

EVERGREEN TOURISM CLUB REPORT FOR THE ACADEMIC YEAR 2021-2022

1. World Tourism Day Celebration : Renaître-2k21

Every year, world tourism day is commemorated on September 27th with the object of raising awareness about covering the social, political, and economic contribution of tourism towards gaining the sustainable development goals. Every year, on September 27th, St Teresa's College organises World Tourism Day Celebration, so as to foster cognizance amongst the students, pertaining to the significance of travel and tourism. This year's program, cleped as 'Renaître-2k21' was organized by the Teresian French Department and Evergreen Tourism Club in association with DTPC Eranakulam, in its endeavour to accentuate the significance and momentousness of tourism as an apparatus for cultural enlightenment as well as global development.

The program spanned over three days, commencing on 27th of September and concluding on 29th. Six dignitaries from variegated niches pertaining to tourism were engaged in the event, baring their insight and knowledge on travel and tourism. On the first day, the program started at 1:30 pm with about 80 participants partaking in the event. The guest of honour, Mr Rajesh P R, an approved regional level tour guide, expounded on the significance of the tourism industry and UNWTO. He weighed on the repercussions of Covid 19 on tourism sector, emphasizing on it's effect on the underprivileged mass, working in the sector. He explicated in detail, various methods to allay the veneer of quiescence that fell upon tourism industry. Various methods to promote and propagate eco friendly and responsible tourism was discussed in detail during the session. The resource person also elucidated upon the scope of tourism and Job opportunities available in the tourism sector amidst and after the pandemic. The session concluded at 2:30 pm. The second day's session spanned over the same time frame as the first days'. It commenced at 1:30 pm and concluded at 2:30 pm, with about 80 people partaking in the event. The resource persons for the second day were Mr Vijayan and Mrs Mohana Vijayan, the tea shope owners, who, in the last few years, transpired to be one of Kerala's most celebrated globe trotting twosome. They shared their ardour and experience on travelling across the globe, the tribulations they confronted en route etc. A short video, cleped 'invisible wings' which showcased and explored Mr Vijayan's philosophy on life and voyages, was presented during the session. The third and final days' session, on September 29th, commenced at 1:30 pm and concluded at 2:55 pm, wherein around 60 students and faculties partook. The session provided the participants to interact with three bravuras in the field of travelling and innovation, Ms Lakshmi Menon (Social entrepreneur), Ms Nidhi Sosa Kurian (Solo traveller) and Ms Geethu Mohandas (Founder-LETSGOFORACAMP.com, Trainer at Responsible Tourism Mission, Kerala Tourism). They recounted their experiences as women travellers, elucidated upon the prospect of women travellers and broached the hindrance of the same owing to lack of amenities imperative to women, such as toilets etc. Ms Lakshmi Menon introduced her new venture, 'Toiless', which is an endeavour to ensure toilet services to women across Kerala. The panel adjourned the students to outpace all inhibitions and travel and explore the world to cherish and nurture one's psyche.

After the conclusion of panel discussion and interaction, a powerpoint presentation, portraying the team of students who put forth a concerted effort in organising the program, was displayed.

Aside from webinars, an array of competitions namely , Cultural dressing competition, Photography competition, and Travel movie quiz, was conducted to explore the creative and intellectual prowess of the students. The results of the same were announced after the webinar on the third and final day. In the cultural dressing competition, Sreemuthulakshmi M and Sana Elizabeth Varghese of second year BA French emerged as first and second prize winners respectively. In the photography competition ,Fathima Harsha of second BA French was declared as winner, and Monica received the second prize. In the travel movie quiz, Azna and Aleena of first year BA French were recipients of first and second prize respectively. With declaration of winners, the event drew to a conclusion, imprinting a zeal on the students to explore the world.



2. Webinar on How to make Tourism Environmentally responsible and sustainable.

Responsible and sustainable tourism are two of the requisite practices to be fostered ,so as to minimize negative environmental, social or economic impact of travel and tourism. As part of the monthly webinar series organized by the Teresian French Department and Evergreen Tourism Club in association with DTPC Ernakulam,in its endeavour to accentuate the significance of travelling responsibly while sustaining the resources, a webinar was conducted on 30th October 2021, on the topic 'How to make tourism environmentally Responsible and Sustainable' .

The program commenced at 2 pm , with about 37 members partaking in the event. Mr Abin K I , Resource person in Tourism and Travel management (School of tourism studies, MG University) who is also a tourism writer and ardent traveller, served as the resource person for the event. The concepts of Sustainable and responsible tourism was explicated in detail which enhanced the audience's understanding pertaining to variegated methods and strategies undertaken by different countries, conducive for bolstering economically viable tourism by making optimal use of environmental resources. Mr Abin also shared his experiences while travelling, which provided a deep insight on the concepts. After the exegesis session, a quiz was conducted by the resource person on various famous tourist destinations. The program concluded after the quiz session, at 3 pm.



St. Teresa's College (Autonomous)
Ernakulam, Kerala - India
Established in 1925
Affiliated to Mahatma Gandhi University, Kottayam



**DEPARTMENT OF FRENCH AND
EVERGREEN TOURISM CLUB IN
ASSOCIATION WITH DTPC
ERNAKULAM PRESENT**

Live Webinar On
**How to Make Tourism
Environmentally Responsible
and Sustainable?**



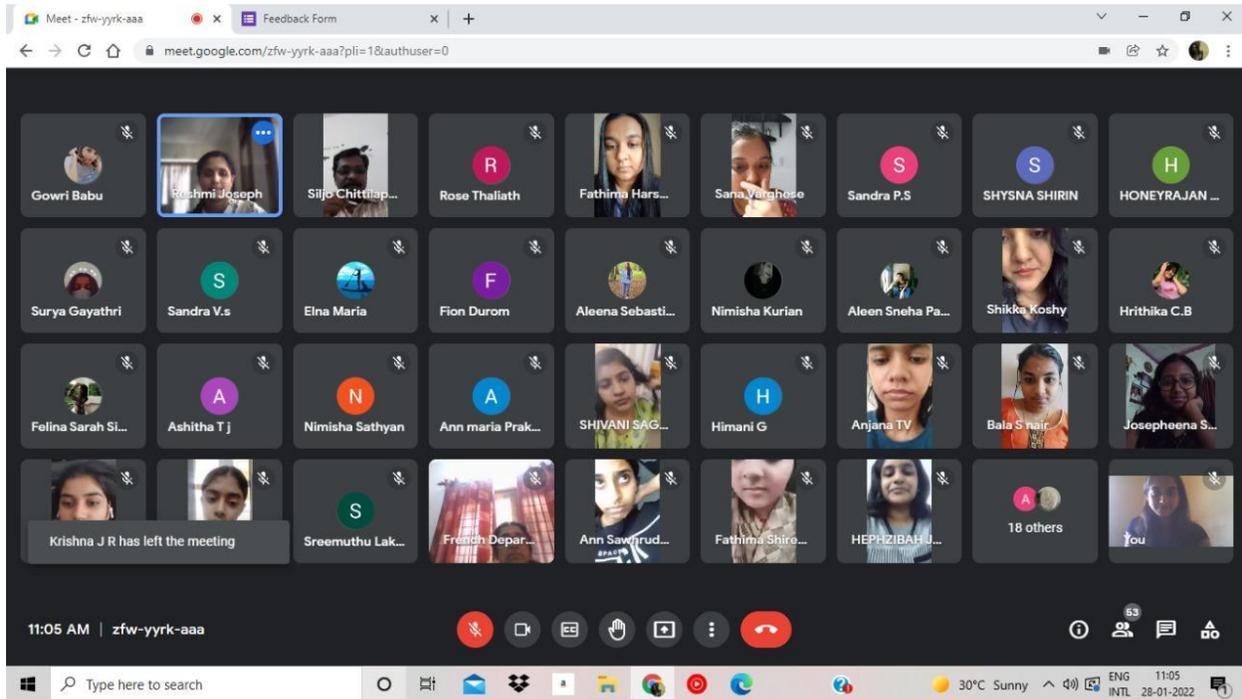
Mr. Abin K. I
Assistant Professor of STS MG University
Resource Person in Tourism and Travel
Management,
Tourism Writer & Traveller

On October 30th Saturday
Time:- 2pm – 3pm
Google Meet
<http://meet.google.com/zfw-yyrk-aaa>

3. NATIONAL TOURISM DAY CELEBRATION

India commemorates National Tourism Day on January 25th every year ,so as to celebrate the exquisite scenic diversity of India ,to spread awareness about travelling, and its impact on the economy. This year's Tourism Day theme being 'Rural and Community Centric Tourism', a webinar on the same was organized on January 28th 2022 ,under the aegis of the Teresian French Department and Evergreen Tourism club, in its endeavour to culture cognizance amongst the students appertaining to the significance of Travel and tourism.

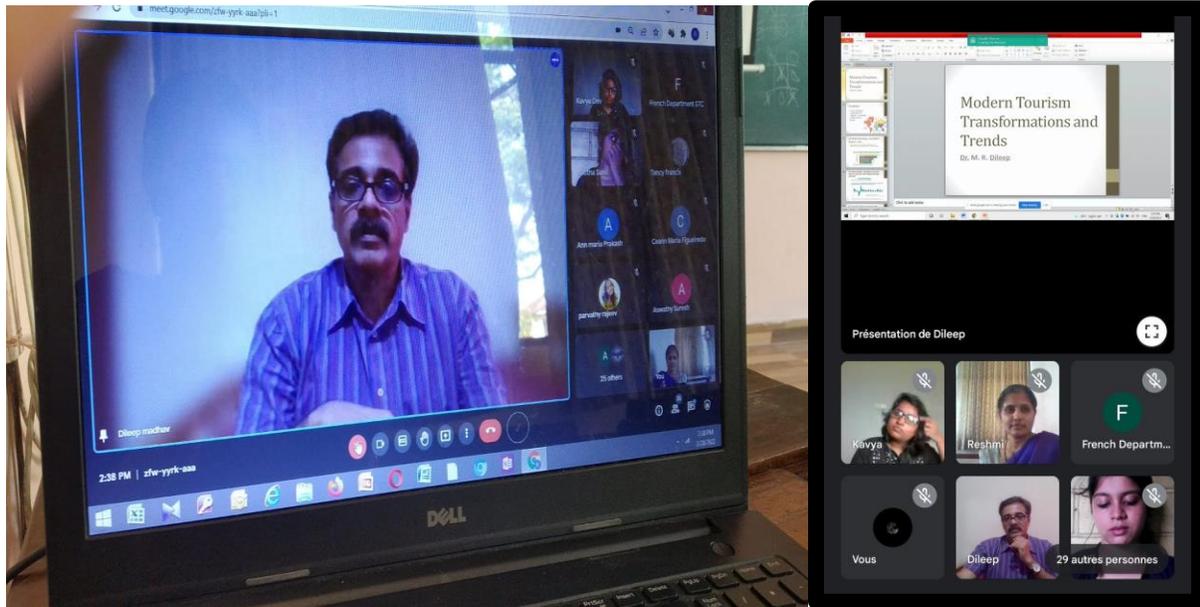
The webinar commenced at 10:30 am , with 65 participants partaking in the event. Adv. Siljo Chittilappilly , Assistant professor and Head of the Department of Tourism Studies , St Peter's College,Kolenchery , served as the resource person for the event. He bared his insight and acumen on the topic which instilled in the students a deep perception on rural and Community Centric tourism. The webinar was set off with an elucidation on Responsible, Sustainable,and universally accessible tourism. Then , the resource person proceeded to tap into certain relevant queries concerning the resources, beneficiaries, community involvement and local culture and economy, which comes under the ambit of tourism. He gave a detailed exegesis on rural tourism, various options engendered by rural tourism, and strategies to bolster the burgeoning of rural tourism. After the exegesis session by the resource person, the webinar drew to a conclusion at 11:06 am.



4. INTERNATIONAL TOURISM: TRANSFORMATION AND TRENDS'

The capricious fluctuations in the trends of tourism has been an amply deliberated, relevant topic of discussion lately, owing to the pandemic. So as to apprise the students on the dynamics in International Tourism, the French Department in association with Evergreen Tourism club organised a webinar on 28th February 2022, on the topic ' International Tourism; Transformation and Trends' in its endeavour to punctuate the status quo of Tourism in International domain.

The program commenced at 2:30 pm, with about 36 participants partaking in the program. Mr. Dileep M.R the Vice Principal of Pazhassiraja College, Wayanad, who holds many awards, accolades and appellations to his name served as the resource person for the session. The program was set about with the welcome speech delivered by Ms. Nikitha Sunil of Second year BA French, followed by Ms Sabeena Bhaskar (HOD, French Department) addressing the gathering. The exegesis session by the resource person succeeded the addressal. At the outset of the session, Mr Dileep M R elucidated upon the significance of the economic and social potential of tourism, and it's contributions in the export sector and how the eastern world gained dominance over the tourism sector. He explained in detail the evolution of tourism, spanning over years and years. He also gave a detailed exegesis on types of tourism, various catalysts that yield advancement including changing market trends, diversification etc ,as well as an array of catalysts that elides the prospects of tourism , such as environmental concerns, over tourism, tightened safety and security measures etc. He also tapped into the repercussions of the covid 19 pandemic on the tourism sector as well as the revival strategies employed to reinvigorate tourism. The session concluded at 3:30 pm , with Ms Adheela Anwar of second year MTTM proposing the vote of thanks. The session proved to be fruitful and efficacious and gave a detailed exposure to the partakers on the subject matter.



5. DENTAL TOURISM: OPPORTUNITIES AND CHALLENGES IN KERALA

On 1st of April, 2022 the Department of French in association with the Evergreen Tourism Club of the college organised a seminar on Dental Tourism Challenges and Opportunities in Kerala. The speaker was an expert in this same field Dr. Seby Varghese who has 12 clinics in Kerala named 'Facets Dentals'. He was the Chairman for Dental Tourism Subcommittee - Indian Dental Association, Kerala State for the past 2 years. He pointed out that there should be a collective effort to take leverage from the tourism sector as a need of this hour. It can be achieved through synergy among industry partners, government, and policy makers to reap maximum benefits from tourism. Despite the fact that we have myriad opportunities in this sector, it is still unutilized. Possibilities of collaboration with national and international tour agencies, insurance service providers, and corporate, and effectively utilizing marketing venues like travel mart, road shows can bear fruitful results. 30 students and 5 teachers participated in the seminar and it was a different experience to know the different perceptions of dental tourism. It has also been understood that there is an increasing demand for cosmetic dentistry like whitening, chipped teeth, tooth reshaping etc. which hints that the awareness level of individuals is increasing because people are more conscious about their appearance. Considering it as an opportunity, several foreign companies have started investing in the Indian dental market by establishing their production units. Subsequently, India is becoming a manufacturing hub by supplying dental equipment and material to less developed countries.



6. HERITAGE WALK 2022

Every year, World heritage day is observed on April 18th ,so as to celebrate the history and heritage of the human race , the focal point being eliciting solutions to preserve our culture and heritage in order to create awareness about monuments, dying cultures and sites. In an endeavour to address the consequence of climate on heritage sites, 'Heritage and climate' was designated to be this year's theme. To celebrate the ancient culture and bring awareness to important cultural monuments and sites in Kochi and to espouse the importance of preserving the same,on 18th of April 2022, the Teresian French Department in association with Evergreen Tourism club organised a Heritage walk through Fort Kochi, along variegated famed historic landmarks .

The heritage walk at Fort Kochi commenced at 9:30 am on 18th April, 2022 under the guidance of the tour guide Mr Rajesh, with 6 faculties and 34 students partaking in the event. Mr.Rajesh commenced the session by providing a detailed exposure on the history of ancient kochi, involving the early explorers who ventured out to traverse and trade in Kochi. He also elucidated upon the history and inputs of the Jewish community in Kochi, as well as the contributions of the European forces that reigned over fort Kochi , in terms of establishing infrastructure and engendering a unique culture by means of integration and acculturation. Mr Rajesh guided the tour along various significant historical sites, such as Bastion bungalow, the Cochin Dry dock steam boilers, Old Harbour hotel,Santa Cruz Basilica,St Francis Church, as well as various heritage dwelling houses and buildings. The heritage walk concluded on 11:10 am , upon which an interactive session was organised with Mr P Vishnu Raj IAS , sub collector, Revenue Divisional Office, Fort Kochi. Mr Vishnu Raj actively interacted with the students, and exchanged his views on how climate change has a bearing on heritage and conversed about the various projects and plans afoot to reinvigorate tourist influx after the stagnation induced by the pandemic. The interactive session concluded by 11:30 am , which was followed by Mr Vishnu Raj presenting a certificate of participation to the HOD of the French Department, Mrs Sabeena Bhaskar. The students who partook in the event shall also be furnished with a certificate of participation anon. The event provided the partakers with an opportunity to appreciate and acknowledge the heritage and history, thereby proving to be beyond fruitful and efficacious.



6. VOLUNTEERS FOR HERITAGE QUIZ

As part of World Heritage Day, DTPC Ernakulam in association with Q Factory has conducted Heritage and Tourism Quiz 2022 on 23 April, 2022 at Durbar Hall Ground Ernakulam. Three members of the club could volunteer at the event and they received certificates for the same.

