



Media Cell
Baba Ghulam Shah Badshah University
Rajouri (J&K)

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Press Note

BGSBU Celebrates World Tourism Day

Centre for Hospitality and Tourism, Baba Ghulam Shah Badshah University celebrated world tourism day. On the occasion a webinar was organized on the theme 'Tourism for Inclusive Growth'. Vice Chancellor Baba Ghulam Shah Badshah University Prof. Akbar Masood applauded the efforts of the centre for celebrating the World Tourism Day. In a statement Prof. Akbar said that the observance of World Tourism Day can foster awareness of tourism's social, cultural, political and economic value and the contribution that the Tourism can make towards reaching the Sustainable Development Goals. Prof. Akbar mentioned that the Pir Panjaal region has the huge potential to emerge as the most sought out destination on world tourism map and promotion of community based tourism can play a pivotal role in the socio-economic development of the region.

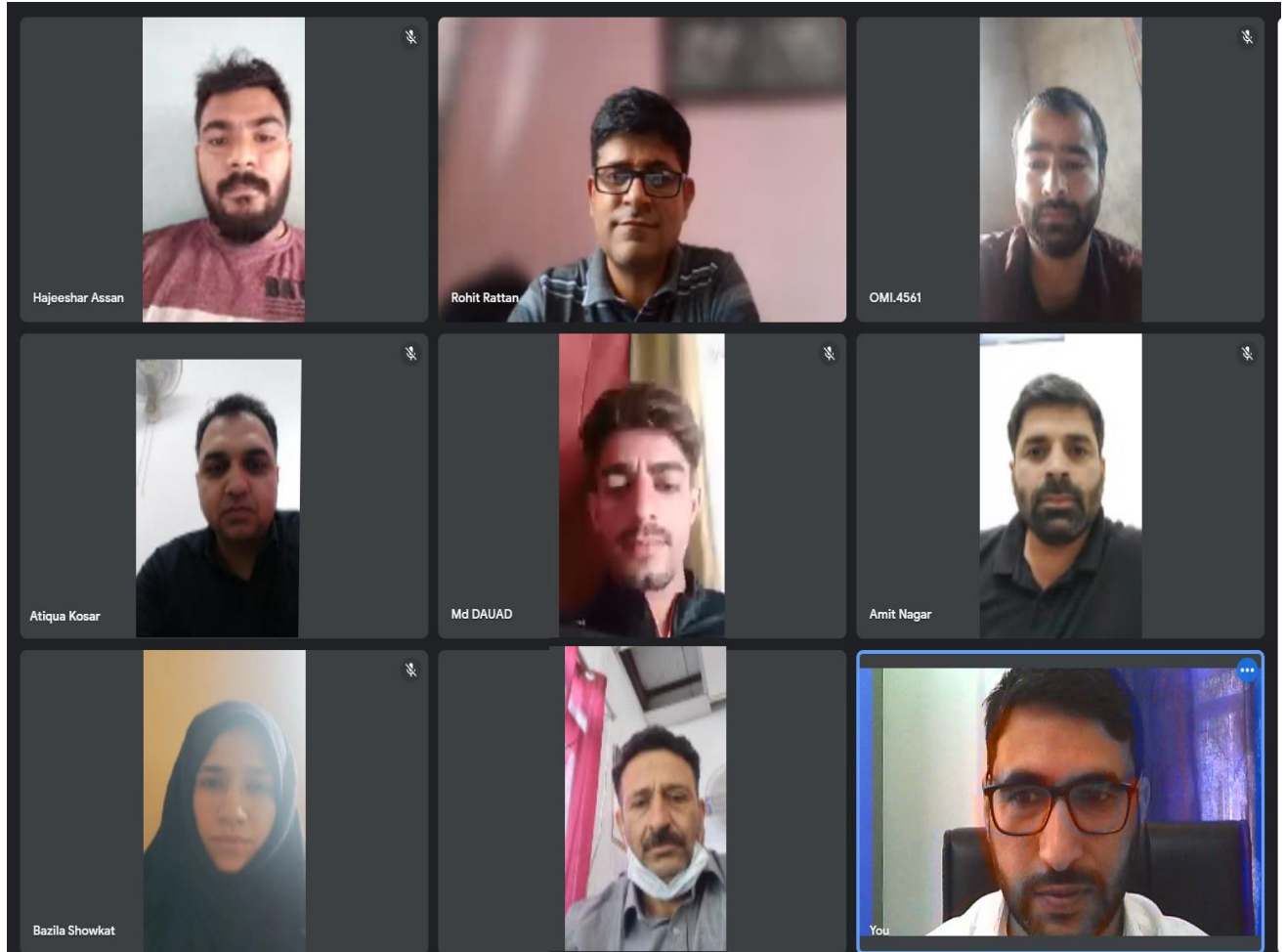
Mr. Rohit Rattan, Associate Coordinator and officer in charge Western Himalayas programme, WWF-India delivered the keynote address. In his address he said that tourism can have great benefits for people and the planet. Traveling and visiting different places can promote cross-cultural understanding, create jobs, support conservation efforts and economically support many communities and countries across the globe. He mentioned that community based tourism allows the local community to generate economic benefits through offering their products in the form of the local communities, lifestyles, natural resources and cultures to tourists and plays an important role in inclusive growth.

Dr. Danish Iqbal Raina welcomed the participants. Dr. Raina highlighted the role of local communities in sustainable tourism development. Dr. Danish said that the Tourism Industry can play a huge role in rural transformation by creating employment opportunities for the local population. Bazila Showkat, MBA Hospitality and Tourism 3rd Semester Student conducted the proceedings of the event.

The webinar has attracted a large number of researchers, Students and practitioners from academia and industry.



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