

KU champions green tourism: World environment day at Pahalgam highlights sustainable futures



Srinagar, Sept 29: To mark World Environment Day 2025, the Department of Tourism, Hospitality & Leisure Studies (DTHLS), University of Kashmir (KU), in collaboration with the Pahalgam Development Authority and the Pahalgam Trade & Civil Society Alliance, organized a daylong programme at Pahalgam dedicated to sustainable tourism and environmental stewardship.

The event brought together civil administration officials, tourism scholars, environmentalists, industry stakeholders, and students in a meaningful dialogue on eco-friendly tourism practices and the future of Kashmir's tourism and travel industry. Chief Guest, Mr. Muhammed Saleem Beg, Former Director General Tourism J&K, emphasized the urgent need for environmentally sensitive development, systematic planning, and multi-stakeholder partnerships. He lauded KU's Department of Tourism for preparing young professionals capable of steering the tourism sector towards sustainability.

Mr. Pirzada Fayaz, Convenor of the Responsible Tourism Society of India, highlighted the role of the youth in advancing green practices in tourism. Advocate Nadeem Qadri, environmental lawyer and Executive Director of the Wildlife Conservation Fund, urged the adoption of responsible tourism measures to safeguard Kashmir's fragile ecosystems. Adding a cultural perspective, Mr. Mushtaq Pahalgami, President of the

Himalayan Welfare Organization, stressed on the balanced development of Pahalgam, preserving both its natural beauty and cultural heritage.

In his welcome address, Dr. Reyaz Ahmad Qureshi, Head of DTHLS, KU, underlined the department's commitment to building human capital, conducting impactful research, and fostering policy-level engagement to embed sustainability in tourism development.

The programme also featured cultural highlights including rouf, ladishah, and a student-performed skit, all creatively reinforcing the theme of eco-conscious travel and sustainable lifestyles.

The event concluded with a formal vote of thanks by Dr. Shahnawaz Ahmad Dar, senior faculty at DTHLS, KU.