

Seminar on Tourism transformation in Kashmir held at KU

Varsity committed to strengthening tourism through interdisciplinary collaboration: KU VC#

Strategic planning key to unlocking J&K's tourism potential: MLA Gulmarg#



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Srinagar, Feb 26: To promote collaboration between academia, industry, and policymakers in shaping the future of tourism in Jammu & Kashmir, the Department of Tourism, Hospitality & Leisure Studies (DTHLS), University of Kashmir (KU), organised a one-day national seminar on 'Infrastructure, Industry and Academia: Driving Tourism Transformation in Kashmir.'

The seminar aimed to discuss strategies for improving tourism infrastructure, enhancing visitor experiences, and promoting sustainable tourism practices in Kashmir. It provided a platform for stakeholders to deliberate on challenges, explore innovative solutions, and strengthen the link between academic research and industry needs.

Speaking at the inaugural event, Vice-Chancellor KU, Prof. Nilofer Khan, in her presidential address, highlighted the university's commitment to contributing to the tourism sector through research, innovation, and industry collaboration.

"Tourism is a vital part of our economy and through interdisciplinary partnerships, we can enhance visitor experiences while ensuring sustainable growth," she said.

Guest of honor, Mr. Farooq Ahmad Shah, MLA Gulmarg J&K, appreciated the department's efforts in engaging with stakeholders to drive tourism development in the region.

"It is our responsibility to ensure that Jammu & Kashmir reaches its full potential as a world-class tourist destination through proper planning, infrastructure enhancement, and quality experiences for visitors," he stated.

Keynote speaker, Mr. Sandeep Raturi, Vice-President, Distinct Destinations, Delhi, stressed on the importance of integrating cultural experiences with tourism, stating





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that Kashmir's rich culture has the potential to enhance the overall visitor experience. He noted that strategic planning and innovative approaches are essential for the sustainable growth of the hospitality sector. #

Mr. Mohammad Saleem Beigh, Convener INTACH, and former Director General, Tourism J&K, highlighted the need to adapt tourism strategies in response to changing customer preferences and evolving with current trends while ensuring that environmental sustainability remains a priority. #

Earlier, Head DTHLS KU, Dr. Reyaz Ahmad Qureshi, in his welcome address, stressed on the importance of academia-industry collaboration, emphasizing the need to balance tourism development with resource preservation. #

The event was attended by Mr. Manzoor Ahmad Wagnoo, Chairman, Nigeen Lake Conservation Organization (NLCO); Mr. Farooq Ahmad Kuthoo, Kashmir Chamber of Commerce & Industry (KCCI); Mr. Rouf Tramboo, President, Adventure Tour Operators Association of Kashmir (ATOAK); various faculty members, scholars, and students from the campus. The inaugural event concluded with a vote of thanks delivered by Dr. Shahnawaz Ahmad Dar, faculty at DTHLS KU. #

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