



Prof. Musavir Ahmed  
MEDIA ADVISOR

# Public Relations Centre UNIVERSITY OF KASHMIR

Hazrabal, Srinagar (J&K)- 190006



## KU hosts three-day adventure tourism training program



**Srinagar, Feb 18:** To equip students with practical skills and industry insights, the Department of Tourism, Hospitality & Leisure Studies, University of Kashmir (KU), in collaboration with Jammu and Kashmir Mountaineering and Adventure Club (JKMAC), inaugurated a three-day adventure tourism training program here on Tuesday.#

The program aims to prepare students of the Masters in Tourism & Travel Management (MTTM) course for careers in adventure tourism by offering a mix of classroom learning and field-based training. It covers a wide range of topics, including the adventure tourism scenario, resource base, operational challenges, mountaineering equipment, adventure documentaries and essential safety guidelines.#

In her message Vice Chancellor KU Prof Nilofer Khan while encouraging the participants to make the most of this learning experience said “This program aligns with our commitment to promoting sustainable tourism and skill development among our youth. Adventure tourism is a growing sector with immense potential, and through initiatives like this, we aim to equip participants with the necessary knowledge, expertise, and hands-on experience to explore new opportunities in this field.”#

Speaking at the inaugural session, Dean Academic Affairs KU, Prof. Shariefuddin Pirzada, highlighted the importance of adventure tourism in the region’s economic development.#

“By training young professionals in adventure tourism, we can meet the growing demand for skilled personnel in the sector and further diversify Kashmir’s tourism offerings,” he remarked.#



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[pro@uok.edu.in](mailto:pro@uok.edu.in) | [mediaadvisor@uok.edu.in](mailto:mediaadvisor@uok.edu.in)



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President JKMAC, Mauzam Bakhshi, shared his insights into the club's initiatives and encouraged students to actively participate in adventure tourism activities. # Earlier Head, Department of Tourism, Hospitality & Leisure Studies KU, Dr. Reyaz Ahmad Qureshi, emphasized that the department is actively collaborating with industry stakeholders to provide students with hands-on exposure for their professional growth. #

The program is structured into three phases. The first day consists of theoretical sessions and demonstrations of mountaineering equipment. On the second day, participants will head to Naranag, Ganderbal, for practical activities such as trekking, hiking, rappelling, and ziplining. The final day will include a hiking expedition to Mamneth and the adjoining areas of Dachigam National Park. #

The inaugural session was attended by faculty members, adventure tourism entrepreneurs, scholars, and students from the campus. Joint Secretary, JKMAC, Sajad Hyder Wani, provided an overview of the training modules, while Dr. Ajaz Ahmed Khaki, faculty member at the department, delivered a formal vote of thanks. #



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