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# HENRY BAKER COLLEGE MELUKAVU

Department of Tourism &  
Hospitality Management

ACADEMIC  
YEAR

2018-19

**FROM DARKNESS INTO MARVELLOUS LIGHT**

Henry Baker College, Melukavu is a Christian, Minority, Co-Educational, Government-aided Arts and Science College Established in 1981, affiliated to Mahatma Gandhi University, Kottayam, Kerala.

## **HENRY BAKER COLLEGE, MELUKAVU**

### **B.Voc: TOURISM & HOSPITALITY MANAGEMENT**

#### **REPORT 2018-19**

Henry Baker College Melukavu got sanctioned B.Voc: Tourism and Hospitality Management from UGC as per NSQF along with few other colleges under MG University, Kottayam. This course is the first B. Voc course in the college and sixth Undergraduate course affiliated to MG University, Kottayam. As a college situated in a rural and tribal area and major chunk of students belong to vulnerable sections such as SC, ST, OEC and OBC, the course is of vital significance in imparting skills to improve employability among youth in this region. College started the course with excitement and great expectations. College could successfully start and continue the course for last 3 months and diverse programs have been organized as a part of the course.

#### **INAUGURATION**

The course was inaugurated on **1 Nov 2018** and officially started classes. The College Principal Dr. Gireesh Kumar G.S inaugurated the three year degree course B.Voc: Tourism and Hospitality Management in the presence of students, parents, the Course Co-coordinator and the three newly appointed faculty members. The following faculty members were recruited for the Department of Tourism Studies:

1. Mr.Anish Thanikkal MTA
2. Mrs. Aneetta Elizabeth Manuel M.A, M.Ed
3. Mr.Joshy Sam Johnson M.Com

In total, 22 students joined the course consisting of 18 boys and 4 girls. Students were selected based on merit by following the set regulations of UGC/MG University. Most of the teachers have industry and /teaching experience with adequate academic qualifications to handle various subjects. According to the designed syllabus, we have started the classes from 2 Nov 2018 onwards.

According to the syllabus, each subject has **4 lecture hours per week** along with an ***activity hour***, to ensure that the students have adequate knowledge and skills, so that they are ready to work at each exit point. The accomplished activities as a part of the program are as follows:

## **1. DESTINATION VISIT 1-ILLIKAL KALLU & KATTIKAYAM WATERFALLS**

As Part of the curriculum, the department has set the first academic outdoor activity- A Destination Visit to Illickal Kallu and Kattikayam Waterfalls, on 17<sup>Th</sup> Nov 2018. Based on the visit, the students had recorded a **Documentary** about the above mentioned tourist spots, being one of the less explored destinations in Kottayam district. The outdoor visit was a wonderful experience for the students.



## **2. TRAVEL AND TOUR SERVICE INTERNSHIP**

As per the B. Voc tourism and hospitality management curriculum students completed their travel and tour service internship in various travel agency and tour companies.

Company name follows: -

Akbar travels Wayanad, Kottayam

Deva Hospitality Ernakulam

TTC Ernakulam

AL hind Travels Trivandrum

Students got an excellent opportunity to know about the various department works in a travel agency.

### **3. DOTS HOLIDAYS**

In order to provide judicious mix of skill relating to a profession and appropriate content of general education, our students had initiated a new marketing experience in tourism by launching '**DOTS Holyday's and Tour packages**'. The *logo* was officially launched by the College Principal and the logo was designed by one of the students Master Shijin Mathew. The main objectives are:

- Travel Agency and Tour Operation Business
- Tour Guiding and Escorting

The motive behind this program is to help the individual to gain certain knowledge and experience in the professional side. Based on this, the students have created a Face book page.



### **4. DESTINATION VISIT –ROSMALA, KOLLAM**

In order to give importance to tourism and help the students to prepare a detailed report on the destination, studying about the problems or challenger faced and prospects for future development etc, a Destination Visit was arranged to Rosmala. The views were breath taking. The main attraction in Rosmala is the **forest watch tower and the view of lake** from the watch tower. The most important thing is the tranquilities of several mountain streams crossing the path. It is one of the less explored eco-tourism spots in one of the less explored eco-tourism spots in Kerala. It was really an interesting and educative program enjoyed by all.



## **5. GUIDER'S TRAVEL MART**

A fest was conducted by the Guiders Academy at Ernakulum to find out the best Product Design. Seven students from our department participated in this. It was really the first program of this kind attended by our students and it was certainly an eye-opening program for students.

## **6. PIONERO 2K19**

PIONERO 2K19 a Tourism Fest was organized by the staffs and students of the department. Along with this fest, the B. Voc course was inaugurated by the Mahatma Gandhi University Syndicate Member Prof. Tomichen Joseph. The fest was inaugurated by the Bishop Rt.Rev. Dr.K.G. Daniel, CSI East Kerala Diocese.



The fest aimed at developing the academic as well as the soft skills along with the idea of **MICE Tourism- Meetings, Incentives, Conference and Exhibitions**. The programme was conducted on February 1, 2 and 3, 2019. More than 150 students from various colleges attended the programme. The students worked very hard to make the programme a grand success (Copy of the Brochure attached).

The Inter University Tourism Fest was divided into five different sections and they were:

1. Photography competition
2. Best Marketing Team
3. Treasure Hunt
4. Tourism Quiz

Jai Bharath College, Arakkapady, Perumbavoor were the overall champions of the fest. The fest was a grand success. Along with the fest an outing was arranged to the students to enjoy the scenic beauty of Melukavu. It was a new experience to the students.



## **6. TRAVEL AND TOUR INTERNSHIP**

As per the B.Voc tourism and hospitality management curriculum students completed their travel and tour service internship in the month of April 3-30, 2019 in various Travel Agencies and Tour companies are mentioned below:

- A. Akbar Travels Wayanad and Kottayam
- B. Deva Hospitality, Ernakulam
- C. TTC Ernakulam
- D. Alhind Travels Trivandrum

The students got an excellent opportunity to know about the various department works in a travel agency. The aim of this internship is to equip the students for their future needs and make them closer towards the employability skills.

The motive of all these programs were to make the students equip with all the new ventures that they could make use in their future, thereby making them self dependant and reliant.

