



PRESS RELEASE

WORKSHOP ON TOURISM AND SERVICE INDUSTRY

With great enthusiasm and reverence, Department of tourism in coordination with Department of BBA organized one-day workshop on TOURISM AND SERVICE INDUSTRY on 16-11-2015.

On the auspicious occasion, pre-inaugural session started with introducing the back ground of workshop by Prof. (Dr.) Mushtaq Ahmad Lone, Principal GDC Sopore, and the welcome of our guest speakers by Head Department of Tourism, followed by address of Guest speaker invited for the day. Dr. Peerzada Mohammad Rafiq, Assistant Professor Tourism and Management, mesmerized the gathering with his motivational address.

While addressing the august gathering Dr. Peerzada Mohammad Rafiq, said that, “travel and tourism is pivotal in social, economic and cultural progress of the state. There are lots of scenic destinations in our state which needs to be tracked and developed as tourist attraction. The local people of such places should get involved in the supply chain of local crafts. Another aspect which needs immediate attention is infrastructure which needs huge investments, possible with the Public Private Partnership (PPP) model. At present bio- diversity of state showcased internationally to attract the tourists. The entire state is covered with forests which provide a unique opportunity for the development of tourism in our country. Infact, Jammu and Kashmir tourism was developed without harming the natural resources. It is earning huge foreign exchange for the country through the regular visit of foreign tourists. The State Government is working for community development programmes like the hydro power projects for the purpose. The local community is harnessing the natural resources, scenic beauty without disturbing the environment by putting a softer foot. Through the local people the income of the state’s population is also generated. He advised the students to promote the bio-diversity of the state and the country without disturbing the ecological balance.

At the end co-ordinator IQAC Prof. Mehraj Ud Din Khandwav, extended thanks to all the participants for making the workshop a success.

Sd/-
Media Secretary