

World Tourism Day Celebrations on 27th September 2017

Tourism Awareness Rally

The World Tourism day is celebrated on 27th September every year by the United Nations World Tourism Organization located in the Madrid, the Capital of Spain. The travel establishments such as travel agencies, airlines offices, tour operators etc and hospitality establishments such as Hotels, Restaurants etc also celebrate in their locations.

The Department of Tourism, Government of Tamil Nadu organized a tourism awareness rally involving the stakeholders of Tourism and the students from educational institutions offering courses in tourism and hospitality in each city. The District Tourism Office, Madurai, The District Administration, Madurai and the students of Centre for Tourism and Hotel Management jointly organized a rally. They went through important streets around the world famous Meenakshi Amman Temple in Madurai and created awareness about the significance of tourism.



Thooyimai Madurai (Clean Madurai)

As a part of Swacchh Bharath (Clean India Campaign) Celebrations launched by the Prime Minister of India, the District Tourism Office, Madurai, the District Local Administration and other organizations involved in tourism launched this campaign in Madurai. The Staff and Students of the Centre for Tourism and Hotel Management were involved in cleaning of the places of tourism interest in Madurai such as Meenakshi Amman temple and Thirumalai Naciker Mahal. Mr. Balamurugan, District Tourist Officer, Mr. Anbarasu, Assistant Tourist Officer, Dr. J. Balan, Dr. R. Kannan, and Dr. A. Apsara Saleth Mary, faculty of the Centre stressed the need for maintaining sanitation and the cleanliness in order to attract domestic and International tourist. Quiz competition is also conducted and our students won prizes for answering many questions.







Heritage Walk

A heritage walk involving the tourism providers of Madurai, voluntary Organization such as DHAN Foundation, the District Tourism Office and the students of Centre for Tourism and Hotel management was organized on the eve of World Tourism Day. The students started the program from Meenakshi Amman Temple and it covered the place of tourism interest such as Thirumalai Naciker Mahal, 10 Pillars and arrived the District Tourism office. The significance of tourism activities and its importance in improving the economy of the local community was highlighted.