

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

### **Department Activities of the Academic Year 2019-2020**

#### **1. RELEASE OF DEPARTMENT BROCHURE, INVESTITURE OF “ ADEONA” - TOURISM STUDENTS’ ASSOCIATION AND DISTRIBUTION OF ADEONA SCHOLARSHIP**

*The Department celebrated the inaugural function of the association on 06-09-2019. The event started with ‘Release of Brochure’ and the investiture 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, **Shri. Karthikeya Sivasenapathy**, Managing Trustee, Senaapathy Kanagyam Cattle Research Foundation, **Dr. Dinesh Kumar Gunasekaran, MD**, Ecorganic Boutique Farmstays, 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. STUDENTS' PARTICIPATION IN SEMINARS & TRAVEL EVENTS

- *Students participated in **International Balloon Festival** held in Pollachi from **12<sup>th</sup> January to 15<sup>th</sup> January 2020.***
- *Post Graduate Students participated and presented in the **India's First National Students Conclave** held at **Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh** from **31<sup>st</sup> January to 02<sup>nd</sup> February 2020.***



### 3. ICE-BREAKING SESSION @ HOTEL TAMIL NADU, COIMBATORE

*Fresher's day was celebrated on 03-08-2019 in the premises of Hotel Tamil Nadu with great enthusiasm and joy. The faculty members of the department welcomed new comers and addressed on building confidence, passion, and motivated them. It was an exciting event for freshers and other students. They showcased their talents in martial arts, mimics, dance, music, games and other amazing performances. Finally the program concluded with pleasant memories.*



#### 4. WORLD TOURISM DAY CELEBRATIONS - 2019

*Department of Tourism and Travel Management of Government Arts College in association with Department of Tourism -Government of Tamil Nadu, Tamil Nadu Travel Mart Society, SKAL International Club - Coimbatore and Travel Agents Association of Coimbatore jointly organised 'World Tourism Day – 2019' on the theme "Tourism and Jobs: A Better Future for All". It was a two day mega event held on 26<sup>th</sup> and 27<sup>th</sup> September 2019. As part of the event following five competitions were conducted.*

- *Check Mate – Quiz Competition*
- *The Carve – Fruit and Vegetable Carving*
- *Seed Ur Startup –Business Plan*
- *Creative Hive - Handicrafts*
- *Trojan Guys – Meme Creation*

*The event was successful enough to attract students from various institutions across Coimbatore who participated in large numbers in the competitions.*

*A special stall themed "90's Kids" was put up. It exhibited items which made the visitors travel down their memory lane. Adding a special flavour to the programme and to the taste buds department organised "FOOD FIESTA", with variety of delicious items. It was inaugurated by Mr. T. Aravinta Kumar, Tourist Officer, Coimbatore, Dept. Tourism, and Govt. of Tamil Nadu. Mission "Swachh Bharath" was organised in the college premises to inculcate the importance of cleanliness through a half-a-day "Cleaning Campaign".*

*On the occasion of World Tourism Day 2019, '#WTD 2019- Marking the event Human Chain' was held in the Open Ground of the campus on 27<sup>th</sup> September 2019.*





### ***Cultural Walk***

*The department had a great opportunity to organise the valedictory function and cultural events in **Codissia Trade Fair Complex, Coimbatore**. **Dr. K. Chitra**, Principal, Government Arts College, **Mr. G. Sivakumar**, IPS, Regional Passport Officer, **Dr. Kavidasan**, Director, Roots Industries (I) Ltd, **Mr. S. Sundar**, Secretary, Tamil Nadu Travel Mart Society, **Mr. T. Aravintha Kumar**, Tourist Officer, Coimbatore, **Mr. D. Charles Fabian**, President –SKAL Club, **Mr. V.C. Krishnarajah**, President, Travel Agents Association of Coimbatore were the guests for the event. Winners of the competition were rewarded with mementos & certificates by the chief guests.*

*Various cultural events took place which provided a platform for the students to deliver their exceptional skills. Bharathanatyam, Silambam, Classical Fusion, Western Dance were some*

of the performances. The show ended with **"Cultural Walk"** which portrayed India's unique and varied ethnicity.



## 5. ECO TOUR to WAYANAD, KERALA

To provide more insight on ecotourism and its relevance in socio-economic impacts, the post graduate students were taken to **WAYANAD** in Kerala from **18.12.2019 to 20.12.2019**. The students had the opportunity of experiencing adventure, leisure activities and local cuisine amidst natural setting. They were exposed to ecotourism concepts such as local people participation, environmental protection and economic benefits. They actively participated in various adventure and leisure activities in the destination. The activities were soft trekking, boating, visit to Pookode Lake, Banasura dam, Edakkal Caves, Ambalawayal Museum, Karald Lake and Kanthanpara Waterfalls.



## 6. ADEONA TROPHY 2020

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 **Adeona Super Kings, Captain America, Blasters and Asgardians** owned by four faculty members and captained by final year post graduate students. The games conducted were **Cricket, Volleyball, Kabaddi, Kho Kho, and Relay**. During Pongal celebrations few traditional games were conducted and team **Asgardians** emerged as **winner of ADEONA Trophy- 2020**.

## 7. PONGAL CELEBRATION @ TURNING POINT ADVENTURE CLUB

- Pongal – The harvest festival was celebrated in the premises of “Turning Point Adventure Club” on 11.01.2020 by **The Principal, Tourist Officer, Govt of Tamil Nadu, Director- Express Holidays, Coimbatore, faculty members and students**.
- Students and faculty were dressed in the traditional attire portraying the unique tamil tradition. The event had special performances like Silambam, paraiyattam and classical dance.
- Students also exhibited their talents in Rangoli, Pongal preparation, and Uri Adi. The winning team “**Asgardians**” was given **ADEONA Trophy**.
- Following that to motivate the best and the brightest students of the department **ADEONA Scholarship** was distributed by the chief guest.







**MTTM Batch 2019-21**



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