DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT

UNIVERSITY OF LADAKH, LEH CAMPUS
TARUTHANG, LEH-194101, LADAKH

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<u>Press Release</u>

<u>Outreach Programme with Department of Tourism, UT Ladakh and Tourism Industry of Leh by DTTM, University of Ladakh</u>

Department of Travel and Tourism Management, University of Ladakh organized an outreach programme to have better collaboration with Department of Tourism, UT Ladakh and the tourism industry of Leh. As part of this outreach programme, faculty and students of Dept. of TTM met Honorable Tourism Secretary, Department of Tourism, UT Ladakh, Shri Mehboob Ali Khan and also had a meeting with President, ALTOA, Shri Deleks Namgyal and Ms.Yangdu of Rimo Expeditions.

Students and faculty apprised the officials and tourism industry professionals about the activities carried out by Dept, of TTM, University of Ladakh and the need for better collaboration between the Dept. of TTM and the esteemed tourism departments/organizations so as to promote sustainable tourism in Ladakh in accordance with green investment initiative proposed by UNWTO. Representatives from Dept. of TTM also put forward a proposal for organizing a 3 day Eco-friendly trek to Markha valley (with activities like cleanliness drives, awareness campaigns with locals and community engagement) from 15th-18th August, 2023 in anticipation of World Tourism Day celebration on 27th September, 2023 which was well received and well appreciated by all the officials.

The outreach programme concluded on a very positive note and all support and collaboration was assured by all the concerned officials especially by Hon'ble Tourism Secretary and President, ALTOA.

Sd/-
Dr. Sonam Angmo
Co-coordinator
Dept. of TTM, Leh Campus, University of Ladakh

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