

DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

ACTIVITIES OF THE DEPARTMENT DURING 2015 -2016

RELEASE OF DEPARTMENT BROCHURE AND INAUGURATION OF “ ADEONA” - TOURISM STUDENTS’ ASSOCIATION

The Department released the Information Brochure, Department Travel Desk on 21-08-2014. The chief guests of the programme were, Mr. Chandran, MD, Emperos Traveline Mr. T. Vijaya Kumar, Tourist Officer (Coimbatore), Dept. of Tourism, Govt. of Tamilnadu, Veeramani, Associate Professor, Dept. of Psychology, Government Arts College, Coimbatore. The inauguration of ADEONA – The student Association of Department of Tourism and Travel Management took place in the same occasion and the elected students took oath as an office bearers of ADEONA. The chief guests were welcomed and felicitated by the Head of the Department of Tourism & Travel Management Dr. R. Narasimmaraj.



Release of Department Brouchure



ADEONA – Elected Office bearers

CELEBRATION OF WORLD TOURISM DAY

The Department of Tourism and Travel Management of Government Arts College in association with Department of Tourism, Government of Tamil Nadu, & Cox & kings, Coimbatore jointly organized various events on the occasion of World Tourism Day Celebrations - 2015, under UNWTO theme “One Billion Tourist One Million Operchurnities” on 25-09-2015 to 27-09-2015 in college Auditorium.

Plethora of events like

- ❖ Handicraft Exhibition,
- ❖ Access to Tribal Museum,
- ❖ Wildlife-Photo Exhibition
- ❖ Awareness rally
- ❖ Inter-college Competitions

Are successfully organized with the active participation of tourism students. The District Collector of Coimbatore Mrs. Archana Patnaik was the chief guest of the function and she inaugurated the programme formally. There were about 30 stalls in the Handicraft exhibition highlighting the rich ethnic handicrafts of the local community. Inter-college competitions were conducted about 175 students from various colleges of Coimbatore were actively participated and won prizes in various competitions. The winners of the competition were rewarded with memento cash prize, & certificate. The district collector of Coimbatore Mrs. Archana Patnaik had disputed prize.



Cultural Walk



Inter-college Competition



Handicraft Exhibition – Inauguration



Cultural walk

HARVESTING DAY – PONGAL CELEBRATIONS

Harvesting festival – Pongal celebrations were held on 10-01-2015 in the college campus to mark the traditional culture of Tamil Nadu. The students of Tourism department were colorfully groomed themselves with traditional dress projecting the rich Tamil culture. ADEONA Trophy conducted cricket, kabadi, volley ball, ko-ko, playing four teams.



Pongal Celebrations

NATIONAL TOUR

As part of the curriculum, III UG, & II PG students of the Department of Tourism and Travel Management students undertook a study tour to Western part of India from 02.03.2016 to 09.03.2016 and covered major tourist spots in Goa, Mumbai, and Aurangabad. Students travelled in flight from Mumbai to Coimbatore.



National Study Tour

ADEONA FEST'15 – ENTREPRENEURIAL SKILLS DEVELOPMENT PROGRAMME

The Department organized ADEONA FEST'16 – An Industry Institute Interface event on 24th March 2016 in History Gallery on a theme “ENTREPRENEURIAL OPPORTUNITIES IN TOURISM INDUSTRY”. The Chief Guest Mr. JOSHUA DAVID, Managing Director, CRESTA Vacations Pvt. Ltd., Coimbatore, a person with an

experience of eighteen years in the tourism industry, spoke under the title “ENTREPRENEURIAL SKILLS DEVELOPMENT PROGRAMME FOR TOURISM STUDENTS” and explained to the students about the scope and entrepreneurial opportunity in the Industry. He also gave an insight about the necessary Entrepreneurial skills and various ways to development those skills. The students were given enough time to get their doubts clarified through active interaction with the resource person.

In the afternoon session Mrs. SAKTHI RAJESWARI, Sales Manager, Srilankan Airlines, Coimbatore, gave a speech in the topic “ENTREPRENEURS IN TRAVEL INDUSTRY”. During her speech she highlighted the life history of various entrepreneurs in the Airline and Surface transport sectors, Issues and Challenges in Airline Industry, Income regulations, Customer handling etc. The programme provided a through understanding about the entrepreneurial skills needed to develop as a Tourism Entrepreneur. Many students were inspired and aspired to become a future Entrepreneur which implies the success of the Programme.



Adeona Fest'15

PLACEMENT

The First Batch (2014-16) of Master of Tourism Administration (MTA) students were successfully placed in the reputed tourism and Travel companies. Mr. R. Ramki in Cox & Kings, Chennai, Mr. Mohan Raj .K in Cox & Kings, Coimbatore, Mr. Brindhavan. K in Makemytrip.com, Coimbatore, Mr. Barathi Kumar.M in SOTC, Coimbatore, Ms. Meena in Springfield Tours, Coimbatore were the few successfully placed students among them. The faculty and students of the department of tourism and travel management wish all the placed students to have a success in all their endeavors

INDUSTRY INTERNSHIP

I Master of Tourism Administration (MTA) (2015-2017 Batch) students successfully completed their 45 days Industry Internship in reputed Tourism and Travel Industry from 2st May to 16 June 2016. Students were sent to various travel agencies across country for this purpose, and few of them confirmed their placements.





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GOVERNMENT ARTS COLLEGE (AUTONOMOUS)

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