

ONE-DAY NATIONAL SEMINAR ON GREEN INVESTMENTS IN TOURISM FOR SUSTAINABLE DEVELOPMENT OF LADAKH

Organized by:

Department of Travel and Tourism Management, University of Ladakh

Sponsored by:

Indian Council of Social Science Research (ICSSR)

&

The National Institute of Sowa-Rigpa (Leh)

Date: 03rd June 2025

Venue: Conference Hall, University of Ladakh, Leh Campus

About the University - *"PURSUE YOUR STUDY AT TOP OF THE WORLD"*

The University of Ladakh was established in 2019 and is the only Trans-Himalayan Institute of higher learning and research. The University has its headquarters both in Leh and Kargil. The University has Campuses in both Leh and Kargil and has six-degree colleges as constituent colleges. The University is offering core and applied academic programs. The University is catering the students passing out from various schools and colleges spread over more than fifty thousand square kilometres of the vast Ladakh region.

About DTTM

The Department of Travel and Tourism Management at the University of Ladakh was established in the year 2019, provides high-quality education and research in tourism management with a focus on the region's unique cultural and natural heritage. The department runs PG course – Masters in Travel and Tourism Management. The department's curriculum blends theoretical knowledge and practical skills to prepare students for careers in the tourism industry through internships, field visits, and industry collaborations, fostering expertise in sustainable tourism, hospitality, and event management.

Theme

The theme "Green Investments in Tourism for Sustainable Development of Ladakh" highlights the urgent need to balance tourism growth with environmental conservation. It emphasizes investing in eco-friendly infrastructure, renewable energy, and community-based tourism initiatives. The focus is on creating sustainable opportunities that protect Ladakh's fragile ecosystem and rich cultural heritage. Green investment is key to ensure long-term resilience and inclusive development. Together, we aim to build a greener, more responsible future for Ladakh's tourism sector.

Sub-Themes

- Renewable Energy Solutions in Tourism Facilities.
- Green Supply Chain for Medicinal Plants.
- Sustainable Infrastructure and Eco-Friendly Accommodations .
- Community-Based Green Tourism Models.
- Investment Trends in Sustainable Tourism Projects.
- Green Certification and Standards in Tourism.
- Role of Public-Private Partnerships in Green Tourism.
- Financing Mechanisms for Eco-Tourism Development.
- Policy Frameworks Promoting Green Investments in Ladakh.
- Carbon Footprint Reduction Strategies for Tour Operators.
- Green Entrepreneurship and Innovation in Tourism.

Objectives of the Seminar

The seminar aim is to encourage research and knowledge-sharing among scholars, students, policymakers, and industry stakeholders. It seeks to explore innovative green investment opportunities in Ladakh's tourism sector and promote sustainable tourism practices that conserve the environment and cultural heritage. The seminar also focuses on strengthening community participation and fostering public-private partnerships to support sustainable development. Additionally, it aims to develop actionable strategies for climate resilience and the implementation of eco-friendly tourism operations in the region. We are hoping that this seminar will spark meaningful collaborations and inspire practical solutions for Ladakh's sustainable future. We look forward to the active participation of all attendees in shaping a greener and more resilient tourism landscape.

Expected Outcomes of the Seminar

- Promote awareness and research on green investment for sustainable tourism development in Ladakh.
- Generate policy recommendations and practical strategies for eco-friendly tourism practices.
- Encourage community participation, stakeholder collaboration, and public-private partnerships.
- Showcase best practices in renewable energy, waste management, green infrastructure, and cultural preservation.
- Foster innovation, networking, and climate action through sustainable tourism initiatives.

Target Participants

This seminar welcomes Academicians, Researchers, Students, Professionals, NGOs, and other people from both government and private sectors. It will be a great platform to share ideas, learn from each other, and build strong networks to promote better and sustainable tourism practices.

Abstract Submission Guidelines

- Participants are invited to submit abstracts related to the seminar theme "Green Investment in Tourism for Sustainable Development in Ladakh" and its sub-themes.
- Each abstract must include the Title of the Paper, Author's Name(s), Affiliation, Contact Details, and 4–6 Keywords.
- Abstract should be written in single paragraph using Times New Roman font, 12 pt size for body text, 16 – point size for title and 1.5 line spacing.
- Abstracts should be structured under the following sections: Introduction, Objectives, Research Methodology, Findings and Conclusion.
- The abstract should not exceed 300 words and must be original, clear, and relevant to the seminar theme and sub-themes.
- Abstracts must be submitted by scanning the QR code and Registration Link provided in the brochure.
- Early submissions are encouraged for timely review and confirmation of participation.

Abstract Presentation Guidelines

The seminar will be held in hybrid mode, with outstation participants presenting online. Presentation should include the following sections: Introduction, Literature Review, Objectives, Research Methodology, Findings, Conclusion, Limitations, and Future Research Agenda. Abstracts should be concise, adhering to this structure and completed within the time limit. Presenters should use visuals or data to support findings. We look forward to engaging discussions and valuable insights from all participants.



Chief Patron:
Prof. Saket Kushwaha
Vice-Chancellor, University of Ladakh



Co-Patron:
Prof. Upasna Joshi
Honorary Director ICSSR NWRC



Co-Patron:
Dr. Padma Gurmet
Honorary Director, NISR

Seminar Convener:
Ms. Deachen Chuskit
Co-ordinator, DTTM

Co-Convener's:
Dr. Suyash Pawar
Assistant Professor, DTTM
+91 9596855759

Dr. Sudhanshu Mani
Assistant Professor, DTTM
+91 9958704869

Organising Committee:
Dr. Wasim Raja Malik
Dr. Ashu Rajput
Dr. Aamir Ali



SCAN QR FOR
Registration and
Abstract Submission

REGISTRATION LINK:

<https://forms.gle/PhxHcP4Zzt6Vufqr8>

LAST DATE FOR
ABSTRACT SUBMISSION:
25th May 2025

Registration Fee:

Academicians/ Professionals: Rs 1000
Research Scholars: Rs 700
Students: Rs 300

FOR PAYMENT

Bank Name: **Jammu & Kashmir**

Account no. : **0773040520000003**

Branch: **SNM Hospital**

IFSC: **JAKA0SNMLEH**

Account Title: **Symposium & Conference**

JOIN US IN BUILDING A GREENER FUTURE FOR LADAKH'S TOURISM
LET US SHAPE SUSTAINABLE PATHWAYS THROUGH RESPONSIBLE
INVESTMENT AND INNOVATION IN TOURISM.