

## **DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT**

### **Department Activities of the Academic Year 2018-2019**

#### **1. SIGNING OF MoU, RELEASE OF DEPARTMENT BROCHURE, INAUGURATION OF "ADEONA" - TOURISM STUDENTS' ASSOCIATION AND DISTRIBUTION OF ADEONA SCHOLARSHIP**

*The Department celebrated the inauguration function of the association on 07-09-2018. The programme had three mega events namely*

#### **MoU WITH TAAC BROCHURE RELEASE STUDENTS' ASSOCIATION INAUGURATION**

*The department added another feather to its cap by signing **Memorandum of Understanding (MoU)** with Travel Agents Association of Coimbatore for enhancing the industry institute relationship and mutually benefiting each other; It was followed by the **Brochure release** and the inauguration of "**ADEONA**"– The students' Association of the Department; were the elected students took oath as office bearers. **Dr. K. Chitra**, Principal, Government Arts College, Coimbatore, **Mr. R. Mahalingam**, Airport Director, Coimbatore International Airport, **Mr. V. V. Krishnarajah**, President, Travel Agents Association of Coimbatore and **Dr. V. Muralidharan**, Controller of Examinations Government Arts College, Coimbatore were the chief guests. On the same occasion **ADEONA Scholarship** was distributed to the meritorious students of the department. 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.*

- ***TTF(Travel Trade Fair), India's leading travel trade show held at Ground Palace, Bangalore from 15<sup>th</sup> to 17<sup>th</sup> February 2019.***
- ***Holiday Expo at Suguna Kalyana Mandapam on 27<sup>th</sup> January 2019.***
- ***Post Graduate Students participated and presented paper in the International Conference on Sustainable Development of Aviation Industry organised by Nehru College of Aeronautics and Applied Sciences held on 3<sup>rd</sup> October 2018.***

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

*Fresher's day was celebrated on 27-07-2018 in the premises of Hotel Top in Town with great excitement and enthusiasm. The faculty members of the department welcomed new comers and boosted their confidence. It was a joyful event for fresher's and other students where they displayed their talents in mimics, magic shows, dance, music, ramp walk etc. The program concluded with a wonderful dinner and everlasting memories.*



## 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, Airport Authority of India & Travel Agents Association of Coimbatore(TAAC )celebrated World Tourism Day – 2018 on the theme “Tourism and the Digital Transformation”. It was a two-day mega event held on 26<sup>th</sup> and 27<sup>th</sup> September 2018. As part of the event following five competitions were conducted.***

*Battle of Brains – Quiz Competition*

- ***The Carve – Fruit and Vegetable Carving***

- *Cam 'O' Capture – Photography Competition*
- *Re-Use E-Use – Wealth out of e-waste*
- *Seed Ur Startup – Sell Your Product/Concept/Idea*

*Students from various institutions across Coimbatore participated in huge numbers in the competitions. Adding a special flavour to the programme and to the taste buds department organised “**Bon Appetit – Foodies Fest**”, with variety of delicious items which was inaugurated by **Dr. K. Chitra**, Principal, Government Arts College, Coimbatore.*

*On 27<sup>th</sup> September 2018, function started with inauguration of Special Outreach Programme by Field Outreach Bureau, Ministry of Information & Broadcasting on the theme “**Ek Bharat Shresta Bharath**”. A Seminar on world tourism Day theme was organised. **Dr. R. A. Roseline**, Associate Professor & Head, Department of Computer Science and **Dr. M. Senthur Pandian**, Associate Professor, Department of History were the resource persons. **Dr. A. Saravanan**, Head of the department, welcomed and felicitated the chief guests.*

### **Cultural Walk**

*The department had a great opportunity to organise a special event to showcase the talents of students in **Coimbatore International Airport**. Dance and yoga were performed by them. To understand India’s diverse and rich culture and to reach out to the public “**Cultural Walk**” was organised, depicting and portraying the unique and distinct cultures of India.*

*Valedictory session started with welcome address by **Dr. A. Saravanan**, Head of the Department. **Dr. K. Chitra**, Principal, Government Arts College, Coimbatore,*

***Mr. R. Mahalingam**, Airport Director, Coimbatore International Airport, **Mr. M. Rajan**, Tourist Officer, Coimbatore, Dept of Tourism , Government of Tamil Nadu and **Smt. Kareena B. Thengamam**, Assistant Director, FOB- Minsitry of Information & Broadcasting were the chief guests for the programme. Winners of the competition were rewarded with mementos & certificates by the chief guests.*



## 5. ECO TOUR to THENMALA, KERALA

*To inculcate and provide more ideas on ecotourism the post graduate students were taken to **THENMALA** - India's first planned Ecotourism destination in Kerala from **12.12.2018 to 15.12.2018**. The students had the opportunity of experiencing adventure leisure and local cuisine amidst natural setting. They actively participated and understood ecotourism concepts such as local people participation, environmental protection and economic benefits. They were exposed to various adventure and leisure activities in the destination. The activities were soft trekking, boating, visit to Deer rehabilitation centre, Parappan Dam, Butterfly Park, Sculpture garden etc.,*



## 6. ADEONA TROPHY

*The department organises sport meet every year in the month of January to bring out students' sport talents. It was conducted between four teams namely **Blue Bird, Red Bull, Black Panthers and White Horse** captained by 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 team **Red Bull** emerged as **winner of ADEONA trophy - 2019**.*

## 7. PONGAL CELEBRATION @ HOTEL TAMIL NADU, GANDHIPURAM

*Pongal – The harvest festival was celebrated in the premises of Tamil Nadu Tourism Development Corporation on 12.01.2018 by faculty members, **Regional Manager–TTDC-Hotel Tamil Nadu**, Coimbatore and 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, and Uri Adi. Winner of **ADEONA Trophy** the team **Red Bull** 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. SPECIAL LECTURE

*A special lecture was organised by the department on 01-02-2019 on the topic “**Role of Indian Railways in promoting tourism**”. Resource person was **Mr. Dhelepan**, Senior Research fellow, Department of Tourism Studies, Pondicherry University. He enriched the session covering all dimensions of Indian Railways. Programme ended with an interactive session.*



## 9. NATIONAL STUDY TOUR

To reinforce experiential learning and to expose various cultures across the country final year undergraduate and post graduate students were taken for a national study tour to **North East India** from **13.02.2019 to 24.02.2019**. Students were accompanied by two faculty members along with an escort. They experienced their first airport and air travel exposure by travelling from **Kolkata – Guwahati** onward and return.

**Kolkata, Guwahati, Assam and Meghalaya** were the places of visit. The tour offered them a wide range of experiences from observing the culture, heritage and wilderness of pristine destination. They experienced magnificent Victoria Palace, **Bihu**- Folk dance form of Assam, witnessed wide variety of flora and fauna like **one-horned rhinoceros, Royal Bengal tigers and elephants in Kaziranga National Park, a UNESCO World Heritage Site, explored ingenious living root bridges, double decker bridges, Mawlynnong which has to its credit as the “Cleanest village of Asia” and India – Bangladesh border.**





## **10. 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. Consecutively, final year undergraduate students completed their internship from **21-11-2018 to 31-12-2018** in reputed tour operators and travel agencies in Coimbatore.*

