

“The study on emergence and positioning of Tourism Sector in Jammu and Kashmir and its role in sustainability of Economic Development”



Submitted by

ABSTRACT:

Purpose: The objective of this study is to analyse and assess the emergence and positioning of Tourism Sector in Jammu and Kashmir and its role in sustainability of Economic Development. This research will critically review the importance of tourism sector in Jammu and Kashmir's overall economic growth & industrial development of the union territory and will explore the role of tourism in employment generation in Jammu and Kashmir. The study will further identify the measures required to make tourism sector more vibrant and appealing. Jammu and Kashmir (J&K, henceforth) is India's northernmost union territory, covers a total area of 5,992.4 square miles. An estimated 50% of the state's population is directly or indirectly involved in the tourism industry, which contributes around 15% of the state's gross domestic product.

Research Methodology & Approach: This study was conducted using secondary data. The core data was gathered through different literature, government of J&K Portals, data and studies. The researcher used and analyse qualitative data method.

Research Findings: The findings revealed that secondary data used in the research highlighted problems with Kashmir's tourism industry. Even though it is one of the world's top tourist destinations, a few services and instances have not met expectations. The results showed that Kashmir's tourism industry has not been able to successfully implement development strategies. Infrastructural and other service inadequacies that were significant were discovered.

Research Limitations: This study did not explore the viewpoints and perceptions of the broader publishing; rather, it centred on a relatively limited literature. It is impossible to determine whether such a larger literature would have yielded a varied array of results. The researcher is cognizant that the assertions are less accurate as a consequence of sparse data collection and a big gap between different literature. By the time this study is submitted, it's possible that the information it used will be outdated. Further an impact on tourism industry including hotels, guest houses, handicrafts, houseboat and boat owners could throw distorted results as this impact was temporary and lasted two years.

Practical Implications: The study targeted on the imperative for economic growth of tourism in Kashmir valley as well as its techniques and the yields of putting those tactics into practise. Consequently, it articulated the potential benefits of these strategies for the tourism industry and the negative effects that gaps can have on Kashmir's tourism industry's overall economic growth.

Originality or Value: The research offers empirical evidence for the pertinence of tourism's contribution to economic growth in Jammu and Kashmir, highlighting key methods for the sector's formation, positioning, and contribution to the sustainability of economic growth.

(Few Pictures of Kashmir)



TABLE OF CONTENTS

Sl. No.	Section	Page No.
	Declaration	2
	Abstract	3-4
1	INTRODUCTION	6
1.0	Background of the Research	6
1.1	Research Aims and Objectives	9
1.2	Research Problem	9
1.3	Research Questions	10
1.4	Scope of the Research	10
1.5	Summary of the Methodology	10
1.6	Research Project Structure	11
2	LITERATURE REVIEW	12-18
2.0	Overview	18
2.1	Prospects of Tourism Sector in Jammu and Kashmir	18
2.2	Role of tourism in employment generation in Jammu and Kashmir	19
2.3	Role of tourism towards economic growth & industrial development in Jammu and Kashmir	20
2.4	Measures to be taken by tourism sector to make it more vibrant in Jammu and Kashmir	21-23
2.5	Critical Analysis	24-28
2.6	Theoretical Framework	29
3	RESEARCH METHODOLOGY	31
3.0	Research Approach	31
3.1	Research Philosophy	31
3.2	Method and Strategy Selection	31
3.3	Method of Sampling and Collection of Data	31
3.4	Sampling Plan & Survey Design	32
3.5	Data Analysis	32
3.6	Ethical Consideration	32
4	ANALYSIS & REFLECTION OF THE RESULTS	32
4.0	Introduction-	32
4.1	Summary of the Findings	33
4.2	Interpretation of Results	33-38
4.3	Concluding Summary	38
5	CONCLUSION AND RECOMMENDATION	38-40
5.0	Conclusion	40
5.1	Recommendation	40-41
5.2	Limitations	42
6	REFERENCE LIST AND BIBLIOGRAPHY	43
	LIST OF FIGURES	25
	Figure 1: Tourist Arrivals in J&K	25
	Figure 2: Tourism and Employment Generation	26
	Figure 3: Additional Tourist inflow and Total Employment	27
	Figure 4: A Comprehensive Model on Impact of Tourism on Economic Growth	30

CHAPTER 1: INTRODUCTION

1.0. Background of the Research:

Tourism, in the economic context of the 21st century, is an essential activity in the structure of the economic mechanism and has an active role in the development and modernization of the economy and society. Tourism varies from nation to nation in terms of its importance and economic contribution. While tourism is a major contributor to the economy of some countries, the economic impact of tourism is so well integrated into modern economies that it is relevant even for countries where tourism is not as important. Tourism is among the fastest-growing industries in the world at the moment. Among India's export industries, tourism ranks third and accounts for 0.51 per cent of global tourist circulation. The tourism industry in a state creates both direct and indirect employment opportunities that boosts economic growth. Tourism plays a significant role in creating job opportunities in the tourist destination, thereby increasing the living standards of the people and high consumer spending. Moreover, tourist attractions can generate significant revenues for the state through taxes and fees paid by companies that operate around them. (Bunghez, 2016). It creates jobs, exports revenues, and improves infrastructure to contribute to economic and social development (UNWTO, 2015). A major contributor to global economic growth is tourism. Tourism growth surpassed global economic growth in 2015 (2.3%), with a 2.8% increase. US\$ 7.2 trillion was generated by travel & tourism (9.8% of global GDP). India has been identified by the WTTC as a leading tourist growth centre in the coming decade. A 7.5% annual growth rate is predicted for this industry by 2025 (7.2% of GDP). As of 2015, India received foreign exchange earnings of US\$21.07 billion from tourism (WTTC, 2015).

As of 2016, India had 1637.62 million tourists, up from 15,000 in 1950. (Indian statistic report, 2017).

Jammu and Kashmir erstwhile state and now union territory of India has a greater importance for tourism. The tourism industry of Jammu and Kashmir is not only boosting its economy but is also a major force in preserving the region's cultural heritage. Additionally, the tourism industry helps women and young people develop skill sets, and it protects and regenerates traditional crafts. Tourism in Jammu and Kashmir has always been a focus of attention because of its economic returns, relatively small investments, potential for development and lack of adequate natural resources in other economic fields. Kashmir, often referred to as the Switzerland of Asia has many natural attractions including alpine woods, a pleasant climate, mountains, lakes, waterfalls, ski slopes, and luscious valleys.(EDUREV.IN, n.d.)In particular, its well-known gardens and burgeoning handcraft industry are assets. Jammu, Kashmir, and Ladakh are the three separate regions that make up the erstwhile state of J & K. The state has been bifurcated into two Union Territories post abrogation of Article 370 by Government of India on 5th August 2019. All three regions have an enormous prospective for local and foreign tourism while our focus of study will be two regions of Jammu and Kashmir. Adventurous tourism stands as a foundational pillar for tourism prospect in Kashmir Valley (Final Report of 20-year perspective plan for sustainable development of tourism in Jammu and Kashmir prepared for Ministry of Tourism, Government of India, New Delhi, n.d).

Parmu, 1969, states that Kashmir is acclaimed for its immaculate grandeur and is often dubbed to as the "Heaven on Earth", Owing to this, Amir Khusrau, a 13th -14th century poet of India has dedicated following couplet in Persian to beauty of Kashmir:

Agar Firdaus bar roo-e zameenast,

Hameenast-o hameenast-o hameenast.

which means,

If there is a paradise on earth,

It is this, it is this, it is this (Qazi, 2022)

There is something to suit every type of traveller during the Jammu and Kashmir tourism season; religious pilgrims can embark on Mata Vishno Devi in Jammu ,Amarnath Yatra in Kashmir , thrill seekers can engage in adventure sports, romantics can enjoy natural serenity and beauty, and solo tourists can discover themselves. In Jammu and Kashmir, tourism plays a significant role in socioeconomic development as a developing region. Visitors from around the world are increasingly drawn to Kashmir as a tourist destination. During the last 40 years, tourism in Kashmir has grown steadily in importance as a contributor to the state's economy (Government of Jammu and Kashmir, 2015). (Ahad, 2017)

This year, Kashmir has seen its greatest annual tourist influx in ten years. Throughout this season, more than 400000 tourists explored the valley. This has made it a good case for research in which researcher will analytically scrutinise the relevance of the tourism sector in generating employment, alleviate poverty, rapid industrialization, industrial facilities, and also recommend strategies to entice in much more tourists by enhancing general amenities (Times of India Travel, n.d.). Tourism and hospitality are intrinsic to the legacy, culture, and prosperity of the Kashmir valley. Kashmir has a plethora of prospects for the tourism sector to flourish. Kashmir's prosperity has a sturdy monetary foundation courtesy to tourism (Sumaira, Faculty and Kashmir, 2017).

India's northernmost union territory, Jammu and Kashmir (Henceforth referred as J&K in the paper)has an estimated 50% of the state's population directly or indirectly involved in the tourism industry, which contributes around 15% of the state's gross domestic product. Various types of employment are provided by the tourism industry, including skilled and unskilled work. With a large potential for attracting tourists both nationally and

internationally, this sector is expected to be an important source of revenue for the J&K's exchequer. There have been many problems associated with the tourism industry, such as infrastructure shortcomings, communication inadequacies, boarding and lodging issues, transportation, security issues, and sanitary conditions. Tourism development in Jammu & Kashmir is examined through the study.

1.1. Research Aims and Objectives:

This research paper's core objective is to analyse and assess the emergence and positioning of Tourism Sector in J&K and its role in sustainability of economic development. The following study objectives will be accomplished by this structured research paper:

1. To analyse and assess the emergence and positioning of Tourism Sector in Kashmir and its role in sustainability of Economic Development.
2. To critically review the importance of tourism sector in Kashmir's overall economic growth & industrial development of Kashmir.
3. To explore the role of tourism in employment generation in Kashmir.
4. To identify the measures required to make tourism sector more vibrant in Kashmir.

1.2. Research Problem:

The development of Jammu and Kashmir's market relies heavily on tourism. This is due to the notion that it generates economic benefits including jobs, improved infrastructure, and the emergence of indigenous businesses like handicrafts and weaves. The growth of Kashmir's capital accumulation propensity was hindered by decades of turmoil and military confrontations in myriad ways, most notably the decline of Kashmiri tourism (www.ijser.org, n.d.) Article 370 restored Kashmir's economic standing, demonstrating the value of tourism and its contribution to the region's growth. Therefore, in order to pinpoint shortcomings in the

tourism sector in J&K and offer suggestions, it is crucial to research the emergence, manoeuvring, and contribution of the sector to the viability of economic development.

1.3. Research questions:

The following are the research questions for this organised research paper:

- What are the prospects of Tourism sector in Jammu & Kashmir?
- What is the role of tourism in employment generation in Jammu & Kashmir?
- What role does Tourism play in Economic growth and industrial development of Jammu & Kashmir?
- What measures are required to make tourism sector more vibrant in Jammu & Kashmir?

1.4. Scope of the Research:

This study intends to find a feasible solution to the aforementioned research questions by addressing them and providing effective recommendations that can be applied to the emergence of the tourism sector in Jammu and Kashmir and its role in sustainable economic development. Among the objectives of this research study are: the prospects for the tourism sector in Jammu and Kashmir, the role tourism plays in creating jobs in the region, the role of tourism in facilitating economic growth and industrial development, measures that need to be taken to make the tourism sector more vibrant in Jammu and Kashmir, and the effects tourism has on the economy of the region.

1.5. Summary of the Methodology:

A wide range of studies and literature are used in this study to delve into the diversified view points and perspectives. The exploratory aspect of the research approach sought for a critical evaluation of the sector's significance to J&K's overall economic prosperity. The secondary

research methods, which is one of the main exploratory research techniques, were adhered (Formplus Blog, 2019). The review's primary sources include currently published academic studies and secondary data held by various government organisations. The researcher used a qualitative data.

1.6. Research Project Structure:

The sections of the research study are as follows:

Chapter 1: INTRODUCTION

Comprises the research's history, objectives, goals, and scope as well as an overview of the methodology and a breakdown of the research project's structure.

Chapter 2: LITERATURE REVIEW

A review of relevant literature is presented, along with previous findings, as well as a presentation of the emergence and positioning of the tourism sector in J&K and its contributions to sustained economic growth. In addition, the paper discusses the prospects for the tourism sector in J&K, how tourism contributes to the employment generation in J&K, how tourism contributes to the economic growth and industrial development of J&K, and how the tourism sector can be made more vibrant in Jammu and Kashmir.

Chapter 3: RESEARCH METHODOLOGY

This section will discuss the study methodology, strategy, and information gathered various studies and literature. It will also describe the method and strategy that were chosen. At the end of this chapter, we'll talk about data analysis and ethical issues.

Chapter 4: ANALYSIS & REFLECTION OF THE RESULTS

A summary of the findings and a restatement of the research questions and objectives open this chapter. An in-depth discussion of the results' interpretation will be followed by a review of the study's findings and its limitations. The research will be thoroughly discussed in this chapter.

Chapter 5: CONCLUSION AND RECOMMENDATION

The result of the full study will be presented, followed by an appropriate advice on how to advance and support the expansion and sustainability of J&K's tourism industry's economic development.

CHAPTER 2: LITERATURE REVIEW

2.0 Overview:

For the study some of the important relevant literature review has been done to find out the research gap as follow:-

An analysis of tourism's contribution to economic growth was conducted by **Gokovali&Bahar (2006)**. According to them, tourism is one of the fastest growing sectors in the world. They claim that through backward and forward linkages, the tourism sector not only stimulates economic growth, but also increases domestic incomes and effective demands through increased demand and domestic incomes. Economic growth depends heavily on the tourism sector, which needs to be empirically verified in order to confirm the commonly accepted positive relationship hypothesis. The validation of this hypothesis has important policy implications. Once the tourism sector has been confirmed to be positively related,

governments will have to play a more active role in fostering it. Developing countries with low foreign exchange earnings tend to have less access to raw materials or investment goods necessary for industrialization, making tourism particularly important.(GÖKOVALI and BAHAR, 2006)

Gray (1974) analysed tourism policy from an economic perspective. The study suggests that tourism is a powerful tool to stimulate economic growth in many nations. Gray feels that tourism can play a vital role in achieving reasonable prosperity in some countries. In nations that have rent-earning resources, tourism falls into a proportional dependence on the alternative opportunities that are available, and the less alternatives there are, the more tourism must constitute a proportionate part of the economy. There is perhaps a natural perverseness about an imperfect world that renders nation's most in need of tourists the most aggressive toward them. Tourism can be a significant source of foreign exchange for many nations. A more rational policy in the tourism industry is spurred by this prevention of separation, which is an important ingredient in tourism policy. To ensure foreigners receive their marginal revenue product and not more, this policy must explicitly weigh their contribution to the economy. (Gray, 2022)

The article “The Prospects of Developing Kashmir as an Adventure Tourism Destination” focuses on the scope of adventure tourism. **LALA and BHAT, (2022)** state that adventure tourism has been deemed the fastest growing segment of tourism and is now an enormous business opportunity for Kashmir. There is little documentation regarding the factors that contribute to the success of sustainable adventure tourism in Kashmir, but it might be a catalyst for positioning the brand in the world.

Shaib, Gulzar and Jain, (2019) in their article “Tourism Industry of Jammu & Kashmir – Challenges and Opportunities” state that in Kashmir Tourism contributes significantly to the

economy's GDP, employment, and revenue generation. With its potential to contribute to economic development and create jobs, tourism can be regarded as a key source of economic development in the region. In spite of the fact that tourism generates jobs and spurs economic growth; it is not an effective way to alleviate poverty. The state of Jammu and Kashmir has experienced a prolonged armed insurgency for over one and a half decades. Inevitably, this political turmoil has had a negative effect on the economy of the state.

Ramjit (2015) in his article “Sustainable regional development through rural tourism in Jammu and Kashmir”, argues that tourism is the main revenue for the state as the industrial sector is not well developed. He further claims that the mainstream tourism in the valley is stagnating and other alternatives like “rural tourism” should be explored. Tourism plays an economic role in rural development, which can sustain and improve the quality of life in rural areas. According to the estimate approximately 73 percent of the Kashmir population lives in rural areas, making rural tourism essential and valuable in this region. The article further demonstrates that, if managed and organized effectively, rural tourism can help restore the economic prosperity of the Kashmir region after recent catastrophes.

The research paper “Tourism in Jammu and Kashmir Economy: Role and Performance” provides an analysis of tourism's economic impact in Jammu and Kashmir. The role of tourism can be enormous in the development of the economy in places like Jammu and Kashmir, where industrialization options and agricultural potential is limited. Tourism contributes significantly to Jammu and Kashmir economy, contributing over 7% to state income on average during the period studied. This sector has however shown a disappointing growth. The study suggests that tourism sector needs to be emphasized more intensively through state policy in order to exploit it at the best level and make a greater contribution to the economic growth of the state as a whole and to people's lives in particular.

(Singh and Unjum, 2016) Bhat et al., (2021) in their paper “Tourism Industry in Kashmir Valley: Issues & Challenges Associated with the Process of Concretisation” investigate the potential and growth of tourism in Jammu and Kashmir and its manifestation at tourist spots and destinations. Even though tourism has contributed to the employment generation in the union territory, the analysis of the data revealed that growth during the past two decades have been less than 1%. While enormous investments in infrastructure have been made throughout the tourist destination, they have posed serious challenges to socio-economic characteristics like employment, income, living standard, etc. Developing sustainable tourism in the region comes with many challenges, but there are also some challenges related to modernization and concretization.

A theoretical framework for sustainable tourism is presented in the paper “The role of tourism in sustainable economic development”. The paper presents a brief overview of tourism and sustainable economic development, as well as some opinions on tourism and the environment. Tourism stimulates economic growth in many countries, serving as a key tool for regional development. Tourism may positively affect the BOP, employment, GDP, and output, but it may also negatively affect the environment.

The study “Tourism in Kashmir: Development and economic impact” examines government policies in order to grow and develop tourism in the Kashmir region. Additionally, it analyses Kashmir's tourist potential and flow. Using secondary sources of data, this paper analyses the impact of tourism on the economy in J&K state, including tourist inflow, employment generation, State Gross Domestic Product, infrastructure development and regional development and it was found that apart from agricultural industry, J&K's tourism industry has played a very significant role in economic development for decades now as it is the most popular source of income and employment generation. **(Wani,2022)** Even though Kashmir

has been a major tourist destination for a long time, terrorism has hindered its growth especially in the past two decades.

The article “Tourism: A tool for crafting peace process in Kashmir, J&K, India” by **Chauhan and Khanna (2009)** explore residents' and tourists' perceptions of the contribution of tourism to peace building in Kashmir as a strategic tool to counter terrorism. The study concludes that tourism can play a significant role in promoting peace and that developing guest-host relationships is an effective strategy. A study has been conducted to examine how turmoil has affected tourism in Kashmir and the sectors associated with tourism. In addition to secondary data, primary data has been used for the study. The study emphasises that the sectors associated with tourism have been negatively impacted by turmoil. Tourism in India's most popular tourist destination has suffered due to turmoil in the State, especially in the past two decades. In addition, it indirectly affected tourism-related economic activities. (Ahmad and Hussain, 2011)

The purpose of the study “Determinants of Tourism development in Jammu & Kashmir: An empirical analysis” is to analyse the factors affecting tourism development in Jammu and Kashmir. The study claims that Jammu and Kashmir is a popular tourist destination for domestic and international tourists, in the country. As a result, tourism development is of crucial importance in this region. A survey developed to collect information about tourists, business owners, and locals was used as the primary data source for the study. Based on logistic regression analysis, tourism development in the region is significantly influenced by factors such as employment generation, income generation, poverty reduction, and economic stability. In light of these findings, some policy implications were proposed. (**Moghal et al., 2021**)

The paper “Impact of Peace and Disturbances on Tourism and Horticulture in Jammu and Kashmir” presented the growth of tourism and horticulture in different periods, including peace and disturbance. By showing the growth of tourism and horticulture during peace and disturbances, the impact of peace and disturbances on these sectors is displayed in this paper. For centuries, Jammu&Kashmir has been a tourist destination that attracts many tourists. Throughout the history of Kashmir, the lush green forests, sweet springs, perennial rivers, picturesque scenery, alpine landscapes, and pleasant climates have made it a highly regarded tourist destination internationally. In contrast, Jammu region - the land of temples - has attracted a large number of pilgrims, tourists, and Shri Mata Vaishno Devi is one of the most important tourist attractions. Horticulture products from J&K are also known both within and outside of India. All types of horticulture crops can be grown in the state, including apples, chestnuts, apricots, pears, peaches, plums, and apricots. (SHARMA, SHARMA, and WARIS, 2012)

Lakshmi Singh, Jamal, and Suhail Ahmad (2021) addressed two important concerns in the present paper “Impact assessment of lockdown amid COVID-19 pandemic on tourism industry of Kashmir Valley, India”. The first pertains to Kashmir's tourism industry's unprecedented sociocultural and economic impacts, and the second is how the COVID-19 lockdown has affected tourists' occupations and other activities significantly. A combination of documentary research and semi structured interviews has been used in this study, which employed purposive sampling and a phenomenological approach. Based on the study's findings, COVID-19 has had a rapid impact on Kashmir tourism through 2020 with a sharp decline in tourist arrivals and documented travel restrictions. As a result of the pandemic, stakeholders in the tourism industry switched from tourism to other possibilities for sustaining themselves, and the impact of the pandemic on tourist centers was different regionally and had severe consequences for Kashmir Valley's economic development. A

major impact of this pandemic was also felt by lower economic groups (tourism stakeholders).

Bhat, (2013) as part of the present study, investigated how tourism contributes to the state's economy, as well as the potential and impact of pilgrimage tourism on the state and the challenges it faces. The study emphasizes how tourism industry is the most important service sector in the country, making a significant contribution to state GDP, generating foreign exchange, providing jobs and tax revenue. Apart from other tourism, Pilgrimage tourism industry is also very lucrative in Jammu and Kashmir. As a result, pilgrims from various parts of India flock to it. Results conclude that the state's economy therefore receives an extra boost from pilgrimage tourism.

2.1 Prospects of tourism sector in Jammu and Kashmir

Simply said, tourism is a big part of the global economy, and the tourism industry is one of the largest and fastest growing in the world. Tourism serves as a big comfort thing by allowing individuals to revel in nature while also easing their thoughts of anxiety, a problem brought on by globalization and contemporary lives. The State has considerably slight scope for large-scale industrial diversification. As a labour-intensive segment, tourism boasts a very diverse spectrum of employment aspirations in Jammu & Kashmir. Compared to other industries, this one offers a significantly substantial range of work chances. As a multi-segment sector, tourism aims to offer a wide array of occupations, including those for hotel managers, receptionists, accountants, clerks, tour guides, travel agents, chefs, and transport operators. There are a tonne of things that can be procured in the State of Jammu and Kashmir(Shaib et al., n.d.).

According to **Aslam *et al.* (2018)**, in Kashmir, the moniker "Paradise on Earth" is a prevalent one. In addition, it is noted for its lush valley, the Dal Lake, and its enticing beauty. With its freezing rain mountains and lush valley, Kashmir is one of the most preferred honeymoon and winter holiday destinations in India. Apples, cherries, and walnuts are among Kashmir's best-known exports. They include "Pahalgam, Gulmarg," "Srinagar," and Sonmarg. Gardeners in Kashmir Valley have begun gathering Tulips in an effort to draw large groups of tourists and increase money from tourism. Under the direction of Floriculture Division officials, a significant number of people, including professional backyard gardeners, are now working to build and level the garden(**Mehdi, Chaudhry and Tomar, 2018**)

Keenan, 2013 argues that the state of Jammu and Kashmir has enormous tourism propensity and is on the leading edge of development. Kashmir is widely viewed as one of the world's finest exotic travel destinations. The state's core industry is tourism. It is affirmed as a multi-segmented business and offers a plethora of professions, ranging those for hotel management, tour guides, and travel brokers. The intriguing geographic backdrop and array of ecosystems in Jammu and Kashmir leave tourists with lingering impressions.

According to **Singh, Jamal & Ahmad (2021)**, the valley has experienced a record-breaking rush of tourists because of the '**tulip back garden**', which has attracted people from all around the globe in recent years. The post-collection procedure for tulip bulbs has begun in Kashmir's tulip backyard. In order to generate the most stunning blooms, floriculture professionals take extra precautions of the flower once they are picked. Kashmir's tourism industry holds a great deal of potential.

According to **Gulzar, Khan & Hamid (2019)**, adventure tourism, which includes traveling and camping at prominent tourist spots, is increasing in popularity in Kashmir Valley. Tourism is a major driver of economic development in Kashmir.

2.2 Role of tourism in employment generation in Kashmir

Jammu and Kashmir's tourist industry provides a significant number of employments. Because of tourism, many people in the region have jobs. Travel and tourism make up “5.92 percent of India's overall GDP and 8.2 percent” in Jammu and Kashmir (Services Sector IMPORTANCE OF THE SERVICES SECTOR FOR INDIA, n.d.). The state of Jammu and Kashmir has a robust likelihood of becoming into a widely recognized tourism destination on a massive level. From a policy standpoint, the contribution of tourism to the growth of the J&K state's economy has garnered a substantial amount of attention.. The J&K state economy's most prevalent source of revenue and job promulgation is the tourist industry. (Khaki, Bhat and Aasif, 2016). The tourist potential of the Kashmir Valley is enormous. As a major source of employment, the tourism sector may make a significant contribution to economic and social improvement in the state as a whole and in the valley in particular. Tourism is often considered as a significant activity in the service industry on a global scale. It's considered as a new source of economic growth because of its size. International travel as well as tourism contributes greatly to the movement of wealth and the redistribution of income across countries. Nearly 50–60% of J&K's entire population is thought to be involved in tourism-related activities directly or indirectly. Approximately 15% of the state's GDP comes from tourism (**RaisKuchay, 2013**).

According to **Khaliqueet al. (2020)**, jobs are always in demand, especially when a nation's social and economic position rises. As a result, tourism is primed for expansion, with Kashmir being the most promising market. In order to broaden the industry's geographic scope, a slew of linked initiatives, including "parks, sports facilities, hotels and restaurants, and transportation services," are being implemented in Jammu and Kashmir. Among the many groups who gain from tourism are women and minorities, "migrant workers, rural

communities, and indigenous people". Tourists may help alleviate poverty and boost the economy in Jammu and Kashmir by providing high-quality jobs to the people of the state. (Mir, 2019)

2.3 Role of tourism towards economic growth and industrial development in Kashmir

"Tourism" has been the world's fastest-growing sector over the past few decades. Jammu and Kashmir relies heavily on tourism because there is little room for agricultural or industrial growth in the region. From 2004-05 to 2012-13, the economic growth of Jammu and Kashmir was mostly driven by tourism. It also examines the influence of tourism on the livelihood and income and spending levels of those participating in this sector (**Unjum, 2014**).

Ahmad (2022) claims that in addition to secondary data, the study draws on information gathered from the four most well-known tourist destinations in the state: Pahalgam, which is surrounded by lidder lake and betaab valley, Sonmarg, also known as "the meadow of gold," Gulmarg, which is famous for its best snow-covered slopes ideal for skiing. According to the study's findings, one of Jammu and Kashmir's most significant economic sectors is tourism. Tourism has a substantial impact on the state's gross domestic product (GDP) because of the two-way interaction between financial development and economic growth. In terms of both revenue and employment, tourism has a huge impact, in large part because the people participating in this company make a decent living and the jobs they provide are typically long-term.

Furthermore, both the average monthly wage and the average number of hours worked per month are higher for permanent employees in the tourist industry than for temporary ones. Stakeholders' expenditure and investment levels are positively impacted by tourist revenue. According to **Moghal et al. (2021)**, Jammu and Kashmir's economy relies heavily on tourism, which accounts for 6.98 percent of the state's GDP. Tourists flock to Kashmir's

Valley of Kashmir, popularly known as "**Paradise on Earth**," because of its breath taking natural beauty. The region's tourism business is flourishing because of an increase in visitors and a widening range of tourism offerings.

2.4 Measures to be taken by tourism sector to make it more vibrant in Kashmir

According to **Ahmad, R. (2022)**, the newly authorized yearly budget for 2021-22 includes an increase of "Rs 509 crore" above this year's budget of Rs 786 crore for the tourism industry. The infrastructure investment, which involves the building of roads and bridges, has received a "total of Rs 408" crore. India's Finance Minister, Nirmala Sitharaman, has revealed a budget of Rs 1.08 lakh crore, which is focused on socioeconomic development, infrastructure, agriculture, especially horticulture throughout the country (Sheikh and Tiwari, 2014). Investing in the tourist industry in Kashmir Valley has the potential to yield large returns for investors. Visitors to Dal Lake, Pahalgam, and Sonamarg each year bring in millions of dollars in revenue, allowing investors to build hotels and restaurants that may produce a sizable amount of profit. According to **Rather (2022)**, the government of Jammu and Kashmir encourages participation by MNCs in the tourist industry in the state. It has granted multiple contracts to various businesses to create amusement parks in places like "Nishat Bagh, Gulmarg, Sonamarg, and Pahalgam". A multi-crore rupee arrangement to clean Wular Lake was recently handed to a Chinese company in a move to boost tourism there. Compared to other regions of the world, tourists in Kashmir may see a wide choice of attractions at a quarter of the price.

Despite being the main industry in J&K, there are still no concrete measures of the state's economic influence. In addition to infrastructure, the state must upgrade its sites and tourism destinations in order to sustain the surge of visitors. A paramount cornerstone of the Strategic

Plan is the growth of communities and the optimisation of the infrastructure already in place. For the state to be able to draw in more domestic and international tourists, a viable tourism policy ought to be devised (**Malik and Bhat, 2015**). Over the past 50 years, tourism has prompted the local population bloom and pumped money into the state coffers. The consultants believe that in addition to the expansion of tourism-related activities in the Valley, the State also needs to make special efforts to create cottage and small-scale industries including agro industries that serve as support services to the tourism sector. The route still needs to be mapped out, and it needs to be done quickly if India's tourism boom is not to be lost to other states. The consultants are currently seeking to present the State Government with a statement of a vision, statement of tourist goals, and a policy in the hopes that the State Government may choose to use this as a base and declare the tourism policy it wishes to adhere to moving forward (**Dar et al., 2013**).

Kumar, 2018 states that the natural resources and scenic beauty of a destination are not the only things that draw tourists there; they are also drawn by the financial benefits of spending money there. These could include meeting psychological demands for appropriate, risk-free, hassle-free, and economical lodging, first-rate transportation options in and around the tourist destination, and first-rate water, hygiene, and sanitation options. The others might relate to the characteristics of the travel destination or the tourism location in terms of the different sites to see there and nearby. His own preferences may be satisfied by various things like museums, temples, gardens, historic locations, etc. Additionally, people visit tourist destinations to purchase local wares including jewellery, handicrafts, and other items. In a nutshell, the tourist location ought to have everything the visitor needs to spend their time and money in a worthwhile and satisfying way. Even Kashmir can promote its world famous

Local Cuisine ‘**wazwan**’ in a strategic so that tourists can contribute to the economic development fo people associated with his trade.

According to **Wani et al. (2021)**, local traditions, heritage, and the environment can be negatively impacted if tourists don't respect local customs and are uncontrolled, unhealthy, or socially inept. Therefore, that is also something to take care of . The main goal of the marketing strategy for tourism is to make sure that promotional efforts are as effective as possible in order to solidify and improve J&K's status as a top worldwide travel destination (EDUREV.IN, n.d.).

[2.5 Critical Analysis](#)

The tourism industry is one of the most labour-intensive industries in the world. Different services are provided by it for incoming tourists in order to meet their needs as well as their expectations. This industry generates approximately 6 percent of all employment in India, according to the world travel and tourism council. Tourism does not belong to a single industry or a special kind of industry that has a specific location. In short, it refers to a variety of services tourists receive as soon as they begin obtaining information from the host country. In other words, developing such a multifaceted service industry as part of economic activity is the least expensive and least difficult. A creative skill and human ingenuity are the most important resources required in such an industry (Dar, 2022). As the world's largest and fastest-growing economic sector, tourism has become increasingly important. The economy as a whole is impacted by its growth in several ways, including employment, foreign currency earnings, balance of payment, and balance of payments. J&K offers a pristine environment that is naturally pollution-free. It has become a popular tourist destination for its

natural beauty and picturesque locations. Temples are prominent in Jammu, whereas lakes and gardens are prominent in Kashmir Valley.

Considering the natural beauty that abounds in the Kashmir Valley, including numerous lakes and waterfalls, luscious green hills and valleys, pilgrimage sites, historical gardens, flowing rivers, pine trees, and vast grasslands, the Valley of Kashmir has a great deal to offer as a tourist destination. The state's economy depends heavily on tourism. There is an enormous potential for domestic and international tourism in Jammu and Kashmir. Many untapped tourist destinations exist in the valley that can be developed into major destinations. The tourism industry, one of the major employers and economic generators in the Valley, has played an important role in its development. Tourism has created jobs for thousands of people and created economic activity for the region. Natural resources play a major role in the economic profitability of tourism in Kashmir. The tourism industry provides a good source of sustenance for the local population and makes a substantial contribution to the state's budget. Tourists from domestic and international locations contribute significantly to the local economy. Besides generating income, visitor spending also affects wages and employment opportunities for the public and private sectors. However, there are a number of factors that restrict this vast potential, such as lack of interest of government and other authorities, lack of technology and funds, and ignorance of tourists.

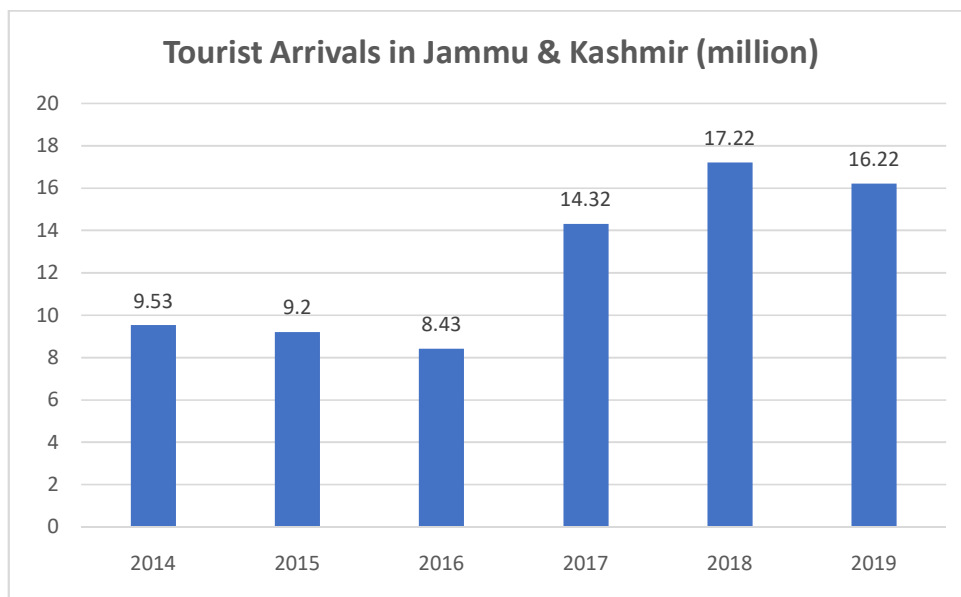


Figure 1: Tourist Arrivals in J&K
Source: (Jammu and Kashmir, 2021)

As can be seen from Figure 1 above, the number of tourists who visited J&K in 2019 totalled 16.22 million, of which 16.16 million were domestic travellers and 57,920 were foreign travellers. The Jammu Kashmir Tourism Promotion Board announced an economic package worth Rs. 1,350 crores (US\$ 182.83 million) in September 2020. In January 2021, Srinagar welcomed 19,000 tourists, compared to 3,750 in January 2020. The dip in these two years is primarily due to COVID related restrictions. Government officials announced in April 2021 that they would establish an adventure tourism hub in J&K. Several key stakeholders have been tasked with identifying and mapping potential tourism areas, as well as promoting pre-notified areas in accordance with the J&K tourism policy (Bhat, 2013).

Year	Additional Tourist Inflow (In lakhs)	Direct Employment (in lakhs)	In-Direct Employment (in lakhs)	Total employment col. (2) +(3)
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

Figure 2: Tourism and Employment Generation

Source: (Jammu and Kashmir, 2021)

The tourism industry has always played a significant role in employment generation and is expected to continue to play one in the coming decades. From Figure 2 above, it is quite clear that with increase in tourist inflow, the employment generation will also increase over the years in J&K. With 9.60 million tourist in 2008 ,1.44 million jobs were created and with the similar trend it was estimated that in 2019 with 21.10 million Tourist Inflow, the relative jobs created were to the tune of 3.16 million. This proves that there is a direct correlation between increase in inflow of tourist and incremental jobs created. According to Wilson and John (2001), tourism provides rural residents with income and employment opportunities. The State of J&K is blessed with a large number of tourist attractions, including pilgrimages, leisure activities, heritage tours, and ecotourism, and has the potential to transform from a rural to a tourist-driven economy in order to create jobs. In comparison with other sectors of the economy, it has a large scope of employment generation and low investment

requirements. A ten-lakh rupee investment in the travel and tourism industry is estimated to generate about 90 jobs in comparison to agricultural and manufacturing sectors which generates 45 and 13 jobs per 10 lakhs respectively, according to the World Travel and Tourism Council (WTTC). The tourism industry in Kashmir is multi-faceted, providing a variety of jobs including hotel managers, guides, tour operators, chefs, and so on, which increases the income and standard of living for the people, further strengthening the J&K economy. As shown in the table below, tourist inflow is projected to have a positive impact on employment generation in J&K (Mir, 2014).

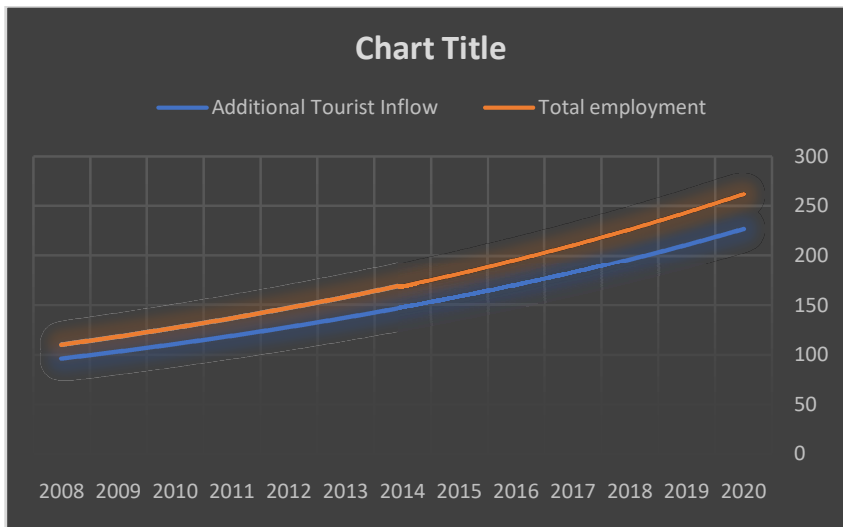


Figure 3 : Additional Tourist inflow and Total Employment

Source: (Nengroo, Bhat and Khaki, 2016)

From Figure 3 above, it is quite clear that tourism inflows have an upwards sloping effect on employment. Hence, tourism inflows lead to an increase in direct and indirect employment. The total employment will reach 34.06 lakhs by 2020 if the current trend continues. As a result of such tourist inflow, it is imperative that the development process be coordinated in order to meet the needs of the tourists (Nengroo, Bhat and Khaki, 2016).

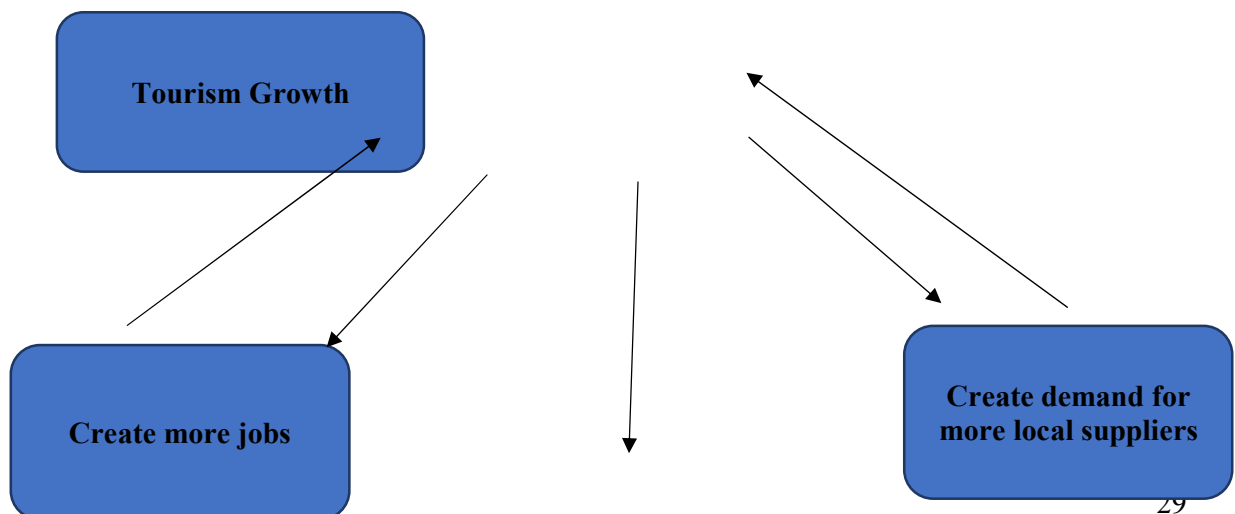
Jammu and Kashmir's economy relies heavily on tourism. Tourism is the largest service industry in the State, generating a large percentage of the State's gross domestic product (GDP), foreign exchange earnings, employment, tax revenues, etc. A huge opportunity also exists for pilgrimage tourism in Jammu and Kashmir, but it is underutilized. Pilgrims from all over India, including the northern states, flock to this location. The pilgrimage tourism industry therefore contributes to the overall growth of the economy of the State. For decades, tourism has played an important role in Jammu and Kashmir's economy. Jammu and Kashmir's tourism industry comprises a number of different sectors that provide jobs for hotel managers, guides, tour operators, cooks, and others. By raising people's incomes and living standards, the tourism industry will help to promote the development of Jammu & Kashmir's economy. Tourist development in Jammu and Kashmir is vastly potential due to the region's warm hospitality, cultural heritage, and scenic beauty. In Jammu & Kashmir, many additional categories of tourism are yet to be discovered. These include adventure tourism, medical tourism, ecotourism, polo tourism, and leisure tourism. Furthermore, there is a huge market for handicrafts from Jammu & Kashmir such as pashmina shawls and papier Mache, which are well-known throughout the world. Therefore, Jammu and Kashmir should investigate more potential tourism destinations in order to generate funds for the government, which will ultimately help the state develop.

The tourism industry will also contribute to better infrastructure, which will lead to an increase in tourism-related activities. It's widely believed that tourism has a substantial positive economic impact, directly or indirectly. An example of this is the direct foreign exchange generated by tourists' expenditures, which directly contributes to the economy and generates income. The government revenue systems are also benefitted by this. As one of the most flourishing industries in Jammu and Kashmir, tourism plays a major role in generating

revenue for the state. It is important for the state government to take tourism activities seriously because the industrial sector is not very developed. Tourism is the state's biggest source of revenue for the state. A significant increase in revenue generation from this sector has been seen over the years for government, private and public undertakings, with the revenue generation of the state expected to increase manifolds if the conditions remain normal and tourists are in fluxed into the state as desired (Moghal et al., 2022).

2.6 Theoretical Framework

The below model (Figure 4) illustrates how tourism development generates demand for local products and services, resulting in jobs for hoteliers and tour operators. As tourists increase, more money is spent at the location, indirectly benefiting the economy of the State. Additionally, growing tourism creates more jobs, reduces poverty, and contributes to a better socioeconomic future because more money is invested in infrastructure, resulting in more tourists coming to that location. Despite sometimes negative impacts, tourism growth contributes to the growth of that destination, the study found. (Moghal et al., 2022)



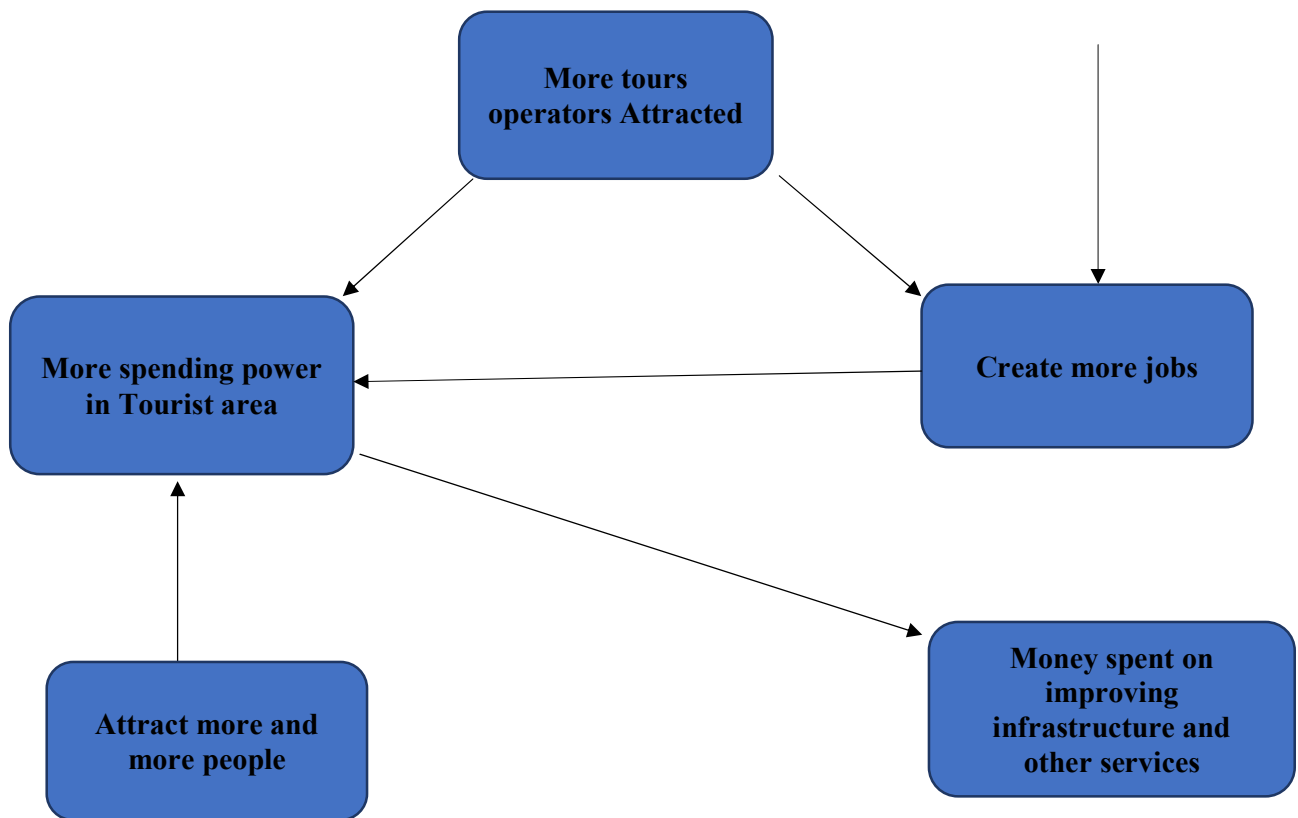


Figure 4: A Comprehensive Model on Impact of Tourism on Economic Growth

Source: (Moghal et al., 2022)

CHAPTER 3: RESEARCH METHODOLOGY

Secondary data has been used to conduct this research project, which fully reflects the development and positioning of the tourism sector in J&K and its contribution to the viability of economic growth. Previously published research articles, websites, journals, books, publications and magazines served as the source of the secondary data. The research plan, data collecting and sample strategies, data analysis, and finally the research methodology will

be the main topics of this portion of the study. These are the several phases that the research goes through.

3.1. Research Approach:

Inductive and deductive reasoning are the two main sorts of approaches used in the research strategy phase of the study. Deductive reasoning approaches the inquiry by developing a theory, while inductive reasoning strives to analyse an existing hypothesis. Inductive reasoning works from specific observations to broad generalisations (psycnet.apa.org, n.d.). This study's objective is to identify a phenomenon in the tourism sector that might be applicable to the entire sector. Thus, inductive reasoning is employed.

3.2. Method and Strategy Used:

A researcher can use a variety of techniques, including mixed techniques that combine qualitative and quantitative techniques, quantitative techniques, and qualitative techniques (www.ojp.gov, n.d.). In this study, the researcher used qualitative research methodology.

3.3. Method of Sampling and Collection of Data:

This study uses qualitative data collection technique, which is congruent with the concept and methodology of the study (Kothari, 2004).

3.4 Sampling Plan & Survey Design:

The Union territory of Jammu and Kashmir is divided into two separate physical and cultural zones, each of which draws tourists due to its own specific qualities. Thus, Jammu and Kashmir, were chosen as the two locations to conduct the study. The two diverse regions of J&K as well as the numerous players in the J&K tourist business were taken into consideration when designing the study.

3.5.Data Analysis:

In this study, secondary data will be thoroughly analysed.

3.6.Ethical Consideration:

In light of the research process's extreme depth, ethical considerations resonate particularly strongly in qualitative research. Researcher takes Ethical issues into account at every stage of qualitative research in order to preserve the balance between the potential risks of research and the anticipated benefits of study.

CHAPTER 4: ANALYSIS & RELECTION OF THE FINDINGS

4.0.Introduction:

Tourism has grown in significance as the largest and fastest-growing economic industry in the world. Its expansion has an effect on the economy as a whole in a number of ways, including employment, earnings in foreign currencies, balance of payments, and balance of payments. J&K provides a clean, naturally pollution-free atmosphere (Dar, 2022).Due to its gorgeous sites and natural beauty, it has become a well-liked tourist destination. In Kashmir Valley, lakes and gardens are dominant, whereas temples are prominent in Jammu. The Kashmir Valley has a lot to offer as a tourist destination because of the abundance of natural beauty it has, including multiple lakes and waterfalls, lush green hills and valleys, pilgrimage sites, historical gardens, flowing rivers, pine trees, and expansive grasslands (Malik, 2015).

The goal of this study is to analyse and evaluate the development and placement of the tourism industry in Kashmir as well as its contribution to the long-term viability of economic growth. This study will examine how crucial the tourism industry is to Kashmir's overall

economic expansion and industrialization, as well as how tourism contributes to the creation of jobs there. The study will further pinpoint the steps necessary to boost Kashmir's tourism industry. The purpose of this study is to address the aforementioned research issues and present workable solutions that can be used to support the growth and positioning of Kashmir's tourism industry as well as its contribution to the sustainability of economic development.

4.0.1. Summary of Findings:

Challenges in the organisation can be categorised as a result of the study questions and its conclusions.

- A failure to successfully implement development strategies.
- Failing to create a proper tourist strategy
- Not keeping up with overall development
- Failure in improving infrastructure

4.1. Interpretation of Results:

The findings will be analyzed and interpreted based on the secondary data and linked to the research questions.

The data analysed as part of the study basis previous research papers clearly indicates that the number of tourists who visited J&K in 2019 totalled 16.22 million, of which 16.16 million were domestic travellers and 57,920 were foreign travellers. The Jammu Kashmir Tourism Promotion Board announced an economic package worth Rs. 1,350 crores (US\$ 182.83 million) in September 2020. Government officials announced in April 2021 that they would establish an adventure tourism hub in J&K which will further boost Tourism and Tourist inflow. Several key stakeholders have been tasked with identifying and mapping potential

tourism areas, as well as promoting pre-notified areas in accordance with the J&K tourism policy (Bhat, 2013).

The data also suggests that with increase in tourist inflow, the employment generation will also increase over the years in J&K. With 9.60 million tourist in 2008 ,1.44 million jobs were created and with the similar trend it was estimated that in 2019 with 21.10 million Tourist Inflow, the relative jobs created were to the tune of 3.16 million. This proves that there is a direct correlation between increase in inflow of tourist and incremental jobs created. Tourism inflows have an upwards sloping effect on employment. Hence, tourism inflows lead to an increase in direct and indirect employment. The total employment was estimated 3.40 million by 2020 at the existing trend. As a result of such tourist inflow, it is imperative that the development process be coordinated in order to meet the needs of the tourists (Nengroo, Bhat and Khaki, 2016).

J&K's tourism sector contributes significantly to the socioeconomic development of the state. A large part of the total GDP of Jammu and Kashmir is generated by tourism, which accounts for almost 7% of the UT's total GDP. A major employment generator, foreign exchange generator, infrastructure developer, and development of local handicrafts and handlooms are all derived from this sector, however, studies show that there is a huge of failure successfully implementing development strategies and a failure in improving infrastructure in Kashmir.

In Jammu & Kashmir, the Department of Tourism is responsible for promoting and regulating tourism. Both the Directorate of J&K Tourism and JK Tourism Development Corporation were defined by the State Government in 1988. In accordance with the J&K Tourist Trade Act, 1978/82, the Department is responsible for promoting, publicizing, and marketing travel in the State. Economic growth in the state is largely driven by the tourism

sector. The sector as indicated and proven by the data has great potential for employment generation, even for people without specialized skills, enhances Handicraft, Handloom, and Transportation sectors. Tourism sector provides indirect and income augmentation activities to local residents around established resorts such as Gulmarg, Pahalgam, Sonamarg during peak tourist seasons, however, data of J&K tourism shows that lack of appropriate infrastructure and scarce of smooth roads reduces the movement of both tourists as well as residents. Tourism sector has the ability to create jobs in the unorganized sector and ability to bring the state's unique culture to the forefront and highlighting its rich cultural heritage but not keeping up with overall development of tourism industry, both employment as well as cultural heritage faces the brunt.

Adventure tourism in Kashmir is the rarest of the rare and plays an important role in the economy of Kashmir, The article “The Prospects of Developing Kashmir as an Adventure Tourism Destination” focuses on the scope of adventure tourism. LALA and BHAT, (2022) state that adventure tourism has been deemed the fastest growing segment of tourism and is now an enormous business opportunity for Kashmir but lack of proper training in skiing in Gulmarg has resulted in many accidents, thereby again failing tourism authorities. Proper attention to adventure tourism would have been increased the adventure tourists and therefore would have increased overall economy.

Shaib, Gulzar and Jain, (2019) in their article “Tourism Industry of Jammu & Kashmir – Challenges and Opportunities” state that in Kashmir Tourism contributes significantly to the economy's GDP, employment, and revenue generation. With its potential to contribute to economic development and create jobs, tourism can be regarded as a key source of economic development in the region. In spite of the fact that tourism generates jobs and spurs economic growth; it is not an effective way to alleviate poverty.

In the article “Sustainable regional development through rural tourism in Jammu and Kashmir”, Ramjit (2015) argues that tourism is the main revenue for the state as the industrial sector is not well developed. He further claims that the mainstream tourism in the valley is stagnating and other alternatives like “rural tourism” should be explored. Tourism plays an economic role in rural development, which can sustain and improve the quality of life in rural areas. According to the estimate approximately 73 percent of the Kashmir population lives in rural areas, making rural tourism essential and valuable in this region. The article further demonstrates that, if managed and organized effectively, rural tourism can help restore the economic prosperity of the Kashmir region after recent catastrophes.

The research paper “Tourism in Jammu and Kashmir Economy: Role and Performance” provides an analysis of tourism's economic impact in Jammu and Kashmir. Tourism contributes significantly to Jammu and Kashmir economy, contributing over 7% to state income on average during the period studied. This sector has however shown a disappointing growth. The study suggests that tourism sector needs to be emphasized more intensively through state policy in order to exploit it at the best level and make a greater contribution to the economic growth of the state as a whole and to people's lives in particular.

(Singh and Unjum, 2016) Bhat et al., (2021) in their paper “Tourism Industry in Kashmir Valley: Issues & Challenges Associated with the Process of Concretisation” investigate the potential and growth of tourism in Jammu and Kashmir and its manifestation at tourist spots and destinations. Even though tourism has contributed to the employment generation in the union territory, the analysis of the data revealed that growth during the past two decades have been less than 1%. While enormous investments in infrastructure have been made throughout the tourist destination, they have posed serious challenges to socio-economic characteristics like employment, income, living standard, etc. Developing sustainable tourism in the region

comes with many challenges, but there are also some challenges related to modernization and concretization. A theoretical framework for sustainable tourism is presented in the paper “The role of tourism in sustainable economic development”. The paper presents a brief overview of tourism and sustainable economic development, as well as some opinions on tourism and the environment. Tourism stimulates economic growth in many countries, serving as a key tool for regional development.

Kashmir is a popular tourist destination in the Himalayas. Various tourism resources are available in the Valley, all of which are rich and diverse in their nature. Using these resources sustainably requires an effective tourism policy. It is imperative that a proper tourism policy be established to ensure that these tourism resources are used sustainably. As a result of the study, government policies are examined in order to increase and develop tourism in Kashmir. A tourist flow analysis is also included. As part of this paper, secondary data are used to analyze the impact of tourism on J&K State's economy, including tourist inflow, employment creation, state GDP, infrastructure development, and regional development. As the most popular source of income and employment generation, J&K's tourism industry has played a very significant role in economic development for decades now. (Wani,2022).

A study has been conducted to examine how turmoil has affected tourism in Kashmir and the sectors associated with tourism. In addition to secondary data, primary data has been used for the study. According to our analysis, the sectors associated with tourism have been negatively impacted by turmoil. Tourism in India's most popular tourist destination has suffered due to turmoil in the State, especially in the past two decades. In addition, it indirectly affected tourism- related economic activities. (Ahmad and Hussain, 2011)

The aforementioned discussion sheds light on Kashmir's tourism industry's prospects and its contribution to the creation of jobs there. The interpretation goes on to highlight the contribution that tourism makes to Kashmir's economic and industrial development and the steps that must be taken to boost the state's tourism industry.

4.2. Concluding Summary:

The tourism industry in J&K has limitations, according to research findings based on secondary data. Despite being one of the top tourist attractions in the world, tourism officials have nevertheless fallen short in a few respects. The results showed that Kashmir's tourism industry had trouble putting development strategies into practise. Infrastructure and other services were determined to have serious inadequacies.

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.0. Conclusion:

As the largest and fastest-growing economic sector in the world, tourism has gained importance. Employment, profits in foreign currencies, balance of payments, and balance of payments are just a few of the ways its expansion affects the economy as a whole. From the analysis of data and research papers, it can be safely concluded that Tourism Industry is the mainstay of economy of J&K. It contributes significantly to job creation, economic development, industrialization, infrastructure development , development of cottage industries and thus creating indirect employment opportunities. However, J&K offers a pristine, naturally pollution-free environment (Dar, 2022). It has gained popularity as a tourist attraction because of its stunning locations and abundant natural beauty. While temples are prevalent in Jammu, lakes and gardens predominate in Kashmir Valley. As a tourist

destination, Jammu and Kashmir offers a wide range of natural attractions, such as lakes and waterfalls, lush green hills and valleys, pilgrimage sites, historical gardens, flowing rivers, pine trees, and wide-open grasslands. Tourism is the mainstay of the economy in Jammu and Kashmir. A significant portion of the state's GDP, foreign exchange profits, employment, and tax revenues come from tourism. A significant amount of pilgrimage tourism is also available in Jammu and Kashmir, but this market is underdeveloped (Malik, 2015). However, despite offering a range of products for nature lovers and different kinds of travellers, the potential offered by Tourism Industry of J&K is still unexplored and not exploited fully. With focussed and targeted approach by government and position J&K as a preferred tourist destination, J&K will see a new boom in Tourism Industry. The tourism industry also had a jolt because of turmoil and political disturbances between India and Pakistan. Now after abrogation of Article 370 which used to give a special status to erstwhile state of J&K, government can showcase the peace and normalcy which has returned to the valley. While there is a significant growth in inflow of tourists this year after a brief lull due to COVID restriction in 2020 and 2021. Government towards maintaining and enhancing J&K's international reputation as a top travel destination, the tourism marketing strategy should focus on ensuring successful advertising campaigns. In addition to people from all over India, people from the northern states also come here to pray (EDUREV.IN, n.d.). In this way, pilgrimage tourism contributes to the growth of the state's economy.

The study's findings suggest that building ties between guests and hosts is a successful tactic for promoting peace and that tourism can play a vital role in doing so. A research has been done to look at how the unrest has impacted Kashmiri tourism and the industries related to it. The study has also employed original data in addition to secondary data. Our data shows that unrest has had a detrimental effect on the tourism-related industries. The most popular tourist site in India has seen a decline in tourism as a result of the state's unrest, particularly over the

previous 20 years. Additionally, it had an indirect impact on economic activity associated to tourism. Inadequacies in Kashmir's tourism industry were found through research using secondary data. Despite being one of the top travel locations in the world, the tourism industry has still had certain issues and limited success. The tourism industry in J&K makes a substantial contribution to the socioeconomic growth of the state. The tourism industry contributes around 7% of the entire GDP of the J&K, which accounts for a significant portion of the total GDP of Jammu and Kashmir. This industry contributes significantly to employment, foreign exchange, infrastructural development, and the growth of regional handicrafts and handlooms.

The Department of Tourist in Jammu and Kashmir is in charge of developing and enforcing tourism laws. The State Government established the Directorate of J&K Tourism and JK Tourism Development Corporation in 1988. The Department is in charge of promoting, publicising, and marketing travel inside the State in accordance with the J&K Tourist Trade Act, 1978/82. The research revealed that Kashmir's tourism industry has struggled to put development initiatives into practise. Infrastructural and other service deficits were determined to be quite large. Instead than focusing on the thoughts and perceptions of the larger publishing industry, this study concentrated on a relatively limited amount of publications. It is impossible to predict whether such a large volume of information would have led to a variety of results.

5.1.Recommendation:

Tourists are drawn to certain locations not merely for their natural riches or scenic beauty, but also for the financial rewards they receive from spending money there. These could include the fulfilment of psychological demands for appropriate, secure, hassle-free, and economical

lodging, decent transportation options in and around the tourist destination, and good access to clean water, hygienic conditions, and sanitary facilities. In terms of different locations to visit in and around the tourist location, the others may be related to the characteristics of the destination or tourist location. Notwithstanding being the state's biggest sector, J&K's economic effect is still not quantified in any specific ways. The state must update its tourist areas and infrastructure in order to accommodate the influx of visitors. The state must develop its sites and tourism destinations in conjunction to its infrastructure in order to cope with the rush of visitors. However, Kashmir, despite being blessed with unique natural beauty and commonly known as Switzerland of Asia and a paradise on Earth but lack of tourism related infrastructure has hindered its growth as preferred tourist destination. With such a huge Tourist influx of more than ten million a year, J&K has only handful of high end hotels, the road connectivity to tourist attractions is also very poor. The state must devise an appropriate tourism agenda if it is to be able to draw in more local and international visitors. Over the past 50 years, tourism has benefited the local economy and generated a considerable income stream for the country and society. The tourists also visit tourist destinations to purchase locally produced goods like jewellery, handicrafts, and other items (Dar et al., 2013). To summarize, a tourist site should offer everything a visitor may possibly need to have a satisfying and justified time and money investment. The fundamental goal of J&K's marketing strategy for tourism is to ensure maximum effectiveness of promotional activities for strengthening and improving the state's position as a top international travel destination. It is imperative that you understand the product or products being offered, identify the market accurately, and determine the most effective and efficient way to communicate with that market. Kumar, 2018 explains that effective marketing strategies involve an understanding of media mechanisms and dynamic relationships that serve as communication vehicles. The

ability to manage complicated interrelationships requires more than a cursory understanding of marketing theory.

5.2.Limitations/ Reflection:

This study focused on a relatively small body of literature rather than examining the opinions and impressions of the larger publishing industry. It is impossible to say whether such a big body of material would have produced a wide range of outcomes. The researcher is aware that the claims are less reliable as a result of a lack of evidence and a significant gap in the body of literature. It's likely that the data this study used will be out of date by the time it's submitted. The other limitation is that there is no substantial published data post abrogation of special status of Jammu and Kashmir by Indian Government and post COVID to evidence the substantial increase in tourist traffic to J&K and create huge Job opportunities and economic upliftment.

Additionally, this research only examines the opinions and experiences of a literature and studies because to the Covid scenario, restricted time, and resources accessible for academic research. It is hard to say whether a vast number of books, journals or research would have had different viewpoints or experiences. This study only considers the views expressed in the literature on tourism, particularly that in Jammu and Kashmir. There is a possibility that the literatures, journals, studies, employed in this research will not accurately reflect the situation. Although the research's conclusions apply to Jammu and Kashmir tourism, their reliability and validity are constrained by the aforementioned issues.

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