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Chapter 1

Introduction

Tourism is a very complex and comprehensive phenomenon, this phenomenon includes travel, excursion, visits, pleasure trips, pilgrimage and many more. Therefore, one cannot draw a clear-cut demarcation between these facets of tourism. May it be the case of pilgrimage or any other activity which lies under the umbrella of tourism; all of these have similar kind of affinities. Public and business organizations are increasingly interested in the economic impacts of tourism at national and regional levels. Tourism ranks high among all major sectors in terms of its contribution to GDP, employment, and exports. It generates substantial indirect benefits through its linkages to other sectors. It is also highly dispersed within national economies and its benefits are widely distributed. This industry drives infrastructure investment that benefits other industries. Tourism is world fastest growing industry as well as the major source of foreign exchange earnings for many regions of the world. Tourism need to be addressed at the earliest as tourism has positive as well as negative impact on the cultural diversity, social standards, society and environment.

1.1 Genesis of Tourism

Since ancient epoch, travel fascinated human race, has been impulsive and a simple affair as no travel procedures were formulated. In fact, all human activities focused on day to day survival, the early hunters kept themselves busy in search of basic necessities like food, water and shelter from one place to another. The travel in the prehistoric times was rigorous and unsafe, but it did not stop early people from migrating all over the world. Invention of wheel during early times was an important breakthrough which explores far off places easier as people could travel hundreds and thousands of miles in search of fortune.

Earlier in ancient times the primary motive of travel was linked to trade and the traveller was regarded as a trader whose basic objective was merchandising and gets engaged in trade and commerce. Traders and merchants thus have been credited for ancient travel. Throughout history, the traders and merchants have travelled to far off lands in order to trade with other regions and communities. Some of the earliest travellers probably were the Phoenician and were considered probably the first real travellers in the modern sense. They were also the people who were credited with the invention of money and used money as a medium of exchange. In the orient, travel, particularly in India and in China, was also largely based on trade and commerce. Travel to India was undertaken by travellers from all over the ancient world. Both India and China enjoyed the reputation of being countries of fabulous wealth where trade and commerce flourished. Although trade and commerce continue to be the strong force for many travellers to undertake journeys to distinct lands, seeking new knowledge and exploring the unexplored lands was becoming a strong urge in ancient times. However, another type of traveller whose motive was other than engaging in trade and commerce was known as pilgrim.

Pilgrim was defined as a specialist in search of ancient text, and a curious wanderer looking forward to new and exciting experiences with primary purpose for undertaking travel was to seek knowledge. But by the end of the middle age, a large number of pilgrims were travelling to the main shrines in Europe and elsewhere. The adoption and spread of Christianity subsequently led to numerous pilgrims making their way to the holy land and with it deep and strong was the hold of faith that the ritual of pilgrimage flourished over the centuries. It became a great unifying force and the pilgrimage strengthened religious bounds. The pilgrimage also provided the necessary impetus for a 'stay-at home' agrarian society to break out of its narrow geographical confinement and visit places associated with religion. It also served as a powerful means of forging unity and understanding among people from wildly different regions and better understanding of other religions. This led to further developments in the form of emergence of some sort of communication system and accommodation, development of trade and commerce and many more.

Shulgi, the ruler of ancient Babylonia, claimed to have built roads and rest houses at various places for travellers. With trade and commerce forming a link in development,

it was inevitable that some sort of communication system connecting the centres of trade, commerce and learning were found to be in a good shape. Alexander while exploring India found well-dressed roads with trees on the both sides providing shade to the travellers. The roads on which the emperor treaded was more than nineteen hundreds kilometres long and the mode of transportation on this road were bullock-carts, horses, camels and elephants. Benjamin of Tudela, a Jewish scholar, in 1160 AD explored Europe, Persia and India which took him almost more than thirteen years. He explored Jewish communities across these places and also mentioned the geography and topography of many places which he came across. It was his manuscripts which helped people to travel from one place to another. The other contribution in the field was made by Ibn Batutah, who travelled India then through countries of Africa and West Asia. It took him more than eight years as he started in 1325AD at the age of twenty one and landed in India in 1333AD. He explored countries like Maldives, Ceylon, Indonesia and china and travelled more than seventeen thousand miles.

Marco Polo explored the world along with his father and uncle in twelfth century. They travelled central Asia explored Persia and Afghanistan after leaving Venice, their home land and explored a palace called as Pamir Plateau now known as roof of the world. They almost spent twenty years in china and left back home on the way stepped in the countries namely Sumatra, Java, India and Ceylon. Marco Polos's writing encouraged Columbus to explore the world in fact it was description of a Place Zipangu now known as Japan that laid a platform in the mind of Columbus and he started his journey. Two of the aides of Columbus Vasco da Gama and Ferdinand Magellan who explored sea route from Europe to India and latter sailed on ship throughout and explored world further. Again it was voyages by Francisco Friar explored India through china, Alfonso D' Albuquerque in added a lot in the field of travel. History reveals and acknowledges Francis Drake as a great sailor known as seaman and who remained associated England warfare during the period of Queen Elizabeth-I in the year 1581. Captain James Cook's voyages added to the relevance and importance of travel. He made three long voyages in from 1768 to 1779 to the Pacific in search of a known existent southern continent mentioned by Ptolemy who, earlier in the 2nd century A.D., had travelled widely and who wrote an eight volume work on geography. In the year 1830 the first rail link between

Liverpool and Manchester was started. This was a remarkable achievement in the history which took place in England.

Thomas Cook was the person who is credited for organized travel. Then by these ways travellers in the Europe started travelling for pleasure through railways and ocean transportation to distinct places (Bhatia, 2007).

It can be concluded that phenomenon of travelling from one place to another is seen prevalent since inception of mankind. As earlier people lived nomadic life they used to travel from one place to another in search of food and shelter. With the passage of time people travelled from one place to another to discover places as their inquisitiveness to know the real world. With the passing time travel became more popular and now we see that this phenomenon now given name travel tourism has taken a shape in the form of an organized sector which has major contribution in the economy of the countries.

1.2 Evolution of word Tourist and Tourism

Tourist word was coined in year 1772 while as the word tourism as a process came into existence in year 1811. There is a conflict going on between scholars regarding the origin of word tourism. Houlot speaks of its roots in bible, where it explains it in terms of movement of the people when Moses leaves for Canaan and tourism was coined as Aramaic Tur. Few are of an opinion that linguistics is not origin of tourism, but the word came into existence from the surname of a French aristocracy named Della Tour. In fact in 1516 a treaty was signed by Carlos V with Della Tour family, where exclusive rights were given to conduct commercial transport and related business in case of celebrations of events that pertain to the king. Others argue ancient Anglo-Saxon migration/torn gave origin to the word tourism. Since long periods the word tourism was coined differently and was interpreted as per convenience of the scholars. In the fag end of eighteenth century term 'turn' referred to movement of people to receive education, explore and search societies, cultures and many related things. Theobald (1994), argues that word tour has its roots in Latin and Greek. From Latin word 'tornare' and Greek linguistic 'tornos' meaning round/circle the word tour evolved. The two words in itself explain going around a circle from a central point. It is evident circle starts at a point and takes a rounds and terminates at the starting point, likewise tour starts at a point and

accordingly terminates at that particular point where from it starts. The starting point represents the home/home town of the individual. In-fact tour represented one's turn in the beginning and with the passage of time a suffix 'ism' and 'ist' 'meaning 'action' and 'individual who performs that action' respectively were added making it tourism and tourist. Tourism thus is defined as a process while as Tourist is a person who performs that process of moving from one place to another and returning back to a place wherefrom it was started.

Tourism a process i.e. an activity of travelling for leisure was first incorporated in oxford dictionary in year 1811. The concept of tourism has its roots to ancient times specifically to Greeks and Romans where it was exceptionally concerned to rich families who used to go for vacations and explored places around Europe and adjoining. As reported earlier travelling was combined to religious pilgrimage, search of knowledge, in search quest, reconnoiter places, topographical investigation/search, education in relation to cultural and anthropology in relation to communities besides it meant to move from one place to another exploration of natural beauty, break to seek leisure and relax. Till the middle of the twentieth century, the travelling was not a regular feature, the number of travellers was less and they used to travel from one place to another by remote mode of transportation. Now this travelling has metamorphosed into huge and big industry with the advent of sophisticated modes of transportation that include trains, cars, ships and airplanes.

From the definition of Tourism by Hunziker in 1942 it can be concluded that tourism is a process, wherein an individual travels from one place to another and stays as a non-residents at other place but only for a period that does not lead to permanent residence. Moreover during that period of stay no earning activity is performed by the individual. As per definition of tourism given by Tourism Society of England in 1976, it is reflected that it is a process, which results in temporary but voluntary displacement from one place where one lives and works to another and further they elaborate movement for all purposes includes tourism. Further International Association of Scientific Experts in Tourism are of an opinion that any activity taken by choice but not within the domain of home is tourism. In 1994 tourism was categorized into three forms viz domestic, inbound and outbound tourism by United Nations on the basis who and

where and individual is travelling. In case resident individuals travelling from one place to another within the same country to which they belong is called as domestic tourist and as a process is termed as domestic tourism. Secondly the individuals belonging to other country and travelling to other specified country is called as inbound tourism as a process and individual known as inbound tourist and lastly out bound tourism is defined in terms of a resident individual travelling from his/her country to another country and the individual is termed as outbound tourist.

Tourism is termed as a process of interrelated activities involving services such as transportation, hospitality, lodging and boarding services, entertainment facilities and more offered to individuals travelling from one place to another temporarily with a meaningful purpose. The services related to tourism cater to the needs of the individuals who travel from one place to another. Thus tourism may be defined as "the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors."The growth in tourism is enormous and is expanding day after day as it is the industry which has sustainable economic propensity. It is being assumed times to come tertiary sector i.e. tourism industry shall be the most prominent industry of the world. The developing and the developed countries are focusing on the tourism industry more effectively. In fact they are promoting tourism to fullest of their potential as they have recognized potential of surpluses the tourism industry can/is generate_(ing). Asia and in particular India is no exception in recognizing the importance of tourism industry as the important source of fetching foreign currency have drastically taken steps to develop, promote and sustain tourism industry.

International Tourist can be defined "as visitor who staying at least twenty four hours in a country visited and a purpose pre-defined which may be leisure that includes recreation, health, pilgrimage, sport etc, and business". Domestic tourist may be defined as "as a resident of a place (including non-nationals) staying away from their usual residence for one or more nights, for tourism purposes such as holidays, visits to friends and relatives, business, conventions, missions, study, health and religion. People on day trips are not taken as domestic tourists"

Tourism as a process "is travel for recreational, leisure or business purposes on this basis WTO (World Tourism Organization) defines "tourists as people who travel to and stay in places outside their usual environment for more than 24 hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". The terms tourism and travel are sometimes used interchangeably further the purpose and activity performed by the tourist differentiates one type of tourism from the other as is explained further.

1.3 Types of Tourism

Types of Tourism are categorized on the basis of purpose of the travel from one place to another. To be more specific based on the niche/specialty, which addresses the purpose of the visit is addressed forms the basis of classification of tourism. The types of tourism are classified below in alphabetical order:

- **Adventure Tourism:** in this case the purpose involves exploration to adventurous places and it involves higher degree of risk.
- **Backpackers and Youth Tourism:** it is a low cost affair, use local transport in which tourists of age group between 15 to 25, travel countries adjacent for longer durations and use backpack easily carried on their shoulders. The purpose of travel is sightseeing, adventure, exploration of nature, culture etc.
- **Creative tourism:** it has its roots in Europe, it is more related to education wherein purpose of travelers is to explore and participate in the culture of the host community by organizing work-shops and interaction at informal.
- **Cultural tourism:** the purpose of the tourist in this case of tourism is to explore culture of the visited place/country which includes understanding of region, heritages, understanding of industrial and historic tourism at urban and rural areas.
- **Dark tourism:** refers to visit places which have been associated with death and tragedy.
- **Doom tourism:** also refers to last chance tourism, purpose of the visit to sightsee places which are in the phase of vanishing environmentally or other way round, melting glaciers of Pantogoni is an example of doom tourism.

- **Ecotourism:** purpose of the tourist in this case is to visit places wherein interference of humans is least. Here things are totally in control of the nature.
- **Educational tourism:** main purpose in this case is learning beyond the simulated environment. The main fundamental aspect in this type of tourism is to seek knowledge that pertains to other place/countries related to culture, technology, society and many more.
- **Experiential Tourism:** in this type of tourism the purpose of the tour is to explore and experience links between traditions, customs, culture, history, food, life style and the country/place visited.
- **Geo-tourism:** purpose of this type of tourism is to understand interaction between abiotic and biotic components of a place that includes topography, geomorphology, and issues pertaining to culture and society.
- **Heritage Tourism:** when purpose of the tour is to understand the cultural legacy of place wherein the tourist is visiting.
- **High-end Tourism:** a specialized niche market wherein focus of the traveller where exploring places is on price tag, tailored/customized services, and high quality lodgings, aesthetics, activities, and amenities, even at isolated destinations.
- **Mass tourism:** refers to offering leisure and related activities to group(s) of people at the same time.
- **Medical tourism:** also known as health tourism wherein the purpose includes medical and surgical care related to health besides relaxation.
- **MICE Tourism:** stands for meetings, conferences, conventions, exhibitions and enticement travels. Purpose of these kind of tourism is related to holding MICE at internationally and nationally away from the parent organization.
- **Nature-based Tourism:** purpose of this kind of tourism is to enjoy and experience nature and environmental beauty.
- **Pro-poor Tourism:** refers to tourism which aim at reducing poverty and thus it is an approach as this kind of tourism helps underprivileged to earn their livelihood.
- **Recession tourism:**“Recession tourism is a travel trend, which evolved by way of the world economic crisis. Identified by American entrepreneur Matt

Landau (2007), recession tourism is defined by low-cost, high-value experiences taking place of once-popular generic retreats. Various recession tourism hotspots have seen business boom during the recession due to comparatively low costs of living and a slow world job market suggesting travelers are elongating trips where their money passes further”.

- **Responsible Tourism:** refers to maximization of positives and benefits to host nations and negates the impacts on society, environment and aims at improving lives of local people and helps in sustaining socio-cultural legacy.
- **Rural tourism:** purpose of tourist to tour is to stay and enjoy nature and culture prevalent at rural destinations is known as rural tourism.
- **Slow Tourism:** the tourists who travel from one place to other place more slowly. Infact, they take travel as a part of their touring experience and hence they travel more slowly i.e. they travel less and stay at a places for longer durations.
- **Space tourism:** purpose of tour is to enjoy in space though this type of tourism is rare.
- **Sports tourism:** also called as specialist travel and sports purpose of this kind of tourism is enjoy/watch sports activities at places where sport events are being held.
- **Spiritual Tourism:** also known as religious/pilgrimage tourism, purpose of this type of tourism is to get mental peace by visiting sacred places of worship.
- **Sustainable Tourism:** tourism which withstands for all times to come i.e..Meeting needs that pertain to tourists now. Further maintains environment throughout and also meets future requirement socially economically and maintains and sustains environment for future generations.

1.4 United Nation World Tourism Organization (UNWTO)

It is the supreme body which develops and promotes sustainable and responsible tourism all over the world. Its head quarter is in Madrid Spain. UNWTO promote travel and tourism as a tool for economic development and comprehensive growth. It offers all kind of support for implementation of tourism policies all over world. It suggests that, in achieving United Nations Millennium Development Goals (MDGs) tourism can play a pivotal role. Therefore, UNWTO provides technical assistance to about 100 countries in

development of tourism worldwide, it has 156 member countries, six associate members (six regional commissions) and almost 400 members from private sectors working in public private partnership (PPP) mode.

Presently, it is headed by Secretary General and 100 fulltime staff at Madrid office in Spain. In addition to this there are regional bodies like Asia Pacific in Nara. Arabic, English, French, Russian and Spanish are the official languages of UNWTO. It has a general assembly, headed by Secretary General which organizes regular session after gap of every two year. Sessions are attended by almost all delegates of member countries and well as members from corporate bodies, where they assess and chalk out policies for the development of tourism. But its six regional commissions across the globe meet once in a year. UNWTO also has an executive council, it work like a bridge between UNWTO secretariat and regional commissions member countries.

1.5 Growth in Tourism across World

In last sixty years travel and tourism industry constantly diversified and has transformed into fastest growing economic sector in the world. Numerous new location have come out apart from the conventional destination. Despite global meltdown and recession, international tourist movement has increased a lot. It can be imagined that in the year 1950 only 25 million tourist arrivals were recorded but this has increased to 278 million up to year 1980, 528 million in the year 1995 and 1035 million in 2012 respectively.

Table 1.1: Top ten countries (in terms of international tourism influx)

| Rank | Countries | Region | Tourists Arrival 2013 (Million) | % change over 2012 | Tourist Arrival 2012 (Million) | % change over 2011 |
|------|----------------|---------------|---------------------------------|--------------------|--------------------------------|--------------------|
| 1 | France | Europe | 84.7 | 2.0 | 83.0 | 1.8 |
| 2 | United States | North America | 69.8 | 4.7 | 66.7 | 6.3 |
| 3 | Spain | Europe | 60.7 | 5.6 | 57.5 | 2.3 |
| 4 | China | Asia | 55.7 | 3.5 | 57.7 | 0.3 |
| 5 | Italy | Europe | 47.7 | 2.9 | 46.4 | 0.5 |
| 6 | Turkey | Europe | 37.8 | 5.9 | 35.7 | 3.0 |
| 7 | Germany | Europe | 31.5 | 3.7 | 30.4 | 7.3 |
| 8 | United Kingdom | Europe | 31.2 | 6.4 | 29.3 | 0.1 |
| 9 | Russia | Europe | 28.4 | 10.2 | 25.7 | 13.5 |
| 10 | Thailand | Asia | 26.5 | 18.8 | 22.4 | 16.2 |

Source: World Tourism rankings, 2013

It is estimated that there is 3.3% increase in the international tourism every year and by 2030 it would be approximately 1.8 billion. UNWTO also reported that the total market share of tourism of developing economic has increased from 30% in 1980 to 47% in the year 2012. It is also estimated that it would continue to grow and reach up to 57% by 2030.

It is evident from the above table 1.1 that from last many years France, US and China retained the top position. It is seen that 83 million tourist visited France in the year 2012 and 84 million in the year 2013 reflecting a growth of 2% over the year in international arrival. Similarly, US also received 69.8 million tourist in the year 2013 and thus achieved the growth of 4.7% over 2012. Spain remained on third number by receiving 60.7 million tourists in the year 2013. China also achieved a 3.5% increase in 2013 over 2012. Similarly European nations viz Italy, Turkey, Germany, and Russia experienced growth in tourism in the year 2013 in comparison to other preceding years. An increase of 6.4% in tourist arrival is reported in UK during 2013 over 2012. Moreover, Thailand rose up and reached at number ten by pushing back Malaysia to place eleven.

It is reported that travel and tourism industry earned 1.4 trillion US dollars from export earnings during the year 2013, thus reflecting a 5% increase in receipts globally which reached 1159 US billion dollars. United nation World Tourism Organisation recently held a high level meeting in Mexico, where stress was laid on sustainable tourism is a tool for socio economic development. In addition to that in the year 2014 several round of meeting by UNWTO held in Asia (Indonesia), Africa and other parts of the world where issues about changing climate in Indonesia, exploitation of children in tourism industry in Africa and other alarming concern were discussed and strategies were framed to counter these. It is further seen that the tourism industry has achieved a remarkable growth in tourism receipts during the year 2013.

1.6 Brief Account of Receipts of International Tourism

Receipts of tourism across world has grown considerably from 740 US trillion dollars to 1035 US trillion dollars in 2012 which further accelerated and reached up to

1087 US trillion dollars by 2013. In term of percentage receipts generated by tourism across world has increased significantly to a tone of 3.8% over the year 2010. As per the reports of UNWTO following countries as shown in the table 1.2 are the top ten most earners from international tourist receipts. Table 1.2 below shows that United States of America is the top earner in 2013 and has seen to grow in terms of receipts by 10.6 and 9.2 percent in comparison to 2012 and 2011 respectively. It is followed by Spain earning worth \$56.3 billion, followed by France, China, Macau, Italy, Thailand, Germany UK and Hong Kong respectively. It is pertinent to mention here that major tourist places of China i.e. Macau and Hong Kong are among the top earners. Statistics reveals that during 2013, Thailand, Macau, Hong Kong, UK and US have risen to i.e. 24%, 18%, 17.7%, 12% and 11 % respectively in comparison to 2012.

As per UNWTO, China's contribution towards international tourism receipt earning is noteworthy as Chinese tourist retains the top position when it comes to spending pattern followed by Germany, US and UK. Further, reports suggest that tourism industry is growing at a decent pace globally with people/tourists acknowledging tourist destinations across the world.

Table 1.2: Tourism Receipts (Internationally)

| Rank | Countries | Region | Tourists Receipts 2013 (in US Billion Dollar) | % change over 2012 | Tourists Receipts 2012 (in US Billion Dollar) | % change over 2011 |
|-------------|------------------|---------------|--|---------------------------|--|---------------------------|
| 1 | US | America | 138.6 | 10.6 | 126.2 | 9.2 |
| 2 | Spain | Europe | 60.4 | 7.4 | 56.3 | 6.3 |
| 3 | France | Europe | 56.1 | 4.8 | 53.6 | 2.2 |
| 4 | China | Asia | 51.7 | 3.3 | 50.0 | 3.2 |
| 5 | Macau | Asia | 51.6 | 18.1 | 43.7 | 13.7 |
| 6 | Italy | Europe | 43.9 | 6.6 | 41.2 | 4.2 |
| 7 | Thailand | Asia | 42.1 | 24.4 | 33.8 | 24.4 |
| 8 | Germany | Europe | 41.2 | 8.1 | 38.1 | 1.9 |
| 9 | UK | Europe | 40.6 | 12.1 | 36.2 | 3.3 |
| 10 | Hong Kong | Asia | 38.9 | 17.7 | 33.1 | 16.2 |

In fact famous destinations across the world being acknowledged are found to be the major source of earnings. Table 1.3 below shows the most preferred destinations and large revenue generators for the economies by tourism related activities as per reports of MasterCard.

Table 1.3 Top ten most Popular Destination and Biggest Earner worldwide in 2013

| Rank | Top ten most popular destinations of tourism worldwide in 2013 | Top ten cites biggest earners on tourism worldwide in 2013 |
|-------------|---|---|
| 1 | Bangkok | New York City |
| 2 | London | London |
| 3 | Paris | Paris |
| 4 | Singapore | Bangkok |
| 5 | New York City | Singapore |
| 6 | Istanbul | Tokyo |
| 7 | Dubai | Seoul |
| 8 | Kuala Lumpur | Dubai |
| 9 | Hong Kong | Sydney |
| 10 | Barcelona | Barcelona |

Source: MasterCard Global Destination Cities Index, 2013

It is evident from the table that Bangkok has been the most popular destination among international tourists in year 2013. London was on second position followed by Paris, Singapore, New York, Istanbul, Dubai, Kuala Lumpur, Hong Kong and Barcelona. Similarly, it was reported by the index New York, London, Paris, Bangkok, Tokyo, Seoul, Dubai, Sydney and Barcelona were the top ten earner in tourism for the same year. It is also evident from the above table that in both the cases i.e. in popularity and earning, Asian destination are contributing significantly the tourism industry at global level.

For the first time in history of the world as per reports international tourism arrival crossed one billion mark during 2012 despite global meltdown and there has been 52 million increase in international travel during 2013 at international level. Europe experienced double digit growth in international tourist arrival during 2005 to 2012. Among all regions of the world Asia and Pacific recorded the fastest growth with a 6% increase in arrival from 2002 to 2012. As per report of UNWTO, this trend shall be

followed for times to come and prospect for further growth in all of these regions is apparent. Further, it is obvious that projections of growth in tourism are optimistic and maximum for Asia Pacific, followed by Africa, Europe, America and Middle East. Transport and aviation industry has been benefitted by this trend globally as aviation industry recorded 53 percent increase international tourists travelling by air in 2013 in comparison to 2012. In case of Surface transport it has increased to a tone of 47% travelling by surface transports that include 40% by road, 5% over water and 2% by rail in comparison to 2012. It is expected that air transport will further grow with a faster pace in years to come. It is pertinent to mention here that holidays, recreation and leisure travel accounted half of total international travel during recent years. In 2013, it is reported that 27% international arrival were reported for the purpose of pilgrimage, health purposes, visiting to friends and relatives through aviation industry as a mode of transport. In fact studies suggest that there is a larger scope for aviation and transportation to grow significantly because of international tourism globally. In case of aviation industry internationally, tourism earning increased by 81 billion us dollars in 2013 in comparison to 2012. This reflects international tourism is increasing enormously and is helping allied industries to grow expressively and moreover, Asia is also seen to be play a part in the development of tourism internationally.

1.7 Top Ten Visited Countries in Asia

It is expected that Asia Pacific would be the next global tourism hub but it is also being opined that there would not be much growth in South East Asia in comparison to Asia Pacific. Further, it is also forecasted that relatively tourism industry shall see a noteworthy growth in South Asian countries especially India in near future. As per traveller digest survey, in Asia, China stands first in terms of international tourist influx with 57,581,000 foreigner visitors each year, followed by Malaysia with 24,714,000 foreign tourists. Hong Kong as per the travellers digest 2013, is found to be on third position with 22,316,000 foreigner tourist visiting followed by Thailand with 19,230,000 overseas tourists visit each year. Similarly Macau is on fifth position with 12,925,000 foreign visitors each year. Singapore received an average of 10,390,000 foreign visitors each year, so placed it finds sixth position as per the reports of Travellers Digest 2013. South Korea received influx of 9,795,000 international tourists attaining seventh spot

with Indonesia is on eighth place with 7650000 tourist arrivals every year on an average. India in the race has managed ninth position with 6309000 arrival of international tourist each year while as Japan remains on tenth number with 6219000 international tourist arrivals. This suggests that India has to focus on the development of tourism industry with full swing. Despite, India being rich socio-culturally, having a tranquil environment, laden with beautiful natural environment lot needs to be done so as to get maximum share out of the international tourism industry.

1.8 Economic Contribution of Tourism across World

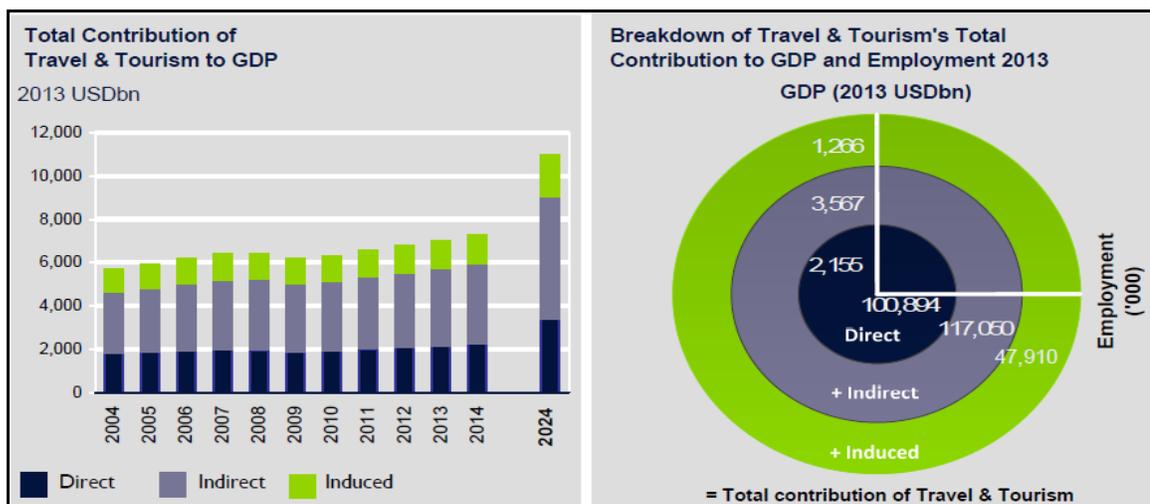
World economy has shown some positive signs of growth during 2013 and 2014. After a pause of two years because of the effects of global meltdown, again in 2013 economies of developing countries revived and signs of improvement can be observed (World Travel and Tourism Council, 2014). Economies of major countries is seen to be stabilizing and countries like United States of America and China also seems to be grow with a steady stride. Further, reports suggest that based on the improvement signs of some major economies World Gross Product (WGP) is forecasted to grow with an increase of 3.3 by 2015. This suggests the international tourism industry has significantly helped economies of the world to sustain and survive the aftermath of world recession in 2008.

Reports suggest that there would be a moderate growth in the world economy by end of 2015. In 29 under developed countries tourism i.e. international tourist influx has shown a remarkable growth as statistics reveals that from 1980 to 2012 tourist influx has increased from 1.4 million to 21 million respectively. Thus, pertaining to underdeveloped countries, an increase of 9% on an average annual growth is reported which is more than double of global average growth rate of tourism that is 4%. This reflects, how important is the tourism industry for the under developed countries as well as it plays a pivotal role in shaping their economies. Tourism industry therefore, can be regarded as an engine of growth for many developed, developing and least developed countries.

Tourism offers sustainable growth for all economies and it also offers least developed countries an opportunity to compete in the global economy, as tourism industry of least developed economies contributes 6% of overall export earnings and 52% of services export earnings. As tourism is an amalgam of many industries, so it has direct, indirect and induced impact on economies of the world. No doubt the epicentre of

tourism activities would be a particular place but its impact is spread over many areas in many forms that leads to generation of income and employment. Alone in 2013 contribution of tourism has reached to 9.5% globally i.e. its contribution to the World Gross Product (WGP). As per world travel and tourism council 2013 report nearly 266 million jobs were also supported by tourism internationally. It is also reported that one out of eleven jobs in world is created by tourism industry. Thus it can be concluded that Tourism is a life line, as it forms to be a vital money-making industry and its economic impacts are direct, indirect and induced for almost all the countries across the globe.

The direct contribution of tourism includes spending on travel and tour within a particular place by to resident and non-resident for leisure, business and other related purposes. It also includes spending by government on travel and tourism services which are directly linked with tourists. The direct contribution of tourism to GDP can be calculated from total internal spending by tourism sector such as Hotels, Airports, Travel Agents, Leisure and Recreation Service providers etc. Indirect contribution of tourism includes both present and future activities in various manners on the behalf of community at large scale as tourism promotional agencies, administration, security service, resort area and sanitation services etc. The purchase of goods and services by all those sector which are dealing directly with tourism for example food stuff for resorts, oil and fuel, IT services by travel agencies, catering services etc. Induced impact of tourism is observed in terms of total employment generated by those who are directly and indirectly engaged with tourism.

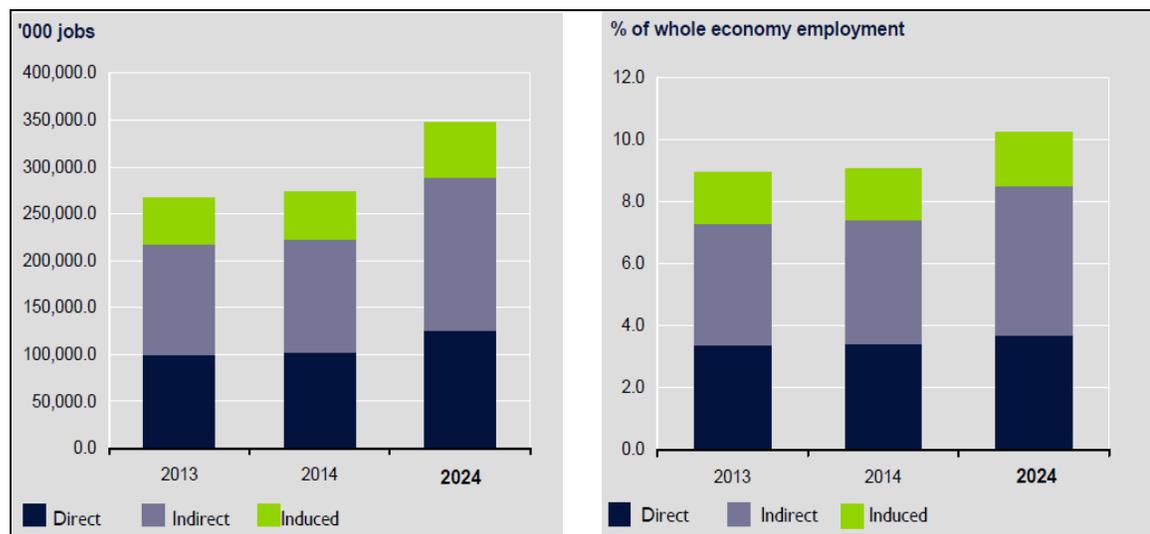


Source: World Travel and Tourism Council, 2014

Figure 1(a): WTTC Travel and Tourism Economic Impact 2014

Figure above shows the trend of travel and tourism industry on GDP across world. It is evident from the figure there has been a continuous increase in direct, indirect and induced impact on economies because of tourism industry globally. The figure reveals that 10894 direct, 117050 indirect and 47910 induced jobs were created by tourism and travel industry in 2013. Further based on the forecast by WTTC international is expected to increase manifolds by 2024 and the receipts which it is going to generate is huge, it suggests that receipts shall increase from current 7000 billion US dollars 12000 US billion dollar by 2024.

Tourism has created 103,069,000 jobs globally during 2014 which is 3.4% of total employment worldwide. Figure 1(b) shows that employment has increased with the increase in tourism and is expected to grow significantly by 2024. Moreover, graph reveals that percentage growth in indirect jobs has increased and would continue to increase cumulatively by 2024. This makes it evident that tourism industry globally is a strength for all the nations as it is the major contributor to their economies but also has helps in developing nations socially and culturally.



Source: World Travel and Tourism Council, 2014

Figure 1(b): Total Contribution of Travel and Tourism to Employment in World

Travel and tourism industry has helped countries across world to maintain their social and cultural legacy besides sustenance of economic status. May it be the case of environmental safeguarding or the promotion of the country in terms of infrastructure, living standard, social status or preservation of various hidden or dying culture of several

regions across world. Tourism industry across the world has helped countries to maintain and sustain their value system, economic status and many more. In fact tourism industry results into a chain reaction for instance a country, destination experiencing more and more arrival of international tourist's results into development in terms of infrastructure, transportation, communication and education. Not people of many far off hidden places have access to many global activities; this dream comes true only because of tourism as it forms an interface between across countries. No doubt tourism industry is part of service industry most of the jobs which are being created by activities of tourism are much unskilled type but still millions of them have only this option for earning of their livelihood. In fact studies reveal 8 million direct jobs alone are contributed by tourism industry in Africa. Similarly in other countries of the world including India tourism has contributed a lot in terms of income, employment and overall socio economic development.

1.9 Tourism in India

India is bestowed with diverse cultural and natural resources and policy makers argue that India can be one of the best among global tourism players. The only need is a proper planning, implementation, continual sustainable development and promotion of its tourism products more effectively. Being very rich naturally, culturally and spiritually, unfortunately till date, India could not position itself among top ten nations of the world when it comes to tourism. In fact India does figure out among top 50 countries which receive maximum international tourist arrival and tourist receipts annually. Around 140 countries across world, India ranks 65th in the world on account of tourism influx as per the reports of travel and tourism competitiveness index 2013. Further, UNWTO 2013 to 2014 ranking reveals that on regional basis within Asia, India ranks 9th. Further while comparing India to the world, India on the basis of natural resources, air transportation, infrastructure and road quality ranks 24th, 39th, 42nd and 85th position respectively. This picture portrays that India has a potential to find its place among the top ten countries on account of international tourist arrivals. Further, it is also reported that in term of global competitive destination India ranks 24th.

1.10 Development of Tourism in India

Development of Tourism in India has many hidden aspects which more or less are linked with various historical events. May it be the case of earlier Persians visiting India, travel of Marco Polo and Asoka's, all of these have a link in exploring the facets of tourism development in India. Later on during the Mughal regime there has been significant development in development of infrastructure across all parts of India. Mughal era can be considered as a golden era from tourism point of view. Today India's major circuit i.e. heritage tourism is linked with the Mughal era. All monuments like Taj Mahal, Red Fort, Buland Darwaza in Fateh Pur Sikri, Agra Fort and Qutab Minar and many more all is the outcome of Mughals architecture. It is because of this fine art millions of international and national tourist in and across the globe travel to India.

During the British era after the establishment of first railways in India, reports suggest that there has been minor increase in the travel and tourism activities across India. In fact the importance of tourism was realised much earlier in India but it was only in 1945 when it was recognized at national level. Initially, post-independence in first five year plan there was no allocation for tourism, but in second five year plan in 1956-61 tourism became an important element of planning process. In the second five year plan an allocation of Rs. 3.36 crore were kept for tourism development for both central and states sectors.

Thereafter, in each passing five year plans more area specific planning and additional funds were allocated for building up of advanced facilities for tourists and thrust had been on tourist industry as a whole. In the year 1963 Air India came into existence and in the year 1966 India Tourism Development Corporation (ITDC) came into existence. Initially ITDC played a major role in developing modern infrastructure for international tourist in India and it had a role in developing and promoting many hotels in India like Asoka Group of Hotels, Oberoi, Clark Hotel and Grand hotel in public private partnership pattern.

In sixth five year plan 1980-1985, a major landmark was achieved as the first ever tourism policy was announced in the year 1982. The policy articulated the objectives for tourism development besides playing a key role in the making and implementation of master-plan for tourism development. In the seventh five year plan a major break-through

was there by recognizing and declaring tourism as an industry in India. Thereafter, National committees for setting up of tourism and tourism Finance Corporation of India (TFCI) was set up in the year 1986. Based upon national action mission eighth five year plan was developed and in it many proposal were kept including special area development programme, marketing, inclusive development of circuits for developing tourism industry.

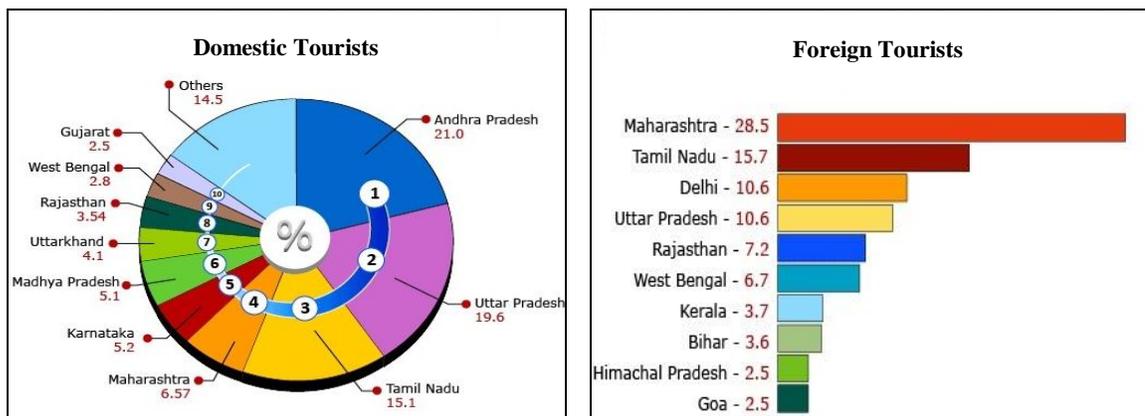
In connection with development and promotion of tourism industry further in 1993 "the tourism synergy programme" was launched followed by "national strategy for development of tourism" in 1996. In ninth and tenth plans area specific development programmes for northern, northern east and western region were undertaken. Development of tourism products, human resource development by opening of many sponsored institutions like IITTM etc were established. The main focus in context with tourism industry was on marketing, promotion, coordination and till year 2000 and in year 2002 tourism was regarded as a priority sector. In the last decade and half tourism industry is gaining impetus and all forms of tourism are being recognized across India. May it be the case of heritage tourism, wildlife tourism, business travel, wellness and health tourism, leisure, pilgrimage and adventure tourism all kinds of tourism emerged proportionally. There are various offices of tourism in India and abroad whose role is specifically to promote the tourism within and outside country.

1.11 Management of Tourism in India

Ministry of tourism is the nodal agency which is responsible for formulation of policies for various Central, State and Private agencies. Under the direct supervision of Ministry of tourism, India Tourism Development Corporation (ITDC) and State Tourism Development Corporation of each state across India work together for the development of tourism. ITDC manages chains of hotel, resorts, restaurant, tour operating services and many more. On the same pattern of ITDC, State Tourism Development Corporations established across India function at individual and public private partnership mode for the sustenance and development of tourism.

India had set a mission for achieving 11.24 million foreign tourist arrival and 1450 million domestic tourist arrival by 2016-17 so as to encourage sustainable tourism

on priority basis. Ministry of Tourism Government of India aims to develop tourism industry across India and at global level by focussing on infrastructural development, focussing on niche products and by laying emphasis on promoting and marketing Indian tourism effectively. Ministry of Tourism Government of India further aims to embolden sustainable tourism practices and strengthen HRD Infrastructure in the tourism and hospitality sector. The government of India strives on increasing competitiveness of Indian tourism sector by facilitating quality of services and safety of tourists at higher degree so that more and more international tourists get fascinated towards India. It also advocates facilitate tourists with better accommodation standards of highest order and to improve tourism industry further it strongly believes to compile surveys on tourists so as to come out with statistics that highlights positives and negatives related to tourism industry. The outcome of these surveys therefore may help tourism industry in improving, promoting and developing tourism industry by effective and increasing use of information and communication technology.



Source-ASSOCHAM 2012

Figure 1(c): Share (%) of top ten States in terms of Domestic and Foreign Tourists influx

Figure 1 (c) presents the contribution of both domestic and foreign tourists towards the tourism industry across the states of India as reported by Associated Chambers of Commerce and Industry of India in 2012. The figure reveals Andhra Pradesh was on top slot in terms of getting maximum number of domestic tourist in 2010, followed by Uttar Pradesh, Tamil Nadu, Maharashtra, Karnataka, Madhya Pradesh, Uttarkhand, Rajasthan, West Bengal and Gujarat. In context with international tourist influx Maharashtra received maximum number of foreign tourists in 2010 followed by

Tamil Nadu, Delhi, Utter Pradesh, Rajasthan, West Bengal, Kerala, Bihar, Himachal Pradesh and Goa. This reflects that State of Maharashtra, Tamil-Nadu, Delhi, Uttar, UP and Rajasthan are the top most preferred destinations attracting foreign tourist to India.

As per reports of ASSOCHAM published in 2013 are of an opinion that by 2015 tourism sector is likely to fetch 26 billion US dollars and further forecasted that by 2015 the foreign tourist influx may cross 80 lakhs. ASSOCHAM also reported in terms of GDP contribution to the economy, India has improved its world ranking in this regard from 37th position in 2002 to 16th rank in 2012. Further, the Contribution of tertiary sector i.e. tourism to the GDP of India is 6.6% and contribution to total workforce is about 7.7%.

As per another report published by India rankers in 2013, projects that Tourism in India is developing with pace as traditional concept of tourism has changed a lot. With the changing priorities of domestic as well as international tourists, tourism industry has transformed from conventional mode to customised mode in accordance to the requirement of the tourist needs and wants.

In fact there is a paradigm shift in tourism products as a result new destinations came into existence on the basis of cultural, pilgrimage, adventure, health tourism and many more. Statistics reveals that in year 2013, Agra was the most preferred destination followed by Raipur. Udaipur, Goa, Kashmir, Kanyakumari, Kerala, Old Delhi, Ajanta Ellora, Darjeeling and Mysore. Again based on the report of India rankers in 2013, Andhra Pradesh remained on top in terms of domestic travel is concerned but stands nowhere when it comes to attract foreign tourists. Maharashtra and Tamil Nadu continued to be the favorite destinations for domestic as well as foreign tourists. The reason reported for this is that both Maharashtra and Tamil Nadu are culturally rich States in India and both are known for various famous multi religious sites and temples besides beautiful beaches. This criterion makes it favourite destination for domestic as well as international tourists.

As per the reports Delhi the heart of the country is the most loved tourist destinations of India and is known for its, cosmopolitan culture, one can experience varied cultures from all over the states in the capital. It is also the political hub, associated to it are politically famous places like Parliament house and Rashtrapati Bhawan, all

major buildings important for governance is in the capital besides historical and pilgrimage sites. For example Dargah (Shrine) of Khawaja Moinuddin Chishti RA is acknowledged globally among peoples of all faiths especially Muslims across world.

Uttar Pradesh, state with multi-hued Indian culture. The place is garlanded by holy Ganga and Yamuna rivers, pilgrims, holy shrines. Associated to Uttar Pradesh is Kumbha Mela, a largest gathering of Hindus pilgrimage and they gather once every three years. Varanasi is also an important holy place for Hindus, Buddhists and Jains. Lucknow which is capital of Uttar Pradesh has various historical monuments like to name one Chhota Imambara. The Taj Mahal, which is a world heritage monument, is a major attraction for foreign as well as domestic tourists. Taj Mahal is regarded as a home to royal palaces and forts, anyone visiting this place would feel as if they have been transported to the 18th century in the times of kings and queens.

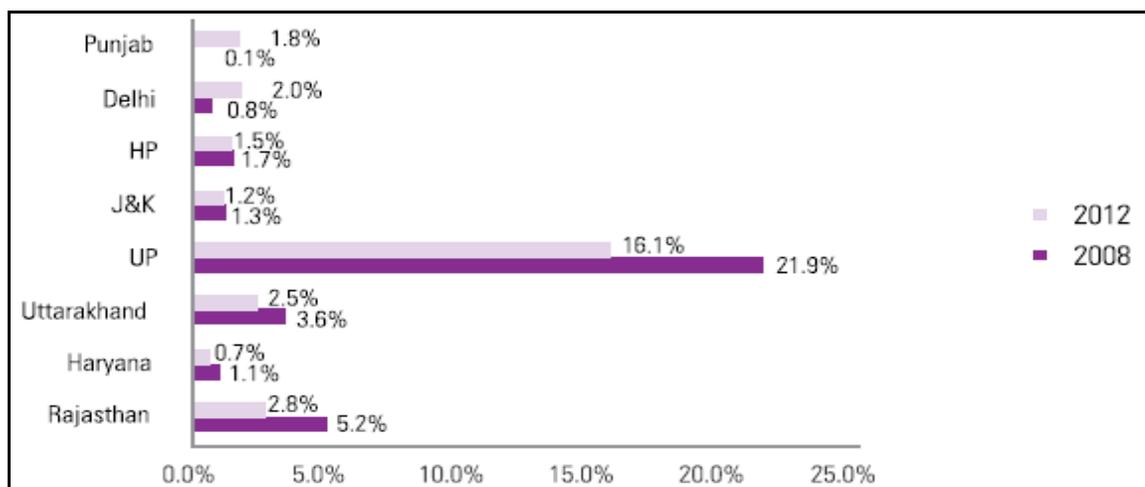
Rajasthan is known for several reason in India may it be the case of Jaipur's Hawa Mahal, Jal Mahal, Man Sagar Lake, Aravali Hills and famous Havalies of Maharajas. It is because of these sites Rajasthan is famous across world.

The capital Kolkata of West Bengal is one of the metropolitan cities of the country. Kolkata is also called as cultural capital of India. Darjeeling Himalayan Railway, Cooch Behar Palace, Hazarduari Palace, Adina Mosque, Gaur, Shantiniketan, Eden Gardens, Howrah station are some of the places why tourists like to visit the state.

Karnataka another famous state in south India and associated to it are places like Hampi, Chikmagalur, Bandipur national park, Gokarna beach, Shravanbelagola which are reported to be the famous sights among tourists around the globe. The state has variety of attractions like Hyderabad city, Tirupati, the abode of Lord Venkateshwara, Visakhapatnam known for Araku Valley and Borra caves. The exotic beaches, amazing sunrise and sunset views, golden sand and coconut palms are one of the reasons of tourists flocking to this place. Sea food which can relish your taste buds, water sports, banana boats make these beaches happening. Calangute beach, Alorna Fort, Ancestral Goa is famous for its beaches, sea shores, Museum, Arvalam Waterfalls, Chapora Fort are the tourist hotspots in Goa. The major cities which attracts number of tourist across world are Thiruvananthapuram, Kollam, Kochi, Thrissur and Kozhikode in south India, and in north of India places like Delhi, Punjab, Srinagar, Katra, Shimla, and Agra are famous tourist attractions.

As reported in 2013 by Times of India, Kerala surpassed Taj Mahal during 2012 left it behind and became number one in Google search trends for travel destination in India. Thus, one can see promotion of tourist destinations in terms of awareness can help in making places famous. Based on the Google search it was found that Munnar in Kerala at number one while as Taj Mahal was another preferred destinations among international and national tourists followed by the Wagah Border in Punjab, Vaishno Devi Shrine and Amaranth in Kashmir. As per the Google Search trend published in times of India 2012, among the states Jammu and Kashmir was seen to occupy sixth place in the list of ten preferred tourist destination.

The figure 1 (d) presents the overall share of tourists both national and international tourists across stated from 2008 to 2012. It is evident from the figure that in north India Utter Pradesh has been the most favorite destination flowed by Rajasthan and Uttrakhand. It is seen that Utter Pradesh has been the most preferred destination in 2008 in comparison to 2012 showing a decline of more than 5 percent. With the advent of time there is no visible change while comparing tourism on account of 2008 and 2012. In context with the North India, the tourism industry has seen a substantial growth in attracting both international and national tourists in year 2013. KPMG (2013) reports growth of tourist influx in Northern Indian states has increased to a tone of 10.4% from 2008 to 2012 with an overall average increase of 16 percent across whole of India. Further, it is also seen that domestic and international tourists visiting to northern India has risen with the rate of 10.4 % and 3.2 % respectively from 2008 to 2012.



Source: KPMG 2013 report on tourism

Figure 1(d): Market shares of tourist influx across North Indian States

The tourist influx both national and international was reported to be high in 2013, with the beginning of Kumbha Mela at the bank Ganga River, as was attended by more than 12 billion people across the world. The surveys conducted in 2013 suggest that movement of domestic and foreign tourist is growing rapidly across India and likewise North Indian states have also witnessed growth in terms of receiving foreign and domestic tourist in comparison to 2012. This suggests the tourism industry in north Indian States have witnessed a fair growth in comparison to rest of India where in total average increase at national level is 16% during this period.

1.12 Economic Contribution of Tourism in India

The Direct, indirect and induced impact of tourism can also be realized on Indian economy. Direct contribution related to the sectors such as hospitality, transportation services and amusement activities. Similarly, indirect and induced impact can be observed by further investment and supply chain activities of these sectors. This direct, indirect and induced contribution is taken into consideration in calculation of total impact known as multiplier impact. Applying multiplier effect reports suggest that total contribution of tourism is expected to be Rs. 6385 billion in 2014. This entails that for every single rupee spent on tourism directly, this direct contribution of tourism would further add 2.3 rupee in economy when indirect and induced effects are considered. In year 2012 alone it was reported that Rs 966 billion was the earning from direct spending on tourism which had an indirect contribution Rs 3500 billion on the tourism industry. If activities related to the tourism go on the same pace it is expected that total contribution of Tourism industry in the GDP may increase to 12% in next decade.

It is further estimated that indirect and induced contribution from the tourism industry may go to a tone of Rs. 12939 billion and Rs. 3263 billion respectively by 2023. In 2013 this sector added Rs 2.17 trillion (US\$ 36 billion) which is 2% to the GDP of the India. Further it is expected to go up to Rs 4.35 trillion (US\$ 72.17 billion) in 2024. Total revenue generation was expected to reach 8.1% during the year 2014. Hospitality is an important ingredient of Indian tourism. The cumulative annual growth of hostility in tourism 14%. As per UNWTO report there would be 8% annual growth of tourism in India between 2008-16. During the same period 14% growth in foreign exchange earnings is also

forecasted. It is this sector which is third largest foreign exchange earner in India. It is reported investment of US one million dollar in tourism in India creates 78 jobs. Recently under the dynamic leadership of Prime Minister of India launches make in India campaign it would further accelerate 360 degree development of tourism. Visa on arrival facility and make in India approach are the healthy signals for further improvement of tourism in India.

It can be concluded that Economic significance of tourism was perceived after 1980s. Thereafter, upon realizing economic significance comprehensive policies were framed. In recent past, tourism industry has gained momentum India has witnessed a considerable growth to a tone of more than 16 percent because of the continual growth of the sector. It can be established that Tourism helps significantly in socio economic development and India as a country to this is no exception. In India alone more than 25 million direct and 40 million total jobs were created by tourism, thus this reflects that state tourism industry also plays a significant role in the survival and prosperity of the state and in turn that gets reflected in the economy of the country.

1.13 Tourism in Jammu and Kashmir with special reference to Rajouri and Poonch

In Jammu and Kashmir tourism is considered as backbone of the State's economy as Tourism industry is a big contributor to state economy. An estimate of Directorate of Economics and Statistics J&K enunciates that service sector contributes 56.54% to GDP of State. Among services, tourism is big contributor, and as per rough estimates of economic survey of J&K, its share in gross state domestic product is 16.8%.

Tourism Industry in State of J&K can broadly be classified into three major categories namely Leisure, Pilgrimage and Adventurous tourism. Kashmir is famous for scenic beauty which suits leisure activities and its snow covered mountains are renowned for winter sports in the world. Ladakh the cold desert which emerged as an unique destination in recent past and is positioned in the minds of the tourists especially among foreign tourists prominently. As Ladakh is famous for adventure travel so it attracts thousands of adventure travellers across the world. It also attracts Buddhist tourists from Japan, China and parts of Europe because of presence of Buddhist monarchies in the region. Jammu the city of temples, since time immemorial remains famous for Pilgrimage

tourism in the country. Although, most of incoming tourists in this region are domestic but they are very large in number. Alone Mata Vaishno Devi Shrine, attracts millions of pilgrims in Jammu, it is the second most Shrine in the Country after Tirupati shrine of south India, which attracts millions of pilgrims in a year.

Jammu and Kashmir State as a whole has uncountable places of tourist interest which include all the major categories of tourism that is leisure, adventure and pilgrimage tourism. In the State related to Pilgrimage and Heritage based destinations following are the important pilgrim/tourist destinations. In Srinagar and adjoining Srinagar following Pilgrimage and Heritage destinations are hosted, these include Jamia Masjid, Tomb of Zain-ul- Abidin, Dastagir Mosque, Pather Masjid, Hazratbal shrine, Peer Dastagir (Peer Sayed Abdul Jeelani), Khanyar, Khankahib Mualla , Mukhdoom Sahib, Naqshband Sahib, Sheikh Dawood Shrine Shankar-Acharya temple, Chhatti Padshi Gurduwara, Harwan and Sri Partap Fort in Srinagar of Kashmir division. Further adjoining Srinagar are hosted Shekh-ul-Alam Shrine in Chari-e-Shrief twenty eight kilometres away from Srinagar, Sheikh Zain-u-din, Aishmukam, Amarnath Cave near Pahalgam, Khir Bhawani in tula mula village about twenty seven kilometres from Srinagar and Baba Reshi Shrine in Gulmarg.

Ladakh division hosts various historical and sacred destinations like Alchi Monastery, Budha, Nangali Sahib, Leh Palace, Leh Monastery, Leh Mosque, Samkar Gompamis , Spituk Monastery Thiksey Monastery, Hemis Monastery, Lamayuru, Likir Gompa, Phiyang on Leh Kargil road, Shey-Ancient, Stongdev in Zanskar, Namgayal Tsemo, Shanti Stupa, Changspa, Skara Village, Choglamsar, Suruvally, Sankoo, Rangdum and Mulbekh.

Likewise in Jammu division following heritage and pilgrimage destinations are hosted Shri Mata Vashno Devi Shrine,, Raghunath Temple Purmandal, Mubarakh Mandi Palace Complex, Amar Mahal Museum and Library, Vaishno Devi Shrine, Shiv Khori, Sudh Mahadev, Krimchi, Agar Jitto, Dera Baba Banda, Baba Dhansar, Dhani Dhar Fort and Shahdra Shrief shrine in Rajouri

In addition to heritage and pilgrimage destinations other adventure and nature based tourism which are predominately on the minds of the tourists include Hari Parbat Fort, Pampore, Awantipora, Mattan, Martand, Achabal, Kokerng, Verinag, Daksum

Yusmarg, Burzahom, Aharbal, Dachigam National Park, Saleem Ali wild life Sanctuary, Gulmarg, Sonamarg, Pahalgam, Patnitop, Batote, Patnitop, Badherwah, Surinsar Mansar Wildlife Sanctuary, Jhajjar Kotli, Ramghar Wildlife Sanctuary, Nandani Wildlife Sanctuary, Jasrota Wildlife Sanctuary, Kishtawar, Kud, Sanasar, Dera KI Gali, Mughal Road, Peer Ki Gali, Noori Chamb, Ladakh Ecological Centre, Hamis High Altitude National Park, Drass, Zaskar, Padum, Phugthal and Sani in Zaskar.

Besides these there are Mughal Gardens in Srinagar, Chesmashai (Royal Spring), Siraj Bagh-Asia's Largest Tulip Garden, Pari Mahal, Nishat Bagh, Shalimar Bagh and Naseem Bagh. There are numerous lakes and wet lands in Jammu and Kashmir namely Dal lake, Nagin Lake, Anchar Lake, Wular Lake, Mansar Lake, Surinsar Lake, Alpathar Lake, Pangong Tso Lake, Tso Moiri Lake, Groups of Lakes in upper Pir Panjal areas of Rajouri and Poonch and Banibali Nag

Like other Himalayan destination Rajouri and Poonch being a part of this region also offers some unique and potential tourism product in all forms like pilgrimage, leisure and adventure travel. Unfortunately, yet this region couldn't bring in the tourism map of the Himalayan destination. But in the recent years with the changing political scenario of region, rise in the education and recommendation of working group on Kashmir highlighted the tourism potential of the region. Moreover, revival of historical Mughal road also brings areas into lime light from tourism development prospective. Its tourism potential includes heritage, pilgrimage, leisure and nature based tourism. Prominent destinations include Shahdra Shrief Shrine, Buddha Amarnath Shrine, Nangali Sahib Gurdawara, Pir Ki Gali, Noori Chamb, Dera Ki Gali, Miran Sahib Shrine, and Groups of Lakes in upper Pir Panjal, Mughal Road adventure travel, Mandi and Border areas destinations.