



Department of Tourism, Hospitality & Leisure Studies

University of Kashmir

Hazratbal, Srinagar-190006

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Report on Three Days Training Program on Adventure Tourism

A three days training program on adventure tourism for the students of Master`s in Tourism & Travel Management (MTTM) was organised by the Department of Tourism, Hospitality & Leisure Studies University of Kashmir in collaboration with Jammu Kashmir Mountaineering and Adventure Club (JKMAC) from February 18 to 20, 2025

This specific training program was designed and organized to help our students on their path of becoming an excellent adventure tourism professional, thereby considerably contributing to the competence of adventure travel guides along the Kashmir Himalayas trail and the valley as whole. This training program was a mixture of classroom activities and field training.

The training programme covered a comprehensive range of topics, including Adventure tourism scenario and resource base, Adventure tourism potential and its operational challenges in Kashmir, display of mountaineering and adventure equipment`s, display of adventure documentaries and do`s and don`ts of adventure activities.

Participants engaged with adventure tourism experts, entrepreneurs, and mentors who provided valuable insights and guidance throughout the programme.

The training programme was inaugurated on February 18, 2025 at the Department of Tourism Hospitality & Leisure Studies by Prof. Shariefudin Pirzada, Dean Academic Affairs University of Kashmir, who was the Chief Guest on the occasion, while as Mr. Mauzam Bakhshi President; Jammu & Kashmir Mountaineering & Adventure Club (JKMAC) was the Guest of Honor.

The inaugural session witnessed the participation of faculty members of the department, members and office bearers of JKMAC, young adventure tourism entrepreneurs, and scholars and students of the department.

In his welcome address, Head Department of Tourism, Hospitality & Leisure Studies, Dr Reyaz Ahmed Qureshi formally welcomed all the guests, speakers, teaching, non-teaching staff, Research scholars and students. While giving the opening remarks, he said that the department is in close coordination with the tourism industry and are organizing such programs for the practical exposure



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of their students. He said the department will be organizing such programs in future also for the overall professional development of their students.

Prof. Shariefudin Pirzada, Chief Guest on this occasion in his address emphasized the importance of tourism sector in the economic development of the region and the role of the department in professional development of the human resource. Prof. Pirzada highlighted the University's commitment to promoting participation of students in sports activities. He asserted that by training youth in adventure tourism activities, we can cater the increasing tourist demand and diversify our tourism products. Prof. Pirzada further highlighted the role of the department in the overall development of tourism in valley of Kashmir.

Guest of the Honour, Mr. Mauzam Bakshi, President; Jammu & Kashmir Mountaineering & Adventure Club (JKMAC) highlighted the activities of JKMAC and encouraged the participants for participation in adventure tourism activities. Earlier on this occasion, Sajad Hyder Wani Joint Secretary JKMAC gave a detailed account of the three days training programme.

Among others the famous adventurer Mr. Mehfoz from Jawaher Institute of Mountaineering and winter sports also spoke on the occasion and extended his support for the training of the students in various adventure tourism courses offered by the JIM Pahalgam.

In the post inaugural session-1 Mr. Nawab Mozam Khan from JKMAC provided a detailed analysis of the Adventure Tourism and its operational challenges in Kashmir. He discussed the obstacles in the development of adventure tourism and stressed the need for practical skills and adventure resources knowledge for the development of adventure tourism in the valley.

Mr. Irfan Jeelani from JKMAC gave a detailed presentation on Wildlife Tourism in Kashmir. He discussed the SOP for wildlife tourism and the Do's and Don'ts of wildlife tourism activities.

During session -2 various mountaineering and adventure equipment's were displayed and the session concluded with the display of adventure documentary.

On February 19, 2025 morning the Hon`ble Vice Chancellor flagged off the participants from University Campus, for practical training sessions at Naranag Ganderbal. The Vice-Chancellor interacted with the students at the flag-off ceremony and urged them to do their best to learn about the required set of



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skills for adventure tourism activities. She said adventure sports activities provide an opportunity to young students to learn from experts in the field and to maintain a healthy physique.

Dean School of Business Studies Prof Mushtaq Ahmad Darzi and Registrar Dr Nassir Iqbal were also present on the occasion, who appreciated the DTHLS for organizing this training program.

At Naranag the students participated in trekking trial up to Domail and latter participated in repelling sessions

On 20th February in the morning session a documentary of flora and fauna of Kashmir was displayed and later the students proceeded to Dachigam national park for hiking.

This adventure training program was a resounding success, achieving its goals of imparting outdoor skills and fostering personal growth. The students returned with a deeper appreciation for nature, a stronger sense of camaraderie, and enhanced self-reliance. This training program highlighted the value of experiential learning and outdoor education in shaping well-rounded individuals. It undoubtedly left a lasting impression on all participants, equipping them with essential skills and memories that will stay with them for a lifetime. This training program served as a testament to the importance of experiential learning and outdoor education in nurturing well-rounded individuals. It undoubtedly left a lasting impact on all those who participated, equipping them with valuable skills and memories to cherish for a lifetime.