ABSTRACT

Climate change is a global phenomenon that has led to policy-making in many spheres. Since the early 2000s, when the projected impacts of climate change had increasingly come to the fore, there has been added momentum in tourism studies to researching sustainable tourism and tourist behaviour. Globally, tourism is very dependent on the climate and the impacts of climate change may alter tourism flow and demand. Developing countries are likely to be the most affected by climate change as tourism sector in these regions is a huge contributor to the economy. Kashmir tourism relies heavily on its environment to attract tourists and give a satisfactory tourism experience. Climate change is a threat to the environment and thus a major concern for tourism industry in Kashmir valley.

This study investigates the perception of tourists’ towards climate change in Kashmir valley. This study also determines the attitude of tourist towards climate change. This study was exploratory cum descriptive in nature. Both primary and secondary data was used for this research. Research was carried out in three major tourist places of Kashmir valley i.e. Pahalgam, Gulmarg and Srinagar. These destinations are dependent on the tourism sectors to drive the economies. A self administered questionnaire was used for the purpose of data collection. The sampling method used to collect the data was simple random sampling. Sample size chosen for this study was 384 based on Krejcie-Morgan Table considering the provision of outliers and unengaged responses. SPSS 16.0 was used religiously for analysis of the collected data and the various statistical tools and techniques like "Reliability, Normality, Content validity, Descriptive statistics, Factor analysis and One Sample t-test" were applied to meet the achievement of the objectives and hypotheses of the study.
The main endeavor of the present study was to evaluate the behaviour of tourist towards climate change. In the present study, Perception and Attitude were taken as the variables that measure the tourist behavior towards climate change. The results indicate that while the tourists are aware of the threat of climate change and are concerned about its impacts, there is very little adaptation being implemented. The study also reveals that although tourists were aware of climate change consequences, they are reluctant in engaging in green consumerism. At the same time the tourists are not willing to adapt to low carbon lifestyle. Overall, the results indicate that there is a need for further research into bottom-up approaches to climate change, to better plan and implement successful climate change mitigation and adaptation which can be done through educating tourists and businesses within the tourism sector.

**Key words: Climate Change, Tourist Behaviour, Adaptation, Tourism Industry**