Conclusion & Suggestions
CONCLUSION

Kashmir is a very famous tourist place. It is from the early times when the tourists used to come to this place. However it is the domestic tourist which managed to visit the valley in large number as compared to the foreign tourist. The flow of tourist to the valley has witnessed ups and down. This is because of the political instability and the rise of jihadi movement which has affected the Kashmir tourism. From 1990 to 1997 the tourism in Kashmir came to halt. The reason being the jihadi movement and voice for independence was raised.

In the year 2006, 4.328 lakh tourists visited the valley. Out of that domestic tourists constituted 95.37 percent of the total tourist flow while foreign tourists accounted for only 4.63 percent. The top five states in terms of tourists visiting the valley in the year 2006 were Maharashtra, Gujarat, West Bengal, Delhi and Punjab. The peak months for the domestic tourist flow were April, May, June and July. The top five countries in terms of number of visitors visiting the valley were Malaysia, U.K, Singapore, U.S.A and china. The peak months for the foreign tourist flow were April, July, August and December.

Tourism is one of the main economic activities of the valley of Kashmir. Since there are no other industries, tourism is a source of income for thousands of people which depend on tourism for their livelihood. Tourism in Kashmir has generated employment for thousands of Kashmiri's who work in hotels, restaurants, as tourist guides, driver and so on. Tourism has led to the development of infrastructure in the valley of Kashmir. A huge sum is being devoted to towards the development of tourism by the state government. Apart from that central government has sanctioned crores of rupees for various tourism projects in the valley. This has led to the overall development in the Kashmir valley. The numbers of hotels, restaurants, guest houses,
houseboats have increased in the valley employing more and more kashmiris. So it has also been as a source for reducing the unemployment rate in the valley.

Tourism has also led to the development of handicraft industry in the valley that employs thousands of people. Tourists visiting the valley are the main buyers of the handicraft products of the Kashmir valley.

SUGGESTIONS

The main suggestions for solving problems and further development of Kashmir tourism are as follows:

- There are only few peak tourist months in the Kashmir valley that too in summer season. This has led to the wastage of resources. So inorder to overcome this problem, government should take appropriate steps for organizing winter sports in the Kashmir valley which will attract the sports lovers. More and more tourist places should be opened for winter sports.
- Advertisement by the government at the national and international level through national and international news papers, tourism journals, via internet and television.
- Development of infrastructure in the valley to meet the demands of the national and international tourists.
- Promotion of other types of tourism like pilgrimage, water tourism, sports tourism, cultural tourism.
- Shopping, local art and crafts, fairs and festivals, local cuisines which constitute an integral part of the tourism products must be promoted in an integral way, so that there could have a synergetic impact towards creating ideal tourism environment in the valley.
- Organizing of tour packages which are well organized, comparatively cheap and offering diverse opportunities.
• Active involvement of local people so as to encourage tourism entrepreneurship and confidence building among tourists.

• Providing safety to the tourists.

• Tourists visiting the valley should have a feel of the place. This objective can be achieved by exposing him to the local music shows, traditional dance, theatre etc. this will lead to increased revenue generation.

• Giving wider publicity to the potential attractive places of tourist attractions, their history, tradition, art, music and availability of accommodation in different cost segments, transportation etc.

• Since 90 percent of the tourist visiting the valley are domestic tourist. There is need of boosting international tourism in Kashmir valley.

• To develop and promote new innovative tourism products, lesser known destinations, art, form, cuisines, monuments and handicrafts.

• There is also need of creating sufficient quality human resources in the field of tourism within the Kashmir valley.

• Coordination with other states, with government of India and with international tourism bodies like WTO, WTTC and financial bodies like the world bank, Asian development bank etc for seeking assistance for tourism development.

So it can be concluded that tourism has a major impact on the development in the valley of Kashmir. But there is need of managing it in sustainable manner without effecting its natural environment. According to Hawkins, “Tourism is Goose that not only lays golden egg, but also fouls its own nest”. So in order to save the Kashmir valley from the negative impacts of tourism

There is need of vision, planning and management.