4.1 INTRODUCTION:

In the state of Jammu and Kashmir tourism is one of the important sector of economy, which has an annual turnover of about Rs. 300 crore. There are number of tourist destinations which cater the demand of the people from various parts of the country as well as from different countries. Different tourist destinations have been flourishing in the state from time immemorial such as Mata Vishno Devi, Patnitop and Shahdra Sharief etc. Tourism is one of the important industry which leads to the economic and employment generation for both the skilled and un-skilled people. The present chapter leads the tourism potential in study area. Tourism has once again taken its important place in the economic development in the state. The state is receiving the tourist and pilgrimage in substantial numbers in the state be it leisure or adventure tourism in the valley and Ladakh or pilgrimage arrivals to Shri Amarnath ji cave or to Shri Mata Vaishno Devi Ji. The tourist arrivals in the state during the last four years are given here under. The Jammu Province has rich in tourism potential as well as there are number of hidden tourism potential which are very useful for the future tourism development. In term of tourism Potential the below discuss the various explored and unexplored tourist destination found in the lap of Pir Panjal and Shawalik Hill of Jammu Province.

4.2 EXPLORED DESTINATIONS:

Patnitop

Patnitop is a famous hill resort situated on a beautiful plateau at an altitude of 2024 metres. It is 112 kilometers from Jammu on the Jammu-Srinagar National Highway. Patnitop is a beautiful and best-developed tourist resort of Jammu region. Dense woods surround the green and flowery lushness of this mountain meadow, and secluded picnic nooks are located nearby. This tourist spot has gained so much popularity in the recent years that a large number of tourists keep on visiting round the year. Summers are pleasant while in winter, the snow clad mountains are the attraction. Patnitop is the best known tourist spot of Jammu and possesses extreme natural charm, climate, pine forests and lush green cover. It is visited by thousands of tourists every year to enjoy cool and
salubrious environs. Locals as well as tourists from across the states throng here in summers to relieve them from scorching heat. In winter, the hill resort is generally covered with snow providing opportunities for various snow games such as skiing. This destination is easily approachable being on the National Highway and is prominent on the tourist map of Jammu and Kashmir having all the facilities for the tourists including hotels, dakhbungalow and the youth hostel.

Kud

This tourist spot is situated in the lap of lofty mountains and is surrounded by picturesque hills at an altitude of 5500 feet above sea level. A most developed hill station of Udhipur district, Kud has been blessed with soothing and pleasant weather and has immense natural beauty. Kud is one of the important tourist destination which lies on the NH 1A (Now NH 44). This destination provides excellent hospitality for tourists and its charming climate attracts the tourists. After field investigation, it has been found that the area has faced many problems such as water shortage, electricity, proper maintains, destination management, damage of tracking route due to floods and landslide in September 2014. This explored destination needs development and increasing tourist facilities to boost the tourist activities in the Kud, Patnitop and Sanasar tourist circuits. Kud is one of the important tourist destination in Udhipur district in Jammu region. This explored destination needs infrastructure development, because infrastructure is one of the important components in tourism industry. Kud lies on the NH1A (now NH-44) between Udhipur and Patnitop destination. This region lies on Patnitop circuit. Patnitop, Sanasar, Sudhmahadev, Kud are the major destination and rich in tourism potential. The state tourism department and tourism Ministry has taken some solid steps for conservation and management of infrastructure in the Patnitop circuits. As compared to Patnitop, Kud has great importance in term of accommodation and other facilities. It is very famous for its sweets especially locally known Kud ka Patisa. Tourists and even local people enroute their journey to Srinagar or return towards Jammu doesn’t miss to have a stop here for purchasing these delicious desi ghee sweets.
Batote

Batote is a well-known tourist spot on Jammu- Srinagar National Highway which attracts tourist in large numbers. Batote is one of the hill station of Patnitop tourist circuits which lies in the District of Ramban. This area is rich in tourist resource potential but less development leads to the low tourist attraction. These area need much tourist infrastructure development to boost the tourism industry. It has a pleasant climate and people, locals as well as from other parts throng here for refreshment. It is a famous hill resort. This destination is suitable for medical tourism. During summer its climate provides relax from the hot loo in the plain of Jammu, mostly people spend holidays during this season of the year. The Patnitop circuit like Patnitop, Sanasar, Sudhmahadev and Botate are the major attraction during the summer season. The destination is rich in tourist resource as well as in term of potential but lack of infrastructure, in term of road connectivity, accommodation, railway, air ways etc. has great threat to tourism development in Patnitop, Sanasar, Sudhmehadev, Botate Kud etc.

Jhajjar Kotli

Jhajjar kotli is another tourist spot on Jammu-Srinagar highway at a distance of about 33 kilometers from Jammu. It is situated on the left bank of a small river Jhajjar and attracts thousands of Jmamuities and tourists from outside the state. Being on the National Highway, it is easily accessible to all. The place has recently been given a face-lift. Flowing ravine and grooves of trees surrounded by Shiwalik are the major
ingredients to make this place popular. Tourists in large numbers visit the place round the year especially in holidays. Being the nearest picnic spot on the National Highway towards Kashmir, locals rush here on Sundays and holidays. For a delightful holiday, it has all the facilities for the visitors. A beautiful and spacious park on the left side of river Jhajjar is sufficient to accommodate thousands of visitors at a time. A tourist Dak-bungalow, Jharna cafeteria on the roadside, a private bar and many restaurants and shops are there to alter to the needs of the tourists. Despite these attractions, it is to be admitted that this particular spot has lost its popularity in recent times due to increasing of NH-44 and over bridge

Bagh-E-Bahu

It is a worth visiting tourist spot. It is situated on the hillock near the Bahu fort. Bagh-e-bahu is laid on the pattern of Mughal gardens in Kashmir. An artificial lake for boating, green grassy lawns, flowerbeds, fountains, fish aquarium, a cafeteria and scenic grandeur are attraction of the tourists. On the bank of river Tawi Bagh-e-Bahu, also called Bawe wali Mata, Bahu Fort etc. have rich tourism potential. Beautiful location of the fort leads to the recreational and pilgrimage type of tourism. Fort, temple, Fish aquarium a small artificial lake are the main tourism potential in the plateau land of Bahufort.

This explored destination though needs much development in terms of infrastructure and services. According to field survey, there is not even a single hotel in
this area. Also, a major problem in this area faced by the tourists is the parking facilities from last ten years. The state Government has not taken any steps regarding this problem. A new project under the Tourism Department to develop rope way (Gondola) from Bahufort to Mubarak Mandi Complex in old city on the river Tawi is underway. This project will attract the tourists from state and other parts as well.

**Gharana Wetland**

Gharana is a small wetland reserve spanning an area of 0.75 sq. kilometers. It is about 35 kilometers south of Jammu on the India-Pakistan border. In spite of its small size, it attracts a large number of migratory waterfowl including the Bareheaded Goose, Shoveller, Pintail, Common Teal, and white throated Kingfisher and Indian Moorhen beside that are found on the fringes of the wetland. The neighboring farm lands and rural setting also supports other birds adding to the avifaunal variety of the area. This wetland is one of the important tourist attractions in RS Pura sector of Jammu district, on the other hand lies near the International border between Jammu and Kashmir and Pakistan. So in term of tourism potential the destination attract the tourist not only local but National and International level. The Wetland is under the conservation of UNESCO (The United Nations Educational, Scientific and Cultural Organization), the state Government made some effort to develop the destination but politically instability and cross border firing which leads the low development in the area.
Akhnoor

About 15 miles East of Jammu on the Jammu–Rajouri road comes the town of Akhnoor. Here the Chenab river enters into the plains. From here a canal (Ranbir Canal) has been tapped off from the Chenab to irrigate some parts of Jammu. Massive Ruins of an old fort beside the Chenab also attracts attention. The Kameshwar Shiva shrine and tomb of Baba Fiaz Bakush are other important places near Akhnoor. Excavation in Akhnoor area in the recent past has shown the traces of ancient civilization which is of great historical value and historians relate it with the olden Aryan civilization of Harappan and Mohenjodaro. Akhnoor is one of the historic town which leads the less tourism develop, but tourism potential has rich. This border town of Jammu region having the pilgrimage, recreation border tourism on the other hand river Chenab which provide great oppouronity of tourist attraction. Both side the Chenab bank tourist enjoying during the summer heat in the Jammu city as well as state and National level. The state Government develops parks on the bank of Chenaab, but Akhnoor fort is one of the important tourist destination but fort resource is misused by the state Government This fort is under the police station. Beauty of Chenab, Border tourism has great potential but cross border firing and politically instability which leads the less attraction of tourist.

Mubarak Mandi Complex

The complex which at one time is housed over 76 Government offices and courts stands as a valuable monument associated with erstwhile Dogra monarchy. Once it was a beautiful palace complex and over the years due to lack of proper maintenance, it has lost its grandeur and glory. The complex has a history as old as 150 years back. It was a royal residence of Dogra rulers. The location of these places was carefully selected for having commanding view of the river Tawi on one side and the old city built on the hillock, on the other. The palaces are built as a group of buildings around the courtyard. The building were used as residence of the royal Dogra families.
Potential Tourist Destinations and Centres

Amr Mahal Museum

It is a beautiful palace of red sandstone which stands amidst most picturesque horizons of Jammu. Beautiful green view of Shiwalik hills on the north and river Tawi below down add to the grandeur of the building once the residence palace of Raja Amar Singh. The palace has at present been converted into a museum and is looked after by Hari-Tara Charitable Trust. The museum still has the golden throne on which Maharaja used to sit. The 120 kilogram pure gold sofa type throne has golden lions embedded to it. The sitting place is of velvet. The throne placed in hexagonal room with a door opening towards the forests view of Shiwalik hill and deep down Tawi river. The museum has a gallery of painting known as the Nal Damyant. It has a library in which about 25000 books on various subjects and discipline has been preserved. It is one of the best spots in Jammu province to be visited around the year.

Dogra Art Museum

It is presently located in the Pink hall of Mubarak Mandi complex. The museum was shifted from Gandhi Bhavan complex to this place in 1991. The museum houses about 800 rare exquisite paintings from different schools of painting-viz Basohli, Jammu and Kangra. Gold painted bow and arrow of Mughal emperor Shahjehan and number of carpentry tools also make an important section of museum. The museum also has hand written manuscripts of Shanama and Sikander Nama both in Persion language. There is also one stone plate on which Takri script been inscribed.
Dehra Ki Gali

The spot is situated at an altitude of 7190 feet in the Peer Panjal range. It provides a bridge between Rajouri and Poonch districts overlooking the beautiful narrow valleys of Rajouri and Poonch. The place is blessed with natural beauty, thick forests, fresh cool breeze and enchanting view of surrounding hills. Heavy snowfalls during winter make this place all the more charming. The main attraction of Dera ki Gali is its changing weather. One of the best health resorts of Jammu and Kashmir, Dehra ki Gali is situated about 35 kilometers from Poonch and hardly 17 kilometers from shrine shadara sharief, another major tourist attraction. Dhera Ki Gali is one of the important recreational tourist resource potential destination in the hilly and backward area of Rajouri district of Jammu region. Dehra ki Gali is one of the potential destination. Most of the tourist attraction is during the summer session, from the twin districts of Poonch and Rajouri. Tourist moves in term of recreation and school, colleges and Universities students make trips in the region. Government developed the accommodation facilities for tourists but this facility is being used by the Army personnel. Much wanted destination of Rajouri district needs accommodation, proper electricity management and road connectivity from Dehra ki Gali to surrounding area.

Dhansar Baba

“Come and experience the splendor of this beautiful valley. The gushing springs and the age old Shiva temple situated here are a must visit”. Baba Dhansar is another holy
place in the Jammu region. The presence of the age old Shiva temple at this place is the primary reason for the fame of the place. According to mythological beliefs, when Lord Shiva went to Amarnath to reveal his powers of immortality to Parvati, he left his serpent king Sheshnag at Anantnag. Sheshnag later took a human form as Vasudev and bore a son named Dhansar, who turned to be a saintly person. The place is named after this son of Sheshnag as Baba Dhansal. The major attraction of Dhansar, however, is a gushing spring which emerges from the rocks and disappears into a thick grove of trees, later re-emerging as a number of small waterfalls forming a pool flowing into the valley. It is quite a breathtaking sight to catch. The splendor of the valley blending with the spirituality of the place makes Baba Dhansar a perfect tourist spot that people from all walks of life can enjoy.

The holy place of Baba Dhansar is located at Karua Jheel (Pond) near village Karua, 17 kilometers from Reasi towards Katra in Reasi district of Jammu & Kashmir. As the local belief goes, in the ancient times there was a demon who lived near Karua Jheel (lake) and committed atrocities on the people of village Karua. The villagers sought help of Baba Dhansar to get rid of the Demon. It is believed that Baba Dhansar prayed to Lord Shiva for help. Lord Shiva arrived and helped in killing the Demon. The temple of Baba Dhansar and a cave of Lord Shiva near Karua Jheel has become a place of worship. Karua Jheel is considered sacred where bathing is not permitted. However, the devotees may take a bath downstream. People believe that their wishes are fulfilled if they take bath in the stream and pray with complete faith. A large number of devotees visit the place every year on the day of Mahashivratri when an annual Fair (mela) is organized. For the facility of the yatris visiting the place, the Shrine Board has carried out some developments including the construction of a Dharamshalla. A visit to Baba Dhansar Temple can also be combined with other tourist attractions across the city. A visit to Baba Dhansar Temple will give you a greater insight into the various cultures and traditions of Katra.
Ruins of the old Palaces in Basholi

Cradles of the world renowned Pahari School of paintings, Basholi is 125 kilometers from Jammu. These paintings have found pride of place in International museum and art galleries. There are ruins of the prodigious places of the old Raja of the area. In olden times, the monumental complex of buildings, town and balconies was called the wonder of hills. European traveller Mr. G.T Vigne in the mid-nineteenth century wrote of it as the very finest building of its sort that he had seen in the east. Establishing ancient character of the town there are also some small temples overgrown with moss. A very interesting thing is that down below among the rocks on the banks of the river Ravi there are a number of small caves. Jammu and Kashmir is known for its natural beauty all over the world. The rivers, flora and fauna, historical and religious places of the state make it more beautiful. One such beautiful place from ancient times called Vishav Sathali presently known as Basholi. The town is situated on the bank of river Ravi and an artificial Lake called Ranjeet Sagar. The town is gateway to Himachal and Punjab states. Jammu and Kashmir State is going to be connected with these States in coming times with the completion of new bridge over the Ravi river at Basoli. According to legend, Basholi was established by King Bhupat Pal in 1635 A.D. on the bank of river Ravi. The king constructed two historical forts, one in the middle of the town and another over a hill 3 kms.away from the town, which are the attraction of the tourists in Basoli. It is pertinent to mention here that the both the forts are situated on the top of two hills and one can enjoy the scenic beauty of the town from these forts.
Moti Mahal Poonch

The Moti Mahal is one of the finest buildings of Poonch constructed between 1926-1936, during the period of Dogra Rajas of Poonch principality. The complex is spread over 145 Kanal of land. At that time, Rs 9.01 lac were incurred on completion of the glamorous, attractive and classic Mahal (Palace) with a Scottish style of Architecture, complete with Ivy covered walls. The palace was started by Raja Sukhdev Singh under the supervision of an English Engineer Mr. Anderson and completed by Raja Jagat Dev Singh. The Mahal is situated on the north west corner of Poonch town on the bank of Betar Nullah. Raja Sukhdev Singh who has started the construction of the Mahal was very fond of architecture, art, culture and construction. The young Raja was a man of unique tastes. Moti Mahal is one of the important tourist attraction spot in Poonch city, there are number of tourist are visiting. The tourist from National as well as International found in this spot. The International tourist mostly from Pakistan and POK. Those people who left Poonch during India-Pakistan war 1965 and 1971, this tourist mostly travelling in different tourist destination of the district in which Moti Mahal one of them destination.

Basohli  
Moti Mahal Poonch
Thanamandi

It is an important historical place right from the time of Mughals who used to stay here during their journey from Delhi to Kashmir and vice-versa. An old Mughal Sarai still exists which speaks of its glorious past. The climate of this place is very charming and in fact health resort. It is also famous for its artistic wooden products. The famous shrine of shadara sharief is 6 kilometers from this place. Thanamandi is one of the important destination under the Shahdra Sharief Tourist Circuit. Historically this area has various types of tourism activities but politically instability and militancy is one of the major factor which affecting tourism industry in the state as well as the study area. Mughal route through this destination and some forts and Sarian on the route of Mughal movement which makes the historically monuments of the state which leads the tourism in the Thanamandi area. Thanamandi lies on between Shahdra Shraief and Dera ki Gali, mostly people stayed on this destination in term of foods and accommodation. Needs for development of infrastructure which leads the tourism activities in the above destination.

Chingus Sarai (Sareai)

About half way between Rajouri and Nowshehra lies the site of Chingus which commands a most magnificent view of the Pir-panjal Range. Located here is the most notable Mughal Sareai known as Chingus Sareai. It is remarkable on account of its extraordinary plan, new architectural features and excellent preservation. This place is famous because it was here that Emperor Jahangir on his way back to Agra breathed his last. The Chingus Sarai is the best of the existing sarais built by the Mughals on this part of the route. Chingus Sarai is one of the most important Mughal monuments on old Mughal road constructed by an Iranian engineer Ali Mardan Khan on the orders of Emperor Jahangir in between 1605 to 1621 AD. This Sarai was the 5th halting station for the Royal Carvans. Mughal road which was 170 miles long from Gujarat (now in Pakistan) to Srinagar and divided into 14 halting stations. The monument is surrounded by natural atmosphere located on the right bank of Sukhtao river in between Nowshehra and Rajouri which is about 131 kilometers away from the winter capital of the state i.e. Jammu and 255 kilometers from summer capital Srinagar via Mughal Road. The sarai complex is surrounded by thick pine forests. It is located at 2000 feet above the sea level.
The whole village is known as Chingus and famous for this Mughal monument. The original name of the village was Khanpur which was established by Jaral Rajas of Rajouri. However, after the burial of entrails of Emperor Jahangir in the Sarai and village was changed to Chingus Sarai. Chingus is a Persian word for entrails. The overlooking view of snowy of Pir Panjal range is marvellous from this station. There is a tourist cafeteria, small dhabas, tea stalls and tourist guest houses for the convenience of tourists. During summer season, there is great hustle bustle at this spot. With the opening of Mughal Road recently, the passengers and tourists have been preferring their journey from Srinagar to Jammu and vice-versa via this road instead of National Highway due to rush of vehicular movement. The Mughal Sarai Chingus is about 300 year’s old monument. It is a spacious inn with a mosque, the burial place of the entrails of Jahangir, 44 small Hujras (residential cells) and three Dalaans.

Bhaderwah

Bhaderwah 118 kilometers from Batote and 200 kilometers from Jammu is also known as chotta Kashmir (Little Kashmir) because of its great scenic beauty and healthy climate. On arrival in this valley of resplendent greenery, flowing streams and glittering snowy peaks on feels transported into a different world altogether. A number of meadows, glades and glens trance a tourist Bhaderwah area. The beautiful and the brilliant green pastures of Seuj, Jai, Padri and Bal pedri at altitude of 11000, 8000, 9000 and 9000 feet respectively hold an irresistible attraction for those visiting them. This
town is mentioned in the Rajatarangini as Bhadarvakash. Bhaderwah is also rich in historical lore and its nocturnal dance festivals kud are indeed marvellous. Beautiful locally made lois and blankets, juicy apples, honey, ghee and rajmash are known all over India. Every village in the month of August and September has its own jatar. During the night whole village get together with their invited guests and a sacred fire is lit around which people dance hours together and make kud.

**Jai Valley**

Jia Valley is a one of the emerging tourist spot in Bhaderwah. It is a picturesque valley of Bhaderwah. It is an extremely beautiful valley spread over 6 kilometers. Another nearby attraction is a beautiful sprawling meadow. The tourism department effort to promote tourism in Bhaderwah. Mostly the tourist visiting in this valley during summer session. Due to lack of infrastructure the tourism potential hidden from the tourist eye.
4.3 UNEXPLORED DESTINATIONS

Noorichamb

It is associated with the name of Mughal queen Noor Jahan and is famous for its scenic beauty and waterfall. It is situated near Behram Galla in Surankote tehsil about 45 kilometers from Poonch town. The fall of the stream gives rise to dense cloud of water vapours which engulfs the area and spread all over. The empire Jahangir was so much impressed by the fall that he named it Noorichamb after the name of his beloved queen Noor Jahan. Mughal queen used to stay here for relaxation and bath while on way to Kashmir. Historians believe that Jahangir stayed there for at least 13 times. The water fall (Noorichamb) on the way of historic Mughal road in the district Poonch is one of the important tourist attractions during the summer season. The information during field survey has been collected from the host population and tourists visiting there. Most of the tourists visit from Jammu, Poonch and Rajouri districts. This tourist destination has great potential but has less development. The area surrounding the site has both summer and winter attraction but tourist facilities are less. Recently, the state Government developed two huts for tourists on the foot of the waterfall. After the opening of Mughal road, the area of Panj Ghraw (Five Villages) has been flourishing the tourist resource potential.

Behram Galla

It is situated at the foot hill of 8660 feet high rattan peak on the historic Mughal road in Poonch. It is a small Plateau surrounded by mountain and forests. It is near the confluence of Parnai and Thatta pani streams which further adds to its otherwise scenic and natural beauty. It is about 40 kilometers from Poonch town. Behram Gala is one of the area which lies enroute Mughal road near to Noori Chamb (Water fall). After the opening of Mughal road, the hidden tourist potential of Poonch district has flourished. Behram Gala has been a historically important place and was of special Importance during the Mughal Carvan. This station has no tourism development according to field survey. The state government has also focussed tourism development only on the water fall (Noorichamb.). Beside waterfall, nearby locations such as Chandimarh, Behram Gala, Dogrian and Poshana are important tourist potential destinations, but having no
development in terms of connectivity whether it is transportation or communication, accommodation, etc.

Girgan, the valley of seven lakes is the most attractive, beautiful and natural scenic spot of Pir Panjal region. This valley falls in Poonch district. It is about 60 kilometers east of Poonch City and situated about 10,000 to 15000’ above the sea level. The valley starts from the top of Bharamgala (Chai) mountain and goes up to Raviwali Dhok which touches the last corner of Budhal Tehsil. This valley remains under snow cover for about five months during winter season. It is the coldest zone of Pir Panjal range. A series of mountain ranges takes off from this valley. Snow- capped lofty peaks, picturesque valleys, and attractive-gushing streams, crystal clear lakes, and glaciers, lush green pastures, Dhoks, Margs and multicolour flowers are some of the distinguishing characteristics of the valley of seven lakes. This valley is about 42 kilometers long and 17 kilometers in breadth which comprises of about 38 dhoks and margs. There are about 27 lakes in this valley but seven among those are famous viz. Nandansar, Chandansar, Sukhsar, Baghsar, Akaldakshni, Neelsar and Gumsar. These lakes are popularly known as Sar which is a local word meaning ‘a lake’ while meadows are called Margs and Dhoks. The renowned Mughal road which is an alternate route to link Kashmir with rest of country passes from the outer edge of the valley of seven lakes. Girgan is considered the homeland of nomadic tribes, Bakarwals, Gujjars and Pahari migratory population who start shifting in the Dhoks and Margs of this valley in the beginning of spring season.
Potential Tourist Destinations and Centres

along with their cattle, flock of sheep, goats, horses and after passing about six months in this cold region, return to their native villages in the month of September. The important Dhoks and Margs of this valley are: Girgan, Gali Girgan, Panj-tari, Khuiian, Chai, Hussan Thumb, Kuthwali, Bagnuwali, Godrian Wali, Kafarkatha, Raviwali Bayarwali and Kaagallana. The valley of seven lakes is suitable from tourism point of view because a number of lush green margs fall in this area. Panjtari is worth visiting marg of this valley. This scenic spot is located at 11500 feet above the sea level. Forest belt is far below from the Marg. The view of sunrise and sunset cannot be expressed in words. Three kilometers long and two kilometers in breadth, this plateau on the top of Pir Panjal range is next to Gulmarg. The valley of seven lakes can easily be developed for adventurous tourism, because a number of passes and paths leading towards Kashmir valley fall in this track which can attract trackers. The hilltops like Kaajalana and Nandansar top are suitable for climbers. With the opening of Mughal road, the valley of seven lakes has appeared on tourism map. There is a need of construction of link roads, pony paths, viewing decks, shelter sheds, rest houses and guest houses at Noorichumb, Panjtari and Girgan for the convenience of the tourists, trackers and climbers.

Sawjian (The Gulmarg of Poonch)

The most attractive scenic spot and nature blessed Sawjian-Gagrian valley is located exactly on the opposite side of renowned hill resort-Gulmarg of Kashmir. The Alpather range of mountains and Chour Panchal Pass bifurcates Sawjian from Gulmarg which falls in Poonch district. The climate, terrain, vegetation and geographic conditions of Sawjian resemble those of Gulmarg. The valley is surrounded by snow-clad high peaks of Pir Panjal, thick Deodar forest with rich natural vegetation, crystal clear Gagrian stream passing through the heart of the valley. The double storey Kashmiri style houses on the slopes of the mountains here and there, flowers, and green turf all over the vacant lands adds to the beauty of the valley. Sawjian which is 36 kilometers in the north of Poonch town is also nearer to the line of actual control which moves from Sawjian towards Anganpathri and touches the heights of Gulmarg range. Gujjars and Bakerwals start migrating to Dhoks and Mergs of Sawjian area. These high pasture lands which are located in between 6000 to 11000 feet above the sea level are most beautiful and natural.
Potential Tourist Destinations and Centres

spots. The forest and snow zone area of Sawjian is abode of wild life and destination of Shepherds and nomadic tribes, margs and meadows. The Tourism department have also proposed to the Government for the transfer of 15 kanal forest land at Gali Madan in favour of tourism department so that a guest house could be constructed at Gali Madan (a helmet of Sawjian) which is the most ideal place for conversion into tourist resort. The expedition from Gulmarg to Sawjian and vice versa can easily attract local and foreign tourists, provided proper publicity of the scenic spots enroute to a Gulmarg is given and required accommodation facilities are created at Rangwar and Sari Mangyana apart from Sawjian. The peaks of Pir Panjal ate quite ideal for expedition purposes.

Nowshehra

Nowshehra is a town and a notified area committee in Rajouri district in the Indian state of Jammu and Kashmir. Nowshera is a small town located on the bank of Manawar river just 4 kilometers inwards from the Manawer bridge on Jammu-Poonch National Highway. It is a border Tehsil of District Rajouri with a vast areal and demographic extent. Given its spatial and demographic extent, Nowshera has been given the status of a Sub-District. It is a beautiful place having a number of tourist attractions including the fort of Mangla Devi, holy cave temple of Mangla Mata, Central Gurudwara of Sikhs in Nonial, Qila Darhal and other Dargahs and temples. It has an average elevation of 1,575 metres (5,167 feet). Central Gurudwara Nonial foundation stone was laid by Sant Baba Sunder Singh ji (Before independence) in Upper Nonial. A beautiful village ‘Bagnoti’ comes under jurisdiction of Nowshera. The village is known for its rich
cultural and civilized society and the village is also known for its greenery of mountains and the irrigation facilities to the farmers. In terms of tourism potential, the area has moderate tourism potential but the level of development and tourism facilities are very low. The area is rich in green vegetation which attracts the peoples, but factors such as being located on the border with Pakistan and the resultant disturbance and security checking leads to the low tourism development in this area.

**Kotranka Budhal**

Kotranka at the distance of 40 kilometers from Rajouri town is an attractive tourist spot situated on the right bank of the river Ans. This is the coldest place of the district rajouri, which remains under the blanket of snow for more than four months. This town serves as the base camp for the journey to Arnas and Sedhue, for trekkers as well as the nomads and their flocks. This spot remains a source of special attraction for those who intend to track through this way to Kashmir valley. Koteranka Budhal is one of the important tourist potential region of the study area which lies on the border district of Rajouri. This hilly and mountainous region which provides the beautiful valleys and green meadows and tracking routes which provides the great tourist attraction. The region faced various infrastructure problems such as accommodation, roads connectivity, area development which leads the problems faced by the tourist during the visiting the area.
Seoj Meadow

If Gulmarg and Pahalgam are jewels of ‘Paradise on earth’, Seoj Meadow is diamond in the crown of Bhaderwah, pride of Jammu region. The amazing beauty is found in the plenty. On the south is the sacred Kailash Kund, surrounded by snowcapped mountains. On way to Kailash Kund, there is a unique landscape at Shankh padder. The meadow of Seoj is flanked by a beautiful river on its west which emanates from hills surrounded by Kailash Kund. The landscape across the river is replica of the beauty of Pahalgam whereas on the eastern side, there is long stretch of grassland. On the western side, meadows take a descent along crystalline water of Seoj rivulet and runs towards Ramnagar area of Udhampur district. Seoj dar is locally known as the camping ground of thousands of yatris of famous Kailash yatra who comes from Bhaderwah.

Padri

It is a gali of undulating landscape, located 40 km from Bhaderwah on Bhaderwah-Chamba road, at a height of 10500 feet. It is the highest point on Bhaderwah-Chamba road. It experiences heavy snowfall upto 5 meters and snow melting continuous right up to mid-June. Calm of the meadow is broken when thousands of pilgrims of the famous Mini-Mahesh yatra pass through July in every year. It is one of the most sought after picnic spots even now, and with the opening of inter-state bus service between Bhaderwah and Chamba, its importance will increase. The gentle curves and slopes of hills beset with lushgreen carpet of grass comes as surprise. Calm of the meadow is broken when thousands of pilgrims of the famous Mani-Mahesh yatra pass through Padri in July every year. In addition to the natural beauty, one can have thrilling horse ride on the meadow. The Central Government has approved the spot for development of facility for trekkers.
Khani Top

Khani top is situated 25 kilometers from Bhaderwah. It too has potential of becoming a good picnic spot. Trekkers would also find it a convenient launching site for expedition to ashpati peak on the border with Himachal Pradesh amidst greenery it offers treasures of scenic splendor, especially during sunset and sunrise. It is a hidden tourism potential in Bhaderwah. Due to lack of infrastructure and hidden tourist potential of the area. In future the great tourism potential under the Doda district.

Chinta Valley

It is a picturesque valley located at a height of 6500 feet, has thick coniferous forests on all sides and Chinta valley flowing through it. Many scenic spots are situated across Chinta nallah. Horse rides from baggan to thuba is enjoyable. Thuba is the highest point which separates the Chinta valley from Bhaderwah. This place also has ancient temple of lord shiva. On Bhaderwah- Chinta road, 16 kilometers short of Chinta valley, a bridle path takes off for famous Subarnag peak, which is covered by subanag temple overlooking the whole Bhaderwah and Chinta valley. Lush green undulating vast grasslands make it a treasure of nature.

Thuba is the highest point which separates the Chinta valley from Bhadarwah. This place also has ancient temple of Lord Shiva. On Bhadarwah-Chinta road, 6 kilometers short of Chinta valley, a bridle path takes off for famous Subarnag peak,
which is crowned by Subarnag temple (10,200 feet) overlooking the whole Bhadarwah and Chinta Valley. Lush green undulating vast grassland makes it a treasure of nature.

![Khani Top](image1.jpg) ![Chinta Valley](image2.jpg)

**Nalthi –Basti**

It is 10 kilometers from Bhaderwah which serves as the base camp for the trekkers. It has become junction point with the completion of Bhaderwah-Bani-Basholi road. Trkkers from Sarthal (Bani) and Bhaderwah take rest at this beautiful place after descending from or ascending to 10500 patches of grasslands studded with blooming flowering plants of different colours. The cool breeze flowing across snow-clad mountains make the place all the more fascinating in summer months.

**Paddar**

Paddar is one of the emerging tourist sightseeing spots in Kishtwar district in Jammu and Kashmir. It has been richly endowed by nature in terms of eco-tourism, adventure tourism, pilgrim tourism etc. The hot springs of Tatapani also add feather to the beauty of Paddar. The entire Tatapani village abounds in hot springs ranging from extremely hot to mild water. The main spring is rectangular in shape situated in front of Shesnag Temple. The stream coming out of the boiling area is like a small heated chamber. The hot water gets diverted to two small bathrooms marked as for the gents and the ladies. On the left side, there is a small ruined structure of an ancient temple covered with sheets and having a modern shivaling installed in one corner. There are two small tanks which receive water filtered from the main tank and diverted to water pipe hanging outside. Tatapani is a Padri word which in English means “hot water”. A famous hot-
spring at Tata Pani (Kundal) has its own importance where individuals rush to possess a shower to get rid of joint pains and skin disorders. The Tourism Department should come forward to develop it as a tourist spot on way to Paddar which will be shortly connected to the newly widened road to Chamba (Himachal Pradesh) through the Pangí valley. The water outlet of the hot spring could be provided with separate insulated pipes and diverted to other area. With beautiful ambience of the river Chenab, small modern bathrooms with provision for hot water could be constructed.

Mughal Maidan

Mughal Maidan is about 24 kilometers from Kishatwar. It is named so as it is claimed that Mughals had suffered heavily casualty at this place when attacked Kishtwar via syntan and Singhpura. One of the beautiful trek starts from here with goes to Kashmir valley via Singhpura. It passes through at a height of 11570 feet and culminates at wello near Kokr Nag. Mughal maidens are situated on the banks of Chhatroo river. The slope adjacent Mughal maiden are full of thick forests which are rich in wildlife.
Potential Tourist Destinations and Centres

Basholi (The Land of Natural Beauty)

Jammu and Kashmir is known for its natural beauty all over the world. The rivers, flora and fauna, historical and religious places of the state make it more beautiful. One such beautiful place from ancient times called Vishav Sathali presently known as Basholi is just 165 kilometers from Jammu city. The town is situated on the bank of river Ravi and an artificial Lake called Ranjeet Sagar. The town is gate way to Himachal and Punjab States. A new cable bridge has been constructed recently here further adding to the tourist’s attraction. According to a legend, Basholi was established by King Bhupat Pal 1635 A.D. on the bank of river Ravi. The King constructed two historical forts, one in the middle of town and another constructed over a hill 3 kilometers away from the town. It is pertinent to mention here that both the forts are situated on the top of two hills and one can enjoy the scenic beauty of the town from these forts. The construction of the Ranjeet Sagar Dam has added a feather in the beauty of town. Due to the construction of the Dam, an artificial lake has been created along the bank of the river Ravi and an Island has emerged in it. These Islands attract tourists. Kali Mata Temple in the middle of one of the islands is a great source of attraction to the tourists of the town. One can easily reach this town via Lakhanpur or Billawar. The road is mettaled but there is need for further improvement of the road so that more tourists get attracted to the town. Basohli Paintings carved a name of their own in the painting world. Ram Leela of Basohli is also famous in the world. It is performed here with great pomp and show. Shiv Temple of Basohli has great religious importance. The pond in front of the Shiv Temple always remains filled with lotus flowers. The forts constructed by King Bhupat Pal are in bad conditions due to
the lack of management by the Government. There is a temple called Chanchlo Mata which has been constructed in the old fort 3 kilometers away from the town. There is an interesting story with regard to the establishment of the temple. It is a common tale in the town that during the regime of King Bhupat Pal, a young girl namely Chanchalo Devi fell in love with the son of the king and she wanted to marry him. The Prince too was in love with the young girl. As the girl was poor and had a lower status in the society, so the king refused to accept her as daughter-in-law but the girl was quite adamant to marry prince. The king put forth a condition to the young girl that if she would cross a distance from one fort to another fort on rope, he would accept her as daughter-in-law. The young girl accepted the offer and on fateful day she started her journey on the rope which was tied from one fort to another and both forts were situated on two different hills. Due to her strong will and determination, the girl managed to cross half way on the rope without taking any support. But when she was near her destination, the young girl fell into deep gorge and died on the spot. Later on, it was found that the King had cut the rope with his sword. As the king had committed a great sin, the soul of the young girl started wandering in the forts. As consequence of it, the family of the King faced lot of hardship and his kingdom started falling apart. Thereafter the king met with a Saint who told him that he should construct a temple in the memory of the young girl. The king constructed a beautiful temple in the fort. The idols of Bhagwati Mata and of Chanchlo Devi are worshiped herein the temple. It is managed and looked after by the Padha (Upadya) family and it is surrounded by natural beauty. There is need to maintain the fort, which is in a dilapidated condition. To restore its past glory, the Government should allot proper funds to it.

**Bani a Picturesque Valley**

The Scenic spots of Bani: Having been bestowed with natural beauty and climatic variations ranging from equatorial to temperate, the whole tehsil of Bani is considered as a unique geographical entity and occupies an important place among the tourist places in the Jammu region. River Sewa flows quite in the middle of Bani. The boundaries of Bani tehsil touch Kailash- Sarthaldhar (the source of Sewa river) in the north, Himachal Pardesh in the east, Banjal- Chaladhar in the south and Dhar Mandi – Nooknal in the west. Entire Bani tehsil is a hilly area which abounds in sights rich in natural beauty.
Sarthal, Lowang, Bani headquarter, Dhagar, Chaladhar, Banjal, Rolka, Jaurian Mata, and a terrain extending from Sarthal to Kailash are worth mentioning as rich tourist places. Evergreen tall waiving deodar trees, forests of cheel and padtal, crystal clear water and coolbreeze, streams and brooks, springs and cascades, snow clad mountains, green pastures, vast stretches of water and snow, and the verdure, enhance the beauty of Bani. The forests of Bani are rich in flora and fauna, the whole stretch of the forests from Banjal upto Sarthal Dhar abounds in valuable herbal plants which are used in the preparation of life saving medicines. Both wild life and the vegetation especially the valuable herbs help boost the possibilities of tourism in Bani. Bani tourism can be divided into natural tourism and the religious tourism. Owing to natural beauty, Bani is counted among the most important tourist places of Jammu Province. Doubtlessly, the whole Bani tehsil is bestowed with enormous beauty by the bountiful nature but there are such places as excellent in natural beauty in comparison with their counterparts in other parts of state and which are worth mentioning here for the information of the tourists coming to the state.

Darhal Malkan

Darhal valley is a beautiful valley which provide the both summer as well as winter tourist resource potential, but this area has less tourism infrastructure and high tourist potential, the cause of less development of infrastructure is militancy is major cause. After 1989, the whole state suffer in term of tourism development and tourist
industry loss huge and peoples are unemployed, because tourist industry employed large number of people both skilled as well unskilled. This area needed much development in term of tourist infrastructure which makes the industry flourishing the state. Government takes some solid steps for the tourism development in the Jammu province. Number of valleys, margs, small waterfalls and lakes tourist potential adventure and tracking route facilities and potential found in this region. In the north east of Rajouri town at a distance of 25 kilometers Darhal Malkan, a bowl shaped valley surrounded by gentle sloping mountains on all sides, is situated. Nature seems to have carved a stadium for the prospective sports lovers, who could be attracted here in thousands. The primal flow of limpid water in darhal tawi adds more charming to its beauty.

**Tatapani - A Source of Natural Treatment**

Rajouri district of J&K is famous for hot water springs and the most popular amongst them being the Tatapani. In local parlance Tatapani means warm water and so the spring as well as the village besides it goes appropriately by the same name. The place is situated about 35 kilometers away from the district headquarter of Rajouri towards southeast direction and falls in tehsil Kalakote that is famous for its coalmines. A motorable road connects the place and there is the public transport operating from Rajouri and Kalakote. The place is surrounded by dense forests and is quite clam and serene. In winter months the number of visitors increases tremendously. The bathing is spring water is believed to cure many bone and joint ailments and skin diseases.
4.4 FORT TOURISM RESOURCE POTENTIAL:

Fort tourism is one of the most popular tourism in modern world. More than simply visiting historic sites, heritage tourism is a personal encounter with traditions, history and culture. Heritage tourism is based upon the concept that each community has a story to tell. This is a rapidly growing niche market that is directed towards experiencing the local customs, traditions, arts, history, sites, and culture that authentically represent a particular place. To the heritage tourist, this culture must be unique and it must be authentic. The heritage tourist wants to visit historical places like museums, palaces, courthouses, battlefields, gardens, lighthouses, along with revitalized historic waterfronts, downtown districts, and residential neighbourhoods. An increasing number of domestic and International travellers and the availability of global communication fuel this type of tourism. Local and regional partnerships among historic sites and museums, cultural attractions, outdoor adventure businesses, hotels, bed and breakfasts, and restaurants are forming to develop, interpret, and market this local authenticity to capture a growing tourism market.

FORT TOURISM POTENTIAL IN JAMMU PROVINCE:

The region of Jammu Province is famous for a rich culture heritage in the form of forts, temples, places, Sarai of which were constructed by the rulers of different area from time to time. The known account or literary sources of the region clearly indicates that all the twenty two states came into existence after 8th century A.D. As per the tradition all the 22 dynasties / principalities of the region constructed forts at their respective capitals. However, from the historical point of view, we do not have any authentic account or evidence about the most of the forts of the region.

Jammu and Kashmir State being located on the frontier of India and within the range of foreign invaders, provision of forts was vital for the existence and security of her peoples and polity. Since early Middle Ages the Jammu region had been parceled out into about a score of principalities which built strong fort-places at their capital and a number of defensive forts on their frontiers. This account for a large number of forts and castles in Jammu region. Most of these seem to have been raised during the latter middle ages.
Potential Tourist Destinations and Centres

Majority of them are brick structures while some are built of dressed stone or brick combined. The construction of forts was, however adopted according to the nature and physiography of the height or spur on which it was perched. Forts are the man-made tourism resource potential which is very important in terms of historical as well tourist attraction. Poonch fort in Poonch district, Thanamandi fort, Chingus fort, Mangla Devi fort, Dhanidhar fort in Rajouri district, Bahu fort, Akhnoor fort in Jammu district, etc. has great importance in terms of tourism, there are number of forts which are founds in the study area. Some forts of Jammu province discussed under the following heading.

**Dhanidhar Fort**

It is a historical monument located on a hill in the vicinity of Rajouri town. This fort was probably constructed by Mughal King during the reign of Emperor Jahangir nearly 400 years back. It is just 2 kilometers away from Rajouri presenting panoramic and impressive view of the entire area. In the year 1819 Maharaja Ranjit Singh while concurring Kashmir captured Rajouri, he appointed Mirza Reheem Ullah Khan as Raja of Rajouri in place of Raja Agar Khan. Raja Raheem Ullah Khan remained governing Rajouri principality upto 1846 under the control of Khalsa Darbar Lahore. On 15th March, 1846, Jammu and Kashmir and Ladhakh was sold by the Britishers to Raja Gulab Singh of Jammu and Kashmir. By this way, the Rajouri principality also came under the jurisdiction of Maharaja Gulab Singh. Since Maharaja was not having good relation with Raja Raheem Ullah Khan of Rajouri, therefore, he directed him to step down. But Raja Raheem Ullah Khan refused to do so. In these circumstances, Maharaja Gulab Singh alongwith his forces reached Rajouri and dismissed Raja Raheem Ullah Khan and his administration and on 26th of October, 1846, Raja Raheem Ullah Khan was compelled to leave principality alongwith his family and reletics. Then Maharaja Gulab Singh appointed Mian Hathu the Governor of Rajouri. Mian Hathu governed Rajouri from 1846-1856 AD. In this very period, he started the construction of Dhanndihar Fort. He used the stones and material in the construction of Fort of those buildings which were belonging to Jaral Rajas and destroyed during the invasion of Maharaja Ranjit Singh on Kashmir. The Fort was completed in 1855 AD. The main intention for the construction of the Fort was to keep Dogra Forces in this safer place.
because from this place, the whole Valley of Rajouri could be viewed. Apart from this during the Dogra regime, the revenue was collected from the farmers in the shape of grains and this grain was dumped in this Fort which was sold later on. This Fort has been used by the defense in the past.

**Basholi Fort**

Basholi is located between $32^\circ 30'$ latitudes to $75^\circ 51'$ longitude on the right bank of river Ravi. The construction of Billawaria Raja at Basholi was started by Raja Bhupat Pal who had shifted his capital from Balaur to Basholi in 1630. There are three strong palaces in Basholi which are all situated towards the north-east end of the town, viz an old fort now used as a treasury, the palace and the fort of Devi Kila, built on the site of an old Hindu Temple. The old fort which is situated close to the town is perched on the top of a limestone cone, which rises to a height of about 75 ft. from the surrounding plains, it is a small masonry building about 60 ft. square with a bastion at each corner and a dry well in the middle of the enclosure. The walls are cracked and rotten and it has no armament being used only as a treasury.

**Mankot Fort**

The Mankot principality consists of four forts located on four different hills which have sufficient place at their tops. The Mankot fort also referred to as Mangarh fort and the fort of Mankot took two years to be constructed. The other three forts are also known by different names, the fort lying to the west is known as Mahorgarh the one lying to the east is Babnergarh and the fort which lies in the center of these two is Dergarh. Hence groups of the forts cover a circuit of about 19 kilometers. However local tradition or legends regarding the construction of the forts are conflicting. One tradition ascribes the construction of the forts by Pandavas. But we cannot accept this because on the basis of the architectural designs. The forts can be dated only to 16th century.
Jasrota Fort

Jasrota is located between 32° 29’ latitudes and 75° 28’ longitude lying to the south of Jammu region. It is built on a hill, on the right bank of the river Ujh. Like other places of Jammu Province, we have certain legends associated with the foundation of Jasrota.

At present the Jasrota palace is in total ruins and deserted. Maharaja Ranjit Singh had given Jasrota in Jagir to Raja Hira Singh who had built a palace for himself on the top of the hill. It was entirely of brick masonry. Roofs have crumbled down. The few walls which still stand are plastered with white gypsum, decorated with false niches and doors and flora and line drawing in color.

Jasmergarh Fort

The fort of Jasmergarh situated between the Tarnah and Bein Nalas. Jasmergarh is in the present Hiranagar tehsil of the Kathua District of Jammu and Kashmir, which has now been converted into Jail. The present ruined fort was chiefly built by Raja Lal Dev between 1814 A.D. and 1830 A.D. and was later strengthened by Raja Hira Singh. The fort was a large square edifice with a broken ground it and only slightly higher than the neighboring till as. It had one large gateway towards south, except a row of brick built dwelling cells and stone rooms under the ramparts all around except on the east and south east side.

Bhimgarh Fort

This is a historical fort built by General Zoawar Singh, the famous Dogra General, who repelled the Chinese from Ladakh. The fort is built on the bank of river Anji at a hillock. It is also an attraction for tourists visiting Reasi. This is one of the important forts in Reasi district which attract the number of tourists during the summer season in the state. The people who visiting to Mata Vasino Devi also visiting to Patnitop as well as Bhimgarh fort in Reasi.
Mangla Devi Fort

Mangla Devi Fort is one of the oldest forts of Rajouri district constructed during Dogra rule and remained the centre of power for about 100 years. This fort is about 30 kilometers to the south of Sunderbani and 17 kilometers to the north of Nowshera town. This old monument is connected with a 7 kilometers approach road which leads from Seri township towards Mangla Devi Fort. The village where the Fort is located is also known as Mangla Devi village. The Fort is spreaded over an elevated mound from where the whole valley of Nowshera and Sunderbani is exposed upto to Beja Bai, Gagiote, Lamberi, Kalal range, Beri Pattan, Thanda Pani, and Ding Mangiot etc. The buildings within the fort walls have been damaged completely while the surrounding walls are intact. The length of these walls varies from 30 feet to 85 feet. The stone and lime have been used for the construction of the fort. The inner portion of the fort is divided into two parts. Presently the lower part is occupied by Doordarshan where a TV tower has been installed. The upper portion comprises of two temples out of which one temple older than the fort which is situated on the extreme elevated site. Apart from temples there is wide open space spread over about 20 kanal area. The ruins of old buildings and rooms within the fort in the upper portion indicate that this portion was used for residential as well as administrative purposes. There were two ponds within the fort where the rain fed water was conserved and used for drinking purpose in the past. Another temple has recently been constructed near the main gate of the fort. Presently a rest house is available at site for the tourists. However, there is a need of more guest houses near the fort so that this ancient monument could be converted into the destination of religious and heritage tourism.

Ramnagar Fort

Ramnagar Fort is situated near Sheesh Mahal in Udhampur District of Jammu and Kashmir, India. Ramnagar Fort is believed to be built by Raja Suchet Singh, who died in 1844, and his wife performed sati near the fort. There is also a Samadhi of Maharani in this fort at the site where the sati was performed. Tourists can reach this fort by using a narrow bridge over the moat. The fort was renovated and undertaken by the Archaeological Survey of India in 1972. It is a protected monument of the Archaeological
department. The fortifications wall and the bastions are high and rise to three storey crowned with battlements and merinos. Around the central courtyard inside, there are cells and vaulted chambers where cannon balls are stored. There are images of Ganesa, Durga and Hanuman in the gateway. The fort is surmounted by a moat externally, and the access to it is gained through a narrow bridge across the moat on the southeastern side. Ramnagar Fort is counted as one of the important historical edifice of the state of Jammu and Kashmir. This beautiful archeological site is known for majestic grandeur and historical significance. It is situated in Ramnagar Tehsil in Udhampur district of Jammu and Kashmir. Perched on the bank of Mansa Devi Nallah, the fort was built by then king of the region, Raja Suchet Singh, son of Maharaja Ranbir Singh. In 1972, Ramnagar Fort has been given the status of a protected monument by Archeological Survey of India. Ramnagar is a historical town in Udhampur district. The town is named after the Dogra King Ram Singh. The fort and palace have been taken over by ASI for its maintenance and preservation. Inside the Palace, there is one Sheesh mahal or a kind of hall where we can see the beautiful paintings.

**Chingus Fort**

Chingus Fort or Chingus Sarai is an ancient fort in Rajouri district of Jammu and Kashmir. The fort dates back to the 16th century. Chingus was used by Mughal emperor as rest camp or transit camp during their annual journey to Kashmir. It is a well-planned edifice of Mughal architectural style that having two apartments. The name Chingus carries an interesting history of Mughal kingdom. It has been derived from Persian word 'Chingus', which means intestines. The fort complex houses one of the two graves of Mughal Emperor Jahangir, who died enroute from Kashmir to Delhi. Other one is in Lahore, Pakistan. In order to avoid succession war, Noor Jahan buried the intestine and other abdominal parts of the emperor in the premises of the sarai and protects the body from decay.

**Poonch Fort:**

The foundation of historic fort building in the capital of erstwhile Poonch Riyasat, presently the headquarter of truncated Poonch district, was laid by Raja Adbul Razaq
Khan in 1713 A.D. The actual construction work was started by his illustrious son Raja Rustam Khan who was a great lover of architecture and after his name Poonch was earlier known as Rustam Nagar. Originally the Fort was planned as a composite structure for the fortification of the town as well as for housing the Royal Palace. Although Raja Rustam Khan originally belonged to Rathore clan of Rajasthan, the architectural style of the Fort had distinct Mughal influence although quality of construction had not reached the perfection of better known Mughal architecture.

During the Sikh rule (1819-1846) the central block of the building was added which bears the distinct influence of Sikh architectural style. Fort building in his present style and shape owes to the benevolence of Raja Moti Singh (1850-1892) who engaged a European architect to design the front block of the Fort. The work done was so superb that the appearance of the fort changed into a Palace of exquisite beauty which dominates the entire town of Poonch. It was during Raja Baldev Singh’s time that the fort building complex was converted into a secretariat of the kingdom after shifting the Palace to Moti Mahal.

**Bahu Fort**

Situated 5 kilometres away from the city centre, Bahu Fort stands on a rock face on the left bank of the river Tawi. Perhaps the oldest fort and edifice in the city, it was constructed originally by Raja Bahulochan over 3,000 years ago. The existing fort was more recently improved upon and extended by the Dogra rulers. Inside, there is a temple dedicated to the Hindu goddess Kali. An extensive terraced garden, known as Bagh-e-Bahu, has been developed around the fort. Bahu Temple is situated inside the Bahu Fort, popularly called Bave Wali Mata Mandir. The Bahu Fort is a fortress representing the lavishness of the Dogra kings and the royal family that resided to rule the region. Pilgrims flock the temple on Tuesdays and Sundays, regarded auspicious. The fort, along with the Bahu temple, commands a panoramic view of the Jammu city. On the bypass road, behind the Bahu fort, the city forest surrounds the ancient Maha Maya Temple overlooking the river Tawi. A small garden surrounded by acres of woods furnishes a populated destination for tourists. Mahamaya is the local goddess of the Dogras, who lost her life 14 centuries ago combating foreign invaders. The present Bave Wali Mata mandir
was built shortly after the coronation of Maharaja Gulab Singh in 1822. It is also known as the Mahakali Temple, the goddess considered second only to Mata Vaishno Devi in terms of mystical power. The Bahu Temple is dedicated to Goddess Kali, the reigning deity of the region of Jammu & Kashmir.

**Akhnoor Fort**

Akhnoor fort is situated on the right bank of river Chenab (ancient name Asikni). The construction of the fort was started by Mian Tej Singh in 1762 AD and completed by his successor Raja Alum Singh in 1802. The fort has high fortification walls with bastions at regular intervals and is crowned with battlements. There are two-storeyed watch-towers at the corners, which are also crowned by battlements and melons. The fort has two parts which are bifurcated by a wall with a gate leading to the palace located on the southern side. The palace is two-storied and the walls facing the courtyard have decorated arches, some of which contain mural paintings. Access to the fort is obtained through both the river sides and the northern side. Formerly, a large part of the fort was in ruins, conservation work of the fort is currently in progress.

**Samba Fort**

Samba Fort is one of the old forts in Jammu Province which lies in Samba district of Jammu and Kashmir. It lies in the heart of the city. It is a heritage place. From the tourism point of view, it has great scope but due to the neglect of successive Governments, it has remained untouched from tourism. Earlier, a Higher Secondary School used to run in the fort which now has been shifted to another place. A comprehensive plan for the restoration of Samba fort has been conceived at an estimated cost of more than Rs 5 crores (approx) with the efforts of District administration of Samba which has signed a memorandum of understanding with Indian National Trust for Art, Culture and Heritage, New Delhi (INTACH). Government took the restoration programme in hand in 2010 and about one crore has been spent on various works. The works so far undertaken include partial restoration of outer fort wall, restoration of water tank, clearance of malba and wild vegetation inside and outside the fort. This has been declared monument under the Ancient Monument Preservation Act 1920.
Need for Conservation of Forts in Jammu Province

The different rulers in different time of period constructed number of forts in different region of the state. At present the study area is divided in to ten districts, almost each district of the study area having the fort. The heritage tourism has great importance not only in India but also worldwide. In the study area almost numbers of forts are destroyed and of misused by the state government. The state as well as central government has no plan and policy to develop these resources. According to the field survey, number of forts captured by the Army in different places of the study area, use as Army post. On the other hands there are no developments on fort resources in the study area. In terms of tourism both the natural as well man-made tourism resources has great significance in the study area. The tourism potential is high in the study area but lack of infrastructure, management and without planning and policy which leads the less attraction of tourism. Conservation of forts in Jammu province through appropriate tourism development policy is needed. Generally the State Government has no tourism policy which leads the miss uses of the natural as well as man-made tourism resources. Tourism promotion, tourism policy and tourism management etc. has great importance in tourism industry. In the study area only the tourism promotion lit bit but other important indicators of tourism attraction are neglected by the Ministry of Tourism of the State. The study area is in need for conservation of tourism like the conservations of forts, lakes, parks and gardens, other historical monuments as well as natural vegetation, wildlife sanctuaries, environmental parks, temples and other cave and shrines for the development of the tourism. Without making a master plan or a solid tourism policy it is very difficult for conservation of the tourism resources of the state. If tourism policy implemented carefully, the tourism infrastructure development will lead the attraction of the tourist not only from local but also National as well as International level. Conservation of the tourism resources in the state is the big challenge without tourism policy of the state. So, it is very necessary for conservation of tourism resources in the study area specially fort resource which are rapidly hidden from the eye of the tourists. Government is not taking initiative regarding to forts development and conservation. They are not interested in investing capital for tourism development. They do not have any ideal programme for forts conservation in the study area.
4.5 LAKE TOURISM RESOURCE POTENTIAL:

Lake tourism is popular tourist attraction on the face of the earth. Lakes are natural as well as manmade. The lake tourism is more popular in developed the world. Different countries of the world having different types of the resources of tourism such as the scenery beauty, lakes, historical buildings, monuments, international borders, forts, temples, shrines, sea beaches, hill stations, recreational centres, etc. Tourism is the source of generating employment for number of skilled as well as un-skilled persons. The state of Jammu and Kashmir is rich in natural tourism resources but lack of development due to the various factors affecting the tourism industry of the state. Jammu and Kashmir is well known as Switzerland of East as well as Heaven on the face of the Earth\(^1\). Lakes are the natural resources on the face of the earth. Lake tourism found in different parts of India as well as in the state of Jammu and Kashmir. These natural resources leads the tourism attraction in Jammu Provinces, the lakes of Jammu province are divided in to two parts such as lakes of Pir Panjal and lakes of the Shiwalik. There is great variation in term of tourism influence both the region of the lakes. In terms of development of lake tourism Pir Panjal lakes are less attractive for tourist than the Shiwalik lakes.

**Unexplored Lakes of Pir Panjal**

The Pir Panjal, falling under the jurisdiction of the Rajouri-Poonch districts of J&K, is a repository of beautiful lakes situated at an altitude between 13,000ft to 14,000 ft. In the local parlance the lake is called ‘Sar’ and the meadow is called ‘Marg’. The steach of the Pir Panjal is full of lakes and the meadows. There are more than 27 lakes in all between the Simar Sar to Nadan Sar in an area of 30 by 30 square kilometers of these lakes in which seven are large in size and the rest are smaller. The Bhag Sar is the biggest lake in this area. Most of the large lakes are situated on the boundary between the Jammu division and the Kashmir valley and they drain into the Kashmir valley. The important lakes are Sukh sar, Akal Daskshni, Nadan Sar, Chandan Sar, Katori Sar Raviwali marg group of lakes, Chamar Sar, Bag Sar, Diya Sar, Padyran Sar I and II and smart Sar. All

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the above lakes are situated in the highlands of the Pir Panjal range and remain frozen during winter months.

**Sukh Sar**

Sukh Sar is one of the unexplored tourist spot in Poonch district which is located at 74°35’ E, 33° 25’N latitude, an altitude of 3000 meters. The Girgan Valley is famous for valley of seven lakes in which Sukhsar has great importance. This is an oval shaped lake. The lake is very small. The surrounding area has beautiful meadows. Mostly during the summer the migratory people from Rajouri and Poonch visiting with their cattle.

After opening of Mughal road the tourist attraction increase from both the Province (Jammu and Kashmir) in Pir Panjal area. But due to Road connectivity and militancy is the major cause of hidden tourism potential from the eye of the tourist.

**Akal Dakshni**

Akal Dakshni is one of the unexplored tourist spot in Poonch district which is located 74°32’ E, 33° 27’N, area 200 metres wide and 400 metres long, having an altitude of 3300 meters. This Lake is situated next to the Sukh Sar at a distance of about 1 kilometers. The Akal dakshni is worshipped by all bakarwal grazers who passes through this route and consider as sacred. The lake is triangular in shape. It is located slightly at a higher altitude as compared to the Sukh Sar at an elevation of about 3300 meters. This lake is about 200 meters wide and 400 meters long. The climate of the area is greatly influenced both by monsoon and continental winds. Topography and altitude also influences the general climate of the area. Winter is quite severe in the region. The southern plains also experience frost in winter. In February / March, severe hailstones also lash the lower altitudes, which damage both agriculture crops as well as young seeding in the forest. Wind blows at a very high speed, which result in weathering of rocks, avalanches. The effect of the wind and rising soil temperature in summer results the melting of snow, breaking the monotony of the uniform snow mat all over the meadows. Most of the vegetation found in the area surrounding the lake in the form of grasses. The important species found in the area are Black Bear, Chukor, Monal
Pheasant, brown Bear, Stone Martin, Jackal, kolas pheasant, Shikra, Hoopoe, Jungle Myna, Grey Wagtail, White Checked Bulbul etc.

**Nandan Sar**

Nandan Sar is one of the unexplored tourist spot in Poonch district which is located 74°34’, 33° 23’ N. It is surrounding about one kilometer of area. It lie about 3500 metres above sea level.

This lake is one of the biggest in the area. The Nandan Sar is oval in shape and more than 1 kilometers in length. The water of the lake is deep blue in colour. To approach this lake one has to ascend the slope from the Akal Dakshni and the then ascends towards the Kashmir Valley watershed. The lake is located at an elevation of about 3500 meters. The water of this lake flows through the Jadi Marg Nala into the valley.

**Chandan Sar**

Chandan Sar is an other unexplored tourist spot in Poonch district which is located at 74° 38’ E 33° 26’ N. It covers about one kilometer area having altitude 3600 metres above mean sea Level. This Lake is situated at a distance of about 3 kilometers from Nandan Sar amidst a depression formed by the lofty mountains across the Nala. The Chandan Sar is located at an elevation of about 3600 meters and is as big as the Nandan Sar.

**Katori Sar**

Katori Sar is one of the unexplored tourist spot in Poonch district which is located 74° 31’ E 33° 27’ N, having an altitudes of 3550 meters above sea level. From the Chandan Sar route one can again enter the Rajouri district through the Darhal pass (3650 mts.) in the western direction where an irregular Lake, with blue waters welcomes the travellers. From the Katori Sar as one descends down towards the west, the water of the four lakes gives a panoramic view of the Ravi Wali Marg. The four lakes located in this marg are Kokar Sar, Neel Sar and Ding Sar. The altitudes of this place are about 3300 meters.
Chamar Sar

Chamar Sar is an other lake in Poonch district which is located at 74° 35’E 33° 26’N having an area of one kilometer. The Chamar Sar is one day trek from the Ravi wali marg. It is a bean shaped lake located at an altitude of 3300 meters above sea level. This lake remains full of iceberg till late May. The circumference of this lake is more than 2 kilometres. This lake is a source for the Chamar Nala which ultimately joins the Bafliaz nala near Behram Gala.

Bhag Sar

Bhag Sar is one of the unexplored tourist spot in Poonch district which is located at 74° 35’E 33° 26’ N, having an altitude of 3300 meters above sea level. The Bagh sar is the highest lake situated in this series of lakes in the Rajouri / Budhal mountain at an elevation of about 37000 metres. It is an oval shaped lake, enclosed from all the four sides which is always full of icebergs.

Diya Sar

Diya Sar is an other tourist spot in Poonch district which is located at 74° 36’ E 33° 26’N, having an area of one kilometer. It is located at altitude of 3600 meters above sea level. This lake is also accessible from the Sarota marg located due west from Chamar Sar. The shape of the lake is like a typical Indian earthen lamp and hence it is called Diya Sar.

Padyaaran Sar

Padyaaran Sar is an other tourist destination in Poonch district which is located 74° 39’E, 33° 31’N, having an altitude of 3800 metres. To reach the padyaran Sar one has to ascend the steep one kilometere cliff of Diya Sar Gali. The lake is bean shaped. Nomadic Bakerwals of Taryath tatapani, Kahwas, Metka, Mogla, Kandi and Budhal cross from this area to enter the Kashmir valley.
Gum Sar

Gum Sar is one of the unexplored tourist spot in Poonch district which is located at 74° 36’E, 33°26’ N, having an altitude of 3600 metres. This is another small lake at the foot of the Dhakyar peak at an elevation of 3600 meters. The Dhakyar is the highest peak in the range. It is a paramedical mountain with a height of about 4660 meters. The Samot Sar is located on the northern end of the Bajjari Marg, at an elevation of about 3350 meters. This is an oval shaped blue lake with maximum length of about 1 kilometer. The Samot Sar is the nearest accessible lake from the Budhal side (1800 metres). From the Budhal it takes about four hours to reach the lake.

Surya Kund and Kailash Kund

It is a lake which is situated near the Kaplash hill which is 2 kilometers east from the Kaplash hills. It is also known as Kali Kund or Dan Kund. It has a width near to 70 metres and length 150 metres. It is a snow fed lake. It has altitudes nears 3703 meters.

Kailash Kund is also known as glacial lake which a length of 3000 meters, it is also as Kaplash Kund or Bas kund. It has altitudes near 3982 metres.

Dakk Sar

It is a lake situated in Badwa it cover an area of many kilometres. In front of this lake, there is a large number of Glacier Mountain. The climatic condition of Pir Panjal lakes, is greatly influenced both by monsoon and continental winds. Topography and altitudes also influenced the general climate of the area. Winter is quite severe in this region.

Explored Lakes of Shiwalik

MANSAR LAKE

The Lake of Mansar is situated 40 kilometers in the south of Udhampur town and about 70 kilometers towards east of Jammu via Samba. This beautiful lake with a circumference of about 4 kilometers has been provided with all necessary facilities required by tourists as well as pilgrims by the Jammu and Kashmir State Tourism
Department. Besides, a deer park on the bank of the lake has been provided with an aim to protect wild life. Deep bluish water of the lake is covered by lotus flowers and leaves. The lake is surrounded by the green forests of pine and mango. It is also a wildlife Sanctuary. It is believed to be related with Pandavas. Mansar lake is significant both from religious as well as from tourism point of view. This lake is deeply associated with the religious faith of the people and a number of Hindu families have a tradition to celebrate the Mundan ceremony of their male child here.

**SURINSAR LAKE**

This lake is of religious and historic importance. It is situated 42 kilometers from Jammu. Surinsar Lake has a small Island in the middle of the lake. According to legend origin of lake dates back to Mahabharata period. Pandavas are said to have visited the lake when they were in exile. Scenic view of the lake attracts the tourist in large number. Generally the lakes are the major tourist attraction in the summer as well as in winter. The study area have many lakes each lake having their own nature and characteristics. The lake provides tourism resource but mismanagement and no planning leads the less attraction of tourist in the Surinsar Lake. Along with Mansar, Surinsar lakes are believed to be related with the Pandavas though no evidence in this respect has been found. Both these lakes have mythical importance. Both are of religious and historic importance. Situated about 35 kilometers towards east of Jammu, Surinsar lake has a small island in the middle and has a circumference of about 3 kilometers. Scenic view of the lake attracts the tourist in large number. This lake is surrounded by the pine covered hills on three sides. The whole area which comprise the Surinsar and Mansar is much needed for tourist facilities. The role of central and state Government on both the lakes has been of less emphasis. In term of tourist potential, the area have high potential but less development.

**SANASAR**

Sanasar is located 18 kilometers from Patnitop and 126 kilometers from Jammu city. Sanasar at a height of 7000 feet above sea level. This lush green, cup-shaped meadow is surrounded by lofty conifers and a beautiful lake. The climate of this place is
very charming. Tourists from different hot places rush to Sanasar to get relief by the
soothing climate of this place. The alluring Sanasar valley has a circumference of about 4
or 5 miles with its main central meadow and numerous glades, undulating bush fields and
attractive mountain spots, which are fascinating for short excursions. Sanasar is a very
popular adventure-sports destination nevertheless in Jammu region. It is notable for its
scenic views of mountain ranges including the Brammah Massif. Due to its matching
scenic qualities as well as adventurous sports activities, this scenic site is also known as
‘Mini Gulmarg’.

There are various types of tourism in India such as recreational, pilgrimage,
medical, sports and adventure tourism, etc. Lake Tourism has its own importance in India
as many lakes are directly related to religious taboos on the one hand and ecological
importance on the other. Jammu and Kashmir also has great lake tourism potential, but
due to the various factors affecting less lake tourism attraction in the state. But some of
these natural lakes are shrinking. There are no plans and policies to conserve these
natural resource of the state. In the future these lakes are the great attraction of tourist not
only from the National but also from the International level. The Government takes some
efforts to develop tourism, in terms of lake tourism in the state, but there are needs
Government takes some solid step to infrastructure and to promote the lake tourism in the
state.

Forts are the man-made infrastructure which is historical importance in different
parts of the worlds. Conservation of forts in Jammu province through appropriate tourism
development policy is necessary. Generally the State Government has no tourism policy
which leads the miss uses of the natural as well as man-made tourism resources. Tourism
promotion, tourism policy and tourism management etc. has great importance in tourism
phenomena. In the study area only the tourism promotion is little bit, but other important
indicators of tourism attraction are neglected by the Ministry of tourism of State as well
as central. The study area much needed for conservation of tourism like the conservations
of forts, lakes, parks and gardens, other historical monuments as well as natural
vegetation, wildlife sanctuaries, environmental parks, temples and other cave and shrines
of the study area for the development of the tourism in Jammu province. So the recent
floods, September 2014 which leads the destroyed the number of infrastructure with related the tourism activities in the study area. Tourism Infrastructure development and conservation of natural as well as man-made tourism potential resource in the study area plays a key role for the increase of attraction of tourist from National as well as International level.

### 4.6 PILGRIMAGE TOURISM POTENTIAL:

#### INTRODUCTION

Tourism is the most progressive earning profession in modern life, which provides income and employment opportunity in different destinations of the world. Pilgrimage is a journey or search of moral, spiritual significance. Pilgrimage tourism is a type of tourism which is strongly motivated by the religious reasons. Pilgrimage is the age old tourist movement which is found in different parts of the world. Pilgrimage has great contribution to National as well as regional economy of the country. Tourism sector boost the other sector such as handicrafts, handlooms, transport, trade etc. Today’s visitors are more interested in discovering, experience, participation in learning about and being included in the everyday life of the destination.

The pilgrimage tourism is an age-old phenomena that visibly manifests people’s faith traditionally, individuals who under took arduous and perilous journey for religious cause, by way of putting their faith into practice were typically pilgrims. India is a vast country with diverse and ancient civilization and its religious geography is highly complex. Indian culture has emphasized the significance of pilgrimage for spiritual progress. It is the desire of every Indian to go for pilgrimage once in his lifetime.

Jammu and Kashmir has been rich in Pilgrimage tourism since the ancient times to present days. Jammu & Kashmir has various pilgrim destinations for Muslims, Hindus, Sikhs, Buddhists and others. The religious tourism has great importance in different districts of the state. There are many religious places such as Shankaracharya Temple, Amarnath ji, Charar-e-sharif Hazratbal mosque, Khanqah-e-moulah, Kheer Bhawani, Mata Vaishno Devi, Raghunath Mandir, BaweyWali Mata, Peer Kho, Ranbireshwar temple, Peer Mitha, Panchbakhtar temple and Peer Budhan Ali Shah etc. All of which
plays a significant role for the development of pilgrimage tourism in different parts of the State. Jammu and Kashmir has got rich cultural and religious potential to attract the pilgrimage tourists. Almost 50 percent of tourism in Jammu and Kashmir depends on pilgrimage tourism and adding to the state exchequer. Pilgrimage tourism in Jammu and Kashmir has such a large inflow that it sometimes proves to be controversial. There is an immense need of planning at micro and macro level to devise a comprehensive plan for future sustenance of this growing industry. There are religious and historical places, which attract the large number of tourists from different parts of the world. Shahdara Sharief is a beautiful place blessed with the holy shrine of Baba Ghulam Shah Badshah. It is a valley shaped and surrounded by towering mountains from all sides. Lakhs of devotees from across the country and state are visiting the shrine every year. The Government of Jammu and Kashmir has recently opened a full-fledged technical University in the name of Baba Ghulam Shah Badshah which is established in Rajouri district.

**The major pilgrimage destinations of Jammu province**

**Raghunath Temple**

Situated in the heart of the city and surrounded by a group of other temples, this temple, dedicated to Lord Rama is outstanding and unique in northern India. Work on the temple was started by Maharaja Gulab Singh, founder of the Kingdom of Jammu and Kashmir in 1835 A.D. and was got completed by his son Maharaja Ranbir Singh in 1860 AD. The inner walls of the main temple are covered with gold sheet by three sides. There are many galleries with lakhs of 'Saligrams'. The surrounding Temples are dedicated to various Gods and Goddesses connected with the epic Ramayana. Amongst the temples in Jammu, the Raghunath Mandir takes place of pride being situated right in the heart of the city. This temple consists of seven shrines, each with a tower of its own. It is the largest temple complex in northern India. Though 130 years old, the complex is remarkable for sacred scriptures, one of the richest collections of ancient texts and manuscripts in its library. Its arches, surface and niches are undoubtedly influenced by Mughal architecture while the interiors of the temple are plated with gold. The main sanctuary is dedicated to Vishnu's eighth incarnation and Dogras' patron deity, the Rama. It also houses a Sanskrit
Library containing rare Sanskrit manuscripts. Numerous temples are found in various parts of the city but what makes the Raghunath Temple so special is its unique location right in the heart of the city. Maharaja Gulab Singh, the founder of the kingdom of Jammu and Kashmir is credited with the beginning of construction activities of this temple way back in 1835 A.D. His son and successor Maharaja Ranbir Singh completed the task undertaken by his father. Finally in 1860, after 25 years, the doors of the temple were opened to the public for worship. Characterized by seven shrines that have gorgeous gold plated interiors, the Raghunath temple is dedicated to Lord Rama. Even though there are several galleries with lakhs of Saligrams, the main shrine of the Raghunath temple in Jammu.

**Mata Vaishno Devi**

Shri Mata Vaishno Devi shrine is the most important religious spot in the district which attracts millions of pilgrims every year. Vaishno Devi shrine is located in the lap of the Shiwaliks hills which is around 13 kilometers away from Katra which is one of the prominent towns of Reasi district and is around 45 kilometers from Jammu. The divine power of Mata Vaishno Devi attracts the devotees across the world. It is said that whoever comes to Mata Vaishno Devi and prays with true spirit and full dedication, his/her aspirations are always fulfilled. The Shrine is world famous pilgrimage centre in the state. It has been managed by Shri Mata Vaishno Devi Shrine Board since 1986. It is the epicentre of religious spots in the district. The Shrine Board takes care of all the devotees of the pilgrimage in every possible way. There are beautiful hotels in Katra city where the pilgrims can stay as long they like to. The beautiful Shivaliks hills and natural beauty of the spot really adds to the enthusiasm among the pilgrims. The Shalimar garden situated at Katra also is an added charm to the beauty of city.

**Shiv Kholi**

Reasi town is also famous for this ancient cave of Lord Shiva. This spot depicts the natural formation of shivlingam and is one of the most important caves of Lord Shiva in the state. The cave is around 150 meters long and 4 feet high natural Shivlingam. The cave gives the divine feelings to the devotees. It is said that 33 crores of deities exist in
the cave. This spot is around 55 kilometers away from Reasi. Generally whoever visits at Mata Vaishno Devi Shrine also visits this spot. This spot is also managed by the Mata Vaishno Devi Shrine Board and every effort is made for the smooth holy visit of the pilgrims. A big fair is organized by the district administration on Shivratri for three days. A large number of devotees visit place every year across the globe.

Shahdra Sharief

One of the most popular Muslim shrines in Jammu, Shahdra Sharif is situated in Rajouri district and is approximately 177 kilometers from Jammu. The shrine is dedicated to Baba Ghulam Shah Badshah and dates back to the 19th century. Standing atop a beautiful hillock in Thanmandi area, 29 kilometers from Rajouri town, Shahdra Sharif has quite a story attached to it. It is believed that Gulab Singh, once the army general of Maharaja Ranjit Singh of Punjab, got this shrine constructed. (As per the historical sources, in 1820 AD). Even today, devotees of each and every faith visit this shrine to pay respect to the holy saint. Shahdara Sharief is the shrine of Baba Ghulam Shah in the lap of mountains. The shrine commonly known as Shahdara sharief is a popular tourist spot of Rajouri District. Once there was a pir named “Ghulam Shah” who was born in Syed family at village Saidian Rawalpindi (now a part of Pakistan). Ghulam Shah made Shadara his abode for the rest of his life. Over a period of time, this shrine has grown into symbol of communal harmony as Muslims, Hindus and Sikhs visit this place in large numbers, offer prayers and seek blessings of the Pir. The name of Baba Ghulam Shah Badshah (BGSB) a newly established University in Rajouri district. The tourism department makes some efforts for development in the area such as newly constructed hotel and halii pad for tourist facilities. The shrine is most beautiful as well as throughout the year tourist from local as well as International (Pakistan) visiting the shrine.

Jodia Di Mata Temple

Jodia Di Mata (a local Hindu deity), located at a peaceful and heavenly location in the abode of Himalayas, Jodia Di Mata temple belongs to a Hindu goddess, which is also the local deity of the area Jodia Mata. This holy shrine is around 4 kilometers from Banjal in Kathua district, in the beautiful state of Jammu and Kashmir, India. The temple
becomes a huge confluence of devotees thronging in from all over the country especially during Navratri festival. This shrine is located at an altitude of around 7000 feet above sea level. The temple has a very rich history and it is distinguished as it lies in the land of Gods, Himalayas. It is a grand tribute to intensely beautiful nature surrounding it. Jodia di Mata temple commands huge faith and trust of the local people. This place is iconic a beautiful, famous for its raw and ravishing beauty. Located at high altitudes of the Himalayan region, at a height of 7000 feet above sea level, this temple is promoted by local people. This temple is renowned for the faith and spirituality people bestow in their local deity. Devotees of Jodia di temple visit this temple shrine with a lot of enthusiasm and fervour throughout the year. People's faith in this deity is undying and has been only been enhanced since the construction of the Jodia di temple in Kathua.

**Chandi Devi Mata Temple Padder**

Machel Mata is a Goddess Durga shrine popularly known as Machail Mata located in the village Machel, Kishtwar District of Jammu region in India. It may be noted that Goddess Durga is also known by the name Kali or Chandi. Thousands of people visit the shrine every year mainly from Jammu region. The pilgrimage happens in the month of August only every year. The shrine was visited in 1981 by Thakur Kulveer Singh of Bhaderwah, Jammu region. From 1987 onwards, Thakur Kulveer Singh started 'Chhadi yatra' that orgien every year and thousands of people visit the shrine every year during this. There are lots of supernatural happenings that the pilgrims experience and report. To reach the shrine, lots of travel agents arrange buses from Jammu, Udhampur, Ramnagar, and Bhaderwah. One can also hire a cab as well. It takes approximately 10 hours by road from Jammu to Gulabgarh. The Gulabgarh is the base camp. From Gulabgarh, the foot journey start that is 32 kilometers usually people take two days to reach the shrine by foot. On the way there are many villages, where one can stay in the night. The chaddi takes three days to reach Machel. Many people organize roadside 'langers' (free food points) on the way to the Gulabgarh. Government of Jammu & Kashmir also arranges basic amenities for the pilgrims. Other means of reaching the shrine is by helicopter from Jammu and Gulabgarh. The helipad is only 100 meters from the shrine. But if someone goes by helicopter, he will be missing many scenic beauties of
the nature. Machhail yatra to the famous shrine of Chandi Mata is a two-day journey from Atholi via Gulabgarh with a night halt at Chashotri. The famous Machhail yatra starts from Bhaderwah and ends at Machhail where the famous shrine of Chandi Mata is located. This temple is situated at Padder. The fame of this temple has spread much for some years. Machhail is about 8500 feet above the sea level. This place is surrounded by snow peaked mountains. Over the years, this yatra is becoming popular.

**Gupt Ganga Temple- Bhaderwah**

To the east of the town on the bank of river Neeru at a distance of 0.5 kilometers is the old Shiv temple made of purely stone slabs. It has a tomb like construction and long stone slabs have been used in it. Here Ganga abruptly falls on the Lingam and then disappears. Inside the temple, there is a footprint of Bhimsen on a rock. There is a long cave said to have been used by the Pandavas to reach Kashmir from Bhadarwah during the period of their Agyat-Vaas. This is an ancient and greatly revered Shiv temple situated on the bank of Neeru river near the first bridge on Bhadarwah-Jai Road. This is famous historical pilgrim place. The tomb of the temple is made of Stones in a circular shape. A stream of pure water flows from inside of the temple and drops on the shivling day and night. The whole sight is so attractive that visitors desire to go on seeing it again and again. The inside water then flows to a “Bawali” (Pond) where Sadhus, devotees and visitors take bath. The water of the Bawali is cold in summer and warm in winter. Since the stream of water comes into the temple in a hidden mysterious way and the water of this stream is considered as sacred as the water of the Ganga, so it is called Gupt Ganga. The tourist attraction in this spot from regional to national level, every year’s number of tourist from northern Indian are visiting to holy temple Gupt Ganga in Bhaderwah.

**Mansar Lake**

The Lake of Mansar is situated 40 kilometres in the south of Udhampur town and about 70 kilometrers towards east of Jammu via Samba. This beautiful lake with a circumference of about 4 kilometres has been provided with all necessary facilities required by tourists as well as pilgrims by the J&K State Tourism Department. Besides, a deer park on the bank of the lake has been provided with an aim to protect wild life. Deep
Potential Tourist Destinations and Centres

Bluish water of the lake is covered by lotus flowers and leaves. The lake is surrounded by the green forests of pine and mango. It is also a wildlife Sanctuary. It is believed to be related with Pandavas. Mansar lake is significant both from religious as well as from tourism point of view. This lake is deeply associated with the religious faith of the people and a number of Hindu families have a tradition to celebrate the Mundan ceremony of their male child here. The first hair cutting of their male child is performed in the famous temple of “Kali Shesh Nag” on the bank of the lake. An annual fair is also held on this lake in June every year.

Baba Aghar Jitto

Baba Aghar Jitto is a shrine which has been made on Katra-Reasi main road at village Aghar Jitto which is around 6 kilometres from Katra. Baba Aghar Jitto was a great devotee of Shri Mata Vaishno Devi. Baba Jitto was a farmer who sacrificed his life to get his due share of agricultural crop from Jagirdar Bir Singh who denied him to give the committed share. After that he became famous among the farmers community. This place is also source of attraction for the pilgrims from all over the world. On this spot, Baba Jitto statue has been constructed and natural source of water is really the centre of attraction. Every year, a big fair is organized by the district administration at this spot and large number of people participates in this fair and pay respect to Baba Jitto.

Siar Baba Temple

The holy shrine of Siar Baba temple is famous in Jammu & Kashmir. It is located on the bank of Chenab river, which is around 6 kilometers from Reasi town that lies at an elevation of around 466 metres. Reasi is also a district in Jammu and Kashmir. It was earlier called Bhimgarh and was established by Bhim Dev. This beautiful and majestic temple is located in Reasi district with natural water falling from the hills to display scenic beauty to tourists. It natural waterfall and beauty of the place attracts thousands of tourists each year. People love to visit the place to get blessings of Siar Baba irrespective of the season. However, during summers they get to enjoy picturesque views as well. Siar Baba temple is a cave shrine and it is regarded holy by Hindus. It has religious significance for Hindus living around the region and vistors coming from different parts
of the country. This beautiful temple is built architecturally on a small hillock. The cave has a wide entrance, which is appropriate to accommodate a large population of pilgrims who come to visit the temple. Annual Festivals, Nagot cultural festival of Reasi aims at reviving the rich cultural traditions of this region. Surrounding villages also participate in this festival, bringing over their traditional artists to perform. This festival tries to revive the tradition of “Melas” where thousands of people from different villages come to celebrate traditional forms of art for many nights. The festival is also added attraction for tourists who visit Siar Baba Temple during this time. The second most attractive feature of this temple is that it is located in a place that will soon have the highest railway bridge. It is currently under construction. The completion of this bridge will be a tremendous boost for tourism in this area. The Tourism Department here estimates that this region might cross the one crore mark in terms of tourists soon because of the pace at which cultural events are picking up at this temple. Historic and cultural happenings here are supported by the Government to promote tourism in the area. Extensive coverage is given by the media, which attracts pilgrims to the mesmerizing beauty of this place. An interesting sports festival is also organized to add to the list of recreational activities for the young tourists visiting this region. Devotees at Siar Baba Temple celebrate every festival with a lot of enthusiasm. Tourists come to visit the shrine regularly because of the miraculous effect of water and soil here. There have been instances where devotees have recovered from their diseases after visiting the temple in a fortnight. People from Himachal Pradesh, Haryana, Delhi and Punjab come here to get rid of their skin diseases. It is difficult for a scientific mind to accept these kinds of statistical data but it is said to be a miraculous journey amongst the beautiful hills of Kashmir.

**Dhansar Baba Temple**

Baba Dhansar is another holy place in the Jammu region. The presence of the age old Shiva temple at this place is the primary reason for the fame of the place. According to mythological beliefs, when Lord Shiva went to Amarnath to reveal his powers of immortality to Parvati, he left his serpent king Sheshnag at Anantnag. Sheshnag later took a human form as Vasudev and bore a son named Dhansar, who turned to be a saintly person. The place is named after this son of Sheshnag as Baba Dhansal. The holy place of
Baba Dhansar is located at Karua Jheel (Pond) near village Karua, 17 kilometers from Reasi towards Katra in Reasi district of Jammu & Kashmir. It is believed that Baba Dhansar prayed to Lord Shiva for help. Lord Shiva arrived and helped in killing the Demon.

Peer Kho Cave Temple

The Shrine of the Peer Kho temple is one of the old temples located in the heart of ‘the City of Temples’. A large number of devotees throng it on Puranmashi, Amavasya and Ekadashi. The important festivals held here are Shivratri, Purnima and Shravan Puranmashi or Raksha Bandhan. The lingam is located inside a small but peaceful cave embellished with white marble rectangular platform. The black stone lingam is decorated with a copper snake or Naga and a silver sheet covers the Jallari or Yoni, topped by a copper vessel hanging to pour water continuously on the lingam. The lower part of the body of the lingam and other features are similar to the shrine of Purmandal temple complex and probably belong to the same period of early Dogra regime. The Peer Kho and Peer Mitha are two old religious sites located in the city of temples. During the reign of Raja Ajaib Dev, for the Saint Siddha Ghareeb Nath entitled Peer, the temple was built in 15th century A.D according to the unconfirmed historical records. The two caves are twenty to thirty feet below the ground level. The Peer Kho cave temple has a lot of reverence among the local people of the old city. The shrine of Lord Shiva also known as Jamvant cave belongs to an old historic spot.

Krimchi Temple Complex

A complex of temples is located at village Krimchi on Udhampur-Panchari road at a distance of 12 kilometres from District Headquarters Udampur. According to ASI version, these temples were constructed during 8th or 9th century AD. as displayed on a board near entrance of the complex. The complete groups of temples was not constructed at a time but in different phase. The information passed on by the forefathers to next generation’s reveal those long back only plinths of these two temples existed. Krimchi was a halt station on Jammu-Kashmir trade route. This Krimchi temple complex is one of the important pilgrimage tourist attraction destination in Udampur. Mostly tourist from
Jammu, Kathua, Samba Ramban, Kishtwar, Doda and Reasi are visiting to this destination. This potential site of tourism resource needs infrastructure development and especially for roads connectivity with highways.

**Lakshmi Narayan Temple**

The Lakshmi Narayan temple is one of the famous temples of Bhadarwah. This temple was built about a century back by a resident of Sarolbagh and Prime Minister of Maharaja Hari Singh Wazir Sobha Ram. There is a big inn by the side of this splendid temple. It was built for the travellers. In this temple, very beautiful statues of Lord Vishnu and Goddess Laxmi made of white marbel have been installed. There are many statues of different gods and goddess kept in small almirahs on the outer walls of the temple and a small path round the temple for the devotees who come to pay obeisance to Lord Vishnu and Goddess Lakshmi. This all adds to the beauty of the temple. There is a big entrance gate, which is very high and wide. This grand gate also adds to the beauty of the temple. It is said that about one lakh rupees were spent in the construction of this complex in those days when the wage of a labourer was about some paisa. It is not out of place to mention here that the currency in those days was in silver coins. The tourists mostly from Jammu Province and surrounding states are common in this destination. This potential site of tourism resource needs infrastructure development and especially for road connectivity with highways.

**Vasuki Naag Temple**

There are four Vasukinag temples in Bhaderwah: one at Gatha, second at Nalthi, third at Bheja and fourth at Nagar Bhadarwah. But the idol of Vasukinag at Bhadarwah is marvellous and a wonder of art and sculpture. Two idols of Nagraj Vasuki and Raja Jamute Vahan are made of black stone which stands at an angle of 87° without any support from either side. The statues have been standing as they were, on small feet in their original position for thousands of years, although the place has witnessed so many upheavals and geographical changes, including quakes of intense severity. Their inclined position can well be compared with the leaning towers of Egypt. The art of sculptures itself is of unique type. Bhaderwah is a very beautiful tourist location which has provided
the pilgrimage, recreational, medical and adventure tourism facilities for tourists through the years, but lack of infrastructure and due to influence of militancy in the state has been affected leading to negative impact on tourism.

**Purmandal**

Purmandal, an important pilgrimage centre lying towards the south east of Jammu city at a distance of 40 kilometers is located on the banks of river Devika. Purmandal is a small village in newly carved District of Samba 39 kilometres towards the South-East of Jammu. It has the reputation of a sacred place and also known as “Chhotta Kashi.” It is most sacred due to the stream Devika flowing at the base of rocks of the place. The great importance is attached to a bath in its water on festive or on special sacred days. The stream is also known as “Gupt Ganga”. Devotees also take away its water with them and use it on every sacred ceremony. A large fair is held here on every Amavasya and Chaitra Chaudish which is attended by thousands of people from nearby as well as from across the states. It is known as Chhotta Kashi because some people immerse the ashes of the departed souls in this stream which according to the Hindu customs should be immersed at Kashi or Haridwar, a clear indication of the comparison of Purmandal with Kashi and Haridwar. Another sacred attention of Purmandal is a big ancient Shiva temple, which has no lingam and is known as” Svayambhuvalinga”. This pious town is, in fact, situated in the Shiwaliks, which are known as southern most Himalayas.

**Ziarat Sain Mira Sahib**

Ziarat Sain Mira Sahib is situated in the village Guntrian at the distance of 10 kilometres from Poonch town. The shrine of Sain Mira Sahib is a popular pilgrim centre that attracts hundreds of devotees from across the states.

**Nangali Sahib**

Gurudwara Nangali Sahib is situated on the left bank of drungli nallah which is four kilometers from Poonch city. This Gurudwara is established by Sant Bhai Mela Singh who is said to have visited this shrine in 1810 A.D. when he was on his way to conquer Kashmir.
Buddha Amarnath

Buddha Amarnath cave is very famous and occupies the second place after the Amarnath cave in Pahalgam. It is located about 25 kilometres in the North-east of Poonch town and is situated in an ancient temple of Lord Shiva on the left bank of river Pulsta stream. This is a unique temple of Lord Shiva which is located on the foot hill and not on the hill top and secondly the shivling in white stone is not self-made.

Dera Baba

Dera Babais another important place situated in Reasi district. It is around 25 kilometers away from Reasi. Baba Banda Bahadur Singh was a famous saint warrior of Guru Govind Singh who fought with the Mughals. This shrine has an arrow, a sword and some weapons given to Baba Singh by Guru Govind Singh. A Gurdwara on the bank of Chenab river has been made which gives living memories of Baba Banda Bahadur. He has rigorously worshipped at this spot. This place is considered as a major pilgrimage center for the Hindus and Sikhs devotees. People from all over the world used to visit this for pilgrimage throughout the year. In the month of April a big fair is organized on Baisakhi festival and people from the nook and corner of the country participate in it. Baba Jatinder Paul Singh Sodhi Ji who is the 10th descendant of Baba Bahadur family is the main organizer of this Gurdwara and gives sermons to the devotees for the enrichment in their spiritualism.

Panjpeer

This Dargah is situated at a little distance from the Maharaja’s place on the Jammu-Srinagar National-Highway. The place is well known because of the residence of five peers, lived here and dedicated then to the meditation. Moreover, a shrine of Panj Peers also located in Rajouri district that lies at a distance of 5 kilometres from Rajouri city.
Ranbireshwar Temple

Ranbireshwar temple is the biggest Shiva temple in North India. Constructed by the Dogra rulers, this temple has the biggest Lingam of 7 feet in the back stone. In two big halls, there are 1.25 lakh bona Lingam brought from Narmada.

Chichi Mata Temple

Chichi Mata is famous temple in Samba district and is popularly known as Pehla Darshan of Vaishno Devi pilgrims. It is located near Basanter river on Jammu-Pathankote Highway. During navrate there is large number of tourists visiting there.

Sudhmehadev

This holy spot near Patnitop is situated at an altitude of 1225 metres about 120 kilometres from Jammu. The shrine is visited by pilgrims on the full moon night of Sawan (July-August) to worship the Trishul (trident) and a mace which is said to belong to Lord Shiva. The Devak stream originates at Sudh Mahadev and disappears among the rocks a few kilometres downstream.

Pingla Mata

Pingla Mata is situated at a hillock in village Pinger in Tehsil Ramnagar, about 6 kilometres from Ramnagar-Udhampur road and has been gaining popularity since last few years. The whole journey of 6 kilometres has to be trekked on foot from a place named Kaua on Ramnagar-Udhampur road. Despite being tough, the scenic beauty throughout the journey doesn’t let the devotees feel tired at all. The area of lush green pine trees, a feast to the eyes inspires the devotees to move on. The cave of Pingla Mata appears to be like a small hole but it has enough space inside to accommodate at least 500 people at a time. A Sarai has also been constructed here for the stay of yatris while the facilities such as drinking water, electricity and heath sub-centre are available here.

Baba Chamliyal

The yearly Mela at the Shrine of Baba Chamliyal is organized with religious zeal as thousands of followers come from state as well as International (Pakistan) to search for
the blessings and healing for spiritual and physical ailments. The Mela is held near the International Border located in Ramgarh of the district Samba which is nearly 42 kilometers away from Jammu. The district administration keeps in consideration the constant increasing rush of the devotees and has made detailed preparations for the Mela which includes medical facilities, traffic regulation, drinking water facility, additional buses and security arrangements to control the rush of devotees. The district administration also arranges an exhibition which highlights the programmes and schemes being executed by different Departments. At this juncture, sweets are also distributed to start the annual festivity of the Mela of Baba Chamliyal. Thousands of pilgrims stand on either sides of the border to see a glimpse of the ceremony of offering of a Chaddar to the officers of BSF by the rangers of Pakistan to lay this Chaddar on the Dargah of the Baba Chamliyal. The administration and officers of BSF distribute the sharbat and shakkar to the thousands of pilgrims who eagerly wait for these things on the either side of the border. This divine Baba Chamliyal Mela is being celebrated since last 320 years on either sides of the International boundary. The BSF for India and its Pakistan’s counter part Chenab Rangers mainly handle the yearly fair and helps people on both side of the border to receive the sacred ‘Sharbat’ and ‘Shakkar’, which are considered to have healing properties against different skin ailments. Each year in the village of Saidanwali on the Zero line of the Pakistan side, people arrange a 3 days Mela and wait for sacred ‘Sharbat’ and ‘Shakkar’ of the Dargah of Baba Chamliyal. As pilgrims from Pakistan are not permitted to cross the border of India and Pakistan, every year they assemble at the Saidanwali village, situated on the international boundary. Before the war between India and Pakistan in the year 1971, Pakistani were permitted to visit India’s side of the boundary, but now the border police called Pakistani Rangers are permitted to take part in the fair and they offers Chaddar on behalf of the Pakistanis populace. It was reported that Mela Chamliyal is organized to commemorate **Baba Dalip Singh Manhas** each year in the month of June in the Chamliyal village on the border of Indo – Pak which is nearly 42 kilometers away from Jammu. The exceptional feature of this fair is that Baba Chamliyal is honored by people on both the sides of the International boundary. People of all religious conviction come to the shrine as a large crowd during the celebrations. Tourist from other states such as Himachal Pradesh, Delhi, Uttar Pradesh and Rajasthan come in
a large number to pay respect at the shrine. The Mela called Baba Chamliyal Mela is usually celebrated on the *fourth Thursday of June* every year. Different stalls of Agriculture, Handlooms, Horticulture, Animal husbandry, handicrafts, and the stalls of Social Welfare and employment Departments are installed there at the Mela compound to make people alert about the plans which are put into practice by these Departments.

**Machil Yatra**

In the month of August a “Chhari” religious procession of “Chandi Mata” starts from Chinote Bhadarwah to Machail Paddar. In which thousands upon thousands of people participate. Subar Nag and Nagni Melas. On 12th April a grand mela is held at Sabar Dhar in honour of Sabar Nag in which thousands of Bhadarwahis pay obeisance and on the next day i.e. 13th of April on 1st Basakhi again a very grand Mela of “Nagni Mata” is held at Manthla where thousands of people all around Bhaderwah pays obeisance, sing Bakti songs and dance in order to please Mata for their good crops and health. Every year twice “Manmahash yatra” starts from Bhaderwah and ends at Manmahash in Himachal Pardesh. This is a highly revered yatra and takes at least 25 days because devotees have to tried the whole journey on foot. These yatras mostly come in the month of August.

**Kailash Yatra**

Kailash yatra is one of famous pilgrimages in erstwhile Doda district. Every year thousands of pilgrims from districts of Chamba, Kathua, Udhampur, Doda, Jammu and outside states participate in Kailash yatra which commences on the 14th day after Shravan Purnima. Main yatra starts from Gatha, Bhadarwah. The track from Seoj passes through a spot called as Shank Padar and Ramtund which are known for its religious legends called ‘SHAGARAN’ (Two stones which exactly resemble the face of Hanuman). It is a huge stone having a mark and an etched line and it is believed to be the spot where the fleeing Vaski Naag’ wept while taking rest on the said stone. The yatra on its way to Kailash is joined by a number of yatras, besides yatras from Chamba and Duggan. Kailash yatra or Kablas yatra as it is called in the local Bhaderwahi language starts every year in late August or early September. Kailash yatra starts from Vasuki Nag temple Gatha
Bhadarwah and passes through Lakshmi Narayan temple towards Kailash Kund. The villagers gathered and decided to build a temple for Vasuki Nag there. This temple is at Gatha Bhadarwah. Now this temple is largest tourist attraction from different part of the state. The National level tourist mostly from North India Himachal Pradesh, Uttar Pradesh and Punjab are participating in religious yatra.

**Mani Mahesh Yatra**

The sacred Mani Mahesh Kailash is one of the five Kailash Peaks of Lord Shiva. The peak is also known as Chamba Kailash. Kailash peak stands towering high over a sacred lake known as Mani Mahesh lake, which is believed to be as sacred as Kailash Mansarovar Lake in Tibet. As per legend, the abode of Lord Shiva and Goddess Parvati lies in Bharmour sub-division of Chamba district in Himachal Pradesh. The sacred Mani Mahesh peak is 26 kilometres from Bharmour in Budhil valley. Mani Mahesh lake is at the base of Kailash peak at 5653 meters from the sea level. Both the lake and peak are held in deep veneration by people of Himachal, Jammu and Kashmir, including devotees of Chenab valley Bhaderwah, Kishtwar, and adjoining places particularly the Gaddi tribes of the region, as abode of Lord Shiva. Today the increasing trend of tourist in this yatra.

**Mela Ramkund**

Ramkund temple is located in a sleepy village Narol of Mendhar tehsil 62 kilometres from Poonch town. This important religious place is located in a deep gorge at the foothill of Shah Star Range of mountains from all sides. At present, there are three sacred ponds apart from the ancient temple. They are known as Ram Kund, Lachman Kund and Sita Kund. Chaitra (March) and is known as ‘Mela Chetar Chodas’. Devotees from different parts of Poonch and Rajouri districts participate in it. After Ramayan Path, Kirtan, Bhajanand Parvachans, the devotees take a dip in the holy Kunds of Ramkund, Sita Kundand Lakshman Kund. The area dominated by Muslim population except Pujari, no Hindu population resides but even then the Mela is organized with the support of the natives of the area. Therefore, it has become a symbol of communal harmony and composite cultural heritage of the people of this border district. The religious programme
continues for one full day. Ramkund is also a symbol of our ancient culture, art and traditions. This is the oldest temple in Poonch region. As per the archaeological report, this beautiful temple was built by Raja Lalitaditya (i.e. between 724 AD and 761 AD). This temple having very attractive look and history is embedded in the past from the religious point of view, but remained out of sight due to locational disadvantages. Now, this old shrine is regaining its erstwhile status. Spring water emerges exactly on the northern side of Ramkund. The water of this spring pours into Ramkund which overflows to Lakshman Kund and at last Sita Kund. The later is the smallest in size. These kunds have been excavated in such a way that the water of spring after filling all the kunds flows out in Nallah. Ramkund Mela is one of the important pilgrimage people participation in the border tehsil of Poonch District.

Table 4.1: District Wise Major Pilgrimage Attraction in Jammu Province

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of District</th>
<th>Pilgrimage destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jammu</td>
<td>Ragunath Temple, Bahufort, Baba Budan Shah Wali, Peer Roshan Shah Wali,</td>
</tr>
<tr>
<td>2</td>
<td>Samba</td>
<td>Purmandal temple comples, Chichi Mata Temple, Baba Chayar</td>
</tr>
<tr>
<td>3</td>
<td>Kathua</td>
<td>Jasrota, Temple, Jode Wali mata Temple.</td>
</tr>
<tr>
<td>4</td>
<td>Reasi</td>
<td>Mata Vaishno Devi, Shiv Kehri</td>
</tr>
<tr>
<td>5</td>
<td>Poonch</td>
<td>Choote Shah, Nangali Sahib, Budha Amar Nath</td>
</tr>
<tr>
<td>6</td>
<td>Rajouri</td>
<td>Shahdrashrief, Panj Peer, Dhadudhari Temple, Mangla Mata and Manma Mata Temple</td>
</tr>
<tr>
<td>7</td>
<td>Udhampur</td>
<td>Sudhmehdev temple, Krimchi Temple, Gorikund</td>
</tr>
<tr>
<td>8</td>
<td>Doda</td>
<td>Gupt Ganga, Kalish Kund, Machil Yatra,</td>
</tr>
<tr>
<td>9</td>
<td>Kishatwar</td>
<td>Kalish Yatra,</td>
</tr>
<tr>
<td>10</td>
<td>Ramban</td>
<td>Sudhmehadev and Gorikund.</td>
</tr>
</tbody>
</table>

Source: Based on field Survey-2015
Fig. 4.1: Tourist Flow in Jammu Province in Different Destination (2016)

Fig. 4.2: Tourist Flow in Jammu Province between 2009-2015
Problems faced by tourist in Jammu Province.

The pilgrimage Tourism faced the following problems in various destinations like-

- Issues regarding security and harassment.
- Non-standardization of rates and fares.
- Poor road connectivity and transportation facilities
- Lack of basic hygienic amenities at halting points.
- Lack of sound marketing and promotion strategies.
- Inadequate capacity.
- Costly travel- soaring fuel surcharges, poor flight management.
- Lack of supportive infrastructure- bad roads, improper health and hygiene, communication gaps.
- Gap between demand and supply of manpower etc.

The major indication of growing importance is the increased number of pilgrims who visit the original Vaishno Devi shrine. During the last couple of decades, the annual number of pilgrims has more than tripled to approximately seven million. Certainly, this growth far exceeds than other shrines in the same region. It is impossible to apportion the degree to which various factors have contributed to this increased popularity, but several concurrent changes suggest possible reasons for this rise. One concerns the shift in administrative policies that have occurred in recent decades. In contrast to the other Devi shrines in the Shiwalik region, this site has been developed in a manner that encourages a larger number of visitors, especially those who do not have the time nor desire to undergo an arduous journey to an “isolated” place, which has few amenities. The increased patronage of this shrine has produced more income, which the Shri Mata Vaishno Devi Shrine Board has invested in even more facilities and services expected by many visitors. Accompanying the developments at the site are the improvements in transportation that have occurred in recent years. With better roads and facilities for travellers, the journey to
this sacred site has become much easier. Although improved transportation networks throughout the Shiwalik allows greater access to all the Devi shrines in this region, the speed and ease of travel to Vaishno Devi has been especially accentuated.

Tourism is the life line of Jammu and Kashmir and all possible efforts need to be undertaken for retaining, maintaining and sustaining it. Tourism opens up new window for resources, both investment generation and revenue generation leading to employment generation as well as socio-economic development of the local populace.

The tourism infrastructure like wider and smooth roads, transport including provision for airlines and rail services, upgradation of hotels, development of tourist places in Jammu province should be strengthened. There is dire need to build alternative roads in some places to ensure better connectivity. The State, sparsely populated and scattered as it is, needs more airports and better air connectivity as well. The religious sites in all the three regions of Jammu, Kashmir and Ladakh need a very special focus for the development. Jammu Province is one of the important tourist flow region in the state. There are various types of tourist potential resources such as recreational tourism, medical tourism, border tourism, heritage tourism, pilgrimage tourism etc. In term of pilgrimage tourism, Jammu city is well known as city of temple, having the various pilgrimage tourist destination such as Ragunath temple, Ranweshwar temple, Bahu fort temple Baba Buddan Shah Walki, Baba Roshan Shah Wali, etc. are major tourist attraction in the city. Beside these, there are number of pilgrimage destinations in the periphery of the city. The tourists visit throughout the year.

During the field survey in study area, it was found that the Shri Mata Vaishno Devi, Shahdra Shrief and Shiv Khor, Ragunath Templeis, Bahufort, Chichi Mata, Jasrota temple, Baba Chamyar are the major tourist destination having high tourism potential but need for the infrastructure and other basic development.

Reasi is a hilly district of Jammu and Kashmir which is located around 72 kilometres away from Jammu and is at 1528 meter above mean sea level. Its population is 3,14,714 as per 2011 census. It was carved from Udhampur district on 1st April, 2007. This district is surrounded by Udhampur, Rajouri, Jammu, Ramban and Shopian
districts. This district of Jammu and Kashmir is world famous because of Shri Mata Vaishno Devi Shrine. Every year, millions of devotees visit this holy shrine to pay homage. The Chenab River passes through this district which is another centre of attraction in the district. Salal Power Project has been constructed over this river and this generates around 690 MW power. Reasi district of Jammu and Kashmir is the abode of Mata Vaishno Devi and blessed with vast biodiversity. Reasi is one of the oldest towns of the state. It was the seat of the erstwhile Bhimgarh state, said to have been established by Bhim Dev somewhere in the 8th century. It remained an independent principality till 1822 when Gulab Singh, the then King of Jammu consolidated small states. Upto 1948, Reasi was the district of Jammu province but in the first administrative reorganization of the state undertaken in 1948 major part of the then district Reasi was merged with Udhampur district, while some area became part of district Poonch. District Reasi is the hub of tourists’ spots. The district is blessed with number of religious places and devotees across the globe used to come here every year to pay homage. There are numerous religious spots in the district. Following are some of the important destinations for the tourists in Reasi District.

**Medical Tourism Potential**

The global growth in the flow of patients and health professionals as well as medical technology, capital funding and regulatory regimes across National borders has given rise to new patterns of consumption and production of healthcare services over recent decades. A significant new element of a growing trade in healthcare has involved the movement of patients across borders in the pursuit of medical treatment and health; a phenomenon commonly termed medical tourism. Medical tourism occurs when consumers elect to travel across International borders with the intention of receiving some form of medical treatment. This treatment may span the full range of medical services, but most commonly include dental care, cosmetic surgery, elective surgery, and fertility treatment. There has been a shift towards patients from richer, more developed nations travelling to less developed countries to access health services, largely driven by the low-cost treatments available in the latter and helped by cheap flights and internet sources of information. In the study area there are number of hill stations which provide
the medical tourism facilities. SMVD hospital and Patnitop, Bhaderwah, Thanamandi, Basohli, Chandimarh, Botate, Budhal and Surankote valley etc. have medical tourism potential. Himalayan climate and Himalayan Ayurvedic medicine are provided by the local people.

**Border Tourism Potential**

Having a shared focus of common problems is often a necessary first step in fostering collaborative working relationships. Therefore, it was necessary in this research to determine if both India and Pakistan have similar views of the current border situation. The question then is do they see any problem with the current border situation and if so these problems are similar. All of the organizations, business and public on both sides of the border reported having no problem conducting business in the other country. However, privately off the record each side reported being verbally treated poorly at the border crossing by officials. The most commonly identified problems revolve around the physical conditions and staffing at the border. Jammu Province has great border tourism potential having its national and International border with Punjab, Himachal and Pakistan. If there is stability on the border between Pakistan and India, there can be huge tourist potential in Jammu, Poonch, Rajouri, Kathua and Samba districts having International Border.