

தமிழ்நாடு மத்தியப்
பல்கலைக்கழகம்



CENTRAL
UNIVERSITY OF
TAMIL NADU

तमिलनाडु केन्द्रीय
विश्वविद्यालय

ESTABLISHED BY

AN ACT OF PARLIAMENT IN 2009

YAATHIRAI 2021

THE OFFICIAL NEWSLETTER OF
THE DEPARTMENT OF TOURISM AND
HOSPITALITY MANAGEMENT

*'Stay Informed
Stay
Empowered'*

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MESSAGE FROM HOD



Dear Yathirai Readers,

I'm thrilled to share the latest from our MBA Tourism and Hospitality department. Our students are embracing innovation, sustainability, and global trends in the industry. Stay tuned for inspiring stories, research insights, and the future of tourism and hospitality. Thank you for your continued support.

Warm regards,

DR. ANKATHI RAGHU

Head of MBA Tourism and Hospitality Department

EDITORIAL TEAM

CHIEF EDITOR - DR. ANKATHI RAGHU

EDITORIAL TEAM - DR. P. RAJA, DR. K KAVITHA, DR. VAIBHAV BHATT

STUDENT EDITORS - MUHAMMED ASHIF & MUHAMMED SHIYAS M

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Central University of Tamil Nadu



The Central University of Tamil Nadu, often abbreviated as CUTN, is a prestigious institution of higher education located in Thiruvarur, Tamil Nadu, India. Established in 2009, it is one of the 15 central universities in India under the purview of the Ministry of Education. The university is known for its commitment to providing quality education and conducting research in a variety of fields.

Academically, CUTN offers a range of undergraduate, postgraduate, and doctoral programs across various disciplines, including arts, science, social science, humanities, and technology. The university has different schools and departments, each specializing in specific areas of study. This diverse academic structure ensures that students have access to a comprehensive education

The university places a strong emphasis on research and innovation. Its faculty members are actively involved in cutting-edge research projects, and students are encouraged to participate in research activities from the early stages of their education. CUTN's research centers and laboratories are well-equipped to facilitate innovative research in fields such as science, technology, and social sciences.

In conclusion , the Central University of Tamil Nadu is an institution that embodies the ideals of quality education, research, and community engagement. It has carved a niche for itself in the Indian higher education landscape and continues to evolve as a center for excellence in various academic domains. CUTN stands as a testament to the rich heritage and academic vibrancy of Tamil Nadu, providing students with a platform for personal and intellectual growth while contributing to the overall development of the region.

ABOUT DEPARTMENT

The MBA Tourism and Hospitality department at the Central University of Tamil Nadu (CUTN) is a distinguished and specialized program that focuses on preparing students for dynamic careers in the rapidly growing tourism and hospitality industry. Known for its commitment to academic excellence, this department offers a comprehensive curriculum that covers various aspects of tourism management, hotel administration, and hospitality services. The program emphasizes a balance of theory and practical knowledge, ensuring that students are well-equipped with the skills necessary to excel in this competitive field. With dedicated faculty, modern infrastructure, and industry collaborations, the MBA Tourism and Hospitality department at CUTN stands as a beacon for those seeking a promising career in the hospitality and tourism sector, offering a pathway to leadership roles in hotels, resorts, event management, and travel agencies.

ABOUT PROGRAMME

The MBA Tourism and Hospitality program at the Central University of Tamil Nadu is a well-regarded offering that blends business acumen with the intricacies of the dynamic tourism and hospitality industry. This program equips students with a deep understanding of management principles specific to this sector, covering topics such as hotel and resort management, sustainable tourism practices, and customer service excellence. The curriculum is designed to foster critical thinking and problem-solving skills, ensuring that graduates are well-prepared to navigate the complexities of the global tourism landscape. With a strong emphasis on industry exposure, internships, and practical training, students have the opportunity to gain real-world experience in various hospitality establishments. The program's holistic approach, combined with CUTN's academic excellence, makes it an attractive choice for those aspiring to excel in the thriving tourism and hospitality sector.

STRIDE PROJECT

ABOUT CUTN

Central University of Tamil Nadu (CUTN) is an institution of higher education established by an Act of Parliament in 2009. The University aims at the fashioning of an enlightened society founded on a relentless pursuit of excellence through innovation in teaching-learning process, interdisciplinary studies and research. With a host of the diversified integrated postgraduate, postgraduate, doctoral programmes and diploma and certificate courses of community college both already rolled out and, on the anvil, the University has been keen to stay abreast of the ever expanding academic frontiers. The University is also participating in the MHRD initiative of Direct Admission of Students Abroad (DASA). The University, with the active support of students, faculty, and the administrative staff endeavours to ensure optimal environmental backing conducive to learning.

ABOUT STRIDE PROJECT ON CLIMATE CHANGE

Climate Change is considered to be one of the most important factors affecting the sustainable and equitable development around the world and particularly in India. Climate Change is much newer discipline, the teaching and research in Climate Change needs a significant importance to make our students commonly aware of the negative implications.

As the part of UGC STRIDE project on Climate Change the five days awareness programme is organised in association with department of Tourism and Hospitality Management to make the participants understand the cause, effect, policy and law relating to global climate change and its impact on tourism sector. This five days workshop will familiarize the participants with development of climate change mitigation at the interanational and Indian perspective with respect to Tourism sector.

ABOUT THE DEPARTMENT

The Department of Tourism and Hospitality Management was established in the year 2019, under the School of Commerce and Management. The department is one among the newly established departments of the University and offers MBA and Ph.D in Tourism and Hospitality Management. The department is equipped with state of the art facilities and aspires to become the apex institution in the field of tourism and hospitality education in the country by not only providing the skilled human resource in sync with the needs of the industry but also emerging as the centre for tourism and hospitality research

Targeted Participants

Research scholars, Faculty members and Industry Professionals

Certificate

E Certificate shall be issued to the participants who registered and Secured 80 % attendance during the Programme

Registration fees and Link

There is no registration fees to participate in the programme

Link: <https://forms.gle/HeDRN4LwhLGPmdq88>

Registration should be done on or before 25th December 05.00Pm

Contact

Dr. Sivakami V
Programme Coordinator
Email: cutn.dthm@gmail.com



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
GUEST FACULTY
DEPT OF TOURISM AND HOSPITALITY MANAGEMENT

5 DAYS FDP ON TOURISM AND CLIMATE CHANGE

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. O. Mahendar Reddy	Research Over view on Tourism and Climate Change
28/12/2021 11.00 Am to 12.00 PM	Prof. Soumya Dutta	Climate Change Impacts on Tourism: Building Resilience for Sustainability and Equity
28/12/2021 12.00 PM to 01.00 PM	Dr. Jitendra Mohan Mishra	Global Warming and Climate Change – Impact on Economy, Environment and Human
29/12/2021 11.00 Am to 12.00 PM	Prof. Manukonda Rabindranath	Tourism Management and Crisis Communication
29/12/2021 12.00 PM to 01.00 PM	Dr. Vanessa Gowreesunkar	Climate Change and Sustainable Tourism
30/12/2021 12.00 PM to 01.00 PM	Dr. Shivam Bhartiya	Climate change - Impacts on the tourism industry in mountain areas
31/12/2021 10.00 Am to 11.00 AM	Prof. Azizur Rahman Siddiqui	Role of satellite derived data and Geoinformatics in monitoring and mapping land, water & vegetation with special reference on droughts and desertification mapping
31/12/2021 11.00 Am to 12.00 PM	Dr. Vanessa Gowreesunkar	Climate Change and Tourism Policy in Different Countries
31/12/2021 12.00 PM to 01.00 PM	Dr. Pramendra Singh	Impacts of Climate Change in Coastal and Mountainous Tourism

Resource Persons



Prof. Manukonda Rabindranath
Chairperson,
Centre for Media Studies,
Jawaharlal Nehru University, New Delhi



Prof. Azizur Rahman Siddiqui
Professor & Head
Department of Geography,
University of Allahabad



Prof. Jitendra Mohan Mishra
Professor
Department of Tourism
IGNTU, Amarkantak



Prof. Soumya Dutta
Trustee, Museum (Movement for Advancing
Understanding on Sustainability and Mutualities)



Dr. Vanessa Gowreesunkar
Anant National University,
University of Africa, Nigeria



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



Dr. Mahendar Reddy
Assistant Professor,
National Institute of Tourism
and Hospitality Management,
Hyderabad



Dr. Shivam Bhartiya
Assistant professor,
GD Goenka University



Dr. Pramendra Singh
Assistant Professor,
Department of Tourism and
Hospitality Management,
Central University of Tamil Nadu



சீர்தரம் & உயர் கல்வியை
(www.cutn.ac.in) (ஆண்டு 2009-ம் ஆண்டு)
CENTRAL UNIVERSITY OF TAMIL NADU
(Established by an Act of Parliament, 2009)
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04366-277261



Five Days Faculty Development Programme on

TOURISM AND CLIMATE CHANGE - EVIDENCES FROM INDIA

(DATE: 27TH TO 31ST DECEMBER 2021)

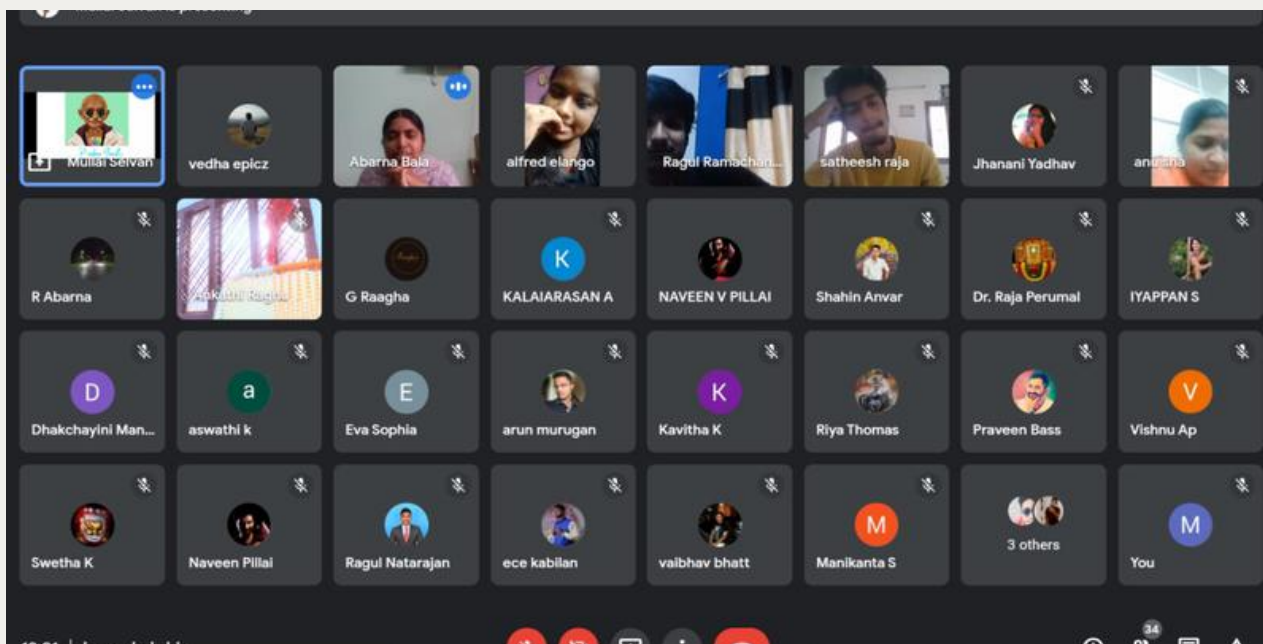
in collaboration with
UGC -STRIDE (Component-I), CUTN
THRUST AREA : CLIMATE CHANGE

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



Chief Patron

FAREWELL PARTY FOR THE BATCH 2019-2021



The Central University of Tamil Nadu's Department of MBA Tourism and Hospitality Management conducted an online farewell event for the batch of 2019 to 2021, celebrating the achievements and bidding farewell to the graduating students. The event was a poignant and memorable affair, bringing together faculty, staff, and students virtually to mark the end of an important chapter in the students' academic journey. The program featured heartfelt speeches from faculty members, reminiscences from the graduating students, and entertaining activities that allowed for virtual bonding and celebration. Despite the challenges posed by the online format, the farewell was a touching and successful tribute to the graduating class, highlighting the resilience and adaptability of the university community during challenging times.

FRESHERS PARTY



The fresher's welcome party on 14th March was thrown by the senior students with enthusiasm. It was called "Xpedition 22". Prof. Chandrasekaran, Dean, Central University's School of Commerce & Management, and other departmental faculty members interacted with the students and encouraged them to strive for excellence and to become great leaders of the nation. Each fresher got a rosebud. There were several cultural activities such as singing, solo dancing, group dancing, and music. Ethnic wear was the theme of the party. The goal of the freshers' welcome party was to make each student feel like an integral part of THM's family. Jubilant smiles and good vibes greeted the new students during the welcome party. The party was held at MBA THM Seminar Hall.

AWARENESS CLASS



The Department of Tourism & Hospitality Management & Department of Social Work collaborated to organize a program for the students of Government Higher Secondary School of Adiyakamangalam in Thiruvavur. The aim of the program was to provide information to the rural students regarding the higher education opportunities offered by the central government, with the aim of raising their educational morale and social values. The event was organized by Vice-Chancellor Prof. M.Krishnan and Prof.Sulochana Shekar of the CUTN, in collaboration with the Organizing Committee, Dr.Ankhathi Raghu, Associate Professor & Head, Dr.V.Bhatt, Dr.Raja Perumal & Dr.K.Kavitha Assistant Professors &, Dr.N.Sivakami Guest Faculty

The awareness programme kicked off with a formal introduction by the coordinator Mr.K. Ravi, who informed the students about CUTN as well as the purpose of visiting the school. Dr.N.Sivakami (Deputy Professor, Social Work), Assistant Professor, Department of Tourism & MBA Tourism & Hospitality Management & Social Work visited the school and interacted with the students to create awareness among them. During the programme, The MBA students addressed the doubts of the school students and encouraged them to enroll in the CUET exam. Dr.Raja Perumal then delivered a motivational, interactive and exciting speech to motivate the students and gave them the confidence to appear for the board exams.

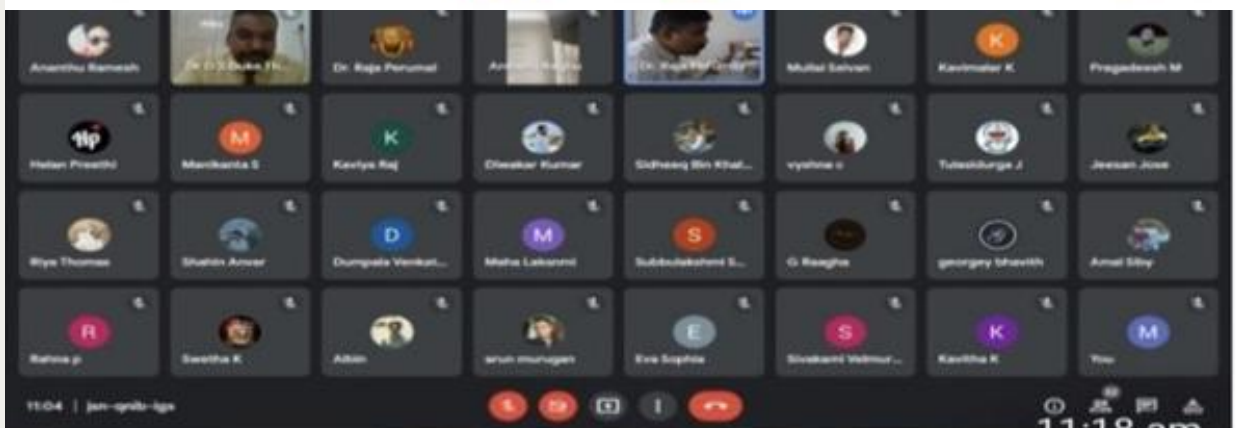
ONLINE GUEST LECTURES SERIES FOR STUDENTS

The Central University of Tamil Nadu's MBA Tourism and Hospitality Department hosted a remarkable online guest lecture series in 2021, featuring prominent speakers and experts in the field. The esteemed Chief Guest for the event was Dr. DS Duke Thavamin from IHM Bangalore, whose insights and experiences in the hospitality industry added tremendous value to the program. Alongside him, Dr. Raja Perumal and Dr. Kavitha K, distinguished scholars in the field, also actively participated in the series. Their contributions enriched the discussions and provided students and participants with valuable perspectives on the dynamic world of tourism and hospitality. This program was a significant knowledge-sharing platform and a testament to the department's commitment to fostering excellence in this sector.

S.No	Date	Topic	Guest Speaker	Time	Audience
1.	29/11/2021	Introduction to Hospitality Management	Dr. Duke Thavamin, Asst Lecturer (IHM, Bangalore)	10.00Am to 11.30AM	I & II MBA Tourism and Hospitality Management
2.	30/11/2021	Hospitality Management Scenario	Dr.D.Gunaseelan, Asst Professor, Department of Tourism and Hospitality Management Jamal Mohamed College, Trichy	10.00Am to 11.30AM	I & II MBA Tourism and Hospitality Management
3.	30/11/2021	Basics and Purpose of English Communication	Dr.M.Deepa Asst Professor, Department of Historical studies JBAS college for Women, Chennai	03.00 to 04.30PM	I & II MBA Tourism and Hospitality Management
4.	01/12/2021	Campus English to Corporate	Prof.Dr.Munavar Deen Former Head, Department of English, Asmara University, East Africa	10.00Am to 11.30AM	I & II MBA Tourism and Hospitality Management

The Department of Tourism and Hospitality Management Organized Online guest lecture series for students from 29/11/2021 to 01/12/2021

Students Attending The Guest Lecture Series ON 29/11/2021



THANJAVUR



Thanjavur, also known as Tanjore, is a historic city located in the Indian state of Tamil Nadu. It is renowned for its rich cultural heritage and historical significance. Thanjavur was once the capital of the Chola dynasty, one of the most powerful and influential dynasties in South Indian history. The city is famous for its remarkable contributions to art, architecture, and literature, particularly during the Chola period. The Brihadeeswarar Temple, also known as the Big Temple, is the most iconic landmark in Thanjavur. This magnificent temple is a UNESCO World Heritage Site and is known for its towering 13-story vimana (temple tower) and intricate stone carvings. It stands as a testament to the architectural and artistic prowess of the Chola dynasty. Thanjavur is also celebrated for its classical arts, especially classical Carnatic music and Bharatanatyam dance. The city has produced numerous renowned musicians, dancers, and scholars who have enriched these art forms. The region is agriculturally significant, with the Cauvery Delta playing a vital role in rice cultivation. Thanjavur is often referred to as the "Rice Bowl of Tamil Nadu" due to its importance in rice production. In addition to its cultural and historical attractions, Thanjavur is a vibrant city with a mix of traditional and modern elements. It remains a significant center for art, religion, and education in South India.

INAUGURATION DAY



The Department of MBA Tourism and Hospitality Management hosted a warm and welcoming program to celebrate the return of students to the campus after the challenging period of COVID-19. This marked the first day of offline classes for the students, and the presence of esteemed faculty members added to the excitement of the occasion. Dr. Ankathi Raghu, Dr. P. Raja, Dr. K. Kavitha, Dr. Vaibhav Bhatt, Dr. G. Sudha, and Dr. Sivakami V, all Associate Professors, graced the event with their wisdom and guidance. The program symbolized a fresh start, emphasizing the importance of in-person learning and fostering a sense of community within the department, as students and faculty reunited with enthusiasm and optimism for the future.

DEPARTMENT ACHIEVEMENTS & PHOTO GALLERY

CLASS TOPPER OF MBA THM 2019-2021 BATCH



SI.NO	ACADEMIC YEAR	PROGRAMME	REGISTER NUMBER	NAME OF THE STUDENT	CGP A	RANK
1.	2019-2021	MBA TOURISM AND HOSPITALITY MANAGEMENT	P192401	ABARNA.B	9.5	1ST RANK (GOLD MEDALIST)

MBA THM MANOCHITRAA WON 1ST PRICE IN ONLINE PONGAL CELEBRATION



PLACEMENT DETAILS

No.	Reg. No.	Student Name	Working	Studying	Others	Company Name/ Organisation	Designation	Place	Salary	Supporting Documents
1	P192401	ABARNA B	Homemaker							
2	P192402	ABARNA R								
3	P192403	DINESH C	Yes	-	-	Dgigame Infotech Solutions Pvt Ltd.		Madurai		https://drive.google.com/file/d/11UllvpyjyO_zlLa4PXvCh4GIC1irTk8a/view?usp=sharing
4	P192404	IYAPPAN S	Not working							
5	P192405	JENIFER ALFRAD E	Yes	-	-	Diamond Pick	Junior Executive-Recruitment	Chennai	260000	https://drive.google.com/file/d/12hKc1rFdrYDcx7CbjCGAzi36_sJHtkN4/view?usp=sharing
6	P192406	JHANANI R L	Yes	-	-	Ashok Travels Private Lmt, Coimbatore	Business Development Executive	Coimbatore		
7	P192407	KALAIARASANA A	Yes	-	-	Pickyourtrail				
8	P192409	NAVEEN V	Yes	-	-	Behar Technology Pvt. Ltd.,	District Notification writer - Tamil		348000	https://drive.google.com/file/d/1ETsGlcCmDp3e no7LwGts5HCYRailFWzG/view?usp=sharing
9	P192410	PARTHIBAN K								
10	P192411	PRAVEEN B	Yes	-	-	Aspire plus Ltd.	Health Care Assistant	Cambridge	2695000	https://drive.google.com/file/d/1PraWXvoN14lycl k6jSK2wIazq tzoFlpP/view?usp=sharing
11	P192412	RAGUL N	Yes	-	-	Sadhguru Surgical Private Limited	Accountant			
12	P192413	RATHIKA R								
13	P192414	SATHEES RAJA K S		Yes		University of Portsmouth	Student	Portsmouth, UK	-	https://drive.google.com/file/d/1_190Z4rWfMtnD2Ln5YKwbUvZAOGHqVL/view?usp=sharing
14	P192416	VEDHAMUNI M			Entrepreneur	Fairytale Voyage	Managing Partner	Tiruppur		https://drive.google.com/file/d/1iWghNGXvbovJF2BxcUfnjlmjQSa89ki/view?usp=sharing

PHOTO GALLERY



