

To Investigation the Tourism Potentials in Kashmir Valley

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Abstract- A socioeconomic activity, tourism is now one of the largest and fastest expanding global sectors. Even though the economic advantages of tourism are well established, traditional tourism development rarely distributes these advantages fairly among its various stakeholders. The environmental and cultural costs associated with these economic advantages are disproportionately paid by some stakeholders. By moving away from this conventional tourism paradigm and towards sustainable tourism growth, stakeholders will be fairly distributed in terms of costs and rewards. However, the main objective of all research is to analyses the tourism industry from many perspectives. The research's objectives continue to be very diverse and include resource organization and assessment, flow analysis, socioeconomic impact, environmental awareness, and sustainable tourism management. In the 20th century, tourism research placed a heavy emphasis on displaying the potential for tourism in various regions to bring large numbers of tourists. But after that, the focus shifted to estimating the economic advantages of tourism. The goal of the current study is to evaluate the uneven distribution of visitors to the "Paradise of Earth" and the causes of this uneven distribution. It has also made an effort to research the best opportunities and prospects for tourist development and promotion in this area.

Keywords- Traditional, Tourism, Sustainable, Environmental Awareness.

I. INTRODUCTION

Through history, man has journeyed because of his unquenchable desire for finding new locations, resources, and entertainment. Man has a strong attraction for travel that dates back to the beginning of history. However, the first part of the journey was really easy and involved a lot of subconscious travel. The word "tourist," which derives from the word "tour," a circular or turner's wheel that denotes movement, has been used in texts on travel and tourism going back to 1292 A.D. In the first half of the 17th century, this expression was initially used to refer to moving from one location to another, such as during an expedition or circuitous voyage that travelled across a significant area of a nation or region.

A 19th-century dictionary defined a "tourist" as "a person who travels for pleasure to travel for curiosity, because he has nothing better to do, and even for the joy of boasting about it afterward." From a theoretical perspective, tourism is the effect of people visiting and staying in different places. Tourism has recently increased dramatically in economic significance, in addition to its many socio-cultural benefits, which include promoting national cohesion and international understanding, eradicating regional disparities, and changing the socio-economic landscape of many emerging nations like India.

The phrase "smokeless industry"(Naik, 2008) applies perfectly to the tourism business. It has enormous potential to promote social, economic, and

environmental sustainability in both developed and developing nations. It offers a competitive advantage over many other industries in terms of low starting and operating expenses. Economic downturns and national and international crises can affect it, though. Services needed by hotels, restaurants, stores, malls, and entertainment facilities. For the first time in many decades, there was a decline in international tourism in 2001 compared to the prior years as a result of the terrorist attacks of September 11, 2001, coupled with the worldwide economic recession. The ease of travel, highways, railheads, airports, and ports, as well as the fundamental infrastructure services needed by hotels, restaurants, stores, malls, and recreation facilities, all directly relate to tourism.

The social and environmental benefits of tourism are increased by sound infrastructure. Therefore, before making a decision to build a destination for tourists, it is vital to consider how important it is to preserve tranquil surroundings. However, once the decision to create a tourist destination has been made, a strong infrastructure will be needed in order to preserve the quality, economic viability, and expansion of tourism. Numerous specialized subjects, including geography, economics, regional planning, tourism management, environmental and ecological sciences, etc., are included in tourism research.

II. STATEMENT OF THE PROBLEM

In particular for Jammu and Kashmir, tourism has become a significant and one of the main drivers of the Indian economy. India has a lot of potential for tourism, and J&K is home to many destinations that draw both domestic and international visitors. To fully realize the tourism potential, however, significant work has to be done. Tourism in India and the J&K state in particular has long been a focus and needs to be supported further due to its economic benefits, relatively low investment, potential for expansion, and lack of enough resources in other areas of the economy.

There has undoubtedly been a lot of work done in the field of tourism, but according to the

mentioned literature, little has been done in the area of tourism in Jammu and Kashmir, particularly in terms of the development of tourism industry in Kashmir. As a result, this area needs to receive the proper attention.

III. REVIEW OF LITERATURE

According to Jiaying Zhang's (2017) Ph.D. dissertation, it has been extensively examined how host communities' views towards tourism are affected by how locals perceive the effects of tourism. It has been discovered that the tourism industry's rapid rise has had both beneficial and negative effects on host towns. These effects can be seen in a variety of areas, including concerns with social, cultural, and the environment, as well as changes in the economic structure. Residents of the host country have a variety of opinions about how the tourism sector should evolve in response to these effects.

According to the findings, locals demonstrated awareness of the effects of tourism on the environment and believed it had more negative effects than favorable ones. Locals would be less likely to support tourism growth if tourism had any negative environmental effects. It was discovered that the community and economic effects had a favorable, indirect impact on the support for tourism growth. The indirect detrimental influence on such support would result from social, cultural, and environmental factors. Locals saw the beneficial effects of tourism on the economy and community as increasing local employment opportunities, local revenue, and local pride and peace.

In terms of crimes, pollution, and the deterioration of natural resources, the detrimental effects of tourism on society, culture, and the environment have been recognized. In addition to local tourist attractions, local government organizations, business organizations, and local inhabitants were all regarded as essential for the success and of tourism sector.

On the other side, destinations are weakened by the effects of climate change, extreme weather, a

lack of water, unheard-before rates of biodiversity disappointment, disease, and growing inequality. Focusing on the issues head-on, tourism development protects places while also enhancing brand value, increasing benefits, saving money, and acclimating practical positioning, both for attracting and protecting clients and utilizing the best limit (Crest, 2015). Local communities in Jammu and Kashmir and Himachal Pradesh have obviously never been the subject of such research.

Along with that, if we take an example from Jammu and Kashmir, the world famous Dal Lake, located in the north-east part of Srinagar city and extends over 21.1 sq km, is at the heart of the region's tourism trade and is connected to the livelihood of many has suffered broadly over the past few years due to an increasing violation, human nosiness and pollution and a breakdown of successive governments to implement remedies (Qadri, 2015). All of these factors pose concerns about the preservation of tourism resources that require local assessment.

The goal of market development is to promote growth that will ensure a peaceful coexistence of tourist and the environment. The moniker Jammu and Kashmir, "Paradize on Earth," is well-known throughout the world. Due to its incredible scenery and scenic splendor, it is known as the paradise on earth. The area is one of the most beautiful places on earth, with gorgeous snow-capped mountains, lush valleys, and natural lakes. According to Apex Planet (2013), Jammu and Kashmir has amazing natural beauty that can enthrall anyone.

IV. PROFILE OF THE STUDY AREA

Kashmir Valley has earned the titles of "Switzerland of Asia" and "Paradise on Earth" with due justification. The first European to see Kashmir was Bernier, who wrote in 1665 that the country "surpasses in beauty all that my warmest imagination had anticipated." Geographically and climatically, Kashmir is the center of the mighty Himalayas, receiving an abundance of its grace in the form of enthralling natural beauty, lush green meadows, lofty, glittering snow-covered mountain

peaks that capture the changing hues of the brilliant sun in many ways, as well as the charming rivers and rivulets, and the great lakes of mythological fame. The most valuable of all flowers, the Zaafran, as well as the rarest of trees and herbs thrive in her valleys.

The best pines and deodars may be found in her woodland. Her orchards produce a variety of apples, apricots, pears, walnuts, and cherries. Lambs yielding the finest wool graze on her lush fields. She has become a popular international tourist destination thanks to the houseboats on her Dal Lake and the glaciers near Gulmarg. Speaking of her temples, the Holy Amarnath, where thousands of pilgrims journey each year despite bad weather and a variety of other perils, the Shiva temple, and the Khir Bhawani, all boast lofty associations with great minds and the impeccable Shaivite philosophy, are the desires of every devout Hindu (Sadhu, 1984).

V. OBJECTIVES OF THE STUDY

- To investigation the Tourism Potentials in Kashmir Valley
- To survey the visitor stream in Kashmir Valley

VI. METHODOLOGY

The current study employs both a descriptive and analytic methodology. While addressing the contribution of tourism to the economy and examining both domestic and international tourist trends, as well as tourism in India and Kashmir, it is descriptive. It is analytical when discussing the effects of tourism on the regional or national economy, the need to promote tourism in the state, and the steps that the government should take to do so. To display the job clearly and methodically, statistical tables, charts, etc. are employed. Both primary and secondary data sources were used to create this study. Through the use of a survey method and a previously tested questionnaire and timetable, primary data has been gathered. The information was acquired from locals, hotels, artisans, etc., as well as domestic and foreign tourists that were visiting Kashmir. The secondary

data was gathered from the World Tourism Organization, United Nations World Tourism Organization, Government of India Ministry of Tourism, Government of Jammu and Kashmir Ministry of Tourism, World Tourism Organization, Internet, and other official documents. The two territories of Jammu and Kashmir make up Kashmir. Geographically and culturally, each of the two regions is distinct, and because of its own specific qualities, each of the two regions draws tourists. The study will focus on the Kashmir region, one of the two divisions of the state. Because it draws so many tourists, Kashmir has been chosen for the survey. All of the individuals who have some connection to Kashmir's tourism business were included in the sampling frame. This study includes 200 tourists in Jammu and Kashmir.

VII. DATA ANALYSIS AND INTERPRETATION

This study has looked at the development of Kashmir's sustainable tourist industry. The study's analysis of secondary data revealed that Kashmir's sustainable tourism industry has had a favorable influence on the region. We conducted a primary poll to corroborate this, and it revealed that tourism had a significant influence on people's lives. There has always been a rise in the standard of living of the populace whenever tourism activity has increased, especially for those who hold lower-level jobs in the sector.

The elimination of poverty had also been clearly depicted in the primary survey, which was not the case in the secondary data analysis. As a result, the following sections will give the results of the primary data:

Table-7.1 Gender of the Respondents

	Gender	Number of Respondents	Percentage
1.	Male	120	60%
2.	Female	80	40%

Source: Primary Data

By gender, male respondents were having the highest percentage of 60% and female respondents

Were having the percentage of 40% who were consulted during the survey.

Table-7.2
Age of the Respondents

Sr. No.	Age (In Yrs)	Number of Respondents	Percentage
1.	18-25	32	16%
2.	26-35	80	40%
3.	36-45	42	21%
4.	46-55	25	12%
5.	56-65	21	11%

Source: Primary Data

The tourists coming to Jammu and Kashmir belonging to different age groups. 16% of the respondents were between the age group of 18-25

years of age. 40% of the respondents were the young respondents and comes under the age

group of 26-35 Years. 21% and 12% of the age group between 36-45 and 46-55 years. Only 11% of

the respondents were of the age group of 56-65 years and above.

Table-7.3 Educational Level of the Respondents

Sr. No.	Education	Number of Respondents	Percentage
1.	Matriculation	08	4%
2.	Intermediate	20	10%
3.	Graduate	101	51%
4.	Post-graduate	71	35%

Table-7.4 Service Area of Lower Level Service Provider

Sr. No.	Lower Level Service Provider	Number of Respondents	Percentage
1.	Handicraft	25	25%
2.	Tourism Department	45	45%
3.	Hotel & Restaurant	08	8%
4.	Tea Stall	02	2%
5.	Paper Machine Industry	05	5%
6.	Vendor	10	10%
7.	Tourism Department Owned Restaurant	05	5%

Table-7.5 Occupation of Lower Level Respondents

Sr. No.	Lower Level Service Provider	Number of Respondents	Percentage
1.	Handicraft	25	25%
2.	Tourism Department	45	45%
3.	Hotel & Restaurant	08	8%
4.	Tea Stall	02	2%
5.	Paper Machine Industry	05	5%
6.	Vendor	10	10%
7.	Tourism Department Owned Restaurant	05	5%

**Table-7.6
Occupation of Higher Level Respondents**

Sr. No.	Occupation	Number of Respondents	Percentage
1.	Worker	05	5%
2.	Tea Maker	02	2%
3.	Waiter	02	2%

4.	<i>Eatable Seller</i>	05	5%
5.	<i>Room Delivery Boy</i>	08	8%
6.	<i>Ticket Collector</i>	05	5%
7.	<i>Casual Labour</i>	12	12%
8.	<i>Gardner</i>	30	30%
9.	<i>Head Gardner</i>	05	5%
10.	<i>Sweeper</i>	13	13%
11.	<i>Paper Machine Worker</i>	05	5%
12.	<i>Shawl Maker</i>	05	5%
13.	<i>Other Specify</i>	03	3%

Table-7.6

Occupation of Higher Level Respondents

<i>Sr. No.</i>	<i>Occupation</i>	<i>Number of Respondents</i>	<i>Percentage</i>
1.	<i>Manager</i>	14	14%
2.	<i>Receptionist</i>	06	6%
3.	<i>Catering</i>	02	2%
4.	<i>Travel Agent</i>	02	2%
5.	<i>Photographer</i>	13	13%
6.	<i>Ticketing Executive</i>	08	8%
7.	<i>Salesman</i>	02	2%
8.	<i>Sales Manager</i>	03	3%
9.	<i>Driver/Owner</i>	12	12%
10.	<i>Cook</i>	09	9%
11.	<i>Driver</i>	03	3%
12.	<i>Chemist</i>	24	24%
13.	<i>Other Specify</i>	02	2%

IX. CONCLUSION

The Market development of the tourist industry has long been a significant contributor to the expansion of the world economy. Both large and small communities have benefited from the jobs it has brought about, and it is a sizable industry in many places. It serves as the primary engine of economic activity in several regions. However, its consequences on a community are not fully recognized, especially in locations where tourism is

quickly growing and should be of the biggest interest or concern. The variety of effects from tourism is wide and frequently extends beyond the traditional regions of influence. Leaders and locals

who are aware of the possible effects of tourism can do their best to integrate it into their community.

Tourism improves employment chances. More career options in management and technical fields are available in public utilities such as water, sewer, walkways, lighting, parking, public restrooms, litter control and landscaping, ranging from entry-level occupations with low salary to high-paying professional positions. This improvement is advantageous to both residents and visitors. The same holds true for the infrastructure supporting travel, including roads, airports, trains, and other forms of public transportation. Tourism encourages broadening the selection of items offered, fostering

healthy competition, and incorporating new elements into the retail mix.

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