Visit Gilgit Baltistan
JEWEL OF PAKISTAN
Tourism Department Gilgit-Baltistan
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STC PAKISTAN 1.0

LXG MARKETING

Management and Organizing Committee of
STC Pakistan 2022

Requests the Pleasure of the Company of

At the Sustainable Tourism Conference (1.0) 2022

Challenges & Solutions

SEPTEMBER 27 | FROM 09 AM TO 06 PM | SERENA HOTEL GILGIT

WORLD TOURISM DAY 2022 | RETHINKING TOURISM 27 SEPTEMBER

RSVP

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WORLD TOURISM DAY 2022

RETHINKING TOURISM

STC PAKISTAN 1.0

SUSTAINABLE TOURISM CONFERENCE 1.0

CHALLENGES & SOLUTIONS

SEPTEMBER 27

SERENA HOTEL GILGIT

An Event By

LXG MARKETING

In Collaboration With

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EVENT PARTNERS

SERENA HOTELS

PUBLIC DIPLOMACY
AN INITIATIVE OF SERENA HOTELS

بنك دبي الإسلامي
Dubai Islamic Bank

PTV world

WWF

PATO
Pakistan Association of Tour Operators

GBATO

VISION

Making sustainable and responsible tourism only standard practice guaranteeing economic growth, inclusive development and environmental sustainability.

GOALS

- Discover and determine challenges faced by Tourism in Pakistan.
- Discuss and unravel possibilities with opportunities in strive to make sustainable and responsible tourism practicable in perpetuity.
- Registering Tourism as economic salvation through research and inspiring success stories.
- Reassurance of sustainablity and responsibility the only way of Tourism Development.
- Scrutinizing climate change effects on natural resources and approaches towards restricting the consiquential damages.

In the wake of the recent floods in Pakistan which are a result of climate change, LXG is bent on making Tourism in Pakistan sustainable and beneficial to the hilt. Our pursuit of an ecologically sound world carried us on to the commencement of this noteworthy Conference bringing together National and International stakeholders.

Tourism has a conspicuous impact on the masses. UNWTO's sustainable tourism development guidelines (SDG's) and management practices revolve around environmental, economic and socio-cultural aspects of tourism. We are bringing together the stakeholders who can successfully make tourism run on the tracks of sustainability and responsibility.

The recent calamitous floods in Pakistan are a deadly warning to all those who had been thinking of climate change as a trivial matter.

These floods and frightfully anticipated natural disasters in future pose the biggest threat to environment and consequently tourism and stakeholders hinged to it for their survival.

This conference will elucidate the effects of climate change on tourism and share how it has been showering the local and national treasury with capital bringing thriving opportunities of income and earning for the regional population which face a fatal future if not addressed and managed immediately.

The organization which have been strong advocates of sustainable tourism and devoted executants of eco-friendly practices will address climate change.

Most sought-after destinations for local and international tourists involve majestic mountains carrying whether metamorphic rocks or sky-high pines, green pastures, spectacular valleys, mighty rivers, winding streams and swarming springs. these areas are required to be furnished with swift tele-communication services to grant the visitors an experience of a life time and thus contribute to tourism. The stakeholders of telecommunication compa-nies will acquaint the attendees with the challenges faced by telecom sector in the context of booming tourism industry and the challenges climate change can bring up for organizations with considerable workforce relying on it for their livelihood.

GUEST OF HONORS

Khalid Khurshid
Chief Minister - GB

Nasir Ali Khan
Minister of Tourism - GB

Mohyuddin Ahmad Wani
Chief Secretary GB

AsifUllah Khan
Secretary Tourism, Sports, Culture and Archaeology & Museum

Dr. AttaUllah Shah
Vice Chancellor KIU

FEATURED SPEAKERS

Dr. AttaUllah Shah
Vice Chancellor KIU

Aziz Boolani
Chief Executive at Serena Hotels - South/Central Asia

Haider Raza
Regional Head WWF Pakistan - GB

Yasir Hussain
Director Tourism Department - GB

Shehzad Shigri
Director EPA

Amin Shah
Member PATO

IKRAM M. Baig
President GBATO

Dr. Ibrahim Hussain
Department of Business Management UOBS

Kamal Qamar
DG GBDMA

Mehnaz Parveen
Soni Jawari Research Center

Prof Dr. AZILAH KASIM
Director LITH

EVENT PROGRAMME

Time	Happenings
0845 Hrs	Registration
0900 Hrs	Guest/Participants to be seated
0910 Hrs	Arrival of Guest of Honors
0915 Hrs	Recitation of Holy Quran
0920 Hrs	National Anthem
0925 Hrs	Introduction of Event by Host
0930 Hrs	Welcome Speech By Secretary Tourism
0940 Hrs	Speech By Minister for Tourism GB
0950 Hrs	Speech By Minister for Forest, Wildlife and Environment GB
1000 Hrs	Event Video
1010 Hrs	Session 1 Panel Discussions, Keynotes by Experts
1355 Hrs	Lunch Break
1445 Hrs	Session 2 Panel Discussions, Keynotes by Experts
1725 Hrs	Speech by Chief Guest
1740 Hrs	Closing Ceremony & Souvenir Distribution by Chief Guest
1805 Hrs	Hi-Tea
	Departure at your own Convenience

EVENT DETAILS

Event Title:	Sustainable Tourism Conference 1.0 Challenges & Solutions
Event Date:	27th September
Timing:	09 AM - 6 PM
Venue:	Serena Hotel - Gilgit
Organized by:	LXG Marketing (Pvt) Ltd.
In Collaboration with:	Tourism Department GB.

EVENT PARTNERS

- Government of Gilgit-Baltistan
- Toursim Department - GB
- Serena Hotels
- World Wide Fund for Nature - Pakistan
- Special Communication Organization
- PTV World
- Pakistan Association of Tour Operators
- GB Association of Tour Operators
- Dubai Islamic Bank

EVENT FORMAT

Panel Discussions

Be a part of interactive panel discussions led by industry thought leaders; discussing the most relevant and trending topics selected by our advisory panel comprising of a select group of industry experts.

Keynote Presentation

Learn about the latest challenges and upcoming trends in the Sustainable Tourism and hospitality Industry through these high level keynotes delivered by Mainstream Organizational Executives from the region.

Networking Session

Participate in more than 8 hours of networking that helps you build relationships with Industry Leaders and discuss latest trends.

Roundtable Discussions

Participate in interactive group discussions set in a roundtable format, there will be a maximum of 6 group leaders who will introduce a concept or case study to the participants followed by an interactive discussion and live feedback.

Executive Lunch

The executive Lunch provides a perfect setting for meeting and networking with the who's who of the region's Tourism & hospitality industry.

PLANTATION

DRIVE

In the Pursuit of keeping Nature alive planting a tree will be an essential part of this Event. We will present Valleys of Hunza and Khunjerab with a Souvenir of a Plant to Leave our Memories Forever.

CLEANLINESS

DRIVE

Clean Pakistan is Green Pakistan. Let's be Responsible and Responsive Towards what Nature wants from us because it's cool to care.

GB EPA

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TOURIST POLICE — SERVE WITH COURTESY & INTEGRITY

STOP

CARBON EMISSION

Stop Climate Change!

Pollutants harm our health and contain greenhouse gases that cause climate change. Burning gasoline and diesel fuel creates harmful byproducts like nitrogen dioxide, the most common cause of greenhouse gas.

4 WAYS TO REDUCE CARBON FOOTPRINTS

Use A Cleaning Agent

Adding a cleaning agent into the fuel system will help remove the deposits and lower the emissions.

Maintain Your Vehicle

Make sure your car runs as clean and efficiently as possible. Maintain your vehicle and keep it in good repair.

Drive Smarter

Observing posted speed limits is one way to reduce pollution, and it's safer.

Change The Oil

Change oil at regular intervals to keep your car running at optimum efficiency.

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ORGANIZED BY

LXG MARKETING

IN COLLABRATION WITH

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