

# One-Day National Seminar

## Infrastructure, Industry and Academia: Driving Tourism Transformation in Kashmir

25th Feb. 2025



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## Introduction

Over the past few years, Kashmir has emerged as a thriving hub of tourism, witnessing an unprecedented surge in the number of visitors. This transformation can be attributed to extensive improvements in infrastructure, including enhanced road networks, upgraded air connectivity, and ongoing efforts to develop rail links. By the end of this month, Kashmir is poised to achieve a historic milestone by establishing seamless connectivity with the rest of India, marking a new era for the region's accessibility and growth.

Tourism has long been a cornerstone of Kashmir's economy, offering employment opportunities and fostering cultural exchange. However, the recent advancements in infrastructure have catalyzed this growth, enabling more efficient travel, improved logistics, and greater capacity to accommodate visitors. This progress, while commendable, also brings challenges such as maintaining sustainability, addressing environmental concerns, and ensuring that the economic benefits are equitably distributed among local communities.

The interplay between infrastructure, industry, and academia is pivotal in addressing these challenges. Improved infrastructure paves the way for robust industry growth, particularly in the hospitality, transport, and service sectors, which are critical to the tourism economy. Industry players, in turn, bring innovation, investment, and employment opportunities, creating a dynamic ecosystem that drives regional development. Academia contributes through research, policy recommendations, and skill development, ensuring that the region's growth is both sustainable and inclusive.

## Objectives

- To safeguard the fragile natural and cultural resources of Kashmir.
- To promote sustainable tourism model by capitalising on infrastructural developments.
- To examine the role of the industry in ensuring the equitable dispersal of economic dividends of tourism across the local communities.
- To understand the role of academia as to how it can contribute to policy-making and capacity-building to enhance the tourism ecosystem.



## **Target Audience**

- Policymakers
- Industry leaders
- Researchers
- Civil society
- Local stakeholders
- Research Scholars & Students

## **Schedule**

### **Technical Session 1: Themes**

- Tourism in Jammu & Kashmir: Issues, Opportunities & Challenges
- Infrastructure improvement viz-a-viz environmental concerns
- Role of stakeholders towards community oriented tourism.
- Emerging role of academia towards capacity building and policy making.

### **Technical Session 2:**

Panel discussion among tourism entrepreneurs, government representatives and academicians on

- People-centric tourism (Empowering communities).
- Planet-friendly tourism (Environmental conservation).
- Partnership and collaboration in tourism.

## **Venue**

**Seminar Hall, Department of Management Studies,  
University of Kashmir, Srinagar**