



ST.XAVIER'S COLLEGE, MAPUSAGOA

Report of Activity conducted in the Academic Year 2024-25

Name of Activity	FYBBA Field Trip
Date/Duration	03/04/2025 10 a.m. to 3 p.m
Venue	Silva Heritage and Goa Chitra Musuem Benaullim
Name of organizing Department/Cell	Department of BBA
In collaboration with	
Name/sof Faculty Coordinator	Ms. Charmaine Dias and Mr. Vernon Desa
Stratumof Event	For FYBBA students
Name & detailsof ResourcePerson/s ifany	Management of Silva Heritage Proprietor of Goa Chitra Musuem
Report	<p>The purpose of the trip was to provide students with practical insights into various aspects of business, including marketing strategies, financial management, and cultural heritage preservation. The visit aimed to bridge theoretical knowledge with real-world applications in the tourism and hospitality sectors, as well as in cultural conservation.</p> <p>The field trip to Silva Heritage Resort and Goa Chitra Museum a comprehensive understanding of the resort's operations, marketing strategies, and financial management.</p> <p>At Silva Heritage Resort, students learned how effective marketing, rooted in cultural storytelling, can create a strong emotional connection with guests. The resort's integration of local heritage into guest experiences, combined with sound financial management, serves as a model for sustainable tourism practices.</p> <p>The visit to Goa Chitra Museum provided an understanding of how cultural heritage can be preserved while also being effectively marketed to a global audience. The museum's focus on education, cultural tourism, and financial sustainability demonstrated the importance of balancing heritage conservation with business operations.</p> <p>Overall, the field trip was an enriching experience for the students, offering real-world exposure to business operations in the tourism and cultural heritage sectors. The knowledge gained will be valuable in helping students understand how to promote, manage, and preserve cultural assets while maintaining financial viability in today's competitive market.</p>
Brochure/Poster	NA

Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2025/04/photo-2.pdf
List of participants With signatures	NA
Certificate	NA