class and as part of various activities they have undertaken. Concern for the well-being of marine life and the overall health of the planet has become a powerful motivator for them, and it was evident that students wanted to contribute to the safekeeping of communal spaces. **Cultural Significance:** Many students have a deep connection to their local beach or coastal areas, as many students in the batch are from coastal areas. They have spent their childhood playing on the beach, swimming in the ocean, or enjoying family outings, hence they feel motivated as responsible individuals to give back to the society.

**Community Engagement:** Students often have a strong sense of community and want to give back to the places; many of the students are also associated with coastal communities. Hence, organizing a beach cleanup was found to be an effective way to engage with the local community, promote a sense of shared responsibility, build a stronger bond among residents, and give them a fresh perspective about the young generation of individuals. **Education and Awareness:** Students have seen how the institution prioritizes responsible behaviour, by encouraging such activities as well as inculcating these values in the department. In class students have been educated about the environmental challenges facing beaches and oceans, and students have often expressed that they are compelled to turn that knowledge into action by taking active part in cleanup events.

**Personal Growth and Leadership:** From past experiences participating in a beach cleanup has been a fulfilling personal experience. It has allowed students to develop leadership skills, teamwork, and a sense of accomplishment, and has improved their interest in the program. **Strong Government Support –** All cleanliness & sensitisation drives conducted in the past alongwith the current one, have been supported by the Ministry of Tourism, through their Indiatourism office, under the aegis of the Yuva Tourism Club at Amity Institute of Travel and Tourism. Hence, it gives students an exposure to good governance and an opportunity to create grassroot level impact from their efforts.

Students got an exposure to good governance and an opportunity to create grassroot level impact from their efforts. Students had an opportunity to develop leadership skills, teamwork, and a sense of accomplishment, and has improved their interest in the program. Concern for the well-being of marine life and the overall health of the planet has become a powerful motivator for students, and it was evident that students wanted to contribute to the safekeeping of communal spaces.

Since students were engaged in a physical activity at a lesser-known tourist destination, students have seen by themselves the impact of garbage at coastal destinations. They have also interacted

with the local community of the area and have learnt, understood and further sensitised the locals on responsible behaviour. The local population was also happy on seeing the students efforts and have commended their spirit of maintaining communal harmony.

## Community Outreach Activity – Bhatan Highschool Visit to Exhibition on –‘Tourism: Pathways to Peace and Prosperity

- **Date of Event:** 27<sup>th</sup> September 2024
- **Venue:** AITT A1 Building First Floor, Classroom M-103, Amity University Mumbai
- **Organized by:** Amity Institute of Travel and Tourism, Amity University, Mumbai
- **Total Participation:** 55 students and 4 teachers from Bhatan Highschool

Yes, the outreach activity generated tangible gains, including Community Engagement: Strengthening ties between Amity University and the local community by offering an educational platform for school students. Educational Exposure: Providing high school students with a practical understanding of tourism and its potential to address global challenges. Increased Interest in Tourism: Sparking an interest in tourism as a potential field of study and career among young students. Skill Development: Students were introduced to critical thinking and encouraged to engage with various global issues through the lens of tourism. Experience in handling groups while visiting destination: Since students of BTTM and MTTM have conducted the exhibition for student groups; it gives them an experience of group handling and tour management during tour operations. What are the ‘Progressive Outcomes / Way Forward’ planned, based on the event? Please give them pointwise, with timelines and names of the persons responsible for their execution. Based on the outcomes of the event, the following progressive actions are planned: Annual Outreach Initiative: Organize regular community outreach programs with local schools to promote tourism education. The inspiration stemmed from the idea to engage local community students in a learning environment, promoting awareness of tourism’s role in fostering global peace and cross-cultural understanding. This initiative aimed to introduce students to the educational potential of tourism and its real-world impact on peacebuilding and international cooperation. Additionally, it aligned with the broader goal of bridging the gap between academic institutions and the community by offering a hands-on learning experience in a fun, interactive setting.





## Guest Session on Tourism Trends: Global distribution, Aviation and the skills for Industry Success

Date of Event : 20<sup>th</sup> September 2024  
 Venue : City Office, Kurla  
 Organized by : Amity Institute of Travel and Tourism, Amity University, Mumbai. (AITT,AUM)  
 Total Participation : 38 students from AITT,AUM

The inspiration for hosting a guest session on *Tourism Trends: Global Distribution, Aviation, and Skills for Industry Success* stems from the rapidly evolving nature of the travel and tourism sector. As emerging technologies like global distribution systems reshape the industry, aviation remains a central driver of global connectivity. Understanding these trends is crucial for students preparing for future careers. Moreover, equipping them with essential skills ensures they can adapt and succeed in a highly competitive and dynamic industry. Mr. Sunil Luktuke was the guest speaker invited for the event, he is currently a knowledge partner at Excel Travel Academy, he has more than a decade worth of experience working as the operations manager at Cox and Kings Ltd.; he is also working as a guest faculty at SNDT University, Mumbai.

The session on *Tourism Trends: Global Distribution, Aviation, and Skills for Industry Success* provided the following key takeaways for guests and attendees: Emerging Tourism Trends: Insights on how technology, sustainable tourism, and changing traveler preferences are shaping the future of tourism. Global Distribution Systems (GDS): A detailed overview of the importance of GDS platforms and their significance in global travel bookings. Impact of Digitalization: The growing role of automation, artificial intelligence, and mobile applications in streamlining travel services. Aviation Industry Dynamics: Key trends in the aviation sector, including low-cost carriers, increased flight routes, and the role of airlines in global tourism. Essential Skills for Success: Emphasis on analytical skills, digital literacy, communication, and adaptability as critical skills required for aspiring tourism professionals. Crisis Management: How the tourism industry manages disruptions, like pandemics and natural disasters, and the need for resilience planning. Sustainability and Responsible Travel: The increasing importance of sustainable tourism practices and how businesses are adapting to this shift. Skillsets required for professionals in the tourism industry.

## Exhibition, Documentary Screening and Round Table Discussion

Date of Event : 27<sup>th</sup> September 2024  
Venue : A1 block - 104  
Organized by : Amity Institute of Travel and Tourism, Amity University, Mumbai in collaboration with E-cell, AUM  
Total Participation : Participation was open to all students from AITT

The inspiration behind choosing the topic "Tourism and Peace" for a documentary screening and round table discussion stems from the growing recognition of tourism's potential to promote international understanding, foster cultural exchange, and contribute to global peacebuilding. Here are some key factors that have inspired the selection of the theme: Tourism as a Bridge Between Cultures: Tourism allows people from diverse backgrounds to interact, breaking down stereotypes and fostering mutual respect. This interaction helps reduce tensions between nations and communities by promoting empathy and understanding. Post-Conflict Recovery: Tourism can play a critical role in the economic and social recovery of regions that have experienced conflict. It brings opportunities for rebuilding trust, strengthening local economies, and providing a shared goal of peaceful development among disputed communities.

United Nations Initiatives: The United Nations World Tourism Organization (UNWTO) has been an advocate for sustainable & responsible tourism, often linking the sector to peace and prosperity. Many global conferences and initiatives promote tourism as a means to support the UN's Sustainable Development Goals (SDGs), particularly in terms of bringing inclusive societies together. The United Nations Tourism Organization has done a great job by picking “Tourism and Peace” as this year’s theme, along the line of international conflict, that has been plaguing and impacting countries and areas of the world. Cultural Diplomacy: Through tourism, countries engage in cultural diplomacy, where the exchange of art, heritage, and traditions can help de-escalate international tensions and create positive narratives that contrast with divisive rhetoric. Human Connections: The power of human interaction and personal experience in tourism goes beyond economic benefits. It helps in building friendships across borders, which can contribute to grassroots peace efforts. Globalization and Its Effects: In a world that is becoming increasingly globalized, the movement of people, ideas, and experiences through tourism can enhance peaceful coexistence by demonstrating how interconnected societies are.







## Online Photography Contest for World's Nature Conservation Day

Date of Event	: 28 <sup>th</sup> July 2024
Venue	: Online Event
Organized by	: Amity Institute of Travel and Tourism, Amity University, Mumbai.
Total Participation	: Participation was open to all students from AITT

The inspiration behind organizing the "My Conservation Story" photography contest was to observe World Nature Conservation Day by raising awareness about nature conservation and sustainable tourism among students. Given the constraints of not being able to hold physical event since students had not yet reported to the campus, this digital initiative served to engage students meaningfully while promoting the institute on social media platforms.

Awareness of Nature Conservation: Educating students about the importance of nature conservation and its connection with tourism. Sustainable Tourism: Understanding the role

tourism plays in conservation efforts. Creativity and Engagement: Encouraging students to participate in a creative and productive activity that reinforces their commitment to sustainability. Social Media Utilization: Learning how to effectively use social media for advocacy and visibility of important causes.

The event has generated tangible gains for the faculty, researchers, and students of AITT. These include Increased Awareness: Students gained a deeper understanding of nature conservation and sustainable tourism. Student Engagement: Active participation in a meaningful event helped in reinforcing students' commitment to sustainability. Enhanced Visibility: The institute's visibility on social media increased, potentially attracting prospective students and enhancing the institute's brand image. Content Creation: Students created and shared content that could be used for further educational and promotional purposes.