



Role of tourism economic development in Jammu and Kashmir A study

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Abstract

After the end of World War II, tourism patterns among developed countries have been significantly widespread. While the role of the tourism sector was acknowledged in domestic economies for the mid-20th century, it was largely ignored by global research for growth and development up until the 1950s. Starting in the 1950s, growth and development literature began to recognise tourism as it also became part of individual countries' growth-oriented economic policies. In view of the growing importance of tourism, many countries are taking on specific benefits for the development of the tourism industry. In view of the impacts of such stimulus programmes focused on the aim of fostering economic development through the mediation of tourism, it can be found that certain countries have succeeded, while others have not been able to achieve their targets. Tourism is perceived to be a significant economic practise for industrialised or emerging nations. This paper is intended to show the Role of tourism economic development in Jammu and Kashmir. The statistical analysis is conducted with the help of SPSS tool.

key words: Tourism, Economic, Development, policies etc

Introduction

Tourism is now one of the world's leading sectors and one of the most rapidly developing industries. Tourism is seen in many countries as a vital tool for regional development as it encourages new economic activities. Tourism can have a positive economic influence on balance of payments, jobs, gross revenue and productivity, but can also have a negative effect, in particular, on the environment. Unplanned and unchecked tourism development will contribute to a degradation of the climate that could impact tourism growth. The environment can also be maintained as the main source of visitor goods so that tourism and economic prosperity continue to prosper in the future. This is particularly true in the case of tourism, which is based on the natural environment and historical and cultural heritage. Sustainable tourism has three intertwined dimensions: natural, socio-cultural and economic. The sustainable development of tourism involves the optimal use of resources like habitats,



minimising environmental, socioeconomic, and social consequences, and maximising conservation and local community benefits. Sustainability means sustainability. It also refers to the management systems that are necessary to do this.

Defining sustainability and the growth of sustainable tourism

Sustainability was one of the key words of the 1990s. Sustainable development is defined as "development that meets today's needs without undermining future generations' capacity to fulfil their own needs." This definition describes a dimension of justice and a social/psychological dimension. In the Brundtland Study, the "basic needs of the world's poor, which should be given priority," and the notion of the limits on the environmental capacity to address current and potential needs imposed by state of the art technology and social organisation were also emphasised. The Brundtland report sparked discussion both on the environmental implications of industrialization and on the future generations' impacts of current activities.

The role of the tourism sector in the development of India

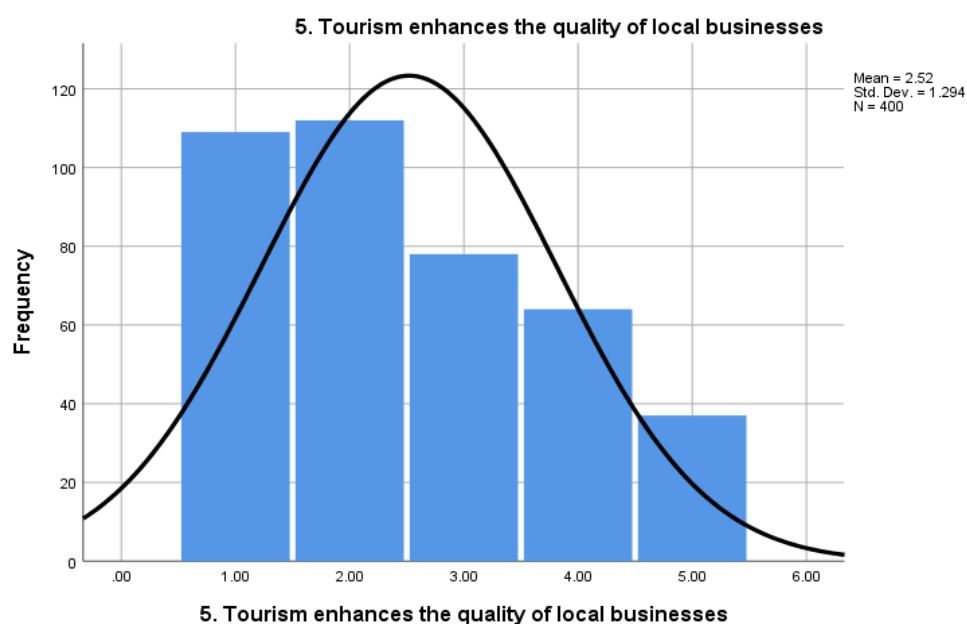
Tourism brings money to cities and countries around the world. Tourism also provides the local population with employment, helping the destination further. The income available from this sector have been realised by India. India's tourism industry now brings billions of dollars into the economy each year thanks to its rising economy and promoting itself as a culturally rich and diverse country. The growth in the tourism sector is attributed to the growing number of international tourists arriving and the rise in the number of domestic tourists. Words to describe the beauty of India are few. India is a country with diverse cultures and customs. The natural beauty of India, festivals, clothes and sites of heritage, are famous among tourists. There are things that fascinate visitors. India has too many sights such as Kerala, Darjeeling, Goa, Kashmir, Shimla and Manali. Such places are very popular. Also worth visiting are so many other locations, including Delhi Kutub Minar/Agra Tajmahal/Hyderabad Charminar and Salarjung, a fine arts city of Bangalore. Known as the Garden City because of its luxuriant scenery, lakes and temperate climate, it represents the marriages between yesterday and today in India and Kerala.

The contribution to GDP from travel and tourism



In the economy of India, travel and tourism play a significant role; India ranks 14th worldwide for its tourism sector's contribution to GDP in comparison to other countries. The World Travel and Tourism Council forecasts that at publication, India will retain the fifth highest rate of growth in the tourism sector in any country. Tourism will provide a country's economy with direct and indirect assistance. Direct benefits include economic support for hotels, retail stores, transportation facilities, entertainment venues and attractions, while indirect benefits include government expenditure on relevant infrastructure, plus the domestic expenditure of tourism-based Indians. PARTICIPATION OF TRAVEL AND TOURISM SPENDING OR Jobs IN THE SAME Economy-Wide Definition in the published National Revenue Accounts or Labor Market Statistics of India.

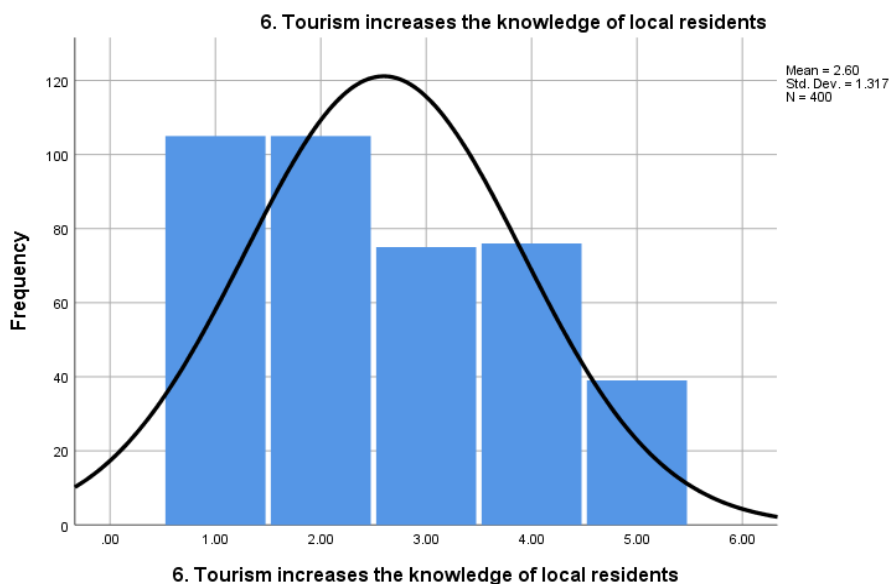
5. Tourism enhances the quality of local businesses					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	109	27.3	27.3	27.3
	Agree	112	28.0	28.0	55.3
	Neutral	78	19.5	19.5	74.8
	Disagree	64	16.0	16.0	90.8
	Strongly Disagree	37	9.3	9.3	100.0
	Total	400	100.0	100.0	





From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 people regarding tourism. Using Likert's scale in the Part – 2 "Questions on tourism and life" it was asked "5. Tourism enhances the quality of local businesses" 109(27.25%) respondents responded Strongly Agree, 112(28%) respondents responded Agree, 78(19.5%) respondents responded Neutral and 64(16%) respondents responded Disagree and 37(9.25%) respondents responded Strongly Disagree.

6. Tourism increases the knowledge of local residents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	105	26.3	26.3	26.3
	Agree	105	26.3	26.3	52.5
	Neutral	75	18.8	18.8	71.3
	Disagree	76	19	19	90.3
	Strongly Disagree	39	9.8	9.8	100
	Total	400	100	100	

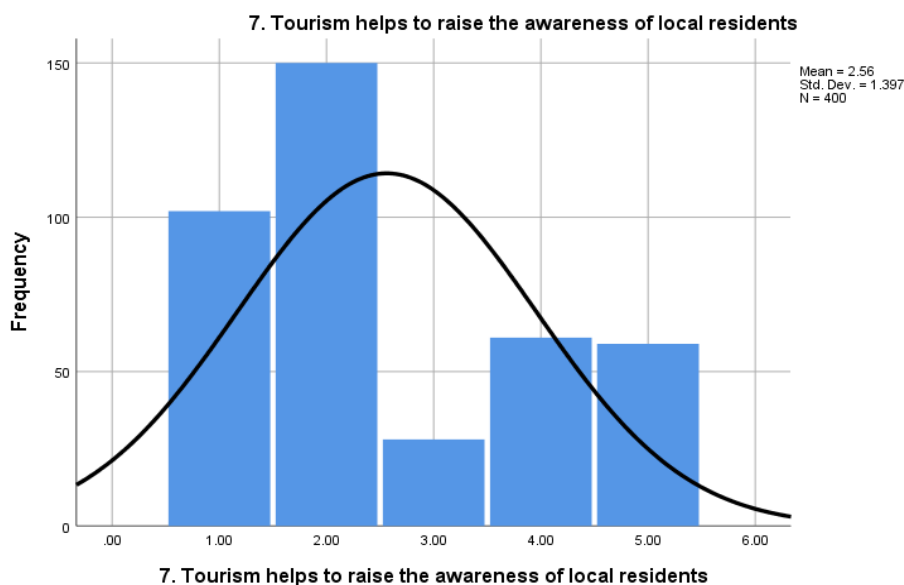


From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 people regarding tourism. Using Likert's scale in the Part – 2 "Questions on tourism and life" it was asked "6. Tourism increases the



knowledge of local residents" 105(26.25%) respondents responded Strongly Agree, 105(26.25%) respondents responded Agree, 75(18.75%) respondents responded Neutral and 76(19%) respondents responded Disagree and 39(9.75%) respondents responded Strongly Disagree.

7. Tourism helps to raise the awareness of local residents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	102	25.5	25.5	25.5
	Agree	150	37.5	37.5	63.0
	Neutral	28	7.0	7.0	70.0
	Disagree	61	15.3	15.3	85.3
	Strongly Disagree	59	14.8	14.8	100.0
	Total	400	100.0	100.0	

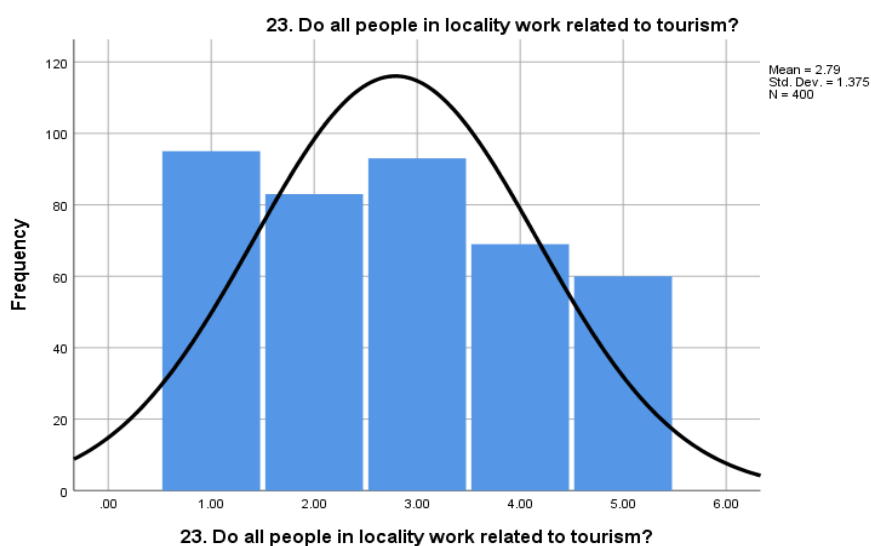


From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 people regarding tourism. Using Likert's scale in the Part – 2 "Questions on tourism and life" it was asked "7. Tourism helps to raise the awareness of local residents" 102(25.5%) respondents responded Strongly Agree, 150(37.5%)



respondents responded Agree, 28(7%) respondents responded Neutral and 61(15.25%) respondents responded Disagree and 59(14.75%) respondents responded Strongly Disagree.

23. Do all people in locality work related to tourism?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	95	23.8	23.8	23.8
	Agree	83	20.8	20.8	44.5
	Neutral	93	23.3	23.3	67.8
	Disagree	69	17.3	17.3	85.0
	Strongly Disagree	60	15.0	15.0	100.0
	Total	400	100.0	100.0	



From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 people regarding tourism. Using Likert's scale in the Part – 2 "Questions on tourism and life" it was asked "23. Do all people in locality work related to tourism?" 95(23.75%) respondents responded Strongly Agree, 83(20.75%)



respondents responded Agree, 93(23.25%) respondents responded Neutral and 69(17.25%) respondents responded Disagree and 60(15%) respondents responded Strongly Disagree.

Conclusion

The study shows the importance and success of the J&K economy tourism industry. Jammu and Kashmir have proved to be a service sector economy in terms of the relative part of this GSDP sector, which accounts for approximately 48 percent on average during the study period and also reported the highest growth rate for this sector. Tourism is one of the main sectors of the Jammu-Kashmir economy as it accounts for an important part of the GSDP (7.37%) total and of GSDP (12.5%), both in value and share, but contribution has declined gradually. Other economic sectors have outperformed tourism as lowest growth has been observed compared to agriculture, manufacturing and services. Declining GSDP contributions and the lowest growth rate of state-related tourism activity in this area during the study period show a deceptive results. In addition to its deceptive success in J&K economy, developments in the sector are marginally promising, as both domestic and foreign tourist arrivals are increasingly tendency to enter Jammu and Kashmir during the study period. However, domestic tourist arrivals saw more growth than international tourist arrivals.

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