

Report On Guest Lecture

The PG Department of Commerce and Management, Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib, organised a Guest Lecture and Educational Visit for the students of B.Voc. Hospitality and Tourism on 25 September 2026 as part of the academic activities commemorating World Tourism Day, observed annually on 27 September. The programme was designed to provide students with meaningful academic and experiential exposure to the tourism and hospitality sector and to enhance their understanding of the historical, cultural, and heritage significance of the region. A guest lecture was delivered by Prof. Sharndeeep from Government College, Mahain. The lecture provided students with valuable academic insights into the tourism sector and highlighted the importance of heritage and cultural resources in the development and promotion of tourism. The interaction with an experienced academic resource person helped the students connect their classroom learning with practical aspects of the tourism and hospitality industry.

Addressing the students, Dr. Jasvir Singh, Principal, emphasised the broader significance of tourism in contemporary society. He highlighted that tourism is not merely about travelling but is also a powerful means of promoting cultural heritage, mutual understanding, employment, entrepreneurship, and sustainable development. His address encouraged the students to view tourism as a multidisciplinary sector that contributes to economic growth as well as the preservation and promotion of cultural identity.

The programme also focused on the importance of heritage and cultural tourism. Students were sensitised to the role of historical monuments, museums, cultural institutions, and other heritage resources in attracting visitors and enriching the tourism experience. The academic discussions encouraged students to understand how responsible tourism can contribute to the conservation and sustainable use of cultural resources.

As part of the experiential learning component, the students visited the Sri Guru Teg Bahadur Museum, Sri Anandpur Sahib. The educational visit provided the students with first-hand exposure to the historical and cultural heritage associated with the region. It enabled them to observe how museums and heritage institutions preserve, interpret, and present cultural resources for educational and tourism purpose. The whole programme was coordinated by Prof. Poonam, Dr. Kamaljeet Singh, Prof. Varinder Kaur and Prof. Dharmendar Prakash



Sd/- Jasvir Singh
(Principal)