

Department of History
Loyola College
Chennai
World Tourism Day Report (27th September 2022)

The Department of History, Loyola College jointly with India Tourism, Ministry of Tourism, Government of India celebrated World Tourism Day on 27th September 2022. United Nations World Tourism Organisation (UNWTO) has adopted “**Rethinking Tourism: From Crises to Transformation**”, as the theme for 2022 World Tourism Day. The theme reflects the timely relevance and the unprecedented crisis that hit the sector in 2022. This year Tourism Day expresses the mission of Government of India by sensitizing the importance of Tourism in socio, economic and cultural development of the nation building. With these objectives the Department of History and India Tourism venerate Tourism day by showcasing the splendor of India’s rich history and culture through a cultural programme and competition for students to articulate their creativity for promoting India Tourism.

I. Competitions Conducted

To engage student actively in the Tourism Day celebration, the Department conducted three competitions. The Competitions were

- 1. Graffiti Competition**, theme for the competition was “**Majestic Madras**”. Every competitor will be given a public space in which he/she will amplify the iconic spots of Madras as a Spray Painting in the given space. It is an individual event.
- 2. One Stall One Spot** this competition was organized to showcase the vast and rich collections of national or regional tourism spots as display promotion. Each team will be allotted an exhibition stall to display the tourism attractions of a particular state. It is a group event.
- 3. Op-ed:** Op-ed is a document that is written to reflect the opinion of an individual about a topic. “**Rethinking Tourism – An alternate Future**” was the topic given to the students for the competition. It is an individual competition.

Students across the State actively participated in all these competitions.

(Participants and scoring sheet is attached in the end of the report)

II. Cultural Programme

To make the Tourism Day more colourful and animated, Tamil folk dance and heroic performance was organized. Music forms like தவில் (barrel-shaped percussion instrument), நாதஸ்வரம் (a double reed wind instrument), பறை ஆட்டம் (Parai Attam is a special type of dance in Tamil culture in which folks beat parai and dance to its rhythm), ஒயிலாட்டம் (the musical accompaniment is the Thavil and the performers have coloured handkerchiefs tied to their fingers and wear ankle bells), and சிலம்பம் (Silambam is a weapon-based Indian martial art performance) were performed as part of Tourism Day Cultural programme.

III. Tourism Day Event

The Tourism day event was celebrated on 27th September 2022 in Lawrence Sundram Hall, Loyola College Campus at 12.30 pm. The Chief Guest of the day was Ms. M. C. Kavitha, Marketing Manager (South India & Sri Lanka), Tourism Malaysia. She delivered the Chief Guest address. In her address, she highlighted the scope of Tourism as a tool in rebooting the economy after the pandemic outbreak. She deliberated the future of Indian Tourism from the Industry perspective. Dr. Anuradha, Head Department of History, graced the occasion with her welcome address and has launched the novel initiative as proposed by Ministry of Tourism to start “**Tourism Club**” for Loyola College. The club will collaborate with all Tourism related promotional activities organized by India Tourism, Chennai, Ministry of Tourism, Government of India. The students volunteer will get benefit in Tourism related knowledge and skill domain through this club.

IV. Attachments

1. Graffiti Competition (theme: Majestic Madras)

S.No	College Name	Student Name	Mark Obtained	Position
1.	Indian Institute of Management	N. Sai Manogua	8	1
2	Indian Institute of Management	Puru Kumar	8	1

2. One Stall One Spot

S.No	College Name	Student Name	Mark Obtained	Position
1	Ethiraj College for Women	G. Keertana/R. Soundrya/ D. Angayarkanni/ S. Afrin/ R. Shalini	9	1
2	Ethiraj College for Women	S. Paramitha/ S. Jaya Lakshmi/ J. Angel/ M. Thenmozhi	7.5	2
3	Ethiraj College for Women	T. Aiswarya/ V. Naveetha/ K. Nasreen Farha/ B. Angel/ S Gayathri	6	3

3. Op-ed (Essay Writing- Competition)

S.No	College Name	Student Name	Mark Obtained	Position
1.	Ethiraj College for Women	Ms. Archana Ilavarasu	9	1
2.	Ethiraj College for Women	Ms. Sreeja Paul	8	2
3.	Ethiraj College for Women	Ms. Dhanashree	7	3