



UNIVERSITY OF LADAKH



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*Press Note/Release*

*Date of Event: 27-09-2023.*

*Venue of Event: Leh Palace*

**World Tourism Day Celebration-2023**

Department of Travel and Tourism Management (DTTM), University of Ladakh celebrated World Tourism Day on 27-09-2023 with Department of Tourism and Culture, UT Ladakh Celebrated. During this celebration students from DTTM and Zoology (Astronomy and Astro Tourism) participated in “Travel for Life” pledge, Heritage walk in Old Leh Town, and Cleanliness awareness campaign in Leh Market. These activities were conducted in the presence of secretary Tourism, ALTOA president, ALHGHA President and many other dignitaries witnessed the event.

27 students along with coordinator, Department of Travel and Tourism Management, University of Ladakh had an active participation during the event. The students also learned about Ladakh heritage, the importance of cleanliness to attract inbound tourism, and career opportunities in the tourism industry.

The Department of Travel and Tourism Management is thankful to Hon’ble Vice Chancellor, Prof. S. K. Mehta, and the university administration for this opportunity.

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