



St. Claret College

Affiliated to Bangalore University | A Claretian Missionary Institution

NURTURING VALUES AND EXCELLENCE

DEPARTMENT OF COMMERCE TRAVEL AND TOURISM TRAVEL

ANNUAL REPORT 2020-2021

B. Com Travel and Tourism started its journey from 2014 towards an exotic and vibrant platform. It is a vocational course for three year which is being divided into six semesters. Affiliated by Bangalore University. Tourism industry is one of the leading and competitive sectors in India which also contributes towards development. The industry is in need of young dynamic youngster to explore, learn and tap their feet's and create opportunities in Tourism. The course has got a strong business emphasis with an attention towards the ethical, cultural and environment dimensions of tourism. It lays emphasis on communication skill, interpersonal skills, personal skills and holistic development of students. With a pioneering and industry driven curriculum this course equips students with analytical, strategic and policy making skills required for sustainable tourism management within both commercial business enterprise and the public & private sector.

The department of Travel and Tourism at St. Claret College started with just 29 students and it has also seen an immense growth in the following years were around 162 students have joined the course in the current academic year 2020-2021. The students are given exposure to various areas like activities, field trip, internships, industrial interaction, workshops and seminars which will help students to build their confidence and nurture their ideas and thoughts. The curriculum is designed in such a way that, the students are not only exposed to Tourism & Travel Management but also have an opportunity to select any electives which is offered to them.

ALUMNI TALK ON “SCOPE OF B.COM TTM IN IMPORT OPERATIONS”

The department organized an exclusive session on scope of B. Com TTM in import operations for the final year students. Through an interactive presentation, the Resource Person illuminated the students on the scope of import operations and its various dimensions. It was explained that import operations importance scope in the present market. She also spoke about interview skills to perform. Students were requested not to be afraid and feel shy at any scenario, as it will dismiss oneself from reaching the desired goal. They were requested to do a SWOT Analysis at regular intervals to understand their capabilities and ways and means of achieving the goal.

CAREER COUNSELLING SESSION IN ASSOCIATION WITH DTORR INDIA

The Department of Commerce - Vocational organised a career counselling session in collaboration with DTORR India. The resource person for the program was Mr. Vikas T, Founder and Managing Director, DTORR India. Google meet online platform was used for conducting the program. The career counselling session in which the students of 2nd and final year students participated was held on the virtual platform through google meet fulfilled the objective of creating awareness and orienting the students to understand opportunities that exist

in the travel and tourism domain. The program was organised for one sessions consisting of one hour which was held on Dec 15th 2020. The session discussed the different sub-domains of the travel and tourism industry, understanding each job description and targeting what suits the students aptly.

WORKSHOP ON ENTREPRENEURSHIP

Department of Commerce Vocational, St claret college organized a workshop on entrepreneurship development for the 5th Sem B. Com TT. The idea of organizing this program was to appreciate the potential impact of encouraging students to take up innovative projects and guiding them to effectively implement as part of their undergraduate programs. The workshop provided the basics of preparing a business plan, understanding the concept and relevance of project proposal. The concept of business and tourism innovation were also discussed by the resource person. The workshop enabled the students to go through the inspiring journey of entrepreneurs.

IMPACT OF IPR

Department of Commerce (Vocational) had organized a IPR workshop on “Impact of IPR” for all the year B.com TT Students. The workshop was for 3 days which includes a brief explanation on IPR and from when the country Act was passed for it, copyright, patent and trademark with few examples with current situations of our country and how and who can apply for patent and on what all things patent can take.

EXTENSION ACTIVITY- DOUBLE MASKING

The Department of Commerce- Tourism and Travel Management had organized an Extension program for the first-year students of the department in order to spread the awareness of Double – Masking in order to help the students and their families to take necessary precautions to tackle this pandemic of Covid- 19. There was an introductory session that was conducted for the first years of the department wherein the students were taught the theoretical aspects of Double-Masking along with the importance for the same. Through the session that was conducted the students were in a position to understand the importance of double masking through which they were in a position to communicate the same to their families and friends which was either done through offline basis or through a virtual mode using Google meet as a platform to communicate this vital piece of information to their families and friends. The students then sent the photos of the activity that was conducted from their end which was then uploaded on the slot created on Google Classroom

A SESSION ON CAREER GUIDANCE

The Department of Commerce- Tourism and Travel Management had organized a program for the students of the department known as a Session on Career Guidance in order to help the students develop on their knowledge and skills to meet the current trends in the Business world and to identify the career opportunities. The session on Career Guidance was conducted by Mr. Narayanan Nambiar, CA, Founder of Global FTI. The total number of participants who gained immense knowledge on the basics of Microsoft Excel. The Session on Career Guidance was mainly focused on helping the final year and second year students of the department of Commerce- Tourism and Travel Management to develop on the skill with special emphasis on developing their knowledge on the various job prospects and the various courses available after the completion of their course.

WEBINAR ON PREPARATION FOR COMPETITIVE EXAMS

The session was open for all the students of Tourism and Travel Management. The session was conducted by Mr. Tausif Pasha KM an IAS aspirant who has cracked an exam organized by the Department of minorities and got the opportunity of availing free IAS coaching in Delhi. Mr. Tausif explained what is competitive exams and its importance to the students first and later on he explained about the syllabus of competitive exams prioritising civil service. The Resource person explained pattern or the stages involved in the process of cracking a civil service exam, he explained in detail about what are the subjects need to be concentrated in each stage. He also briefed about the eligibility criteria to appear for the civil service exams and how to prepare for exams, time management, health management etc.

TWO-DAY FDP ON TOTAL QUALITY MANAGEMENT

Department of Commerce Vocational had organized a Two-Day Faculty Development Programme on Total Quality Management, an important parameter for the development and growth of any organization irrespective of the nature of business. Department of commerce Vocational had invited Dr. SA Vasantha Kumar Professor & Head, Industrial Engineering Management, Dayananda Sager College of Engineering. Total quality management (TQM) is the continual process of detecting and reducing or eliminating errors in manufacturing, streamlining supply chain management, improving the customer experience, and ensuring that employees are up to speed with training. Total quality management aims to hold all parties involved in the production process accountable for the overall quality of the final product or service.

VIRTUAL TALK ON PRINCIPLES OF MANAGEMENT

Department of Commerce (Vocational) had organised a Virtual talk on Importance of Principles of Management for all 1st Year B.com TT Students. The session was addressed by Dr. Rangaswamy BV, Principal, Vasavi Jnana Peetha Evening College & Co-ordinator for PG course. Resource person spoke about the importance of Principles of management of two well know authors Henry Fayol and FW Taylor. He also gave an example of TATA company who is using the above principles. The session was more effective and it was very interactive and was addressed with few doubts that students had. The session was very informative that the students were able to know more about principle of management.

INTERACTIVE SESSION ON GENDER EQUALITY FOR A HEALTHY SOCIETY

Gender equality prevents violence against women and girls. It's essential for economic prosperity it is also very necessary for the students to get an awareness about gender equality. Societies that value women and men as equal are safer and healthier. Gender equality is a human right. Department of Commerce (Vocational) had organised an Interactive Session on Gender equality for a healthy society for all B.com TT Students. The session was addressed by Dr. Jyothi, assistant professor of English, director, women's studies centre, Tumkur University. The resource person spoke about the importance of Gender equality and also addressed the concept of respecting women like (mother, sister, friend, wife etc.,) The session was more effective and it was very interactive and was addressed with few doubts that students had. The session was very informative that the students were able to know more about equality in the society.

INTERACTIVE LECTURE SERIES ON HARDWARE AND SOFTWARE OF E-BUSINESS

The Department of Commerce- Tourism and Travel Management had organized a program for the second-year students of the department known as interactive lecture on Hardware and software of E- Business in order to help the students develop on their knowledge and skills to meet the current trends in the Business world. The session on Hardware and software of E-Business was conducted by an in- house faculty from the Department of Computer Science & Mathematics, Lt. Prakash Chandra Behra. The Interactive session on Hardware and software was organised mainly for second year students of Tourism and Travel Management to create awareness on the hardware and software of e-business. E- business one of the trending businesses in the world, those conduct business online should have certain basic knowledge about internet, www, http, webserver etc. therefore, resource person Lt. Prakash Chandra Behra stressed more on these topics and explained in a simpler way for the participants.

SEMINAR ON DATA ANALYSIS AND INTERPRETATION

The Department of Commerce- Tourism and Travel Management had organized a program for the final year students of the department known as Seminar on Data Analysis and Interpretation in order to help the students develop on their knowledge and skills to complete the project report as part of their curriculum in 6th semester Bcom TTM. Data analysis is one of the important aspects of research or project report. The session on was conducted by an in- house faculty from the Department of PG Commerce, Dr. K Siva Murugan 42 students were happy to be part of this program. Resource person enriched the students' knowledge with simple explanation about the topic. The seminar mainly focused on helping students to understand how to frame a questionnaire and do the analysis and interpretation using charts and graphs. Dr. K Siva Murugan covered all the chapters of project report. Sir also explained in detail the difference between questionnaire and interview schedule and when it should be used by with the help of a report of a M.com student.

SKILL ENHANCEMENT PROGRAM ON BEGINNER'S EXCEL

The Department of Commerce- Tourism and Travel Management had organized a program for the final year students of the department known as Beginner's Excel in order to help the students develop on their knowledge and skills to meet the current trends in the Business world. The session on Beginner's Excel was conducted by an in- house faculty from the Department of Sciences, Ms. Divya V.R. The total number of participants who gained immense knowledge on the basics of Microsoft Excel was recorded at a total of 26.

INDUSTRY SPEAKS – THE INSTITUTE INDUSTRY INTERFACE TALK ON MICE TOURISM

The Department of Commerce – VOCATIONAL inaugurated the INDUSTRY SPEAKS – THE INSTITUTE INDUSTRY INTERFACE a platform where industry experts interact with student and share insights on the specific areas of their expertise. The first talk was on MICE tourism, a very important segment of the tourism industry. The term "MICE" in the context of travel is an acronym for meetings, incentives, conferences, and exhibitions. The MICE market refers to a specialized niche of group tourism dedicated to planning, booking, and facilitating conferences, seminars, and other events, which is a big money maker in the travel industry.

The resource person was Mr. Akash Bajpai, Assistant Manager – Sales TN Itvara Hospitality Pvt Ltd, Chennai, Tamil Nadu.

AWARENESS PROGRAM ON NATIONAL VOTERS DAY

National voter's day is celebrated on 25th of January every year in order to encourage younger votes to take part in political process. By Observing the new voters, who have attained the age of 18 years, were showing less interest in getting enrolled in the electoral rolls was as low as 20 to 25 per cent in certain cases. In order to effectively deal with this problem, the Election Commission has decided to take up a vigorous exercise to identify all eligible voters attaining the age of 18 years as of January 1 every year in each of the 8.5 lakh polling stations across the country. Department of travel and tourism, St. Claret college took the initiative to promote and spread awareness to the young minds about national voter's day through a survey conducted in and around campus

STUDENT DEVELOPMENT PROGRAM ON PROJECT PREPARATION

The VI Sem B. Com TTM students participated in the Student Development program on Project Preparation. The students are required to prepare a project report on a topic related to the tourism and travel sector them during the course of time of their program. There are certain methods and guidelines to be followed by the students while preparing a report The Student Development Program that was conducted mainly and solely focused. On the guidelines that are to be followed by the students while preparing the project report for the successful completion of their Undergraduate Program. 51 students participated in the program. The session was conducted by Dr. M Devendra who is the Chairman of Board of Examiners (2020-2021), B.com- vocational, OM &SP, BA (Restructured), Bangalore University and Principal of Bengaluru Amrita College. Dr. M. Devendra conducted a session in a full-fledged manner which gave students an in-depth knowledge based on the means through which the VI Sem B. Com TTM students are expected to prepare their project Report for the successful completion of their course.

SESSION ON THE PREPARATION ON INTERNSHIP REPORT

The Department of Commerce - Travel and Tourism had organized. an orientation Session for the Final Year students of the department with the objective of acquainting the students with in-depth knowledge pertaining to the norms that are to be followed while preparing their internship report. There was a total of 34 participants for the event that was conducted. The program was conducted by Dr. M. Devendra, chairman, and Board of Examiner of B.com (Vocational), Bangalore University. Objectives of the program was to acquaint students with intricate knowledge regarding the attributes on preparing the Internship Report for the successful completion of their course.

PROFESSIONAL DEVELOPMENT PROGRAM FOR TEACHING AND NON – TEACHING STAFF ON THE TOPIC - SETTING GOALS AND ACHIEVING TARGETS

The Professional Development program for all teaching and non – teaching staff held on the virtual platform through zoom met the objective of participants to understand approaches to setting goals and achieving targets. The resource person for the program is Ms. Natalie Pena, Strategic Planner, State of New Mexico, USA. The program was split into two sessions which were held on Nov 30- Dec 1, 2020. The 1st sessions emphasised on the concept of managing overwhelm, the session discussed how to Understand how you fit into the bigger structure,

Work on the individual mindset around the structures The session continued towards the concept of goals and discussed on prioritising the domains of life. The Models required for effective goals setting. The importance of practice to become proficient were highlighted in detailed on the second day followed by the discussions.

SENSITISATION PROGRAM ON CONSTITUTIONAL OBLIGATION

A constitution is a set of basic rules that allows for minimal coordination amongst members of a society and expresses the fundamental identity of people to which a state is constituted or governed. A constitution specifies the power of people and how the government would be constituted The Department of Commerce – Vocational had organized a Sensitisation program on “Constitutional Obligation” on occasion of National Law Day or Constitution Day, with an objective of creating awareness about Indian Constitution and the efforts put to draft a largest constitution of the world. Dr. Ashok Jacob Mathews, Assistant professor St. Claret College was the Resource Person for the programme.

SIGNIFICANCE OF REGIONAL AND LINGUISTIC ASPECTS- THE STORY OF KARNATAKA

The Department of Commerce – Travel and Tourism had organized a webinar on the topic Significance of Regional and Linguistic Aspects- The story of Karnataka on the occasion of Tourism Week, with an objective of creating awareness about the Karnataka’s rich culture, heritage and tourist destinations. Dr. Siddalingappa S Deshmukh, Assistant professor St. Claret College was the Resource Person for the webinar. The Resource person explained about Karnataka’s Geographical area, Inscriptions, Dynasties and their prominent Kings and their work towards Karnataka’s development the great poets of kannada literature and their work and love towards kannada and also quoted what non-Kannada poets have expressed about Karnataka dynasty’s, culture in under different kings’ regime and also about the kannada language. Speaker touched the points like Jnanapita awardees of kannada, Vachana Shahithya, Dasa Shahithya, Film Industry, Sports, Science and many more

SOFT SKILL AND COMMUNICATION CERTIFICATION PROGRAM

Work place happens to be a second home to almost every professional out there. Apart from home, it is the work place where an individual spends most of the time. Also, everyone works as a team and it involves constant and close interactions with colleagues and reporting persons. Having weak and under developed interpersonal and communication talent can often land a professional in trouble, keeping this in mind Department of Commerce Vocational had organized soft skill and communication Certification Course for 30 hours with an intension to assist the students to acquire the required knowledge to survive in the profession which they take up in future.

ORIENTATION SESSION ON INTERNSHIP OPPORTUNITY IN ZENITH

The Department of Commerce – Tourism and Travel Management organized an Orientation session on internship opportunity in ZENITH HOSPITALITY for 1st Year and 2nd Year students of B.Com Tourism and Travel Management. The objective of the event was to provide an overview of internship opportunity available at ZENITH HOSPITALITY. The session consisted 60 participants. The Program that was conducted mainly focused on internship opportunity in ZENITH HOSPITALITY and the guidelines that are to be followed while applying for this internship. Mr. Kundan, currently working in Zenith Holidays in International Contracting - MICE conducted a session in a full-fledged manner which gave students an in-

depth knowledge on the means through which the students can benefit from internship opportunity in ZENITH HOSPITALITY.

**WORLD TOURISM DAY CELEBRATION IN COLLABORATION WITH
INDIA TOURISM BANGALORE, MINISTRY OF TOURISM, GOVT. OF INDIA**

UNWTO has designated 2020 as the Year of Tourism and Rural Development. This Year is an opportunity to promote the potential of tourism to create jobs and opportunities. It; can also advance inclusion and highlight the unique role tourism can play in preserving and promoting natural and cultural heritage and curbing urban migration. In the backdrop of COVID 19 there has been a tremendous impact to the tourism arrivals all across the globe, However travel has recovered slowly and shown positive, igrr. Indiatourism Bangalore, Ministry of tourism government of India and Department of Commerce Vocational, St claret college on occasion of world tourism day 2020. initiates #myvoyage, #nammapayana - a one-minute short film competition which provided a unique opportunity for travel enthusiast to record and showcase a travel diary

Mr. Prashant

Coordinator, B.Com TT