



Tourism fest brings vivacity on campus

Description



The Tourism department's cultural programme was a feast for everybody's eyes.

The Department of Tourism Studies organised its annual 'institute-industry interface', Akansha 2011 on Feb. 18 & 19. The fest brought together business executives, administrators and academicians to discuss the pivotal issues and practices in the tourism and hospitality industry.

There were panel discussions on various topics including 'Indian Tourism: Challenges Ahead'; 'Innovations in Tourism: The Thrust Areas'; 'Human Resource Development: The Key to Service Industry'; & 'Event Management in India: The Hub of MICE Tourism'.

Vice-Chancellor Prof. J.A.K. Tareen was the chief guest of the inaugural function held at the SOM auditorium. Prasanth Nair Mathur, President & Head, HR & Special Projects at Thomas Cook India Ltd. Mumbai, delivered the keynote address. Dr. Nimit Chowdhary, Professor at IITTM, Gwalior gave the felicitation speech.

Dr. G. Anjaneya Swamy, Professor & Head, Department of Tourism Studies delivered the welcome address and Dr. Y. Venkata Rao, Reader of the department, spoke about the scope and possibilities that Akanksha offers. Since its inception in 1992-93, the event has functioned as a platform for an interaction between the industry and the academia.

Photos taken from different parts of the country by the students of the department were displayed in front of the auditorium. A cultural programme organised at the Cultural cum Convention Centre on Feb.19 marked the end of this year's Akanksha.

Vishnu Prasad

2nd yr. M.A Mass Communication

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1. Campus Buzz

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