

**ALAGAPPA UNIVERSITY**  
(Accredited with A+ Grade by NAAC (CGPA : 3.64) in the Third Cycle)  
KARAIKUDI

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Date: 28.9.2017

The World Tourism Day 2017 was celebrated jointly by the Department of Logistics Management and Alagappa Institute of Management of Alagappa University, Karaikudi, on 27.9.2017.

Prof. M. Senthil, Head of Logistics Management, while welcoming the gathering, expatiated how developing tourism potential would fuel the economic activity of a country. He also explained how the tourism helps in balancing the smart and wise people to become happy citizens.



Prof. P. Subas Chandra Bose, Member of the Syndicate, Alagappa University, in his Presidential Address, highlighted the cultural diversity and its roots in ensuring the basic ethics. He elaborately narrated the history of the ancient Tamil Kings -- Chera, Chola and Pandya's sea trade abilities and the significant role played by the sea ports like Poombuhar and Thondi. He has also explained about the "silk route" and "spice route" through which tourism and trade flourished in those days. He added that the dancing Shiva and the sculptural marvels of Tamilnadu have always been a wonder to the world that attracted many tourists to India.

He had a word of praise for the vision of the Vice-Chancellor of Alagappa University Prof. S. Subbiah in establishing the Centre for Tamil Culture and the Vallal Alagappan Museum in the University Campus for the benefit of the community. This would become a tourist attraction for the domestic and foreign tourists to choose this region for a visit.

The Chief Guest of the function, Mr. Orissa Balu, a Marine History Researcher from Chennai, explained the ancient Tamil's passion for travelling the entire world. The spread of Tamils across 183 countries itself is an excellent evidence for their love of travel in connection with sea trade. Cultural impact of ancient Tamils across could be witnessed across the globe. He demonstrated through evidences generated by his research, on the sea trade of Tamil kings dating back to thousands of years, through their impeccable ability to analyse the migration of elephants, sea birds and turtles. He also narrated his expeditions to trace and collect sources available across the world to show the ancient Tamils endeavours for establishing foreign trade.

Prof. H. Gurumallesh Prabu, Controller of Examinations of Alagappa University, in his Key-Note Address, highlighted the importance of sustaining the tourism activities for economic development. The focus on tourism sustenance helped the continents like the USA, Europe and part of East Asia to excel in the tourism domain at present. He cautioned that while sustaining the tourism, we should not lose focus on the environmental and cultural issues, which are vital and unique for any country.

Dr.G.IIankumaran introduced the guests. Dr.S.Rajamohan, Director in-charge of Alagappa Institute of Management, offered felicitations. Dr.P.Rajan Chinna, Department of Logistics Management, proposed a vote of thanks.

Prof.V.Balachandran  
Registrar i/c.