ABSTRACT

Tourism is important in many ways- it can be for leisure, business, education, culture and for fun; it is very happiest part of the life. Tourism industry is a fast developing sector for the economy worldwide. Tourism has become a popular global leisure activity.

India offers myriad flavours mingling in the steam of a country coming of age. Teeming with over a billion people who voice over a million concerns in fifteen hundred different languages, India is where people live with variety, thrive on diversity and are too familiar with largeness to let it boggle them. Travelers and tourists to India may however not find it so undaunting. Mud huts and mansions face off across city streets and lurid luxury and limp living are inhabitants of the same lane. Just like in the "masala" box in every Indian kitchen, measures of Calm and "Kaam" (work) craft the people of India. In this beautiful and bountiful land i.e. India- events, experiences and sensations heap themselves on the tourist at every step. Tourism is a significant sector of the Indian economy and contributes significantly to the country’s Gross Domestic Product (GDP) and Foreign Exchange Earnings (FEE). The Indian tourism sector is also linked with important sectors such as transportation, infrastructure, and handicraft, which further helps in the growth and development of the country. India currently holds the 12th position in Asia and 68th position in the overall list of world's most attractive tourist destinations, as per the Travel and Tourism Competitiveness Report 2011 by the World Economic Forum (WEF). The increasing numbers of both domestic as well as an International tourist have been very encouraging for the Indian travel and hospitality sector which has nearly doubled during the last three years. The tourism and hospitality industry experienced a healthy
growth trend of 24.6 per cent during 2009-2010 as compared to 2008-2009. The total number of foreign tourists in the country in 2010 was 5.58 million as compared to 5.17 million in 2009 and registering a rise of 8.1 per cent according to the Market Research Division of the Ministry of Tourism. The total number of tourists visiting the country during June 2011 were 0.39 million as compared to 0.37 million during June 2010 and 0.35 million in June 2009. A growth of 7.2 per cent has been registered during June 2011 as compared to 4.9 per cent growth in June 2010. Also, the 7.2 per cent growth rate in June 2011 was higher than the observed growth rate of 7.0 per cent in May 2011. Foreign Tourist Arrivals (FTAs) during the period January-June 2011 were 2.91 million with a growth of 10.9 per cent as compared to the Foreign Tourist Arrivals (FTAs) of 2.63 million with a growth of 8.9 per cent during January-June 2010 over the corresponding period of 2009. Foreign Exchange Earnings (FEEs) during the month of June 2011 were US$ 1,213 million as compared to FEE of US$ 1,020 million during the month of June 2010 and US$ 796 million in June 2009. The growth rate in FEE in June 2011 over June 2010 was 18.9 per cent as compared to the growth of 28.1 per cent in June 2010 over June 2009. FEE from tourism during January-June 2011 were US$ 7,811 million with a growth of 14.2 per cent, as compared to US$ 6,842 million, with a growth of 36.6 per cent during January-June 2010, over the corresponding period of 2009.

The state of Jammu & Kashmir is rightly called the Paradise for the tourists. The state of Jammu and Kashmir is situated at the top most part of the country and if Mother India is a 'Queen' then Jammu & Kashmir surely looks like the 'Crown' on her head. From sun-kissed mountains, lush green valleys, beautiful gardens, to blue lakes, the state of Jammu & Kashmir has it all. The economy of the state depends mainly on tourism. Among the long list of places of tourist interest in the state of Jammu and
Kashmir, the most popular destinations are: Gulmarg, Sonamarg, Srinagar, Vaishno Devi, Kargil, Leh, Zangla, Zanskar, Ladakh, and Pahalgam. Apart from sight seeing in and around Jammu and Kashmir, one can also indulge into trekking in the lofty mountains of the paradisiacal state. The state of Jammu and Kashmir is one of the ideal places in India for trekking. Trekking is a kind of adventure tourism that is very popular in the state of Jammu and Kashmir amidst the lofty mountains. A tour to the heavenly beautiful state of Jammu and Kashmir will bring one to experience the different moods and looks of nature. The unique land of Jammu and Kashmir has contrasting landscape and scenes. If one region displays long stretches of fantastic alpine pastures, another area will flaunt desolate and barren lands and rocky and rough mountains. A major attraction of tourism in Jammu and Kashmir consists of places of pilgrimage. The exclusive handicraft of the state is a big draw and appeals to all the tourists.

The state of Jammu and Kashmir where the tourism has a great importance but there is lack of adequate research done to this side, the present study can be said to be a pioneering one with reference to its objectives and scope. The importance of tourism its origin and growth, role of the world tourism organizations, growth and trends of tourist arrivals in India and Jammu and Kashmir, the impact of tourism on economic development of India in general and Jammu and Kashmir in particular, Tourism as a pro-poor growth strategy, all this study work of tourism had been analyzed systematically with the help of tables, graphs, charts, pictures and statistical tools viz, annual growth rate, compound growth rate, percentage shares, gravity model, Time series and Panel data multiple regression technique and t-test etc. And of course in this study a well framed and well planned primary survey has been done, which was divided in to four sections viz. primary survey for tourists, primary survey of service
providers at higher level and the primary survey for service providers working at the lower level in the Jammu and Kashmir tourism industry and primary survey for the Department of tourism. The hypothesis that number of tourist arrivals significantly influenced by infrastructure and political stability, the tourism industry positively influences economic development of Jammu and Kashmir and tourism has the positive influence on poor people of Jammu and Kashmir has been revealed by this study.

As per information given by tourists, the purpose of visiting Jammu and Kashmir is due to its pilgrimage, scenic beauty, monasteries and heritage tourism etc. While political instability, and war like situation in Jammu and Kashmir, poor infrastructure, feeling of insecurity, lack of correct information etc, are stated to be the constraints for the growth of tourism in India and for particularly in Jammu and Kashmir. Some of the suggestions for promoting tourism in India in general and Jammu and Kashmir in particular include: Development of Infrastructure, wide advertisement, ensure security etc. It has been found that tourist arrival to India is increasing and from the recent years for Jammu and Kashmir as well. Tourism has a positive impact on the economy which has been proved at both India and J&K level. Among the deterministic factors, the infrastructure has remained the main influencing factors for attracting the inbound tourism. Poverty which has remained the main obstacle to growth of economy can be alleviated by developing tourism industry which is supported by the analysis presented in this study. This study has also done SWOT analysis of the tourism industry at both India and J&K level.

Through its forward and backward linkage effects, tourism facilitates employment, income to all those involved directly or indirectly with tourism industry, better standard of living of the people and revenue to the government. Besides
contribution to the diversification of economic activities it also helps in peace and
stability within the nation/region and better understanding with the rest of the world.
This holds good for India also.