CONCLUSION:

Tourism one of the world’s largest industry provides a unique vantage point for exploring the most transformative process in the world today that is globalization. Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater their needs. Tourism has been a significant contributory factor in developing the economy of any region or nation. It is the most progressive earning profession in modern life and fastest growing industry. Tourism is primarily a term of economics referring to an economic activity and like other economic activities, it creates a demand or provides a market for number of quite separate and varied industries. At present, more than 1/3rd population of the world is directly or indirectly associated with the tourism industry. In India, although tourism has the distinction of being the third largest foreign exchange earning industry after gems and jewelery and redeemed garments. Its share in the world’s tourist traffic is a mere 0.51 percent. Traditionally, the hilly towns like Shimla, Srinagar, Mussoriee, Nanital etc. attracted the people from the places as the tourists used to come to these hill stations to get rid of the heat of the planes in the summer months or to see snowfall during the winter. The economy of such hilly towns revolved around the tourists and majority of the local people earned their livehood through providing a variety of services to the tourists.

Jammu and Kashmir is one of the important tourist destinations, popularly known as Switzerland of the East as well as Heaven on Earth. There is great tourism potential from three distinct divisions of the state. Each division Jammu, Kashmir and Ladakh having their own nature and characteristics in term of topography, climate, scenic beauty, as well as other tourism resources. After agriculture and horticulture, tourism industry is the third largest contributor in the state GDP. In Jammu and Kashmir, there are all types of tourism resource potential such as pilgrimage, recreation, holiday, heritage, border, adventure and sports etc. Tourists from all over the world arrive in different parts of the state. From Hollywood to Bollywood, all are visiting Jammu, Kashmir and Ladakh region and also shooting different movies in the State. Hollywood film makers prefer in Ladakh region.
Before 1989, tourist boosting was only in the Valley of Kashmir, as compared to Jammu and Ladakh regions. After 1989, when the militancy erupted in the valley, tourists started diverting towards Ladakh and Jammu regions. After 2008, Government took some steps to promote tourism in Jammu and Ladakh regions as well.

Jammu Province (Jammu Division): Before 2008 there was little attention of various types of tourism in the study area. Only pilgrimage tourism is dominant. Destinations such as Mata Vaishno Devi Katra, Shahdra Shrief- Rajouri, and some Hindu and Muslim shrines are the major attractions for the tourists. After 2008, the trend of tourism increased in the study area from local and regional level. The militancy and cross border firing in Jammu and Kashmir have led to tourists from National and International level being diverted to other states of the country, especially to neighboring Himachal Pradesh, Uttrakhand, and other Himalayan states of the country. In reality, Jammu Province has great tourism potential, varying geographical diversity in terms of topography, weather and climatic conditions, summer being cool to winter snowfall and glaciers as well as perennial rivers which provide great tourist attraction. In terms of types of tourism, pilgrimage, recreational, border, holidays, heritage, adventure and sports, (natural caves, natural lakes water sports, water rifting, paragliding, trekking climbing, camping, mountaineering, car, jeep really) etc. are prominent. Beside these, medical has also great tourism potential.

Major findings of the research work are that tourism facilities in the study area are very low as compared to other parts of the state as well as nation. Infrastructure shortages and little attention of the government in the area have been the reasons behind low infrastructure development in different districts of the Jammu Province. Jammu City and Katra are the two important stations from the touristic point of view which provides world class facilities for tourists. Except these, no other part of the study area has high quality of infrastructure in terms of roads, accommodation, transportation and other facilities.
The facilities in study area assessed in terms of accommodation, transportation, electricity, banking facilities, information centres, adventure sports, skiing shopping and market facilities, travel agencies, telecommunication, fair and festival. In terms of accommodation, there are number of hotels from A to C class, Motels, five stars, Dakbanglow, Youth hostel, huts etc. Beside these, free accommodation is also available in different district of the study area. (Dhramshala, Shrine Board Dhams, Gurudwara etc.). The field study reveals that there are about 232 registered hotels shaving a capacity of beds of about 2154. In addition to these, government also provides tourist accommodation in different tourist destination such as Patnitop, Mansar, Dera ki gali, Bhaderwah, Kishtwar, Rajouri, and Poonch etc. Free accommodation is limited only in Jammu city and Katra destination. Field study reveals the high concentration of hotel industry in Jammu city, Katra and Patnitop which are major destination.

There are various modes of transportation such as railways, airways and roadways etc. NH44 passing through the area which covers Kathua, Samba, Jammu, Udhampur and Ramban districts of the Province. Beside this, district highways and other link roads plays an important role for tourist movement. Road transport is the most dominant in study area as the railways have not yet been well flourished in the state. There is about 2674 kilometers road connectivity in Jammu district, Rajouri 1335 kilometers, Kathua about 1215 kilometers and having high percentage road connectivity. The remaining districts have low share of road connectivity. Private and Government transport connects tourist destination from Jammu to other parts of the country. For tourists, facilities of transportation such as luxury buses, Volvo, video coaches, mini buses, taxies, etc. are easily accessible apart from government buses of JKSRTC. Influence of tourism has led to the construction of roads even in the unexplored routes such as Kathua-Basohli road, Udhampur-Ramnagar road, Patnitop-Sanasar. There are various sources of generating the water and electricity in the state of Jammu and Kashmir as well as in the study area, such as hydrological, thermal resource use for generating electricity and water supply from the rivers, canals and natural springs are the major sources for supplying the water in different tourist destination in Jammu province.
There are number of National as well other banks, cooperative banks and commercial banks etc. The study area is divided into ten districts, each district having the banking facilities which provide the tourist satisfaction according to their needs such as e-banking facilities, ATM facilities, money transformation, western union money transformation etc. The facilities of tourist information are provided by the state government and state tourism Ministry through the website facilities and other tourist information centres in the state as well as in study area. For example, www.jktde is one of the important source of tourist information regarding travel programmes, holiday packages, information regarding accommodation, nature and climatic conditions of a particular tourist destination etc. Beside this, there are various government as well as private agencies providing the tourist information services in the state. The present tourist demands are based on the high developed facilities such as internet facilities with high speed and for that, there are number of private and semi-government agencies which provide the telephonic, mobile and fast speed internet facilities in the study area. The rural area lack in these facilities due to the political instability and militancy. The mobile communication services available in the study area are of that of BSNL, Air-Tel, Air-Cell, Vodafone, Idea and Reliance companies which provide the telephonic and internet facilities in the study area. Travel agencies also plays an important role for tourism promotion and development. Beside these, market and entertainment sources are also limited in the study area. Tourists visiting Jammu city enjoy all modern facilities whereas a number of destinations lack in modern facilities.

Certain parameters were identified on the basis of these parameters unexplored tourist destinations were visited and data have been collected for the household of the villages located nearby. The parameter which is divided into two groups. Such as natural and manmade. (i) Natural parameters such as scenic beauty, pleasant weather, lush green vegetation, meadows, lakes and water fall. (ii) Manmade parameters such as Road connectivity, infrastructure in term of Bank, Police station, away the distance from the main road, electricity, availability of water, historical evidences, belief and faith etc. were taken into consideration for the unexplored destination.
Potential tourist destinations are further divided into explored and unexplored tourist destinations. In study area, there is huge tourism potential in various forms, but tourism promotion and development is not up to desired levels. Lush green valley, pastureland hill station, natural lakes, natural waterfall, natural caves, historical monuments, National and International border, winter snowfall which provides winter spots etc. are some of the features which make these destinations worth visiting. During field study it was revealed that each district of the study area has hidden tourism potential but due to less development and the negligence from the Government they are unexplored. Militancy and political instability in the state especially in Rajouri, Poonch, Bani, Basholi, Bhaderwah, also are the important cause of negligence.

Pilgrimage tourism is the major tourist attraction of tourists from local, regional, national and international level. Jammu city is popularly known as city of temples. Mata Vaishno Devi, Amaranth Darshan and Baba Gulam Shah Badshah shrines are the main attractions. Other destinations such as Raghunath temple, Shiv Kori, Jodia di Mata temple, Purmandal, Baba Chamliyal, etc. have also religious importance. There are different yatras such as Amaranth yatra, Kalish yatra, Meni Mehesh yatra, Kalish Kund yatra, Mela Kund etc. which promote the pilgrimage tourism in the study area.

Jammu Province is also rich in lakes and fort tourism potential. There are so many natural lakes and man-made monuments. Fort tourism is of great importance in Jammu province, as each district is having forts and other monuments but maximum forts have been put to misuse by the government by running schools, police station, etc. and some are even under military occupation and others have been destroyed by the natural calamities. No government so far has taken some solid steps for preservation or conservation of these forts. Beside these, lakes are shrinking and sedimentation is increasing day by day and governments of the day have no plans and policies to conserve these natural resources. Government needs to take some solid steps for conservation of natural and man-made resources on tourism point of views.

The purpose of any impact study is to find out the positive as well as negative implications. Tourism also has its positive and negative impacts. Tourism is an industry which leads to the income generation, employment creation, foreign exchange etc. and
leads to overall development. Besides, it also have negative impacts such as in the form of environmental pollution, land degradation, noise pollution, social and cultural values affected in the host area. In the study area, tourism proves the positive impacts as revealed by the interviews from the locals. There are about 86 percent people who agreed that tourism has improved the economy of the region, more than 65 percent people are agreed to increased tax revenue. Opportunities for shopping more than 44 percent, creation of employment and about 51.5 percent agreed that the sector creates employment opportunities and thus overall about 83 percent respondents having the perception regarding tourism that it leads trade.

Regarding social impact of tourism about 58 percent people agreed there is no conflict due to tourism development whereas about 41 percent agreed that tourism development is one of the cause for conflict among the host population to maximize their benefit and income. Tourism also leads to social evils. About 67.9 percent people’s perception is that tourism leads to drug abuses. In terms of cultural impact, there are about 93 percent people who perceived the changed behavior of locals. Opportunities for cultural exchange also increased. Tourism leads to environmental impacts as well. There are more than 39 percent respondents who agreed the shortage of drinking water, about 33.4 percent people are agreed to toilet problems, about 36 percent are agreed the sector leads to deforestation for construction of hotel, roads etc. There are more than 46 percent respondent responded that the quality of air, noise and water deteriorated due to development process. About 83.8 percent people are of the opinion that there is increase in generation of litter and garbage, more than 76 percent are agreed to traffic congestion and 80 percent people responded loss of open space due to tourism development.

Impact of Mughal road for tourism has great importance: Opening of Mughal road has led to the development of tourism especially in Rajouri and Poonch districts. From Buffliaz to Shopian, a stretch of about 83 kilometer distance provides lush green meadows, natural lakes, water falls, springs, scenic beauty and sky touching mountain peaks which attract the tourists during the summer as well as in winters for snow fall. There are number of unexplored tourist destinations which are hidden from eyes of the tourist such as Shopian, Hurapura, Dabjan, Pir ki gali, Chandimarh, Bhramgal,
Conclusion and Suggestions

Noorichamb and valley of seven lakes are some of those untouched and unexplored sites so far which hold immense beauty to watch in the Mughal road alone. Beside this, some important sarais found along the route are Nowshera Sarais, Changis Sarais, Thanamandi Sarais, Aliabad Sarais, Sukh Sarais, Hirpur sarais, Khanpur Sarais, and Rambagh Sarai. There is need for the Government to take some solid steps for conservation of monuments and development of other unexplored tourism destination through proper implementation of plan and policy.

The term "ecotourism" originated in the early 1990’s in response to the growing interest among travellers in enriching their travel experiences through direct contact with the natural environment, living history, and local cultures. Jammu and Kashmir is rich in natural tourism resources. Without affecting environment, tourism on nature based is also called sustainable tourism. Ladakh bagged ecotourism award 2013. Jammu and Kashmir Tourism Department also bagged best state comprehensive development of tourism award 2014 for the second time in Jammu and Kashmir history. Kishtwar High Altitude National Park Surinsar Mansar, Wildlife Sanctuary, Jasrota Wildlife Sanctuary, Ramnagar Wildlife Sanctuary, Nandi Wildlife Sanctuary are other natural systems which need conservation as these are shrinking of species and also due to natural calamities.

For the tourism development, there is need for proper planning and policy highlighting the Government initiatives in the Tourism sector. Various Plans and Schemes have been framed by the Governments of the day from time to time. From 1951 to present, all tourism plans in Jammu and Kashmir totally based on National Plan. The Centrally Sponsored Schemes and funding from the Central Government have not been upto demand level and hence growth of tourism in Jammu and Kashmir in some selected destinations only and most of the regions remained ignored. After 1989, militancy influence in Jammu and Kashmir has led to low tourism growth. After and before 1989, there was no proper planning and policy for tourism development. In 2008, however the coalition Government of Congress and PDP paid attention towards tourism sector. Not only Kashmir valley but also Jammu and Ladakh region were also taken care of. Recently, Government of Jammu and Kashmir framed a tourism policy to develop Jammu & Kashmir as a dynamic, sustainable and most-favorite tourist destination.
offering high quality experience to tourists by providing congenial development framework for facilitating and accelerating investments and improving livelihood opportunities at the local level and to devise strategies for increasing arrival of domestic and International tourists. The tourism policy achieved the following objective:-

(i) To develop new potential and emerging markets through targeted marketing strategies based on tourist profile. (ii) To harness the opportunities available in the sectors like Adventure, Caravan Tourism, Heliport Tourism, Handicrafts, Pilgrimage, MICE, Heritage, Eco-Tourism and Golf etc. (iii) Development of human resources for tourism sector and capacity building of the tourism stakeholders. (iv) Diversification of Jammu and Kashmir Tourism products. (v) Showcasing Brand Jammu and Kashmir.

There is about 2330 lakhs rupees sanctioned for tourism development in Jammu Province. Amongst which about 135.00 lakh rupees sanction for infrastructure facilities and about Rs.550 lakh for pilgrimage tourism development.

Shrine boards have played a significant role for tourism development in Jammu Province. The field study reveals that the pilgrimage, medical, educational tourism is flourishing in the province. Shrine board provided all modern facilities for tourist/ yatries. Development in Katra to Main Bhawan in Shri Mata Vaishno Devi, accommodation, transportation, refreshment, foods shelter shed, treks free accommodation, free foods, information centre, helicopter services, railway, and roadway facilities for the tourist. Establishment of Shri. Mata Vaishno Devi University (SMVDU) and Baba Gulam Shah Badshah University, run by the Shrine boards boost the educational tourism.

Tourism development Authorities and local people also played significant role for tourism promotion and development in study area. Jammu and Kashmir Government created number of Tourism Development Authorities which function under the tourism Ministry and Directorate of tourism in Jammu and Kashmir. No doubt that tourism has flourished in the state but there is a long way to go to bring all the three regions of the state at par in terms of tourism. There are number of tourist destinations in the study area which are having huge potentials of tourism if properly developed.
SUGGESTIONS

In Jammu and Kashmir tourism industry is the only industry which boosts the economy as well as employment opportunities for the people. After agriculture and horticulture, tourism industry plays a significant role for income generation in the state. The state has been blessed with diversity in culture, natural beauty, architectural and historical sites, pilgrimages of all kinds and all religions which would make any other states feel jealous. But we fail to promote and present our tourist attractions in a way that could tap the full potential of tourism. For this, we need an arching State policy guiding development of Tourism centers throughout the state. This policy should contain comprehensive guidelines forming a framework which will give a concrete structure for long term planning as well as enough flexibility for considering place-specific nuances as our State is a diverse place and Tourist places can be of many types. A district level survey should be done to compose a comprehensive list of cultural, geographical, religious, historic and architectural tourist attractions that can be developed and promote to energize the tourism sector in Jammu Province. There is an urgent need of political stability as well as demolish of militancy in the state. To promote tourism the following suggestions are made based on the field survey.

- Need to welcome the tourist properly.
- Implementation of state tourism policy.
- To upgrade airport, bus stand and railway station of Jammu.
- To promote state airlines services
- Need to develop unexplored tourist destination
- Need to develop tourist infrastructures as well as modern tourist facilities.
- Focus should be towards conservation of historical buildings, Forts, Lakes and Caves.
Conclusion and Suggestions

- For attraction of tourists there should be development of tourist destination along Mughal road.

- The Master Plan for tourism development in Poonch, Rajouri district should be properly planned.

- Schemes and incentives should be provided by state government to the private sectors.

- Handicraft of the state should be promoted.

- Eco-tourism should be promoted in all the destinations.