



**Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (MS)**  
**Reports for Extension/Outreach Activities Carried out in Year 2018**

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<b>Name of Activity</b>	<b>Workshop on Prosperity through Tourism in Paithan</b>
<b>Date of Conduction</b>	<b>10-10-2018</b>
<b>Organized By</b>	<b>Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad and Harshshri Restaurant, Paithan</b>
<b>Student Participated</b>	<b>2000</b>

**Brief Report**

The Department of Tourism Administration at Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, organized a one-day workshop titled "Prosperity through Tourism" on October 10, 2018, in Paithan. The workshop aimed to raise awareness about the potential of tourism to drive socio-economic development in the region. The event was organized in collaboration with Harshshri Restaurant, Paithan, which provided local support and resources. The workshop successfully engaged the local community, emphasizing the hidden tourism capabilities of Paithan and how leveraging these can transform the region's economic landscape. The objectives of the workshop were to raise awareness about the potential of tourism for economic and social development in Paithan, promote local heritage, encourage community participation, and provide practical knowledge.



**Professor Dr. Rajesh Ragde ( Head Department of Tourism Administration) addressing at the event**





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The success of the workshop was the result of comprehensive planning and collaboration with local partners. Key planning activities included coordination and collaboration with Harshshri Restaurant, venue selection, publicity and outreach through local media, community bulletin boards, and social media channels, stakeholder engagement, resource mobilization, and volunteer recruitment. The workshop featured various activities designed to educate and engage participants on the potential of tourism for local prosperity. The morning session began with an inauguration ceremony led by local dignitaries and representatives from the university. Dr. Rajesh Ragde, Head, Department of Tourism Administration,, delivered the keynote address on "The Transformative Power of Tourism." A panel discussion featured local historians, business owners, and tourism professionals discussing Paithan's unique attractions and opportunities for tourism development. The afternoon session focused on community-based tourism, covering principles of creating tourism products, managing visitor experiences, and benefiting economically and socially. Participants were divided into groups to identify and discuss Paithan's key tourism assets and how they could be developed. Success stories from other regions that have successfully leveraged tourism for economic development were also discussed, providing practical insights and inspiration for Paithan. A Q&A session was held to allow participants to ask questions and provide feedback on the workshop, allowing for a lively discussion and exchange of ideas on the future of tourism in Paithan. The workshop in Paithan, was attended by over 100 local residents, including artisans, business owners, and community leaders. The event was organized by faculty members and students from the Department of Tourism Administration, with tourism professionals and enthusiasts also participating. The workshop focused on community engagement activities, including group discussions and local success stories. The workshop had a significant positive impact on the community, raising awareness about tourism's potential for economic development and cultural preservation. It empowered local residents with knowledge and skills to actively participate in and benefit from tourism activities. Participants identified key tourism assets in Paithan, such as historical sites, natural landscapes, and cultural practices, and discussed strategies for their development. The collaborative nature of the workshop fostered stronger community ties and a strong commitment to future initiatives. Feedback from participants included appreciation for the opportunity to learn about tourism, interest in further collaboration with the university and other stakeholders, and appreciation for the practical experience and community engagement opportunities provided by the workshop. However, the workshop also presented challenges, such as logistical coordination and maintaining engagement beyond the workshop. Lessons learned include effective collaboration with local partners and stakeholders, community involvement from the planning stage through to the execution of the event, and focusing on sustainable practices for the long-term preservation of local heritage and natural resources. In conclusion, the workshop demonstrated the importance of collaboration, community involvement, and sustainable practices in tourism development. Future plans should focus on these areas to ensure the continued growth and success of tourism in Paithan.

Registrar,  
Dr. Babasaheb Ambedkar  
Marathwada University,

