

**CIED–IUST Foundation Holds Panel Discussion on “Revival of Tourism in Kashmir: Addressing Challenges in the Current Situation”**

11-11-2025: As part of IUST Foundation Week activities, CIED–IUST Foundation organized a panel discussion on “Revival of Tourism in Kashmir: Addressing Challenges in the Current Situation.” The session was chaired by Dr. G.N. Itoo (JKAS), Professor of Practice, School of Business Studies, IUST, and moderated by Prof. Parvez A. Mir, CEO, CIED–IUST Foundation.

The panel comprised distinguished speakers including Mr. Raja Waseem (JKAS), Joint Director Tourism Kashmir, Mr. Malik Waseem (JKAS), General Manager DIC Pulwama, Mr. Farooq Kuthoo, President Travel Agents Association of Kashmir, Mr. Irtif Mehraj Lone, Manager Incubation JKEDI Pampore, Mr. Faisal Kawoosa, Founder and Chief Analyst Techarc, Ms. Asma Iqbal, Managing Director, The Vale Lodge Pahalgam and Ms. Arooj Nissar, Human Resource Manager Taj Dal View, Srinagar. The event also witnessed the presence of industry experts, consultants, entrepreneurs and students.

The discussion explored the evolving landscape of tourism in Kashmir, focusing on the challenges faced by the sector and the need for innovative, sustainable and community-oriented solutions. Dr. G.N. Itoo emphasized the importance of strengthening local capacities and promoting self-sustaining micro-enterprises to ensure long-term growth in the tourism sector.

Mr. Waseem (JKAS) highlighted the positive performance of the tourism industry in recent years, noting its resilience and recovery potential. Mr. Farooq Kuthoo pointed out that despite temporary setbacks caused by incidents in Pahalgam, the sector has shown promising revival trends with steady tourist inflow across key destinations.

Ms. Asma Iqbal highlighted that the tourism sector offers vast entrepreneurial opportunities and encouraged students to explore tourism-related studies to build successful careers as young entrepreneurs in this field.

In his concluding remarks, Prof. Parvez A. Mir underlined the crucial role of tourism as a driver of entrepreneurship and regional development. He encouraged students and young entrepreneurs to view tourism not merely as a service sector but as a domain of innovation and opportunity.