

# A Research on Some Challenges of Tourism Industries: A Case Study of Kashmir Valley

Jajam Venkata Anil Kumar<sup>1\*</sup>, Dr. Charles Babu<sup>2</sup>

<sup>1</sup> Research Scholar, Shri Venkateswara University, U.P

<sup>2</sup> Associate Professor

**Abstract – Tourism plays a vital role in economic development of a number of countries across the globe. Kashmir knows for its extravagant and breath taking beauty throughout the world, Kashmir has aptly been described as 'The Paradise on Earth'. Kashmir is second to no place in the world as far as its natural beauty and rich culture heritage is concerned. However the recent decades have proved challenging for nations due to emergence and escalation of a wide variety of violent conflicts around the state. The continual political uncertainty in general and the two decades long armed conflict in particular has unexceptionally impacted every socio-economic activity in Kashmir. Turmoil in the state, particularly of last two decades, hindered the smooth growth of the tourism and has discouraged most of the travellers from visiting India's most popular tourist destination. Add to this it also not only tourism but also indirectly the economic activities related to tourism.**

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## INTRODUCTION

Kashmir is blessed by the gods with characteristic bounties, as valleys, streams, lakes, frigid mountains, trekking trails, glades, plant enclosures, plantations and charming climate. It has social extravagance likewise, with various sanctuaries, sanctums, ruins, landmarks, fortresses and royal residences (as talked about in Chapter 3). But an ocean and sand shoreline Kashmir valley has nearly everything that a visitor may wish to appreciate. The economy of the state in general and Kashmir district specifically spins around tourism. Indeed tourism is third biggest industry in Kashmir after farming and agriculture (Tankha, 2013) and it can possibly move to the top opening if appropriately oversaw. Kashmir valley has a lot to offer in practically all seasons (spring, summer, fall and winter), and in all edges of its spatial degree however not all its potential hotels are completely created. There are just a couple of goals which pull in larger part of voyagers, rest of the locale's potential stays undiscovered. Voyagers visit just these built up goals and henceforth their development stays limited and the greater part of the potential vacationer territories stay without the advantages of this division of economy.

Since the valley of Kashmir all in all is in the restoration stage (Chapter 4) of its tourism cycle, the diagram of visitor landings is ascending as time passes. This tourism blast will have its due effect on the earth, both social and physical. In this way, it is extremely important to create tourism in such a way, that the negative effects are dreadfully little than its positive results. In this period of tourism blast it is

important to follow the development of the vacationer, his conduct, regularity, conveying limit of the valley and its engaging quality with the goal that the tourism advantages saturate to the far and distant zones and its negative effects are weakened.

Consequently, this part attempts to break down the tourism framework and the tourism items accessible inside the different vacationer resorts of the area. It endeavors to apply the SWOT examination to draw out the qualities and shortcomings, and the related chances and dangers to tourism industry in the locale. At that point the sorts of sightseers visiting the locale is examined and their development is followed. At long last, the conveying limit of the goal and the related hotels is inspected.

## MAIN ENTRY POINTS

Kashmir is a land-bolted district. The primary transportation to get to and make the most of its scene is via air and land as it were. Surface transport has been the most significant methods for carrying the outcasts to the locale for entertainment purposes. Recently air travel has likewise improved. A universal airplane terminal has been created in Srinagar, where the primary departure from Dubai was gotten in February 2009 (Pandit, 2009). During the past times there were numerous passage focuses to the valley. As indicated by Fazal (1873) "six or seven streets lead into Kashmir". The principle course to the locale, that remained a favored port of section for untouchables till 1947, was through the Jhelum

gorge in Baramulla. O'Connor called it as "one of the dramatic passages of the world" (1920). The majority of the travelogs composed by the remote guests to the zone in eighteenth and nineteenth hundreds of years have referenced it as their entrance point to the Kashmir area (Adams, 1867; Bellew, 1875; Bruce, 1911; O'Connor, 1920; Aynsley, 1879). Be that as it may, the Jammu-Srinagar National Highway, which makes its entrance through Jawahar Tunnel has been the most significant (and for all intents and purposes the main) passage point into the valley since the segment of the Indian subcontinent.

Since Kashmir district as a goal is a mix of numerous little traveler resorts, the vast majority of them adjusting with the side valleys, the fundamental valley really goes about as a section point to these different side-valleys and the related retreats. Dutta (1989) has referenced nine fundamental section focuses to the nine principle side-valleys. Srinagar, which appreciates the focal position inside the Kashmir locale is the real port of passage for these side valleys, which Dutta called the Central Node. When a guest enters the valley, regardless of whether via air or street or trek, his/her first inclination is clearly Srinagar. From that point, contingent on the agenda, any of the nine section focuses, which are all the real towns in the district, are crossed through to visit the individual goals. These section focuses are Kupwara (passage point for Lolab valley), Sopore (section point for Pohru valley), Bandipore (section point for Madhumati and Erin valleys), Ganderbal (section point for Sind valley), Awantipur (section point for Arapal), Khannabal (section point for Lidder, Bringi and Sandran valleys) and Shupiyan (section point for Vaishav and Rembiara valleys) (Dutta, 1989). The focal hub, Srinagar, goes about as the passage point for Gulmarg.

**MAJOR TOURIST CIRCUITS**

Jammu and Kashmir has three particular districts, viz. Jammu, Kashmir and Ladakh, and it has been isolated into four noteworthy vacationer circuits by IL&FS Infrastructure (2012).

1. Jammu Circuit: Jammu – Katra – Patna – Kishtwar - Badarwah
2. Kashmir Circuit: Srinagar – Dachigam – Gulmarg – Watlab – Manasbal - Sonmarg
3. Leh Circuit: Leh – Lanyuru – Stok – Hemis – Khurdung La – Pango ng – Leh
4. Circuit interfacing Jammu and Srinagar: Jammu – Patnitop – Verinag – Anantnag – Pahalgam – Srinagar

For sightseers visiting Kashmir there are four primary circuits.

1. Srinagar – Gulmarg – Pahalgam: The leave point for this circuit is Srinagar

2. Jammu – Katra – Srinagar – Gulmarg – Pahalgam – Sonmarg: The leave point for this circuit is either Srinagar or Jammu.
3. Srinagar – Pahalgam – Gulmarg – Kargil – Ladakh: Exit purpose of this circuit is Srinagar.
4. Srinagar – Pahalgam – Sheshnag – Pachtarni: the leave point is again Srinagar.

Unmistakably inside the Kashmir district the principle resorts which structure the piece of practically all vacationer circuits are Srinagar, Gulmarg and Pahalgam. Sonmarg is additionally rising as a significant hotel in light of its area on the Srinagar-Amarnath course. Other significant and potential diversion resorts are not promoted appropriately and consequently they keep running underneath their potential while these few retreats go well over their conveying limit during the pinnacle a very long time in summer (May to August).

**TOURIST RESORTS AND TOURISM PRODUCTS**

Kashmir valley offers a horde of choices for voyagers regarding regular recreational settings accessible. However, the administration of the tourism assets has been with the end goal that lone a bunch of traveler focuses are known to the guests originating from outside. For the administration and managerial purposes the visitor focuses in the district have been partitioned into various Development Authorities. As of now there are eleven development experts which deal with the tourism development of the particular territories (Table 1).

**Table 1 Tourism Development Authorities in Kashmir region**

S. No	Development Authority	Resorts	District
1	Srinagar Development Authority(SDA)	Srinagar City, Dal lake, Mughal Gardens etc.	Srinagar
2	Pahalgam Development Authority (PDA)	Pahalgam, Amarnath cave, Bisanan, Betaab Valley etc.	Anantnag
3	Gulmarg Development Authority(GDA)	Gulmarg, Bothapathri etc.	Baramulla
4	Sonmarg Development Authority	Sonmarg	Ganderbal
5	Wullar-Mansbal Development Authority	Wular Lake and Mansbal Lake	Bandipore, Ganderbal
6	Kokernag Development Authority	Kokernag spring	Anantnag
7	Verinag Development Authority	Verinag Spring	Anantnag
8	Aharbal Development Authority (ADA)	Aharbal Waterfall, Kungwattan, Kousarnag spring	Kulgam
9	Doodhpathri Development Authority	Doodhpathri	Budgam
10	Yousmarg Development Authority	Yousmarg meadows	Budgam
11	Lolab-Bungus Development Authority	Lolab valley, Bungus valley	Kupwara

Source: <http://www.jktourism.org/inside.aspx?id=105>

The rundown of places of interest, both built up and potential, in view of the significant tourism experience or item offered, is given in the Table 2. A tourism item is the entirety of the physical and mental fulfillment it gives to sightseers during their venturing out on the way to the goal. It centers around offices and administrations intended to address the issues of the visitor. It is a composite item, as the whole of a nation's vacation spots, transport, and convenience and of amusement which

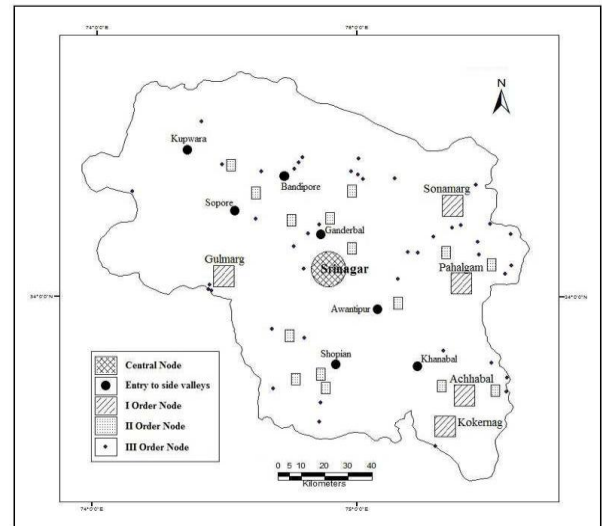
result in consumer loyalty (Dixit and Sheela, 2001). From the Table 2 unmistakably the district of Kashmir has immense tourism items accessible. It contains an assortment of exceedingly jealous characteristic areas, some of which have no adversaries in the entire of world. The historical backdrop of the area is rich to the point that the follows it has abandoned are exceptionally captivating for any guest. The outside of this wonderful locale is improved with various greenhouses which give a sentiment of eminence to the guests. The valley floor just as the encompassing rugged territories of this locale is dabbed by bunch of lakes and springs which hold in them the water with numerous therapeutic properties. A large portion of these lakes and the streams crossing the locale get their supply of water lastingly from the lofty icy masses concealing high in the mountains. Investigating such ice sheets and cold lakes just as the mountain tops with which they are related gives one a sentiment of triumph and quality. Up and down the bumpy regions of the district one finds the rich green calm and coniferous woods and may frequently experience the one of a kind wild creatures and the beautiful winged animals just as an assortment of natural and therapeutic bushes. Table 3 demonstrates the accessible vacationer zones comparing to the stream bowls. The nearness of vacationer force factors inside these retreats is additionally given.

**Table 2 Tourism products and the associated resorts**

Tourism product	Tourist resort(s)
Natural	Srinagar, Gulmarg, Pahalgam, Aharbal
Historical	Srinagar, Martand, Awantipur,
Religious	Amarnath, Charar-e-Sharief, Srinagar
Gardens	Verinag, Kokernag, Achhabal, Srinagar etc.
Lakes and springs	Srinagar, Watlab, Manasbal, Kausarnag, Sheshnag etc
Glaciers	Kalohi, Thajiwas, etc
Waterfall	Aharbal
Wildlife	Dachigam, Overa-Aru
Trekking	Aharbal, Pahalgam, Gulmarg, Kupwara
Climate	Gulmarg, Pahalgam and various other resorts
Entertainment	Srinagar
Sports	Gulmarg, Pahalgam
Accommodation	Srinagar, Gulmarg, Pahalgam etc.

## CLASSIFICATION OF TOURIST RESORTS

Dutta (1989) has delivered a model demonstrating the order of traveler hubs. With certain alterations the model has been introduced in figure 1. Srinagar is the Central hub which has a large portion of the framework and other vacationer offices. Pahalgam, Gulmarg, Sonmarg, Achhabal and Kokernag are the principal request hubs. They are legitimately associated with the Srinagr through a well development street framework, and offer housing and other traveler offices too. Second request hubs can be gotten to from the principal request hubs by neighborhood streets. Third request hubs can be gotten to from the second request hubs by trekking or utilizing horses and steeds.



**Fig. 1 Hierarchy of tourist nodes in Kashmir region (Dutta, 1989)**

**Table 3 Available tourist zones (modified from Dutta, 1989)**

S. No.	Name of the tourist zone (on the basis of river)	Names of tourist nodes	Presence of tourist pull factors (TPF)
1	Sandran	Doru, Qazigund, Verinag	NB, H, T, P
2	Bringi	Daksum, Desu, Hoksar, Lithinwan, Kokernag	NB, T, F, S, P
3	Lidder	Achhabal, Anantnag, Aishmuqam, Aru, Batakut, Handilsar, Harnag, Kolahoi, Lidderwat, Martand, Pahalgam, Panjtarni, Sheshnag, Sonasar, Tarsar, Marsar, Chandanwari	NB, H, A, T, F, S, P, IS, HS, R, M, G, FR
4	Harwan	Arupal, Awantipur, Pampur, Shikargah, Tral, Srinagar, Mahadeo, Mutbagh, Hoksarar,	NB, H, A, T, F, S,
	Mirgund, Jhil, Parihaspura		WS, B, M, G
5	Sind	Amarnath, Anchar Lake, Dudarhama, Gadsar, Gangabal, Gagangir, Kangan, Gund, Kishensar, Kulnar, Mamar, Manasbal Lake, naranag, Nilnagar Lake, Prang, Sonamarg, Surphrar, Tullamula, Vishansar, Wangat, Wisan, Yamahar Lake, Satsar, Trunkhol, Hamukta, Gianderbal, Gutlibagh (Gurnis), Erin, Kunzalwan, Traghbal, Batakut	NB, A, T, F, S, P, WS, HS, B, R, M
6	Madhumati	Aloosa, Athwatoo, Bagtar, Bandipura, Chitarnar, Dawar (Gurnis), Erin, Kunzalwan, Traghbal, Batakut	NB, T, F, P, M
7	Pohru	Bangas, Chandigam, Chowkibal, Haihama, Handwara, Kalarooch, Kupwara, Lalpora, Sogam, Sopore, Watlab (round Wular), Kunus, Baramura, Haigam jhil, Uri, Budnambal	NB, T, F, S, P, B
8	Vaishav	Bijbehara, Kongwaton, Konsarnag, Kulan, Tangmarg (Aharbal), Sadat	W, NB, T, F, P, L
9	Rembiara	Hirpura, Pulwama, Shupiyan, Dobjan	NB, F, T, FR
10	Dudhganga	Israr-e-Sharief, Yusnarg, Dodhpathri	NB, H, A, T, P
11	Ningal	Alpathar Lake, Apatharwat, Gulmarg, Pattan, Khilnarg	NB, T, F, S, P, IS, HS, R, M, G

NB=Natural Beauty; H=Historical; A=Archaeological; T=Trekking; F=Fishing; S=Shooting; IS=Ice Skating; WS=Water Skiing; HS=Heli Skiing; B=Boating; R=Rafting; M=Mountaineering; G=Golf; C=Cable Car; W=Waterfall; L=Lake; FR=Forest

## TOURIST INFRASTRUCTURE

Tourist industry depends on three essential parts, viz. fascination, openness and settlement. Fascination is the most significant of every one of these parts which incorporates common and social variables like national parks, natural life, widely varied vegetation, shorelines, mountains, deserts, locales and territories of archeological significance, authentic structures and landmarks, galleries, national celebrations, expressions and crafted works, music, traditions, cooking, entertainment and diversion parks, atmosphere and other remarkable qualities not accessible somewhere else. The other two segments – openness and convenience – fall in the class of 'tourism in frastructure'. Truth be told, tourist foundation incorporates the essential administrations required for the effective activity of tourism ventures and for streamlining the solace of

the guests. Transport (air, rail and street) is the key factor for the development of tourism as it gives the connection between the inception and goal territories. Convenience is a component of movement and development of tourism in itself is an element of settlement. It is a home far from home for a tourist. As far as transport Kashmir district is still in its beginning stage. Streets are not wide enough to suit the expanding traffic. Train system is in advancement however it will even now take a few years for the trains to associate the district with the remainder of the nation. Be that as it may, regarding air transport the area as of late got a universal airplane terminal which is would have liked to support the remote tourist traffic.

Whatever the methods for transport a guest will take the steps to visit a specific goal gave the convenience is accessible. The tourist fulfillment, to an exceptionally huge degree, relies on the quality and amount of settlement and different administrations. Kashmir district all in all used to have enough convenience units before the political disturbance. Be that as it may, during the two long many years of militancy it endured vigorously prompting the pulverization of foundation in a heap ways. Numerous inns, without any takers, were changed over either into military foundations or lodging for priests and directors. A large number of them are as yet used for the equivalent. Countless them were torched by aggressors as well. In any case, with the recuperation of tourism numerous foundations have been again utilized for the tourist convenience. According to 2011 the complete number of settlement units in Kashmir locale is given in the Table 4. The table uncovers that in Kashmir district there are an aggregate of 1922 hotel units, of which just 10 are unclassified and a large portion of the housing fall in the top classification. Nonetheless, as per a report all the convenience units in Srinagar were unclassified in 2009 (IL&FS Infrastructure, 2012).

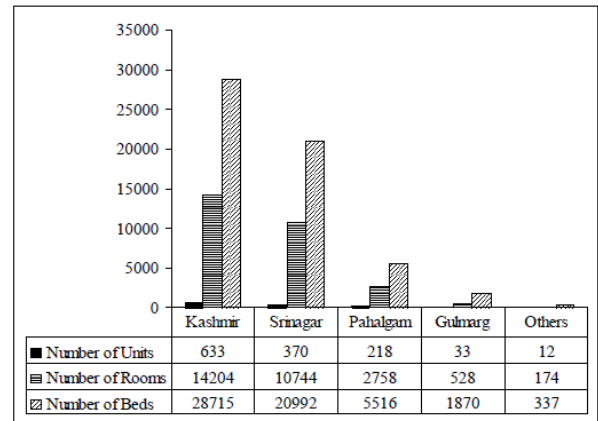
**Table 4 Category-wise distribution of all accommodation in Kashmir Region (2011)**

Accommodation	No. of Units	Total Rooms	Total Beds
Deluxe	413	1199	2398
A Category	235	4716	9253
B Category	229	3548	6978
C Category	296	4687	9123
D Category	196	1004	1976
E Category	6	88	152
Unclassified	10	213	404
Guest House	537	6463	13154
<b>Total</b>	<b>1922</b>	<b>21918</b>	<b>43438</b>

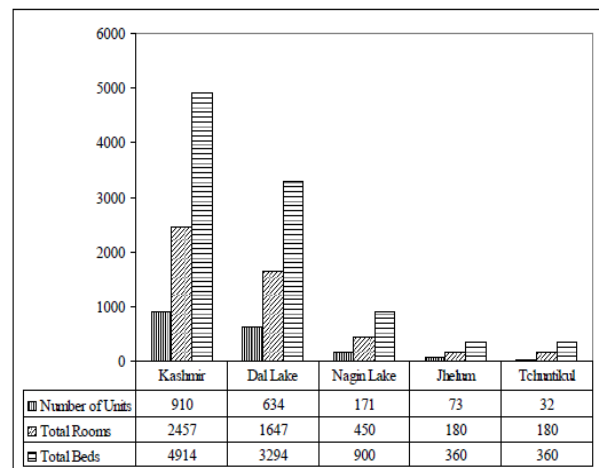
Source: Tourism Department, Govt. of J&K

The majority of the convenience units are amassed in only three hotels of Srinagar, Pahalgam and Gulmarg (Fig. 2). Just 1.2% of the 28,715 beds are accessible outside these three noteworthy hotels. Houseboats structure a significant area of lodging in the district, the vast majority of which are situated on the Dal Lake, trailed by Nagin Lake and Jhelum stream (Fig. 3). Experience of remaining in houseboats is considered as a standout amongst the best encounters of guests

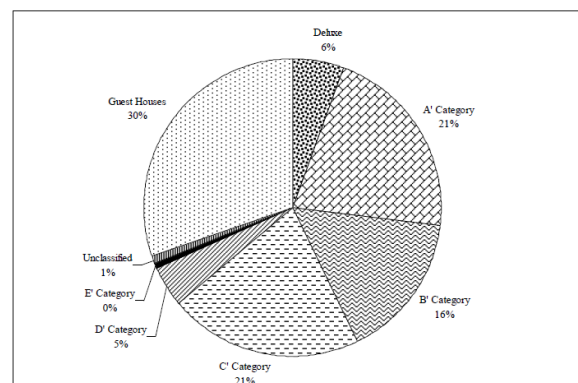
in the locale. As against the finishes of IL&FS Infrastructure (2012), a large portion of the lodgings and different facilities fall in star class. Figure 4 demonstrates the class savvy division of settlement in the Kashmir district. 58% of the considerable number of beds fall in the class of A, B and C classification lodgings, and 30% are visitor houses. Out of the A, B and C class inns, 83% are gathered in Srinagar just, trailed by Pahalgam (12%) and Gulmarg (4%). Just 1 % are accessible in every other retreat (Fig. 5).



**Fig.2 Distribution of Hotels and Guest Houses in Kashmir Region**



**Fig. 3 Distribution of Houseboats**



**Fig. 4 Category-wise distribution of accommodation (Total beds = 43438)**

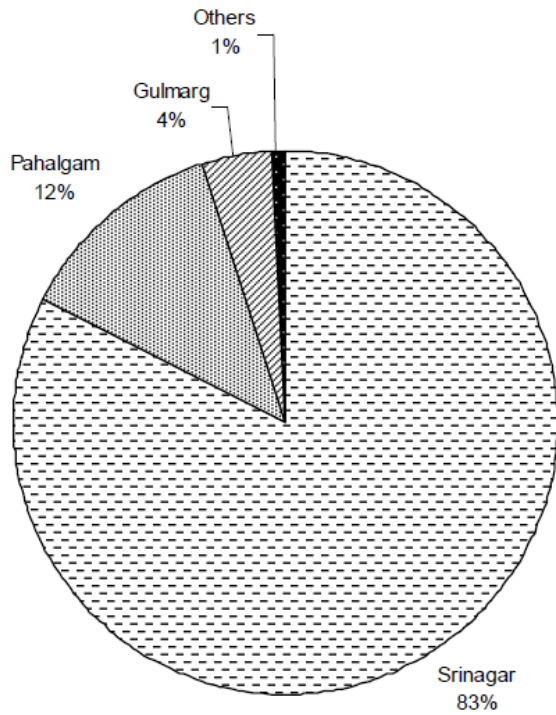


Fig. 5 Resort-wise distribution of A B and C category accommodations in terms of number of rooms (Total=23804)

**Srinagar-**

Srinagar is the essential tourist hub having a focal area. It is the real passage point to the Kashmir locale with the main airplane terminal of the area arranged there. Indeed, even the surface transport utilizes it as the fundamental landing point for the outside guests. It has the greater part of the settlement offices. Out of all out 13.2 thousand beds in guesthouses in the Kashmir locale 10 thousand (over 75%) are in Srinagar alone, 6.5% in Gulmarg and 17 % in Pahalgam. Out of 23.8 thousand beds in Kashmir district, 21 thousand (practically 88.2%) are accessible in Srinagar (Table 5). Aside from the lodging Srinagar is additionally the fundamental fixation focal point of other foundation offices. All water amusement offices are likewise accessible there (Table 6).

Table 5 Hotels and Guest Houses in Srinagar (2011)

Category	No. of Units	No. of Rooms	No. of Beds
A Category	67	3489	6803
B Category	94	2798	5478
C Category	175	3729	7333
D Category	19	452	872
E Category	6	88	152
Guest Houses	373	5294	9921
Non availability Class	9	188	354
<b>Total</b>	<b>370</b>	<b>10744</b>	<b>20992</b>

Source: Tourism Department, Govt. of J&K

Table: 6 Water recreation facilities in Srinagar (2011)

S. No.	Unit	No. of Units
1	Motor Boats	113
2	Donga Cruise	1
3	Ferry Boat	1
4	Paddle Boat	1
5	Bathing boats	4
6	Taxi Shikaras	
	<i>In Dal</i>	3682
	<i>In Nagin lake</i>	638
	<i>In Jehlum</i>	236
	<i>In Manasbal</i>	73

Source: Tourism Department, Govt. of J&K

Table 7 Trade Units Srinagar (2011)

Trade Unit	Number
Srinagar	92
Travel Agencies	752
Excursion Agencies	77
Guides	292
Equipment Vendors	57
Dealer in Dry fruits/saffron	218
Tea stall	32
Photographer	359

Source: Tourism Department, Govt. of J&K

Table 7 shows the number of trade units in Srinagar. Most number of guest houses are available in Srinagar (373) providing 9921 beds.

**Pahalgam-**

Pahalgam is the second most significant tourist resort of the area, both regarding guest landings and foundation accessible. Absolute number of lodgings in Pahalgam are 71, having 1652 rooms and 3304 beds. No inn falls in unclassified classification (Table 8). Most noteworthy number of ponywalas (horse suppliers) is found in Pahalgam. Other exchange units obliging the necessities of the tourists are given in Table 9.

Table 8 Hotels and Guest Houses in Pahalgam (2011)

Category	No. of Units	No. of Rooms	No. of Beds
A Category	10	484	968
B Category	12	310	620
C Category	39	691	1382
D Category	10	167	334
Guest Houses	147	1106	2212
<b>Total</b>	<b>218</b>	<b>2758</b>	<b>5516</b>

Source: Tourism Department, Govt. of J&K

**Table 9 Tourist Trade Units in Pahalgam (2011)**

S. No.	Trade Unit	Number
1	Ponywallas	5685
2	Travel Agencies	9
3	Excursion Agencies	285
4	Dandy walla	161
5	Hawkers	88
6	Photographers	44
7	Sledges	125
8	Restaurants	9
9	General stores	11

Source: Tourism Department, Govt. of J&K

**Gulmarg-**

Gulmarg is number three hotel inside the Kashmir locale. Absolute number of convenience units is 33, out of which 27 are lodgings and 6 visitor houses. All out number of beds is 1870 (10). The quantity of exchange units supporting the tourism segment in Gulmarg is appeared Table 11. The quantity of Ponywallas, as per the formally enlisted figures is 1771. Be that as it may, the real figures are vastly different than the official information. For instance, in Gulmarg, it is accounted for that any day the real number of ponymen accessible are more than 5000 (Ashraf, 2013).

**Table 10 Hotels and Guest Houses in Gulmarg (2011)**

Category	No. of Units	No. of Rooms	No. of Beds
A Category	11	316	632
B Category	11	173	346
C Category	5	24	48
B Cat Guest Houses	4	15	30
C Cat Guest Houses	2	-	814
<b>Total</b>	<b>33</b>	<b>528</b>	<b>1870</b>

Source: Tourism Department, Govt. of J&K

**Table 11 Tourist Trade Units in Gulmarg (2011)**

S. No.	Trade Unit	Number
1	Tea Stall / Restaurant	142
2	Ponywalla	1771
3	Sledges	1150
4	Tourist Guides	370
5	Photographers	70
6	Travel Agencies	22
7	Dandiwala	202
8	Ski Pithoo	80
9	Ski Shops	4
10	Boot Shops	5
11	Ski guides	21
12	Valley Guides	16
13	Potters	112
14	Dry fruit Dealers	10
15	Golf Assistants	5
16	Labour/helpers	208

Source: Tourism Department, Govt. of J&K

**Sonmarg-**

Sonmarg is a significant base for the pioneers visiting Amarnath cavern. It is forming into a significant tourist resort. Tourist framework is being created, in spite of the fact that the all-out number of beds accessible is significantly less than that of different hotels (Table 12). Exchange units accessible at the retreat are appeared Table 13.

**Table 12 Hotels and Guest Houses in Sonmarg (2011)**

Category	No. of Units	No. of Rooms	No. of Beds
A Category	3	67	130
B Category	1	20	40
C Category	1	12	24
D Category	1	10	20
E Category	0	0	0
Un-classified	1	25	50
Guest Houses	7	56	110
<b>Total</b>	<b>14</b>	<b>190</b>	<b>374</b>

Source: Tourism Department, Govt. of J&K

**Table 13 Tourist Trade Units in Sonmarg (2011)**

S. No.	Trade Unit	Number
1	Ponywalla	2659
2	Sledges	13
3	Camping Agencies	48
4	Dandy walla	21

Source: Tourism Department, Govt. of J&K

**Other Resorts-**

In different hotels of the locale like Aharbal, Watlab, Kokernag, Verinag, Lolaab, Bungus, Yusmarg, Dodhpathri and so on the tourist framework, particularly the settlement units, is insignificant. As of now referenced, short of what one percent of all convenience units are available in these hotels. In Aharbal, just three rooms are given by the main visitor house, remodeled as of late. In Yousmarg and Manasbal there are four visitor houses, two in each. In Yusmarg there are 515 ponywallas and in Dodhpathri, just three.

**TOURIST MOVEMENT WITHIN THE KASHMIR REGION**

Regardless of whether the guests to the area use air or street as their methods for transport the primary port of section remains Srinagar. It is the focal hub of the area (Dutta, 1989). Air explorers are legitimately arrived in Srinagar and street voyagers cross the valley for around a hundred kilometers to reach Srinagar in the wake of entering the valley at Jawahar Tunnel. But some Amarnath travelers every single other tourist first reach Srinagar for their convenience and different administrations.

Numerous pioneers go straightforwardly to Pahalgam and after that to the Holy Cave and back to their homes. On the off chance that we disregard the Amarnath Yatries, at that point just about 100 percent of the guests land in Srinagar, at whatever point they visit the district with the end goal of amusement and tourism. However, how these tourists travel after that and where they go relies upon their individual decisions and different elements.

It has been noticed that among an enormous number of recreational hotels accessible in Kashmir area the guests want to visit just a couple of them. The reasons can be many, going from wellbeing to offices to decisions however this pattern might not positively affect the general involvement of the tourist just as for nature and economy of the district.

The vast majority of the movement organizations and bundle visit administrators offer Srinagar, Gulmarg, and Pahalgam in their sightseeing plans. Remain in a houseboat in Dal Lake in Srinagar, Shikara ride, boating in Lidder stream in Pahalgam and a visit to snow-clad mountains in Gulmarg is considered as "must do" by many travel agencies. Different hotels are not showcased positively. The explanation behind this, as given by many visit administrators is that tourists incline toward these spots as it were. While, then again, tourists perspectives are that these are the spots that are natural and visit administrators offer these retreats for the most part in their agenda list. A run of the mill agenda, created while enquiring about the occasion in Kashmir, is given in Figure 6. Ordinarily, sightseeing plan offered by all movement organizations appear to be identical.

make my trip MEMORIES UNLIMITED		
CHARISMATIC KASHMIR		
Srinagar Houseboat (1 Night) – Gulmarg (1 Night) – Pahalgam (2 Nights) – Srinagar (2 Nights)		
Duration: 6 Nights / 7 Days		
Itinerary:		
DAY 01:	DELHI - SRINAGAR	BY: FLIGHT
In the morning, board your flight for Srinagar.		
DAY 02:	SRINAGAR – GULMARG	BY: SURFACE (52 Kms/2-3Hrs)
After breakfast, check out of the houseboat at Srinagar and proceed to Gulmarg.		
DAY 03:	GULMARG - PAHALGAM	BY: SURFACE (152 Kms/5-6Hrs)
DAY 04:	PAHALGAM	
After breakfast, in the morning, start for excursion to Chandanwadi (3288mts) and Betaab Valley.		
DAY 05:	PAHALGAM - SRINAGAR	BY: SURFACE (96 Kms/3Hrs)
DAY 06:	SRINAGAR	
DAY 07:	SRINAGAR – DELHI	BY: FLIGHT
After buffet breakfast you will be transferred to Srinagar airport to board flight for respective Hubs.		
***END OF THE TOUR***		
Hotels Used		
CITY	NAME OF THE HOTEL-DELUXE	NIGHTS
Srinagar	Houseboat/ Similar	1
Gulmarg	Hill Top/ Similar	1
Pahalgam	Hill Top/ Similar	2
Srinagar	Hotel Paradise Gateway/ Similar	2
Premium Package Cost: 23999/- per person on twin sharing		
Govt. Service Tax 3.09% GST		

Fig. 6 Travel Itinerary

Table 14 Tourist traffic in Kashmir region (2011)

	Domestic	Foreign	Domestic + Foreign	Local	Grand Total
Srinagar	12,82,360 (100)	32,110 (100)	1,314,470 (100)	NA	13,14,470
Pahalgam	2,81,058 (21.9)	4,824 (15)	285,882 (21.7)	4,30,334	7,16,216
Gulmarg	9,90,460 (77.2)	7,282 (22.7)	997,742 (75.9)	4,25,219	14,22,961
Aharbal	10,878 (0.85)	31 (<0.1)	10,909 (0.83)	98,173	1,09,082

\*TRC Pahalgam, +TRC Srinagar, ^JKTDC Aharbal, #JKTDC Gulmarg  
Note: Data was not being maintained at the other tourist resorts like Sonamarg and all.

Table 14 shows tourist traffic to various hotels, taking into account that all landings to the locale visit Srinagar first. It is fascinating to realize that solitary 37.8% of the outside guests to the locale visit resorts other than Srinagar. Nearby tourists lean toward Gulmarg the most, trailed by Srinagar and Pahalgam.

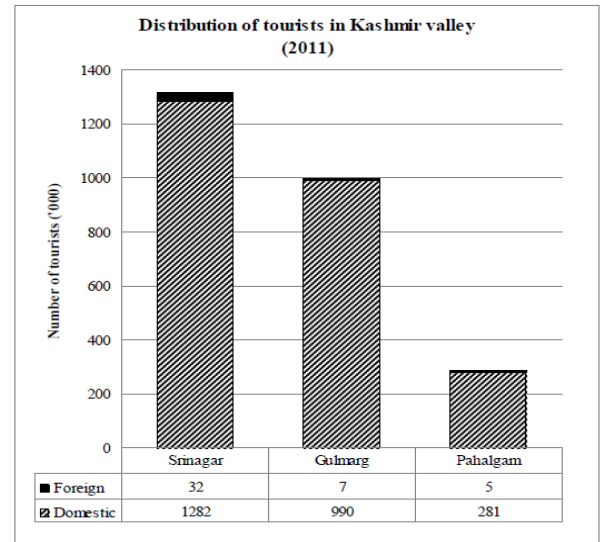


Fig. 7

Not all tourist resorts keep record of the guests. With the exception of Srinagar, Gulmarg, Pahalgam and all the more as of late Aharbal, no other tourist spot has kept the records of tourist entries. So dependent on the accessible information we see that all tourists, regardless of whether they enter by street or via air, go to Srinagar. Srinagar being the most created of all tourist resorts draws in every one of the guests, for settlement, shopping and different administrations, aside from getting a charge out of for diversion reason. Next significant hotel where tourists like to go is Gulmarg, trailed by Pahalgam (Fig. 7).

It is found from the above dialog that the tourism stream to the valley is expanding however the fundamental focus zones are as yet the conventional Srinagar-Gulmarg-Pahalgam triangle. In spite of the fact that there are numerous development experts

yet they have been deficient with regards to the capacity to pull in the tourists. This pattern may leave undesirable effects on the customary popular retreats while different spots may remain underutilized bringing about the general irregularity in the advantages of tourism industry.

## CONCLUSION

Tourism setting in the locale is solid and offers numerous open doors for financial development. Every one of the shortcomings and dangers are not characteristic and unequivocal; thus can be overwhelmed with appropriate arranging. Wide scope of tourists is visiting the locale however their development is limited inside a couple of set up resorts as it were. The internecine circumstance in the Kashmir valley since 1989 has had numerous repercussions on the in general monetary circumstance of the locale. Tourism, being legitimately connected with the development, transportation, harmony and outside guests, clearly gets generally influenced. Tourism impact sly affected nature yet at the same time a portion of the cash produced could be utilized to make up for the misfortune. Be that as it may, when an unexpected end to the tourism accompanied the development of furnished clash the individuals who lost their positions began abusing the assets leaving the delicate nature under strain. In addition, the inordinate militarization prompted excessive asset usage prompting the further weight on the environment. Likewise, the absence of appropriate administration, because of the contention, hampered the job of government bodies to check the abuse of characteristic riches. A broad overview was done to get an understanding into the effects of tourism movement on characteristic assets and the job of contention in changing the asset usage rehearses. Since individuals relying upon tourism area had moved to the exercises progressively hindering to the condition the multi decade long "occasion" period in the historical backdrop of Kashmir tourism was not ready to spare the earth from debasement.

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### Corresponding Author

**Jajam Venkata Anil Kumar\***

Research Scholar, Shri Venkateswara University, U.P

[anilsharmagurgaon@gmail.com](mailto:anilsharmagurgaon@gmail.com)