

CIED – IUST Foundation organizes 3 - Day Capsule program for early age start-ups on Promotion and Sustainability of Tourism.

Srinagar 22.08.2024: A 3 – day capsule program for early age start-ups on the promotion and sustainability of tourism has been organized from 22 – 24 August 2024 by CIED – IUST Foundation in collaboration with SIDBI and KPMG. The program is being conducted at the Directorate of Tourism, Srinagar.

The inaugural session was chaired by Mr. Raja Yaqoob, Director Tourism Kashmir. In his address, he highlighted the extensive opportunities available within the tourism industry in Jammu and Kashmir. He emphasized that the state offers significant potential for those involved in the tourism sector.

Prominent among the speakers were Prof. A. H. Moon, Dean Academic Affairs IUST, Prof. Parvez A. Mir, Director CIED – IUST Foundation, Mr. Malik Waseem, Deputy Director Recreation JK Tourism Dept., Mr. A. P. Vicky Shaw, Chairman PHDCCI Kashmir and Mr. Raouf Trumboo, President Travel Agents Association of Kashmir (TAAK).

The main aim of the 3 – day program is to provide participants with comprehensive understanding to equip of effective promotion strategies and sustainable practices in the tourism industry, enabling them to enhance their business operations and contribute positively to the environment and local communities. The sessions also aimed to equip participants with essential knowledge, skills, and strategies to enhance their operations and capitalize on the region's unique opportunities. Topics covered likely included industry trends, marketing strategies, sustainable tourism practices, and ways to improve visitor experiences.

This structure ensures that participants gain a thorough understanding of both promotional strategies and sustainability practices, equipping them with the tools to integrate both aspects effectively in their tourism businesses.

The overall workshop was highly significant for tourism sector entrepreneurs. It provided valuable insights and practical knowledge, helping participants enhance their business strategies and operations. By addressing key industry trends, marketing techniques, and best practices, the workshop empowered entrepreneurs to better navigate the tourism landscape and leverage the unique opportunities available in the region.