

CENTRAL UNIVERSITY OF TAMILNADU

YATHIRAI



AUGUST 2023



**The Official News
Letter of The
Department of
Tourism and
Hospitality
Management**



NEWS LETTER

AUGUST 2023

TOURISM AND HOSPITALITY MANAGEMENT



EDITORIAL TEAM

Chief Editor - Dr. Ankathi Raghu

Editorial Team - Dr. P. Raja, Dr. K Kavitha, Dr. Vaibhav Bhatt

Student Editors- Sabareesh Naik, Gayathri

Co-editors - Arathi and Thaniya

Proofreading - John Henry and Ragha

Photography - Ashif and Santhosh

Layout & Design - Anil and Abhishek

Contributors - Athira, Nafih and Sherbin

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The Tourism and Hospitality department is a dynamic, professional, and interdisciplinary field that radiates enthusiasm and engagement in an extensive array of activities. It encompasses everything from expert training programs to interesting and amazing cultural and educational trips for students.



We have effectively organized industry-oriented programs for students, such as engaging interactions with international professionals, industry experts and stimulating research bootcamps designed to nurture emerging scholars, among other initiatives.

We have embarked on exciting journeys to discover numerous tourist attractions in and around Tamil Nadu. The captivating stories of these experiences eagerly await your exploration within this newsletter. Dive in to uncover more!





MESSAGE FROM THE HEAD OF THE DEPARTMENT

I am delighted to introduce the latest edition of Yathirai, the Department of Tourism and Hospitality Management's newsletter. This edition vividly portrays the vitality and evolution of our department over the past year, highlighting key activities. It provides a valuable platform for our talented students to shine, and they have certainly capitalized on this opportunity.

I extend my warm congratulations to the editorial team for their outstanding work in producing this issue of Yathirai. I also extend my best wishes to our students for their future endeavours. To our cherished readers, I hope you enjoy the read!

Best regards

Dr. Ankathi Raghu



ABOUT THE UNIVERSITY

The Central University of Tamil Nadu was established in 2009, alongside eight other Central Universities, as mandated by an Act of Parliament. This initiative was a significant step by the Central Government to broaden access to higher education, particularly for individuals from disadvantaged backgrounds.

The university commenced its operations in November 2009 with an initial enrollment of just eight students in the M.A. English Studies program. Initially, it was located at the Collectorate Annexe in Thiruvarur, situated 60 kilometers east of Thanjavur. However, today, the university is situated in a prominent location, nestled along a major tributary of the renowned Cauvery river, approximately seven kilometers northwest of Thiruvarur.

The university's campuses are divided by the River Vettaaru. The Nagakudi campus accommodates faculty and staff quarters, a guest house, and Kendra Vidyalaya on the north bank, while the Neelakudi campus, located on the south bank, houses lecture halls, a library, laboratories, administrative facilities, an auditorium, and student hostels. Both campuses are enveloped by extensive, lush paddy fields, providing a serene and secluded environment, far removed from the hustle and bustle of urban life.

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 has swiftly garnered a strong reputation as a hub for cultivating proficient and dynamic professionals in the travel and hospitality sector, all within a brief three-year span. Currently, we offer a two-year MBA program in Tourism & Hospitality Management, as well as a PhD program.

Our department boasts a diverse and experienced faculty team hailing from various domains of tourism, blending academia and industry expertise. We have successfully organized two national-level conferences and our faculty members have actively participated in numerous national and international conferences and seminars.

Our department's core values center on nurturing top-tier travel professionals who are conscious of environmental, social, and economic sustainability. Our curriculum is meticulously designed with valuable insights from industry and academic experts. Beyond rigorous classroom learning, our students benefit from internship programs, hands-on project work, and personalized career guidance, ensuring they are well-prepared to tackle contemporary challenges.

SCOPE

The travel and tourism industry, alongside its related sectors, is poised for significant growth in the coming years. Jobs in this high-paying industry promise excitement and adventure. In India, the tourism sector aims to generate 46 million job opportunities by 2025.

The MBA in Tourism & Hospitality Management is designed to empower students who aspire to build their careers and expertise in the Tourism and Hospitality sector. The program focuses on acquainting students with real-world operations, business strategies, and marketing of tourism and hospitality products and services. A wide array of job opportunities awaits graduates, ranging from overseeing various aspects of tourism and hospitality businesses to specific managerial roles such as Front Office Manager, Tour Manager, Sales, Marketing, and HR positions.

Swachhata Pakhwada '22



CENTRAL UNIVERSITY OF TAMIL NADU
(Established by an Act of Parliament in 2009)
SCHOOL OF COMMERCE AND MANAGEMENT STUDIES

DEPARTMENT OF
TOURISM AND HOSPITALITY MANAGEMENT



Under the Aegis of
Prof. M. Krishnan
Vice Chancellor, CUTN

Cordially Invites One and All to

SWACHHATA PAKHWADA '22

Cleaning of University Guest House Premises

30 September, 2022

11:00 AM

Organizing Committee



Dr. Ankathi Raghu
Associate Professor
Head of the Department



Dr. P. Raja
Assistant Professor



Dr. K. Kavitha
Assistant Professor



Dr. Vaibhav Bhatt
Assistant Professor



Mr. Shreeansh Mishra
Assistant Professor



John Henry V M
PhD Scholar

All are Welcome

Freshers Party - "AAGAZ"



The Freshers Party, themed "AAGAZ," held on February 27, 2023, at the Department of Tourism & Hospitality Management was a grand and vibrant event. The evening was filled with excitement, camaraderie, and entertainment, marking the beginning of a new chapter for our freshers.

The event commenced with an auspicious inauguration by our esteemed Head of the Department, Ankathi Raghu, alongside other faculty members. They extended their warm wishes to the new entrants, setting the stage for the evening.

Faculty members delivered inspirational speeches, highlighting the department's core values and emphasizing the students' role in shaping their careers in the field of Tourism and Hospitality Management.

Freshers shared their expectations and views about the department, expressing their enthusiasm and eagerness to embark on this academic journey.

The evening featured a delightful array of activities, including cultural songs, dance performances, musical interludes, and engaging games like balloon blasting, saree draping, couple dance, and a spirited ramp walk.

Amidst all the entertainment, attendees enjoyed scrumptious snacks, featuring a delectable Black Forest cake and refreshing drinks.

For dinner, everyone relished a flavorful Egg Biryani and cool drinks, making the culinary experience truly memorable.

The party concluded with the much-anticipated prize distribution, where Mr. Fresher Sabareesh Naik and Mrs. Fresher Arathi were crowned as the winners.

As the event drew to a close, the final group photo was taken, capturing the cherished moments shared by faculty, seniors, and juniors. The evening was a resounding success, marking a joyful beginning for the freshers in the department.

Tiruvarur Chariot Festival



The Tiruvarur Chariot Festival, or Tiruvarur Therottam, is a revered celebration steeped in the rituals and traditions of the Thyagaraja Swamy temple in Tamil Nadu, India. This festival features one of the largest chariots in the country and holds a significant place in ancient devotional hymns.

In 2023, students from the MBA - Tourism and Hospitality Management program actively participated in this cultural event. They witnessed the grandeur of the Thiruvarur 'Aazhi Ther' (Chariot Festival) on April 1. Not only did they get to witness Lord Thyagarajaswamy and His Consort in the chariot, but they also had the extraordinary opportunity to pull the massive chariot alongside thousands of devotees.

Additionally, the students conducted an ICSSR survey to evaluate tourism development potential in Thiruvarur. The survey indicated that the Thiruvarur Chariot festival is a significant tourist attraction with the potential for substantial economic benefits. It highlighted the need for improved infrastructure and tourism facilities in Thiruvarur to accommodate the growing number of tourists.

The Thiruvarur Chariot Festival is a unique cultural event that offers a glimpse into the rich heritage and traditions of Tamil Nadu. Collaborative efforts between the government and the tourism industry are essential to promote the festival to a wider audience and enhance the region's tourist infrastructure, making Thiruvarur an even more appealing destination.

MBA THM Hosts Inspiring Talk on Career Opportunities in Tourism and Hospitality Management

Date: June 26, 2023



On the 26th of June, 2023, the Department of MBA Tourism and Hospitality Management (MBA THM) hosted an enlightening program featuring Dr. K Kannan, a distinguished Visiting Professor. Dr. Ankathi Raghu, the Head of the MBA THM Department, along with Program Coordinators Dr. Raja Perumal, Dr. Vaibhav Bhatt, Dr. Kavitha K, and Shreeansh Mishra, who are Associate Professors of MBA THM, were instrumental in organizing this event.

The program commenced with an introduction by Assistant Professor Dr. Kavitha K, who welcomed Dr. Kannan to the stage. Dr. Kannan shared his personal journey, highlighting his transition from being a Tamil medium student to mastering the English language, emphasizing the significance of English in today's global society. He elaborated on how pursuing a Tourism and Hospitality Management degree from IHM (Institute of Hotel Management) shaped his career, emphasizing the transformative power of education as "a tool to conquer the world."

Dr. Kannan emphasized the evergreen nature of the tourism sector, with unparalleled opportunities for growth, careers, and employment, given its multifaceted ties with various industries. He underscored that MBA in Tourism and Hospitality Management, as offered by Central University of Tamil Nadu and Madurai Kamaraj University, holds greater potential than MBA in Travel and Tourism Management from most universities.

Furthermore, Dr. Kannan stressed that learning knows no age limits, and the acquisition of languages can be a valuable asset in the tourism industry. He particularly highlighted the importance of the French language, noting that it is a powerful tool for pursuing a career in the Western world. Opportunities within the tourism sector, he emphasized, transcend geographical boundaries, offering prospects worldwide. Following the engaging talk, students had a self-introduction session to foster a relaxed atmosphere, culminating in an open question-and-answer segment. Dr. Vaibhav Bhatt, in his closing remarks, expressed gratitude to Dr. Kannan for his insightful session and proposed the idea of a student exchange program between universities.

In summary, the session was an educational and inspiring experience for both students and faculty members. Dr. Kannan's wealth of knowledge and experience cleared many doubts and provided valuable insights into the opportunities within the tourism and hospitality industry. This memorable and relevant event highlighted the potential of learning and the limitless possibilities within this ever-evolving sector.

Latvia International Seminar



The seminar was held at the Department classroom of MBA – THM, on 7th March 2023, by the Professors of Vidzeme University of Applied

Science, Latvia. The department faculties including Head of the Department Dr. Ankathi Raghu and professors Dr. Raja Perumal & Dr. Kavitha.K along with the 1st year students of the department were present to take their own part in the event. The faculty and students welcomed the guests with a warm greeting at 4pm in the evening. The guests included of, Agita Livina (Professor, Hespri Director), Agita Smitina (Head of Tourism and Leisure Studies), Laura Fizere (Manager for Technological Projects), Mairita Zake (Head of Mechatronics), Janis Bikse (Lecturer, Hespri Research assistant) The event started with introduction of the guests.

The event began with the introduction of the guests. Professor Laura welcomed her fellow colleagues. Professor Agita shared her work experience and her exciting time in India. Professor Smitina emphasized the importance of developing managerial and leadership skills among students. Professors Mairita and Janis expressed their gratitude for their first visit to India.

A video about Latvia provided basic information about the country. Professors Laura and Mairita delivered a presentation covering socio-political, cultural, economic, geographical, and tourism aspects of Latvia. They also introduced Vidzeme University, discussing courses, infrastructure, and faculty. Professor Janis inquired about our dream jobs and talked about Indian products in Latvia and Latvian specialties. The event kicked off with guest introductions.

"Savoring Unity: Central University of Tamil Nadu's Enchanting Iftar Celebration"



An enchanting Iftar party took place at the Central University of Tamil Nadu, featuring an array of activities and delectable cuisine. The event kicked off at 6:00 PM and wrapped up at 7:30 PM. It was a memorable evening, with various highlights, such as a delightful assortment of snacks, a choice of refreshing beverages, and the availability of fresh dates and cut fruits. The culinary spread was truly a feast, with mouthwatering chicken rice and an enticing selection of desserts.

This occasion brought together students and faculty to celebrate Iftar, fostering a spirit of unity and inclusivity. Attendees shared their thoughts on the significance of the day, making it a truly meaningful gathering. The evening concluded with a sumptuous dinner, further strengthening the sense of togetherness within the university community.

FAREWELL PARTY REPORT – "ADIOS AMIGOS"



Date: May 14, 2023

Time: 4:00 PM to 8:00 PM

The "Adios Amigos" farewell party, held on May 14, 2023, was a memorable event that marked the bittersweet goodbye to our beloved seniors. The theme, "Adios Amigos," set the stage for a heart warming and fun-filled evening. The event began at 4:00 PM and continued until 8:00 PM, ensuring an enjoyable time for all. The event commenced with a gracious inauguration by the Head of the Department, Dr. Ankathi Raghu, along with other esteemed faculty members. Their presence added a touch of significance to the occasion.

Faculty members shared their thoughts, appreciation, and fond memories of the departing seniors. It was an emotional moment filled with heartfelt blessings and words of wisdom.

Seniors took the stage to reflect on their academic year, sharing their experiences, challenges, and remarkable achievements. This segment allowed everyone to celebrate the seniors' hard work and dedication.

The party featured a range of engaging activities, including cultural songs, dances, music, and fun games like the lemon spoon race, paper glass building challenge, couple dance, and a captivating ramp walk.

A delightful array of snacks was provided, including cake, drinks, and sweets, which were distributed in the middle of the program. This not only added to the festive atmosphere but also satisfied everyone's taste buds. A scrumptious meal was served, featuring chicken fried rice and cool drinks, which everyone relished as they continued to enjoy the event. Outstanding juniors and seniors were recognized and awarded for their academic and extracurricular achievements. This segment celebrated excellence and hard work.

As the evening drew to a close, a final group photo was taken, capturing a moment of unity and nostalgia, as faculty members, seniors, and juniors came together for a memorable snapshot. The "Adios Amigos" farewell party was a heart warming and entertaining event that allowed everyone to bid farewell to the departing seniors with love and joy. The evening was filled with laughter, cheers, and a few tears as we wished our seniors the best in their future endeavours.

EXPLORING RAMESHWARAM



Rameswaram is the location that best symbolizes South India's rich history, spirituality, and scenic beauty. This charming island town, which is located in Tamil Nadu, is not only a well-liked pilgrimage site but also a veritable gold mine of captivating experiences.

A late-night train ride to Rameswaram marked the start of our journey. We started off with a visit to the majestic Ramanathaswamy Temple as soon as we got to this charming town. We were impressed by the temple's opulent design and beautiful carvings. The ceremonies were performed by us, and we discovered the location's spiritual importance through learning about it.

The highlight of our journey was visiting Dhanushkodi, a location that captivated us inexplicably. In this abandoned settlement on Rameswaram's southeast coast, history and scenic beauty coexist in harmony. With the Bay of Bengal on one side and the Indian Ocean on the other, the drive to Dhanushkodi was an adventure in and of itself. We arrived at the point where two seas met. The ruins of the town and the pristine sand dunes tell a story of sorrow and resiliency.

Our next stop was the Pamban Bridge, a feat of engineering in its day. The sensation of strolling along the bridge and seeing the trains pass over the glistening blue waters was distinctive. It was beautiful to see the water in all its glory. This bridge is frequently referred to as India's equivalent of Scotland's "Firth of Forth," which makes sense.

Rameswaram has left an indelible mark on our hearts. This tour will never be forgotten because of the spiritual energy of the temples, the historical importance of Dhanushkodi, the engineering marvel of Pamban Bridge, and the friendliness of the locals. A distinctive fusion of history, spirituality, and natural beauty can be found there.

Rameswaram has something special to offer whether you're a history buff, a spiritual seeker, or a nature lover. It's a location where the past and current dwell peacefully, resulting in a genuinely spectacular experience.

Enchanting Pichavaram



The Pichavaram Mangrove Forest is tucked away in the coastal community of Chidambaram in Tamil Nadu, India, and is a treasure that not many have discovered. This fascinating mangrove environment, a miracle of nature, is a largely unexplored biological gold mine.

We were encircled by the excellent greens of the mangrove trees as our boat leisurely floated through the tranquil waters. Through the leaf cover, the sun made colorful patterns on the lake.

We laughed together, told each other stories, and occasionally gasped when we saw bright birds perched on mangrove trees. As we took in the beauty all about us, there was a sense of calm in the air and the pace of the world seemed to slow down.

A local expert who served as our guide offered intriguing information about mangroves and their critical function in coastal protection. Knowing more about this distinctive ecology was eye-opening.

Highlights of the trip were seeing a snake devour a fish and witnessing the wonderful fishing techniques used by the locals to support themselves. The rowboat journey in Pichavaram was short but wonderful, the ideal fusion of nature, camaraderie, and a dash of enchantment. We shall never forget this trip.

WORLD TOURISM DAY CELEBRATION

Date: September 27, 2023



Introduction

International World Tourism Day, celebrated on September 27th, serves as a global platform to highlight the significance of tourism and its far-reaching impacts on society, culture, politics, and the economy. The theme for World Tourism Day 2023 is "Tourism and Green Investments."

Events of the Day

On Wednesday, September 27, 2023, the Department of MBA THM organized a celebration of International World Tourism Day. The primary event involved a visit to a local village farm to immerse ourselves in the cultural and environmental aspects of the area. The event was inaugurated by Dr. Ankathi Ragu, the Head of the MBA THM department.

The participants included all first and second-year MBA THM students, along with our hosts, Dr. Raja and Dr. Vaibhav. We arrived at the farm at 10:30 AM and were immediately struck by the eco-friendly surroundings, featuring gardens, lakes, treehouses, fruit cultivation, and extensive plant growth.

During our visit, we organized various activities to enhance the joy of the day. We also engaged with the local farmers, discussing their cultivation practices, the significance of the place, and understanding the cultural aspects of the region. This interaction allowed us to analyze the suggestions provided and the overall impact on the local community, both socially and environmentally.

Our visit to the farm provided a unique and enlightening experience for all participants. We had the opportunity to bond with one another, share moments of happiness, and gain a deeper appreciation for the cultural and environmental beauty of the place. The day left each of us feeling enriched and enlightened.

In conclusion, International World Tourism Day 2023 was a resounding success, emphasizing the importance of sustainable tourism and green investments in preserving our planet while also appreciating and preserving local cultures. This day not only fostered awareness but also left an indelible mark on the hearts and minds of all those who participated.

"CENTRAL UNIVERSITY OF TAMIL NADU'S RESEARCH BOOTCAMP 2023: FOSTERING TOURISM AND HOSPITALITY EXCELLENCE"



The Department of Tourism and Hospitality Management at the Central University of Tamil Nadu (CUTN), in collaboration with the Destination Tourism Organization for Research and Revival (DTORR), hosted the "Research Bootcamp 2023." This event brought together Research Scholars from various states across India and took place from October 3rd, 2023, to October 7th, 2023.

The inaugural session of the camp commenced at 10 am on October 3rd, 2023, at the Guest House of CUTN. It was graced by the presence of Vice Chancellor Prof. M. Krishnan, Prof. R. Thirumurugan, Registrar of CUTN, and Dr. G. Sudha, Dean of the School of Management, along with the support of the organizing committee, which included Dr. Ankathi Raghu, Associate Professor and Head of the Department of Tourism and Hospitality Management, Dr. Raja Perumal, Assistant Professor, Dr. Kavitha S, Assistant Professor, and Mr. Shreeansh Mishra, Assistant Professor, as well as the participation of 1st and 2nd-year students of MBA Tourism and Hospitality Management.

The primary objective of the Research Bootcamp is to facilitate knowledge exchange and promote research excellence in the field of Tourism and Hospitality. During the event, Dr. Ankathi Raghu, HOD of the Department of THM, extended a warm welcome. This was followed by a keynote address from Vice Chancellor Prof. M. Krishnan, who underscored the importance of tourism and encouraged young students and scholars to engage with local residents, who hold a treasure trove of knowledge about the region's history and culture. He added, "Thiruvavur, the venue for the boot camp, is renowned for its rich cultural heritage, making it an ideal setting for exploring the intricate relationship between tourism, culture, and history." The event concluded with a vote of thanks from Dr. Raja.

The Tourism and Hospitality Research Bootcamp 2023 provides a dynamic platform for participants to engage with industry experts, collaborate on research initiatives, and gain valuable insights into the ever-evolving tourism and hospitality sector.

TWO-DAY NATIONAL SEMINAR 'PILGRIMAGE TOURISM IN THE KAVERI DELTA',



The Dept of THM organised a two-day national seminar 'Pilgrimage Tourism in the Kaveri Delta', sponsored by ICSSR on 2nd - 3rd November 2022. The seminar was inaugurated by the Vice Chancellor of CUTN, along with other senior office bearers. Apart from expert talks and discussions, researchers from across the country presented papers related to the sustainable growth and management of pilgrimage tourism in the area. The seminar also hosted policy makers and received media coverage. The papers presented in the seminar were published as an edited book by Bloomsbury.

PLACEMENT DETAILS

Student Name

Aboobacker Sidheeq	- Voye Homes, Calicut
Dumpala Venkatesh	- Trinity International Holidays, Hyderabad
Helan Preethi	- Assistant Manager In ICICI Bank , Chennai
Jeesan Jose	- GODUGO Travel Solutions Pvt. Ltd., Kasaragod
Kavimalar	- Pickyourtrail, Chennai
Mahalakshmi	- SOTC Holidays, Chennai
MangaliSrinivasulu	- Satguru Holidays Pvt Ltd, Republic of Congo
Murshid KP	- Gods own stay Pvt Ltd, Kochi
Rahna P	- Immensphere, Bangalore
Shilpa K	- Bloom Hotel, Chennai
Subbulakshmi S	- SOTC Travel Ltd, Chennai
Tulasidurga J	- ACADEMOR, Bangalore
Vyshna C Babu	- KSA Tours and Travel Pvt Ltd, Cochin

DEPARTMENT PHOTO GALLERY



Onam Celebration



Blood Donation Camp



World Tourism Day



At Kodaikanal



At Thanjavur



At Rameswaram