

P.R. GOVERNMENT COLLEGE (A) KAKINADA



DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES (DCMS)



Activity:

Industrial Trip

Date:

19-03-2025 TO 21-03-2025

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DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Date	19/03/2025
Conducted through DRC/JKC/ELF/Dept. etc	Department
Nature of the Activity	Awareness
Title of the Activity	Educational Trip
Name of the Department/Committee	DCMS
Details of Resource person (Name, Designation etc.)	
No of Students Participated	127
Brief report of the activity	<p>Industrial Trip Report: Paderu, Araku, Araku Valley, and Totlakonda Date of Trip: 19/03/2025 to 21/03/2025 Purpose: Tourism and Hospitality Services and Cultural Exchange Program Participants: 127 Students Overview The industrial trip from March 19 to March 21, 2025, was organized to provide students with practical exposure to tourism and hospitality services while fostering cultural exchange. The destinations—Paderu, Araku, Araku Valley, and Totlakonda—offered a blend of natural beauty, cultural heritage, and operational insights into the tourism industry. A total of 127 students participated in this enriching experience.</p> <p>Itinerary and Key Activities Day 1: Paderu (19/03/2025)</p> <ul style="list-style-type: none"> • Objective: Understand local tribal culture and hospitality practices. • Activities: <ul style="list-style-type: none"> ○ Visited tribal villages to interact with indigenous communities. ○ Observed local handicraft markets and their role in tourism-based economies. ○ Engaged in a cultural exchange session with community members, learning about traditional practices and lifestyles. <p>Key Learnings: Students gained insights</p>

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into sustainable tourism models and the importance of preserving cultural identity in hospitality services.

Day 2: Araku and Araku Valley (20/03/2025)

- **Objective:** Explore eco-tourism and hospitality operations in a scenic destination.
- **Activities:**
 - Toured coffee plantations and learned about their contribution to tourism and local livelihoods.
 - Visited the Tribal Museum in Araku to understand the region's cultural heritage.
 - Observed hospitality operations at local resorts, focusing on guest services and eco-friendly practices.
- **Key Learnings:** Students understood the integration of eco-tourism with hospitality and the role of cultural storytelling in enhancing tourist experiences.

Day 3: Totlakonda (21/03/2025)

- **Objective:** Study heritage tourism and site management.
- **Activities:**
 - Explored the ancient Buddhist site of Totlakonda, learning about its historical significance.
 - Interacted with local guides to understand the role of storytelling in heritage tourism.
 - Analyzed site maintenance and visitor management practices.
- **Key Learnings:** Students appreciated the challenges of preserving historical sites while promoting tourism and the importance of trained guides in cultural storytelling.

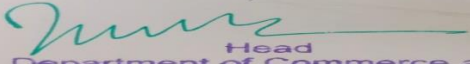
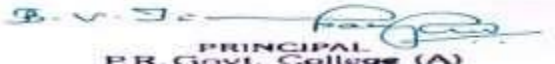
Outcomes

- **Industry Insights:** Students gained hands-on knowledge of tourism and hospitality operations, including sustainable practices, guest engagement, and site management.
- **Cultural Exchange:** Interactions with local communities fostered mutual respect and understanding of diverse cultural practices.
- **Skill Development:** Enhanced teamwork, communication, and observational skills through group activities and discussions.

Conclusion

The industrial trip to Paderu, Araku, Araku Valley, and Totlakonda was a success, offering students a comprehensive understanding of tourism and hospitality services while promoting cultural exchange. The diverse experiences across these destinations highlighted the balance between

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	cultural preservation, sustainable tourism, and effective hospitality management. The participation of 127 students ensured a vibrant exchange of ideas and perspectives, making the trip both educational and memorable.
Name of the lecturers who planned and conducted the activity	DCMS
Signature of the Lecturer in charge/ Convener of the committee	 Head Department of Commerce and Management Studies Pithapur Rajah's Govt College (A) KAKINADA
Signature of the Principal	 PRINCIPAL P.R. Govt. College (A) KAKINADA
Remarks	

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