

Potentiality of Employment Generation and Socio-Economic Development in Tourism Sector of Jammu and Kashmir

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ABSTRACT: *Tourism has always remained an instrument of economic growth in the state of Jammu and Kashmir and has contributed a lot in developing the economy, particularly in the valley of Kashmir. Tourism is the most important industry of 21st century. This sector provides employment to a large number of people and generated economic activities especially in the tertiary sectors. Tourism open up a new window for resources, both investment and generation leading to employment generation as well as socio-economic development of the local population at large.*

The state of Jammu and Kashmir has three distinct regions, viz. Jammu, Kashmir and Ladakh and all three have immense potential for employment generation in tourism both from domestic as well as international tourists. There are number of locations which are untapped and can be developed as major tourists destinations, having all the natural as well as cultural resources for attracting tourists. Some of the important natural resources are excellent climate, beautiful lakes, locations for adventure sports, wild life, Pastures, natural and manmade parks like Shalimar, Nishat and Chashma-e-shahi of the Mughal period, flora, fauna, alpine forest, natural water falls and streams. As for as the cultural resources, the state has some of the most important religious shrines of Hindus, Muslims, historical monuments, plethora of local festivals, distinct cuisine, craftsmanship skills for intricate and fine woodwork, woolens, textiles, inlay works etc.

Tourism in the state has led to the development of the whole service industry including transport, hospitality, camping retail shops, horticulture and in the small scale sectors by generating employment but it has remain quite susceptible to even minor changes in the law and order situation in the state. This is evident in the year 2000-01 when the international tension of the border affected the tourist traffic in both foreign and domestic sectors in the region. It results in a severe recession in the whole service industry.

Growth of this industry for developing income and employment has remained an unpredictable feature. Growth in the tourist traffic also continues to vary from year to year in direct relation to the threat perception. To develop the infrastructure for the visitors advance planning in each sector of the industry for the opening of the new facilities is a must.

I. HISTORICAL PERSPECTIVE OF TOURISM IN EMPLOYMENT GENERATION

Kashmir is an important tourist destination and has been a place of attraction since centuries. Tourism in Kashmir remains a major source of employment since ancient time. History remains glorious for tourism by generating jobs to the people of Kashmir both directly and indirectly. In spite of Geographical isolation, political issues, insurgency, insecurity and remoteness from other parts of India, Kashmir Valley has experienced an influx of invaders, traders and kings rule due to its strategic location since the ancient times. History of tourism in Kashmir Valley, its growth, development and employment generation is closely associated with all our ancient civilization. Travelers from far and wide have visited the 'Kashmir Valley' for centuries past. It has been the main route of cultural and commercial intercourse between India and rest of the eastern World including Middle East and central Asia. Tourism in Jammu and Kashmir was badly hit ever since insurgency intensified in 1989. Ever since, a bitter enmity has developed between India and Pakistan. The two countries have been at war twice over Kashmir (1947-1949, 1965), and clashed there again during the Kargil Conflict of 1999. The region remains one of the most heavily militarized zones in the world. Due to insurgency and militancy in some spots tourist visit decreases to very low level while, some tourist spots either shrink or totally disappear, e.g. there were 700 tourist spots around the Dal Lake in the past but there number steeply fall to less than 200.

Table 1: Year-wise Break up of Domestic and Foreign Tourist Arrivals in Kashmir Valley (1951-2005)

Year	Domestic	Potential	Foreign	Potential	Total
1951	9933	25500	1246	5000	10579
1956	57341	82000	7012	10645	64353
1961	79241	95240	13214	18300	92455
1966	112127	120550	7149	12550	119276
1971	76612	100125	15240	20240	94855
1976	286412	290800	38078	45480	324490
1981	598555	620556	43745	50780	642300
1986	536598	640000	53118	56000	589716
1991	1400	50000	4887	6550	6287
1996	375	40000	9592	11000	9967
2001	66732	90730	5859	8500	72591
2002	24670	60540	2686	4550	27356
2003	182205	200760	8959	12890	191164
2004	358095	390000	18634	27500	376729
2005	585702	680635	19680	30790	605382
2006	412879	530000	20002	32000	432888
2007	417264	580000	24576	35000	441840
2008	550100	600000	22000	35000	572100

Source: - Department of Tourism, Jammu and Kashmir. 2007

However there is a huge potential of tourism development and employment generation. In the year 1951 the potential of domestic and foreign tourist was 20500 and 5000 while only 9933 domestic and 1246 foreign tourists visit Kashmir due to the problems prevailing in Kashmir. The number of domestic tourist recorded highest in 1981 with potential of 620500 tourists while highest figure of foreign tourist was recorded in 1986 with 53118 tourists while potential of foreign tourist was 56000. The lowest number of domestic tourist was recorded in 1991 and 1996 with 1400 and 375 tourist respectively with potential of 50000 and 40000. The fall in the number of foreign tourists was also recorded during the same period. Again the number of domestic as well as foreign tourist gain momentum for the proceeding years.

It is a stark reality that till late 1980s the state of Jammu and Kashmir attracts huge number of national as well as foreign tourists, but the tourism sector received a serious jolt with the out breaking of militancy in the year 1989. The tourist influx declined considerably upto 2002 during which period the state heavily suffered in this sector due to effect of militancy and insurgency. The tourist rush in 1986-88 was recorded as the highest. The infrastructure created over the years suffered colossal damage besides the destruction to the tourist spots, gardens and parks. With the improvement in the security scenario the state made all possible efforts for the revival of tourism sector by raising the requisite infrastructure for restoration of the pristine glory of the places of tourist attraction. The average flow of tourists between 1990 and 1996 was just around 10000 per annum.

However tourism in Kashmir declined during the late 1980's and 1990's, due to the terror perpetrated by separatist militants and self-styled freedom fighters. Victimized by Islamic fundamentalists and mercenaries, thousands of innocent Kashmiri lives have been lost. However, the proportionate share of foreign tourists increased abruptly to 96.23 % and the proportionate share of domestic tourists was only 3.76, ever lowest, in 1996. In recent years tourist flow shows that the share of Asia, in the tourist flow of the Valley is gradually increasing. The leading countries, which constitute the major chunk of Asia tourists, are Hong Kong, China, Japan and Taiwan. However the contribution of USA and Australia is also increasing (Hasan).

Today the situation has comparatively improved with both countries agreeing to come to the negotiating table and discuss all outstanding issues with an open mind. All this augurs well for the state of Jammu and Kashmir and hopefully, peace will return to Kashmir - followed by tourists, who remember its beautiful parks, Rolling Meadows, spectacular mountains and scenic destinations with nostalgia Kashmir has often been described as a Paradise on Earth, and with scenic snow capped mountains, verdant valleys, beautiful streams dotted with houseboats, and acres of pine and deodar forests, Kashmir is indeed stunningly enchanting. Kashmir is that part of the state of Jammu and Kashmir, India that comprises of the Jammu region, the Kashmir Valley, and Ladakh. Surrounded on both sides by River Jhelum the valley of Kashmir comprises of Kishtwar, Ladakh & Zaskar ranges. One of the most alluring aspects of a Kashmir Tour is the chance to experience a charming stay aboard a houseboat while floating on Dal Lake.

II. POTENTIALS OF TOURISM IN EMPLOYMENT GENERATION

Tourism plays a crucial role in employment generation from ancient times with a great potential of further opportunities for the generation to come. Regional physical complex of the Valley has given birth to the various tourism potentials ranging from natural to artificial attractiveness. The rich tourism potentials in terms of both physical and cultural dimensions of the region which are being harnessed for the tourism development and employment generation will further utilized for their purpose. Kashmir Valley extending from Qazigund to Baramullah and Sonmarg to Aharbal is a land of interests. A combination of hilly and plan areas, region varies in its climate, culture and customs from place to place. Pleasant climate, Glacier pilgrimages, scenic splendors, charming culture, history, art and unexplored and untouched places are the wealth of the region. Generally, physical, socio-economic and historical factors become important in the process of spatial interaction. Physical aspects provide the basic tourism potentials of the region. Basically there are three elements of tourism, i.e., locale, transport and accommodation. Identification of the existing attraction is the first priority for tourism development, subsequently comes infrastructure, market, profit, loss etc. though all the components of tourism are important for the growth but attractions provide the energizing power. It may be also called as stimulator and motivator for tourists. It thus becomes important to find out the tourism potentials of the region in various terms.

The multiplicity of tourist attractions in the region is in the form of leisure, adventure heritage, convention, border, and ecotourism and pilgrimage tourism. The tourism resource of the region has vast potential and can transform the whole economy as a tourism driven economy by providing jobs with all its concomitant trickling affect. The Kashmir Valley of the state of Jammu and Kashmir is endowed with the natural resources which are required to encourage the various forms of tourism like pilgrimage tourism, ecotourism, border tourism, cultural tourism and adventure tourism. The province has some rich potential that are as follows:-

Table 2: Classified (Types) Tourist Destinations.

S. No.	Tourism Types	Destinations
1	Leisure	Dal-Lake, Wular Lake, Phalgam, Kokernag, Sheerbag, Tulip Garden.
2	Adventure	Gulamrg, Wular lake, Lidder Valley, Sonmarg, Phalgam,
3	Heritage	Mughal Gradens, Pari Mahal, Dargah Masjid, Kheerbhawani Temple, Hari Parbat, Charar-e-sharif, Jamia Masjid,
4	Health	Gulmarg, Pahalgam, Sonmarg, Wadi- lolab, Aharbal, Tarsinag, Tatta Pani,
5	Conventional	Srinagar, Dal lake
6	Border	Baramullah, Pattan, Kupwara, Kargil,
7	Wildlife	Dachigam Wildlife Sanctuary, Gulmarg Biosphere Reserve, Tulip garden
1.	Pilgrimage Tourism	Hazratbal shrine, Khanqah of Shah Hamadan, Kheer Bhawani, Amarnath cave, Hari Parbat, Charar-e-sharif, Hazratbal mosque, Khanqah-e-moulah, Kheer Bhawani, Shankaracharya temple, Martand,
9	Ecotourism	Vermul, Aru, Pahalgam, Veinag, Kokernag, Achhabal, Tangmarg, Kilanmarg, Gulmarg, Sonmarg.
10.	Rural Tourism	Kheer Bhawani, Martand, Shesnag, Aru, Aharbal, Watlab, Athwattoo,

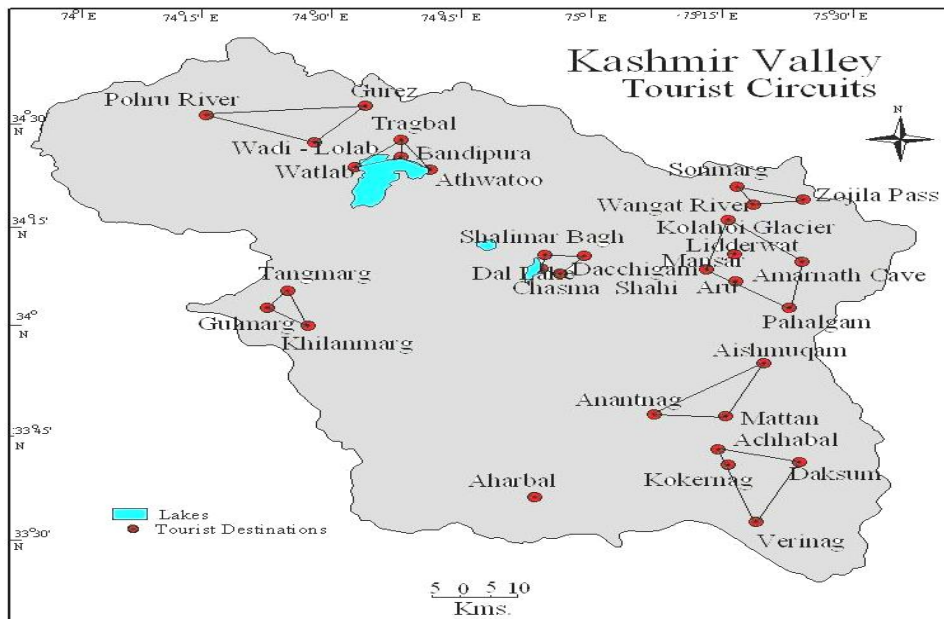
Source: - Based on Field Survey (2007-2008).

III. DEVELOPMENT OF MAJOR TOURIST NODES AND CIRCUITS

The Kashmir Valley has identified some major tourist nodes and tourist circuits, which are popular tourist destinations and are playing an important role in the economy and employment generation for the local peoples to which they belongs. The Kashmir Valley has the fortune of being endowed by prominent circuits belonging to different religious ideologies. Above all, a circuit route has been established all along the places related to natural beauty. Basically the tourist destinations of erstwhile Kashmir Valley could be defined and categorized into five distinct circuits. These are:

- (i) Pahalgam Sonmarg Circuit
- (ii) Gulmarg – Tangmarg – Khilanmarg Circuit
- (iii) Gurez, Wadi- lolab, Pohru River
- (iv) Dal Lake Shalimar Dacchigam and Chasme- shahi
- (v) Verinag – Kokernag – Daksum and Acchabal

These tourist circuits and nodes are the important sources of income and employment for the population of Kashmir in general and the local people in particular.



Source: - M. Raza ., A. Ahmad, Ali Mohammad (1978):

The Valley of Kashmir, the Land

Fig 1

These tourist nodes and circuits have huge potential for further development by connecting them with road network.

The tourist nodes which are not well connected are creating problems to the tourist. The tourists visiting to Tangmarg and Khilanmarg have firstly visit to Gulmarg, a direct connectivity to these tourist spots is necessary to shorten the distance. Connectivity between Gulmarg, Khilanmarg and Aharbal will enhance the tourism in the Aharbal area. The tourist visiting to the Aharbal are facing problem because they return to Srinagar from Gulmarg and through Anantnag to visit to Aharbal. Thus a direct connectivity is important between Gulmarg and Aharbal on the one hand and Srinagar to Aharbal on the other to shorten the long distance problem of tourists. Besides Gulmarg, Tangmarg, Khilanmarg be connected directly to Anantnag, Kokernag, Verinag, Matton and Pahalgam. The major problem is that due to lack of proper connectivity of these tourist nodes and spots the tourists have to return to Srinagar visiting other tourist spots. So, all the tourist nodes should be connected with each other in such a way that it becomes easy for the tourist to visit each and every spot without returning to the base. The Pohru river area, wadi-e-lolab and Gurez area should be connected to the Sonmarg and its adjoining areas on the one hand and to the Gulmarg and its adjoining areas on the other hand. By connecting these tourist nodes and circuits tourism would get momentum which helps the areas to generate employment and economy activities.

IV. TOURIST POTENTIALS – MEASUREMENTS - EFFICIENCY

The Valley of Kashmir being described “Paradise on the Earth”. Both domestic as well as foreign tourists visit the Valley since time immemorial. Tourism remains a major source of employment and income for the people of the valley from ancient times. The domestic tourists are confined to the Pilgrimage centers like Amarnath, Kher-Bhawani and other shrines. Besides this the Valley has enormous tourist potential due to its scenic beauty, climatic conditions, and adventurous sports, ruins and relics of pre-historical and cultural has a great attraction for domestic as well as foreign tourists. It has been observed that all tourist spots of the Valley are dominated by domestic tourists. These tourists are coming from the rich parts of the country. However, the number of foreign tourists is very dismal which is given in table 3. Since 1975, there has been a tremendous increase in foreign as well as domestic tourists. The table 3 as well as the figure 2 reveals that the proportionate share of domestic and foreign tourists in 1975 was 88.98 per cent and 12.01 per cent respectively.

In 1985 the proportionate share of domestic tourists increased further to 92.45 per cent and proportionate share of foreign tourists decreased to 7.54 per cent. In 1990 the proportionate share of domestic tourists have declined and reached 0.00 percent in 1993 while the foreign tourist’s arrivals get increased in the same period. The starting 1990’s were reverse trend in the domestic as well as in foreign tourist arrivals in the Valley of Kashmir where as the later years recover from this as in given table. In starting 1990’s due to

infiltration and other political issues the Kashmir was in turmoil. So, no one domestic tourist was interested to take the risk and visit the Valley. This period was also known as “Dark age” in tourism sector in Kashmir Valley. Only 8026 foreign tourists visit the Valley in 1993 and make 100 per cent foreign arrivals in the Valley. But after 1996 the normalcy prevails in the Valley and the proportionate share of domestic tourists began to increase again and share of foreign tourists decreased continuously and the respective share of domestic tourists was 96.74 per cent and foreign tourists was only 3.25 per cent in 2005.

Table 3: Year-wise Break up of Domestic and Foreign Tourist Arrivals in Kashmir Valley (1975-2005)

Year	Domestic	Fluctuation %	% share	Foreign	Fluctuation %	% share	Total	Fluctuation %
1975	162676	-	87.98	22214	-	12.01	184890	-
1976	286412	+43.20	88.26	38078	+41.06	11.73	324490	+43.02
1977	387817	+26.14	87.73	54223	+29.77	12.26	442040	+26.59
1978	443342	+12.52	88.19	59323	+8.59	11.80	502665	+12.06
1979	498067	+10.98	90.59	55680	-6.54	10.12	549747	+8.56
1980	548491	+9.19	92.25	46026	-20.9	7.74	594517	+7.53
1981	598555	+8.36	93.18	43745	-5.21	6.81	642300	+7.43
1982	560987	-6.69	92.90	42851	-2.08	7.09	603838	-6.36
1983	398428	-40.80	90.64	41101	-4.25	9.35	439529	-37.38
1984	192684	-106.77	84.08	36458	-12.73	15.91	229142	-91.8
1985	465599	+58.61	92.45	38015	+4.09	7.54	503614	+54.50
1986	536598	+13.23	90.99	53118	+28.43	9.00	589716	+14.60
1987	664081	+19.19	92.02	57537	+7.68	7.97	721618	+18.27
1988	662097	-0.29	91.69	59938	+4.00	8.30	722035	+0.05
1989	490212	-35.06	87.85	67762	+11.54	12.14	557974	-29.40
1990	6095	-7942.85	56.84	4627	-1364.49	43.15	10722	-5104.0
1991	1400	-335.35	22.26	4887	+5.32	77.73	6287	-70.54
1992	1175	-19.14	11.38	9149	+46.58	88.61	10324	+39.10
1993	0	0	0	8026	-13.99	100	8026	-22.25
1994	500	+100	5.09	9314	+13.82	94.90	9814	+18.21
1995	322	-55.27	3.77	8198	-13.61	96.22	8520	-15.18
1996	375	+14.13	3.76	9592	+14.53	96.23	9967	+14.51
1997	7027	+94.66	43.54	9111	-5.27	56.45	16138	+38.23
1998	99636	+92.94	90.67	10247	+11.08	9.32	109883	+83.31
1999	200162	+50.22	92.11	17130	+40.18	7.88	217292	+49.43
2000	104337	-91.84	93.23	7575	-126.13	6.76	111912	-94.16
2001	66732	-56.35	91.92	5859	-29.23	8.07	72591	-54.16
2002	24670	-170.4	90.18	2686	-118.13	9.81	27356	-165.35
2003	182205	+86.46	95.31	8959	+70.0	4.68	191164	+85.68
2004	358095	+93.11	95.05	18634	+50.9	4.94	376729	+49.25
2005	585702	+38.86	96.74	19680	+5.31	3.25	605382	+37.77
2006	412879	-41.85	95.37	20009	+1.64	4.62	432888	-39.84

Source: - Department of Tourism, Jammu and Kashmir.

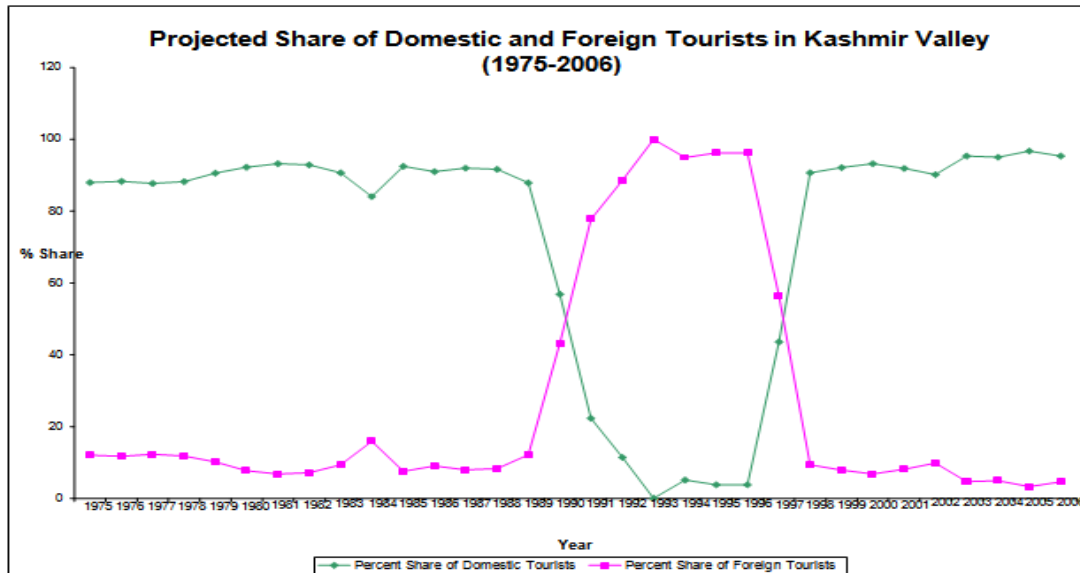
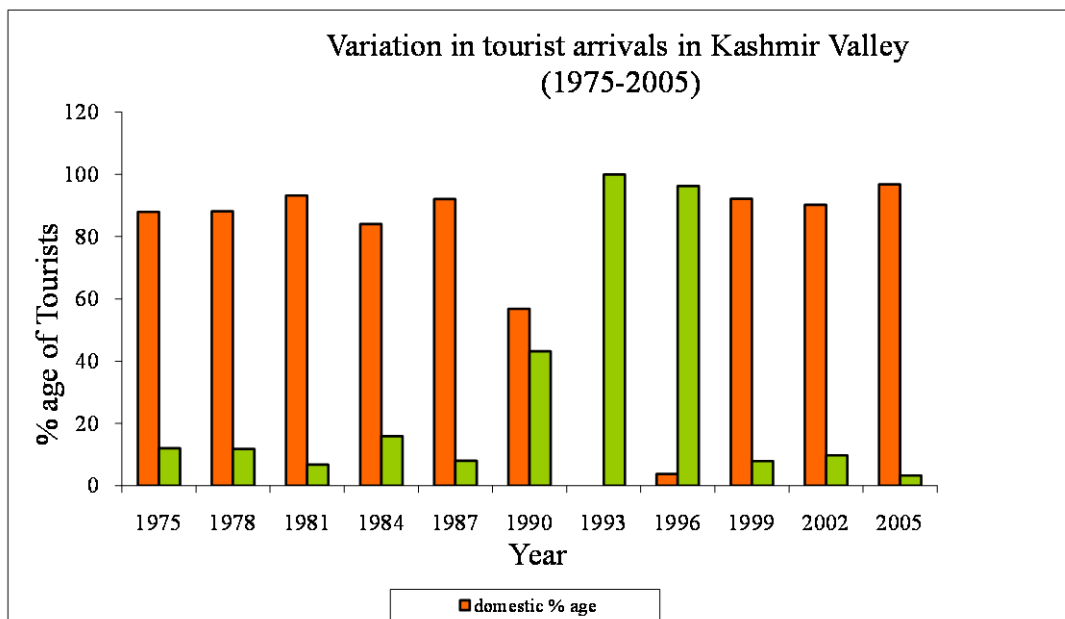


Fig. 2 (a)



Source: - Department of Tourism, Jammu and Kashmir Fig. 2 (b)

Annual tourist flow shows a threefold increase in the decade 2002-2005 (Table 3). During 1998 tourist flow was little bit affected by nuclear tests conducted by India and Pakistan. Many package tours involving foreign tourists were cancelled. The Kargil crisis following in 1999 caused a decline in tourist visits between domestic as well as foreigners alike during the summer as well as spring seasons. During September, 2001 similar declines in domestic as well as the foreign tourists recorded in autumn season.

Figure 3 reveals the domestic and foreign share of tourists in Kashmir Valley. It is revealed through the actual trend line and estimated linear trend line for the time period 1975-2006. The estimated linear value of tourist share for each time point has been find out based on the equations of $y = -0.5125X + 81.52$ (Domestic tourist share) and $y = 0.5095X + 18.543$ (Foreign tourist share) which are presented in the table 4.

The deviation of linear trend line from actual trend line reveals the gap between actual share and estimated linear share in different time period. Figure 3 reveals the contrast characteristics of trend of domestic and foreign tourist share in the study area. However in domestic tourist share it is exhibited the splendid (drastic) downfall of domestic share 1989-1991. The declining trend remains continued till 1997. The share of foreign tourist drastically increased from 1989-1991 and remain continued till 1997. Another contrasting figure is that while the linear trend of domestic share shows declining but the share of foreign tourists shows increasing trend.

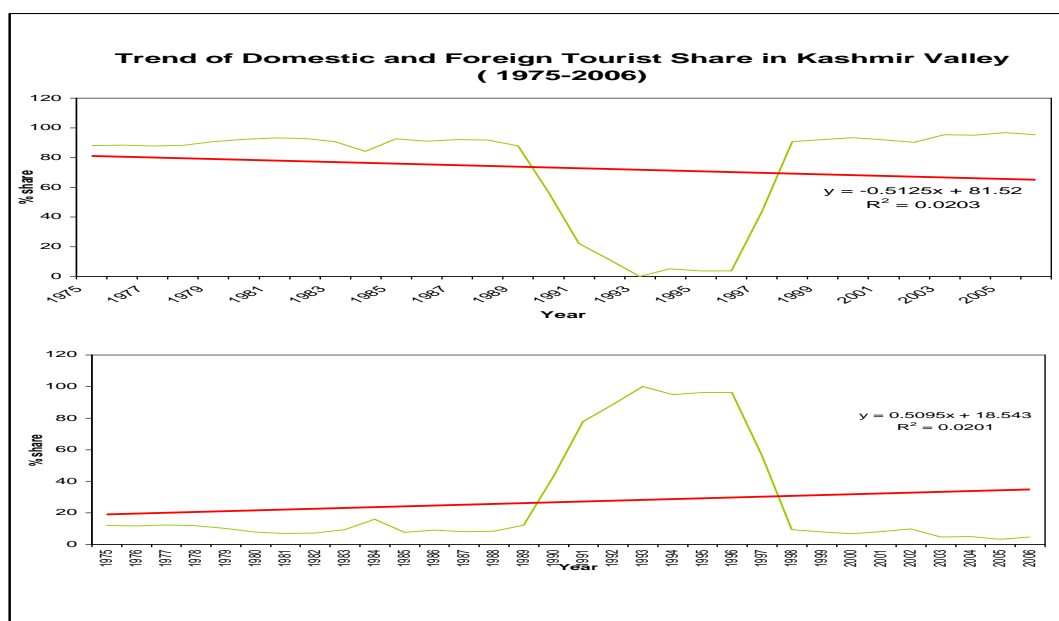


Fig 3 (a) and (b)

Table 4: Estimated Trend Share of Domestic and Foreign Tourists

Year	Domestic	Foreign
1975	18.00	19.05
1976	80.49	19.56
1977	79.98	20.07
1978	79.47	20.58
1979	78.95	21.09
1980	78.44	21.60
1981	77.93	22.10
1982	77.42	22.61
1983	76.90	23.12
1984	76.39	23.63
1985	75.88	24.14
1986	75.37	24.65
1987	74.85	25.16
1988	74.34	25.67
1989	73.83	26.28
1990	73.32	26.69
1991	72.80	27.20
1992	72.29	27.71
1993	71.78	28.22
1994	71.27	28.73
1995	70.75	29.24
1996	70.24	29.75
1997	69.73	30.26
1998	69.22	30.77
1999	68.70	31.28
2000	68.19	31.79
2001	67.68	32.29
2002	67.17	32.80
2003	66.65	33.31
2004	66.14	33.82
2005	65.69	34.33
2006	65.12	34.84

Table 5 shows the number and percentage of tourists visiting from different parts of the world to the valley of Kashmir annually. Honkong ranks first during 2000, 2001 and 2004. In 2000, Honkong shares 16.89 per cent tourists, 18.14 per cent in 2001, and 11.14 per cent in 2004. But in 2003 Honkong ranks second sharing 9.69 per cent of tourists to the Valley. In 2005, it shares 7.43 per cent of tourist flow to the Valley. From 2003 the trend of tourist arrivals in the Valley changes and Israel become the second leading country and ranks second in tourist flow to the Valley of Kashmir.

Table 5: Country-wise Tourist Arrivals in Kashmir Valley (in %age as well as in Number) 2000-2005

Name of the country	2000	2001	2002	2003	2004	2005
Honkong	1280 (16.89)	1063 (18.14)	101 (3.76)	869 (9.69)	2077 (11.14)	1464 (7.43)
U.K	431 (5.68)	422 (7.02)	363 (13.5)	849 (9.47)	1296 (6.95)	1400 (7.11)
U.S.A	495 (6.53)	506 (8.56)	394 (14.66)	562 (6.27)	1088 (5.83)	1318 (6.69)
Israel	220 (2.9)	93 (1.58)	57 (2.12)	1097 (12.24)	1862 (9.99)	1592 (8.08)
Malaysia	122 (1.6)	113 (1.92)	7 (0.26)	248 (2.76)	1496 (8.02)	1671 (8.49)
Taiwan	537 (7.08)	471 (8.03)	221 (8.22)	641 (7.15)	1020 (5.47)	528 (2.68)
Singapore	401 (5.29)	291 (4.96)	38 (1.41)	474 (5.29)	1020 (5.47)	1238 (6.29)
China	443 (5.84)	300 (5.12)	20 (0.74)	321 (3.58)	2049 (10.99)	1121 (5.69)
Germany	461 (6.08)	288 (4.9)	183 (6.81)	374 (4.17)	666 (3.57)	679 (3.45)
Italy	224 (2.95)	221 (3.77)	49 (1.82)	341 (3.80)	486 (2.60)	781 (3.96)
Others	2961 (39.08)	2091 (35.68)	1253 (46.64)	3183 (35.52)	5574 (29.91)	7888 (40.08)
Total	7575	5859	2686	8959	18634	19680

Sources: - Department of Tourism, Jammu and Kashmir. 2006

(Figures in Parenthesis related to percentage)

Israel sharing was 12.24 in 2003 while in 2004 it shares 9 per cent of tourist flow to Valley and only 8 per cent in 2005 (Fig. 4). Before 2003 the number of tourists from Israel to the Valley was low due to the political factors as the Israel's tourists feel insecure to visit to Muslim dominated area. Taiwan, U.K and U.S.A sharing tourist flow to Kashmir Valley in majority from the last five years and also through out the history. Taiwan has been sharing more than 5 per cent from 2000 onwards with a minor decline in the year 2005. But U.S.A and U.K are the leading countries where from the tourists visit the Valley of Kashmir from time immemorial. Besides other countries, which contribute the major portion of tourists' arrival in Kashmir Valley, are Malaysia, China, Germany, Italy and Singapore. Other countries, which contribute tourist arrivals in the Valley in minor proportion, are South Africa, Japan, Australia, Argentina, Brazil, and Korea. There is a great temporal variation in international tourist arrivals to the Kashmir Valley. During 2000, seven thousand seventy five tourists arrived in the Valley while their number increases year by year because of the political stability, as well as declined insurgency. In 2002 only 2686 foreign tourists visited Kashmir Valley, this declination is because of the attack of 11th September 2001. Again after 2002 foreign tourist arrivals increases to the valley but in 2006 it again declines because of the attack on tourists on 29th May 2006. Besides throwing of hand-garnets and other attacks on tourists the other factors, which are responsible for declination of tourist arrivals in Valley are political issues.

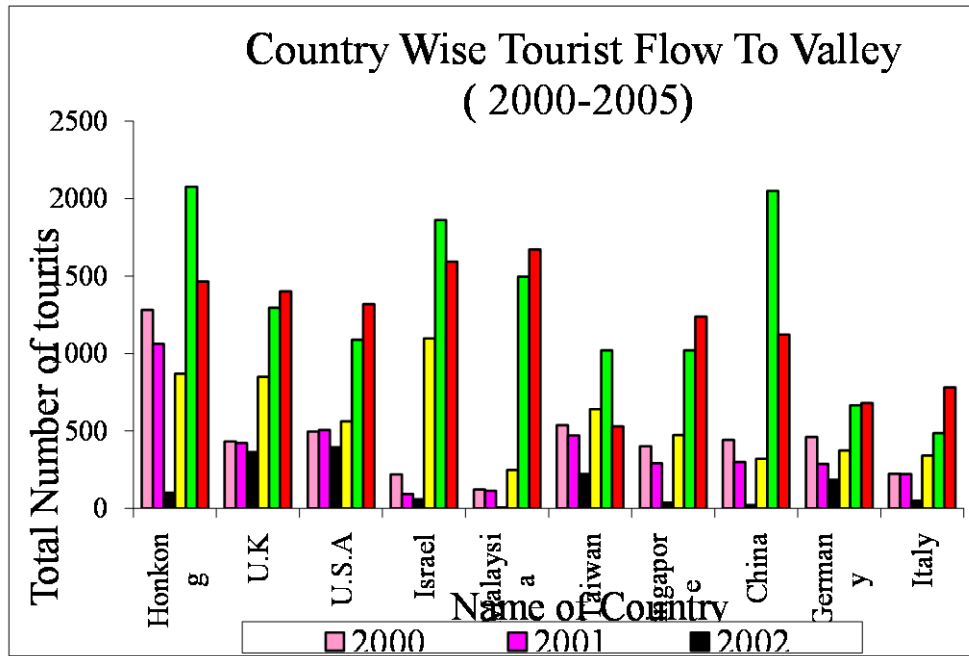


Fig. 4

Source: - Department of Tourism, Jammu and Kashmir.

RISE OF DOMESTIC TOURISM AND EMPLOYMENT GENERATION IN KASHMIR

In spite of the fact that during the period of 1948 and 1950, Kashmir was in crises, this area did not attract the people of other parts of the subcontinent to visit. In 1988 the valley has been visited by record number of over 722,000 lakhs tourists. But because of the uncertain law and order situation affecting the state, this ever increasing tourist’s traffic dramatically fell to an unbelievably low of 6600 tourists visiting the valley in the year 1993. Due to this dramatic fall in tourism the economy and employment situation were deteriorated and people suffers a lot.

It is between these two statistical extremes, efforts have been made to work out a way through to develop a new plan of revival of tourism for the state and contemplate a scenario for the next 20 years. Almost a regular growth pattern can be seen in the tourist’s arrival in Jammu and Kashmir State (table 6). But this regular growth pattern is generally because of the tourist coming to the religious places like Amarnath and Vaisno-Devi. These tourists are considered to be domestic tourists and the duration of their stay is limited from 3-4 days to one month. There is limited diversion to other tourist places.

Table 6:- Tourist Growth in Jammu and Kashmir

Year	Tourists in J&K	Growth %
1989	2987964	-
1990	2191486	-26.65
1991	3182251	45.20
1992	3608269	13.38
1993	3447162	-4.46
1994	3770208	9.37
1995	4118632	9.24
1996	4482072	8.82
1997	4546200	1.43
1998	4903930	7.86
1999	5013571	2.23
2000	5412863	7.96
2001	5268246	-2.67

It has been seen that the percentage growth of tourists remain negative for the year 1990, 1993 and 2001 which is -26.65, -4.46 and -2.67 respectively due to increasing insurgency and militancy in the region as a whole. However for the remaining years the percentage growth of tourists in the state remains favorable. Analysis of the break up of the tourists in the decade shows that almost 90 percent to 95 percent of the tourist

arrivals in Jammu and Kashmir are because of the Vashino Devi and Amarnath shrines. It is being projected that by the end of 2011 the tourist arrival in Jammu and Kashmir would be around 1,18,91,251, considering the fact that normalcy will occur in the next 2-3 years which will rise to 2,27,08,506 by the end of 2020.

Table 7:- Projected Number of tourists in Jammu and Kashmir

Year	Number of Tourists
2011	11891251
2012	12770613
2013	13716589
2014	14734445
2015	15829895
2016	17009148
2017	18278954
2018	19646661
2019	21120269
2020	22708506

It is believe that if every thing goes normal and the militancy in the state is controlled in the coming 2-3 years time Jammu and Kashmir foresee a growth of tourism and the number of tourists soaring to above 20 million, enough to give a kick start to the economy and employment of Jammu and Kashmir and bringing it back on track.

V. INFRASTRUCTURE DEVELOPMENT FOR TOURISM DEVELOPMENT AND EMPLOYMENTGENERATION

The tourism activities at a particular place are directly related to the arrival of tourists at that place. The more the arrival, the more economic activities get generated and making impact on the related sector accordingly. Accommodation and infrastructure development is basic requirement for the tourists. Infrastructure development is a major sign of development of any region. When there is better infrastructure development, food and facilities the tourist attraction to visit the area increase which directly and indirectly helps the area to enhance its economy through tourism by generating employment. To handle such a traffic flow, the development of infrastructure has to match these projections. The infrastructure requirement in terms of accommodation, transport etc is as under

Projection of infrastructure development/Requirement Hotels

	2011		2015		2020	
	Hotels	Beds	Hotels	Beds	Hotels	Beds
Total	1028	43039	1715	63653	3018	97600

Guest Houses

	2011		2015		2020	
	Hotels	Beds	Hotels	Beds	Hotels	Beds
Total	896	58052	1607	40108	3023	65663

Transport

Type of transport infrastructure	2010	2015	2020
Buses	27659	38178	60462
Taxis	11755	16226	25697

To cater the tourist flow for economic development and employment generation apart from infrastructure, the development of the sites and the tourist places in the state is also essential. The development of the towns and enhancing the available facilities is also an essential part of the perspective plan. The tourists are attracted to the destination not only because of the natural resources or the natural beauty of the place, but also because of the return they get on the expenditure they do in the tourist place. These could be satisfaction of the psychological needs like proper, safe, hassle free and affordable accommodation, good transport facilities in and around the tourist place, good water, hygienic and sanitation facilities. The other could be related to the attributes of the destination or the tourist places in terms of various sites to visit in and around the tourist places. Some other could be satisfying his personal tastes like adventure sports, music, cultural shows. The tourists also come to tourists places to buy the traditional things like handicrafts, handloom, and jewelry. In a nutshell the

tourists destination should have all the things where the tourist can spent the time and money in a satisfied and justifiable manner. There are thousands of tourist places from which the potential tourist has to choose his destination. So the destination has to world class if the foreign tourist is being targeted and also from this point of view the facilities should be better and comparable to other best of places in India.

ECONOMIC BENEFITS AND EMPLOYMENT GENERATION IN TOURISM

Tourism industry has played an important role in the development of the economy of the state as a whole. The economic activities are generated in the primary, secondary and tertiary sector of the valley of Kashmir. Hence tourism generated employment which may be classified into three major heads, one is direct employment that shall goods and services directly E.g. hotels, restaurants, shops etc. second one is indirect employment, which generally supply goods, services to the tourism business and thirdly investment related employment in construction and other goods industries. It is clear from the table 8 that total employment generation would be 34.062 lakh till 2020 for a tourist inflow of 227.08 lakhs.

Table 8:- Employment generation on Implementation of Tourism Development Plan

Year	Additional tourist inflow (in Lakhs)	Direct Employment (in Lakhs)	In-Direct Employment (in Lakhs)	Total Employment Column (2)+(3)
1	2	3	4	5
2002	62.83	1.57075	7.85375	9.4245
2003	67.43	1.68575	8.42875	10.1145
2004	72.36	1.809	9.045	10.854
2005	77.66	1.9415	9.7075	11.649
2006	83.36	2.084	10.42	12.504
2007	89.48	2.237	11.185	13.422
2008	96.06	2.4015	12.0075	14.409
2009	103.13	2.57825	12.89125	15.4695
2010	110.73	2.76825	13.84125	16.6095
2011	118.91	2.97275	14.86375	17.8365
2012	127.7	3.1925	15.9625	19.155
2013	137.16	3.429	17.145	20.574
2014	147.34	3.6835	18.86375	22.101
2015	158.29	3.95725	19.78625	23.7435
2016	170.09	4.25225	21.26125	25.5135
2017	182.78	4.5695	22.8475	27.417
2018	196.46	4.9115	24.5575	29.469
2019	211.2	5.28	26.4	31.68
2020	227.08	5.677	28.385	34.062

In 2002 the number of employed person was 9.4245, which increase to 10.1145 lakh in 2003 and 16.6095 lakh in 2010. At the end of 2011 the number of projected employs is 17.8365 lakh. Tourism has major economic significances for the people of Jammu and Kashmir. The visits from domestic and international tourist provide a valuable source of earning. Visitors spending generate income for both public and private sectors besides affecting wages and employment opportunities.

According to the economic survey there were 6318 in 2000 hotels and restaurants enterprise in Jammu and Kashmir of which 4307 were "Own Account Enterprise", 1790 were 'Non Directory Establishment' and 221 were Directory Establishment. Out of the total hotels and restaurants enterprise in Jammu and Kashmir, 2432 hotels were in rural area whereas 3886 were in urban areas.

The "Own Account Enterprise" is that enterprise which are owned and operated with the help of household labor and the establishments are those which employ hired workers. In the Jammu and Kashmir state employment in hotel and restaurant enterprise were 13,785 of which 6524 were in own account enterprise, 4497 were in non directory establishment and 2764 persons are employed in directory establishment sector. Out of the total employment in hotel and restaurant sector 9869 people were employed in urban areas while 3916 were employed in rural areas.

Tourism is highly labor intensive in comparison to the other sectors of economy. WTTC and PHDCC study indicates that Rs 10 lakh spent on hotel and Tourism industry generate 89 jobs while in agriculture it generates 45 jobs and manufacturing 13 jobs. The labor capital ratio was calculated at 1985-86 prices. In 1994-95, the direct employment in the tourism sector was 2.4 percent of the total labor force. The tourism industry as

a whole, taking all segments together, and ratio is 47.5 jobs, still higher than other sectors. According to the industry source 1.2 international tourists provide employment to one person while 17 domestic tourists generate employment to one person.

Tourism definitely generates employment though it is difficult to measure and calculate the number of employment as these jobs are scattered across many sectors and can not be easily identified. The greatest number of tourism jobs is found in the major central areas but it can be said that most of the jobs would be created in service sector like hotels and restaurants and travel and transportation.

Mainly three areas of employment in Tourism are:

Hotels and Similar establishments and restaurants

Passenger transport

Distributions of the tourists' product i.e., travel agency, tour operator, guides and reception staff.

Consideration are given on all the above mentioned sectors for projecting the employment estimation in the next ten years and it is projected that nearly 25 people would get direct employment per 1000 tourist and 125 persons would get indirect employment per 1000 tourist in that basis total 34.062 person would get employment in the end of 2020 in the Jammu and Kashmir as indicated in the table 8.

FUTURE PROSPECTS OF TOURISM AND EMPLOYMENT IN KASHMIR VALLEY

Tourism in Kashmir Valley is still in a discovering stage. Many sites are still lying untapped. Not only the natural or historical sites, but also huge reservoirs of traditional and cultural heritages still remain to be unearthed. People are fully keen to explore it all, for the development of whole state. But the political factors create problems for development of tourism in the Kashmir Valley. Tourist flow to Kashmir Valley has shown remarkable increasing trend for last several decades. A positive growth in tourist flow has been recorded in case of both domestic and foreign tourists till present times. The number of tourist increased from 10,579 in 1951 to 7,00,000 in 1986. However since 1988, the tourism of Kashmir Valley received great set-back resulted almost negligible tourist flow upto 1996, but since then tourist flow has been increasing again rapidly. Another aspect of tourism in Kashmir Valley which has shown an upward trend is the development of pilgrim tourism. Every year the Valley has been receiving about 50,000 to 1,00,000 *yatries* (Tourists) to Holy Amarnath Cave though for a shorter duration. Apart from that tourists also visited the Muslim Shrines Charar-e-Sharief, Khanqah-i-Mualla and Hazratbal mosque.

The tourism potential of the Kashmir Valley has not been fully exploited. The region is known as 'paradise unexplored'. Global tourism has been booming and future projections show that this trend will continue. The new generations of travellers who are 'money rich and time poor' are increasingly looking for unique experiences. More and more people are looking at tourism as less of a journey and more of an experience – a phenomenon being called the emergence of the 'experience economy'. For these new and growing breed of tourists the Kashmir Valley with its variety and uniqueness holds immense attraction. The rich natural beauty and its diversity, exotic cultural and ethnic mosaic, flora and fauna and the serenity of the virgin, unexplored ecosystems provide possibilities of a totally different experience for the tourists.

This region has enough potentiality for tourism development due to the presence of carpeted meadows, lush green forests, sprinkling water running from glaciers and mild climate during summers. The surrounding mountains of these side valleys provide the excellent potential for sport tourism especially trout fishing, mountaineering, trekking and hunting. Among the side valleys the important tourist potential valleys are Aru, Sind, Lidder. The Sind valley is one of the most fascinating and charming from scenic point of view. The area possesses the natural beauty like forests glaciers, flowing water, pastures, meadows, high altitude lakes, trekking routes, sports like trout fishing and game bird sanctuaries. Hence the region has the largest potential and attraction from the tourist point of view. The presence of pastures and meadows have ramified the beauty of the valley more in the sense that they provide camping sites to the tourists these meadows are situated normally 2800 mts., surrounding by the forests, carpeted with green grass and area subjected to grazing by cattle during summers and under snow cover during winters. Besides high altitude lakes, springs and Glaciers have played a vital role in attracting the tourists to Kashmir valley. Glaciers have helped in the expansion of Himalayan tourism, ice skiing provides the tourists an entertainment, sports and an experience.

SUGGESTIONS FOR DEVELOPMENT OF TOURISM IN KASHMIR VALLEY

- [1]. For the development of tourism to enhance its potentiality for employment generation
- [2]. following are some of the suitable suggestions.
- [3]. Building the capacity of tourist site management to deal with Tourism.
- [4]. Training local community members in tourism related activities to participate in the industry and receive tourism's benefits.
- [5]. Aiding communities around the sites to market their products.
- [6]. Raising public awareness of Tourism development and building pride with local communities and visitors through conservation education.
- [7]. Using tourism generated funds to supplement site conservation and protection costs.

- [8]. Spreading the lessons learned to other sites and protected areas.
- [9]. Building increased awareness of Tourism and its activities and policies for tourism industry officials and their clients.
- [10]. It is very important to raise awareness of handicraft and tourism development to village people in a simple way.
- [11]. Developing a detailed master plan is very important.