



WORLD TOURISM DAY - 2021 (TOURISM AND INCLUSIVE GROWTH)



The event started with an invocation song by Sasha Alfred Murray from 3rd B.A History. Mr Harish, Assistant Professor, History Department, hosted the webinar.

The Head of the Department Dr D. Anuradha delivered the welcome address. Our beloved Principal Rev. Dr A. Thomas SJ felicitated the gathering. Mr D. Venkatesan, Regional Director of Indian Tourism gave the inaugural address and mentioned how the tourism industry is affected due to the COVID-19 pandemic and the efforts made to restore it. He also mentioned the workshops and online courses for tour guides. He encouraged students to take up the tourism field by explaining the scope of this industry.

VIDEO PRESENTATION

Video compilation regarding World Tourism Day 2021 and the cultural events conducted on the day was displayed, which added more colour to the webinar. The performers ended the event with the quote, - “all are one, apart from the religious difference.”

Cultural events were as follows:

- Mayil Attam
- Parai Attam
- Poikaal Attam
- Marakkal Attam
- Puli Attam
- Karagaatam



Prof. J. Ranganathan, co-ordinator of the History Department introduced the speakers of the webinar. Firstly, he introduced one of the eminent persons in Tourism field, Prof. Sampath Kumar who presented many research papers. He also co-authored books. He is mainly known for Social Tourism. He then gave an introduction to Chandran. K, Manager, The Emperor Travels-the oldest travel agency which has also received several awards.

Dr Sampath Kumar, deliberated about The Tourism Day stating that it is celebrated to remember the value and importance of tourism and

the import and export of culture and traditions. He mentioned three terms in this year's theme for World Tourism Day - Tourism for Inclusive Growth. He stated that tourism and growth go hand in hand and predicted 20% to 30% of growth may occur next year.

He mentioned that tourism and inclusivity do not go hand in hand. According to him, capacity building programmes and skill development programmes should be conducted. Equilibrium should be there between tourism and inclusiveness to achieve inclusive tourism. He concluded by stating that the country which gives importance to the Tourism Industry will observe a tremendous growth in their economy and culture.

The next lecture was delivered by Mr Chandran.K. He began with, "If we are stagnant in a place, we can't grow". He discussed about some important aspects of this industry. He said that the opportunities are wide and we need to grab it. He suggested improving geographical knowledge and linguistic knowledge as much as possible and mentioned the code of conduct of tourism. He ascertained that the Tourism Industry is growing again and will reach great heights after vaccination.

Following the lecture, a video presentation was screened regarding the competitions conducted on behalf of tourism day.

- Digital Poster Making
- Extempore
- Mobile Film Making



Dr D. Anuradha, HOD, Department of History congratulated the winners of these competitions. The event concluded with the vote of thank given by Dr I. Princess, Assistant Professor, Department of History.