1.1 INTRODUCTION:

The word tourism is familiar to most English-speaking people. The meaning and significance of tourism is different in different contexts. The words tour, tourist and tourism are frequently used interchangeably in the tourism business. People, quite unknowing, undertake travel that comes under the board ambit of tourism. Traveller may use different modes of transport and accommodation as per their convenience and the affordability and availability of these services. 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” (Mathieson and Wall, 1982). Tourism, besides reaching the formerly isolated parts of the globe, is also reshaping social life and identity at home as well. Tourism industry through the movement of tourists ensures smooth transfer of capital from one country to another. Tourism has been a significant contributory factor in developing the economy of any region or nation. In terms of foreign exchange, tourism stands important position among all the major industries of the world and its importance is increasing with every tick of the clock. The significance of tourism has gained recognition in most parts of the world. Tourism is a social phenomenon of human race and has acquired enormous significance during last 50 years. The global services as we see during the last 50 years, international tourists arrivals have increased from 25 million in 1950 to 696.7 million in the year 2000. Tourism is a socio-economic phenomenon comprising of the activities and experiences of tourists and visitors away from their home environment, serviced by the travel and tourism industry and host destinations. The sum total of this activity, experience and services can be seen as the tourism product. The number of international arrivals worldwide in the 2004 was 762 million compared to only 287 million in 1983. In the year 1950, there were only 25 million tourists. Twenty years later, the number reached to 160 million. World tourist arrivals for the year 2005 crossed the 800 million mark and reached 808 million, whereas it was 842 million for the year 2006 with a growth rate of 4.5 percent. WTO’S ‘Tourism 2020 Vision’, (Long-term for forecast and assessment report), forecasts that international arrivals are expected to reach around 1,006 million by
2010 and to 1,561 million by the year 2020, if annual increases match the World Tourism Organization’s (UNWTO) long term predictions of a 4 percent average annual growth rate.

The year 2004 was highly successful for Indian tourism Industry. The foreign tourism crossed 3 million figure with arrival estimated at 3.337 million. The foreign exchange earnings also recorded an unprecedented growth of about percent wit receipts at US$ 4810 million. The growth of about 24 percent in foreign tourist’s arrivals during 2004 was achieved over and above a growth of about 14 percent witnessed in the year 2003. This was achieved despite the fact that the world over, there was a decline of about 1.5 percent in tourist arrivals in 2003, and only a growth of 10.7 percent in 2004. The year 2005 has been a highly successful year so far as tourism in India is concerned. For the third successive year, India witnessed a positive growth in foreign tourist’s arrivals, reaching about 3.92 million against 3.46 million during 2004. The growth rate of 13.2 percent during the year 2005 was achieved. With this growth, the share of India in world tourism, which was hovering between 0.38 percent to 0.39 percent for number of years, is expected to be around 0.49 percent. The year 2006 broke all the previous records and much awaited 4 million mark was achieved during this year. The earnings from tourism were expected to be 29603.56 crore rupees. India’s share in global tourist arrival crossed 0.59 percent. The World Travel and Tourism Council (WTTC) estimate a 4.5 percent per annual increase in the total amount of travel and tourism economic activity between 2002 and 2012. This is largely attributed to a rise in global wealth, liberalization of International airspace, cheaper flight and the use of the internet as a travel tool. The earnings from tourism have made it one of the world largest industries and the fastest growing sectors of global trade accounting for 10.7 percent of global Gross Domestic Product (GDP), 12.8 percent of global exports, 8.2 percent global employment and 9.4 percent of global capital investment.

Tourism is the most progressive earning profession in modern life and fastest growing industry. Tourism is primarily a term of economic 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. India, although tourism has the distinction of being the third largest foreign exchange earning industry after gems and jeweler and redeemed garment its share in the World's tourist traffic is a mere 0.51 percent. Traditionally the hilly towns like Shimla, Srinagar, Mussoorie, Nanital etc. attracted the rich people from the places as the tourist who used to come to these hill stations to get rid of the heat of the planes in the summer months or to see snow-fall during the winter. The economy of such hilly towns revolved around the tourists and majority of the local people earned their livelihood through providing a variety of services to the tourists. Tourism is a great source of earning money. It provides foreign exchange, help redress balance of payment, increase national income, creates new job opportunities and substitute capital which is scare in developing countries. Tourism is the largest service industry globally in term of gross revenue as well as foreign exchange earnings.

Tourism has been a major social phenomenon of the societies all along. It is motivated by the natural urge of every human being for new experience, adventure, education and entertainment. The motivations for tourism also include social, religious and business interests. The spread of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are getting overcome by technological advances. Progresses in air transport and development of tourist facilities have encouraged people to venture out to the foreign lands.

Tourism’s importance, as an instrument for economic development and employment generation, particularly in remote and backward areas has been well recognized the world over. Tourism can play an important and effective role in achieving the growth with equity objectives which we have set for ourselves. Tourism is one economic sector in India that has the potential to grow at a high rate and can ensure consequential development of the infrastructure of the destinations. It has the capacity to capitalize on the country’s success in the service sector and provides sustainable models of growth.
Introduction

Tourism is one of the most important sectors in the economics of developing countries. Currently, tourism is the most important sector and major source of foreign exchange earnings in Thailand, Australia and New Zealand. It is ranked second in Hong-Kong, Malaysia and the Philippines and ranked third in Singapore and Indonesia. In New Zealand, the tourism industry employs more than 200,000 people, with projections of a 14 percent annual growth till the year 2000. In Hong Kong, tourism employs 12 percent of the workforce and contributes about 7 percent to the economy. The tourism sector in Thailand supports over 1.5 million jobs and contributes 5 percent to the economy. Men and women through interconnected economic, political, cultural, social and environmental dimension are involved in different ways in the construction and consumption of tourism. It is the recognition of these differing realities that shape tourism marketing, tourist motivation and resident action. As an industry, tourism is the biggest foreign exchange earner for the countries like Nepal, Thailand, Spain and New Zealand and it ranks third among the export earnings of India. Tourism affects the economy of both the host and the destination country. An increase in the expenditure of the foreign tourists in a country raises the later’s gross national income. It generates valuable foreign exchange, which helps in resolving the Balance of Payments crunch. Apart from economic contribution, it also helps in poverty alleviation through employment generation, national integration, international understanding, image building of a country, removing regional imbalances and disparities and above all infrastructural development. However, ironically the rapid growth of tourism in the twentieth century has produced both problems and opportunities on a vast scale for societies and the dimensions of its impacts have been diverse as it affects the economic, social, cultural and environmental status of a region. Therefore, tourism cannot be mistaken as merely a means of adding to nation’s wealth but also brings with it serious long term problems which without effective control and planning can escalate to appoint where it may threaten the society’s culture and environment.

1.2 HISTORICAL DEVELOPMENT:

Travel had a fascination for mankind since times immemorial. A variety of reason can be traced behind man’s desire for travel. Men travelled to satisfy wanderlust to seek
fortunes, to gain knowledge to propagate their religious faith or pilgrimage. Much of the travels in the beginning were largely unconscious and a simple affair. The primitive used to wander in search of basic necessities like food and shelter. Homer’s Odyssey records the wanderlust of the ancient Greeks. Merchants have been traveling extensively for trade with other nations from time immemorial. Most of the travel was often hazardous as well as arduous relying on inadequate roads and uncomfortable transport, but the potential rewards were substantial.

Tourism in Ancient Time

From the earliest time, two factors inhabited the growth of the tourism, namely, the difficult or danger of travelling and for the majority, lack of money. Typically; travel by ship was the safest and most convenient mode of transport and was primarily motivated by either trade or warfare opportunities to travel for pleasure were extremely rare. Nevertheless the ancient Greeks enjoyed tourism primarily for religious or sport purposes or for consulting oracles. For example, the oracle at Delphi drew people from far and wide to seek advice on various matters whilst the Pythian Games also at Delphi, were popular event. However, it was Olympia to home of the Olympic Games that was probably one of the most popular destinations of the time. The first Games held in 776 BC and thereafter attracted thousands of visitors from home and abroad to witness the sports and other events which gave the games their deep religious significance. Indeed, tourism to the ancient Greeks was not leisure, but a trip in accordance with tradition and ritual. The man who travelled tightened his links rather than liberated himself from his social background.

Tourism and the Romans

It was the Romans who first overcome one of the major hurdles to the development of tourism by development a road network across the Empire. This not only allowed for the rapid movement of troops and administrative personal but also increased the opportunity for private individuals to travel. By the first Century AD, it was possible to travel along paved roads all the way from Hadrian’s Wall in the north to the southern

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1 B.S. Badan and Harish Bhatt, Regional Tourism, Commonwealth Publisher New Delhi 2007, p2
edge of the Empire in Africa, with travellers being able to break their journey at staging posts, or hotels, along the route. However, travel remained primarily for the purpose of trade or military services with only wealthier Romans able to travel worldwide for pleasure. In contrast to the philosophy of the Ancient Greeks, tourism for the Romans becomes a form of leisure and escape. For those who could afford it, second home ownership became a way of avoiding the summer heat of Rome, whilst the construction of the road network led to the development of a number of resorts along the Bay of Naples. Through a process that was to be repeated around the Mediterranean some 2000 years later, small fishing villages were transformed into bustling seaside resorts where excessive drinking loud parties and nude bathing were common place. Thus whereas previously tourism had been for the purpose of trade, health or religion, the Romans introduced the concept of tourism as a means of escape pleasure and self-indulgence, a form of tourism that disappeared with the decline of the Roman Empire during the fifth century. In fact, the tourism as a leisure activity was to disappear for almost a thousand years, although other forms of travel and tourism were to emerge in the intervening period.²

Tourism in the middle Ages

Following the collapse of the Roman Empire, travel became more difficult and hazardous and generally, few people had the means, opportunity or desire to travel. As a result, tourism, such as it exited at this time, was limited to the local fairs, festivals and religious holidays with longer journeys usually being for the purpose of trade. Nevertheless, one popular form of voluntary travel during this period was pilgrimage. In its purest form pilgrimage was a voluntary journey to worship at some holy shrine and the journey itself was expected to be hard and fraught with difficulties, as form of penance. Although such journey had been undertaken since the third century, during the middle ages increasing number of peoples set out on pilgrimages, mostly on foot, usually to one of the three most popular destinations of Jerusalem, Rome and Santiago de Compostella in North West Spain. By 1300, for example an estimate 300,000 pilgrim

²B.S. Badan and Harish Bhatt, Regional Tourism, Commonwealth Publisher New Delhi 2007, p3
visited Rome each year although shorter domestic trips were also popular, such as English pilgrims to Canterbury or Winchester.³

**Tourism between 1600 and 1800 AD**

Whereas the earlier periods are of interest in their own right, the seventeenth and eighteenth centuries are more important in the historical development of modern tourism. Although they preceded the modernization and industrialization of process, it was during this period that the pattern of tourism development through to the present time was established. In particular it was then that the democratization of tourism began a process that has culminated with the mass participation in tourism that we know today.

Fuelling this process were a variety of factors that were and remain essential for operate within a broader environment which embraces a number of important culture, social, geographical, economic, political and economic conditions. In the seventeenth century of course, few if any of these factors had come to the fore. Nevertheless, two form of tourism were prevalent during this period, both of which were influential in changing both the style and meaning of tourism. These two forms of tourism were

* The Grand Tour

* Spa Tourism

**The Grand Tour**

By the late 14th century and early 15th century, the religious conviction that had motivated the pilgrimage of the Middle Ages was being replaced by more secular approach to travel, in particular travel for the purpose of education, self-improvement and to a lesser extent, pleasure. More specifically by the start of the seventeenth century it had become customary for the English aristocracy to send their sons, once they had graduate of university, on a tour of Europe. Usually accompanied by a tutor, the young aristocrat would undertake a Grand Tour for a period of anything up to three or four years, visiting major cities, enrolling on course at universities and learning not only academic subject and languages but also social refinements. In a sense, Europe becomes

³Ibid.p5
a large finishing school for young Englishmen, preparing them for careers as diplomats of in government. By the mid-17th century, an estimate about 20,000 such Grand Tourists were abroad at any one time, travelling through France, Switzerland and Germany with the northern Italian cities of Turin, Verona and Venice featuring in most tours. However the important point here is that over time, the characteristics of both the Grand tour and those who undertook it changed. In particular, greater number of tourists started to tour on the Continent, but their trips tended to be shorter both in distance and duration and the focus of the trip become pleasure rather than education.

**Spa Tourism**

At the same time that the Grand Tour was becoming a popular form of tourism amongst the aristocracy, the spa town of England and Europe were once again becoming popular destinations for the first time since their heyday in Roman times. In fact spa tourism at that time represented the first examples of resort based tourism and similar to the development of seaside resorts a century or so later, the renewed interests in the spa was initially based on the perceived health benefits of taking the water. Bath, in particular, become international renowned, largely as a results of a book published by William Turner in 1952 which drew attention to the alleged medicinal properties of its waters. However a large number of the other spas were established across England, whilst the fashion also spread into Europe with spa in France, Germany and Italy being redeveloped to cater for increasing demand. It was not long, however, before the spa resorts were transformed from health resort in to social centers as medicinal consideration become subordinated to seeing and being seen. In other words, visiting spa becomes an annual event on the social calendars of the upper class, with Bath reaching the height of its popularity by the beginning of the eighteenth century.⁴

**Tourism in 18th century**

The nineteenth century is, undoubtedly the most important period in the history of tourism. At the beginning of the century, tourism remained an activity enjoyed by a relatively small, privileged proportion of the population. For example it is estimated that

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⁴Ibid, p6
about 40,000 English citizens were either living or travelling in Europe at that time yet, by 1840, some 100,000 peoples were crossing the English Channel each year, a figure which had risen to one million by the start of the twentieth century. (Young 1973). The rapid growth in tourism resulted from a number of influences, including:

* Technological advances, particularly the introduction and rapid development of the railway network;
* Increase in personal income, combined with greater amount of free time;
* Social transformation that created the motivation for tourism;
* The foundation of the tourism industry.

**British Seaside Resorts**

With the declining popularity of the spa during the late 1700s the attention of tourist turned toward coastal resorts. Like the spa, the initial impetus was provided by the medical profession which extolled the supposed recuperative power of seawater, a paper published by Dr. Riched Russell in 1973 describe the alleged benefits of both bathing in and even drinking seawater and in order to practice what he preached, he move to Brighthelmstone (Brighton) on the south coast. By the turn of the century, Brighton had replace Bath as the fashionable leisure center outside London, its popularity boosted by a visit the resort by the Prince Regent in 1783 and the town expanded rapidly.

Although it was rail transport that as to be a defining factors, the Kent resort along the Tames estuary were attracting an ever-widening range of social groups by the early 1800s, primarily as a result of the introduction of steam boat services. Sailing Cargo ships had already carried passengers to resorts such as Margate but, by 1830, paddle stream were carrying Londoners to the seaside in their thousands. In fact, the icons of British seaside resort-their piers-were originally built for landing passengers rather than as places of entertainment. Nevertheless the evolution of the railways was to be as instrumental in the growth of tourism in the 1800s as was international air transport in the 1990s. The first rail journey took place between Liverpool and Manchester in 1829. Although not the first to organize tourism commercially Sir Roland Hill is accredited with inventing
excursion transit was Thomas Cook who was the first to fully exploit the opportunities offered by the new travel infrastructure. Indeed, it was Cook who, in effect, revolutionized tourism by transforming it from the preserve of the privileged into an international industry and in the process, creating the package tour as one of the most popular form of tourism.\textsuperscript{5}

**Tourism in Twentieth Century**

In the early 1900s the development of tourism continued along the course that had been set during the previous century. The upper classes spent the summer in the south of France and increasing number of tourists travelled overseas. Yet for the majority of British peoples, tourism was primarily domestic and would remain so until the 1960s and 1970s. Nevertheless, International tourism in general was on the increase. Large number of American crossed the Atlantic and prior to the outbreak of the World War-I, up to 150,000 American tourists visited Europe each year. Travel was becoming increasing comfortable and easy on passports were required in Europe and consequently many countries were becoming increasing by reliant on tourism as a source of income. During the first half of the twentieth century, then the pattern of tourism remained relatively unchanged, although ever increasing number of peoples were able to enjoy the benefits of tourism. Not surprising, the same three factors of time, income and technology were most influential. Certainly, level of disposable income continued to increase but, from the late 1930s onwards, the amount of time available for holidays, in the form of holidays with pay, increased significantly for the majority of the population.

The last forty years or so have, without a doubt, been the most significant in the history of tourism. The foundation of modern tourism were undoubtedly built in the preceding century, whilst the pattern of tourism development, whereby the fashion or trend is set by the upper classes or elite, only to be emulated by the middle classes has been in evidence since the Grand Tour and continues to this day. For examples, once excusive destinations such as the Caribbean are now including in package tour brochures and cruising again a previously up-market activity, has also been packaged. However,

\textsuperscript{5} Ibid,p13
recent decades have not only witnessed the explosion of mass International tourism in term of number of tourists, but also its transformation from a luxury enjoyed by a privileged minority into an activity enjoyed by a large majority of the population. In short tourism, since 1960s become democratized. This remarkable and rapid growth in tourism has resulted from the same three factors that have enabled the development of tourism through history. Working hours continued to fall, though not to the same in different countries. Europeans, for example, tend to have longer paid holidays that Americans although on average the British work longer hours than their colleagues on the continent. More generally, however, the history of tourism has been characterized by two trends which to this day remain evident in the evolution of tourism. Firstly, tourism has followed a pattern of democratization, also known as the aristocratic model of tourism development whereby the fashion has been set by the elite who are then emulated by the masses. A variety of enabling factors have throughout time, underpinned the growth and democratization of tourism. In particular technological innovation increase in time and wealth and in later the emergence of the tourism industry have all been major influences.

**Continuity and change in 21st century**

Perhaps, it is one part fashion and one part naivety to assume that the year 2000, or 2001, marked a major transformation across the gamut of public policy area. Infect, most policy sector will have experienced on sharp discontinuities, least of all development Nations. Poor nations generally suffer from continuous grinding poverty and political decay. Change result too often not in ameliorating poverty but in exacerbated overcrowding and pollution. Even the population time bomb has been blunted, as much by AIDS as by enlightened policy-making. In the beginning of the 20th century there were far fewer countries than now, and many were administered by a handful of colonial powers. In these developing nations, poverty was then the norm and most tourism was an example of the conspicuous consumption of elite, with facilities to pamper both the daring explorer and the worldly traveller making the modern version of the Grand Tour. Except or migration, family travels on an International scale was rare and single women were characteristically well chaperoned as with the tour of Thomas Cook. Nevertheless, the acceleration of international travel in the early 20th century, for
health, business, recreation or religious pilgrimage, led government to issue passport, require visas and take a generally more proactive stance toward the protection of their citizens abroad. In 1912, within weeks of the sinking of the Titanic, international polices required 24 hour monitoring of wireless communication, ocean liners were fitted with enough life jackets and lifeboat for all passengers, and there were international patrols in iceberg-dense section of the oceans. Traveller safety continues to be a major feature of public polices surrounding tourism but the complexity of the task has grown enormously. Problems are most acute in developing nations, where government capacity is limited and tourist numbers are increasing. 

1.3 TOURISM IN INDIA:

The tourism industry in India has come a long way from just 15000 tourists in 1950 to 2.64 million in 2000. The foreign tourist arrivals into India too have increased significantly. However it is a different story that India’s share in world tourism continues to be at a dismal low. But the last couple of year’s global tourism has witnessed an impressive growth. Globally international tourist arrivals reached 699 million in 2000, almost 50 million more than in 1999. The global industry was hardly hit by these unfortunate incidents, which also had an adverse effect on India. Both inbound and outbound yet. But the industry is slowly and steadily coming to terms with the situation and showing some signs of recovery. During the last one decade, domestic tourist in the country has grown by over 100 million from 63.8 million (in 1990) to 176 million (in 1999). However much of the movement concentrated in states like Rajasthan, Maharashtra, Gujarat, Kerala, Goa, Himachal Pradesh and Uttrakhand, etc. But unfortunately the flow of domestic tourist into the eastern and north-eastern part of the country is much lower as compared to other part of the region, although there is a very large outflow of tourist from the eastern states, particularly from West Bengal to other parts of the country. Thought the eastern state have all the potentials to become ultimate tourist destinations. Except for a desert, the region has everything. If we analyses the situation, we would find that not only lack of proper marketing initiatives but improper and inadequate ‘tourism’ infrastructure, are a serious impediment to the growth of

6Manish Ratti, History and Geography of Tourism Commonwealth Publisher, New Delhi ,P27,28
tourism in this region. However, the silver lining is now, respective state governments have realized the importance of tourism as a revenue earner and have started investing huge capital on putting in place a proper ‘tourism’ infrastructure. The state tourism departments and boards are openly seeking the participation of the private players in promoting tourism in the region. The private entrepreneur have reciprocated favorably to the call Initiative like these are sure to bring a ‘turnaround’ in the industry. India’s peak holiday season is between the cooler months of October and March. Tourism drops in the summer months when temperatures soar as high as 47° Celsius, in some places. Despite being home to the Himalayas and jungles and boasting a rich history and sun-soaked beaches, India attracts just 0.34 percent of the global tourist market. About 2.6 million foreign tourists mostly budget travelers and backpackers visited India in 2000. Tourists numbered 2.4 million in 2001.

There are currently three well known plans of visits to tourist spot in the country, namely the Buddhist religious tourism focused in the state of Bihar, Odisha, and Uttar Pradesh, the Mughal tourism centered in the so called Golden Triangle of Delhi, Agra, Jaipur and Sangam civilization experience in the state of Goa, Kerala, Karnataka and Tamil Nadu. Normally the international tourist coming to India keeps Kashmir out of their travel itinerary because of the uncertain law and order situation, more so as projected by the media. India offers 3606 protected monuments, 483 wild life sanctuaries, vast bounties of Majestic Mountain, beautiful beaches proverbial hospitality, which is unquestionable and yet we have failed to attract foreigners. Today we are also unable to convince the domestic tourists to consider the state of Jammu and Kashmir and all its natural resources and its heritage as a destination for rest, recreation and informal education. Travel for pilgrimage and learning has been an integral part of Indian culture from the beginning of civilization. Today’s Tourism is a unifying force globally and contributes to national unity, cultural integration and understanding among people from different region of our vast country. In India millions of people directly or indirectly depend on tourism for their employment and livelihood. Tourism is the third largest source of our foreign exchange earnings. But considering the immense potential of tourism in our country, the growth could be much large. Tourism is in fact largest industry in the world and therefore of strategic importance to countries with natural
endowment such as ours. India has a tourist destination from ancient times. “Fahien and Huien Tsiang” from China mark twain and few christen Apostles from the west came to India many years ago. But still many beautiful treasures of our country are little known or unknown to our people. The world tourism organization lays down the following objective for tourism: poverty alleviation, environmental regeneration, job orientation, both skill and unskilled, advancement of women and other disadvantaged groups, preservation of monuments and heritage sites. India a place of infinite variety is fascinating with its ancient and complex culture, dazzling contrasts and breathtaking physical beauty. Indian history dates back to13000 BC. India had a good amount of tourism when it became independent 60 years ago, but tourism as a subject did not figure in the constitution of India except that its components were mentioned in the Central / States list. There was also allocation of budgetary support for tourism development during the fist-five year plan. Tourism becomes a constituent of planning in the second five-year plan (1956-61) with a token allocation of Rs.3.36 crore for both central and state sector put together. The development approach during second plan was mainly on creating isolated facilities in important tourist centers. The third plan witnessed the beginning of the era for the development of the activities connected with tourism, particularly adventure tourism with the establishment of “Winter Sport Complex” at Gulmarg in Jammu And Kashmir State. The Indian tourism development corporation (ITDC) was also set up in the year 1966 to develop tourism infrastructure and promote India as a tourism destination. The approach during the 4th and 5th plans was expansion and improvement of tourist facilities with a view to promote “destination traffic” as distinct from “transit traffic” development of selected tourist centers like Goa, Gulmarg, Kullu-Manali received much attention and become the models of resort tourism in India The sixth plan (1980-85) was a major landmark in the history of Indian tourism. The first ever tourism policy of the country was announced during 1982, which specified the development objective and provided the action plan based on travel circuit concept to maximize the benefits of tourism. During the seventh plan (1985-90) the tourism was accorded the status of the industry. The National committee set up by the government in 1986 recommended a number of measures for ensuring the accelerated growth of tourism. The development plan for tourism during eight plans (1992-97) proposed to
achieve diversification of tourism products, accelerated growth of tourism infrastructure, affective marketing and promotional efforts and overseas market and removal of all impediments to tourism. A major component of the action plan was the development of “Special Tourism Area” and intensive development of selected circuits (Hindustan Times feature on world tourism Day, September 27, 1998). So the physical achievement in the last 60 years included widespread infrastructure development, improvement and diversification of tourism products, greater availability of trained manpower, effective promotion efforts and overall growth and in the tourism traffic and its contribution to Indian economy. With the great potential available and the development initiative taken by the government, Indian inbound tourism has shown a substantial growth in the last decades, especially 2003-04 has been the best in the history of Indian tourism. In fact, tourism has become the second largest foreign exchange earner for the country. In term of visitor numbers, now Indian ranks 11th among Asia Pacific countries. The year 2004-05 saw tourism emerging as one of the major sector for growth of Indian economy. The foreign exchange earnings increased from Rs.16, 429 crore to Rs. 21,828 crore up to December (2005). Similarly during the last year, tourism industry registered a growth rate of 17.3 percent in foreign tourist arrivals, which has been the highest in last 10 years. Foreign exchange earnings grew at an even higher rate 30.2 percent Indian tourism industry is thriving due to an increase in foreign tourists arrivals and greater than before travel by Indian to domestic and abroad destinations. The visitor is pouring in from all over the world i.e. Europe, Africa, Southeast Asia and Australia. At the same time, the number of domestic tourists has also increased .Some tourists come from Middle East countries to witness the drenching monsoon rains in Indiana phenomenon never seen in desert climates. Domestic tourists are also fueling the industry revivals. Many of them escape from the summer heat on the plains to resort in the Himalayan Mountain One of the major beneficiaries this year in Kashmir, where a cease-fire between India and Pakistan has reduced violence, if not completely, at least enough to help revive the state’s sagging tourism industry. Among the most favored tourist destination in India, Kerala for its scenic beauty, Agra for Taj Mahal, Khujraho for its sculptures and temples, Goa for its beaches and some pilgrimage are the most important. Interesting features of this growth is that it has come even as global tourism dropped, due to the September 11 terrorist
attack in the United States, the outbreak of severe Acute Respiratory Syndrome in East Asia, and the Iraq war. Even the disastrous tsunami didn’t affected Indian tourism industry, as tourist arrivals in India rose 23.5 percent in Dec. 2004 and tourist arrivals crossed 3 million marks for the first time in 2004. The disaster was expected to have a negative impact on Indian Tourism in term of large-scale cancellation of tourist to India but nothing of that sort was seen. Indian tourism office at Tokyo won two International Awards in tour expo held at Daegu in Korea for excellent tourism promotion. Indian pavilion won the best both Design Awards as well as best Folklore performance Awards competing with major players in tourism such as China, Japan, Thailand, Malaysia and Canada. The theme of pavilion was the Buddhist pilgrimage in India. Multi promotional activities undertaken by Tokyo office drew a large crowd to India pavilion, which added colours to the entire travel show. The Korea’s leading newspaper published on the front page the incredible India booth’s photography’s highlighting various aspects. The live Yoga performance and Indian traditional snacks at the pavilion were enjoyed very much by the visitors.

1.4 TOURISM IN JAMMU AND KASHMIR:

Tourism in the state has led to the development of the whole services industry including transport, hospitality, camping, retail shops, and horticulture and in the small scale sectors, but it has remained quite susceptible to even minor changes in the law and order situation in the state. This is evident since the year 2000-01 when international tension of the border affected the tourist traffic in both foreign and domestic sectors in the region of Ladakh and the valley. Jammu and Kashmir is a state with wide cultural and geographical contrasts. The Kashmir valley is a fertile, verdant region enclosed by the high snowcapped ridges of the Pir-Panjal to the west and south, and the main Himalaya range to the east. Its population is predominantly Muslim. South of the Kashmir Valley is the region of Jammu. It includes the city of Jammu, situated on the north Indian plains, a short distance from the rolling Shawalik hills. The land of high passes marks the boundary between the peaks of the Western Himalaya and the vast Tibetan Plateau. Open up to tourism in 1974, Ladakh has been various described as the “Moon land”, “Little Tibet” and even the last Shangrila. Whatever the description, it is
one of the most remote region of India. The entire three regions have their distinct culture. Kashmir has its Kashmiri culture known worldwide, Jammu has its Dogra culture and Ladkh has its Ladakhi Culture having similarities with the Mongolian culture. There is a lot to be explored and experienced in term of the various fabrics of culture. The three main religious dominant in Jammu and Kashmir are Muslim, Hindu and Buddhism. Both Jammu and Kashmir are dotted with shrines of Muslims and Hindus. Buddhism however, shows its existence at large in Ladakh. The state is center of many of pilgrimage like Vaishno Devi, Amarnath, Machail, Shahdra Sharief and Charare Shareif, annual Buddhist festivals in different Gompas of Ladakh etc. A large influx of domestic tourists in millions to the various pilgrimage destinations speaks itself the religious importance of the place. With respect to adventure tourism, it is the Ladakh which has been attracting adventure lovers where foreigners are outnumber of the domestic tourists, it is the adventures sports appeal of Ladakh only which has made possible to give international character to the tourism in Jammu and Kashmir. In the year 2006, around 40,000 foreigners visited Ladakh. They visited not only to experience the unique landscape of the region but also to enjoy the water rifting and mountaineering and research. Some of the peak likes Nun-Kum are world famous among the mountaineering. The registration for participation in these activates have to be done in advance and it has been found that the demand is so high that it is all book a year before. So the state of Jammu and Kashmir has all to offer in term of culture, pilgrimage and adventure tourism. People feeling any instinct towards these aspects has full of attraction with diversities in this beautiful land of Jammu and Kashmir. Thus, the state of Jammu and Kashmir has been an unending attraction of visitor down the ages. The state is unique so far its topography is concerned and comprises of three distinct regions viz., subtropical Hills of Jammu, temperate Kashmir valley and cold desert of Ladakh. All the three regions have ideal tourist’s sports with scenic beauty, adventure tourism, wildlife tourism, pilgrimage tourism and also the historical places and monuments which provide enough attractions to the tourists to visit this area. The main attraction for the tourists in different regions is under: Jammu-Religious tourism because of Shri Mata Vaishno Devi, Shahdra Shrief, Shiv Khor, Budha Amarnth Shrine, and Nangali Sahib etc. other attraction like lakes, hill station, forts, temples and Dogra culture. Kashmir – Seasonal tourists in summer months to get
respite from the scorching heat of Indian plains. Mountaineering, river rafting, boating in lakes rock climbing, wild life and religious tourists to different shrines. Ladakh is known Indigenous people, glacier, river rifting wild life, study of Buddhist culture and monasteries.

**Trend of Tourism in Jammu and Kashmir**

Tourism is one of the state major industry. It has played an important role for developing the economy, particularly in the Kashmir valley and Ladakh. The industry has given jobs to a very large number of people; particularly younger generation generated economic activities in the primary, secondary and tertiary sector in the state, which owes dependence to a large extent to this industry. An attempt in brief is being made here to give an idea of the trends noticeable in tourist’s traffic in the state. A mention has to be made on the lack of availability of data on records for various reasons. Because of this no data has been mention before 1976 for the region of Jammu and Ladakh. The first known data available on tourist’s traffic into the state goes back to the pre-independence days when in 1945 the state revived 37297 **“non-residents”**. Its distribution regarding the destination of the visitors is unknown. The figure is based on the regarding the entry permit of the non-Kashmiri at the entry point of the state border posts both on the Pathankote and Sialkot side. The partition of the sub-continent in 1947 and the events of the 1948 disturbed the border of the state and all its existing data on population and demography. The first data is only now a matter of academic interests. In the availability of new data in 1951- about 10,579 visitors entered the state of Jammu and Kashmir. This figure increase to 24,455 in 1961 to 1, 84,790 in 1975 which shows nearly an eight time increase in the arrival of tourists in the state between 1951, 1961 and double presence in the subsequent decade. Interestingly in 1951 there was only 1,246 foreign visitors and we may presume that within this small number there would have been sizable number of representative from the European forces of the United Nation and not true foreign tourists. There were 2, 22,214 foreign visitors in the year 1975, in the post Indo-Pak war and declaration of the internal emergency in the summer season. This has increased from 1,246 in 1951. But in the context of world interests in tourism however this figure is very negligible to any standards.
Present Status of Tourism in Jammu and Kashmir

The state of Jammu and Kashmir remained a model state for the development of tourism in the country until 1987. The tourist department of other state government sought advice of the Jammu and Kashmir government in most matter concerning the upgradation of tourist facilities in their respective regions. Indeed, the paramount of Jammu in the sector of tourism promotion and generation was not an empty boast. The state had a level of bed availability to meet the demand of accommodation for visiting tourists which at one time was the sum of the total bed availability level of the remaining states in the country. The manner in which the growth of tourism was measured during the year 1981-1988, including all types of tourists was un-matched in any part of the country. Only in the State of Rajasthan more foreign tourists visit annually, but this is offset by a bigger bulk of visitors who visited the state of Jammu and Kashmir drawn from various parts of India. Futuristic targets indicate that Srinagar airport itself would soon be enough to handle about 2 million travellers. The index of passengers using surface transport showed, that by 2018 the State could be swamped, with holiday makers and others types of tourists accounting to over 10 million people. Suddenly within one year in the period 1989-90 the colour of prosperity changed all indexes of economy in the State with a sharp southward path as militancy coupled with the migration of non-Muslim population in the state bought an unsettled environment. By 1991 there was a virtual shut down in the local economy, which was the main stay in the economy of Jammu & Kashmir was deeply affected by various circumstances created out of the violence associated with militancy in certain parts of the region. The period between 1990-97, State administration was totally pre-occupied with dealing with the various social and economic problems arising out of wide spread militancy. The State administration finally showed the first success in taking control over existing militancy in 1997 and a period of relative calm was noticed. This had an immediate impact on the revival of tourism in the region and particularly in the valley of Kashmir. The figures on tourists visiting State are incorporated in this report for information. The revival of the tourism particularly in the valley of Kashmir in the year 1998-99 received a serve setback, at the peak of revival activities, due to the Kargil conflict. The scare created by the Kargil conflict saw the tourist flee out the valley and brought a halt to the ongoing process of recovery. The
situation regarding the influx of tourist into this region, however, revived fewer setbacks in the region of Jammu and Ladakh. An increase of influx of tourist year after year is noticeable in Ladakh region in the decade of 1990-2000. The total volume of tourist entering the state again shows impressive figure which also indicate, in-spite of an environment of militancy exiting in the valley of Kashmir, there was little or no impact on those visitors who had their destination in Jammu region. The overall regarding that if the state Government is able to control militancy and bring out the general state of law and order to the level of the period 1987-89, it would be possible to bring about a dramatic recovery in the economy of the region within the next 5 years. Such a recovery as the consultants anticipate is this perspective plan in its first time phase of 5 years, speaks repeatedly the hope and aspiration of all to see the region bounce back economically and see the return of peaceful days ahead. The consultants would also like a mention herein that in the history of this region, the first 35 years after 1950 have been the most prosperous period going back to at least 800 years. Some of the considered factors for such progressive condition can be identified as under:

1. Lack of threat to the region from neighboring countries
2. Existing continuity in leadership.
3. Development of agriculture and irrigation facilities
4. Massive state campaigns to eradicate illiteracy.
5. Development of tourism in the state as an industry.

1.5 TOURISM IN JAMMU PROVINCE:

Jammu region, home to the holy shrine of shri Mata Vaishno Devi Ji is bestowed with picturesque mountain ranges of Shiwalik, dotted with innumerable scenic spots, and soul lifting pilgrimage centers. Jammu, one of the Province of J&K state comprising of ten districts offers diversities in landscape. For instance the districts Jammu, Kathua and Samba lies in plain area, the district Doda, Udhampur, Poonch, Rajouri, Kishtwar and Ramban are hilly in nature. Doda district alone almost as big as all of Kashmir put together. Doda is thickly wooded and has some of the highest mountain peaks and most
introduction

exciting trekking routes in the world. Rajouri / Poonch has a series of lakes atop tall Mountain. Jammu district bestows us renewed temples and shrines, forts, palaces and archaeological sites dating from the Harappan age to the present. These diversities in term offer varieties with respect to culture and climate especially. Jammu is basically represented as land of Dogras. So, it is dominant by the Dogra culture in most of its districts of plain. However the other hilly districts have their own Pahari culture. Every year Jammu receives over 6 million tourist’s influx. To most of the tourists, the Jammu city is the transit point for the pilgrimage going to shri Mata Vaishno Devi and Amarnath yatra in Kashmir. Beside shri Mata Vaishno Devi shrine Jammu has a lot of offering like Patnitop, Sanasar, Mansar, Baba Dhansal, Siarh Baba, Buddha Amarnath, Shiv Khori etc. These places can be put in to circuits for diverting the flow of pilgrimage to them. This diversion can increase the number of days for the tourists coming to the region and thus benefitting the economy. Jammu province has come than a hundred forts and fortresses. The better known forts of the region are the Bahu Fort and Mahorgarh fort, the Krimchi and Ramnagar forts, the Mangla, Dhanidhar and Chingus forts, Bhaderwah fort, the Poonch fort and the Gajpat fort. Kathua district has a number of famous forts and palaces.

Trend of Tourism in Jammu Province

Tourism in Jammu region has been mainly limited to pilgrimage by domestic interests. The total figure on entry of domestic tourists into the state has a significant input of such tourist and it should be the effort of the state administration to make the movement of such pilgrimage safe. This is an important feature in the perspective planning for domestic tourists. Jammu city itself is the best known for its local domestic tourism. What strike a person in the narrow focus of this domestic tourism which is working in Jammu –Katra-Vaishno Devi temple corridor at the cost of other regions. The pilgrimage tourist visits a single destination and do not move into Doda, Poonch, Rajouri area. While Doda has some centers of religious interests where local villager from the Chamba District of Himachal Pradesh come to visit, the Rajouri and Poonch area is marked by a total absence of both domestic and foreign visitors due to the extremely insure condition prevailing because of its proximity to the line of Control (LOC). Indeed, the Rajouri and Poonch areas are important for tourist interest having a huge potential for
visitor traffic, once the border dispute between India and Pakistan is permanently resolved.

1.6 REVIEW OF LITERATURE:

Review of literature was undertaken to get a thorough background of the subject and develop methodology for the present work. This review is based on the reference books, research articles, doctoral theses and internet access. Tourism assumes importance in the development of a region. It is also considered a fastest growing industry which significantly supports the economy and social status of the region. The authors and scholars such as Chib (1981), Parmar (1998), Bnasal and Gupta (1998) and many others have contributed to the basic concepts of methodological advancement of the subject.

Jeelani (1979) in his research project ‘Problems and prospectus of Tourism’, has made an attempt to trace the historical development of tourist trade in the state and has made an identification of some problems faced by the industry. However, the research lacks relevant information regarding the impact of tourism industry on the economy of the state.

Bandhu (1983) analyzed the income and employment effects of tourism on J&K economy. The study based upon primary and secondary data analyzed the growth of pilgrim traffic in the state and its impacts on transportation, accommodation, shopping, catering and entertainment services on the pilgrimage tourism. The study recommended a better tourism policy of government and initiatives from private enterprises to attract more tourists.

Pillai (1985) analyzed the state wise tour and pilgrimage tourism in India. He gave the full account of pilgrimage tourism of India particularly to the J&K.

Chib (1989) known as the father of tourism in India concentrated on the perspectives of tourism in India viz., Tourism Policy, future scope of tourism industry as foreign exchange earner, the public sector in tourism industry, measurement of tourism, marketing strategy for tourism development and preparing tourism master plans at national as well as regional level.
Negi (1990) stated that a solution of complex problem of tourism and hotel projects involves application of analysis system and separately or together operational research techniques. He further brings together in some detail the socio-economic significance of tourism infrastructure and management, finance marketing, hotels and supplementary accommodation, domestic tourism, state and tourism. An attempt has been made to provide a comprehensive in depth treatment for the inter-related element of tourism and hotel industry.

Singh (1998) made an attempt to discuss the dynamic behind the tourism industry. The psychological urge to tour of the man, the sociological and historical development of tourism. The type of tourism, tourism infrastructure incentives and attraction desirable at a tourist sites, etc. are discussed. The articles and expert opinions presented in this set of publication have been gleamed from various national and international sources with the objective of presenting a profile of the state of tourism in the country, in the context of recognized principles and practices from all over the world.

Russel (1999) studied the significance of different types of accommodations, transportations, related infrastructure, the change trends of pilgrimages and explained pilgrimage tourism as people who are holidaying for leisure but having different expectations.

Singh (1999) made attempts to re-frame questions that have been left unanswered by the stalwarts and makes sincere efforts to answer them cogently part one of this treatise deals with the much forsaken theme of caring for the tourist capacity without which much desired sustainable development of tourism will be a far cry. Part two is devoted to the phenomenon of market management, the crux of industry. Seemingly apart, this two part study is pretty well knit to understand the complexity of the mainstream tourism which has consumerism at one end and environmental limits on the other.

Raghuram and Madhvan (2000) formulated strategies to handle pilgrim flow, improve quality of service, waiting time and smooth pilgrimage throughout at Trimula Tirupati, Devastahanam. The study is based upon field observations, discussions,
secondary data and primary questionnaire survey along with a comparative understanding of pilgrimage at Shirdi, Vaishno Devi and Sabrimala.

Gupta and Sharma (2001) attempted to examine that how cultural, heritage and rural tourism can be promoted through pilgrimage tourism. In this context, an empirical research investigation was carried out among the tourists coming for Mata Vaishno Devi pilgrimage. Further, the purpose of study was to come out with marketing strategies that can help to promote heritage, culture and rural tourism.

Chauhan (2002) emphasized on redefining tourism policy as it has become an urgency to bring about good practices of Eco-tourism. This new tourism will ensure conservation of sensitive valley resources and well-being of local community.

Batra (2006) revealed that the marketing techniques are quite often blamed for changing consumer attitudes and bringing about a materialistic society where status is derived from number and type of destinations we visit, or leisure and activities we undertake, rather than how good we are as carrying caring members of society.

Boora (2006) analysed tourism in the developing countries and marked that the said industry has not prospered due to improper infrastructure, lack of political will and economic mismanagement. The tourism trends in developing countries hits at a state that sees more despair than the hope. But deriving benefits depends upon the responsive political system, economic management, comparative environment and above all the confidence to move forward. China among the developing nations has successfully passed this acid test and has poised for itself a highly respectable place in the world mainly in terms of its economic development.

Chand Mohinder (2006) “Management of tourism in Jammu and Kashmir”. The book aimed to examine the composition, characteristics, growth and the development of the tourist industry, at International, National and State level. It examine the existing tourist patterns, arrives and the use pattern in the state. To review the plans and polices of the state government in the context of present and future development of tourism. To analyse and investigate the contribution of industry in the economic development of the state by way of generating income.
Chand (2006) made an attempt towards the sustainable tourism development plan and he examined a systematic framework of factors to be considered in the course of developing a sustainable, strategic and integrated plan, which has a high degree of general applicability.

Goyal (2006) worked on revenue management in hotel industry and described the various revenue management techniques with varying degree of inventory control sophistication and the challenges faced by hotel industry to establish a well-defined and reputable revenue management process.

Gupta (2006) worked on safety and security perceptions of the pilgrims and examined that the visitor do not feel Jammu as a safe and secure destination due to terrorism in J&K and as such their motivation level is low in making Jammu as their Holiday Choice. The study indicated that the pilgrim category of the tourist has specific quality which is unique in itself that is they are not deterred to visit their place of interest by terrorism as motivation level is exceptionally high. The study further revealed that the safety and security relationship does not exist between the destination selection and the tourist if the tourist belongs to the pilgrim category.

Kumar (2006) made an attempt to work out the optimal business strategy for the promotion of tourism in India. The application of such a strategy is essential for us because it is a matter of concern that while China and India started promoting their tourism almost at the same time, China has crossed the 50 million mark and India is still sticking to around 3 million level till 2004. Beside, an attempt has also been made to devise relevant basic elements of optimal service marketing strategy to develop and promote tourism in India.

Mazumdar and Joshi (2006) have made an attempt to analyse the problem of marketing a tourist destination in its prospective while emphasizing on the experiences of developed and developing countries as how to plan, market and manage tourism efficiently in the interest of Goa, the state in question, local population and the tourists who are the stakeholders. It took into account the critical factors in tourist planning such as the existing infrastructure, basic tourist amenities, and sustainable role of private
sector, investment and marketing strategy. Some of the major bottlenecks in marketing and tourism planning and development in Goa have been critically analysed.

Qureshi (2006) focused on the efficiency and strength of the Ellora Aurangabad festivals in enhancing the number of Tourist arrivals. A case study has been taken to explore into its effectiveness for tourism promotion. The investigation revealed a number of interesting realities.

Shankar (2006) highlighted the issues and challenges in tourism marketing. In his study, he emphasized on both negative and positive effects of global tourism. The negative ones happen to be smuggling, drugs sales, international terrorism, spread of AIDS and multi-billion dollar arms trade. All these are fertile for human civilization.

Singh and Vij (2006) worked on safety and security of Foreign Tourists in India and examine the processes of exploring the tourist’s perception of safety at yet tourist destinations. They emphasis that a significant shift from poor image of India (he absence of social awareness the crime against tourists in some parts of India per visit) to a ‘better destination’ (post visit) has been observed in the study though in ta served as a dampener in the tourists perception. They furthermore emphasized that the accommodation, infrastructure, the law and order of the country plays an important role to make the visitors, safe in a strange environment.

Bhatt and Badan (2007) focused on the regional tourism and maintained that tourism industry mainly depends on the adoption of a strategic approach to destination planning and marketing. Every particular region has its own individual specialties like mountains, sea, wild life culture and some specific attractions, on the other hand consumers also hand vivid interests.

Chaturvedi and Gaur (2007) attempted to examine the complete story of Mata Vaishno Devi. Further they provide a pilgrim’s guide and complete information, with the help of color map’s and photograph. They discussed the mythology and legends, discovery of shrine, the mystery of three pindies unfolded and Anecdotes associated with Mata Vaishno Devi.
Hawkins and Mann (2007) observed in their study that tourism as a developmental strategy for developing economies has fluctuated within the World Bank over the last four decades. Today, driven by strong country demand, there is renewed interest in the bank. Their study analyzed the role and approach of the World Bank towards the development aim.

Ratti (2007) analyzed the “History and Geography of Tourism”. In first part of the book analyzed the historical account evolution and growth of tourism. The second part deals with geographical point of view tourism in studied location, landscape and terrain, fauna and flora, climate, etc. and finally discussed the Geo-informatics tools and techniques in Tourism Management.

Kotwal (2008) analyzed the journey of mediation, with special reference to Mata Vaishno Devi. Further, it is to mention that this book is an effort of its own kind of based upon primary data wherein marketing effectiveness and pilgrim satisfaction with respect to pilgrimage tourism services has been studied deeply for the very first time to understand the problems of pilgrimage tourism which forms the basis of domestic travel since long.

Garg Deepa (2009) “Geography of Tourism.” The goal of this book is to provide an account of the growth, development and changes that are occurring within the geography of tourism, a purpose made all the more interesting because this book has been designed keeping in mind the mentality of the general reader’s language which is easy to understandable. This text book takes a major step into a more analytical approach to global tourism while still providing a clear account of geography.

Shafi Mohammad (1994) “Tourism Dynamic in a developing economy.” A comprehensive introduction to these with little knowledge of the subject. The book is fully designed to provide meaningful understanding of tourism. The whole book is divided into five chapters, book cover, systematics, various areas related to the subject.

Sati. V.P. (2001) “Tourism development in India.” Beginning with a general introduction to the subject covering, meaning and definitions as laid down by international organizations and general overview of tourism in India, it goes on to explain
the geographical basis that make up tourism and then give detail of the various destinations that combine to make up the great Indian panorama. Attention has been paid to bringing out the historical and architectural details of tourist destinations and their attractions. A chapter on travels, logistics provides information about the rules and regulations that govern tourism.

Mehtani Subhar and Sinha Amarjeet (2010), “Tourism Geography”. The book is designed as an introductory manual on the subject, equips the readers with knowledge about the burgeoning field of Geo-tourism and its relevance in today’s world. Geography is fundamental to the study of tourism, because tourism is geographical in places, it involves moments and activities across geographical space and is an activity in which, between places, characteristics and self-identities are found through the relationship that are created among places, landscapes and people. The book brings within its purview in great details, the concerns which entail this field the practice and process under study.

Chopra Sujata (1991) “ Tourism and Development in India” In this book, the author presents the phenomenon of tourism, literature on tourism, impact and case study of Khajuraho before planned development. The case study follows on the impact of tourism on Khajuraho in terms of physical, economic and cultural, etc.

Abbari A.A. (1997) “Geographical Basis of Tourism” The study revolves the growth of travel and tourism, geographical component of tourism, transportation and tourism, tourist resorts, area of tourist interests in the world. The book is aimed at providing knowledge and growth and development of tourism from pre-history to modern times and analyses the various components of Tourism Geography.

Jacob Robinet, Joseph Sindu and Phillip Anup “Indian Tourism Products”. This book attempts to provide an overview about immense tourism resources we have in India. Advance technologies in the field of transportation and information have made the world accessible to everyone. This has resulted in the spurt business activities like trade fairs, conventions, conferences, exhibitions, etc. further explained in this book. The last party tries to give the due importance to alternative tourism strategy like eco-tourism and sustainable tourism.

Ratti Manish (2007) “History and Geography of Tourism”: As is obviously suggestive from the name of littler, this book is the veritable mine of information emphasizing of well-researched readings on history and geography on tourism. The sources of information are articles, reports, monographs, journals, books and magazines. The book contains the knowledge of Europe, North America, South America and Africa continents in terms of tourism activities.

Chattopadhyaya Kunal (1995) “Economic Impact of Tourism Development”. The book analyses the definition, type of tourism, major components of tourist demands. It deals with the emergence of mass tourism in modern world, economics and other factors. It also explains the growth and development of the International tourism in the Third World with special reference to India. It also studies the various factors determining the volumes of domestic tourism in some selected countries with special reference to Indian. Evolution of tourism development policies in post-independent India and finally discusses the results and discussions.

Mitra A N and Chattopadhyaya K. (2003) “Environment and Nature based tourism”. In this analysis, the eco-tourism is a way to travel to natural areas that takes responsibilities to conserve the environment and sustain well-being of local community. Eco-tourism comes into prominence in the late 1980’s as a strategy for reconciling conservation with development in ecological rich areas with UN Declaration of the year 2012 as the year of eco-tourism. The subject came into sharp focus globally. Eco-tourism has the potential to provide the considerable benefits both for the natural and exchequer and for bio-diversity conservation of an appropriate policy guidelines, local stake-holders participation on and equitable sharing of benefits.
Batt R.N. (2000) “Tourism and the Environment-A quest for sustainability” “The book aimed at providing a systematic analysis on tourism interaction with the environment and way to achieve sustainability discussions. The study revolves around three key concepts of tourism, environment and sustainability. Starting with the definition of tourism, future are of the tourism industry and the discussion of the tourism products, as attempts has been made to systematically delineate the role of environment in the tourism products. Subsequent discussing revolves around impact of tourism on the economy and environment.

Chand Mohinder (2000) “Travel Agency Management”. The book aimed at presenting the travel and tourism. The book started with the concept of travel and tourism, nature, features of tourism as an industry, meaning and definitions of travel agencies. The main focus of the studies is that the role and impact of the travel agencies for development of tourism. The study analyses the role of technology, transportation, hotel industries, and travel trade organizations/associations.

Ahmed N.M. (2000) “Management of tourism in Jammu & Kashmir”. The book aimed to examine the composition, characteristic, growth and development of the tourism industry, at international, national and state level;. It examines the existing tourist patterns, arrives and the use pattern in state. To review the plans and policies of the state government in the context of present and future development of tourism. To analyze and investigate the contribution of the industry in the economic development of the state by way of generating income.

Bist PS (2008) “Tourist resource and development in Himalayas”. Tourism is gradually picking up recognition as a very lucrative industry. It has been linked with the vital sector like transport, shipping, aviation, road and rail development. Though India’s share in the global tourism is, indeed poor and tourist traffic. The book aimed at the flows from various parts of India and neighborhood and growing much factors in term of tourism industry .The main factors on the resources of Himalaya. Himalaya from west to east has great potential of tourist’s resource in term of pilgrimage, recreational, winter and health tourism development.
Jeelani (1979) “Problem and prospect of Tourism” in his research project of tourism has made an attempt to trace the historical development of the tourist trade in the state and has made an identification of some problems faced by the industry. However, the research lacks relevant information regarding tourism industry on the economy of the state.

Chib (1989) “Essay on tourism”. Chib, Known as the father of tourism in India viz. tourism policy, future scope of tourism industry, measurement of tourism, marketing strategy for tourism development and preparing tourism master plan at national level as well as a regional level.

Sinha PC (1998) “Tourism impact Assessment”. This work focuses on all aspect of tourism development viz. Social, economic, cultural, physical, anthro-political, spatial, environment and overall recreational. This work has been sustainable under taken with the aim that it could provide in detail the possible ways and means for development of tourism and addresses itself to a much wider audience, particularly those involved in the planning and management of the tourism industry at different levels. Emphasis has been thereon the integrated approach and the technique that needs to be applied is implementing tourism approaches and plans.

Seth Pran (2006) “Successful Tourism Management: fundamental of tourism”. Vol-1 The present edition of successful tourism management, vol-1 fundamental of tourism, the whole work faces on travel industry has undergone tremendous changes during the last two decades with new technology in communication, reservation, ticketing etc. which change the faces of the industry and i have done my best to present the transformation of the industry in a readable from with Asian and India case histories.

Narasaiah M Lakshmi (2007) “Tourism and development” Tourism has become the biggest industry in the world. It offer jobs for 200 million peoples and contribute 11.7 percent to global gross product. Almost 700 million tourist arrival and expected for the year. The book aimed at defining the sustainable tourism development, tourist juggernaut, sustainable tourism and environment etc. This entails for instance, that we try to avoid the possible effect of climate change which is caused by greenhouse gas emission into the
atmosphere. Tourism because of the enormous increase in air and rural traffic in the major factors in polluting the atmosphere.

Raheja Banwari Lal (2006) “Tourism development strategies” The Government in both the developed and the developing countries have come to realize the value of tourism development for earning foreign exchange and for improving the infrastructure in their countries. It is undoubtedly true that good. Strategies of tourism development yield better results. The field tourism as an academic study is a new one and is developing due to the contribution of various agencies.

Pathania Kulwant Singh and Kumar Arun (2008) “Ecotourism”. Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural area in order to enjoy and appreciate nature which promote conservation, it has low negative visitor impact and provides for beneficially active socio-economic involvement of local population, the book comprises an introduction which highlight the potential global benefits of ecotourism if it is undertaken in a sensitive and responsible manners. There are highlight of the need for a partnership between ecotourism and conservation as well as between tourism, operator and managers of national parks and world heritage properties

Aggarwal Prateck (2005) “International Tourism”. Tourism is not indigenous affair, instead it is a global phenomenon. Various countries among themselves have concluded various treaties in the realm of tourism. Gradually it has become an international matter. Its day by day increasing importance has made the government conscious to develop more and more tourists places in their respective countries in a huge income generating source .The book international tourism is s humble effect to shed light on all aspect of international tourism for the benefit of international tourists with detail and a comprehensive and matriculation analysis to solve the problem source fully in order to have the way for a smooth movement.

Dixit Saurabh (2005) “Tourism Development” .Tourism in India in recent past has registered a phenomenal growth. In view of its increasing incessant importance; tourism compelled the government to establish it as a large income generating source.
Though a lot is still to be done in this sphere to lead it to its zenith, but its stride toward progress in continued and has achieved satisfactorily the predetermined objective in its large past journey. The peoples who are indulged in this field lack, basic pros and cons and substantiality. The present book toward development will certainly help their to go through its intense observation.

Srivastav Manish (2006) “National and State tourism Marketing”. Travel and tourism is world largest industry in term of employment and second to all in term of turnover. In new millennium, tourism industry is emerging as the largest industry in India. Although last two years, 2001 and 2002 we got good for Indian tourism in term of tourist. The book focuses on the tourism in Utter Pradesh and Uttrakhand State of India. In which various plan for the development of tourism and potentiality of tourism has been elaborated. Tourism is an activity to promote development. It is a milestone in which field of human resource development also. Tourism has also been given states of priority sectors.

Dixit Manoj (2004) “ABC of Tourism” Tourism is on fire now. Times are gone when we used to get a book an area of tourism with great difficulty. Now market is flooded with books on tourism. Quality of the books may vary, but not the zeal for writing newer books on all possible macro and micro area of tourism. Coming to India, however, create another burden as India already has an enormous set of words and term that are in vague. The present book therefore is an attempt to fill these demands. The book contains terminology from all possible sectors that in any way affect tourism activity.

Chawala Romila (2005) “Tourism in mountain Area”. Mountain occupy a fifth of the earth land surface. Fate of the mountain affects more than half the whole world population. Hence particular attention needs to be paid to mountain resources. Tourism can provide a rare opportunity for mountain peoples to participate directly in the global economy. It can because a primary source of revenue for mountain area.

Farid Syed Ajaz (2003) “Tourism in Kashmir”. Kashmir has always excellently provided venue for the concert geography and tourism have been enjoying in her locals.
However, tourism and Kashmir have been playing hide and seek for the lost few decade
and the relative between the two has turned somewhat strained relevance of tourism for
this area is not only because this past of the world is have soared as the paradise on the
earth and is a world famous tourist destination thronged by domestics, pilgrimage and
international tourist. It steps up from the fast that the activity has vital importance for the
peoples living in the general in the time of conflicts when peace is at state and in the
conflict of Kashmir needs no elaboration

Chawala Romila (2006) “Impacts of Tourism”. Tourism is generally seen in term
of economic impacts, jobs and taxes. But the range of impact from tourism is broad. It
often influences area beyond those commonly associated with tourism. Those who
understand the potential impact of tourism can integrate this industry into their
community in most positive way. Aim of this book is to make available to our readers
important, innovative and up to knowledge on the subject. Effort has been made to collect
material in accordance with the course contents of the various institutions and
universities. In our eagerness to provide latest inputs on the subject, we have included
material from the reputed authorities working on the subject. We record our grateful
acknowledgements to them.

1.7 STATEMENT OF THE PROBLEM:

Tourism is one of the important industry which provides opportunity of jobs and
other services. Jammu province has huge potential in terms of tourism development.
Many areas have not been yet explored though having tourist potential if properly
planned. Tourism is one of the important sector which boosts the economy of the state of
Jammu and Kashmir. But there are number of natural and anthropogenic factors because
of which this sector is not flourishing according to the expectations in Jammu Province.
Only the pilgrimage tourism in Jammu region and recreational tourism in Kashmir is
developed and that too, only the national tourists are being attracted. As for as Jammu
Province is concerned, there is wide scope of developing other types of tourism apart
from pilgrimage tourism. There are number of destinations which are having full
potential for tourism, but the same are being neglected by the State Government.
Because of political reason, the International tourists are being diverted to other States. If
the potential of tourism is explored and if these regions will be developed from tourism point of view, then it will possibly be point of attraction for the International tourists along with National tourists. Therefore, it is the need of hour to explore the potential of these destinations which can boost the overall economic prosperity and infrastructure development.

1.8 OBJECTIVES:

The main purpose of the present study is to investigate the following points with the set objectives to assess the Tourist Resource Potential of Jammu province.

1. To assess the tourism potential in the study area.

2. To assess the need of exploring and management of tourist destinations.

3. To identify and to assess the status of various unexplored tourist destination in Jammu province.

4. To analyze the impact of Mughal Road for tourism development in Rajouri and Poonch districts.

5. To examine the contribution of tourism in the economy at the provincial as well as at the state level.

1.9 STUDY AREA:

Jammu and Kashmir is the northern most State of India, situated mostly in the Himalayan Mountains. The state is rightly called the crown of India because of its glorious location. The state is politically divided into three divisions such as Jammu division, Kashmir division and Ladakh division. The Jammu division stretches between 32°17' N to 34°12' N latitude and 73°58' E to 76°47' East longitude. Jammu province bounded by Kashmir valley in the north, LOC Poonch in the west, Himachal Pradesh in the East and Punjab in the South. The total geographical area of the Jammu province is 26,293-sq.kms. The total population the Jammu Province accounts 4,43,0191 person and the total forest cover is 12,066 square kilometers. Jammu province comprises the plains, hills and mountains south and west of the mighty.
Pir Panjal range separates valley of Kashmir from rest of the country. Administratively Jammu region comprises ten districts viz. Kathua, Jammu, Udhampur, Doda, Rajouri, Poonch, Reasi, Ramban, Samba and Kishtwar. Each district of Jammu province having their own nature and characteristic. In terms of tourism industry, there are various factors which are responsible for variation in tourism activities in different area of Jammu province. Jammu city is popularly known as the city of temples as well as other religious places having their own importance. Poonch, Rajouri, Doda, Kishtwar, Udhampur Samba, Reasi and Ramban are hilly and mountainous areas having their own importance and significance in terms of tourism activities. Generally Jammu province having high potential for the pilgrimage tourism which attracts local, National as well as International level.

1.10 DATA BASE AND MEHTODOLOGY:

Research in the tourism field, like other fields of investigation is an indispensable aid to understand various phenomena in order to act more effectively. A method is more than interrelation of techniques or a technique in general enough to be used in several disciplines. By definition, a method implies a goal or an end to be achieved. It is a system, a complete set of the rules of the procedures employed in realizing the given goals. A technique is a device, a means, a procedure, verbal, logical or mechanical for collecting and processing data in the particular context of a scientific enquiry. On the other hand, a methodology is the analytical study of methods.

The empirical research is cumulative product of primary and secondary sources of data. The present study is based on both primary and secondary sources of data. The primary data has been collected with the help of well-designed questionnaires. The potential tourism destinations of study area have been identified with the help of tourism department and personal field visit. The primary sources of data collected from tourist destinations such as Patnitop Development Authority (PDA), Mansar, Surinsar, Jhajjar Kotli, Lakhanpur-Sarthal Development Authority, Bhaderwah Development Authority, Kishtwar Development Authority, Rajouri Development Authority, Poonch Development Authority Surinsar-Mansar Development Authority and number of unexplored destinations of hilly and backward area of Rajouri, Poonch, Kathua, Udhampur, Doda,
Reasi, Ramban and Kishtwar etc. The questionnaires were designed keeping into mind various types of tourism viz, Pilgrimage, Culture, Health, Winter sport, Adventure etc. in order to analyze socio-economic impact of the region, various aspect like growth of various types of tourist in number, expenditure on different section of tourism like accommodation, foods, transportation, shopping and miscellaneous activities have been taken into consideration. The primary data has been gathered through personal interviews, field survey based on questionnaires interviews. The questionnaire has been prepared on five points “Likert scale”. The anchors of the Likert scale will be 1- Strongly disagree, 2- disagree, 3-average, 4-agree and 5- strongly agree. All the developed tourist destinations were visited frequently to examine the tourist resource potentials. 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 waterfall. (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. Secondary source of data has been collected through different sources such as central tourism departments, state tourism corporation, census statistical department, Master plans and other official and non-official agencies to draw relevant result. Internet websites, brochures, books, journals newspapers, etc. have been used to gather the relevant data.

Five percent (5 percent) random stratified sampling has been done from tourists, locals, businessmen and government officers to get the desired information regarding the tourism development and potential of the area concerned. The survey was conducted on both explored and unexplored destination. A total of three hundred and ninety (390) questionnaires are filled from the study area. 30 respondents were selected from each destination. About 150 questioners were filled for unexplored and 240 respondents were interviewed from explored destinations. The respondents were head of the family, Shopkeeper, businessman, govt. officers, local, College students etc. After collecting and tabulating the data, suitable statistical techniques have been applied for analysis such as
simple percentage method. Cartographic technique has been used to prepare base map with the help of Toposheet. Microsoft Excel software has been used to prepare the charts, diagrams graph etc. Arc GIS 9.x used for maps preparation. Photographs have been taken for the different destinations to support the ground truth of the study area.

1.11 CHAPTER SCHEME:

The present research work is under the title of “Assessment of Tourist resource Potential in Jammu Province. A Geographical Perspective”. The work is dived in to six chapters, each chapter having their own nature and characteristics. Tourism is one of the fastest growing industries of the world which provides the income and employment for both the skilled as well un-skilled people of the world. The present research work is finding the various aspects of tourism in term of tourism potential both explored and un-explored tourist destination, tourism impact (Economic, social, cultural and environmental) on the study areas. The demand of modern tourist and facilities are assessment which is prevailing in the study area. To assessment the various plans and policies which are formed for the tourism development in the state. Each chapter discuss separately below.

Chapter: I deal with the introduction about tourism phenomena, historical development in tourism, tourism in Indian, tourism in Jammu and Kashmir, tourism in Jammu province, Review of literature, statement of problem objective, methodology of the present research work, chapter scheme.

Chapter: II deals with the Geographical profile of the study area. Introduction, physiography of the study area, climate drainage soil vegetation and demography of the study area. The nature of the research work is directly indirectly related with the man and nature. It is very helpful to understand the nature and scope of the living and non-living environment which play a significant role for tourism development. The geographical studies are important for tourism development to boost the tourism industry in any part of the country or continent. This chapter leads the geographical studies in the Jammu province.
Chapter: III This chapter leads the Tourist destination and facilities in Jammu Province. Introduction, accommodation, transportation, Electricity and Water Supply Banking Facilities Information Centres Adventure Sports Facilities Telecommunication Skiing Facilities Fairs and Festival Shopping and Market Facilities etc. Tourism infrastructure plays a significant role for tourism development. The modern tourist needs and demands increasing day by day as well as technological development in the world. Tourism resources and infrastructure play a crucial role for tourism development.

Chapter: IV This chapter leads the Introduction, Explored destination, Un-explored destination, Fort Tourism Potential, Lake Tourism potential, Pilgrimage Tourism Potential. This chapter has great importance in research work because both the explored and un-explored destination discuss with their tourism potential. Beside this there are discuss about lake, fort and pilgrimage tourism potential.

Chapter: V This chapter deals with the Introduction, Economic Impact, Socio-cultural Impact, Environment, and Impact of Mughal Road for tourism development and Need of Ecotourism. Generally this chapter focus on tourism impact on various forms such economic, social-cultural, and environmental and also discusses the impact of Mughal roads for tourism development. There are also discussed about ecotourism etc.

Chapter: VI This chapter leads the Introduction, Assessment of Plans and Scheme, Assessment of tourism policies and role of Shrine Board for tourism promotion, role of local for tourism promotion, generally this chapter analysis the role of central and state government for tourism development. In this chapter discuss and observed the plans and policy assessment and need for modification and development of tourism sector. Centre and state government share basis plans also discussed. Fund provided and utilized agencies also under concideration.

Finally the conclusion is drawn on the basis of the collected information.