

GOVERNMENT ARTS COLLEGE (AUTONOMOUS)
Coimbatore – 18.
DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

Department Activities of the Academic Year 2019-2020

S.N	Name of the Event / Activity / Awareness / others	Starting Date	Number, Resource Person	Ending Date	No.of Participants	Report of the Event	Event Name
1	Release of Department Brochure, Investiture of “ADEONA” - Tourism Students’ Association and distribution of ADEONA scholarship	06-09-2019	Mr. Karthikeya Sivasenapathy, Managing Trustee, Senapathy Kangeyam Cattle Research Foundation Dr. Dinesh Kumar Gunasekaran, MD, Ecorganic Boutique Farmstays, Coimbatore	06-09-2019	164	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. On the same occasion ADEONA Scholarship was distributed to the meritorious students of the department.	ADEONA INVESTITURE
2	WORLD TOURISM DAY – 2019 Inter-collegiate Competition	26-09-2019	Mr. Rohit Mallick General Manager, Hotel ITC Welcom, Coimbatore Mr. Bharathi Managing Director, Jaisun Tourism, Coimbatore	26-09-2019	486	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 26th and 27th September 2019. As part of the event following five competitions were conducted.	<input checked="" type="checkbox"/> Check Mate – Quiz Competition <input checked="" type="checkbox"/> The Carve – Fruit and Vegetable Carving <input checked="" type="checkbox"/> Seed Ur Startup – Business Plan <input checked="" type="checkbox"/> Creative Hive - Handicrafts <input checked="" type="checkbox"/> Trojan Guys – Meme Creation
3	WORLD TOURISM DAY – 2019 FOOD FIESTA	26-09-2019	Mr. T. Aravintha Kumar, Tourist Officer, Coimbatore, Dept. Tourism, and Govt. of Tamil Nadu.	27-09-2019	Entry tickets were given to 2500+ Students	Adding a special flavor to the World Tourism Day celebration, the department organised “FOOD FIESTA”, with variety of delicious items prepared by the students on Traditional Indian and Continental pattern.	FOOD FIESTA

4.	WORLD TOURISM DAY – 2019 CELEBRATIONS	27-09-2019	<p>Mr. G. Sivakumar, IPS, Regional Passport Officer, Coimbatore</p> <p>Dr. Kavidasan, Director, Roots Industries (I) Ltd, Coimbatore</p> <p>Mr. S. Sundar, Secretary, Tamil Nadu Travel Mart Society, Chennai</p> <p>Mr. T. Aravintha Kumar, Tourist Officer, Coimbatore. Dept. Tourism, and Govt. of Tamil Nadu</p> <p>Mr. D. Charles Fabian, President –SKAL & General Manager, Hotel the Residency, Coimbatore</p> <p>Club, Mr. V.C. Krishnarajah, President, Travel Agents Association of Coimbatore</p>	27-09-2019	800 Students + more than 1500 General Public	<p><i>The department had a great opportunity to 2rganize the valedictory function and cultural events in Codissia Trade Fair Complex, Coimbatore. 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.</i></p>	WORLD TOURISM DAY – 2019
5.	ECO TOUR to WAYANAD, KERALA	18.12.2019	Dr. A. Saravanan Head, TTM as an Escort	20.12.2019.	28	<p><i>To provide more insight on ecotourism and its relevance in socio-economic impacts, the postgraduate 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.</i></p>	Ecotour’19
6.	Pongal Tourism Fest @ Turning Point Adventure Camp, Coimbatore	11.01.2020	<p>Mr. Ganesh Managing Director Express Holidays (p) Ltd., Coimbatore</p> <p>Mrs. Megala Founder, Turning Point Adventure Camp, Coimbatore</p>	11.01.2020	180 Students + 25 Internatio nal & Domestic Tourists	<p><i>Pongal – The harvest festival was celebrated in the premises of “Turning Point Adventure Camp” highlighting the cultural uniqueness of the state of Tamil Nadu. Students and faculty were dressed in the traditional attire portraying the unique</i></p>	PONGAL Tourism Fest - 2020

						<i>Tamil tradition. The event had special performances like Silambam, paraiyattam and classical dance.</i>	
7.	International Balloon Festival @Pollachi	12.01.2020	-	15.01.2020	08	<i>Students participated in International Balloon Festival held in Pollachi as volunteers and assisted the the international crew in operating the hot air balloon. It is part of their learning in Adventure Tourism.</i>	International Balloon Festival
8.	India's First National Tourism Students Conclave @ Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh	31.01.2020	Hon'ble Vice Chancellor IGNTU, MP & Top most of Academician of India in Tourism	02.02.2020	05	<i>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 31st January to 02nd February 2020</i>	India's First National Tourism Students Conclave
9.	National Study Tour'20 (Uttarakhand)	01.03.2020	Mr. J. Jayamani Asst. Professor, TTM as Tour Escort	12.03.2020	53	<i>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 India from 01.03.2020 to 12.03.2020. They experienced their first airport and air travel exposure by travelling from Coimbatore-New Delhi onward. The tour offered them a wide range of experiences from observing the culture, heritage and wilderness of pristine destination.</i>	National Study Tour'20
10.	Special Lecture	30.01.2020	Dr. N. Suresh <i>HoD, School of Hospitality and Tourism Studies, SRM University, Sikkim Campus.</i> Mr. V. Dhelepan, <i>Senior Research fellow, Department of Tourism Studies, Pondicherry University.</i>	31.01.2020	164	<i>A series of special lecture was organised by the department on 31-01-2020 on the topic "Trends in Indian Hospitality" & "Role of Indian Railways in promoting tourism". The resource persons enriched the sessions covering all dimensions of Hospitality & Indian Railways respectively. Programme ended with an interactive session.</i>	Experts Track

Head of the Department
Tourism & Travel Management