

The Administration Approach for the Development and Development of Tourism in Kashmir Valley

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Received: 02 June 2024/ Revised: 11 June 2024/ Accepted: 18 June 2024/ Published: 30-06-2024

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Abstract— *The golden rule of tourism's positive socioeconomic effects is that it generates income for both the host economy and the external economy. Additionally, tourism rekindles interest in the region's economy and foundation, which encourages business and, once again, results in an increase in pay for the local population. A job can be obtained specifically in the tourism industry through accommodation, dining, dancing, taxis, souvenir sales, and other tourism-related services, or more generally by contributing the goods and services needed by productions that are related to tourism. In 2014, the tourist sector contributed US\$ 7.6 trillion, or 9.8%, to the global GDP, an increase of five straight years. This particular section illustrates the study's research challenges and clarifies the investigation's fundamental framework. The goals and hypotheses of the research have been thoroughly discussed. An explanation of the data collection tool and a discussion of the projection of study-related questions are provided. Also covered are data collection techniques and statistical analysis procedures. The main goal is to know the market development of tourism industry in Kashmir region. All of these components have been evaluated realistically in light of market development of tourism industry. The relevant features of the subject have been examined using a self-structured questionnaire.*

Keywords— *Tourism, Questionnaire, Tourist Sector, Socioeconomic.*

I. INTRODUCTION

About 277 million people were attracted (immediately, aberrantly, and compelled) by travel and tourism in 2014, which is equivalent to 1 in 11 employment worldwide. According to estimates from Crest (2015), there will be 356 million utilities by 2025, contributing an estimated US\$11 trillion to the global economy. As a result, inhabitants' personal satisfaction is increased. Tourism development typically links infrastructure improvements such as roads, power, telephone, and municipal transportation setups, as well as water and sewage arrangements. Positive effects on the natural environment can promote environmental safety in addition to improving a destination's economic situation.

Additional fees for secured areas, donations from tour operators and other tourism providers to support conservation efforts, and taxes that the government primarily uses to fund environmental safety are all ways that direct money related to preservation is generated. Visitors cherish a stable and beautiful regular environment and avoid places where the native habitat is polluted and destroyed. In this way, tourism improves locals' knowledge of environmental annoyances, which in turn improves their motivation to take protective measures or advances the need for administrative change in the field of environmental protection. A good impact of tourism on a location's natural environment presents an uncommon alternative to unsustainable economic practices, such as destruction of the rainforest, intensive agricultural training, and deeply polluting trades. The desire to interact with people and learn more about distant cultures is the driving force behind positive socio-cultural effects of travel. Cultural exchange helps people and civilizations see things from other perspectives. It can also lead to a fall in discrimination, which in turn helps reduce stress in society.

The interaction between locals and visitors that respects host cultures, demonstrates awareness, values traditions and cultural artifacts, and also values locals can strengthen a sense of regional identity and superiority. Tourists' interest in the primary, verifiable components of a place's way of life can lead to a reevaluation of that society and its traditions, which can lead to the

revival of indigenous cultures, cultural arts and crafts, and events and carnivals that have been neglected due to modern development and variations from western standards of living. Through the creation of jobs and raising the wages of the local population, the economic benefits of tourism can promote the reduction of mass migration. When managed properly, tourism can benefit local communities and open up the prospect of new community management strategies and regional aspirations.

The participatory approach to sustainable tourism can boost local government involvement and highlight their excellence. Due to the need for qualified labor in the tourism industry, tourism canals increase the likelihood of education and employment generation.

1.1 Profile of the Study Area:

All Indians should undoubtedly feel energized by hearing the name Kashmir. One of the three Meso areas of the state of Jammu & Kashmir, Kashmir Valley is a distinct geographical entity and is divided from the other two by the Himalayan mountain ranges. According to Raza et al. (1978), the Kashmir Valley with a partially closed ecosystem is located in the middle of these divisions, which have been compared to a three-story skyscraper. It looks like an old lacustrine bed since the oval-shaped valley covers 15,853 km² and extends between latitudes 33 30 N and 34 40 N and longitudes 73 45 E and 75 35 E. The Jhelum, which rises at the valley's southern end near Verinag, flows roughly across the middle of it, receiving a number of tributaries before entering the Wular Lake, out of which it flows once more through a canyon at Baramullah.

The Pir Panjal range, from whose slopes several mountain torrents rush to replenish its waters, is located around west of the river on its left bank. The Jhelum Valley is surrounded by mountains, which have an average height of 3,636 metres but numerous peaks that are higher than 4,242 metres. They descend to a low point of roughly 2,727 metres at the valley's southern end, where the Banihal pass provides access to Jammu. Srinagar is in the centre of the major Kashmir valley, which has an average elevation of roughly 1,666 metres. The famed Zaskar range and the Great Himalayan Ranges are located to the north of the valley. Delineating Kashmir valley has been attempted on numerous occasions in the past. The only classical text that gives an idea of the delineation of the Kashmir Division is Ptolemy's, but he also included a significant portion of the present-day Punjab, North West provinces, and central India.

1.2 Objectives of the Study

1. To assess the administration approach for the development and development of tourism in Kashmir valley
2. To acknowledge and dissect the scene asset enrichment of Kashmir.

II. LITERATURE REVIEW

A. Spenceley et al., 2010 Rwanda's top export is currently tourism, which is expanding. The endangered mountain gorillas of the Parc National des Volcans are the reason for the nation's fame. The benefits that accrue to residents near the Park are revealed in this report using data from value chain analysis studies, related research, and stakeholder interviews. It estimates the pro-poor income and non-financial benefits of gorilla tourism and discusses the chances and obstacles for the poor to participate economically in the value chains for lodging, food and drink, excursions, and shopping. The authors suggest boosting private sector activity, increasing the number of joint venture agreements, improving opportunities for local employment and career advancement, and strengthening business ties with entrepreneurs and entertainers in order to increase local benefits from gorilla tourism and other tourism activities surrounding the Park.

Smutko (2010) provided an explanation of how the Amassing of Social Occasion of Gathering of Audience Response System (ARS) functions and how it may be used as a component of research to evaluate group slants for tourist development. When ARS was used for development, it was shown to be quite effective in terms of both system development and situation analysis as well as the growth of potential tourism development activities.

In order to account for residents' obvious tourist effects as well as their attitudes towards the host group, Stewart (2002) used a basic condition model. The model has nine theories and five constructions. It was shown that both "saw positive" and "saw negative" tourism trends were strongly associated with inhabitants' group fulfilment. In particular, these changes were creating "states of mind towards additional tourism development." Nevertheless, the proposed links between "individual benefits from tourism development" and "saw critical tourism effects" as well as "general group fulfilment" were dropped. The study

suggested that understanding the effects of tourism has an impact on group satisfaction and could help prepare people for future tourism growth. The vast majority of destination branding papers that have been published since the structure's inception in 1998 have a solidly sensible focus on discussing the brand development process (Pike, 2009).

According to Zortuk M. (2009), Turkey's tourist sector has grown significantly, generating about \$20 billion in foreign exchange annually and employing more than 3 million people directly and indirectly. According to this perspective, the study is primarily concerned with determining how the rapidly expanding tourism industry, particularly after the 1980s, has contributed to economic growth. The Granger Causality Test was used to examine the association between the increase in tourism and economic growth using data from the 1998 Q1 and 2008 Q3 periods. Based on VECM, it was found that there is a unidirectional causal relationship between the two variables, with tourism development leading to economic development. Additionally, the Wald test revealed that the parameters were significant by 1%.

The study by Raina R. (2009) is based on the approach used for evaluating the income and employment generation from the economic impact of shrine-related tourism on the economy of Katra town. Extrapolating from the results of the sample research forms the basis of the process. The Katra Shrine Board and other public and commercial organizations, including different business groups, provided the data for the universe population in relation to the sample. The revenue is obtained from all the excellent basic industries or groups of individuals, primarily in Katra, who are directly and somewhat dependent on the tourism.

In order to understand how public sector "tourism managers" feel about the concepts of "tourism development," Godfrey K.B., (2008) surveyed local government tourist officers in the UK. According to the survey, local officials' attitudes will have an impact on how they implement this idea and, among other things, if it is successful. The possibility of a better integration of tourism into strategic land-use planning and community involvement was specifically examined in the study because these are the two areas of activity that tend to depart from the more conventional type of "tourism planning" that was once used in destinations. The findings revealed that there is widespread support for better municipal tourist planning coordination and integration. Not everyone, though, was as eager to engage the community beyond the largely "passive" roles of public relations and involvement in the system of local development plans.

III. 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.

IV. 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 1
INFORMATION SOURCE FOR TOURISTS

Sr. No.	Information Source	Number of Respondents	Percentage
1	Website	36	18.00%
2	Newspaper	10	5.00%
3	Relatives/Friends	86	43.00%
4	Advertisement	26	13.00%
5	Information Centre	22	11.00%
6	More Than One Source	20	10.00%

Source: Primary Data

The respondents had given the different references for information source for visiting the place like majority of the 43% of the tourists had opinion that they got the information from friends/relatives. And lowest of the 5% of the tourists were of the opinion that they got the information from newspaper about this place.

TABLE 2
PERCEPTIONS ON TOURISM SERVICES

Parameters	Experience				
	Very Satisfied	Neutral	Satisfied	Dissatisfied	Very Dissatisfied
Information Service Providers	66	54	38	38	4
Travel Service Providers	62	84	26	28	--
Hospitality	--	34	--	--	166
Food Service Providers	32	52	40	36	40
Others Support Service Providers	--	--	36	60	104

Source: Primary Data

The majority of the respondents (33%) were given very satisfied response to the perception on information service and the minimum of 2% of the respondents were very dissatisfied with the information service available in the state.

TABLE 3
TOURISTS RATING THE PLACE FOR MONEY VALUE

Sr. No.	Rating the Place	Number of Respondents	Percentage
1	Average	58	29.00%
2	Good	98	49.00%
3	Very Good	44	22.00%

The 29% of the tourists had rated the Kashmir as an average place for money value and 49% of the respondents had rated it as good and then 22% had rated it as very good place so far as the value of money is concerned.

TABLE 4
PLACE RECOMMENDED TO OTHERS BY TOURISTS

Sr. No.	Recommendation	Number of Respondents	Percentage
1	Yes	196	98.00%
2	No	4	2.00%

Majority of the respondents i.e. 98% had given positive response that they will recommend this place to others and only 2% of the tourists had given negative response.

TABLE 5
SERVICE AREA OF HIGHER LEVEL SERVICE PROVIDER

Sr. No.	Higher Level Service Provider	Number of Respondents	Percentage
1	Guest house	6	6.00%
2	Hotel	17	17.00%
3	Dhabha	12	12.00%
4	Restaurant	7	7.00%
5	Travel Agency	4	4.00%
6	Photo Studio	9	9.00%
7	Handicraft Showroom	4	4.00%
8	Light Passenger Vehicle	12	12.00%
9	Showroom of Shawls	4	4.00%
10	Kashmiri Arts Showroom	3	3.00%
11	Cold Drinks Shop	3	3.00%
12	Medical Shop	5	5.00%
13	House Boat	13	13.00%
14	Others Specify	1	1.00%

V. CONCLUSION

It is vital to suggest certain activities to bring tourists to India, and Jammu and Kashmir in particular, based on the study's findings, as was already stated. To draw in more local and foreign tourists, the state and federal governments must first create an effective tourism policy. Tourism has helped the local population while generating revenue for the federal and provincial budgets. In addition, each state in India, and the state of Kashmir in particular, must have those cottage and small-scale industries that serve as support services to the tourism industry, such as agro industries, for which special efforts must be made.

The infrastructure still needs to be planned, and it needs to be planned quickly if India's tourism boom is not to be lost to other nations. If they feel secure and are satisfied with their travels after spending their hard-earned money, tourists are willing to travel to India and Kashmir. The government must create a strong plan and programme for the growth of tourism. The government of Jammu and Kashmir must invest heavily in both the expansion of already popular tourism destinations and the exploration of uncharted territory. To understand the interests of visitors and to get their advice on how to develop the tourism infrastructure, an immediate survey is required.

Locals need to be trained in order to provide great services. It is also essential to maintain law and order. Tourists are being conned, it has been found. Therefore, there needs to be tourism police in tourist regions. Given that tourists are being overcharged, it is important to monitor pricing control systems. Since the tourism sector has the potential to create a sizable number of employment opportunities in India, where there is a serious underemployment and unemployment problem, it needs to receive attention. Government must consider poverty alleviation from all angles. This report advises the Indian government,

and in particular the state government of Jammu and Kashmir, to focus solely on the tourism sector while taking care of all other matters.

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