

DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

Department Activities of the Academic Year 2017-2018

1. RELEASE OF DEPARTMENT BROCHURE, ADEONA SCHOLARSHIP AND INAUGURATION OF "ADEONA" - TOURISM STUDENTS' ASSOCIATION

*The Department released and inaugurated the Information Brochure on 23-09-2017. The chief guests of the programme were **Dr. S.Nalini**, Principal, Government Arts College, Coimbatore, **Mr.S. Ramchandra Prasad**, Convenor, INTACH, Coimbatore Chapter, **Mr. Navin Amalanathan**, Franchisee Owner, **Make My Trip Pvt. Ltd, Coimbatore**. On the same occasion **ADEONA Scholarship** was distributed to the meritorious students of the department. Simultaneously "**ADEONA**"- The students' Association of the Department was inaugurated and the elected students took oath as office bearers. The chief guests were welcomed and felicitated by **Dr. A. Saravanan**, Head of the Department of Tourism & Travel Management.*



2. PARTICIPATION IN SEMINARS & TRAVEL TRADE EVENTS

Post graduate students of the department participated in several trade fairs held across various cities.

- **OTM (Online Travel Mart)- Largest Travel trade show in Asia Pacific in Mumbai on 18th January 2018,**
- **TTF (Travel Trade Fair), India's leading travel trade show held at Trade centre, Chennai on 16th February 2018 and Bangalore on 25th February 2018.**
- *The students also participated in **Roadshow** conducted by **Cox & Kings** in **Radisson Blu, Coimbatore on 27th August 2017.***

- *Final year post graduate students attended a conference on **Learn South Africa Training Programme VII** held at **Radisson Blu** on **22.07.2017***
- ***Mr. M. Ramesh and Kathirve. I**, final year students of the department acted as one day tour guide for the **Educational Awareness tour** conducted by Department of Tourism, Tamil Nadu government and covered places of Tourist interest across Coimbatore.*
- *Post Graduate Students participated and presented paper in the International Conference on Prospects and Problems in Aviation Industry organised by Nehru College of Aeronautics and Applied Sciences.*
- ***Mr. M. Ramesh** final year post graduate student of the department presented a paper in the National Seminar on Tourism Promotion and Sustainable Development: A critical reflection on the priorities, challenges and directions in Tourism at Don Bosco College, Kerala.*

3. ICE-BREAKING SESSION @HOTEL TOP IN TOWN, COIMBATORE

Fresher's day was celebrated on 11-08-2017 in the premises of Hotel Top in Town with great excitement and enthusiasm. Dr. A. Saravanan, Head, Dr. Sangeetha. C.P, Mr. J. Jayamani, & U. Gokul Priya Asst Professors of the department welcomed the new comers and boosted their confidence. It was a joyful event for the fresher's and the other students where they displayed their talents in mimics, magic shows, dance, music, ramp walk and so on. The program concluded with a wonderful dinner and memories lasting for lifetime.



4. WORLD TOURISM DAY CELEBRATIONS

Department of Tourism and Travel Management of Government Arts College in association with Department of Tourism, Government of Tamil Nadu, Travel Agents

Association of Coimbatore (TAAC) & VER Organization celebrated World Tourism Day – 2018 on the theme “**Sustainable Tourism – A Tool for Development**”. It was a two-day mega event held on **26th and 27th September 2017**. In association with the event the following five competitions were conducted.

- Drain your Brain – Quiz Competitions
- Blame de Flame – Fireless Cooking
- Colour Ur Idea – Painting Competition
- Wealth ‘O’ Mania – Planet Friendly Products Making
- Seed Ur Startup – Sell Your Product/Concept/Idea



Wall Painting - An initiative by the **department** along with the students and the volunteers of **VER organization** was held on 26.09.2017. It was aimed to sensitise the community towards upkeep of public places. The campus walls were brightened and beautified with the artistic thoughts.

Students from various institutions across the kongu region participated in huge numbers in the competitions. On 27th September 2017, the function was inaugurated by **Dr. S. Nalini**, Principal, Government Arts College, Coimbatore. **Mr. T.N. Hariharan I.A.S.**, District Collector, Coimbatore was the chief guest and **Mr. V.C. Krishnarajah**, President, Travel Agents’ Association of Coimbatore (TAAC), **Mr. Jerome Vasanth**, Founder, VER

Organization, Coimbatore and **Mr.P. Vijayakumar**, Tourist Officer, Coimbatore, were also participated. **Dr. A. Saravanan**, Head and **Mr. P. Vijayakumar**, Tourist officer, Coimbatore welcomed and felicitated the chief guests. The winners of the competition were rewarded with mementos & certificate during the inaugural session.

Cultural Programme

The most happening event of the World Tourism Day Celebrations. Dance and mimicry were performed by the students. The students displayed their talents and abilities leaving the audience spellbound with their laudable performances.



5. ECO TOUR to GAVI, KERALA

To inculcate and provide more ideas on ecotourism the post graduate students were taken to **GAVI**, an eco-tourist spot in Kerala from **30.11.2017 to 02.12.2017**. The students actively participated and understood the ecotourism concepts such as Local people participation, environmental protection and economic benefits. They also involved in the adventure activities like Jeep Safari, Night Fishing and explored the lush green surroundings of the magical place.



6. ADEONA TROPHY

The department sports meet is organised every year in the month of January to bring out the students' sport talents. The sports meet was conducted between the four teams namely **Blue Bird, Black Panthers, Red Bull and White Horse** captained by the four faculty members. The games conducted were **Cricket, Volleyball, Kabaddi, Kho Kho, Seven Stone and Relay**. During Pongal celebrations few traditional games were conducted and the team **Blue Birds** emerged as the **winner of ADEONA trophy - 2018**.

7. PONGAL CELEBRATION @ HOTEL TAMIL NADU, GANDHIPURAM

Pongal – The popular harvest festival dedicated to the Sun god was celebrated in the premises of Tamil Nadu Tourism Development Corporation on 12.01.2017 by the faculty members, **Regional Manager – TTDC - Hotel Tamil Nadu, Coimbatore** and the students. Students and faculty were dressed in the traditional attire. In connection with Adeona trophy and pongal celebration the students exhibited their talents in Rangoli, Pongal preparation, Tug of War and Uri Adi. Winner of **ADEONA Trophy** the team **Blue Birds** was given the trophy. Following that to motivate the best and the brightest students of the department **ADEONA Scholarship** was distributed by the Regional Manager of TTDC Hotel Tamil Nadu to the students.



8. NATIONAL STUDY TOUR

To provide a new environment exposure and learning experience the final year undergraduate and post graduate students were taken for a national study tour to **North India** from **12.02.2018 to 22.02.2018**. The students were accompanied by two faculty members along with an escort. One sector of transportation **Coimbatore - Bangalore-Delhi** was by **Air** where the students got their first Airport and Air travel exposure.

The places include **Delhi, Agra, Chandigarh, Amritsar, Wagah Border, Manali, and Kullu**. They experienced the magnificent Taj Mahal, spiritual and cultural centre of

*Amritsar, Picturesque Kullu, snowfall in Manali and prestigious Wagah Border. They also tried their hands in **adventure activities like river rafting, zorbing and ice skating.***



9. INTERNSHIP & PLACEMENT

*Students are provided internship to have a practical exposure in tourism and allied fields thereby enhancing their academic, career and personal development. First year Post graduate students completed their internship in leading tourism and travel organisations across south India from **2nd May 2017 to 16th June 2017**. Consecutively, final year undergraduate students completed their internship from **22-11-2017 to 30-12-2017** in reputed tour operators and travel agencies in Coimbatore.*