



**ST.XAVIER'S COLLEGE, MAPUSA GOA**

**Report of Activity conducted in the Academic Year 2024-25**

<b>Name of Activity</b>	Workshop
<b>Date/Duration</b>	17 March 2026, One Hour
<b>Venue</b>	Class room 320, St. Xaviers College- Goa
<b>Name of organizing Department/Cell</b>	Mass Communication & Journalism
<b>In collaboration with</b>	
<b>Name/s of Faculty Coordinator</b>	Dinesh Nirawdekar
<b>Stratum of Event</b>	Class Level
<b>Name &amp; details of Resource Person/s If any</b>	Royston Brangaza & Vanishri Archarya
<b>Report</b>	<p><b>Experiential Travel and Modern Communication Trends</b></p> <p>A session titled <i>“Navigating Change – Uncovering Stories that Matter in Travel Communication for Experiential Travel”</i> was conducted on 17th March 2026 for the Second Year students of Mass Communication and Journalism, as part of their Travel and Lifestyle Communication paper. The session was organized by Soul Travelling and was facilitated by Royston Braganza, a senior member of the Operations Department, along with Vanishri Acharya.</p> <p>The session commenced with an introductory interaction that helped create a comfortable and engaging learning environment. This was followed by an insightful discussion on the evolution of the travel industry. The speakers highlighted the shift from traditional travel agencies to modern, technology-driven systems that incorporate artificial intelligence, online booking platforms, and digital tools.</p> <p>Mr. Royston emphasized the changing patterns in travel decision-</p>

	<p>making, noting that contemporary travellers rely heavily on online reviews, social media influence, and digital visibility when selecting destinations. The importance of maintaining a strong and credible digital presence for tourism-related businesses was discussed in detail.</p> <p>An interactive segment was introduced to encourage student participation and critical thinking. Students were divided into two groups for an activity in which they were tasked with designing a travel itinerary for Goa within ten minutes. One group was permitted to use mobile phones and AI tools, while the other group completed the task without any digital assistance. This activity effectively demonstrated the impact of technology on efficiency, creativity, and accessibility in travel planning.</p> <p>The session also examined the shift in travel trends before and after the COVID-19 pandemic. It was observed that earlier travel trends focused largely on adventure tourism and popular destinations. In contrast, current trends show a growing preference for cultural and experiential travel, where individuals seek deeper connections with local communities, traditions, cuisine, and heritage.</p> <p>Special emphasis was placed on the cultural richness of Goa. Festivals such as Shigmo and Goa Carnival, along with traditional practices like Chikal Kalo and Sheni Uzo, were highlighted as key examples of how cultural storytelling enhances travel communication and creates meaningful tourist experiences.</p> <p>The session concluded with an interactive discussion, followed by a formal vote of thanks and the presentation of a token of appreciation to the resource persons. The event ended on a positive note with group photographs, marking the conclusion of an informative and engaging session.</p>
<b>Brochure/Poster</b>	NA
<b>Photographs</b>	<a href="https://xavierscollegegoa.ac.in/wp-content/uploads/2026/04/Image-of-Workshop.pdf">https://xavierscollegegoa.ac.in/wp-content/uploads/2026/04/Image-of-Workshop.pdf</a>
<b>List of participants With signatures</b>	17 students
<b>Certificate</b>	NA