



THEME 05: ECO- TOURISM



LIST OF ACTIVITIES

SR. NO.	ACTIVITY TITLE
1	Eco Hike Swat Valley: Promoting Eco-Tourism and Environmental Awareness
2	EcoExplore : Malam Jabba
3	Anti littering Campaign
4	Eco-Hike Adventure
5	Park / Zoo Visit
6	Photography Competition
7	Climate on Trial – Eco Tourism Drive on Campus
8	School Outreach Program



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ACTIVITY 01:

ECO HIKE SWAT VALLEY: PROMOTING ECO-TOURISM AND ENVIRONMENTAL AWARENESS

Organized By:
Theme 05 Team



An Eco Hike Adventure in Swat Valley under Theme 5: Eco-Tourism was organized to promote environmental awareness, physical wellness, and responsible engagement with natural landscapes among students. The activity allowed participants to explore the region's natural beauty while learning the importance of sustainable tourism practices and ecosystem conservation. Aligned with SDG 13 (Climate Action), it highlighted the need to protect fragile mountain environments and encouraged low-impact, responsible travel behaviors. The experience fostered appreciation for biodiversity and inspired students to adopt more sustainable lifestyles, reinforcing the role of eco-tourism in promoting environmental stewardship and long-term ecological balance.



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ACTIVITY 02:

ECOEXPLORE : MALAM JABBA

Organized By:
Theme 05 Team



EcoExplore Malam Jabba, organized under Theme 5: Eco-Tourism, was a sustainability-focused educational trip aimed at promoting responsible travel, environmental awareness, and appreciation of Pakistan's natural heritage. Held in Malam Jabba, Swat Valley, the activity allowed participants to experience its scenic alpine landscapes while learning eco-friendly practices aligned with the Sustainable Development Goals. The initiative emphasized minimizing ecological footprints and encouraged responsible tourism behaviors such as waste reduction, plastic avoidance, resource conservation, and respect for natural environments. Aligned with SDG 13: Climate Action, it highlighted how sustainable travel practices contribute to climate protection and environmental preservation, reinforcing the role of eco-tourism in safeguarding natural ecosystems and promoting long-term environmental sustainability.



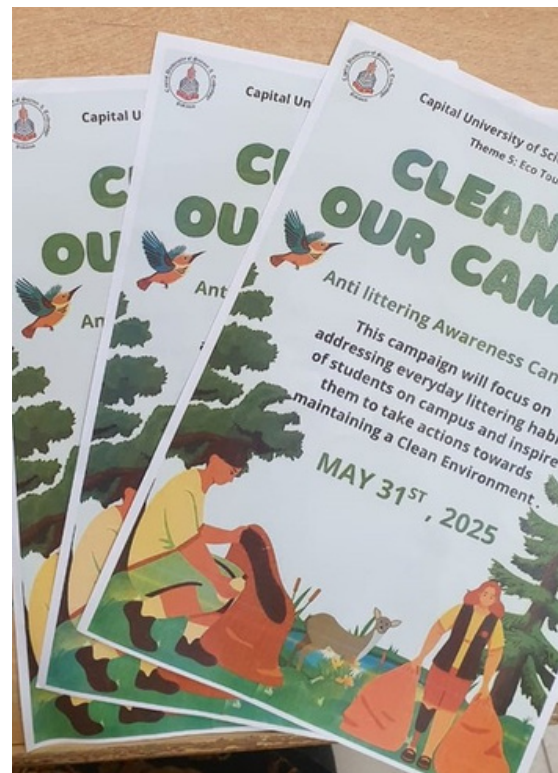
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ACTIVITY 03:

ANTI LITTERING CAMPAIGN

Organized By:
Theme 05 Team



The Eco-Tourism Club launched an Anti-Littering Campaign to promote cleanliness and responsible waste disposal across the university campus. Eye-catching posters were placed on notice boards, and club members engaged with students through talks, conversations, and eco-tips to raise awareness about the negative impact of littering. The campaign aimed to cultivate environmental stewardship and promote sustainable behaviors, aligning with SDG 15: Life on Land, by protecting terrestrial ecosystems and preserving biodiversity on campus. By encouraging proper waste disposal, the club contributed to a cleaner physical environment and fostered a sense of responsibility within the university community.



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ACTIVITY 04: ECO-HIKE ADVENTURE

Organized By:
Theme 05 Team



GYM Club organized a refreshing Eco Hike Adventure on Trail 5, promoting physical wellness and environmental awareness among students. The hike aimed to reconnect students with nature, offering a refreshing escape from routine academic life and encouraging appreciation for the natural world. The experience not only revitalized their minds and bodies but also deepened their sense of environmental responsibility. This activity was directly aligned with SDG 13: Climate Action, as it fostered a greater understanding of the need to protect natural environments and highlighted the impact of climate change on ecological balance. The hike inspired participants to adopt more sustainable habits and support initiatives contributing to a healthier planet. The event concluded with positive reflections from the students, who expressed gratitude for the opportunity to engage with nature and emphasized the importance of continuing such eco-conscious activities in the future.



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ACTIVITY 05:

PARK / ZOO VISIT

Organized By:
Theme 05 Team



The Eco-Tourism Club's visit to a local zoo and park was a unique opportunity to promote environmental awareness and responsible tourism. Through guided tours and interactions with park staff, members gained valuable insights into wildlife conservation and the importance of protected areas in preserving biodiversity. The experience highlighted the crucial role that eco-tourism can play in supporting conservation efforts, funding habitat preservation, and educating the public about the importance of coexisting with nature. By witnessing conservation in action, club members developed a deeper understanding of the interconnectedness of ecosystems and the need to protect and restore terrestrial habitats. This experience aligned with Sustainable Development Goal 15: Life on Land, emphasizing the importance of conserving biodiversity, halting deforestation, and preventing the extinction of threatened species. The visit reinforced the idea that responsible eco-tourism practices can have a positive impact on the environment and contribute to a more sustainable future.



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ACTIVITY 06:

PHOTOGRAPHY COMPETITION

Organized By:
Theme 05 Team



Theme 5's "Seasons of Earth" photography competition saw enthusiastic participation from students, showcasing their creative vision and skills through stunning campus scenery captures. A diverse range of entries featured majestic trees, vibrant flowers, serene water bodies, and breathtaking sunsets. A panel of judges evaluated submissions based on composition, creativity, and technical skills. The top three winners were selected for their powerful storytelling, environmental message, and visual impact, receiving certificates for their talent and commitment. The competition promoted awareness about preserving the environment, aligning with SDG 13: Climate Action, and encouraging appreciation for nature's beauty. The winners' photographs were showcased on the university's social media platforms, making the event a huge success in highlighting student talent and creativity.



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ACTIVITY 07: CLIMATE ON TRIAL - ECO TOURISM DRIVE ON CAMPUS

Organized By:
Theme 05 Team



The Eco-Tourism Club launched an eco-tourism awareness drive on campus with a bilingual courtroom simulation drama, "Climate on Trial: Green Governance for South Asia's Tomorrow." The event, organized in collaboration with the GYM Clubs and Directorate of Student Engagement, aimed to raise awareness about environmental degradation and advocate for sustainable practices. Students actively participated as performers, witnesses, and audience members, engaging in a dramatized depiction of the environmental crisis. The simulation featured Planet Earth as the plaintiff and industrialists as defendants, with key witnesses testifying to pollution, climate change, and ecological imbalance. The judges delivered a symbolic verdict, calling for environmental accountability, adoption of clean technologies, and collective responsibility toward climate protection. The event emphasized the vital role of youth in driving climate action and encouraged universities to become centers of sustainability-driven thought and behavior.



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ACTIVITY 08:

SCHOOL OUTREACH PROGRAM

Organized By:
Theme 05 Team



The hygiene session was not only about personal care but also aimed to raise awareness of environmental responsibility. By highlighting the importance of using water wisely and keeping surroundings clean, the activity connected everyday habits to broader environmental goals, supporting the principles of eco-tourism. Engaging with children through fun activities like face painting helped build trust and connection, encouraging them to take an interest in their communities and the environment. This outreach plays a role in inspiring the next generation of eco-conscious individuals who may one day lead or participate in sustainable tourism and conservation initiatives.

