



UNIVERSITY OF LADAKH



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*Press Note/Release*

*Date of Event: 25-09-2023*

*Venue of Event: Lecture Hall, DTTM, UoL*

**YUVA Tourism Club Workshop**

Department of Travel and Tourism Management (DTTM), University of Ladakh and Ministry of Tourism, Government of India conducted an awareness workshop on YUVA Tourism Club. The workshop was attended by students and faculty members from DTTM, UoL. Mr. Ali Asgar, Assistant Manager, North Region, Ministry of Tourism Government of India delivered his lecture on introduction, importance, and current scenario regarding YUVA Tourism Club in the country and Ladakh. The workshop included lecture, activity on water/electricity saving and Q&A session. The speaker said as per GoI, tourism can contribute 1 trillion in Indian economy and for that government has introduced Soft and Hard intervention. The soft intervention includes formation of YUVA tourism clubs and Hard intervention includes investment. Besides, Department of Travel and Tourism Management is thankful to Ali Asgar, Assistant Manager, North Region, Ministry of Tourism Government of India for this worth learning opportunity to our students through this workshop.

We are thankful to our Hon'ble Vice Chancellor, Prof. S. K. Mehta, University of Ladakh for his guidance and support.

Dr. Rajinder Kumar  
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