Introduction
INTRODUCTION

Travel and tourism is the world’s largest industry and creator of jobs across national and regional economies. Travel and tourism generated directly and indirectly 11.7 per cent of GDP and nearly 200 million jobs all over the world in 2000 and these figures are forecasted to total 14.9 percent and 255 million respectively in 2010. Jobs created by tourism spread across the economy such as in hotels and restaurants, transportation, in retail, construction, manufacturing, and telecommunication as well as directly in travel and tourism companies. These jobs employ a large proportion of people belonging to every sect of the society. Tourism is one of the most effective drivers for the economic development of regional economies.¹

Tourism has acquired tremendous importance owing to its emergence as an important foreign exchange earner besides its numerous direct socio-cultural and economic benefits. Tourism both domestic and international has rapidly received considerable recognition as an activity generating a number of socio-economic benefits like national integration and national understanding, creation of employment opportunities, removal of regional imbalances at global level, augmentation of foreign exchange earnings, thus redressing the balance of payment situation.² It is significant that many of these beneficial aspects of tourism has changed socio-economic scene of many developing countries including India. Tourism also tends to support the local handicrafts and cultural activities, both in rural and urban areas. Expenditure made by tourists has multiplier effects and also generates considerable tax revenues for the government.

It is interesting to note that in some countries tourism has become the main, if not virtually the only economic activity.³ The fact is being more popularly accepted by developing countries even though tourism potential of the developing countries is not fully developed. Tourism industry is the most suitable choice for any mountainous
region to develop its economic base at low cost input. Tourism also tends to avoid central places and makes much use of peripheral regions.\(^4\)

Tourism comprised the biggest component of tertiary sector. It constitutes major items in the world trade which is growing at faster rate than the world trade in tangible goods. In fact one in every 16 workers worldwide owes his or her job from tourism. It is the India’s sixth largest industry. World revenues from tourism are growing at faster rate and amounted to US$ 400 billion in 1986 against 70 billion in 1960. In 2004, tourism receipts amounted to 622 billion and for India it was US$ 4769 million which is 0.77 per cent of the total. Tourism will become the world’s number one export industry by the turn of the century\(^5\). The share of India in the world tourism receipts has fluctuated 0.62 per cent to 0.69 per cent. However the share increased to 0.77 per cent since 2004.

Tourism sector contributes about 30 per cent of the global trade in service sector, which is 12 per cent of the world’s gross product. It employs 11 per cent of global work force. These employees earn 1.7 trillion dollars in wages and salaries and pay 230 million dollars as income tax to their respective countries. Productivity in the tourism sector is 140 per cent and profit in fixed assets is 150 per cent higher than industrial sector.\(^6\)

Tourism, today, plays an important role in the economy of India. In India tourism created direct or indirect employment for some seventeen million people. It generates earnings for hoteliers, travel agents, taxi drivers, craftsmen, souvenir-sellers, transporters, airlines, tourist guides, and shoe makers. Some Rs 10000 million worth of handicrafts are sold every year to tourists, taking the benefit of tourism to the villages where our craftsmen live and work. By the year 2010, India can earn Rs 30,000 million from tourism. According to the government of India’s estimate in the year 2000, it earned Rs 14,4150 million.\(^7\) India occupies 37\(^{th}\) position in terms of global tourism receipts.
STUDY AREA

The area of study is restricted to the valley of Kashmir, belonging to the state of Jammu and Kashmir. The area extends from 32° 22’ N to 34° 43’ N and 73° 52’ E to 75° 42’ E covering an area of about 5838 Sq miles (15120 Sq km). The spindle shaped valley has a basin of about 85 miles (104 km) long and 25 miles (40 km) wide (Fig 1).

Kashmir valley bound by mountains is at an average height of 6000 feet above sea level. The mountains range rising to a height of 18,000 feet on the north-east, dip down to something 9,000 feet in the south, where the Banihal pass offered an exit from the valley.

The Jhelum river mainly drains the valley. The main source of the Jhelum is in the springs at Verinag. Some of the important drainage basins are the Lidder, the Bringi, the Vaishnav, the Rembeera, the Madhumati, the Pohru, etc. (Fig 2).

On the basis of stratigraphy and altitude the valley of Kashmir, may be divided into the following physiographic units.

The Jhelum valley floor includes the flood plains and Bahil (loamy) tracts. The valley floor spreads from Khanabal (Anantnag) in the southeast up to Baramulla in the northwest. The region has rich deposits of alluvium, deposited by Jhelum and its tributaries consequently; it is known as ‘Rice Bowl’ of Kashmir. The valley is the hub of economic activities. Paddy and Orchard fields dominate the agricultural landscape.

The Karewa formation is unique physical feature of the Kashmir valley. Karewas are flat topped or undulating surfaces mounds on the sides of the Jhelum flood plains flanking the surroundings mountain precipices. These are lacustrine deposits over an area of about 13 km to 26 km on the left bank of the Jhelum. Karewas are also found in Handwara and Sogam in the form of isolated tracts and are famous for saffron cultivation.
Fig. 2
The sub-valleys of the major tributaries of the Jhelum have been termed as side valleys. These valleys have relatively steep gradient owing to which the isolation rate is low and winter severe. The soil is immature and deficient in humus contents. Paddy is confirmed to the flat irrigated fields and undulating tracts and the Kandi tracts are devoted to maize cultivation. Side valleys like Sindh, Narang, Lidder, and Daksum are occupied by Gujjars who are largely dependent on the pastoral activities. \(^\text{10}\)

The mountain rimmed location of the Kashmir valley, in the north-west the Himalayas leads to three distinct characteristics of the regional climate; mild summer, not too severe winter and the absence of regular dry season. Within the valley great variations in the altitude, results in a great diversity of climatic condition. Like the rest of the country the Kashmir valley climate is also characterized by a marked seasonality. During the course of the year the weather varies from a long cold and wet spring, warm and comparatively dry summer, cold, damp and snowy winter and a sunny, warm autumn. The four seasons thus can be recognized in the valley are as follows:

1. Winter Season - November to January.
2. Spring Season - March to Mid May.
3. Summer Season - Mid May to Mid September.
4. Autumn Season - Mid September to October.

The local people however recognize six seasons instead of four which are as follows:

1. Sou nth (spring) - Mid March to Mid May.
2. Grishim (summer) - Mid May to Mid July.
3. Wahrat (rains) - Mid July to Mid September.
4. Harud (autumn) - Mid September to Mid November
5. Wand (winter) - Mid November to Mid January
6. Sheshur (severe cold) - Mid January to Mid March.
The seasons of *wand* (winter) and *Sheshur* (severe cold) are the coldest seasons when the temperature is quite low. The winter daily maximum temperature varies from about 15°C in November to about 4°C in January and the daily minimum from 0.1°C to 2.3°C during the same period. Snowfall occurs between the middle of December to the end of March when over 120 cm of snow may fall. Spring season is the rainiest season in most parts of the valley. During the summer the temperature is quite high about 30°C in the valley though the surrounding hills are cool and pleasant. Only about one fourth or one sixth of the annual rainfall occurs in this season. This is the reason for attracting a large number of tourists to the valley. The autumn season is generally dry with warm day and cool nights.11

**OBJECTIVES**

The present study attempts to fulfill the following objectives:

1- To give an account of the concept and types of tourism.

2- To review the work done on tourism and its related aspects.

3- To identify and describe the potential tourism pockets in the Kashmir valley.

4- To examine the trends and patterns of tourist flow to the Kashmir valley.

5- To examine the seasonality of tourism in the valley of Kashmir.

6- To analyze the impact of tourism on the economic development in the Kashmir valley.

**DATA BASE AND METHODOLOGY**

The objective of the present study has been accomplished with the help of secondary sources of data. The data have been collected from various government publications, like the Digests of Statistics of Jammu and Kashmir, Indian Tourism Statistics. Apart from that the data have been collected from the Directorate of tourism Srinagar. Further the data have been collected from published reports and
unpublished bulletins. The statistical techniques like simple percentage, per cent change have been used and cartographic techniques have been employed in order to draw the precise inferences.

CHAPTER SCHEME

The entire study has been divided into four chapters started with an introductory part and ends with a conclusion which comprises major findings of the study and suggestive remarks.

Introductory part includes the significance and importance of tourism, a brief geographical outline of the study area, major objectives, data base and methodology of the study. Chapter 1 deals with the concept and types of tourism. Chapter 2 examines the review of work done on tourism. Chapter 3 deals with the tourism attractions in the valley of Kashmir like tourist places, historical monuments, Religious places, Gardens, Lakes, and Wildlife Sanctuaries etc. An assessment of the impact of tourism on the levels of economic development in the valley of Kashmir has done in Chapter 4.
REFERENCES


