



CENTRAL UNIVERSITY OF TAMIL NADU

YATHIRAI

THE OFFICIAL NEWSLETTER OF
THE DEPARTMENT OF TOURISM AND
HOSPITALITY MANAGEMENT



AUGUST 2022

MESSAGE FROM THE HEAD OF THE DEPARTMENT



It gives me great joy to release the latest edition of Yathirai, the newsletter of the Department of Tourism and Hospitality Management. This edition captures the vibrancy and essence of our beloved Department, its steady growth over the past year, and presents to the readers some of the main activities conducted. This newsletter gives our bright young students a wonderful opportunity to showcase their talents, and they have made excellent use of this platform.

I heartily congratulate the editorial team for the great work done in bringing out this issue of Yathirai, and wish our students all the very best in their future endeavors. To you, our dear readers, I wish you a happy reading!

EDITORIAL TEAM

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ABOUT THE UNIVERSITY

Central University of Tamil Nadu was founded along with eight other Central Universities, through an Act of Parliament in 2009. It is part of the greater role that the Central Government assumed in making higher education accessible to aspirants from the weaker sections of the society. With eight students in M.A. English Studies, the university started functioning from November 2009, at the Collectorate Annexe at Thiruvarur, 60 kilometers to the east of Thanjavur. But today the University sits astride a major tributary of the famous Cauvery river in the heart of the Delta seven kilometers to the north-west of Thiruvarur.

River Vettaaru runs between the Nagakudi campus which houses the faculty and staff quarters, guest house and Kendra Vidyalaya on the north, and the Neelakudi campus with its lecture halls, library, laboratories, administration block, auditorium and students' hostels on the south. Both campuses are nestled in a vast, verdant paddy tract, tucked far away from the crowds of urban sites.



COURSES OFFERED

The University has established 12 Schools under which 27 Departments function. The University allows adaptable teaching-learning methodology to ensure the comprehensive development of the students. The presence of diverse schools allows for an inter-disciplinary approach to higher education. The University also lays a lot of importance to community engagement. The University offers 62 academic programmes including 27 research programmes, 25 programmes, 6 integrated programmes, 3 undergraduate programmes, apart from one PG diploma course. In addition, undergraduate program and postgraduate programs are offered in collaboration Sardar Vallabhbhai Patel International School of Textiles & Management, Coimbatore, through an MoU with CUTN. Further, the University also offers nearly 20 courses through the Community College.

ABOUT THE DEPARTMENT

The Department of Tourism & Hospitality Management. In just three short years, the Department is fast gaining a favourable reputation as a training ground for able and energetic travel and hospitality professionals. The Department presently offers a two-year MBA - Tourism & Hospitality Management programme as well as the PhD programme.

The Department is comprised of faculty members from across various tourism domains with experience in both academia and industry. The Department has hosted two national level conferences, and the faculty members have delivered lectures and presentations in several national and international level conferences and seminars.

The core values of the Department of Tourism and Hospitality Management include the preparation of travel professionals of the highest standards who are also aware of environmental, social, and economic sustainability. The syllabus is crafted with inputs from all quarters of industry and academic expertise. In addition to intensive class-room learning, internship programmes, rigorous project work and career guidance and counselling ensure that the graduates are up-to-date and geared to face present-day challenges.



ABOUT THE PROGRAMME

MBA in Tourism and Hospitality Management is a two-year postgraduate degree course which deals with training students in the field of eco-tourism, accommodation management, finance and revenue management etc. This course opens up a variety of job opportunities in the tourism and hospitality sector.

Central University of Tamil Nadu established the Department of Management during the academic year 2017-18 on the recommendation of duly constituted Advisory Committee. The department is set up in view of the growing demand for management education both locally and globally.

The Master of Business Administration (Tourism & Hospitality Management) is a two-year full-time sectoral Programme. Each academic year consists of two semesters, leading to the grant of Degree of MBA (Tourism & Hospitality Management). The first year of the programme will encompass core courses that explain the fundamental concepts of management theories and practices across different functional areas.

In the second year, students are offered core and functional elective courses across different areas of specialisation in Tourism and Hospitality sectors along with a compulsory 45 days of internship. Students can select their preferred elective courses, insofar as they fulfil the minimum credit requirements for the Programme. Students who successfully fulfil all the requirements of the Programme shall be awarded the Degree in MBA (Tourism & Hospitality Management).

SCOPE

The travel and tourism industry, alongside the related divisions adding to it, is anticipated to develop by a wide margin in the coming years. The jobs in this well-paying industry can be very energizing and adventurous. In India, the tourism business plans to create 46 million job openings by the year 2025.

MBA (Tourism & Hospitality Management) aims to enrich the students who are keen to develop their career and knowledge in Tourism and Hospitality industry. The programme intends to provide special emphasis on familiarizing students with actual ground level operations, its business strategies and marketing of tourism as well as hospitality products and services.

Job opportunities range from managing all aspects of tourism and hospitality business, to specific managerial roles such as Front Office Manager, Tour Manager, Sales, Marketing, and HR.

THIRUVARUR CHARIOT FESTIVAL

Tiruvarur Chariot festival, known in Tamil as Tiruvarur Therottam, is a festival following the rituals and traditions associated with the Thyagaraja Swamy temple, Tiruvarur, in Tamil Nadu, India.

The chariot is known for being one of the largest of its kind in the country. The festival is one of the ancient festivals that are often mentioned in the devotional hymns of saints. The students of MBA - Tourism and Hospitality Management participated and experienced the culture event.

The iconic Thiruvarur 'Aazhi Ther' (Chariot Festival) – A grand spectacle of social harmony, organized effort, vibrant youth, and devotional fervour.

Along with thousands of devotees from across the world converging at Thiruvarur, students of MBA-THM also witnessed the grand event — the Aazhi Ther of Thyagarajaswamy temple, on 15th March 2022. They had come all the way just for a glimpse of Lord Thyagarajaswamy and His Consort seated in the chariot and also students got a chance to pull the chariot holding the huge ropes about one foot in diameter and 500 m long. It was indeed a rare sight to see the majestic chariot being pulled by thousands of devotees taking turns.



AWARENESS PROGRAM ABOUT CUET EXAMS FOR SCHOOL STUDENTS

The Department of Tourism and Hospitality Management and the Department of Social Work jointly organized a program for Government Higher Secondary School students of Adiyakkamangalam, Thiruvarur to create awareness on Common University Entrance Test(CUET) for the purpose of admission into UG and PG programmes in Central Universities located across the Country on 25 April, 2022. The programme was organized by Vice Chancellor Prof. M. Krishnan and Prof. Sulochana Shekar, Registrar of CUTN, with the help of Organizing Committee Dr. Ankathi Raghu, Associate Professor and Head, Dr. N. Sivakami, Assistant Professor Department of Social Work, Dr. Raja Perumal, Assistant Professor, Dr. K. Kavitha, Assistant Professor, Dr. Vaibhav Bhatt, Assistant Professor and Dr. V. Sivakami, Guest faculty from the department of Tourism and Hospitality Management. The main aim of this programme is to bring awareness among the rural students in and around the university, about the higher education opportunities provided by the central government for uplifting their educational societal and moral values. The programme was coordinated with the help of Mr. Vivekananda, Principal and Mr. K. Ravi of Govt. Hr. Sec. School, Adiyakkamangalam, Tiruvarur.

Awareness programme commenced with the formal introduction by The coordinator Mr. K. Ravi, to the students about the CUTN and the purpose of visit to the school. Dr. N. Sivakami, Assistant professor, Department of Social Work gave a formal introduction the session (Figure 1). Faculties and students of I & II MBA Tourism and Hospitality management and social work visited and engaged themselves in creating awareness among the XII STD students of Government Higher Secondary School Adiyakkamangalam, Thiruvarur.



During the session, Ms. Manochitraa M, and Mr. Manikanta S, II MBA THM students gave a detailed explanation from the introduction of the CUET exam, eligibility of the exam, important dates to be noted, the detailed fee structure, schedule of the examination, the choices of the city which the students can take their exam and also about the features and facilities offered with various programmes of Central University of Tamil Nadu.

They also gave a live session of how to fill the application for the CUET exam and she also cleared what courses can be taken according to the majors selected by the students.

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT
SKILL HUB CUTN
 A special awareness program to crack central university common entrance test
 For Govt. Higher Secondary school students
 adiyakkamangalam, Thiruvavur
 Under the able guidance of Our honourable Vice Chancellor Prof. M. Krishnan
ORGANISING COMMITTEE
 Dr. MANJITHA RAJAN, Assistant Professor and Head
 Dr. A. SWAMIN, Assistant Professor
 Dr. RAJA PERUMAL, Assistant Professor
 Dr. A. RAMESH, Assistant Professor
 Dr. VIDHYA SHREE, Assistant Professor
 Dr. S. SRINIVASAN, Assistant Professor

Dr. Raja Perumal gave a motivational, very interactive and interesting speech to the students, which induced the students to enrol in CUET exam and also gave a great hope in them to appear in the board exams confidently. Also during the programme I MBA students interacted and cleared the doubts raised by the school students.



NEW NAVIGATION 2021

ONLINE GUEST LECTURE SERIES

CENTRAL UNIVERSITY OF TAMILNADU
NEW NAVIGATION' 2021
ONLINE GUEST LECTURE SERIES
TOPIC: INTRODUCTION TO HOSPITALITY MANAGEMENT



WELCOME ADDRESS
 Dr. Ankathi Raghu
 Head of the Department
 Tourism and Hospitality Management



INAUGURAL ADDRESS
 Dr. G. Sudha
 Assistant Professor
 Department of Management



RESOURCE PERSON
 Dr. Duke Thavamin
 Assistant lecturer
 IHM, Bangalore



VOTE OF THANKS
 G. Raagha Ravi
 Department of Tourism and Hospitality Management.

Date: 29/11/2021
 Time: 10:00 A.M
 Link: <http://meet.google.com/jjn-qnlb-igx>

Dr. Duke Thavamin

ORGANIZER
 Dr. P. Raja

CONTRIVER
 A. Geetha
 MBATHM

CENTRAL UNIVERSITY OF TAMILNADU
NEW NAVIGATION' 2021
ONLINE GUEST LECTURE SERIES
TOPIC: HOSPITALITY MANAGEMENT SCENARIO



WELCOME ADDRESS
 DHAKCHAYINI M
 Department Tourism and Hospitality
 Management



RESOURCE PERSON
 DR.D.GUNASEELAN
 Assistant Professor
 Jamal Mohamed College
 Department of tourism and hospitality
 management

VOTE OF THANKS
 IRENE SOPHIA
 Department of Tourism and Hospitality Management

Date: 30/11/2021
 Time: 10:00 A.M
 Link: <http://meet.google.com/jjn-qnlb-igx>

Dr. D. Gunaseelan

ORGANIZER
 Dr. P. Raja

CONTRIVER
 ARUN MURUGAN E
 MBATHM

CENTRAL UNIVERSITY OF TAMILNADU
NEW NAVIGATION' 2021
ONLINE GUEST LECTURE SERIES
TOPIC: CAMPUS ENGLISH TO CORPORATE



WELCOME ADDRESS
 MANOCHITRAA S
 Department Tourism and Hospitality
 Management



RESOURCE PERSON
 T A Munavar Deen
 Former Head of the department of English
 Asmara University, Eritrea, North East Africa



VOTE OF THANKS
 RIYA THOMAS
 Department of Tourism and Hospitality Management

Date: 01/12/2021
 Time: 10:00 A.M
 Link: <http://meet.google.com/jjn-qnlb-igx>

Prof. Munavar Deen

ORGANIZER
 Dr. P. Raja

CONTRIVER
 MANIKANTA S
 MBATHM

CENTRAL UNIVERSITY OF TAMILNADU
NEW NAVIGATION' 2021
ONLINE GUEST LECTURE SERIES
TOPIC: BASICS AND PURPOSE OF ENGLISH COMMUNICATION



WELCOME ADDRESS
 ANUSHA P
 Department Tourism and Hospitality
 Management



RESOURCE PERSON
 Dr. M. DEEPA
 Assistant Professor
 Department of Historical Studies
 JBAS college for women, Chennai



VOTE OF THANKS
 SWETHA K
 Department of Tourism and Hospitality Management

Date: 02/12/2021
 Time: 03:00 P.M
 Link: <http://meet.google.com/jjn-qnlb-igx>


Dr. M. Deepa

ORGANIZER
 Dr. P. Raja

CONTRIVER
 ANANTHU RAVESH
 MBATHM

UGC STRIDE - FIVE DAYS FDP ON TOURISM AND CLIMATE CHANGE

A FIVE DAYS FACULTY DEVELOPMENT PROGRAMME ON TOURISM AND CLIMATE CHANGE-EVIDENCES FROM INDIA

 27 December 2021, 11:00 AM TO 12:00 PM

Inaugural Session

Prayer Song

Welcome Address : Dr. Ankathi Raghu
Associate Professor and Head
Department of Tourism and Hospitality Management
CUTN

Presidential Address : Prof. Dr. M. Krishnan
The Hon'ble Vice-Chancellor, CUTN

Inaugural Address : His Excellency Dr. Keswar Jankee
Ambassador to Mauritius in Russia

Keynote Address : Dr. Aseervatham Achary
Director, Corporate Governance Research Centre, New Delhi
Formerly with Ministry of Environment, Forest and Climate
Change Govt. of India

Felicitations : Prof. Sulochana Shekhar
Registrar, CUTN

Dr. Velmurugan PS
Coordinator, Stride (Component - I) on Climate Change

Vote of thanks : Dr. Vaibhav Bhatt
Assistant Professor
Dept of Tourism and Hospitality Management,
CUTN

Programme Schedule

Date and Time	Speaker	Topic
27/12/2021 11:00 AM to 12:00 PM	Dr. Ankathi Raghu	Climate Change Adaptation and Mitigation - Introduction
27/12/2021 12:00 PM to 01:00 PM	Dr. G. Mahesh Babu	Research Over view on Tourism and Climate Change
28/12/2021 11:00 AM to 12:00 PM	Prof. Sonamya Datta	Climate Change Impacts on Tourism: Building Resilience for Sustainability and Equity
28/12/2021 12:00 PM to 01:00 PM	Dr. Jyotsna Mahan Mishra	Global Warming and Climate Change - Impact on Economy, Environment and Human
29/12/2021 11:00 AM to 12:00 PM	Prof. Manojkumar Babinegowth	Tourism Management and Crisis Communication
29/12/2021 12:00 PM to 01:00 PM	Dr. Vanesa Govezenkovic	Climate Change and Sustainable Tourism
30/12/2021 12:00 PM to 01:00 PM	Dr. Shivam Bhatnagar	Climate change - Impacts on the tourism industry as sustainable issues
31/12/2021 10:00 AM to 11:00 AM	Prof. Azhar Rahman Siddiqui	Role of satellite derived data and Geoinformatics in monitoring and mapping land, water & vegetation with special reference on drought and desertification mapping
31/12/2021 11:00 AM to 12:00 PM	Dr. Vanesa Govezenkovic	Climate Change and Tourism Policy in Different Countries
31/12/2021 12:00 PM to 01:00 PM	Dr. Pranshu Singh	Impacts of Climate Change in Coastal and Marine areas Tourism

Resource Persons



Prof. Manojkumar Babinegowth
Chairperson,
Centre for Media Studies,
Jawahar Nehru University, New Delhi



Prof. Azhar Rahman Siddiqui
Professor & Head,
Department of Geography,
University of Aligarh



Prof. Jyotsna Mahan Mishra
Professor,
Department of Tourism,
MNTU Amarakantak



Prof. Sonamya Datta
Visiting Associate Professor for Advancing
Understanding on Sustainability and Mobility



Dr. Vanesa Govezenkovic
Assistant Professor,
University of Alaba, Nigeria



Dr. Ankathi Raghu
Associate Professor & Head,
Department of Tourism and
Hospitality Management
Central University of Tamil Nadu



Dr. Maheshwar Reddy
Associate Professor,
National Institute of Tourism
and Hospitality Management,
Hyderabad



Dr. Shivam Bhatnagar
Associate professor,
SD Sankya University



Dr. Pranshu Singh
Assistant professor, AMITY University, Noida



Patron
Prof. Sulochana Shekhar
Registrar, CUTN



Dr. Velmurugan PS
Stride (Component - I)
Coordinator



Dr. Ankathi Raghu
Associate Professor and Head
Dept of Tourism and Hospitality Management

Organising Team



Dr. P Raja
Asst Professor
DEPT OF TOURISM AND HOSPITALITY MANAGEMENT



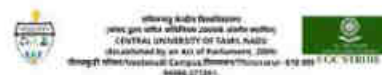
Dr. Kavitha K
Asst Professor
DEPT OF TOURISM AND HOSPITALITY MANAGEMENT



Dr. Vaibhav Bhatt
Asst Professor
DEPT OF TOURISM AND HOSPITALITY MANAGEMENT



Dr. Sivakami V
Asst Faculty
DEPT OF TOURISM AND HOSPITALITY MANAGEMENT



Five Days Faculty Development Programme on

TOURISM AND CLIMATE CHANGE - EVIDENCES FROM INDIA

(DATE: 27TH TO 31ST DECEMBER 2021)

in collaboration with
UGC -STRIDE (Component-I), CUTN
THRUST AREA : CLIMATE CHANGE

Organized By
Department of Tourism and Hospitality Management
School of Commerce and Business Management, CUTN



Chief Patron
Prof. M. Krishnan
Vice Chancellor, CUTN

FOOD FESTIVAL

The theme “Samba” means a variety of rice (in Tamil) this is the special attraction in the food fest, style of dance (in English). When it comes to enjoying the flavours of the south as well as north flavours also, we are no less than traditional natives in celebrating the ‘Food Festival’, an event that provides a common platform for students to interact and enjoy with their faculty members.



Panipuri was prepared by students Mullaiselvan, Manochitraa, Manikanta, and Ganesh. It turned out to be a very popular dish among the students of CUTN. The catch here is to keep the students pre occupied with spot events and help them get a break from monotonous college life.

All put together, the fest was a grand success after having been cancelled for the last two years due to Covid.

X'PEDITION '22 - FRESHERS PARTY

14th March was the fresher’s welcome party which was enthusiastically organized by the senior students and it was called “Xpedition '22”. Prof. Chandra Mohan, Dean of the School of Commerce and Management, Central University of Tamil Nadu, and other department faculty members spoke on the occasion to the students and wished them to aim high and to become great personalities of the nation. Every fresher was welcomed with a rosebud and there were several cultural events like singing, solo dance, group dance, and music. The theme of the party was ethnic wear. The purpose of the Fresher’s party was to make every student feel connected as an integral part of the THM family. Jovial smiles and high spirits marked the welcome party for the new students. The party was organized at the MBA THM seminar hall.



AARAMBH

Aarambh had last been conducted in 2019, after which it had to be cancelled due to covid. This year, the event was back with a bang as every member of the CUTN family eagerly welcomed the event. Aarambh '22 was celebrated in the multipurpose hall with grand decorations. All departments participated in the event. Mr. Surendra from the Department of THM performed a solo dance which was received with great enthusiasm by the audience. Several other students from the Department performed traditional and western dances. The participation of the staff members was noteworthy, and helped make the event such a grand success.

Solo and group dances, singing, and skits were just a few of the performances at Aarambh '22. It was indeed a memorable night for every student and staff member present.

ALOHA '22 - FAREWELL PARTY

First-year MBA THM students planned a farewell party for post graduating students in 2022, which was followed by a number of cultural activities. Prof. Dr. Chandra Mohan is the Dean of the department of management studies and the attendance of Dr. Ankathi Raghu, Dr. P. Raja, Dr. Kavitha, Dr. Vaibhav Bhatt, and Dr. Shivakami V. at the goodbye party's inaugural ceremony added charm. The event took place on May 14, 2022. The colour black served as the party's motif. The MBA THM conference hall served as the event's location. Balloons of various colours had been used to create an arch and to decorate the halls. Both the departing class and the professors agreed that it was a day to remember. While taking photos around the grand campus, students were filled with emotion and memories.



NOTRE AVENTURE - A DAY IN KARAIKAL

Karaikal a beach town in the Union Territory of Pondicherry is situated at a distance of 40.6 km from Thiruvavarur. The town with its British and Dutch past is rich with its architecture, beaches, and places of worship.

The Journey

Starting from Thiruvavarur Railway Station, the journey began at 9 am. Being a group of travel enthusiasts, we enjoyed the journey. We had fun playing games and seeing the beautiful landscapes. Reaching there, we started off to the Church and then the lighthouse. It was extreme bliss to experience the architecture there and tracing the history left behind by the colonial rulers. The land which is now famous for the Arabic cuisine and especially Mandhi, has various restaurants that serve them. We had our lunch from one of the restaurants and it was the best one we had, being extremely delicious. The beach was the most attractive, along with the sunset, which was magnificent.

Location Highlights

Karaikal Beach

Dutch Church

Karaikal Ammaiyar Temple

Karaikal Ashok Beach Resort

Dutch Fort

Vait Al- Mandhi



PLACEMENT DETAILS

1. A Shahin - Voye Homes, Kerala
2. Ananthu Ramesh - Voye Homes, Kerala
3. Anusha P - Voye Homes, Kerala
4. Aswathi K - Voye Homes, Kerala
5. Dholvan Srikanth - LGT Holidays, Chennai
6. Irene Sophia - SOTC, Bengaluru
7. Manikanta S - Pickyourtrail, Madurai
8. Manochitraa - Pickyourtrail, Madurai
9. Mullaiselvan - Thalapakatti Hotels, Coimbatore
10. Ragul R - LGT Holidays, Chennai

DEPARTMENT ACTIVITIES GALLERY



THM students with Hon'ble Vice Chancellor Prof. M. Krishnan at 'Pariksha Pe Charcha 2022.'



Celebration to mark the re-commencement of offline classes after the lockdown



Faculty members take the Oath Against Corruption



Students and staff organizing hospitality at the National Education Policy Conference



The Hon'ble Vice Chancellor and students at the grand lunch to appreciate the THM Department for excellent management of the NEP Conference



1st year MBA THM students with Dr. Kavitha on Ethnic Day



Teaching Faculty of the Department



2nd year MBA THM students at UN World Heritage Site Thanjavur



Dr. P Raja training hospitality staff at Industry Interaction Centre



Senior students welcoming the freshers