



DTS celebrates Akanksha 2014

Description

The 23rd edition of Akanksha was held on 13-14 February, 2014 by Department of Tourism Studies, School of Management. It is an annual institute-industry interface meet, a creative pursuit for students. Akanksha is a confluence of technical sessions, special lectures and a host of other events.



Sri. Sarath Babu, CEO, Food King and Dr. Y. Venkata Rao, Head, Dept. of Tourism Studies, lighting the lamp

The Chief Guest of the event was Sri. Raajiv Yaduvanshi, IAS, Registrar, Pondicherry University and the Guest of Honour was Sri. Rahul Thakur, Vice-President, BONTON, Mumbai. Prof. R. Prabhakara Raya described Akanksha as the "Heart and soul of DTS" while delivering his felicitation address.

While speaking about the scope of Akanksha, Dr. Anu Chandran, Assistant Prof. and Akanksha Co-ordinator, Department of Tourism Studies, Pondicherry University said Akanksha means hope and its hope for the best to come. He said Akanksha is desire, backed up with dedication and action.

Guest of Honour, Rahul Thakur's speech was very encouraging. It was about what the industry expects of students. He said the industries look for credibility, character and consistency in its future employees and the students need intelligence to plan, organize and set priorities. He said that as students of Tourism they must have passion for travel trade and not for travel.

There were two special lectures and three panel discussions. The special lectures were on "The Ambitious



Sri. Rahul Thakur, Vice President of BONTON, addressing the gathering

Path to Entrepreneurship" and "Visitor Management and Community Development for Sustainable Tourism". The three panel discussions were on "Right Moves: Road map for Accessible Tourism in India", "Alliances, ATF Coast and Affordable Air Travel: What's up in Airlines Marketing" and "The Dynamics of Demographics and Customer Behaviour in Tourism Industry".

A blood donation camp was held in association with Lion's Club and JIPMER on 11 February 2014. The camp was held for only three hours but more than 70 volunteers. Art and Photography exhibition, PU Tourism Students' Alumni Meet (PUTSAL), inauguration of Ethnic Museum and the tree house were all held as part of Akanksha. The 6th edition of Yatra magazine and the 3rd edition of Boomerang, PUTSAL Newsletter, were also released. The valedictory function was followed by cultural fiesta.

Photos: Sunitha Devi S

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Date Created

February 15, 2013

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