Nukkad Natak Presentation

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As part of the vibrant World Tourism Day celebrations, the Department of Tourism and Hospitality Management organized ahigh-energy Nukkad Natak (Street Play) on September 23, 2026, the performance aimed to utilize dramatic expression to raise social awareness regarding sustainable travel practices. The street play was centered on the vital theme of "**Responsible Tourism**". Through expressive theatrical performances, expressive voice modulation, rhythmic drumming, and catchy slogans, the student performers effectively captivated the audience.



The play addressed critical contemporary issues within the travel sector, such as environmental preservation, proper waste management at heritage sites, respect for local cultures, plastic waste reduction, and the socio-economic impacts of overtourism on resident communities. The dynamic open-air format allowed the performers to engage directly with spectators, urging travelers, students, and industry stakeholders to adopt conscious habits. The Nukkad Natak concluded to resounding applause from students, faculty, and onlookers. The supervisory team commended the cast for their passionate advocacy, exceptional stage presence, and impactful storytelling. The event successfully demonstrated how traditional street theatre conserve as a potent tool for environmental awareness and ethics in modern tourism management.



Applauding the exceptional effort and creativity of the performers, **Professor Sarah Hussain, Head of the Department**, warmly commended the students for their compelling delivery and artistic passion. She expressed deep appreciation for their dedication and strongly emphasized that themes like sustainable and responsible tourism must be discussed far more frequently on academic and public platforms, highlighting how creative interventions play a pivotal role in driving meaningful advocacy and shaping a conscious future for the tourism and hospitality sector.



To maximize outreach and impact, an additional special performance of the Nukkad Natak was organized at the university Central Canteen in the evening. Staged during peak hours, this secondary performance drew a large, enthusiastic gathering of university students and staff, extending the core message of responsible travel across a broader campus audience.

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