



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## ECO-TOURISM: AN INFLUENTIAL IMPACT ON JAMMU AND KASHMIR

Parvaiz Ahmad Parray<sup>1(a)\*</sup>, Dr. Puneeta Sharma<sup>1(b)</sup>, Dr. Nitya Sharma<sup>2(c)</sup>

<sup>1(a)</sup> Research Scholar Department of Economics, CT University, Punjab, India

<sup>2(b)</sup> Associate Professor, Department of Economics, CT University, Punjab, India

<sup>3(c)</sup> Dy. Controller (Academics), I.K Gujral Punjab Technical University, Jalandhar-Kapurthala

### ABSTRACT

In recent years, the tourist industry's role as a key player in the socioeconomic dynamics of a country, particularly one with internationally renowned attractions, has come to be widely acknowledged. Growing consumer demand for vacations and other forms of recreational travel has resulted in a boom for the tourism industry, which has contributed significantly to the expansion and sustainability of many countries while also providing a wide range of other benefits to a wide range of people. Tourism has been a major tool of economic development round the world and in the recent years it has proved its potential by emerging as the fastest growing industry, contributing about 9% to global Gross Domestic Product (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 recognized by the government as a sector with substantial potential for economic development and employment generation among the general population. Tourism is considered the backbone of Jammu and Kashmir (J&K) economy. It generates/promotes employment opportunities, infrastructure development cultural exchange, revenue/income generation and also promotes regional growth, that accelerates the economic growth and development in Jammu and Kashmir. Jammu and Kashmir is paradise for tourists it is covered with hilly mountains represents the awe inspiring, supremacy, beauty and opulence of nature. It consists of two regions namely Jammu, Kashmir. Different tourist centers have different attraction like heritage, pilgrimage, infrastructure, natural beauty, etc. But Jammu and Kashmir has combination of all the attraction natural beauty, pilgrimage heritage, cultural, handicraft that attracts the tourists from all over the world that provides an extra boost to the Jammu and Kashmir economy. 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.

Keywords: Tourism, Eco-tourism, Potential influence, Industry, Jammu & Kashmir

## I. INTRODUCTION:

Jammu and Kashmir, Crown of India with magnificent Himalayan splendor, the UT 's entire size was 2,22,236 sq. km. at the time of partition. Kasmira Parvati Paroksh; Tat Swami Maheswara, which translates as Kashmira is as beautiful as Goddess Parvati manifest and its owner is Lord Shiva Himself, is a line from Kalhana's RajTaringini, a history of the Kashmiri kings. If there is a paradise on Earth, the Mughal emperor cried, Gar Bar-ru-e- ZaminAst; HaminAst, HaminAstHaminAst. Jammu and Kashmir stands out for its extraordinary cultural diversity. Between 32.17 and 36.58 degrees north latitude and 37.26 and 80.30 degrees east longitude, you'll find Jammu and Kashmir.

The Jammu and Kashmir divisions each have 10 districts, The Jammu area consists of the districts of Samba and Jammu as well as Kathua and Udhampur and Reasi and Ramban and Doda and Kishtwar and Poonch and Rajouri and the Kashmir region consists of Srinagar and Anantnag and Barammulla and Budgam and Kupwara and Pulwama and Shopian and Kulgam and Ganderbal and Pulwama. the Tourism in Jammu and Kashmir offers a wide array of places to see, the delighting backwaters, hill stations make Jammu and Kashmir a beautiful tourist destination. Historical movements, forts, religious shrines, hotels and resturants, hill resorts etc, add to the high rank of the state all over the world As per the estimates of World Travel and Tourism Council, Travel & Tourism's total contribution to the global economy in 2014 was US\$7.6 trillion, which equates to 9.8% of total economy GDP. The union territory Jammu, Kashmir consists of two regions Jammu region and Kashmir region

Jammu;- Jammu is renowned as the "City of Temples" since it is home to several temples such as Ranbireshwar temple, Rangunath temple, Mahamaya temple, and others. In addition to this, the Tawi valley is home to the world's most renowned temple. The important temples in jammu are vishno devi temple in katra, where at least more than ten crore pilgrims visited every year other located pilgrims sites here as rahunath temple, bahu fort, khirbahwni temple which attract the tourists from every corner of the world 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, Which has a significant impact on Union territory's economy.

Kashmir valley. 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]. When it comes to economic activity, tourism in Jammu and Kashmir has a prominent role in the Union Territory's economy it is covered with high mountains, lush green forests, sweet springs, perennial rivers, picturesque alpine scenery and pleasant atmosphere in Kashmir. Kashmir lovingly with the snow clad mountain peaks exotic orchards alpine forests and many more divine and delightful land of Jammu and Kashmir is a boon to the worldwide natural lovers Kashmir. The important tourist destinations here are Gulmarg, Sunmarg, Dal lakh, phalgam, betaab valley Ahabal, chiranbal, kousarnag panchanpathri houen heng, Kokarnag, Veernag peer Kigali, mugalroad, tulip garden yousmarg parimahal. Because of these most important tourist destinations that attracts the tourists from every conner of the world .tourism in jammu and Kashmir provide prominent role in extra boost to the union territortys economy.

## II. REVIEW OF LITERATURE

A comprehensive investigation was carried out into the material about tourism that was accessible from numerous research papers, journals, and other sources of literature.

**Lala and Bhat(2008)** Treated tourism as an economic bonanza for the state Jammu and Kashmir, because the industrial setup is very limited in the state due to the hilly terrains. Tourism product in the valley can be classified into various segments, adventure tourism is one segment, which has enormous potential to grow. In tourism industry, adventure tourism has been identified as one of the fast-growing segments due to number of operators and the tourists increasing worldwide. Within the range of Himalayas in India, the Kashmir valley is an area with great tourism scope, adventure tourism at the leading edge of development. The delightful geographical landscape and the ecosystem with wide range leaves a final impression on the visitors in the valley.” The vast scope of this segment in the valley is largely because of its climatic conditions and diverse topography. The increased movements of visitors have realized in the recent past

**Shah et.al(2013)**The paper impact of armed conflict on Kashmir tourism and socio economic profile of the people of J&k analysis reveals that the Tourism sector in J&K suffered a sudden downfall due to the massive political disturbance which struck the state in late 1980s. Prosperity was hit on all indices and development took a back seat. This led to a creation of a deep economic downturn which will take enormous time to reverse. The need of the hour is to work towards planning sustainable tourism which will be the first step towards improving the dilapidated scenario

**Malik (2015)** The paper titled “socio-economic, political and ecological aspects of ecotourism in Kashmir”. The paper concludes that eco-tourism is game changer, multi tiered activity which appeals to ecological and social consciousness in individuals. It is an investigatory of change which can result in improvement of existing of socio economic, political and ecological situations. It is philosophy of development and conservation. Eco-tourism in Kashmir acts an important factor for overall development of people and environment and provides lot of scope for further development. It needs to be understood through the approach of sustainable development for the better future of Kashmir and for economic, political empowerment of people especially who have suffered a lot due to conflict.

**Rath and Gupta (2017)** The Paper titled environmental impact of tourism shows that there is vast potentiality of tourism industry in various parts of the world because it is one of the fastest growing industry when it is compared with other industries which are generating employment and earning large amount of foreign exchange besides giving a fillip to the country’s overall economic and social development. More emphasis should be given on the concept Eco-tourism. Ecotourism needed to be implemented in different parts of the world and if it would happen then it would help immensely in conserving, preserving and sustaining world’s natural and cultural environments.

**Sathiyabama(2019)** the paper titled eco-tourism in india: issues, challenge and responses reveals that ecotourism promotes economic growth, while conserving the environment of the area by preserving the ecosystem and biodiversity. It promotes the spirit of community participation environmental awareness and social sensitivity. Furthermore promotes sustainable use of biological diversity by providing jobs to local population and also achieve the goals of sustainable development

**Narmadha and Anuradha(2021)**The paper socioeconomic, cultural and environmental impact of covid-19 on tourism in india shows that there is no significant impact of the COVID 19 outcomes on the tourism industry. GDP or the economic activities show a significant impact on tourism sector during the pandemic or has a detrimental effect on the tourism market

## III. OBJECTIVES OF THE STUDY:

1. To study the potential influence of eco-tourism in Jammu and Kashmir economy.
2. To study the strength of eco- tourism, with reference to Jammu and Kashmir tourist industry.

## IV. POTENTIAL INFLUENCE OF ECO-TOURISM IN JAMMU AND KASHMIR

Tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. Tourism is one of the most important instrument which develops the economy of the union territory. More than 12 million tourists are visiting every year, that enhances the economy of jammu and Kashmir. Tourism provides employment to thousands of people in the

union territory of Jammu and Kashmir who work in hotels, houseboats, guest houses, restaurant dormitories, dark-bungalows, holiday inns and tent houses.. Tourism in j&k is a multi-segmental industry by providing different types of jobs such as hotel jobs tour operators guards travel jobs and also get jobs in tourist department that increase the standard of living of the people that may help in promoting the growth and development in the state. In addition to employment in the tertiary sector, tourism encourages the development of handicrafts and household industries. The state of Jammu and Kashmir, especially the Valley of Kashmir has always enjoyed a universal fame for the exquisite quality and novelty of its arts and crafts. Tourism has played an important role in the employment generation from past with a great potential to increase it further in the coming decades. Jammu and Kashmir tourism nearly provides 50,000 persons skilled as well as unskilled are engaged with these activities for their livelihood tourism discourage outward migration of labour and attract immigrants, this process strengthens the economy. Tourism further strengthens the J&K economy by increasing income and standard of living of the people . it employed around 42.673 million people. With annual growth rates of 6.9 percent estimated to reach 32.05 lakh crore by 2028.

Several studies conducted by the World Tourism Organization (WTO) and the World Travel and Tourism Council (WTTC) provide conclusive answers to this subject. 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 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

The tourism industry in Jammu and Kashmir is one of the most important booming industries in the Union Territory. This industry plays an important role in the development of all the regions of Jammu, Kashmir. Industrial sector in the state is not much developed so the activities related to tourism are considered with much importance by the state government. Apart from agriculture sector, tourism sector is the most well-known source of income for the state. This sector also generates enough revenue for government, private sector and public sector undertaking which has shown significant increase over the years, the revenue generations is predictable to increase manifold provided the conditions remains normal and the tourist inflow to the state increases in a desired manner . As per the J&K Economic Survey. 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. Tourism infrastructure and facilities are the main priority in planning and development. The Jammu & Kashmir government has tried to invest in building basic infrastructure such as railways, highways, roads, electric power plants, water supplies, and other related facilities that attract the tourists from every corner of the world. Due to good tourist infrastructure that develop the tourism in Jammu and Kashmir which increase the living conditions of people living in the state and also push it economy. The Govt. is taking all possible steps and making all efforts to develop world class tourism infrastructure at tourist destinations. . it is known fact that tourism and infrastructure are interrelated with each other. The better infrastructure provide the way for more tourism or in other words it attracts the tourists and is good sign of development. With the development of good infrastructure, there is also improvement in health and hygiene facilities which is positive sign for both. Tourism acts as a catalyst in the development of backward and far flung regions of a particular area. Development of tourism will lead to the progress in rural /

backward region. It is often seen that most of the beautiful & attractive places of a country are located in the backward areas particularly in Kashmir valley which have a significant impact in the economic growth of these areas through the development of local industries. Same is the case of J&K where tourists places are mostly located in distant regions of Union Territory like Verinang, Kokernag, Achabal and Daksum valley Anantnag. Kupwara, Gurez valley in Baramulla, Aharbal in Kulgam and Phirki Gali in Shopian which are known for their picturesque beauty and pleasant climate and for greater tourist potential than those offered by famous destinations. Tourists visiting such unexplored attractive spots can give a fillip to the economic condition of the residents by promoting local art like Handicrafts, Handlooms, Cricket bat Industry etc. With this we also came to know about the technological and socio-economic transformations of that very society. With the coming of foreign as well as local tourists, there is always seen change in ideas, customs etc. which is also a positive sign and has led to a positive impact on that very region or society.

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 tourism 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.

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, jewelry, paper mache, 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 place 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. 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,

#### V. **STRENGTHS OF J&K TOURISM**

Tourism in J&K has a better scope than many states of the country. There are many factors accountable for the enormous potential of tourism in J&K. Some of them are listed below.

1. J&K is a well-known Union Territory for its great welcome, rich cultural heritage and scenic beauty thereby providing a lot of scope for the leisure and heritage tourism.
2. J&K is a suitable destination for several other types of tourism which are yet to be exploited like Adventure tourism, Medical tourism, Eco-tourism. For example the skiing in Gulmarg, golf in Pahalgam, the ice hockey tournament in Ladakh are the worth mentioning examples of such activities which attract a large number of tourists consequently boosting the Regional economic development of the Union Territory.
3. Handicrafts of J&K like Pashmina shawl & paper mache is well-known in the whole world. J&K is also famous for its Cricket bat industry. The tourism as an industry has a multiplier effect which provides ample

scope for the artisans and the craftsmen to sell their produce directly to the tourists thereby enhancing their economic status on one side and improving the state exchequer on the other side.

4. Kashmir is famous for its, cuisine, wazwan” that attracts the tourists from all over world. This can inturn has a positive impact in the income generation for the large chunk of the population by providing them ample opportunities to setup their restaurants at the major tourist destinations. Result is the increase in the employment generation and hence fosters the revenue collection.

5. The residents of J&K have lot of knowledge in tourism connected activities. Being a tourist destination since the times immemorial the people of the union territory are accustomed to the tourism and tourism related activities. For example the people work in the various establishments as tourist guides, hotel owners, travel agents, ponywallas, shikarawalas, shopkeepers etc. Being the main pillar of the union territory’s economy almost 27% of the union Territory’s population is directly or indirectly with the tourism sector.

## VI. **RECOMMENDATIONS FOR IMPROVEMENT**

The ideas that are recommended with regard to the future development of tourism in Jammu and Kashmir are:

1. 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. So there is a need of proper development of infrastructure in Jammu and Kashmir
2. .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 lacking this . so there is a need of developing it .
3. 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.

## VII. **CONCLUSION**

Tourism is the leading industry in the J&K and has great potentiality for economic growth and development, such as employment and revenue. The revenue generation is expected to increase various infrastructural activities which provided the situation remains normal and the tourist invasion increases in a desired manner. The tourism is important source for economic development for J&K economy from over several decades and will continue to be a important sponsor in future also. It has also revealed that the establishment of tourist development authorities has played a tremendous role in income generation employment infrastructure that boosts the economy of jammu and Kashmir

**V111. REFERENCES**

- Bhat,M and Lala (2008).The prospects of developing Kashmir as an adventure tourism destination. South Asian journal and ample heritage Vol 1,1 (2008)
- Shah et.al(2013). impact of armed conflict on Kashmir tourism and socio economic profile of the people of J&k, EXCEL international journal of Multidisiplinary management studies(EIJMMS),ISSN 2249-8834,VOL 3 ISSUE 7,(2013)
- Malik,(2015).Socio-economic, political and ecological aspects of ecotourism in Kashmir, international journal of Humanaties, Arts, medicine and science (IJHAMS) ISSN(P): 2348-0521, ISSN(E):2454-4728 Vol. 3,Issue 11 (2015) P.P 155-166
- Rath and Gupta (2017) environmental impact of tourism, (IJARIIE),ISSN 2395-4396 VOL-2 Issue 3(2017)
- Sathiyabama(2019).Eco-tourism in india: issues,challenge and responses, journal of emerging technologies and innovative research(JETIR) ISSN 2349-5162,Vol.6,Issue 5 (2019)
- Narmadha and Anuradha(2021). socioeconomic, cultural and environmental impact of covid-19 on tourism in india, Journal of management information and decision sciences VOL-24,ISSUE 4,(2021)
- Singh, Jasbir, (2004). The Economy of Jammu and Kashmir, Radha Krishan & Co. Jammu, (J&K).
- World Tourism Organisation (WTO),
- WTTC, op. cit
- Ministry of Tourism, Govt of India, New Delhi, Annual Report
- A report. Directorate of handicrafts J&K:Annual year book