

தமிழ்நாடு மத்தியப்
பல்கலைக்கழகம்



**CENTRAL
UNIVERSITY OF
TAMIL NADU**

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विश्वविद्यालय

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THE OFFICIAL NEWSLETTER OF
THE DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

MESSAGE FROM THE HEAD OF THE DEPARTMENT



I'm excited to introduce the most recent issue of YATHIRAI, the department's newsletter for tourism and hospitality management. This edition details the vitality and development of our department over the last year, highlighting important activities. It offers a priceless platform for our talented students to shine, and they have definitely taken advantage of this chance. I warmly congratulate the editorial team for their exceptional work in publishing this issue of yaathirai. I also wish our students the best of luck in their future desires. I sincerely hope you like the read, dear readers!

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- Mr. Sadanandam
- Mr. Sarath Chandrar

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ABOUT THE UNIVERSITY

In 2009, the Government of India laid the foundation for the Central University of Tamil Nadu, setting a transformative course for higher education accessibility. Through an Act of Parliament, the university was established along with eight other Central Universities, aiming to empower students especially from marginalized communities. Initially starting with just eight students in M.A. English Studies, the institution began its journey at the Collectorate Annexe in Thiruvarur, 60 kilometers east of Thanjavur. However, today, it stands majestically by a tributary of the renowned river Cauvery, a mere seven kilometers northwest of Thiruvarur. Our commitment to comprehensive education is evident in the vast array of 64 academic programmes we offer, tailored to cater to different interests and aspirations. Among these are 29 research programmes, 22 specialized programmes, 6 integrated programmes, 2 undergraduate programmes, and several PG diploma courses. Through strategic collaborations with prestigious institutions such as the Sardar Vallabhbhai Patel International School of Textiles & Management, Coimbatore, and the Salim Ali Center for Ornithology and Natural History (SACON) in Coimbatore, CUTN extends its academic reach even further, providing undergraduate and postgraduate programs through industrial and institutional partnerships. Moreover, the Central University of Tamil Nadu houses a Community College, providing B.Voc Programmes, along with various certificate and diploma programmes to cater to diverse educational needs.



COURSES OFFERED

The University has established 13 Schools under which 28 Departments function. University offers 61 academic programmes including 29 research programmes, 22 programmes, 6 integrated programmes, 2 undergraduate programmes, apart from 2 PG diploma courses. In addition, undergraduate program and postgraduate programs are offered in collaboration Sardar Vallabhbhai Patel International School of Textiles & Management (SVPISM), Coimbatore and Salim Ali Centre for Ornithology and Natural History (SACON), Coimbatore through MoU with CUTN. Further, the University also offers nearly 20 courses through the Community College.

ABOUT THE DEPARTMENT

The Department of Tourism and Hospitality Management at the Central University of Tamil Nadu (CUTN) is a prestigious institution dedicated to advancing the realms of hospitality and tourism education. Established in 2019 under the esteemed School of Commerce and Management, our department stands as a shining beacon of excellence in this ever-evolving field. At the core of our department's mission lies an unwavering commitment to academic excellence. We believe that the foundation of a successful career in hospitality and tourism begins with a comprehensive and rigorous education. With this belief, we have meticulously crafted our academic programs to encompass the latest industry trends, global best practices, and a strong theoretical framework. Our faculty members, a blend of seasoned industry experts and dedicated academic scholars, are the driving force behind our commitment to providing world-class education. Innovation is the lifeblood of the hospitality and tourism industry. To prepare our students to excel in this fast-paced and ever-changing sector, we infuse our curriculum with innovation and creativity. We encourage students to think critically, embrace new technologies, and develop innovative solutions to industry challenges. Whether it's exploring sustainable tourism practices or harnessing the power of digital marketing in hospitality, we equip our students with the skills to lead and adapt in an innovative world. We understand that success in the tourism and hospitality industry goes beyond just academic knowledge. It requires a holistic approach to development. Therefore, we take pride in nurturing not only the intellectual growth of our students but also their personal and professional development. Our programs emphasize soft skills, leadership qualities, and cultural awareness, ensuring that our graduates are well-rounded individuals ready to thrive in diverse and multicultural environments.

ABOUT THE PROGRAMS

The MBA program in Tourism and Hospitality Management spans two intensive years, aiming to nurture innovation and leadership traits in students while enhancing their employability and entrepreneurial opportunities in the ever-changing industry. Employers hold the program in high regard due to its well-organized curriculum, proficient faculty, innovative teaching approaches, and industry partnerships, providing a mix of theoretical knowledge, practical applications, and hands-on experiences. Graduates hone critical thinking abilities, empowering them to plan careers independently and manage businesses effectively. The program inspires students to delve into fresh knowledge and chase ambitious career aspirations in the diverse fields of tourism and hospitality.

Students who have obtained a bachelor's degree in any discipline from an accredited university using the minimum 10+2+3 system and who received at least 50% of the possible points or an equivalent grade overall. Candidates from SC and ST are eligible for a 5% minimum mark relaxation. Candidates who have appeared for the final exams but are awaiting results may still be provisionally admitted for the entrance test, if one is required. However, they must present proof of successful completion of the required coursework at the time of admission.

INTER UNIVERSITY COMPETITION

Students participated in the inter-university competition which was conducted by the Department of Tourism Management, Madras Christian College and Indian Institute of Tourism and Travel Management, Chennai. The students of the Department won several prizes in various competition conducted by MCC in the month of September, 2019.



STUDENTS VISIT TO UNESCO WORLD HERITAGE SITE OF MAHABALIPURAM

The Department of Tourism and Hospitality organized an enriching educational visit to the UNESCO World Heritage Site of Mahabalipuram for its students. The purpose of this excursion was to provide students with a practical understanding of historical and cultural aspects, which are essential for their studies in the field of tourism and hospitality. The visit began with a guided tour of the historic monuments and sculptures of Mahabalipuram, which provided students with insights into the rich cultural and historical heritage of the region. Students had the opportunity to admire and learn about the intricate architectural details of the famous Shore Temple, Pancha Rathas (Five Rathas), and the Arjuna's Penance, among other notable structures. The visit also included interactions with local artisans and cultural performances, giving students a taste of the local traditions and crafts. Students had the chance to network with professionals in the field of tourism and hospitality during the visit, which can be beneficial for future career opportunities. Faculty members provided contextual information and facilitated discussions on the significance of preserving and promoting UNESCO World Heritage Sites, aligning with the students' academic pursuits.



VOLUNTEERING AT THYAGARAJA TEMPLE: A SWACHCHATA ACTION

PLAN INITIATIVE

The Swachhta Action Plan by the Ministry of Tourism, Government of India, is an initiative aimed at promoting cleanliness and hygiene at tourist destinations across the country. It focuses on ensuring that these locations remain attractive, safe, and welcoming for both domestic and international tourists. The plan emphasizes regular maintenance and cleanliness of popular tourist spots, including historical sites, monuments, beaches, and heritage cities. It involves launching public awareness campaigns to educate tourists and local communities about the importance of cleanliness and responsible tourism. The plan may also include upgrading facilities, waste management systems, and sanitation services at tourism sites to enhance the overall visitor experience. Engaging local communities, NGOs, and volunteers, as seen in your case with student volunteers at Thyagaraja Temple, to actively contribute to maintaining cleanliness. Promoting sustainable practices, including waste reduction, recycling, and environmentally friendly tourism, to ensure long-term preservation of these destinations.

The Thyagaraja Temple, located in Thiruvarur, Tamil Nadu, is one of the most renowned and historically significant temples in India. Here's an overview of the temple, its significance, and the need for volunteer efforts: Thyagaraja Temple is dedicated to Lord Thyagaraja, a form of Lord Shiva. It has a rich history that dates back centuries, making it a key religious and cultural landmark in South India. The temple's architecture, intricate carvings, and religious festivals contribute to its historical and artistic importance. The temple is a place of worship and pilgrimage for devotees of Lord Thyagaraja. It is renowned for its unique deity, which is depicted as a reclining Lord Shiva in a yoga posture, known as "Ananda Tandava." This representation holds significant religious and spiritual significance. Thyagaraja Temple is not just a religious site but also a hub of cultural activities. It hosts classical music and dance performances, particularly during the Thyagaraja Aradhana festival, attracting artists and enthusiasts from all over the country. Given its historical and cultural significance, the Thyagaraja Temple requires meticulous upkeep and maintenance. Volunteer efforts play a crucial role in preserving the temple's heritage, ensuring that it remains a symbol of India's rich culture and history. Temples, especially those of great significance like Thyagaraja Temple, attract a large number of visitors and devotees. Maintaining cleanliness and hygiene is paramount to provide a positive experience for tourists and worshippers. As a major tourist attraction, Thyagaraja Temple can benefit from volunteer initiatives to promote responsible tourism. Volunteers can assist in raising awareness among visitors about the importance of respecting the temple's cultural and religious sanctity and maintaining cleanliness. Engaging student volunteers or local communities in temple upkeep not only fosters a sense of ownership but also strengthens the bond between the temple and the surrounding area, leading to a more harmonious relationship.

