



**1 BILLION TOURISTS
BILLION OPPORTUNITIES**
27 SEPTEMBER IS WORLD TOURISM DAY



Department of Travel and Tourism Management
School of Business Studies, Central University of Jammu



World Tourism Day Celebrations 2015

From 1980 onwards UNWTO has declared 27th September to be celebrated as "WORLD TOURISM DAY". The theme of this year's celebrations is - "One Billion Tourist One Billion Opportunities".

The Department of Tourism and Travel Management, Central University of Jammu would be celebrating this global event from the 21st of September, 2015 till the 27th of September, 2015 as "World Tourism Week".

Events

21st September, 2015

Inaugural Session

Time: 11 AM, Venue: Auditorium, TAB, CUJ

22nd September, 2015

Debate Competition

Theme of the Debate: "Sustainable tourism: A reality or a just another Marketing Catch Phrase"

Students are kindly invited to participate in debate competition on world tourism day on 22nd Sep 2015.

The Format of the Debate:

Team Cap: 2 Teams

Language of debate: English.

Duration of speech: 3 to 5 minutes for each participant

Student would be adjudged on basis of:

- ❖ *Content*
- ❖ *Body Language and Voice Modulation*
- ❖ *Confidence*





Date: 22nd Sep 2015, Time: 3 PM, Venue: Meeting room, TAB, CUJ

Event Convener

Dr. Amit Gangotia

Student Coordinators

Ms. Shalki, Ms. Pooja,

Mr. Anil

23rd September, 2015

The Department invites B.Voc. (Tourism), MBA-TTM 1st and 3rd Semester students for the following three events to be organised on the 23rd of September, 2015 from 03 PM onwards in the meeting room of the University:

1. "PHO-TOURISM" The Photography Competition

It is a theme based photography competition student can choose from any one of the themes given below-

- ❖ "One billion tourists, One billion opportunities"
- ❖ "Tourism - Linking Cultures"
- ❖ "Tourism - Celebrating Diversity"
- ❖ "Tourism & Empowering Women"
- ❖ "Tourism - A Tool for Peace"

Rules for "PHO-TOURISM" are as under -

- ❖ One photo per student
- ❖ Participant can use - Digital Camera, DSLR, and Mobile Phone etc.
- ❖ Editing Allowed: Cropping, Brightness & Contrast adjustment nothing else
- ❖ Entries will be judged on the basis of Story Line, Composition, Creativity, technical aspects like the ISO levels, Aperture & Light Settings, Exposure
- ❖ Judges decision would be final

Students can choose from any one of the following events -

2. Poster Making Contest

- ❖ Themes would be given on the spot
- ❖ Kindly bring your own colours, brushes etc.
- ❖ Judges decision would be final





3. Tourism Appreciation Test

- ❖ It is a travel writing competition
- ❖ Rules and themes would be told on the spot
- ❖ Judges decision would be final

Entries for the "PHO-TOURISM" The Photography Competition should be submitted to the following student coordinators by 22nd September, 2015 by 12.00 PM.

- ❖ B.Voc - Aarushi
- ❖ 1st Semester - Mridul
- ❖ 3rd Semester - Deepak

Event Convener - Mr. Rahul Thakur, Mr. Rakesh Sharma

24th September, 2015

Quiz Competition

Event Convener - Dr. Bharti Gupta, Dr. Poonam Sharma

27th September, 2015

Everyone is cordially invited to accompany us to have an interaction with the Specially Abled children of CARE, Home for Mentally challenged Children, Channi Rama, Jammu. Time - 11.00 AM onwards.

These events would act as a platform for knowledge exchange with some fun activities which are going to be held on the lines of the theme of the World Tourism Day. The winners would be awarded and felicitated by the department.

Prof. Deepak Raj

Dean & Head

School of Business Studies

Department of Tourism and Travel Management

