

Impact of Tourism on Indian Economy with Special Reference to Jammu and Kashmir

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Abstract

In order for any country's economy to thrive and expand, tourism must be promoted and developed. As reported by the World Travel and Tourism Council, India's tourism industry generated roughly 16.91 lakh crore in revenue in 2018, accounting for over 9.2 percent of the country's total GDP. Furthermore, it employed around 42.673 million people. With annual growth rates of 6.9 percent estimated to reach 32.05 lakh crore by 2028, this industry is quickly increasing over the globe and accounts for almost 9 percent of global GDP. Sustainable tourism is more ecologically beneficial since it provides people with employment and financial compensation while causing no damage to the environment. Tourism is recognised by the government as a sector with substantial potential for economic development and employment generation among the general population. People all across the world see tourism as a sector with enormous potential for economic growth and employment generation, and the government acknowledges this as well. World tourism groups, such as the World Tourism Organization, have established that India has a substantial tourism development potential, especially for developing nations. Several nations, including India and China, are anticipated to have established themselves as global tourist heavyweights by 2020, according to forecasts. As a result of tourism's severe environmental consequences, despite the industry's rapid rise in recent years and promising growth prospects, there is growing worry over the industry's long-term sustainability as a development paradigm. Tourism has negative consequences on the environment, since it reduces the carrying capacity of the ocean's ecosystem. Tourism has detrimental consequences on the environment, impacting the carrying capacity of the region, the flora, the air quality, bodies of water, the water table, wildlife, and the natural environment. Tourism has a negative impact on the environment. The concept of ecotourism is gaining popularity since it has the potential to be helpful in the long term to the growth of the tourist industry. In addition to providing employment and cash to local communities, ecotourism has the potential to generate much-needed foreign currency for national governments, all while protecting the long-term viability of natural resources. The primary objectives of this study are to evaluate the challenges and possibilities of Indian ecotourism, as well as the influence of ecotourism on the Indian economy, with particular emphasis on the tourist industry in Jammu and Kashmir.

1. Introduction

In 1951, India has welcomed more than 16800 overseas visitors. In 2001, the number increased to 2.28 million people. Despite the fact that it fell to 2.07 million in 2002, there were indications of significant recovery in 2003, when the statistic increased to 2.72 million. The number of foreign tourists arriving in the country increased once more in 2004, reaching 3.455 million. The number of tourists arriving in the country increased even further in 2005, 2006, and 2007, reaching 3.91 million, 4.44 million, and 4.97 million, respectively, and reaching up to 5.27 million in 2008. The country's foreign currency profits from tourism have increased by orders of magnitude. In 2005, India received US \$ 6.9 billion in revenue from incoming international visitors, a figure that is more than double the US \$ 3.1 billion received in the previous year. According to the most recent balance of payment numbers given by the Reserve Bank of India (RBI), 2005 was the year that had the highest rise in foreign currency inflows through international travel, with inflows increasing by 36 percent during that year [1]. Foreign currency earnings increased even further in 2006, reaching 9.1 billion and 11.6 billion, respectively. Thirteenth, India's tourist industry will continue to be one of the fastest-growing in the world over the next 10-15 years, with the country's tourism industry expected to earn \$ 89.9 billion by the year 2014. According to the survey, the reasons for this phenomenal development include increasing traveller confidence, solid economic growth, and an estimated GDP of more than 8 percent in the future years. The tourist business in Jammu and Kashmir has enormous potential due to the great potential and expanding economy of the Union Territory. Tourism has, without a doubt, been a key driver of economic growth in the Union Territory and has made significant contributions to the development of the economy [2].

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The term tourist demand is defined differently depending on who is talking about the topic. Economics defines demand as a schedule of how much any particular commodity or service people are willing and able to purchase at each given price in a range of feasible prices over a certain period of time. For geographers, tourism demand is defined as follows: the total number of people who travel, or desire to travel, in order to utilize tourist facilities and services in locations other than their places of employment and residence. The demand side of tourism illustrates the motivational or PUSH variables that trigger and affect tourist consumption. Draw elements are provided by the destination, as well as the quality and variety of attractions, infrastructure, transportation, hospitality, and superstructure on offer. All of these pull factors combine to form the supply side of tourism [3], which includes all of the pull factors. The supply of tourism has a complicated pattern of variation. The tourism destination is regarded as the focal point of facilities and services that are tailored to fulfill the demands of visitors. Tourism is a product of a variety of industries. It is made up of the production of the travel, hotel, and food and beverage retail industries, as well as the entertainment industry, among other things [4].

2. Significance of Tourism

To what extent does tourism contribute to the economy of a nation and to whom does the wealth generated by tourism accrue? This is an issue that has been debated for many years and has many different answers. However, the current situation is quite apparent. Several studies conducted by the World Tourism Organization (WTO) and the World Travel and Tourism Council (WTTC) provide conclusive answers to this subject. A significant portion of many nations' revenues comes from tourism, particularly international tourism, which may be an useful source of revenue for both developed and poor countries. Even while tourism is very susceptible to the level of economic activity in the nations that generate tourists, it generates more steady profits than basic goods. In a number of nations, the

revenue from tourism has tended to grow at a faster pace than the income from goods export. Currently, there is an almost guaranteed route of financial flows from the wealthier nations to the poorer and developing countries, hence increasing their export profits and the pace of economic growth [5]. Not only that, but tourism has emerged as a significant contributor to the development of the country's infrastructure, including the development of coastal areas, the construction of hotels, roads, and airport terminals, the installation of sanitation, water, and power systems, the establishment of new commercial establishments, the production of food and handicrafts, the encouragement of investment, and so on. For want of a better expression, it stimulates demand for consumer products and services that would otherwise not have been created. This has the effect of stimulating the manufacturing sector, which in turn causes an immediate rise in national consumption. Although tourism has many advantages, it is erroneous to believe that it is a high-end activity that only helps people who work in the tourism sector. The case studies of many developing nations have shown that tourism spending has a multiplier effect across the economy and helps all sectors of the country [6]. Tourism spending is an unseen export in the sense that it results in an influx of foreign cash into the country where it is spent. This influx of money, like the vast majority of other kinds of export, generates increased firm turnover, family income, and government revenue. The first tourist expenditure is collected as income by hotels, merchants, taxi drivers, and other businesses [7-10]. It's impossible to describe India's incredible variety in words. It is a Jigsaw Puzzle of people of many faiths and religions who have come together to form a unique and colorful mosaic through their coexistence. It is considered to be one of the most promising tourism destinations on the global stage. The vast range of natural beauty and richness, the magnificence of its historic sites, and the depth of its unbroken cultural history all contribute to making it a desirable location to visit. The fundamental core of rich Indian philosophy, which is profoundly established in its concept, is Vasudeva Kutumbakam, which translates as "the entire universe is one giant family." This is the belief of the Hindu religion. Complementing this time-honored ritual are the awe-inspiring inhabitants, who have enchanted visitors from all over the world since the dawn of time [8]. The ice-capped peaks of the great Himalayas and the heavenly Gangas, as well as the diverse curves of its stunning terrain, are mirrored in the enchanting landscape. Seas of beautiful blue water, broken only by the mirage-prone Thar Desert, sometimes studded with seas, and of course, the TajMahal- one of mankind's seven wonders, towering tall and majestic as an immortal embodiment of love, extending for miles and miles into the distance. The mountains, beaches, and vast tapestry of monuments in India provide a plethora of opportunities for tourists to visit. According to some, India is a realm of magic, stories, and mystery [9]. The Union Territory of Jammu and Kashmir is a diverse territory with a diverse population and a diverse landscape. In India, it is the northernmost Union Territory, and it is divided into two separate climatic areas, the temperate Kashmir valley, and the sub-tropical region of Jammu. Kashmir's population is mostly Muslim, and the inhabitants of Jammu are predominantly Hindu. The Union Territory of Jammu and Kashmir has long been a popular tourist destination, drawing people from all over the world. Beautiful lakes, clear streams, lush green grass, majestic trees, and towering mountains are just few of the things that travellers may enjoy in this region [10]. The valley of Kashmir has been variably characterized as a 'emerald set in pearls' or a 'emerald decked in diamonds.' Emperor Jahangir was enchanted by this wonderful treasure, and he said, "If there is a paradise on earth, it is here, it is here, it is here" [if there is a paradise on earth, it is here, it is here] [11]. When it comes to economic activity, tourism in Jammu and Kashmir has a prominent role in the Union Territory's economy. Because of the hilly nature of the terrain, the potential for agricultural output is restricted, and the low degree of infrastructure development, along with a limited resource base, creates a bleak environment for industrial production. Nonetheless, tourism as a viable catalytic economic force contributes

significantly to the local economy, despite the fact that the industry's recent trajectory has not been very encouraging for a variety of reasons[12].

3. Review of Literature

In order to have a thorough understanding of the many facets of the topic under investigation, it will be necessary to research previous studies conducted in this area in the past. A comprehensive investigation was carried out into the material about tourism that was accessible from numerous research papers, journals, and other sources of literature. There are some works on the theoretical foundation of the issue, as well as works on themes that are related to tourism and economic development, which are included. Clement (1961) [13] came to the conclusion that in nations with significant leakages due to delayed turnover, the money spent by visitors seems to change over between 3.2 and 3.5 times a year before disappearing. In more developed countries, there is less leakage, and a higher limit, such as 4.3, would most likely be used in these cases. The multiplier of 3.2 is the smallest value that can be obtained under any fairly exact set of conditions at this time.

Peters (1969) and Gray (1970) [14,15] have attempted to demonstrate the significance of tourism in a nation's economy by demonstrating that it generates valuable foreign currency and makes significant contributions to the nation's balance of payments. The tourism industry, according to McIntosh (1972) [16], may prove to be a valuable source of foreign exchange earnings and job creation within a country, and that it may have a significant impact on the distribution of incomes between different regions, acting as an injection of spending power into underdeveloped nations.

Medlik (1972), Blake and Lawless (1972), and Mathieson and Wall (1982) are examples of authors who have written on this topic [17-20]. found that tourism as a source of employment is especially essential in locations where there are few other forms of employment, as is typically the case in non-industrialized communities that lack natural resources other than aesthetic features and a pleasant climate Observed by Bell (1973) [21], the hospitality, tourism, and leisure sectors have grown in importance in terms of economies and jobs around the globe in recent years. As a whole, the service industries are becoming more significant in developed countries and have risen to become the most important sectors in post-industrial society.

According to Chowdhary (1973) [22], over 140,000 people are directly engaged in the tourism business in Switzerland, while approximately a million people are working in the tourism industry in the United Kingdom. Approximately 386 employment are produced in the hotel and related sectors in the United Union Territory s for every 1,000 visitors that stay in hotels in the country as a whole.

Ummat (1979) [23] Union Territory d that wages and salaries paid to employees in the tourism business amount for 54 percent of total spending by visitors in that year. The anticipated number of employment created by one hotel room is three direct and nine indirect jobs. The expansion of hotel accommodations to over 40,000 rooms by 1982 resulted in the creation of almost 70,000 direct employment and more than 200,000 indirect ones, the majority of which were for local residents.

Researchers such as Lui and Var (1986), Gupta (1987), Dube (1987), Allen et al. (1988), and Selvam (1989) [24-28] have determined that tourism is an economic activity that generates income for a country while also creating jobs and decreasing unemployment, encouraging entrepreneurship, and stimulating the production of food and local handicrafts.

In their studies, Bandu (1989) and Chawla (2003) [29-30] discovered that tourism has proven to be a profitable source of revenue for the Union Territory of Jammu and Kashmir. Due to the fact that it is a multi-sector industry, the hotels and restaurants, the transportation services, the tourists resorts, amusement parks, the sales outlets of handicrafts, jewellery, and papiermachie, among other things,

provide services to both tourists and non-tourists and contribute to the Union Territory's income generation process.

The authors of McIntosh and Goeldner (1990) [31] said that tourism has surpassed agriculture as the most important product in international commerce for many countries, and that it ranks second or third in a substantial number of other countries.

4. Tourism Economic Overview of Jammu and Kashmir

Jammu and Kashmir (J&K) is a Union Territory (UT) of India, situated in the country's northern region and serving as a popular tourist destination for visitors from across the world. In addition to ordinary recreational tourism, there is enormous potential for adventure, pilgrimage, spiritual, and health tourism, among other types of tourism. It has become a popular tourist attraction for visitors from all over the globe because of its natural beauty and attractive places. In addition to its temples, Jammu is recognised for its lakes and gardens, while Kashmir Valley is well-known for its mountains. The agro-climatic conditions of Jammu and Kashmir are ideal for horticulture and floriculture. Horticulture is the economic backbone of rural communities, providing work for a huge number of people in the surrounding area. Between 2015-16 and 2020-21, the Union Territory Gross Domestic Product (GDP) expanded at a compound annual growth rate (in rupees) of 8.51 percent, reaching Rs. 1.76 trillion (US\$ 24.28 billion). Jammu & Kashmir's government signed 456 memorandums of understanding (MOUs) with different companies in April 2021, with an estimated total potential investment of Rs. 23,152 crore (US\$ 3.17 billion) in the Union Territory [32].

4.1 Sectors of importance include

Because of the favourable environment for horticulture and floriculture, food processing and agro-based businesses (with the exception of traditional grinding and extraction units) flourish in Jammu and Kashmir. The total production of horticultural crops in the Union Territory of Jammu and Kashmir in 2018-19 was 3.96 million tonnes, with a total production area of 414.47 thousand hectares. The manufacturing sector is critical to the growth of the University of Tennessee's economy. The overall output of horticultural crops in the Union Territory was predicted to reach 3,912.91 thousand metric tonnes in 2019-20, with an area under production of 400.25 thousand hectares. The overall output of vegetables and fruits in the Union Territory was expected to be 1337.12 thousand metric tonnes in 2019-20 and 2541.16 thousand metric tonnes in 2020-21, respectively [34].

Because of the high number of people employed and the potential for exports, the government has given the handicrafts sector top priority attention in recent years. In October 2020, the government of Jammu and Kashmir signed a Memorandum of Understanding with Flipkart to create an online platform to promote and support local artists, craftspeople, and weavers to meet buyers all over the globe. This is a huge step forward in terms of promoting the rural economy, increasing the sale of real exotic handicrafts and handloom items, and identifying new markets for specialty handcrafted Jammu and Kashmir products in the region, among other things. Kashmir is renowned for its small-scale and cottage industries, which include carpet weaving, silks and shawls, basketry; pottery; copper and jewellery; papier-mâché; and walnut wood carvings, among others. It is the nodal agency for promotion and development of medium- and large-scale industries in the UT, and it is managed by J&K SIDCO. Tourist arrivals from outside and inside the country were 57,920 and 16.16 million, respectively. In September 2020, a Rs. 1,350 crore (US\$ 182.83 million) economic plan for Jammu and Kashmir was announced, with the goal of boosting tourism and other industries [35].

J&K is a Union Territory in northern India where nature has bestowed abundant beauty in the form of lush green meadows, high snowcapped mountains, gushing streams and sprouting springs, a healthy climate, sacred places of solace and mental peace, beautiful

gardens, lush green forest, perennial rivers, pilgrimage centers, historical places, and other such attractions, attracting tourists, mountaineers, trackers, and pilgrims from all over the world (9). Unfortunately, it is one of India's most economically backward regions, with all of the hallmarks of a developing economy in every aspect of life. But, luckily, the Union Territory has carved out a significant niche for itself in the globe. Because of the territory's limited industrial potential and abundant tourist resources, the Union Territory is mainly reliant on the tourism sector. Different faiths must mix together in peaceful co-existence in order to produce a unique synthesis in the Union Territory; ethics has revealed itself as a shared celebration of all religions [36].

4.2 Tourist Attractions in Jammu And Kashmir

The province of Jammu and Kashmir is founded on a tiny strip of flat ground located north of the Punjab plains. It is located in the Union Territory's southernmost region and serves as a transitional area between the Indian plains and the Himalayan mountains, scraping the low-lying foothills of the Himalayas in the process. It is said that the city's original roots are veiled in the mists of antiquity, which explains its historical history. Several historians say that the local Raja Jambulochan desired to establish a new capital for himself, but that he was dissatisfied with any of the sites that his ministers showed him. Then one day, while out foraging for game, he came upon two animals strengthening themselves by drinking water from a nearby creek, which they were standing next to. Because he believed the location to be holy, he ordered the construction of his new capital here, which he called in honour of himself. The geographical characteristics of the Jammu and Kashmir area are similar to those of the most productive Indian state's. The river Ravi runs through this area to the east, while the river Jehlum flows through it to the west. Located in the winter capital of the Union Territory, Jammu has a population of 45 percent of the entire population of the Union Territory, which is divided into ten districts. This area is teeming with wonderful places of historical, archaeological, spiritual, and natural value, all of which are of mesmerizing natural beauty. The Jammu and Kashmir area, in addition to serving as the winter capital, also serves as a railway terminal [37].

Jammu is renowned as the "City of Temples" since it is home to several temples such as Ranbireswar temple, Ragunath temple, Mahamaya temple, and others. In addition to this, the Tawi valley is home to the world's most renowned temple. Tawa valley is surrounded by gorgeous mountain ranges that rise one after another, topped by the three towering peaks of the Trikuta range, in the lap of which is situated the famed holy cave of Shri Mata Vashno-Devi Ji, which is dedicated to the goddess of mercy. The extensive tracks of the Jammu area also include hills rich in spots of wonderful attractions, such as Loren Girjan in Poonch and Tagar in Basohli, which are located in the region. Patnitop meadows are located in the centre of the hills and are breathtaking. Patnitop is a magnificent location, and during the winter, this resort is completely covered with snow, providing opportunity for a variety of snow activities as well as paragliding. Mansar Lake is yet another stunning destination. Mansar is a cup-shaped meadow bordered by massive conifers that is home to a variety of wildlife. The meadow has since been transformed into a golf course, which also offers chances for paragliding and other activities. As an addition to these, there are many more attractive resorts situated along the Srinagar-Jammu route, such as Batkote, Katra, and Kud. These mountains provide an abundance of opportunities for hiking, rock climbing, mountaineering, and other outdoor activities. While Jammu does not have the smoothness, softness, and sensitive touch that the Kashmir Valley has, it is clear that the area does have a source of tourist interest, and it is not devoid of natural beauty. Because of its enormous tourism potential, Jammu and Kashmir has established itself as a popular tourist destination. There is tremendous potential for tourist development in the Union Territory, which includes historical and natural attractions as well as aesthetic beauty. A further crucial factor in determining tourist potential is the presence of

shrines, monasteries, temples, and cave temples in the area. A great number of people from all over the globe come to see the Union Territory's many attractions. There is potential for all sorts of tourism in the Union Territory. These include leisure tourism, adventure tourism, pilgrim tourism, and sports tourism, which includes winter and aquatic sports [38].

Despite some ups and downs in recent years as a result of the political unrest in the Union Territory, the volume of tourism to different destinations has exhibited an upward tendency in recent years. The available data clearly demonstrates that the Union Territory's visitor traffic has been growing steadily throughout the years. Expansion of job prospects is a significant contribution made by the travel and tourism sector. It produces a diverse range of economic activities and, as a result, gives direct socio-economic advantages to those whose activity is associated with meeting the demands of visitors, such as greater job prospects for those in the hospitality industry. Employment opportunities in the tourism industry are especially valuable in the Union Territory of Jammu and Kashmir, which is known as "the tourist capital of the world." With its emphasis on service and labour demanding activities, tourism is a major source of job creation. It offers both direct and indirect jobs for people with a variety of skills, as well as jobs for those with a variety of other skills. Hotels, restaurants, houseboats, transportation services, guides, and tourist agencies are just a few of the industries that have benefited from direct employment in the Union Territory's economy. As a result, indirect employment is generated in jobs that are created as a result of the demand for goods and services demanded by directly employed people. Examples of such jobs include the manufacture of handicrafts, paper mashie, cottage industries (bakeries and laundries), and tea stalls, among others. Indirect employment also includes employment for local artisans, carpenters, jewelers, and wood carvers, as well as many other people who supply raw materials to these producers. The creation of job opportunities in the tourist sector has expanded steadily over time. In 1985, 23599 people were directly employed, which climbed to 47539 people in 2004 and 58245 people in 2009. In 2009, 23599 people were directly employed. The Union Territory's population is estimated to be 30 percent linked to the activities that account for 16 percent of the Union Territory's Gross Domestic Product [39], according to one estimate.

4.3 Contributions in Union Territory's GDP

Tourism provides a convenient way to acquire foreign cash, which is essential for the growth of the country's economy. We don't have to sell our limited resources; all we have to do is construct our infrastructure, which will allow us to generate enormous amounts of foreign cash. It is vital to highlight that domestic tourism has a greater influence on the Union Territory's revenue than does overseas tourist on the Union Territory's income. On the other hand, compared to local visitors, overseas tourists spend more than twice as much on average. On average, it has been discovered via numerous research that tourists spend 35.95 percent of their time shopping for handicrafts, 16.95 percent on lodging, 20.60 percent on transportation, and 16.42 percent on restaurants, among other things [40].

Tourism has proven to be a lucrative source of revenue generation for governments. With the tourism industry being a multi-faceted industry, services provided to both tourists and non-tourists are provided by hotels and restaurants, transportation services, tourist resorts, amusement parks, sales outlets of handicrafts, jewelries, paper mashie, and other businesses. These businesses contribute to the process of income generation in the Union Territory. The money spent by visitors serves as the starting point for the revenue production process. Every unit of money spent by visitors circulates through the economy and contributes to the overall prosperity of the country. Approximately 13 to 14 transactions are required until the money spent by visitors is completely gone, according to estimates from tourism specialists. Five to six of these deals take happen during the first year of operation. The money spent by tourists is returned to the economy through lodging and meals in hotels and restaurants,

transportation for sightseeing and entertainment, gifts, photography, drugs, cosmetics, and clothing, among other things. As the money circulates, its value continues to rise as a result of the inflation of the currency. Throughout the end, it causes a chain reaction in the economy. (24) The tourism industry is one of the most significant sources of cash for the inhabitants of the Union Territory. Besides that, it provides a considerable amount of cash for the government and public sector organizations, which has seen a major growth in recent years. Despite the fact that the business has suffered greatly as a result of law and order issues, there are indicators that it is on the verge of reviving. During 2004-05, revenue profits produced by public sector employees grew from 2081.95 lakhs to 3101.90 lakhs in 2008-09, according to [41-42].

5. Conclusions

Touristic activity is a very complicated phenomenon, and as such political stability is essential. Political upheaval in the Union Territory of Jammu and Kashmir has always stood in the way of the territory's tourist industry's quick expansion. In the decades after 1947, Kashmir has been a victim of the strife between India and Pakistan. As a result of the unrest that began in the valley during the late 1980s, the war took a new course. It has been noticed that, despite the political tension between the two countries, which has even resulted in three wars, the tourist business in the valley has never suffered as much as it has in the previous 20 years. In Kashmir, political upheaval and terrorism were nearly enough to bring down the tourism business. As a result, a peaceful settlement to the Kashmir issue between India and Pakistan is critical to the growth of tourism in the Union Territory. This is the only way to eliminate the obstacles and road blocks that have prevented the Union Territory's tourist business from growing smoothly and uninterruptedly. Tourists need a minimal level of infrastructure in order to visit. Because hotels are by far the most striking and clearly recognizable components of any tourist infrastructure, they should be given special attention. However, there is not enough available housing to accommodate all of the visitors in the area. Peak season makes the situation much more difficult to manage. As a result, there is a pressing need to improve the quality of the available accommodations in order to accommodate more visitors in light of the rising trend in tourist inflow. The development of tourism destinations should be guided by a master plan produced in conjunction with planners, architects, economists, and engineers. This will ensure that tourist destinations are built in accordance with national and international standards.

In order to sustain and expand the market, the tourism sector need a good marketing plan as well as extensive advertising both inside and beyond the nation. This is because publicity and promotion are critical in bringing more and more visitors to the country. The Union Territory of Jammu and Kashmir is under stiff competition from neighbouring State's, particularly Himachal Pradesh, which provides alpine attractions that are more or less identical to those found in Jammu and Kashmir. Tourist arrivals in the Union Territory decreased while those in Himachal Pradesh increased, indicating that a substitution impact of visitors was noticed in favour of Himachal Pradesh during the turbulent era. However, Union Territory's are not ideal replacements for one another. The reality is that any and all tourists who may have visited Kashmir would never choose Himachal Pradesh above any other union territory in India. The Union Territory should, nevertheless, offer all available amenities and services that visitors may need in order to overcome the danger. The summer season in the Union Territory of Jammu and Kashmir brings in a large inflow of visitors, with the busiest months being June, July, August, and September, respectively. Consequently, it seems that the massive influxes of visitors are mostly restricted to the summer months. Despite the fact that the Kashmir Valley is an excellent destination for individuals who like winter sports, hiking, climbing, skiing, paragliding, motor rallies, fishing, and other outdoor activities, the valley is a challenging area to live. A complete marketing plan should be implemented in order to increase visitor arrivals even during slow

seasons, it is recommended. Union Territory officials have failed to formulate a comprehensive strategy for the growth of the tourist sector. It is critical to have strong long-term planning in place as well as a distinct tourist strategy in place.

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