

Special lecture on Empowering the nation through ICT organized at Central University of Jammu

The Department of Tourism and Travel Management organized special lecture on 'Empowering the nation through ICT Interventions in Tourism - Creating leaders for Tomorrow' on March 1, 2016. This special lecture was conceptualized and organized under the guidance of Prof. Ashok Aima, Vice Chancellor, Central University of Jammu.

Mr. Amit Sharma, KAS and MD, SIDCO J & K delivered his lecture with statement that Information and communication technology plays vital role in transforming the competitiveness of tourism sector and creating entrepreneurial landscape for Micro, Small and Medium Tourism Enterprises (SMTEs). He also emphasized that J & K tourism needs to leverage cohesive destination branding through the intervention of Information and communication technology (ICT). His deliberation further highlighted that J and K tourism is endowed with natural and cultural resource but it lacks in proper destination branding strategies. While responding the question of participants, Mr. Amit, highlighted the importance of core data and analytics in order to capture emerging business opportunities in the tourism sector. He mentioned that it is imperative to conduct ground level tourism survey and research related to tourist mobility and their behavior in the state. In his concluding remarks, Mr. Sharma has shared many best practices and challenges he encountered over the period of time during his administrative service.

This movement was graced by Dr. Jaya Bahsin, HoD, Department of HRM, Central University of Jammu. Dr. Jaya has delivered welcome address to the lead speaker of the day. Dr. Amit Gangotia, Assistant Professor delivered opening remarks on theme of the lecture and vote of thanks was delivered by Mr. R.K. Raman, Assistant Professor. The lecture was attended by students of Deptt. of HRM, TTM and National Security Studies.

