

# CENTRAL UNIVERSITY OF KASHMIR

## Department of Tourism Studies

### CONFERENCE REPORT:-

#### INTERNATIONAL CONFERENCE ON TOURISM AT LEH

**Theme :** *"Recovery Marketing Strategies for Tourist Destinations in Conflict Situations"*

**Venue:** Central Institute of Buddhist Studies, Choglamsar, Ladakh

**Date:** 8-9 September, 2017.

**Sponsored by :** Ministry of Tourism, Govt. of India under Market Research Scheme-2017

#### **Brief Report**

The Department of Tourism Studies, Central University of Kashmir organized a two day International Conference on Tourism on 8<sup>th</sup> -9<sup>th</sup> of September 2017 at Leh on the theme *"Recovery Marketing Strategies for Tourist Destinations in Conflict Situations"* at Central Institute of Buddhist Studies, Choglamsar, Ladakh. The Conference was sponsored by Ministry of Tourism Govt. of India and the collaborating partners to the event were (ITHC)-Indian Tourism and Hospitality Congress and (CIBS)Central Institute of Buddhist Studies. The Conference was attended by 196 delegates and participants which included Resource persons from all parts of the country and abroad. Twenty five (25) resource persons and experts from the field of Tourism, Hospitality, Culture, Heritage and other allied disciplines were invited to speak and chair various session during the course of the Conference.

The Conference theme attracted an overwhelming response from researchers and academicians world over. A testimony to the fact is the number of Abstracts the organizers received from the academic fraternity in a short span of time . A total of 163 Abstracts were received by the Organizers, which were scrutinized by the review committee of the department and finally only 134 Abstracts were selected for presentation and were inculcated for printing in the Abstract book which was released by the Chief Guest and other dignitaries at the Inaugural event of the Conference on 8th September 2017.

The Conference theme was broadly divided into Nine Subthemes for nine technical sessions and two minor discussion themes for panel discussions. Besides the inaugural and the valediction ceremony, the Conference had Nine technical sessions on nine subthemes which are:

1. Marketing strategies rebuilding tourism
2. Sustainability of Tourism: An effort to Reanimate Tourism in conflict situations
3. Tourism ,media and conflict
4. Socio-Economic upward Mobility of Destinations & crisis Mitigation in Tourism
5. Management and HR Perspectives in Tourism
6. Tourism and Media
7. Tourism in Himalayan Region
8. Revival of Tourism in conflict Zones
9. Tourism and conflict Kashmir Perspective

Each technical session was chaired and co-chaired by experts of relevant subjects. On an average, about ten presentations were made in each technical session by research scholars and academicians in their respective sessions, which were followed by discussions and deliberations, conducted by the session chairpersons. Besides the Technical sessions two separate panel discussions were held on 8th and 9th September, 2017 respectively on the themes:

1. Strategies for Revival of Tourism: Kashmir Experience
2. Ladakh & Buddhist Heritage: Issues in Preservation

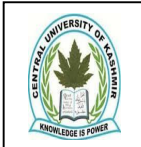



At the outset, the Hon'ble Vice Chancellor ,CUK lead all the dignitaries to the dais which included the Chief Guest -Prof. S.P Bansal, VC, Indira Gandhi University, Haryana, Guest of Honour -Prof. Sandeep Kulshreshtha , Director IITM, Gwalior, Guest of Honour - Prof Geeshe Konchok Wangdus, Director CIBS, Leh, Key note speaker- Dr S.M Ismail, Former VC, Sri-Lanka University. The Conference was inaugurated in a traditional way by displaying the University Tarana and Isband Soz ( Kashmiri tradition) and Mangalacharan ( Ladakhi Tradition). Dean & Head School of Business Studies & Department of Tourism Studies-CUK Prof. Syed Fayaz Ahmad, welcomed the revered dignitaries, guests and delegates; his speech was followed by the welcome address delivered by Mr. Faizan Ashraf Mir Organizing Secretary, Assistant Professor Department of Tourism Studies-CUK where in he briefed the gathering about the Conference.

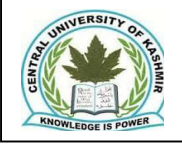
Prof. Sandeep Kulshreshtra Director–IITM Gwalior, Guest of honour & Prof. Geshe Konchok Wangdu addressed the gathering and expressed happiness regarding the conduct of the Conference and lauded the theme of the Conference. Dr. S.M.Ismail Mohammad from Sri Lanka Handicraft Board, Former Vice Chancellor, South Eastern University of Sri Lanka, the key note speaker for the event gave a detailed presentation on the theme and stressed upon the need to discuss recovery marketing strategies for tourist destinations mired with conflict. It was followed by the release of the abstract book of the conference by the dignitaries on the dais. The chief guest for the event Prof. S.P.Bansal, Hon'ble Vice Chancellor, Indira Gandhi University, Haryana and President-ITHC also addressed the gathering. It was followed by the presidential address by Prof. Mehraj ud din Mir, Hon'ble Vice Chancellor Central University of Kashmir. The inaugural session ended with a vote of thanks by Mr. Ashaq Husain Najar, Assistant Professor, Department of Tourism Studies CUK.

The Inaugural session was followed by three parallel technical sessions on 8th September and one Kashmir Tourism specific Panel discussion.

The second day of the Conference had six technical sessions and one Ladakh specific panel discussion. The Conference concluded with the Valedictory ceremony which was presided as Chief Guest by MLA Leh , Mr Nawang Rigzen Jora. Director (MR), Ministry of Tourism, Govt. of India , MS Mini Prasanna and Prof Geshe Konchok Wangdus were the Guest of Honours for the event. The Session included a detailed conference report by the Organizing Secretary followed by the distribution of certificates. The Dignitaries appreciated the efforts of the University for bringing the Conference to Leh and appreciated the academic outcome of the Conference

The detailed schedule of the event is attached below:

	<b>International Conference on Tourism-2017</b> <b>Recovery Marketing Strategies for Tourist Destinations in Conflict Situations”</b> <b>Venue: CIBS, Leh, Ladakh</b> <b>(Date: 08<sup>th</sup>-09<sup>th</sup> September)</b>		
<b>Inaugural Ceremony 8<sup>th</sup> September</b>			
<b>ACTIVITY</b>	<b>SPEAKER</b>		
<b>Welcome Address</b>	<b>Conference Director</b>	<b>Prof. Syed Fayyaz Ahmed, Head &amp; Dean, DTS, CUK</b>	
<b>Address</b>	<b>Organizing Secretary</b>	<b>Mr. Faizan Ashraf Mir, Asst. Prof.,DTS, CUK</b>	
<b>Key Note Address</b>	<b>Key Note Speaker</b>	<b>Dr. SM Ismail Mohammad, Chairman Srilanka, Handicraft Board, Former Vice Chancellor, South Eastern University of Srilanka</b>	
<b>Special Address</b>	<b>Guest of Honour</b>	<b>Prof. Sandeep Kulshreshthra, Director IITM Gwalior.</b>	
	<b>Guest of Honour</b>	<b>Prof. Geshe Konchok Wangdu.</b>	
	<b>Chief Guest</b>	<b>Prof. S.P Bansal, Hon’ble Vice Chancellor, Indira Gandhi University, Haryana.</b>	
<b>Presidential Address</b>	<b>Chief Patron</b>	<b>Prof Mehraj ud din Mir, Hon’ble Vice Chancellor, Central University of Kashmir</b>	
<b>Vote of Thanks</b>	<b>Member of Organizing Committee</b>	<b>Mr. Ashaq Hussain Najar, Asst. Prof.,DTS, CUK</b>	
	<b>Organized by:</b> <b>Department of Tourism Studies. Central University of Kashmir, Srinagar</b> <b>in collaboration with ITHC &amp; CIBS</b>		



**International Conference on Tourism-2017**  
**Recovery Marketing Strategies for Tourist Destinations in Conflict Situations”**

अद्भुत भारत  
Incredible India

**Venue: CIBS, Leh, Ladakh**  
**(Date: 08<sup>th</sup>-09<sup>th</sup> September)**

**VALEDICTION Ceremony 9<sup>th</sup> September**

<b>ACTIVITY</b>	<b>SPEAKER</b>	
Welcome Address	Conference Director	Prof. Syed Fayyaz Ahmed, Head & Dean, DTS, CUK
Valediction Address	Guest of Honour	Prof. Geshe Konchok Wangdu. Director, CIBS
	Guest of Honour	Ms. Mini Prasana Director Marketing Research Ministry of Tourism, Govt. of India
	Chief Guest	Mr. Nawang Rigzin Jora, Hon'ble MLA Leh
Conference Report	Organizing Secretary	Mr. Faizan Ashraf Mir, Asstt. Prof. DTS, CUK
Vote of Thanks	Member organizing Committee	Ms. Shehnaz Akhtar Asstt. Prof. DTS, CUK



**Organized by:**  
**Department of Tourism Studies, Central University of Kashmir, Srinagar**  
**in collaboration with ITHA & CIBS**





**International Conference on Tourism-2017**

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**Panel Discussions Schedule**

**Day I: 8<sup>th</sup> September**

**Panel Discussion –I (Timing:12:45 pm – 02:00 pm)  
(Strategies for Revival of Tourism: Kashmir Experience)**

**Chairperson :  
Co-Chairperson  
Coordinator :  
Rapporteur :  
Panelists:**

**Mr. Saleem Beg  
Prof. Deepak Raj Gupta  
Ms. Nasiba  
Mr. Ahsan ulhaq  
  
Prof. Parikshat Singh Manhas  
Dr G.R Ghani  
Dr. Reyaz Qureshi**

**Day II: 9<sup>th</sup> September**

**Panel Discussion –II (Timing: 02:00 pm – 03:00 pm)  
(Ladakh Heritage/Buddhist Heritage in Ladakh : Issues and Preservations)**

**Chairperson :  
Co- Chairperson  
Coordinator :  
Rapporteur :  
Panelists:**

**Mr. NawangRigzinJora  
Prof. GesheKonchokWangdu.  
Mr. Farooq Ahmad Najar  
Mr. Asif Ahmad Bhat  
  
Dr. SonamWangchuk  
Mr. TashiMaroof**



International Conference on Tourism-2017

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**Schedule of Technical Sessions/Parallel Tracks**

**Day I(8<sup>th</sup> September)**

<p><b>Technical Session I</b> <b>Theme Track – I</b> <b>“Marketing strategies rebuilding tourism”</b></p> <p>Chairperson : Prof. Deepak Raj Gupta Co- Chair:Prof. Geshe Konchok Wangdu Coordinator: Ms. Asra Wani Rapporteur: Ms Seerat Banday No. of Presenters:12</p>	<p><b>Technical Session I</b> <b>Theme Track –II</b> <b>“Sustainability of Tourism: An effort to Reanimate Tourism in conflict situations”</b></p> <p>Chairperson : Prof. Mushtaq A. Darzi Co- Chair : Dr. Konchok Rigzen Coordinator: Mr. Asif Bukhari Rapporteur: Ms Aqsa Showkat No. of Presenters: 12</p>	<p><b>Technical Session I</b> <b>Theme Track –III</b> <b>“Tourism ,media and conflict”</b></p> <p>Chairperson : Dr. Lav Kush Mishra Co- Chair :CIBS Coordinator : Mr. Farooq A. Najar Rapporteur: Ms Batool Shafi No. of Presenters: 12</p>
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**Day II(9<sup>th</sup> September)**

<p><b>Technical Session II</b> <b>Theme Track -I</b> <b>“Socio-Economic upward Mobility of Destinations &amp; crisis Mitigation in Tourism”</b></p> <p>Chairperson : Dr. Reyaz Qureshi Co- Chair :Mr.Khenpo Lobzang Tsultim Coordinator: Ms. Nasiba Rapporteur : Ms. Asif Bhat No. of Presenters:12</p>	<p><b>Technical Session II</b> <b>Theme Track-II</b> <b>“Management and HR Perspectives in Tourism”</b></p> <p>Chairperson : Dr. Anurag Bhonsle Co- Chair :Dr. Shahnawaz Ahmad Dar Coordinator: Mr Adil Nazki Rapporteur :Mr Ahsan-ul-Haq No. of Presenters:12</p>	<p><b>Technical Session II</b> <b>Theme Track-III</b> <b>“Tourism and Media”</b></p> <p>Chairperson : Dr. S M IsmailMohammad Co- Chair :Prof. Iqbal Hakeem Coordinator: Abid Suhail Rapporteur : Mudasir Mir No. of Presenters:11</p>
<p><b>Technical Session III</b> <b>Theme Track-I</b> <b>“Tourism and conflict Kashmir Perspective”</b></p> <p>Chairperson : Prof. S. Fayyaz Ahmad Co- Chair : Dr. Reyaz Qureshi Coordinator: Mr. Mudasir Mir Rapporteur : Asif Bhat No. of Presenters:12</p>	<p><b>Technical Session III</b> <b>Theme Track-II</b> <b>“Tourism in Himalayan Region”</b></p> <p>Chairperson : Dr. G. R. Ghani Co- Chair : Prof. Bashir Ahmad Joo Coordinator: Ahsan-ul-Haq Rapporteur : Abid Suhail No. of Presenters:12</p>	<p><b>Technical Session III</b> <b>Theme Track-III</b> <b>“Revival of Tourism in conflict Zones”</b></p> <p>Chairperson : Prof. Parikshat Manhas Co- Chair : Dr. Ramjit Coordinator: Mehruq Khan Rapporteur : Adil Nazki No. of Presenters: 10</p>

