

To promote industry-academia collaboration and establish a framework for programmes of exchange and cooperation in the areas of joint interest, the department of Tourism, Central University of Kashmir (CUK) today signed a Memorandum of Understanding (MoU) with the Adventure Tourism Operators' Association Kashmir (ATOAK) at varsity's Nowgam-II academic block.

Vice-Chancellor, Prof. Mehraj ud Din Mir, Head Department of Tourism Studies, Prof. S Fayyaz Ahmad, ATOAK, President, Mr. Rauf Trumboo, Controller of Examinations and Dr. Nazir Ahmad Gilkar were present on the occasion.

The key areas of cooperation in the MoU are: Enterprise visits, joint collaboration in conducting field surveys, conducting collaborative adventure tourism related activities, exchange and diffusion of knowledge and experiences and allied collaborative efforts.

Hailing the MoU, Vice-Chancellor, Prof. Mehraj ud Din Mir, said the Department of Tourism Studies would extend full support to ATOAK in reviving the tourism in Kashmir, post floods. He called for collaborative measures between the CUK and ATOAK in making Jammu and Kashmir, the world's top tourist destination.