

MAR ELIAS COLLEGE, KOTTAPPADY

DEPARTMENT OF TOURISM STUDIES

Annual Report 2023 -24

The Department of Tourism Studies has made significant strides in the past year, fostering a dynamic environment for academic excellence and experiential learning. Over the course of the year, we have curated a diverse range of activities and initiatives aimed at enriching the educational journey of our students and enhancing their understanding of the tourism industry.

The department facilitated a three-month internship opportunity for students from June 1st to August 31st, 2023. During this period, students gained practical experience in various sectors of the tourism industry, allowing them to apply their classroom knowledge in real-world settings. Through internships, students had the opportunity to develop valuable skills, expand their professional networks, and gain insights into potential career paths within the field of tourism.

One of the highlights of the academic year was the study tour to Chennai – Mahabalipuram from July 5th to July 8th, 2023, which provided students with an opportunity to explore diverse destinations and gain insights into the rich cultural heritage of our nation. Highlights of this tour included visits to iconic landmarks such as the Marina Beach, Kapaleeshwarar Temple, and the UNESCO World Heritage Site of Mahabalipuram, where students had the chance to learn about ancient rock-cut architecture and maritime history.

Moreover, our department organized Peer Teaching on Teacher's Day, September 5th, 2023, for both BCom Travel and Tourism students and MTTM students. These peer teaching sessions facilitated knowledge exchange among students, fostering collaboration and deeper understanding of course materials.

Furthermore, the Department of Tourism Studies, in association with Travel O Scope - Tourism club and IQAC, proudly celebrated World Tourism Day "PARYADAN" and Tourism club inauguration of year 2023 with a series of vibrant events and activities from September 25th to September 29th, 2023. From an enlightening inaugural function by Mr. Hareesh.S Responsible Tourism, District Mission Coordinator (Govt. of Kerala) to interactive sessions, the celebrations were both educational and entertaining.

Additionally, as part of Tourism Day celebrations 2023, the department in association with Travel O Scope - Tourism club organized a field trip to Vagamon on September 26th, 2023, allowing students to experience the natural beauty and serenity of the hill station. This excursion provided students with hands-on learning opportunities and allowed them to appreciate the significance of sustainable tourism practices in preserving ecologically sensitive areas.

Notably, our department's commitment to environmental stewardship was evident in initiatives such as the Clean Up Drive at Bhoothathankettu Dam and the visit to Carmel Tourism Village, Bhoothathankettu on September 27th, 2023, offering students hands-on experiences in sustainable tourism practices.

Moreover, on September 29th, 2023, our department organized an interactive session by Mr. Abin K I, Assistant Professor, Dept. of Tourism and Hotel Management, Govt. Arts and Science College, Kondotty, on “Sustainable Tourism” as part of PARYADAN- World Tourism Day Celebrations. Competitions like nadanpattu and treasure hunt were also conducted on that day.

Additionally, our department forged valuable collaborations with organizations such as Kerala Tourism, DTPC (District Tourism Promotion Council), and ITDC (India Tourism Development Corporation). Through these collaborations, our students had the opportunity to participate in various events as volunteers, representatives, and information service providers, further enhancing their practical knowledge and industry exposure.

Furthermore, the department, Women Empowerment Cell, and ED Club, in association with NSS, Kudumbasree, Kottappady Panchayath, and IQAC, as part of Unarvu Extension Programme, organized a Cake Making Workshop at the college auditorium on December 11th, 2023, and a Makeup Workshop on December 13th, 2023, which attracted enthusiastic participation from the girl students and Kudumbasree members of Kottapady Grama Panchayath.

The Department and Women Empowerment Cell, in association with IQAC, also organized a Self-Defense workshop aimed to equip girl students with essential skills and knowledge to enhance personal safety and security on December 12th, 2023, which gathered girl students to learn effective self-defense techniques and strategies.

Moreover, the study tour (National Tour) undertaken by the MTTM programme from February 24th, 2024, to March 8th, 2024, was a comprehensive exploration of diverse cultural, historical, and tourism destinations across India. The tour aimed to provide students with practical insights into various facets of tourism management while experiencing the rich heritage and hospitality of different regions. Starting from Kerala, the journey encompassed visits to Agra, Jaipur, Amritsar, Delhi, and concluded in the coastal paradise of Goa before returning to Kerala.

In closing, we celebrate the achievements of the past year and eagerly anticipate the continued growth and success of our department in the years to come.

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