

Project Report On
(JAMMU AND KASHMIR TOURISM)

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Certificate

This is to certify that (**POOJA BHANUSHALI**) has worked and duly completed his/her Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of (**TOURISM MANAGEMENT**) and her project is entitled, (**JAMMU AND KASHMIR TOURISM**) under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.

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Declaration by learner

I, the undersigned (**POOJA BHANUSHALI**) declare that the work embodied in this project work hereby, titled (**JAMMU AND KASHMIR TOURISM**), forms my own contribution to the research work carried out under the guidance of (**Ms. DIPIKA GUPTA**) is a result of my own research work and has not been previously submitted to any other University for any other Degree to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name of the learner: POOJA BHANUSHALI

Signature:

A handwritten signature in black ink that reads "Pooja." with a small flourish at the end.

Certified by

Name of the Guiding Teacher: DIPIKA GUPTA

Signature:

Acknowledgment

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

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Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

Signature of the Student



(POOJA BHANSUHALI)

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INTRODUCTION:

JAMMU AND KASHMIR TOURISM

India is one of the generally favored objections for worldwide vacationers. The travel industry is a promising industry in India. India is a country with countless places of interest and alluring highlights. India is a nation known for its way of life, legacy, history and common assets. Every one of the states and association regions have a decent number of areas obliging the homegrown and global travelers. Jammu and Kashmir is the northernmost province of India. The state covers a space of 222,236 km² with 12,548,926 occupants. The state is lined by the provinces of Himachal Pradesh and Punjab toward the south and universally with the People's Republic of China toward the north and east and the Pakistan toward the west and northwest separately. This State capital changes as per the seasons, the Srinagar as the mid year capital and Jammu as the colder time of year capital. The authority language of the state is Urdu, Kashmiri, Dogri. Other language spoken here is Ladakhi. The state has the personal satisfaction in the region with superb actual foundation.

Jammu and Kashmir is home to a few valleys like the Kashmir Valley, Chenab Valley, Sindh Valley and Lidder Valley. Some significant vacation spots in Jammu and Kashmir are Srinagar, the Mughal Gardens, Gulmarg, Pahalgam, Patnitop and Jammu. Consistently, a great many Hindu explorers visit heavenly hallowed places of Vaishno Devi and Amarnath which essentially affects the state's economy.

Kashmir Valley is one of the top traveler objections of India. Gulmarg, perhaps the most well known ski resort objections in India, is additionally home to the world's most noteworthy green. The travel industry has endured a ton during recent years and it is as yet in wreck. Individuals related with the travel industry and other private organizations are confronting likely difficulties and consistently endure enormous misfortunes because of the phenomenal circumstance in the domain.

Jammu and Kashmir is additionally popular for its picturesque excellence, bloom gardens, apple ranches and that's only the tip of the iceberg. It draws in travelers for its remarkable crafted works and the world-celebrated Kashmiri Shawls.

Jammu and Kashmir State has a more noteworthy potential to turn into a significant traveler objective on the planet. The job of the travel industry in the monetary improvement of J&K state has been a space of tremendous interest from strategy viewpoint. To comprehend the monetary effect of the travel industry in the J&K state, present paper attempts to look at different boundaries of financial advancement like vacationer inflow, work age, State Gross Domestic Product, improvement of framework and territorial turn of events.

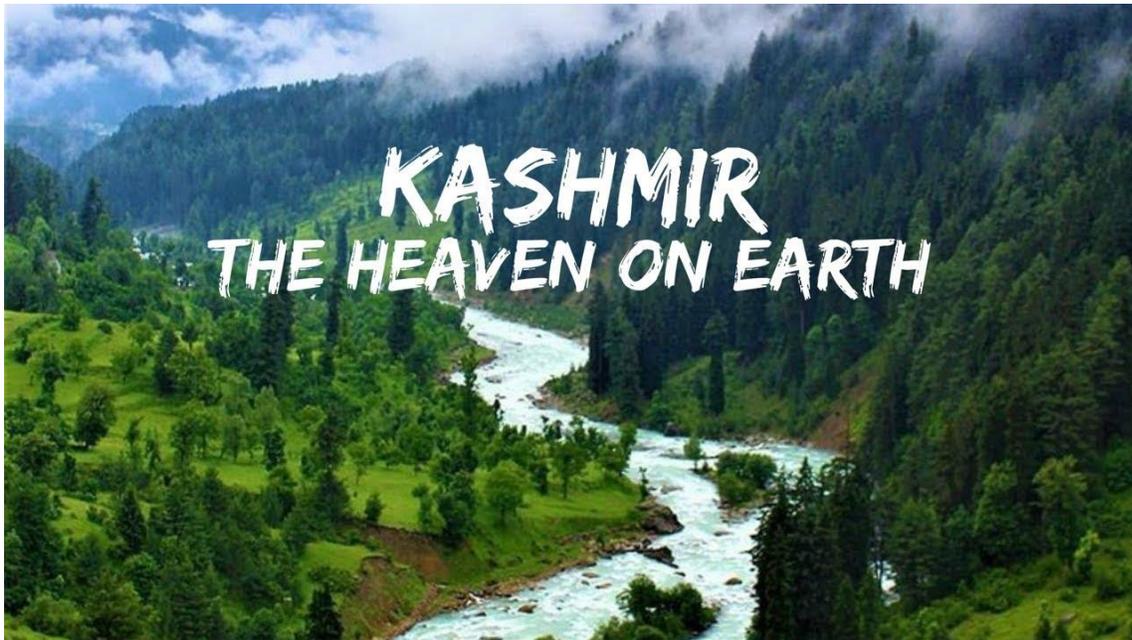
Jammu and Kashmir is the northernmost territory of India. The state covers a space of 222,236 km with 12,548,926 occupants. The state is lined by the territories of Himachal Pradesh and Punjab toward the south and globally with the People's Republic of China to the north and east and the Pakistan toward the west and northwest separately. This State capital changes as per the seasons, the Srinagar as the late spring capital and Jammu as the colder time of year capital. The authority language of the state is Urdu, Kashmiri, Dogri. Other language spoken here is Ladakhi. The state has the personal satisfaction in the district with fantastic actual framework and it has 66.7% education level.

State is known or popular for what?

- Kashmir is well known for its common magnificence and has regularly been alluded to as the 'Switzerland of the East'. The beautiful bloom season begins from the center of March what's more, April.
- Jammu has various sanctuaries in its lap and thus called the City of Temples. The perspective on the sunrise and sunset of this sacrosanct city is just charming.

Numerous sightseers administrator might be dealing with a specific visit classification. The visit bundles will likewise be varying as per the visit administrators and should be

picked by the offices of the sightseers. A portion of the mainstream visit administrators of Jammu and Kashmir will be Kashmir Tourism situated at Srinagar, Eros Tour and Travels, The Travel India, Shah Travels Pvt. Ltd., India Travel Connection located, and Alhabib Travels located at Karan Nagar.



OBJECTIVES:

The travel industry in J&K is perhaps the main areas of economy. Being the biggest assistance industry, the travel industry is a huge supporter of the state GDP, unfamiliar trade for the nation, gives wide spread work, yields charge income and so forth Jammu and Kashmir has enormous potential for Pilgrimage the travel industry too. Consequently, it draws in huge number of travelers from different pieces of India. Journey the travel industry subsequently gives an additional lift to the state's economy. The territory of Jammu and Kashmir has three particular districts viz, Jammu, Kashmir and Ladakh. Every one of the three areas have massive potential for the travel industry from both homegrown just as worldwide vacationers.

- Creation of the travel industry related framework through open speculation.
- Creation of the travel industry related framework through Incentive system for Private speculation.
- Regulating the improvement of Destinations in an arranged way keeping the conveying limit, natural equilibrium and ecological worries as a main priority.
- Developing abilities among the young to make them employable in the travel industry Sector as specialist organizations.
- Organizing different celebrations and occasions and taking part in movement stores, street shows and FAM visits at public and worldwide level.
- Overall arranging and execution of plans for the turn of events, up-degree and improvement of the travel industry framework in various pieces of the State.
- Support to the private area industry as motivations for setting up different vacationer offices just as for advancement and showcasing of their items and administrations.

- Promotion and showcasing of different traveler objections and results of the State.
- Regulation of the movement exchange by requirement of arrangements of J&K Registration of Tourist Trade Act.
- The tertiary area usually known as administration area is a significant area which assumes an extraordinary part in the financial advancement of J&K. This area incorporates sub areas like Trade, Hotels and Restaurants, Transport, Storage and Communication, Banking and Insurance, Real bequest, Ownership homes and business administrations', Public organization.
- To give a presentation in regards to Tourism Industry in J&K.
- To identify potential and major challenges & problems of Tourism Industry in J&K.
- To provide suggestions for the full utilization and expansion of Tourism Industry in J&K.

The travel industry has now become a huge industry in J&K, contributing immensely to the state's economy and giving work to an enormous number of individuals. Being a work escalated industry, the extent of business is extremely huge. The travel industry is viewed as multi-divided industry, subsequently gives various sorts of occupations like lodging directors, receptionists, guides, visit administrators, travel planners, photographic artists and numerous different positions which are needed to reinforce the travel industry. Moreover, J&K is additionally liable to turn into a significant center for clinical the travel industry if convenient advances are taken by the public authority specialists to abuse this chance also. The state is offered with magnificence and rich backwoods, regular lakes, new water. The province of Jammu and Kashmir is known everywhere on the world for its delightful valleys, lakes, snow covered pinnacles, fortifying environment, valleys, cool environment, openings for traveling fishing, skiing and number of archeological ,verifiable, social and strict spots, cool environment and friendly individuals. J&K particularly Kashmir valley offers different classifications of the travel industry. These

incorporate experience the travel industry, clinical the travel industry, water boating, skiing, strict the travel industry, and so on

- Contribution to State's pay ages.
- Expansion of business openings in the State.
- Tax income.
- Generation of Foreign trade.
- Transformation of local economy.
- Up-degree and extension of fundamental foundation.
- Social and Cultural impact.

HYPOTHESIS:

Impact was made on Jammu and Kashmir by tourism

As expressed over, the territory of J&K has three unmistakable districts viz., Jammu, Kashmir and Ladakh. Every one of the three districts have gigantic potential for the travel industry from both homegrown just as global sightseers. Its effect is apparent in the assistance business areas, like vehicle, cordiality, agriculture, craftsmanship and limited scope Industry. Kashmir is prevalently known as "Heaven on Earth". For quite a long time Kashmir has been focus of fascination. Kashmir is otherwise called "Switzerland of East" and is renowned for its abundance of magnificence, its snow-covered mountains, streams and new water lakes offer sightseers plentiful freedoms for journeying, boating, skiing and mountaineering. Some striking vacationer places in Kashmir Valley are Dal lake, Mugal gardens, Nishat Bagh, Gulmarg, Yusmarg, Phalgam and so on Kashmiri's common scene has made it one of the famous objections for experience the travel industry in South Asia. Jammu is additionally known for its antiquated sanctuaries, Hindu hallowed places, gardens and fortresses. The sanctuary of Maha Kali (otherwise called Bahu or Bawey Wali Mata), situated in the Bahu Fort, is viewed as second just to Mata Vaishno Devi as far as supernatural force. The sanctuary was assembled not long after the crowning celebration of Maharaja Gulab Singh in 1822. Different sanctuaries in the city incorporate the Gauri Kund Temple, Shudh Mahadev Temple, Shiva Temple, Peer Khoh Cave Temple, Ranbireshwar Temple, and the Parmandal Temple Complex Jammu's memorable landmarks include a remarkable mix of Islamic and Hindu engineering styles. Ladakh the third and significant locale of the State has arisen as a significant center for experience the travel industry. This piece of Greater Himalaya called "Moon on Earth" containing exposed pinnacles and profound canyons was once known for the silk course to Asia from subcontinent. Ladakh is home to the minority Buddhist people group in the state. They have safeguarded their remarkable culture for as long as many years. The significant places of fascination are the Leh Palace, Namgyal Tsemo It has assorted practices in religion, customs and ceremonies, fairs and celebrations, scene and individuals, language and culture. The year 1846 imprints the start of present day the travel industry in Kashmir. Preceding 1846 in old and bygone eras the travel industry didn't exist in Kashmir yet the district was crowded by a ton of sages, diviners, teachers, dealers, pioneers, swashbucklers and so on The year 1885 imprints a defining moment throughout the entire existence of Kashmir as it was from this year that the British Rulers got

adequate forces to make direct mediation in the approaches of the public authority and in the travel industry numerous progressive improvements occurred like the advancement in the methods for transport and correspondence like the pathway between Jammu industry in Kashmir. Prior to 1846 in ancient and medieval times tourism industry did not exist in Kashmir yet the region was thronged by a lot of sages, seers, missionaries, traders, pilgrims, adventurers etc. The year 1885 marks a turning point in the history of Kashmir as it was from this year that the British Rulers got sufficient powers to make direct intervention in the policies of the government and in tourism industry many revolutionary developments took place like the development in the means of transport and communication such as the pathway between Jammu and Srinagar was built, telephone connection was setup, aircraft was landed at Srinagar airport in 1925 etc. The State Government made concerted endeavors to develop Kashmir as an international resort. However, these efforts were thwarted due to the political developments during 1989-90.

Tourist visiting India

In 1987 India received 1.164 million tourists out of which Jammu and Kashmir accounted for 7.21 lac and valley alone 5.11 lac of it thereafter the tourist inflow started dwindling and the tourism almost came to a grinding halt from 1989-90 onwards. Those who depended on this industry in one or the other way suddenly found themselves without an occupation and no means of livelihood. From a total of 5.5 lac tourists in 1989, the number had diminished to 8.52 thousands in 1995, 9.98 thousands in 1996 and 16.13 thousand in 1997 due to the political developments in the valley. Till the year 2010 there was a negative growth rate in the tourist arrivals. But during 2011-12 there was a significant increase in volume of domestic as well as foreign tourist arrivals in Kashmir. As per the data compiled from Economic Survey-2014 -15, the number of tourists visited Kashmir Valley during the years 2012, 2013, 2014 was 13.09 lakhs, 11.71 lakhs and 11.68 lakhs respectively. Pre 1989, Kashmir was paradise in the true sense. The ongoing armed conflict that erupted in early 1990s has hit hard the tourism sector causing the loss of tourist appetite for this particular destination. By 1991 there was a virtual shut down to tourism sector, which impacted the economy of the entire state and percolated down to every house hold. This state attracted over million tourists in the year 1988. With resurgence of violence in the state, the number of tourists has dwindled considerably over last 2 decades. Tourism, one of the main Kashmir's main industries has suffered tremendously due to violence

in the region. The state has lost billions of dollars in tourism revenue. It is estimated that state lost 27 million tourists from 1989 to 2002 leading to tourism revenue loss of us \$ 3.6 billion. 1987, the last big season before the violence started, tourism accounted for approximately 10 per cent of the state's income. During the next 23 years of unrest, tourism contributed virtually nothing to state's economy. As a result of this specific incident negative travel advisories to visit Kashmir were issued by various foreign countries. This adversely affected the tourist revenue generated by foreign visitors. Such has been impact of conflict in the valley that its main city Srinagar was once declared as the most threatened site in India by the World Monuments Fund (WMF), placing it on the 2008 list of Most Endangered sites (Winter and Punjab, 2010). From 8th May 2016 violent incidents certainly deterred people across India and abroad from coming to Kashmir valley, bad mouth about the current situation in the valley to keep the visitors away.

Ability of tourism to earn foreign exchange and to raise income and employment

Ability of tourism to earn foreign exchange and to raise income and employment has been well recognised in economic literature. In the state like Jammu and Kashmir where the scope of largescale industrialization is very limited and the potentialities of agricultural development are scarce, the role of tourism can be immense in the development of the economy. This paper highlights the economic contribution of tourism in Jammu and Kashmir economy and analyses its performance during the period from 2004-05 to 2012-13. In addition, bi-directional relationship between tourism and economic growth has been examined using OLS regression equations. The findings of the study reveal that there is a significant contribution of tourism in Jammu and Kashmir economy having on an average more than 7 per cent share in state income during concerned period. However, this sector has experienced disappointing growth viz-a-viz other sectors. Study establishes bi-directional relationship between tourism and economic growth in the state during the concerned period. Keeping in view significant contribution of this sector accompanied by disappointing performance, there is a dire need to emphasis this sector in better way through state policy so that it could be exploited at the optimum level and could contribute more extensively in economic life of the people in particular and in the economic growth of the state in general.

Tourism policy

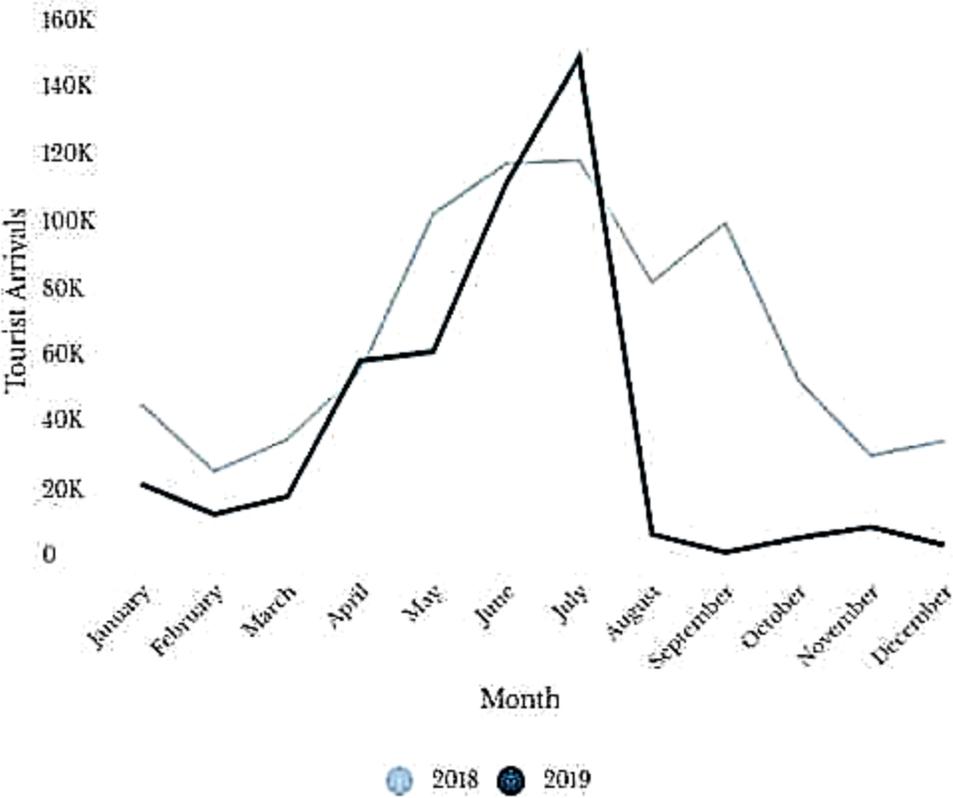
Kashmir is one of the most famous tourist destinations of India in the Himalayas. The Valley is filled with assorted rich tourism resources. For the sustainable use of these tourism resources, a proper tourism policy is requisite. Subsequently, the present study aims to examine government policy for the growth and development of tourism in Kashmir region; besides, the assessment of tourism potentials and tourist flow in Kashmir is added endeavor of the study. Desk research approach has been employed to accomplish to study objectives. According to the findings, ministry of tourism government of Jammu and Kashmir has framed a draft of tourism policy so far. The draft tourism policy constitutes developmental and promotional tactics forexisting and new forms of tourism, abiding the sustainable tourism approach, development of tourism infrastructure and human resource, ensuring safety and security, and encouraging tourism education within the state. Moreover, the state government is working hard to promote eco-tourism and offbeat tourist destinations in collaboration with several other concerned bodies. It has been observed that Kashmir valley is dotted with a number of tourist attractions and enables tour operators to rend diverse forms of tour packages to tourists. For the proper use of tourism resources, there is need of an apt, resilient and implementable tourism policy in Kashmir. The policy should constitute the contribution of all tourism stakeholders in the region with positive outcome. Service providers must be monitored for rendering better tourist services. Assurance of safety and security, development of infrastructure and superstructure are some primary issues to be taken in consideration in the Valley.

Development as an essential element for building peace

The current research aims to examine the importance of tourism development as an essential element for building peace in Kashmir and Jammu (J&K). Peace through tourism is the reduction and eventual elimination of the conditions that lead to the violence. This research has also aimed to look after religious tourism, which has great potential for rejuvenating the dormant religious beliefs of people and the cross-border trade that will open new routes for harmony by securing each other's interests. Non-probability convenience random sampling technique was used to select the sample. Self-administered questionnaires were distributed amongst 275 local residents in J&K, where some questionnaires were received back and found to be useful. Data was analysed by using SPSS version. The findings of current research confirm that the

stakeholders and community play a major role in shaping the development and promotion of sustainable destination. Tourism contributes positively to the guest-host relationship, regional economy to increase in income and cross-cultural understanding. Further, findings of current research also disclose that tourism plays an essential role for promoting peace, which leads to cross-cultural interaction resulting intolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. Implications, limitations of the study and future research suggestions are also discussed.

Tourist Arrivals In Kashmir



Importance and Scope of Jammu and Kashmir Tourism:

I chose this topic so I can show the importance and scope that tourism is providing to Jammu and Kashmir. It helps in boosting economy by providing jobs, helps in improving infrastructure, also boosts service sector, Tourism makes an enormous contribution to local economies and sustainable development. Provides medical impact, etc.

The travel industry holds an essential spot in J&K economy by giving monetary advantages like Employment, Foreign Exchange, Infrastructure advancement and improvement of nearby ventures like Handicrafts and Handlooms which has put J&K consistently in the spotlight at the public just as worldwide level.

The travel industry is fundamental for the achievement of numerous economies all throughout the planet. There are a few advantages of the travel industry on have objections. The travel industry supports the income of the economy, makes a large number of occupations, builds up the foundations of a country, and plants a feeling of social trade among outsiders and residents.

The quantity of occupations made by the travel industry in a wide range of territories is critical. These positions are a piece of the travel industry area as well as incorporate the rural area, correspondence area, wellbeing area, and the instructive area. Numerous vacationers travel to encounter the facilitating location's way of life, various customs, and gastronomy. This is entirely beneficial to nearby eateries, malls, and stores. Melbourne, Australia's populace is significantly influenced by the travel industry. It has a populace of around 4 million individuals and around 22,000 residents are utilized by the travel industry area as it were.

Governments that depend on the travel industry for a major level of their income put a great deal in the foundation of the country. They need an ever increasing number of travelers to visit their country which implies that protected and progressed offices are vital. This prompts new streets and interstates, created parks, improved public spaces, new air terminals, and conceivably better schools and clinics. Protected and imaginative

foundations take into consideration a smooth progression of labor and products. Additionally, nearby individuals experience a chance for monetary and instructive development.

The travel industry makes a social trade among sightseers and nearby residents. Presentations, meetings, and occasions for the most part pull in outsiders. Arranging specialists generally acquire benefits from enlistment charges, blessing deals, presentation spaces, and deals of media copyright. Moreover, unfamiliar sightseers carry variety and social improvement to the facilitating country.

The travel industry is an incredible open door for outsiders to find out about another culture, however it additionally sets out many open doors for nearby residents. It permits youthful business people to build up new items and administrations that would not be practical on the neighborhood populace of occupants alone. Additionally, inhabitants experience the advantages that accompany the travel industry happening in their own country.

The travel industry and advancement of foundation are interrelated areas as in better framework, will give the best approach to more the travel industry related exercises. Absence of foundation is among the primary driver of underdevelopment of the travel industry. Advancement of foundation incorporates great framework offices, better sterile conditions and more admission limit during top seasons and legitimate human asset improvement. According to the new monetary review 2013 - 14, there are 1508 enlisted lodgings and eateries in the state separated from 84 traveler cabins and cottages, producing around 8 % of GSDP. The Govt. is making all potential strides and putting forth all attempts to create a-list the travel industry framework at vacationer locations and circuits. Improvement of public and universally significant objections and circuits through three Mega Circuits for example Buddhist Circuit for Leh ii) Sufi Circuit for Kashmir and iii) Spiritual Circuit for Jammu consented to by Ministry of Tourism, Govt. of India is a wise blend of social, legacy, profound and eco-the travel industry to give sightseers a comprehensive view about J&K.

Extent of the travel industry in J&K is superior to numerous conditions of the country. There are numerous components liable for the enormous capability of the travel industry in J&K. Some of them are recorded underneath.

1. Rich Culture, Heritage.
2. Three unmistakable Regions with variety VIZ; Ladakh, Jammu and Kashmir.
3. Greenery, fauna, lakes, mountains, journey places, springs, castles, landmarks, agriculture, handiworks, cloaks and so on had make the express a significant fascination for visiting the state.
4. Kashmir is the Heaven: Switzerland of India/Asia.
5. Kashmiri individuals are cordial, neighborliness in their nerves.
6. Different sorts of the travel industry accessible to be misused. J&K is an appropriate objective for a few different sorts of the travel industry which are yet to be misused like Adventure the travel industry, Medical the travel industry, Eco-the travel industry, Polo the travel industry and Leisure the travel industry.
7. Nearby individuals experienced due to past the travel industry blasts.
8. High Awareness of J&K as Tourist Paradise.
9. winter sports accessible here.
10. Fairways of International norm.

11. The travel industry creates work, however it is hard to quantify or ascertain the business age as these positions are dissipated across numerous areas and can't be recognized without a legitimate study. Notwithstanding, as indicated by some good guesses, 20% of individuals get immediate and roundabout work from Tourism Sector.

12. Painstaking work of J&K like pashmina cloak and paper mache is celebrated in the entire world. J&K is additionally notable for its Cricket bat industry.

13. The nearby inhabitants of J&K have part of involvement with the travel industry related exercises. It is clear that J&K the travel industry has huge potential by glancing through the crystal of qualities which can out way the shortcomings like neglected objections, low govt. Spending, helpless foundation and security concerns gave the qualities and openings are appropriately kept up.

The rich green timberlands, snow clad mountains, sweet springs, lasting streams, beautiful high landscape, incredible social legacy sights and charming environment of Kashmir valley hang tight for making the express an Internationally acclaimed vacationer locations. Can take into account practically all Tourist Tastes. Significant yields from the travel industry. Improvement of Circuits. Unexploited to a decent degree Pilgrimage Circuits. Bundle visits. Higher expenditure of individuals on diversion, amusement. Linkage with explicit circuits in different states. Proficient methodology. Government job as guardian and facilitator. Client situated and agreeable. The state can possibly misuse for increasingly more income age from the travel industry area.

The travel industry in J&K is quite possibly the main areas of economy. Being the biggest help industry, the travel industry is a critical supporter of the state GDP, unfamiliar trade for the nation, gives wide spread business, yields charge income and so on Jammu and Kashmir has colossal potential for Pilgrimage the travel industry too. Accordingly, it draws in huge number of travelers from different pieces of India. Journey the travel industry consequently gives an additional lift to the state's economy.

THE PROBLEMS:

The tourism of Jammu Kashmir is not growing from last few two years. There are various reasons and factors which affects the expansion, growing and improving tourism.

Political and financial danger Purge houseboats, void lodgings and left retreats show a disheartening image of Kashmir's travel industry division which is going through one of its most really downright awful. Typically because of the triumphant situation in Kashmir after the Indian government revoked plans of Article 370 of the Structure and patched up the state into two Union spaces. Kashmir has been defying exceptional limits with government handling the circumstance with military accordingly Nations like the US, UK, and Australia have upgraded their tourism warnings for India taking after the India-Pakistan difficulty and have asked explorers to work out a tall level of alert. They have urged their residents not to venture out to Jammu and Kashmir. The battle has amazingly influenced forward appointments for Jammu and Kashmir for the exceptional summer. The travel industry is significantly delicate to issues of law and mastermind. At the point when the rule of peace and law isn't working, the travel industry is sure to be influenced. The National media has been overpowered with accounts of violence inside the later months which isn't helpful for the travel industry. In spite of the fact that guerilla rates have declined, there has been a spate of events of street hostility, generally stone-pelting. In spite of the fact that the visit executives and the travel industry specialists fight that this sort of street brutality is too discontinuous and restricted to impact explorers, reality stays that it is nearer homegrown for relief and in this manner tourists are picking to stay missing from J and K. The majority of the tourists who have dropped their arrangements to visit J and K have reasonable one explanation; they don't have to waste the limited event that they get in the midst of a year investigating their shoulders.

Ecological Degradation hazard – The most attractions of Jammu and Kashmir are its temperament, culture and its reality well known journey places. Along these lines, J&K is one of the driving voyager objectives in India and the quantity of explorer passages here has expanded throughout the timeframe. Which has headed to number of characteristic issues and issues, For case, organizations and obliviousness have sullied various lakes, streams and other water resources, encroachment and logging have squashed forest. Shri

Amaranth ji sanctuary and Gulmarag are the best instances of how uncontrolled and unmanaged progression of the travel industry has demolished the trademark resources and climate. Solid Wastes and littering this is another extreme issue found at all the explorer objectives of J&K where the travel industry related activities are extraordinarily tall. The unmanaged move has wound up a certifiable threat to the trademark climate of streams, streams, lakes, greenery and fauna of the space. A huge number of ton waste is conveyed by the guests and different experts giving the travel industry related advantage for example lodgings, diners, shops, and so on at Vaishno Devi ji, Dal Lake, Amarnath Ji, Gulmarg and other little and significant guest spots. Explorers, traveling guests and different visitors to these objectives and normally safeguarded hundreds of years and lakes convey huge amount of waste which is extraordinarily pernicious to for their trademark prosperity of these spaces. Littering of waste and other waste by the guests might be an especially certifiable matter which is causing common annihilation.

Deforestation - Plants are the reason of life on this splendid planet Soil and all carrying on with living things, checking person can't imagine getting by without them. Forest areas have a pivotal influence in common upkeep and mischief to the forest may ruin an entire environment. Timberlands, from one viewpoint fill in as wellspring of oxygen, wood, sustenance, home of common life, simultaneously holds poisons including CO₂. The quick improvement of the travel industry is perhaps the most explanation for uncontrolled obliterations of forests, since the developing interest of the travel industry has headed to growing need for building texture viz. advancement of lodgings, diners, lodges, houseboats, inns and for other agrarian exercises. The impact of environmental change in J&K is astoundingly much clear, as there has been ascend in temperature, unexpected deluges and almost no snow in winters. According to Worldwide Board on Climate Alter (IPCC), frosty emergency is expected to expand flooding, snow torrential slide tumble from developed slopes, decrease water supplies to streams as ice sheets subside. In later checks by Joined together Countries Environment Program (UNEP) and Universal Middle for Coordinates Mountain Development (ICIMOD), the temperature in Himalayan region has ascended by 1oC since 1970, therefore the snow drop has diminished throughout the year and this has too caused emergency of snow and ice sheets at pace of 15m each year without a doubt in winter. The considers directed by the

National Established of Hydrology, Roorkee for definite thirty years uncovers that in Ladakh, Zaskar and More significant Himalayan scopes of J&K the ice sheet volume has changed stretching out somewhere in the range of 3.6% and 97% with most of frosty masses seeming a corruption of 17% - 25% .

Jammu Kashmir, disregarding getting prevalence as a significant explorer objective, since 2016 it has demolished the smooth advancement of the travel industry due to the spread of the aggressiveness, which has dampened voyagers for passing by India's most dazzling guest objective Several travel industry players checking hoteliers, travel administrators and houseboat owners said the 'uncertain policy centered issue of Kashmir heading to vulnerability' and the electronic media's extent of the upgrades were hurting the travel industry. The relentless negative extension, especially of brutality which isn't the overwhelming reality in Kashmir, has hindered guest inflow to Kashmir. The ecological danger in Jammu and Kashmir can bring about a staggering path with complete conclusion in the travel industry. A greater amount of complete crash of framework, horticulture will compel human to move from that state. Key normal difficulties that the Jammu and Kashmir is standing up to identify with ecological corruption because of impractical use of its regular assets for monetary turn of events and improvement. J&K's agrarian and the travel industry put together economy is vigorously reliant with respect to its common assets since of its gigantic populace in commonplace zones and their monetary reliance on fundamental characteristic assets. The essential human exercises adding to characteristic debasement join neediness, populace improvement, ill-advised advancement and usage decisions impractical show up use rehearses, down and out soil and water organization sharpens, deforestation, overgrazing, and contamination. Formative activities like road advancement, truly agribusiness, debasing industry, and unconstrained urbanization heading to changes in relations among people and conditions.

CHALLENGES AND PROBLEMS FACED BY TOURISM INDUSTRY IN JAMMU AND KASHMIR:

The growth of tourism in Jammu & Kashmir State shows that the industry has registered an all round substantial development in the state during the last two -three decades, most of the potential, for its growth has not yet been exploited and much more is left to be desired. The limited, and rather unsatisfactory, growth of this sector in the State has been due to a number of problems it is beset with and various difficulties it has been facing. The important factors, which have limited the growth of tourism in Jammu & Kashmir, are mentioned below:

1. Poor road connectivity and transportation facilities
2. Lack of basic hygienic amenities at halting points
3. Non-standardization of rates and fares
4. Lack of sound marketing and promotion strategies
5. Poor maintenance of heritage sites Issues regarding security and harassment
6. Lack of passionate and trained professionals
7. Inadequate capacity
8. Costly travel- soaring fuel surcharges, poor flight management etc.
9. Lack of supportive infrastructure- bad roads, improper health and hygiene, communication gaps, etc.
10. Lapses in security and safety- incidents of tout and harassment of tourist in some places.
11. Uneven progress-slow growth of village tourism, lack of information about tourist profile etc.
12. Untrained Guides
13. Jammu and Kashmir is a high cost mountain economy and has a number of characteristics that poses special developmental challenges.
14. It suffers from limited capacity in the public and private sectors.
15. Tourism policies are there but not effective.
16. Underdeveloped destinations.
17. No proper/ poor connectivity.
18. Low awareness level.

19. Low/Poor promotional activities.
20. Less Government Spending.
21. Economy dependent on Tourism.
22. Poor Coordination between departments.
23. Stress only on few developed sites.
24. Low time spending. 2058
25. No diversion of tourists from specific tourism to other type of tourism.
26. Less tourist diversion to new places.
27. No sufficient tourism research.
28. No capacity building of stakeholders for better services.
29. Complacency and non-customer friendly.
30. No Accountability in Financial Matters and Services.
31. No Accountability in Financial Matters and Services.
32. Lack of Training Infrastructure and Hospitality Industry.

LITERATURE REVIEW

- **Tourism in Indian scenario**

India has seen a fast development longer than 10 years in the travel industry area and has arisen as one of most propelled objective to visit for both global and homegrown vacationers. The underlying conventional endeavors for the travel industry in India were started in the year 1945 under the Chairman Sir John Sargent. Further the improvements for the travel industry got into reality in 1956 along the Second Five Year Plan. The travel industry of India accomplished its speed and distinction in later piece of 70's and in beginning years 80's. The significant inspiration factor of the travel industry at beginning stage was strict and business reason and exclusive class of society began to encounter travel for relaxation and amusement.

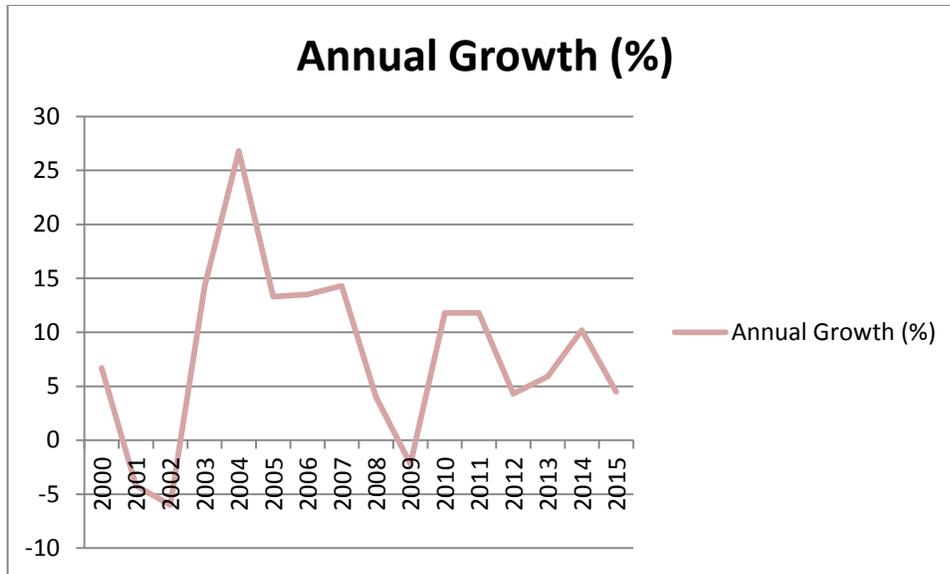
The travel industry in India is expanded and has arisen as one of biggest assistance giving industry that offers assortment like strict, sports, legacy, social, experience, clinical and so forth types of the travel industry. The MOT GOI (Ministry of Tourism, Govt of India) is the nodal organization for the up degree, advancement and future improvements of the travel industry in India. Maxim GOI likewise takes care of and keeps up the Incredible India crusade. The Indian Tourism Development Corporation (ITDC) was the first the travel industry organization in Quite a while. The association was framed in the year 1966 for the travel industry infrastructural improvement and furthermore upgrading the help contributions.

The travel industry has seen a fast development and holds a colossal importance in Indian economy. According to the computations of World Travel and Tourism □ 14.02 crore (US\$220billion) or 9.6% of GDP in 2016 were produced from the travel industry, and furthermore made 40.343 million positions that was 9.3% of complete work. According to the current situation the travel industry is estimated to develop at 6.8% yearly. The 2017 report of Travel and Tourism

Competitiveness has put India on the 40th position among generally 136 nations. The value intensity of Indian the travel industry area has been given tenth positioning out of 136 nations in the report. The report likewise displays the positives about air transport framework in India (positioned 32nd), which is viewed as great as the nation is as yet in phase of advancement, and the transport infrastructure ranked 29th among 136 countries. In report India scored high in terms of the natural resources and strong cultural where it ranked 9th. In India, The national policies for the promotion and development of tourism are drafted by Ministry of Tourism, the stakeholders of the industry that includes central/state ministers, agencies, state government, stakeholders of union territories and the representatives of private sector are consulted and their ideas are taken into consideration by Ministry for consultations and collaborations.

Table 1: FOREIGN TOURIST ARRIVALS (FTAs) IN INDIA, 2000-2015

Year	Annual Growth (%)	FTAs in India	Annual Growth (%)
2000		2649378	6.7
2001		2537282	-4.2
2002		2384364	-6.0
2003		2726214	14.3
2004		3457477	26.8
2005		3918610	13.3
2006		4447167	13.5
2007		5081504	14.3
2008		5282603	4.0
2009		5167699	-2.2
2010		5775692	11.8
2011		6309222	11.8
2012		6577745	4.3
2013		6967601	5.9
2014		7679099	10.2
2015		8027133	4.5



At present the efforts are laid on introduction and promotion of new forms of tourism in which country have potential such as cruise, rural, eco and medical tourism. Even having such a huge potential for diversified forms of tourism, the security loopholes and criminal activities has been the drawback, especially security issues faced by female visitors, theft and looting of foreigners etc, forms a persisting trouble that has embarrassed the Indian tourism industry.

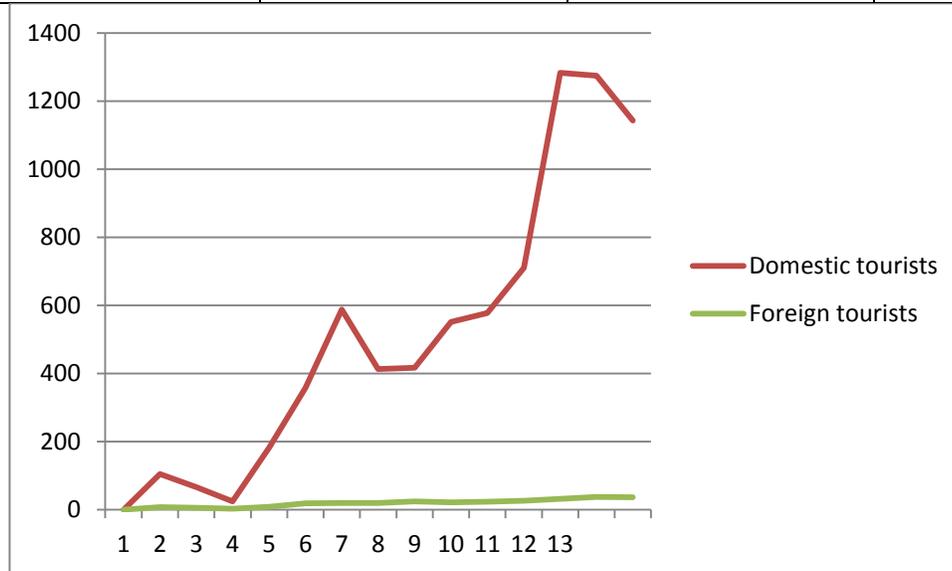
- **TOURISM IN KASHMIR**

Kashmir is a place well known for its hospitality and offering huge variety of attractions that motivates tourists all over to visit here for different tourism purposes. The friendly nature and value system has added to the scenic beauty, culture, heritage and other attractions.

Kashmir the name that flashes so many thoughts in mind and one of primary thought is the scenic beauty of Kashmir, the topography of the place and its attraction has been admired all over the globe and for which it's called paradise on earth, the place is well known for its range of towering mountains, rivers, meadows, large glaciers, cuisine, culture and heritage etc. Not only huge variety of attractions the pleasant climatic conditions of Kashmir makes it a paradise on earth.

Table 2: Domestic/foreign tourist arrivals in Kashmir from 2000-2013.

Years	Domestic tourists	Foreign tourists	Total (000 NO'S)
2000	104.38	7.58	111.92
2001	66.73	5.86	72.59
2002	24.67	2.69	27.36
2003	182.81	8.96	191.97
2004	358.10	18.63	376.73
2005	587.70	19.68	605.38
2006	412.88	20.01	432.68
2007	417.26	24.58	441.48
2008	551.04	21.58	572.63
2009	577.34	23.91	601.25
2010	710.50	25.98	736.48
2011	1282.36	32.12	1314.47
2012	1274	37.17	1311.84
2013	1142.2	37.1	1172.3



- Tourism as a Catalyst for Peace and Development

The relationship between peace and tourism is very interesting because both are complementary to each other. Tourism can be an essential force for peace and

alternatively, tourism needs peace for its expansion and prosperity. Tourists are generally sensitive to the event of war, violent behaviour because 'such events risk a peaceful and undisturbed holiday'. They avoid visiting places with a negative reflection and simply switch to another destination when they find there is no serenity in their destination. Several countries throughout the world, where heinous violent incidents have resulted in negative impact on the tourist's inflow to those countries. Nowadays war, terrorism and state violence have affected tourism largely and countries highly dependent on tourism for national economic growth affected due to decline number of visitors. Tourism is a vital industry, which requires peace and silence in order to stay alive and flourish. Tourism as a social force promotes international understanding, cooperation (1988). Tourism can give tourists first-hand experiences with hosts of different cultures and subsequently become aware of their personalities, beliefs, aspirations, and culture and life perspectives. Tourism searches for peace, stability, and harmony, and global goodwill in establishing and keeping world peace (D'Amore, for its development and prosperity (Mihalic, 1996; Tarlow, 2006). Being a powerful socio-economic force and responsive to peace tourism can play a potential role of supporter to mitigate conflict and support post-conflict peacebuilding. (Edgell, 1990) suggested the demand for peace for tourism, even marking as 'peace: passport to tourism', support the argument for peace through tourism. The role of sustainable and participatory tourism is important for the casual relationships of tourism for peacebuilding. In order to build sustainable tourist destination, an organised management is necessary. Sustainable development in tourism depends on the participation of all stakeholders within a tourism industry or a destination.

The reason for the partner idea in maintainable advancement is to distinguish expected interest and powerful gatherings in the travel industry to include the intrigued and compelling gatherings in the travel industry and empower their support to give financial fortune to everybody (Gunsoy and Hannam, 2013). The travel industry advancement yields target impacts on the host populace and objective. As a financial advancement device, the travel industry can improve the neighborhood local area's personal satisfaction by means of business, ventures,

charge incomes, cafés, convenience administrations, common attractions, culture, and celebrations (Etiosa, 2012). The travel industry extension in line regions by and large interfaces with political and monetary overall changes during the twentieth century. These progressions remember advancement for global exchange and income, advancement, financial individual and general organizations (Anderson et al., 2002; Butler, 2002; Hall, 2005; Ioannides et al., 2006; Sofield, 2006). The connection among line and the travel industry expresses that the moderate line capacities have been moved, both adroitly and truly (Timothy, 2001). Line the travel industry reflects network for a superior arrangement and extension of the travel industry in unique regions. As a rule, lines and boundary zones have been boundaries to the travel industry both precise and perceptual viewpoints identified with clashes, regulatory and mental hindrances (Hall, 2005; Sofield, 2006; Timothy, 2001). Line territories incorporate social, financial and wellbeing interrelations occurring in them and not by reach or size (Hageman, et al., 2004; Kristoff, 1959; Newman, 2011; Prescott, 1965; Sofield, 2006). Vacationer locales situated in line territories includes topic based attractions, for example, cross-line parks, common attractions, legacy the travel industry and strict the travel industry (Timothy, 2001). Religions are unmistakable from each other at the degree of ceremonies and fantasies yet they share some regular morals, qualities, and wants of the human brain and society. Eventually, all religions are resolved to spread love, harmony, joy. The best way to get agreement among the world's religions is the advancement of the travel industry. The travel industry fills in as a vehicle for eliminating struggle by working with harmony and solidarity (Raina and Aggarwal, 2004). 200 million vacationer voyages everywhere on the globe consistently which gives them extraordinary freedoms to meet various religions of the world and henceforth it advances between strict agreement and congruity. The travel industry builds up strict concordance by bringing individuals of various strict into close contacts (Van Sterkenburg, 2012). The line proposes an extraordinary possibility to introduce dependability and wellbeing around there

and improve the heading out experience of guests to every nation (Timothy, 2001).

- Tourism and Peace Initiatives

Tourism as an approach promotes peace by solving the problems of poverty, unemployment, etc. Tourism plays an essential role in promoting world peace (Salazar, 2012). Further, tourism interventions are sets of expressions, language, and behaviours that depict places and peoples and turn sites into easily consumable attractions. In other words, tourism is a social creation, which deals with the many desires of people of the modern industrialised world. Besides this, tourism is a ground in which many individuals interact and discuss with one another which creates a sense of unity (Chettiparamb & Kokkranikal, 2012). The involvement of individual of J&K in the peace process gained thrust in the year 2005 and 2006. However, the initiatives of bus service between Srinagar and Muzaffarabad termed as the mother of all assurance building measures. The year 2005 observed the stays of many delegations from both sides across the LOC. The people-to-people communications have given a marvellous boost to hopefulness regarding the conclusion of the ongoing peace process. It provides a prospect for people from both sides of LOC to know each other and to see the realities on the ground on the other side. These links revived old sentiments of belongingness and fraternity among the people from both sides. Further, these talks provided an opportunity to the members of civil society to think separately of their respective governments. Besides this, People-to-People contacts such as the ‘heart-to-heart’ talks in Jammu and New Delhi in 2005 and 2007 provided the chance for the leaders and activists of different shades from both sides of LOC to speak their heart on a single platform. Tourism and peace are two interrelated terms. Tourism is a catalytic force for unease reduction and peacebuilding (Yu & Chung, 2001). ‘Tourism and Peace: The State of the Art’ – it would be very naive to believe that these contacts automatically lead to a decline of injustices, a new, more tolerant worldview and a better understanding of each other. The peace through tourism scheme stands on the belief that cultural perceptions can promote attitude change and hence facilitate peace (Jimenez & Kloeze, 2014).

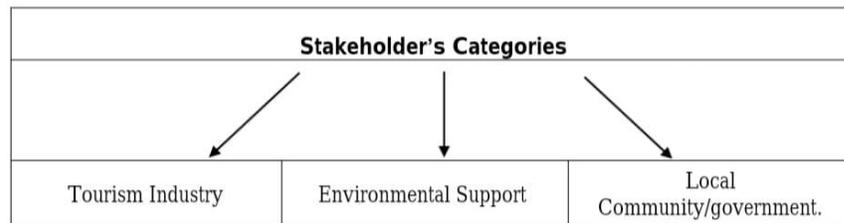
Peacebuilding can generate social harmony and equal participation in development mainstreaming creating the foundation for lasting peace (Lai et al, 2015). Tourism is beneficiary for both negative and positive peace. Positive peace is the absence or reduction of violence of all kinds, whereas negative peace leads to violence and conflict (Upadhayaya, 2013).

2.3 Stakeholders' Involvement across Borders for Peace Initiatives

Stakeholder referred to any group or individual who can affect or affected by the achievement of the organisation's objectives (Donaldson & Preston, 1995). Providing peace, safety and justice necessitate the contribution of all stakeholders. Stakeholder's contribution to developing into a formation of tourist destination notion including tourists (as the demand), industries (Private sector, the non-profit sector and public sector as the supply) and hosts (comprising the neighbouring commune and natural surrounds as the recipients of the effects). The tour operator is an intermediary between the supply and demand sides through which customer's preferences reach the producers, and services reach the destination (Budeanu, 2005). However, tourism destination development is important to make possible enhancing or improving the sustainability significance of a tourism destination by stakeholder's participation. Tourism in Cross-Border Regions (CBR) consists of short trips from one side of the boundary to the other that enables them to transfer information between neighbouring border regions using related tourism resources (landscape, culture, history) and exchange comparable tourism products. Cross-border tourists from adjoining countries and regions share a geographic and cultural relationship with the destination communities, which enhance their potential contribution to providing more viable ideas for innovations. Tourism is inclined by supporting limitations and by border-related administration policies, managerial operations on both sides of the border and the physical and psychological barriers produced by the borders against human mobility and associations, including the movement of people, goods, and services between countries (Prokkola, 2010). In other words, Stakeholders exposed the interrelationship between peace and development, the importance of good governance for peace and development and the need to integrate and strengthen

community and national level peacebuilding efforts. According to WTO, a stakeholder in sustainable tourism development is divided into three categories (Timur, 2012) as shown in Table 1.

Table 1: Stakeholder's categories.



- Stakeholder's Perception of Tourist as a Peace Initiative

Stakeholder groups persuade the development of tourism in numerous ways as well as tourism supply and demand, regulation, and the management of tourism impacts, human resources and research (Waligo, 2012). Perceptions of various stakeholders toward the development of tourism in a society should be taken as the first place in tourism planning in order to make certain trust, cooperation, harmony and mutual benefit for all (Kuvan & Akan, 2012). In the wider term, the sustainability of the surroundings; i.e. ecology, social structure, and culture mean nothing more for the tourist industry than the preservation of the proportional advantage of the destinations, the loss of which indicates a determinant cause for a refuse in competitiveness (Gill & Williams, 1994). Therefore, it is a vital role to recognise stakeholders managing tourism more sustainably and to take account of their different perspectives on the issues (Dodds, 2007). Stakeholders should not only be the beneficiary of sustainable tourism plans but active participants in the planning process (Ritchie & Crouch, 2003).

- Religious Tourism across Border

No religion preaches violence and conflict or militancy. Every religion believes in harmony and peaceful co-existence of all citizens (Farajat et al. 2017). Religion does not promote 'extremism', it preaches religious tolerance

i.e. people should try to embrace cultural as well as religious diversity. They should not develop hatred towards any community or sacred groups and must not engage in communal riots but should respect beliefs and customs of different religions. Another aspect of the initiative is to teach people not to stereotype any religious group i.e. we should stop labelling of a religious group as a terrorist group. Different shrines and places across borders that are the real examples of communal and religious harmony. The aim of undertaking this initiative was to teach that the local innocent people have to suffer a lot because of the violence through communal riots and religious agitations. In 1947, two new countries were born and people, ideologies and humanity were alienated. In past years, people are fighting in the name of religion and community but nowadays all these things are abolished. For instance, Suchetgarh (a village in Sultanpur Lodhi in Kapurthala district of Punjab State, India) having Muslim as well as Hindu shrine under one roof (Anees et al, 2015). It was fascinating to know from the residents of that area that people from both religious conviction worship here and pay homage with no envy for another religious group. This is the perfect example of religious harmony and religious tolerance. Another such example is of Baba Chamliyal a place at Indo-Pak border in Samba district of J&K, a real example of the communal and religious harmony. The Holy Dargah (shrine) of Baba Chamliyal is nearly 320 years old. A three-day fair is organised every year at this Dargah (shrine) on every fourth Friday of the month of June and popularly known as Baba Chamliyal Mela amongst the residents as well as the visitors. The uniqueness of the Holy Dargah is that people from both sides of the border take part in this fair, India's Border Security Force and Pakistan's Chenab Rangers handle the fair annually. They help the people from both sides of the border to receive the sacred items- Sharbat (holy water) and Shankar (holy soil) which is believed to have healing capacity against skin ailments. The welfare of the humankind should be given prime importance and efforts should be done to build peace and harmony at all the borders.

Data Collection and Analysis

4.1: Data Collection:

Primary Data(questionnaire):

Sample Size:

- Sample for the respondent is taken from Gujarat and Mumbai.
- Sample size constituted of respondents.

Data Collection Method:

Understanding and evaluation of the jammu and Kashmir tourism management is done on the basis of analysis. The number of respondent consider for the survey.

The sampling technique used in these study in convenience sampling.

Data Source:

The study is based on primary data source.

Primary data :

The primary data collected from tourist through a well structured questionnaire.

Tools and Techniques to be used:

Sampling unit : General Public, Youth

Sample size: respondents are as a sample size from different area of Mumbai

Sampling technique: random sampling, sampling items selected by the judgment of the researcher

Statistical tools: Graphical presentation and pie chart.

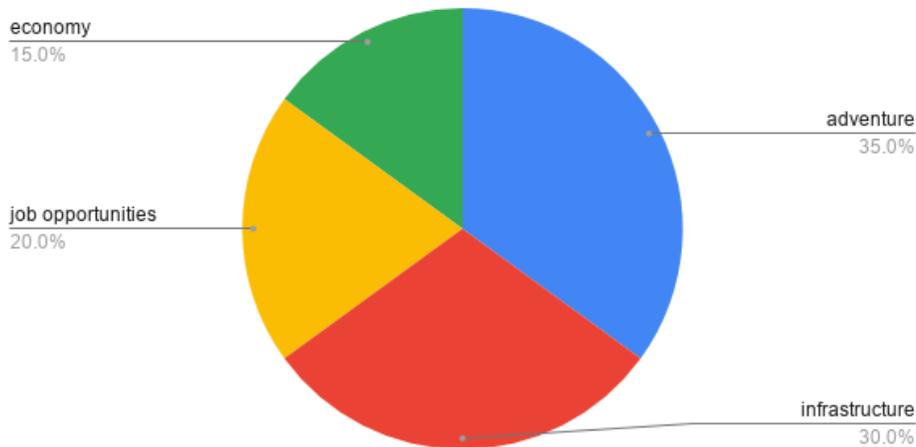
4.2: data analysis

4.2.1 Primary Research (Questionnaire):

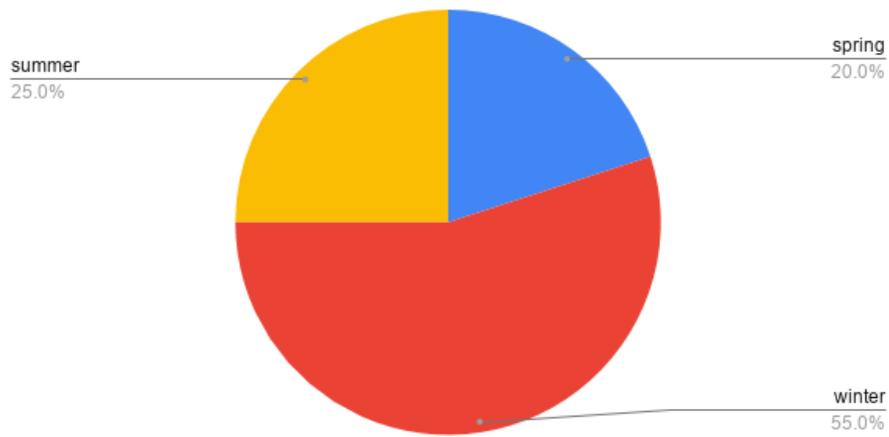
Responses of Primary Data:

<https://docs.google.com/spreadsheets/d/1gqbN9jLB9YIdKfm9Rw7Y5teYnDfFSXA3zQP04uKaoW4/edit?usp=sharing>

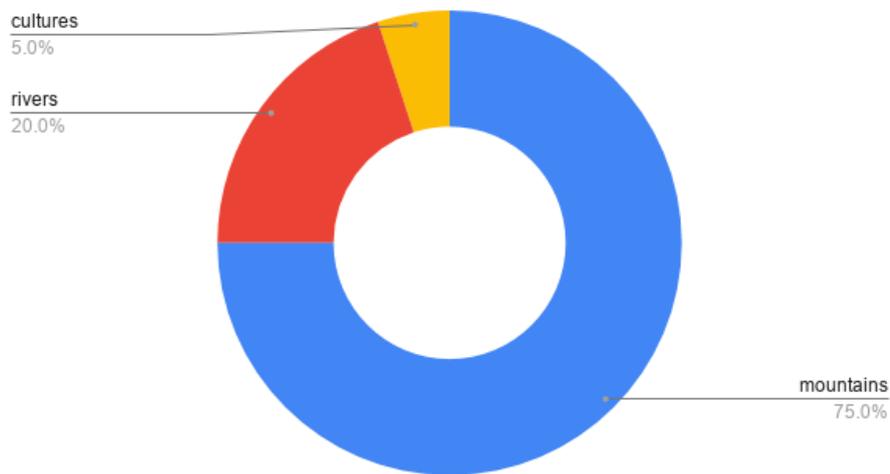
Count of What changes you saw in Jammu and Kashmir because of increase in tourism sector?



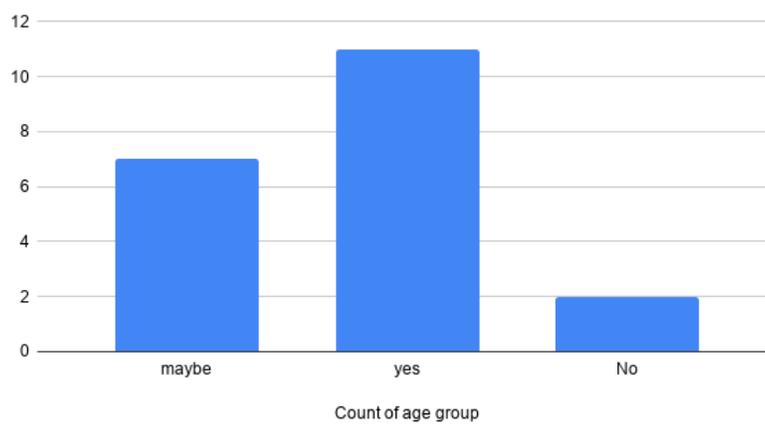
Count of which season would you recommend to visit for tourist?



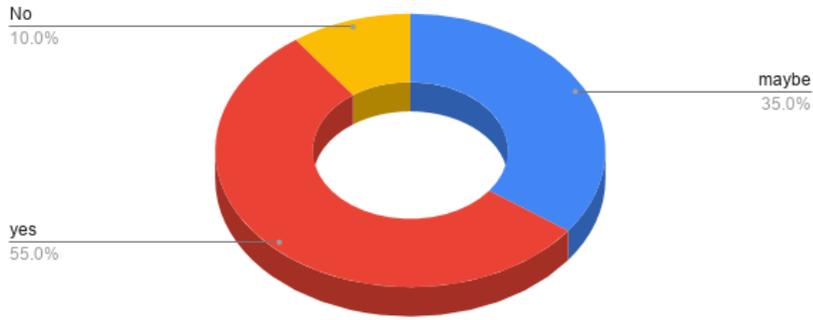
Count of What do you like most in Jammu and Kashmir?



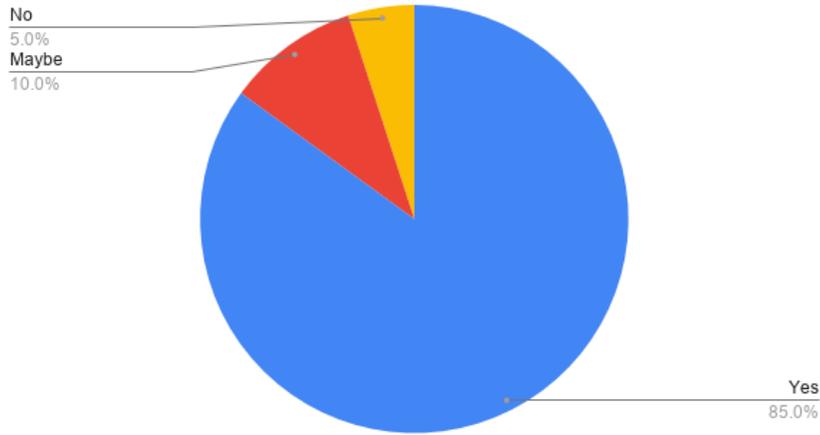
Count of Is it safe to travel to Jammu and Kashmir?



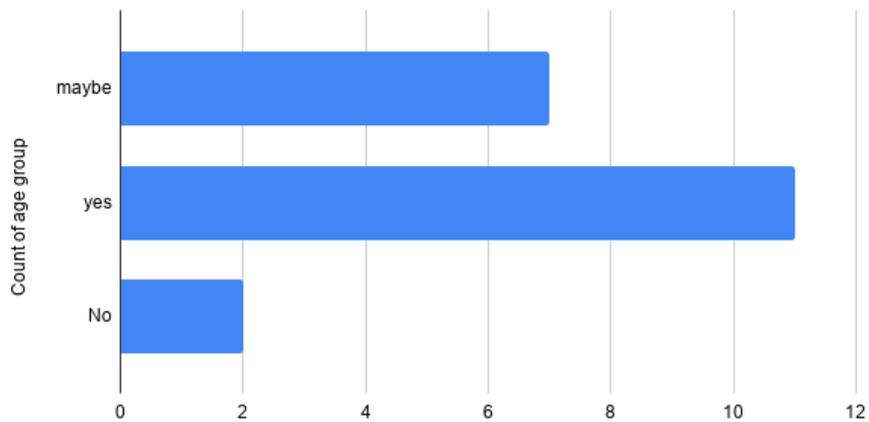
Count of What is the best way you prefer to travel to Jammu and Kashmir?



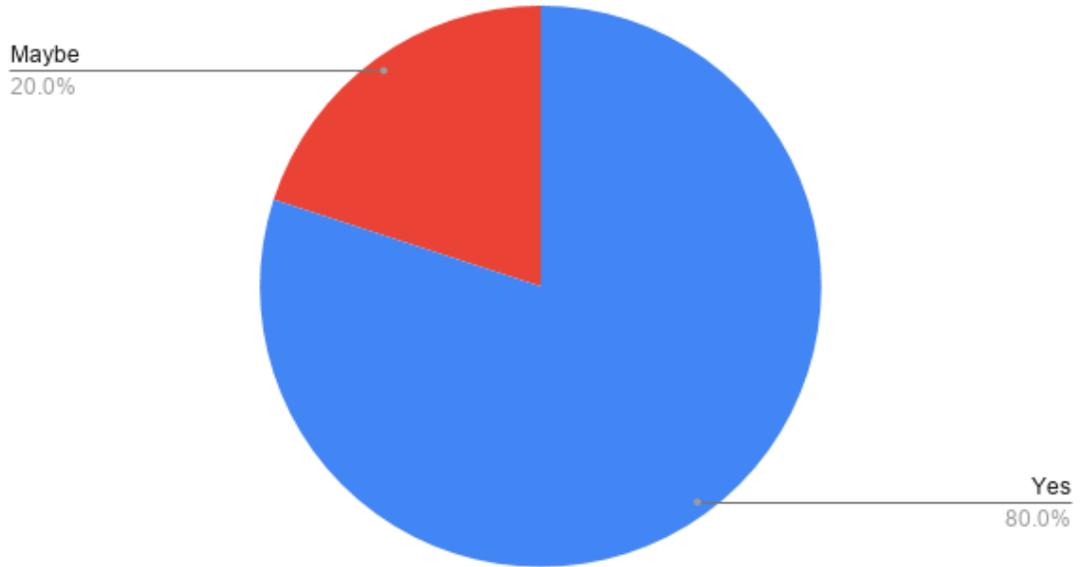
Count of Did you like Jammu and Kashmir tourism facility?



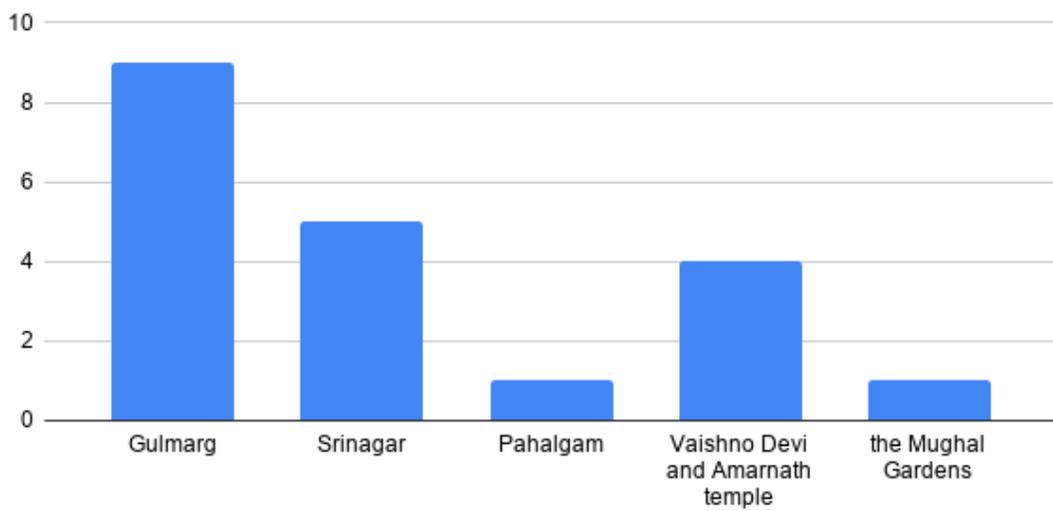
Count of Did you face any problem in Jammu and Kashmir due to covid pandemic ?



Count of Would you like to visit Jammu and Kashmir again?



Count of which is your favourite place in Jammu Kashmir ?



Count of which is your favourite place in Jammu Kashmir ?

Count of how much budget required for whole trip?

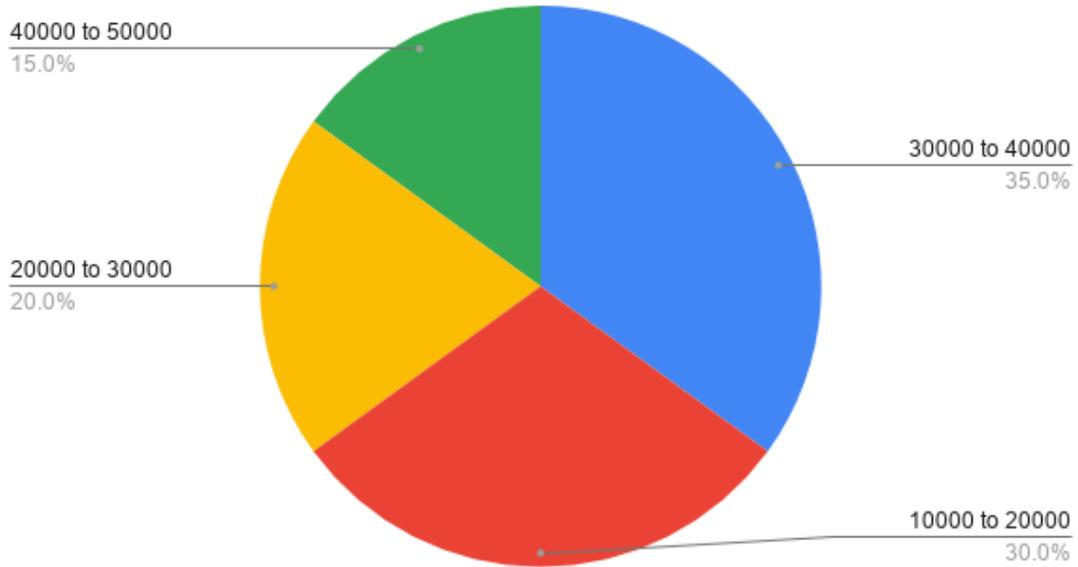


Table 1. Tourist arrivals in the state

Amarnath ji	Kashmir Valley		Jammu	Ladakh
	Domestic/Foreign	Domestic/Foreign	(Mata Vaishno Devi Ji)	Domestic/Foreign
498075	572100	572100	6576000	72000
373419	601250	601250	8235064	78573
458046	736448	736448	8749000	76055
634000	1314432	1314432	10115232	179204
621000	1308765	1308765	10394000	178750
353969	1171130	1171130	9287871	137650
372909	1167618	1167618	7803193	181301

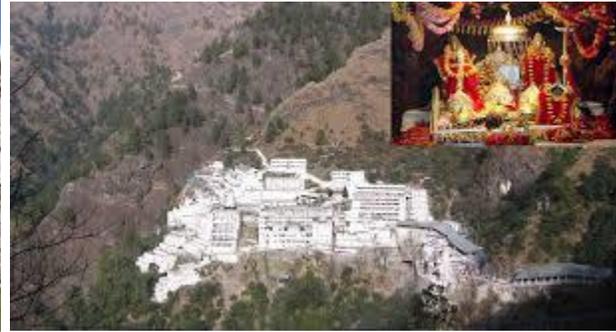
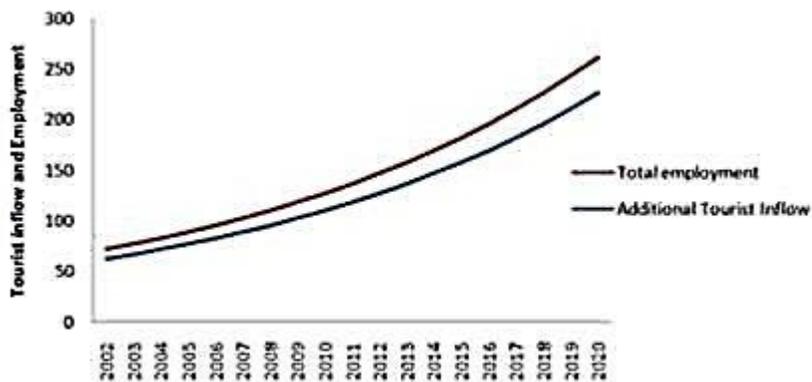


Table 2. Generation of Employment on Implementation of Tourism Development Plan

Year	Additional Tourist Inflow (In lakhs)	Direct Employment (in lakhs)	In-Direct Employment (in lakhs)	Total employment col. (2)+(3)
1	2	3	4	5
2002	62.83	1.57075	7.85375	9.4245
2003	67.43	1.68575	8.42875	10.1145
2004	72.36	1.809	9.045	10.854
2005	77.66	1.9415	9.7075	11.649
2006	83.36	2.084	10.42	12.504
2007	89.48	2.237	11.185	13.422
2008	96.06	2.4015	12.0075	14.409
2009	103.13	2.57825	12.89125	15.4695
2010	110.73	2.76825	13.84125	16.6095
2011	118.91	2.97275	14.86375	17.8365
2012	127.7	3.1925	15.9625	19.155
2013	137.16	3.429	17.145	20.574
2014	147.34	3.6835	18.4175	22.101
2015	158.29	3.95725	19.78625	23.7435
2016	170.09	4.25225	21.26125	25.5135
2017	182.78	4.5695	22.8475	27.417
2018	196.46	4.9115	24.5575	29.469
2019	211.2	5.28	26.4	31.68
2020	227.08	5.677	28.385	34.062

Figure 1. Impact of Tourist Inflow on Employment from 2002-2020



The upward sloping curves in the figure 1 shows that there is a positive impact of tourist inflow on employment i.e. with the increase in tourist inflow, total employment (Direct & Indirect) also rises. It means that if the current trend continues, total employment would reach to 34.06 lakhs from a tourist inflow of 227.08 lakhs till 2020. However it is important to note here that in order to meet the needs of such tourist inflow, there is a need to carry forward the developmental process in a coordinated manner.

4.3 Revenue Generation

The tourism industry in Jammu and Kashmir is one of the most flourishing industries in the state. This industry plays an important role in the development of all the regions of Jammu, Kashmir and Ladakh. As the industrial sector is not very much developed in the state so the activities related to tourism is considered with much seriousness by the state government. Apart from agriculture sector, tourism sector is the most popular source of income for the state. Table 2. Generation of Employment on Implementation of Tourism Development Plan Year Additional Tourist Inflow (In lakhs) Direct Employment (in lakhs) In-Direct Employment (in lakhs)

This sector also generates sufficient revenue for government, private sector and public sector undertaking which has shown significant increase over the years, the revenue generations is expected to increase manifold provided the conditions remains normal and the tourist influx to the state increases in a desired manner. As per the J&K Economic Survey [13], during the year 2010-11, revenue realized from various sources was recorded as Rs 4362.68 lakhs showing an Increase of around 33.19% as compared to the previous year. Revenue realized in the financial year 2011-12 has touched to Rs 4692.92 lakhs. The details of revenue realized for the last 6 years are given in the table 3.

Table 3. Revenue generated by J&K Tourism Development Authorities (2006-12)

Name of the Organization	Revenue earned during last six years (in lakhs)					
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Director Tourism Kashmir/Jammu	32.25	62.06	54	56.65	72.63	93.3

SKICC	52	64	71.2	65	110	114.5
Gulmarg Dev. Authority.	32.46	48.5	51.17	34.35	37.32	145
Pahalgam Dev. Authority	9.95	19	12.73	6.68	23.4	31
Sonamarg Dev. Authority	36.35	32.5	45	39	79.4	10
Patnitop Dev. Authority	15.62	79	20	19.54	30	26
Royal Spring Golf Course	34.73	50.06	45.66	44.25	64.35	63.12
Cable Car Corporation	676	798.81	839.14	1116	1248	1957
J&K TDC.	1765.39	1763	1963	1894	2697.58	2250
Total	2657.75	2916.93	3101.9	3275.47	4362.68	4692.92

4.2: Secondary data:

[Kashmir Travel Industry: 'One good tourist brings 10 more ...](https://m.economictimes.com)

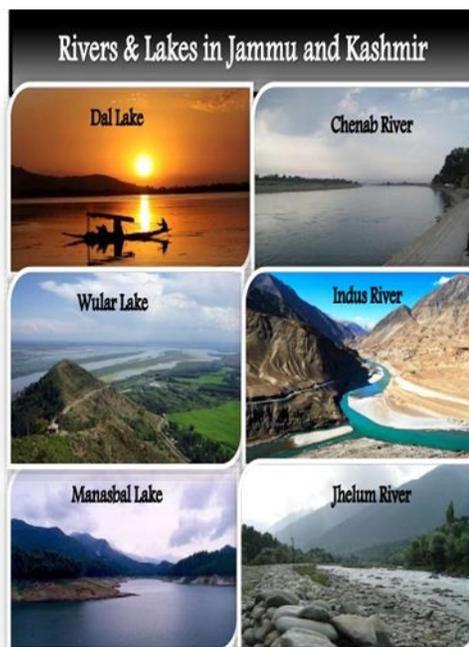
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Conclusions (Results) and Discussion:

- Tourism has impact on economy:

The investigation uncovers the job and execution of the travel industry area in J and K Economy. Jammu and Kashmir has been ending up being an assistance area economy regarding relative portion of this area in GSDP which is accounted as very nearly 48% on a normal during study period and this area has likewise enrolled most elevated development rate. The travel industry comes out as one of the significant areas of Jammu and Kashmir economy as it establish critical part of in general GSDP (7.37 percent) and administrations area GSDP (12.50 percent) both regarding worth and offer, anyway commitment has been declining reliably. The travel industry has been outflanked by different areas of economy as it has enrolled most minimal development in examination with horticulture, industry and administration areas. Declining commitment in GSDP and least development pace of the travel industry related exercises in the state uncover frustrating execution this area during the examination time frame. Other than its frustrating execution in J&K economy, patterns inside the areas are bit empowering as there is an expanding inclination of homegrown just as unfamiliar traveler appearances in Jammu and Kashmir during the investigation time frame. Anyway homegrown vacationer appearance enlisted higher development than that of unfamiliar traveler appearances. Homegrown traveler appearances comprised huge part of complete vacationer appearances in Jammu and Kashmir. Investigation additionally releases execution of different state divisions/associations required into the travel industry exercises in the state and set up that every one of the offices and association have enlisted complex expansion in income acquired from the travel industry during study period. Just two associations specifically J&KTDC and CCC comprise more than 90% portion of income created from the travel industry. Additionally, journey the travel industry has come out as one of significant the travel industry among different sorts in the state. Econometric examination uncovers bi-directional causality between financial development and the travel industry and affirms that monetary development altogether affects the travel industry extension in Jammu and Kashmir during the investigation time frame and the other way around. The travel industry has immense potential for creating business and procuring huge measure of unfamiliar trade other than giving a

boost to the country's in general monetary development. Having possibilities and abilities of the travel industry exercises to grow, study puts forth a solid defense to give proper consideration at state strategy so it can offer all the more essentially in J&K economy as far as pay and business. It is obvious from the above outline that travel industry has been a significant wellspring of monetary advancement for J&K economy from more than a very long while and will keep on being a huge giver in future additionally as a result of the progressions occurring on both interest and supply sides.

- Introduction to new factors:

Supply side changes are due the growth of new areas like Adventure tourism, Science tourism, Spiritual tourism and Medical tourism. Moreover the factors which increase its scope from demand side include, change in the standard of living, rise in disposable income, late marriages, long leisure time and better education. Owing to the growth of tourism industry in J&K, economic parameters like employment, income, infrastructure and competition will improve, leading to the entry of new products in the market and thus resulting in better services and more satisfaction to the people of the state as a whole. Several plans and programmes have already been framed for tackling these challenges, successful implementation would be critical to accelerate them. All the stakeholders whether from centre or state should work in a coordinated manner and effective measures need to be taken in exploring strengths and reducing weaknesses, thus providing new opportunities to the state in becoming an attractive tourist destination all over the world.

- Impact on infrastructure:

The travel industry is the existence line of Jammu and Kashmir and all potential endeavors should be attempted for holding, keeping up and supporting it. The travel industry can assume a successful part in incorporating the whole universe. The travel industry opens up new window for assets, both speculation age and income age prompting work age just as financial advancement of the nearby people. Despite the fact that travel industry makes occupations and contributes fundamentally to financial development, it isn't consequently an answer for neediness decrease. Subsequently, it is significant for legislature of the state, neighborhood financial backers and different partners to effectively partake in the travel industry and its connected exercises. The

neighborhood labor force can likewise help by drawing in and empowering the utilization of nearby organizations for the arrangement of transport, administrations and food to help with reducing nearby neediness. The various territories of the State combined with law-and - request issues have added to helpless network around there. The rail-street blend of transport in the state is low. There is desperate need to assemble elective streets in certain spots to guarantee better availability. There is additionally a need to overhaul a large number of the current streets from two paths to four paths. The State, meagerly populated and dissipated all things considered, needs more air terminals and better air availability too. The travel industry foundation like more extensive and smooth streets, transport including arrangement for Airlines and Rail administrations, up degree of inns, advancement of vacationer puts in Jammu and Kashmir ought to be reinforced. There is desperate need to construct elective streets in certain spots to guarantee better network. The State, inadequately populated and dispersed all things considered, needs more air terminals and better air availability too. Steps ought to be taken to reestablish the antiquated quality of the landmarks. The strict locales in every one of the three areas of Jammu and Kashmir need an extraordinary concentration for the advancement of fundamental foundation to pull in explorers in gigantic numbers.

- Faces issue because of political unsettling influence

The above examination uncovers that the Tourism area in Jammu and Kashmir endured an abrupt ruin because of the huge political aggravation which put the state in late 1980's. despite the fact that travel industry makes occupations and contributes fundamentally to monetary development, it isn't consequently an answer for neediness decrease, the various landscapes of the State combined with the rule of law issues have added to helpless network around there. The rail - street blend of transport in the state is exceptionally low. There is desperate need to construct elective streets in certain spots to guarantee better availability. Steps ought to be taken to reestablish the old quality of the landmarks. All it requires is canny arranging and iron will. At long last, Kashmir is a region with incredible the travel industry potential and is a main edge of advancement. Kashmir is considered as a most first class objective on the planet. The travel industry is the fundamental business in the state. It is viewed as multi-

fragmented industry hence, gives various kinds of occupations like inn administrators, guides, travel planners and others. The captivating topographical scene and scope of biological systems has an enduring effect on the vacationers in Kashmir.

- Opportunities or activities:

Jammu and Kashmir the most important tourist places are Kashmir, Srinagar, the Mughal Gardens, Gulmarg, Pahalgam, Jammu, and Ladakh. Some areas require a special permit for non-Indians to visit. Kashmir is popularly known as "Paradise on Earth". The state is bestowed with beauty & rich forests, natural lakes, fresh water. The state of Jammu & Kashmir is known all over the world for its beautiful valleys, lakes, snowcapped peaks, invigorating climate, valleys, cool climate, opportunities for trekking fishing, skiing & number of archaeological, historical, cultural & religious places, cool climate & hospitable people. Among all industries, tourism is an important industry in the state. Tourism is considered to be an economic bonanza for J & K state because industrial development is very limited in hilly terrains. Being a labor-intensive industry, the scope of employment is very vast. Tourism is regarded as a multi-segmented industry, therefore provides different types of jobs like hotel managers, receptionists, guides, tour operators, travel agents, photographers & many other jobs which are required to strengthen the

tourism. For centuries Kashmir has been center of attraction. There are various places of tourist attractions in the state visited by tourists. However most of places are untapped. Tourism in Kashmir depends greatly on natural resources. Herbal waterfall, lush vegetation & snow covered mountains have come to symbolize what tourism industry in Kashmir can offer. At national level, our country is also progressing well in this sector. Tourism is not merely an activity for entertainment. It is an enriching and energizing activity. For developing country like India which is on the path of growth through structural transformation of economy, tourism is the right vehicle. In 2005 India emerged as one among the top 40 tourism earners. With its forward & backward linkages with the host of sectors like transport, hospitality, education, health, banking etc.

India is all set to reap full potential of this vibrant sector. Therefore, equipping efforts are made by govt. under five-year plans. India has significant potential for becoming a major global tourism destination. It has always attracted people from all over the globe through supreme & sublime hospitality, viz. *athithidevobhava* (guest is equal to God). The World Tourism Organization (WTO) has reckoned India as the most favored destination among the countries of south Asia receiving more than 50% of total foreign tourist traffic in the area. We must appreciate the fact that India's share in global tourist arrivals is only 3.4 % while its share in the country's GDP is 12%. It has given employment to 120 lakh people directly & several lakh indirectly. Tourism surely has emerged as an instrument of employment generation, poverty alleviation & sustainable human development. The business impact of tourism has been tremendous on travel, trade & hospitality. Indian handicrafts particularly, jewelry, carpets, leather goods, ivory & brass work are the main shopping items of foreign tourists. According to one estimate nearly 40% of tourist expenditure on shopping is spent on these items.

Suggestions (Recommendations):

1. Summary of suggestions

From the above findings it is clear that tourism is an important sector of development for J&K economy but there are some weaknesses which if sougheed out properly could become main strengths of J&K tourism.

Following are some of the suggestions with regard to the future development of tourism in J&K.

- The first and the foremost thing in this regard would be to have a well-documented tourism policy because J&K does not have a tourism policy which should give equal rights to all the stake holders involved in tourism related activities like local people, private sector and NGOs.
- As tourism is mainly a private sector driven industry, it is important for J&K govt. to act as a facilitator and not a regulator with respect to tourism.
- Infrastructure development with regard to tourism is lacking. We do not have enough space in hotels and resorts to handle the tourist rush in peak seasons, transport facilities are meagre and sanitary conditions are pathetic. So there is a need for proper maintenance and development of infrastructure in J&K.
- Institute of Hotel Management (IHM), Srinagar, is playing a crucial role in imparting training to the local residents and hence enhancing their skills which matchup with international standards. There is a need to open more such institutions which will provide proper training to the local people engaged in tourism related activities like guides, tour operators and chefs etc so that they may be better equipped in handling tourist inflow.
- There are number of unexplored tourist destinations in J&K because of which it is also known as, "Paradise Unexplored". Such new unexploited attractive destinations need to be explored more and more.
- J&K tourism needs enough measures to provide proper security to tourists so that a sense of safeness will be felt by the tourists.
- J&K is one of the best destinations with regard to some new areas which include Adventure tourism, Medical tourism, Polo tourism etc which needs to be explored and thus giving a new sense of hope to tourism.

- Most of the tourist destinations with lot of tourist potential are occupied by Indian armed forces thus incurring a heavy loss on govt. exchequer and environment. State should make sure that such tourist spots are not misused at any cost by anyone.
- State should take steps to revive the traditional Handicrafts sector via new innovative methods which will regain its old reputation in the international arena.
- All the new projects, having an impact on tourism and environment should be carried out in a sustainable way without damaging the fragile ecology of the state.

2. Limitations:

Harmony has been viewed as a facilitator for the travel industry advancement in line regions. It was discovered that there is a positive connection among the travel industry and harmony because of the satisfactory worth of boundary territory with respect to the travel industry advancement. In any case, the impacts of financial, social and social elements are considered as most fundamental components which influence the local area investment in the travel industry improvement programs. The travel industry contributes emphatically to Guest-Host relationship, strict point of view, and culturally diverse agreement. This some place shows that travel industry can be a powerful instrument for advancing harmony, which thus prompts objective advancement coming about narrow mindedness, public reconciliation, empathy, altruism, instructive norms, equity and common regard for one another. The travel industry goes about as the help of J&K and all potential endeavors should be embraced for holding, keeping up, and supporting it. J&K is the northernmost territories of India which is notable for the travel industry exercises. This angle is liable for pulling in countless traveler consistently, which has at last prompted a blast in the travel industry of the state. J&K have different mosques and sanctuaries Gurudwara stand one next to the other gives a sensation of unadulterated fraternity in the middle of religions of J&K. The J&K state is upset because of cross-line psychological oppression, which influenced the travel industry. Thusly, aside

from the idea of the issue, different elements like international, culture, socioeconomics, introduction and between provincial variety, etc can likewise be considered for the extent of future examination. The reason for this investigation satisfied with respect to our drive to utilize the travel industry as an instrument in uniting individuals and joining the strict convictions in order to fabricate an agreeable relationship. The travel Industry is associated with a wide scope of partners and the jobs of each gathering are critical in the acknowledgment of capable the travel industry advancement like government, sightseers, and other little and medium endeavors (SMEs). Subsequently, future examination ought to be required on different partners in the travel industry. The significant ramifications of our examination are that travel industry mindfulness programs among the host local area ought to be led convenient so local people can get profits by the travel industry and can contribute towards the travel industry advancement. Other than this, visit administrators ought to propose the line the travel industry objections of J&K locale to the vacationers and they ought to incorporate these line vacation destinations in visit bundles too. Further, advancement of the travel industry at other line objections like Suchetgarh, Pragwal to inspire the way of life of the local area. Notwithstanding, extraordinary the travel industry related celebrations ought to be led at line the travel industry objections of J&K locale to build the vacationer streams to these spaces. To wrap things up, specialists ought to build up a couple of galleries in the line districts of Jammu locale so that to save and show the exceptional history of these spaces in them. Moreover, we should express that individual inclinations and answers are a significant limit in logical exploration. One of the clear constraints of this examination is the example size, which is marginally little and restricted to one locale of India. Information was just gathered from interest viewpoint – neighborhood occupants of J&K. An examination with various example size, a few areas, other methodological methodology and furthermore by remembering the partners of the travel industry for the locale may give productive outcomes to check the harmony and serenity in the specific district.

3. Scope for further work

From the above tracking down obviously the travel industry is a significant area of advancement for Jammu and Kashmir economy. Following are a few ideas concerning future improvement of the travel industry in Jammu and Kashmir.

- Development of a solid organization among government and different offices, which would pursue remarketing Kashmir the travel industry on present day premise.
- Identifying new places of interest will go far in improving the travel industry capability of the valley.
- Jammu and Kashmir the travel industry needs enough measures to give appropriate security to sightseers with the goal that a feeling of safeness will be felt by the vacationers.
- Jammu and Kashmir is perhaps the best objective as to some new zones which incorporate Adventure the travel industry, Medical the travel industry, polo the travel industry and so forth, which should be investigated and subsequently giving another feeling of desire to the travel industry.
- Tourism ought to be moved from being an occasional disturbance to the entire year around action. Legitimate the travel industry promoting of each season can expand the traveler movement complex.
- There is extent of improvement of Pilgrimage, Heritage and Adventure the travel industry around there.
- There are numerous possibilities for advancement of ecotourism.
- Training and improvement program for formation of neighborhood abilities stock.
- There is a need to create the travel industry foundation.
- Sensitization program for local area support in the travel industry exercises.

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