Chapter 2
Review of Literature
Over the last two decades, tourism has played progressively more important role in the economic growth of the world. There are various factors which drive travel across the globe; these includes increase in disposable income, more leisure time, improved and highly accessible transportation systems and improvement in communication system. Tourism and Travel is a chiefly attractive option to stimulate development in most of under developed regions that relied heavily on agriculture and natural resource extraction. Thus, tourism often provides the dual advantages in terms of generating employment and income while promoting cultural heritage and traditions.

The peculiarity of tourism is that it contributes to rate of economic development at large throughout the world thus, a massive and growing torrent of investment is seen to be poured in its development by the nations. The industry has an enormous potential of generating substantial income and employment. As per the reports of United Nation World tourism Organization (UNWTO), foreign tourist influx worldwide has grown manifolds significantly from 1980 to 2011. In fact new destinations have been explored which are reported to be more challenging to the traditional ones of Europe and North America. UNWTO, reports that till year 2030 the international tourist influx shall grow at a larger pace to a tone of 3.3 percent every single year with effect from 2010. This can be further elaborated that foreign tourist arrivals every year shall increase by 43 million and world economy shall see an arrival of 1.8 billion tourists by 2030. UNWTO suggests the international tourist arrivals to the emerging economies shall grow to double to a tone of 4.4 percent per year and those to advanced economies to a tone of 2.2 percent per year. Pertaining to tourism it is reported and this trend may continue, that developing economy destinations are seen to grow at rapid pace in comparison to advanced economy destinations.
India is no exception to benefit from tourism boom. To its developing economy, tourism industry is an economic bonanza. It is a single sector earning the largest foreign exchange and it is heartening to note that earning from tourism have been increasing at an encouraging rate. India has seen a substantial growth in tourism as years pass by. In 2009 the foreign tourist influx was 5.17 million and year 2010 reported an influx of 5.58 million thus witnessing a growth to a tone of more than 8 percent. Statistics reveals the foreign tourist influx in 2008 was reported to be higher in comparison to the year 2009 by 2.2 percent following recession. The foreign exchange earned by India is seen to grow at a larger pace to 18.1 percent by 2010.

Tourism industry as seen contributes to the economy, in addition this sector contributes to regional development of isolated and economically underdeveloped areas, development and improvements of infrastructure and to the social and political understanding. Tourism thus plays an important role in the promotion of cultural interchange and global collaboration. Ash and Turner, (1976) are of an opinion issues related to tourism need to be addressed at the earliest as tourism has positive as well as negative impact on the cultural diversity, social standards and society, local environment. Therefore, it is imperative to channelize tourism in a way that it results in positive development of tourism impacts various factors mentioned above positively.

The tourism industry in the state Jammu and Kashmir, having bleak chances of large scale industrialization, occupies the predominant position in view of its powerful growth potential owing to the celebrated Kashmir, enchanting sites of Jammu and tourism novelties of Ladakh. Notwithstanding its being the main and the major industry, it is declared as an industry only from 1995, 45 years after the state took to the planned development of the State. This speaks volumes about the apathy and negligence of this industry, ignoring its high economic and commercials worth. As discussed earlier, tourism may be leisure, pilgrimage or adventure it benefits socially, culturally and economically, the state of Jammu and Kashmir is no exception to it, foreign and domestic tourists thus add to the socio economic development of the state. Tourist trade including pilgrimage has stimulated the economic activities in the State. It has won considerable recognition as an activity as it generates considerable income both for State as well as the individuals associated with the industry.
2.1 Literature from across the world

As studies have shown that tourism is a dominant economic contributor at all levels i.e. international, national, state and regional level. Studies suggest that tourism as well plays a significant role in the development of back and poor economies at all levels. At regional level, Rajouri and Poonch twin districts of Jammu and Kashmir are no exception to this; as such these poor economies can be developed as well. As it is seen that tourism acts as a catalyst in transforming regions socially and economically, a planned development of the industry is imperative. This positive tendency of tourism is catching eyes of researchers, academicians and government agencies so as to come out with policies and procedures so as to get maximum benefit out of the industry. Lots of studies have been conducted in the field of tourism to address issues pertaining to it. The present chapter throws light on the researchers conducted in the field of tourism especially pertaining to pilgrimage tourism internationally and nationally and regionally is bifurcated under three headings, literature from across the world, literature from India and literature from the state of Jammu and Kashmir with special reference to Rajouri and Poonch.

Travel is associated to humans since long. Earlier humans led nomadic life travelled from one place to another in search of food and shelter. With passing time the scope of travel intensified and got associated with travel as an adventure, travel as hobby, travel as leisure, to explore knowledge related to mankind and travel related to religion i.e. pilgrimage. Dasgupta et.al., (2007), argues that tourism has a pivotal place in the life of mankind and suggests that it is this industry which is the prime and rewarding industry in the economic sphere of the humans wherein movement of people may be within or outside the country.

There has always been a difference in opinion in defining tourist and pilgrim. Tourist can be defined as somebody going from one place to another within or outside the country from home for a fixed period between one day and less than a year. While pilgrim is one who moves away from home to another place which to it has attached religious sentiments. It can be concluded that pilgrim is also a sort of tourist but with a different mindset wherein it is the devotion which makes them to travel from home to the place of devotion. Olsen and Timothy (2006) further argue that it is difficult to draw a
clear dividing line between pilgrims and tourists today because, once on site, both groups make use of the same tourist facilities, such as the local transportation system, accommodation and infrastructure and other facilities associated to it.

Religion, Faith and Spirituality are seen to be closely related as no demarcation line is drawn between the three. UNWTO (2011) argue that a well-made gap is imperative between these three aspects of tourism, so as to understand the role of religious/pilgrimage tourism in Asia. Cohen (1979) while studying the perception and experience of tourists towards significance of destination visited identified five distinct types of tourist experiences. The five types of experiences identified by the researcher include recreational, diversionary, experiential, experimental and existential mode. To understand the phenomenon of pilgrimage tourism further, Cohen (1992) while studying the perspective of the direction of journeying to religious/sacred sites offers a different framework to distinguish between duo. Cohen argues that the tourists who travel in the existential approach are pure pilgrims, while those who have recreational approach while travelling are pure tourists.

Ostrerrieth (1997) is of an opinion that pilgrimage had been of concern to varied group of researchers that includes historians, theologians, sociologists, psychologists, anthropologists and many more. In fact it reflects that pilgrimage has interdisciplinary approach because it results in spatial relationship as it influences behavior, economy and socio-cultural exchanges and interaction. Hing and Dimmock (1997) argues that tourism industry plays an important role in shaping the economy thus to sustain it is imperative to focus and analyze tourist markets, tourist flows, tourist development, sustainable tourism development, and socio-cultural impacts of tourism. They argue that focus needs to be on healthcare tourism and religious tourism as they are the potent result oriented segments in near future.

Eccles (1995), while studying the evolving trends in the tourism sector has identified five major aspects to be worked on so as to grow unparallel. These aspects include destination planning, marketing and promotion, new products development, sustainable tourism and transportation.

Hu (1996) in a study has identified five major trends in tourism industry which need to be addresses that include economic psychology, market segmentation and travel
patterns, strategic marketing, and technological advances in travel and tourism communications.

Norman (2004) in study discusses spiritual tourism in context with non-spiritual travels. The study explores various reasons and motivation behind spiritual travel in length viz a viz regular tourism. A study conducted by Phukan, Rahman and Devdutt (2012) shows that in the recent past there has been a significant increase of spiritual travelers travelling to sacred places. They concluded that this trend is because of the changing mindset of the people towards spirituality. In fact this paradigm shift in the mindset of the people towards spirituality has gained attention of researchers hence ample studies are being carried out on this phenomenon. Further more and more studies are being carried out to understand the socio-economic impact of adventure tourism, eco-tourism, medical tourism, leisure tourism etc. on individuals and communities.

A Study of American culture by Attix (2002) reflects that from 1960 onwards an increasing market for spiritual tourism is reported as evident from travel guide-books and directories of holistic retreat centers, as well as from formally organized tours. Further as reported data on the New Age population/movement and its demographic characteristics have only been available since the 1990. It reflects that tourism for pilgrimage, tourism for personal growth and travel for non-traditional spiritual practices has caught momentum since 1980 at constant pace, notwithstanding the fact that many native establishments are dissenting to the use of sweat lodges, vision quests, and sacred sites as conventional tourism practices. Attix also reported that sources suggest women form the primary clientele that pertains to new age population in search of peace and tranquility and it is also environmental apprehensions that motivates many to take spiritual tourism effectively.

Morpeth, (2007), argues that significant motivation for people to travel from one place to another is pilgrimage and spirituality. It is reported that most of the major tourist destination develop expressively as a result of their linking to holy places, holy people and holy events. The study also reflects the importance of managing the religious tourism effectively by focusing on ancient sacred sites and the possible emerging destination adjoining to it. The study also reflects the need to convert sacred places to commercial areas without losing their religious and spiritual integrity.
Dallen and Dinel (2006), have given an opinion in their book, that religion and spirituality are still among the most common motivators for travel to major tourist destinations.

Chris and Carnegie (2006) in their paper argue that continual makeover of individuals and community as whole is an outcome of pilgrimage tourism. They argue Pilgrimage tries to elaborate its linkage with spirituality, it tries to focus on its meaning, experience of pilgrimage offers emotional as well as physical well-being of individuals in comparison to those who have not experienced pilgrimage.

Aslan and Andriotis (2009) in their study concluded that motivation for pilgrimage tourism is not only the act of pilgrimage/ religious sentiment but other tourist activities such as sightseeing, going to places of interest, recreation, visiting historical places etc. also play a role.

Bremer (2004) interpretations reveal that pilgrims often participate in allied touristic activities which results in economic gains, such as posing for photos, buying souvenirs and visiting nearby attractions which may be unrelated to religion. Similarly, tourists, out of cultural curiosity sometimes get actively engage in religious practices, such as participating in religious rituals. They may touch sacred objects and they can be truly emotionally overwhelmed by the sanctity of the place. Thus, it can be concluded that there is no particular way to identify whether an individual is a pilgrim or not because that individual may participate in some sacramental exercises at one place before resuming his/her touristic persona.

Wiederkehr (2001) study on traditional pilgrimage reflects that there is complete transformation of individual in context with his/her attitude and behavior in understanding the world altogether after the completion of journey. In fact it is reported every step towards the sacred site carries purposeful meaning to them.

Andriotis (2009) study on shrine in Greece visited by males only found that it inculcates five core elements is in the pilgrims i.e. spiritual enrichment, followed by cultural environmental, secular; and educational enrichment.

Morphth (2009) suggests that management of religious attractions in UK is imperative in order to promote these sacred places as prominent tourist destinations that may result in economic gains. Further the study advocated the positive effects of
managing cathedrals and churches in terms of places of worship and leisure as well but that too within its limited resources i.e. staff and the budget available to

Genoveva, Leonor and Carranza (2012) paper provides a brief description of the history of recent Christian pilgrimage in Spain and of the evolution of pilgrims to tourists. It was shown that Christian pilgrimage is not homogeneous. The profile of tourists visiting pilgrimage centers is especially determined by the characteristics of each pilgrimage. It presents an empirical analysis, using a survey of tourists at Santiago de Compostela and El Rocío, which compares the characteristics, behavior, motivation and satisfaction of both profiles (visitors to Santiago and visitors to El Rocio). Tsung-Liang Lin et al (2010), in their study on tourists who participated in Taipei International Travel Fair tried to identify dimensions that result in tourist loyalty. They did it by using a six point Likert scale based instrument and it was reported that tourist loyalty can be achieved through attraction, experience and satisfaction. It can be concluded the marketing of points of attraction need to be highlighted that may result in the satisfaction of the tourist.

Aktas and Ekin, (2007), study reflects that the second major contributor to economy of Saudi Arabia is pilgrimage tourism after oil industry. The study by Salih, (2003) reflects that that annual income of the country is over eight billion dollars per year, while as total investment for past thirty years for improving facilities for pilgrims has been 35 billion dollars. The study reflects that how important is tourism industry for Saudi Arabia.

Darfoon, M, (2013) in his dissertation on service quality tries to assess the satisfaction level of pilgrims towards Haj packages. It was seen that pilgrims do not comprise on quality of services pertaining to food quality, lodging, transportation etc. and in fact they are ready to pay price for adequate service quality. The price they pay and the service they receive seems to be positively correlated. The study also reflects that pilgrims from America are somewhat satisfied with the haj packages as compared to the pilgrims from other parts of the world.

Prabaharan, B and Arulraj, A. and Rajagopal, V. (2008) while studying service quality parameter by using SERVQUAL, it was reported that facilitating aspect of service quality was different for foreign tourists in comparison to domestic tourists. The
tangibility aspect of service quality was more important for internal tourists in comparison to foreign nationals and responsiveness aspect of service quality was more important for foreign guests in comparison to local. This shows different criteria needs to be set while defining policies for tourism concerning to international and local tourists.

Pinho and Pinho (2007) in their study conclude that place Fatima in Portugal has changed since 1917 because of a belief of apparitions females. The local people no longer make money from agriculture or other trades especially in Cova da Iria near the shrine because they have a belief that their financial condition can improve only by selling religious items. Thus, it is seen that the economy of Fatima is based on religious tourism, as locals near it depend on hawking religious items and items made from wood. It can be concluded that dependence of economy on religious tourism may be detrimental in terms of economic development but if religious sites are made commercially viable it may have negative effects as well such extinction of cultures. The balance between the two is very important i.e. between religious tourism and commercial tourism.

Shackley (2001), in his study while examining more than 160 world heritage sites found that more than twenty five percent of these heritage sites are of religious importance belonging to different religions. It is argued that these sites of religious importance are managed the way other non-religious sites are managed so as to retain their cultural legacy. The author believes managing and maintaining sanctity of religious sites with increased tourist influx poses a challenge on the policy makers to sustain and survive.

Hunter, and Green (1995), in their study argue that planning tourism development without proper check may have adverse environmental inferences. They advocate that there is always an interface between tourism and environment, and this interface constitutes quantitative and qualitative interface. They suggest a fit between tourism influx and tourism development process, tourism produces has negative impact as tourism results in accumulation of undesirable by-products causing drastic changes in the environment. Civil society involvement while planning and developing tourism policies may help in smooth execution of sustainable development and may result in environmentally friendly development.
Meng and Chia (2009) while studying religious activities of TuaPek Kong Temple and PulauKusu an Island of religious importance. The study shows that the state has realized the economic potential of the temple and has been working hard to get more and more economic benefit from it by managing the temple through management of the island by commercializing it and converting it into a tourist site. It can be portrayed that adjoining areas to pilgrim sites if commercialized can have a positive impact on the economy of the state.

According to Richards (1995), it is seen that maintaining heritage in tourism is of significant importance for economic growth of the country. Importance of Heritage tourism both at national and local level is now accepted worldwide and the policy makers now more inclined in coming out with policies that may develop and maintain local as well as national culture. This reflects economic prosperity and culture have a strong positive correlation.

Andersen, Prentice and Guerin (1997), while analyzing the motivational aspects of tourists visiting Denmark, they conclude infrastructural facilities like antique buildings, museums, arcades, theaters, festivals and events, shopping, food, palaces, famous people (writer), castles, sports, and old towns play an important role in their decision making whether to visit or not. It was further elaborated among the mentioned attributes, fortresses, gardens, museums, and historical buildings play a major role in decision making thus benefits Denmark economically as well.

Richards (1996) while studying cultural tourism in Europe with respect to various aspects associated with tourism found that heritage tourism attractions helps in economic development significantly. This is because of the fact that there is upsurge in the production as well as consumption of products and services. It is concluded that marketing of tourism in specific with heritage tourism is imperative for the development of the place.

Glasson (1994) has shown that there is a positive impact of managing cultural and heritage tourism effectively. Better management increases tourist influx in return helps in growth of the place.

Jin Huh (2002) in a study on heritage tourism tries to analyze the relationship between attributes associated with heritage tourism and tourist satisfaction across
demographic characteristics of a tourist. The study does not authenticate the fact that tourist with highest degree of satisfaction level will reenter the place again.

Chia (2012) shows a different perspective of workplace spirituality in Taiwan’s hospitality industry. Earning management i.e. use of accounting techniques to prepare financial reports to show revenues creates a divide between spirituality and organizational objectives. Spiritual awareness in the study shows a facilitating effect between organizational spirituality and earnings management. Moreover, the mediating effect is greater than the direct effect of organizational spirituality on the motivations of earnings management.

Shackley (2005), in a paper argues to maintain a balance between managing sacred sites and the business of service associated with it is quite challenging. To commercialize sacred places it is important to maintain the sanctity of sacred buildings on the other hand to build allied infrastructure for pilgrims/tourists is important as well in order to sustain and survive in the long run.

Gibson and Yiannakis (2002) argues that adhering to better marketing practices helps tourism industry to satisfy tourist/ pilgrims in a more sophisticated manner. The marketing practices may explore tourist destinations pertaining to leisure or pilgrimage more effectively by providing them the best fit in terms of destination-inspiration fit. Therefore, this may result in increased tourist influx and highest level of satisfaction leading to economic prosperity.


Ceballos,(2001) reflects that non-governmental organizations like Conservation International and International Union for Conservation of Nature have an important role to maintain a balance between tourism and bio-diversity safeguarding. In fact effective management is need of the hour in terms of tourist influx, transport being offered as if check is not maintained it may prove detrimental to the ecology as well as to the economy.
Guy Assaker et. al., (2011), while studying cause and effect relationships by analyzing a sample from more than 160 countries between economy, society, natural environment, infrastructure and demand for tourists. It is concluded from the study by using structural equation modeling that although the economy construct was found to have no direct influence on tourism, it does have an arbitrating, encouraging impact on tourism through the society and environment constructs. Further it was found that with the society construct was influenced by condition of the infrastructure. While as social and environmental paradigm has a cumulative effect on tourist influx and generation of revenues.

LoMay-Chiun et.al. (2013) studied impact of tourism on the local communities and image of destination. They found economic impact, social, cultural, environmental impact, community values and destination Image as major paradigms for tourism development as each one of the parameter is positively correlated after applying Structural Equation Modeling.

John and John (1989), in their study made an attempt to assess impact of tourism on various determining factors related to tourism. A thirty five item scale was developed and used for the study and seven important parameters were identified which tourism practices had an impact. The seven parameters include social and cultural, economic, crowding and congestion, environmental, services, taxes, and community. The first five parameters were identified as independent variables while as impact on tourism as dependent variable. This reflects by managing and manipulating independent variables better growth can be achieved.

Strzanowski, (1989), while studying socio cultural impact in Hungary, Poland and adjoining three countries, it was reported that tourism is an indispensable factor for transformation of society both socially and culturally. The study reflects transformation of nation’s socio culturally was taken positively across most of the nations under study. Further, tourism was also favored from economic point of view as it was seen to be positively correlated with earnings, employment, living standards etc. it was also reported that people were seen to be more enthusiastic to work in tourism sector in all the countries under study.Tomoko and Samuel (2009) observed while studying impact of tourism on life styles of people from a small town of New England. Based on an
unstructured interview it was concluded that locals perceive tourism has both negative and positive impact on the lives. They have tendency to remain simple and do not want sea changes in their town even if it gives them more revenues. It was reported people are of an opinion that tourism results into diverged economy and divided social classes.

Sorupia (2005) is of an opinion that policies pertaining to transportation can be formulated alone but policies that pertains to tourism cannot be discussed without transportation. The study reflects the prominent role which transportation plays in tourism industry, as tourism cannot be developed without proper transportation facilities, it forms a backbone of tourism in terms of economic aspect. The study reflects that transportation has helped tourism industry magnify significantly but on the contrary it has impact on natural environment, destination sites, tourist experiences and many more. So proper management of the means available to us is imperative in order to sustain biodiversity and natural resources, management of transportation is need of the hour as studies have confirmed that excess transportation has detrimental tourist/pilgrim destination. Marina Kunaeva (2012) theoretically and practically have thrown light on how policies related to sustainable and justifiable development of tourism and its importance on socio-economic prosperity. Research by Gregory (2012) have shown that there exists a gap between in theoretical approaches and the implementation practices adopted for tourism. This reflects gap between theory and practice needs to be minimized while framing policies relating to tourism industry.

Moscardo (2003) argues in a study that clarification sought pertaining to a particular tourist/pilgrim site by tourists attracts them, thus this reflects that there is a positive relationship between tourist influx and the explanations addressed if any. These explanations mostly pertain to providing information to tourists regarding places they are visiting that includes safety concerns as well. Thus it may be concluded that if issues/explanations sought are addressed it encourages them for further visits and leaves pilgrims/tourists highly motivated and satisfied.

Levy and Hawkins (2008) in their study argue that trade related tourism activities strengthens the economy of a place and also it is seen that it has a optimistic effect on the societies in the long run. Here it can be concluded that trade and commerce adds to the longevity of the tourism practices hence plays an pivotal in sustainability of tourism.
Smith (1992) while throwing light on tourism, argues that three pillars of sustainable tourism are flexible revenues/profits, leisure time and accommodative social agreements for tourists. Smith is further of an opinion that Tourism industry boosts economy of the nation, inspires growth, maintains and sustains socio-cultural inheritance and also provides in-depth understanding of different cultures and maintains peace and tranquility at domestic as well as international level.

Cohen (2002a), believes tourism industry underwent significant changes after World War II. The living standard of the people improved that lead to the extension of transnational travel and with the advent of time it stretched to all social classes. This increase in transnational tourism was the outcome of improvement in living standard, improvement in purchasing power and with time concept of vacations evolved. These factors viz a viz with better mode of conveyance led to growth of tourist industry.

From the study of Sorupia, E. (2005) it can be concluded that tourism and environment are related significantly. As tourism is economically motivated industry, there is always a compromise between economy and the environment, as tourism has impact on the natural environment of the tourist destination sites. The management and effective utilization of the resources available is imperative so as to have sustainable tourism throughout. The author reports to achieve sustainable tourism, governments, N.G.O’s and people/organizations associated with tourism have a significant role to play.

McKercher (1993a) has identified four potent factors responsible for the down fall of sustainable tourism. He argues tourism industry needs to be recognized as natural resource dependent industry, the intervention of the government’s support needs to be more result oriented, thirdly proper leadership be provided to it. Finally as it is known tourism industry plays a key role in the economy of the country so every country wants to derive returns irrespective of what condition the industry is in. Therefore it is imperative tourism boosts economy and helps government with earning but government needs to address issues pertaining tourism industry more effectively.

Vukonic (1992) argues that countries like Poland and Yugoslavia which are basically poor but it is because of religious tourism these are seen to prosper. Tourism industry has made an significant economic contribution to these places in Europe as associated to it are catholic pilgrimage sites and have proved to be a substantial economic
assets over the years. Jackowski and Smith (1992) in their study of Polish pilgrim-tourists, argue that pilgrims if stay for more than two days for site seeing offers ample opportunities for local entrepreneurs to earn their livelihood from them substantially. The income to the local people is outcome of the pilgrims spending for food, lodging and other services required by the pilgrims. Further, it is seen manufacturing sector associated with manufacturing of devotional crafts earns money. Therefore, the study focuses on the imperativeness of pilgrimage tourism. As per united nation development programme in light of Tourism and Millennium Development Goal in 2007 are of an opinion that sustainable tourism development at trans-national/international level can help in alleviation of poverty at individual and communal level significantly. The focus for reduction of poverty need to be more direct so that economic benefit through tourism can contribute socially, culturally and can help in conserving the environment as well. They also argue with proper management of tourism job opportunities can emerge an outcome of direct benefit from tourism, direct taxation on tourism, which can be used for poor by the local governments by investing it on health, education and infrastructure development. Thus, Tourism offers a wider scope but interposition at right time is imperative.

Mbaze-Ebock and Esu (2009) in their study in Sydney and Canberra found that there are issues within the cities pertaining to movement of tourists. These spatial issues within cities which restricts tourist mobility has a negative impact on economic benefits. Thus it can be concluded to prosper tourist destination need to be free of aggravations and disturbances.

Vukonic (2002) throws light on the fact that pilgrimage has highest degree of potential to generate economic benefits, as most of the countries in this regard have taken a back seat. In fact pilgrimage need to be given boost as there is no difference between pilgrimage tourism and conventional tourism as both generate revenue for the state.

Wearing (2001) explains that within a period of time the concept of tourism has changed altogether. This change in terms of expansion of tourism is because of contributions made by the advancement of communication tools, mobility and transportation facilities, hospitality industry etc. Researches in the field suggest tourism has an interdisciplinary in approach, it has a direct relationship with economic growth,
has an impact on society, impact on culture and impact on the environment. It can be concluded that shaping of the impacts so that outcome is positive.

Reed and Ann (2006), doctoral dissertation examines the competing goals of Ghanaian tourism stakeholders, diasporas African visitors, and Cape Coast residents regarding pilgrimage tourism in Ghana's Central Region. This research looks at how social memories dwell in different sites and practices: in the rhetoric of public speeches, in the content of guided tours, in the bodies of visitors, in the performances of reenactment, in the ceremonies of communities, and in the physical structures of the castles.

Kreag (2001) explains the importance of addressing requirements, interests of the residents adjoining the tourist destinations in line with the tourism industry. This tendency of the government to develop tourism viz a viz to local needs, their skills, constraints, creates sustainable tourism. This development both ways needs to generate a synergistic effect otherwise it can prove fatal.

Baedcharoen (2000) study explores the behavior of the local people towards economic, social, cultural and corporeal impacts of tourism. The study conducted in this regard on Buddhist temples in Thailand shows that local people who are directly linked to tourism are seen to be more focused on the economic benefits driven from the tourists/pilgrims and other impacts bother them least. This adverse attitude of the local residents can be detrimental if not addressed amicably.

As per Liu (2006), tourism has a role to play in strengthening of the rural economy. It is seen tourism has all potential to add value to rural economy by development of marketable channel for the domestic produce adjoining tourist/pilgrim destination. Fons, Fierro and Patino (2011) further is of the opinion that development of marketing channels viz a viz tourism development requires less investments than addressing issues pertaining to tourism at larger scale. Their study proclaims that developing local areas requires less investment because of the limited area and lesser costs for inputs and in-turn profits in this case are instantaneous. Fleischer and Tchetchik (2005), in their study show that investment on agricultural development has declined in the rural areas while as investment on rural tourism is on the rise. From this it is evident that tourism repays consistently and resources available within the rural areas have a
strong linkages with tourism hence pays in the long run. Further, it can also be concluded that there is a strong relationship between local community and tourist activities shaped by the diversity of the local resources (Saxena and Ilbery, 2010). A study conducted by John Mock and Kimberley O’Neil (1996) for conservation of biodiversity and rural community development with main focus on tourism in the upper reaches of Chiral and northern areas of Pakistan. The outcome of the study was that maintaining and sustaining ecology proves to me most important factor for growth and development of tourism industry. In fact issues pertaining to local stake holders need to be addressed in light of tourism, cross cultural interactions need to be encouraged and awareness programmes related to positives and negatives of tourism need to be conducted.

Bryan and Langton (1995) argue that connected infrastructure facilities such as communication technologies and transportation technologies describe the fate of tourism industry in particular. Studies have shown that these allied infrastructural facilities generate employment to highest degree, develops tourism and an economy as a whole.

Inskeep (1987) advocates while promoting tourism it is imperative to go through environmental scanning so as to safeguard the ecological interests of a place. He stressed on to assessing the carrying capacity of a particular destination so as to maintain a balance between tourism practices and natural environment as a whole. Buckley (1996) is of the same opinion as he tries to draw a relationship between number of visitors visiting a place and the behavior they portray. As studies have shown behavior has a significant impact on management of reserves natural as well as man-made. Chawla (2003), identifies in her book the negative impact of tourism on the society as a whole. She advocates that tourism may sometimes result in moral degradation of society because of unending pursuit of fun, and sex by tourist who travel from one place to another to seek pleasure. This tendency of tourists to seek pleasure may give rise to prostitution, drug abuse and many more evil things. Further tourism has a negative impact on natural environment also and is positively correlated to tourist influx. Thus management in regard with tourist intake capacity is also important and policy makers need to address this issue scientifically. Malik (1998), in his research in Pakistan concludes that proper management of tourist and tourist destinations can result in more benefits at social, cultural and economic levels. The researcher argues if tourist carrying capacity is limited
to the resources available it can do lots of good to the tourism industry. In fact it is seen that tourist carrying capacity plays role of a facilitator in the development of tourism industry as a whole at all levels. Further based on tourist carrying capacity trend for future tourist arrivals can be drawn and it is seen that this process is being followed in Pakistan for a tourist destination Chitral. Therefore it can be concluded that Tourism management agencies have an important role to play so as to monitor influx so that they may be able to protect environment judiciously.

Ramukumba, Mmbengwa, Mwamayi and Groenewald (2012) in their study advocate that socio-economic development is the outcome of tourism industry. This study conducted in South Africa shows that the local entrepreneurs get benefitted financially the most from the tourism industry. It is advocated that tourism has proved to be eradicating poverty at gross root level and earnings from tourism cater to the basic needs of the local people/entrepreneurs and has generated employment avenues significantly.

Ige et al, (2007) in their study on West African economy by studying minimum of ten countries conclude that tourist/pilgrim areas/sites play the pivotal role in the economy of the West Africa. To be precise it was found that the tourist destinations form the spine of the economy of West Africa. Studies have suggested that reformation in the policies pertaining to tourism industry in Africa has a gained a growth of more than 95 percent in terms of economy from 2000 to 2004. Thus, West Africa needs to tactically connect its tourism potentials in order to improve its economic performance at all levels i.e. socially, culturally, the resources available in terms of bio diversity and many more as it has much more to offer to tourism.

Negi (1984) finds the relevance of tourism in the economy by focusing on the fact that expenditures incurred by the tourists/pilgrims is not the end but once the money is spent and pumped in the economy, it keeps on circulating in the national economy of the country. It forms chain process goes from one hand to other and has a synergistic effect also called as multiplier effect, i.e. tourists spends, goes to local people/entrepreneurs as their income and these locals spend it further and so on. Hence the impact of money goes on multiplying and keeps on changing hands, here one can identify the importance of tourism industry as foreign currency is fetched from this as well.Wanhil (1994), argues in
light of multiplier effect that tourism generates. It is argued that income what it generates is not always made obvious and the effect of multiplier on economy is vaguely expressed.

Frances, Thomson and Thomson,(1994) argued that commonwealth governments are ensuring that some amount of public expenditure is maintained so as to invest it in tourism at local level. In-fact wherein expenditure on tourism is done it can significantly reflect in the rising property values of that area. Thus investing on tourism in the long can help governments at the time of crisis.

William, Gunther and Fish (1994) in their study conducted on Caribbean economies affirm that economies wherein major chunk comes from tourism industry are less volatile. Therefore, it can be concluded that countries need to make efforts to revive tourism effectively as tourism driven economies are perceived to be more stable and moreover investments on tourism are relatively lesser than the returns it pays in the long run.

Dolnicar, S, Grun, B, Leisch, F and Rossiter, J. (2011), researches in the field of tourism need to be empirical because of the fact surveys in the tourism research have proven to be more effective in comparison to theoretical conclusions. Survey are more objective as it help the policy makers to know the ground realities supported with facts and figures related to tourism industry.

Allen et al, (1988), have reported that perception of the people towards the impacts of tourism varies. Few think in terms of economic impacts, few in terms of socio-cultural impacts, the spectrum of impact of tourism is broad may be it is sometimes beyond the purview of tourism.

2.2 Literature from India

Krishna (1993), reports that the importance of tourism was agreed much earlier but it was only in 1945 when it was recognized at national level when a committee was set up chaired by Sir John Sergeant to frame policies for tourism development. Not much was done in the field it was in mid of eighty’s when importance of tourism was fully recognized. The government of India formulated committee in 1988 known as the national committee on tourism whose objective was to formulate inclusive plan for sustainable tourism in the long run. The studies on tourism on part of government gained
impetus in India, in 1992 and in 1996 a national action plan was prepared followed by the national strategy for promotion of tourism respectively. A policy framed in 1997 known as new tourism policy which focused on roles of state and central governments, public sector undertakings and private sectors on sustenance and development of tourism industry as a whole. With passing time role of Panchayati Raj institutions, local bodies, non-governmental organizations and the locals in the development and creations of tourist facilities was sought. Studies have confirmed that the majority of the places in India are dependent on pilgrimage tourism as reports have confirmed that in year 2009 pilgrimage tourism alone contributed more than forty four percent of the total earning to Indian tourism. Here it can be imagined how important pilgrimage tourism for the economy of the country. Shinde (2006), throws light on the importance of pilgrimage tourism and have has attempted to unearth the route of pilgrimage tourism in India especially to a sacred place called as Vrindavan a place India. His paper reconnoiters the transformation of pilgrimage tourism from informal sector to formal/organized sector, the study also claims that more than three million of pilgrims visit Vrindavan each year.

Dasgupta, Mondal, and Basu (2006) in their study have shown the importance of pilgrimage tourism in the development of society, culture and economy. They further argue that pilgrimage plays an important in the transformation of individuals and society at large. They are also of an opinion that pilgrimage and culture are closely related, hence the fate of pilgrimage tourism depends on the interaction between pilgrimage destinations and socio-cultural heritage. It is seen that pilgrimage tourism has become a prominent source of income and an imperative source of generating employment. Further in their study they concluded that pilgrimage destination can be added with a flavor of leisure tourism as in case of Ganga Sagaar or Sagardwip wherein island serves as a developed tourist destination.

Mukhopadhyay, Tagger, and Jena (2012) in a pragmatic study on the perception of foreign and local tourists towards Delhi, so as to assess the positioning of the Delhi as a tourist destination. A total number of 200 respondents were chosen for the study in fifty percent were domestic tourist and remaining were the foreign tourists. The positioning of Delhi was seen to be better among the foreign national in comparison to national tourists. Further it was reported that tangibility and intangibility aspects associated with various
destination in Delhi played an important in determining the image of Delhi as a whole. The study further revealed Delhi as a tourist destination was perceived to be motivating and comforting, but affluent by foreign tourists in comparison to national tourists.

Vijayanand (2012), portrays that pilgrimage tourism has contributed to the economy more in comparison to other sectors. In fact when economic contribution of pilgrimage tourism is compared and contrasted with other sectors of the economy, major chunk in determining the GDP’s and the percentage of exports comes from pilgrimage tourism. It can be concluded that how important as sector pilgrimage tourism is and moreover its importance as a tool to earn foreign currency cannot be ignored. Pilgrimage tourism is seen to be the main pillar contributing to society directly for instance, its social importance can be assessed in terms of generation employment in particular for unskilled labors. The fact remains that management of pilgrimage is of utmost importance and if it is handled properly nations economic condition can improve consistently with lesser investments. Further, the study focuses on comparing pilgrimage tourism with conventional tourism viz a viz opportunities created, issues to be resolved, challenges it poses. It was found that management of pilgrimage is slightly calmer than conventional tourism.

Jutla (2002) argues that the pilgrimage is reported to be important in all religions. Sikhs are also seen to be very much inclined towards pilgrimage as evident from Sikh scriptures though in Sikhism importance of pilgrimage is not reported formally. Further, the author advocates Sikhs travel to far off places in order to visit religious destinations. Thus one can conclude that exploration and management of pilgrimage tourism related to all religions in particular to Sikhism is imperative.

Researches have shown that pilgrimage tourism has direct and prominent impact on culture but, Krishna (1993) reports that in certain areas like Jaisalmer, Khajuraho and Goa, there has not been a robust impact on the cultural heritage by advent of tourism. As tourism is reported to impact cultural heritage in developed nations both positively and negatively in the recent past. In developing nations like India the both pilgrimage tourism and general tourism is at an emerging stage and the impact it has on cultural heritage is minimal at this point of time. Moreover, there are destinations which are fully exploited and few destination yet to be explored, so times to come the pilgrim and leisure tourism
is going to increase significantly. So it is imperative to develop policies which may
definitely focus on economic development but side by side must address issues pertaining
to sustenance of cultural heritage at all pilgrim/tourist destinations in particular for
places like Jaisalmer, Khajuraho and Goa rich in ancient architecture, sexual
susceptibilities and socio-environmental influences respectively.

Karar (2010) in his study observed that Haridwar has come up as one of the most
popular and famous orthogenetic pilgrim centers of the Hindus. Haridwar along with
Allahabad, Ujjain and Nasik where Kumbha Mela and Ardha Kumbha occurs after
rotation of every twelve years and every six years respectively. These places draw huge
number of pilgrims from across the country every year. Haridwar on Ardha-Kumbha
attracts its pilgrim largely from the states of the Sutlej-Ganga plain, Rajasthan, Himachal
Pradesh, and Jammu and Kashmir. The catchment for majority of the pilgrims is Punjab,
Haryana, Western Uttar Pradesh, and Delhi. Some districts with large cities (e.g. Mumbai
and Kolkata) stand out in their contribution of pilgrims. Foreigner pilgrims from U.K.,
France, Italy, Canada, U.S.A., Germany, Malaysia, Australia, Switzerland, Japan,
Singapore, Iran, Bangladesh, etc. (Regional Tourist Office, Haridwar, Govt. of India) are
also prevalent in Haridwar. According to Skanda-Purana, a scripture which talks about the
fable of Lord Shiva and places linked to him. This scripture reflects that tirtha
(pilgrimage sites) inculcates all good thing in a human being like honesty, simplicity,
forgiveness, discipline and many more. In fact tirath yatra (pilgrimage tourism) not only
helps one morally but also inspires individuals mentally. Bhardawaj (1973) argues with
the realization of positive impact of pilgrimage tourism on physique and psychic of an
individual, practicing of pilgrimage has gained impetus since time immemorial as evident
from Mahabharata as well. The central Himalayas as evident has maximum number
pilgrimage sites maximum belonging to Hindus and Haridwar one among them. Haridwar
is place known as famous pilgrim center where pilgrims of different countries traverse.
Haridwar as a religious hub therefore needs to be developed viz a viz pilgrim catchment
area and policy makers need to address its impact on its strengths i.e. social, cultural and
environmental aspects of the place.

Saddqui (2009) in his book in collaboration with Archaeological Survey of India
provides an explicit and unambiguous information to tourists visiting Taj Mahal. It
throws light on important facts about Taj Mahal, and reflects historical perspective of Taj Mahal and Agra. It highlights in chronological order all facts and stories about on Taj Mahal like regime of Emperor Sahajhahan, Mumtaz Mahal’s death and construction of Taj Mahal its design and all related things. Taj Mahal is admired as a master piece is regarded as UNESCO world heritage site. This bit of information has helped the international as well as national tourist to understand the history of Taj Mahal fully and this may have positive impact on the mind-set of the tourists. It can be concluded that it is imperative to communicate historical perspective of destinations both (pilgrim and conventional) to the visitors so that interaction with the culture and society is possible as it has a longer impact on economy as well. Hitesh, Viramgami and Patel (2012) conducted a study in Gujarat on tourists across dimensions viz nationality, gender and age of tourists towards tourism infrastructure, food quality, cost on services and facilities pertaining to tourism. It was seen that tourist were satisfied with tourists towards tourism infrastructure, food quality, cost on services etc. but demanded more in case of promotional facilities pertaining to tourism. The respondents which were tourists insisted to incorporate more and novel activities as a part of tourism promotion practices.

Chauhan, Rajeswari, Rajesh and Priyanka (2012) conducted their study on pilgrim centers of Karimnagar District of Andhra Pradesh concluded that pilgrim centers has huge potential to cater more and more pilgrims every year as there are many famous temples in the district. The study advocates that pilgrim centers need to be more proactive by improving their management skills which will have an effect on their working and can help in development of pilgrim destinations more effectively. Further, the state of Andhra Pradesh and the central governments need to play a positive role in its developmental activities and further need to come to the rescue of the pilgrim centers financially so that these pilgrim destinations are copiously developed.

Bal (2008) portray various dimensions of tourism and hospitality which includes various hotels, motels and restaurants throughout the world as well as in India play a significant in the economic development. These need to be developed in an effective manner so that they cater to the tourist expectations effectively as it forms a part of revenue management process.
Kaul (1985) throws light on tourism in the perspective of its tendency to generate effectively. The study focuses on the fact tourism is based on interactions at cultural, social and economic level. All the three parameters are important. The basic interaction between accommodation and transportation adds value to the tourism industry and it is the major perspective which has led to the phenomenal growth of tourism across the world.

Seth (1985) on the basis of his study argues that tourism was a luxury in the earlier times for those who had money and time to spare out of their engagements. He argues that with the increase in affluence now everyone can afford tourism in developed and developing countries. It is imperative to develop tourism significantly and that is possible if best men are at work to help tourism to grow. He stresses on the importance of employees working for tourist industry, more effective the people associated with tourism industry more positive will be the results in terms of economy of nation. He suggests to develop human resources associated with tourism industry more effectively as they are catering to the most potential and economically viable organization of the India. Khan (2008) argues it is the human resources which shapes the fate of tourism industry, Human resources act as an interface between tourists and the industry which thereafter gets reflected in the economy of the state. The quality of people associated with tourism industry is a point of concern as tourism demands right person for right job that is job fit is of higher significance in the tourism industry. The industry is facing lots of challenges pertaining to human resources particularly in relation to quality of man power. The author argues that it the role and responsibility of the Human Resource Personnel to hire those people which can prove their worth effectively and come to the expectation of the industry.

Dube (1987) in his research on tourism in the economy of Madhya Pradesh assessed the role of tourism on the economic development of the state. He identifies the need of analyzing the multiplier coefficient that tourism industry creates and its overall effect on economy of the state. Dube is of an opinion that tourism generates more prominent impact on the economy as a whole and economic benefit can be viewed in light of mass consumption phenomenon.
Sharma, Manandhar and Khadka (2011) explores the relationships between tourism interventions and the changes in socioeconomic power relations of stakeholders of Everest tourism. The consequences of tourism intervention have been analyzed and interpreted through dialectical phenomenology. It is reported that tourism as an intervention has influenced the socio-cultural legacy, the life style and the living standard of the people living in the area, further the study augments the theoretical impact of Everest tourism on political economy and bio-environmental relationships. Through critical realism on political ecology it is concluded that the interventions of Everest tourism cannot assure the sustainability of the indigenous society, environment and economy of the region.

Karar (2010) while studying pilgrimage tourism in light with what it fosters from one generation to another. The study reveals that pilgrimage tourism has a multi-dimensional approach as it develops economy, generates employment, results in socio cultural exchange/interaction. Further it is reported pilgrimage tourism passes through generations its cultural, religious beliefs besides lures people from distant places within and across borders to visit places of religious significance. In fact, pilgrimage tourism acts as a storehouse of socio cultural heritage/legacy of nations.

Bhatia (2007), in his research argues various aspects of tourism viz-a-viz tourism psychology and motivation for travel. The study explores the importance of these identified factors in alluring tourist to visit that results in overall development of the economy of the country. Further he argues that tourism including pilgrimage has its roots connected to ancient times and thus concludes that development of tourism has helped socio-economy of any country to grow and develop since time immemorial.

Anand (1976) while working on a relationship between tourism and hotel industry has found that hostel industry plays a significant role in the development of tourism industry. Further the study elaborates the effect of poor transportation of on the tourism industry in India besides identifying the reasons for poor transportation. It was concluded reasons for poor allied facilities in context with tourism were weak marketing efforts by the policy makers. Further, it was concluded the tourism industry need to focus and pay attentions differently while communicating with international tourism. Their marketing efforts need to be specific and need based, as attempt is also made to integrate tourists
preference with tourism facilitates available by working on strategies which may be have a long or short term impact on economy but need to be developed within the purview of India’s economy. As per annual report, ministry of tourism, government of India, in year 2010, have highlighted the importance of tourism in the economy of the country and the impact it has on the gross domestic product of the nation is highly appreciable. Moreover, it is reported that the multiplier effect which it generates is commendable, in fact tourism industry generates revenue for itself but it makes other sectors which are associated with it to flourish as well i.e. transport hotel industry, transport, handicrafts, manufacturing and construction, horticulture, agriculture and many more. It is reported that tourism industry is growing at a larger pace with increase in international tourist influx and growth rate to a tone of more that eighteen percent. Dahya (2008) describes logic behind incredible India’s campaign and ways of tourism marketing. Author also provides marketing strategies for some potential tourist destination of Indian states can have an positive impact on economic development.

Vijayanand (2012) throws light on evolution of pilgrimage tourism and the role of pilgrimage on the economy of country in particular its contribution from pilgrimage tourism in south India. The data presented in this paper indicate the potential for pilgrimage tourism development. The analysis shows that it should be possible to spread the development of pilgrimage tourism to more parts of the region. Particularly taking into account the potential for combining pilgrimage tourism with cultural and nature based tourism and the potential for developing new age or pilgrimage tourism; it should be possible to use the major anchor sites identified to stimulate regional development.

Anand (2008) book describe that tourism is not only about tourism phenomenal expansion, but tourism as an art, an investment and an embodiment of organization and hard work. It expends travel in ancient India and motivation of tourism, dimension of tourism in world as well as in India with economic significance. Importance of tourism and its effect on employment, income and nature is well presented by sorting examples.

Bhattacharya and Kaushik (2011) argue the rules of thumb pertaining to tourism play an important role in making short term forecast related to international tourist influx. These rules of term have shown that short term forecast can be visualized. In fact international tourist influx have shown consistency at short term basis this trend even
does not change even in the major global or native occurrence. The study concluded that conventional strategies in tourism plays significant role in luring tourist influx but in the long run this may still work unless and until some unwanted crisis may shift the paradigm. As per research conducted by RNCOS E-Services Private Limited in year 2007 while analyzing forecast pertaining to Indian tourism industry that there is a positive impact of domestic tourism, international tourism and health tourism on the economy of India. The study concluded that there is a tremendous scope for health tourism in India and need to be explored fully as it can improve inbound tourism in India. The fact remains opportunities pertaining to tourism need not to be kept unattended. Sharma, R.B (2006) book entitled “World Tourism in 21st century” has typically demonstrated need to explore opportunities in tourism industry in present time and latest trends in Adventure and Everest tourism. The author further argues that future of tourism and features of sustainable tourism development are the main areas taking crucial decisions is need of the time. Shristava (2006) suggest few marketing strategies for development of tourism in general with special reference to Utter Pradesh. Study highlighted some parameters of tourism development in the State. Kour (1985) presents a detail study of tourism in Himalayan destination and explains how this pilgrimage tourism can be converted to mass tourism in the area. Kour argues distinction between pilgrimage tourism and general tourism can be minimized and the policy makers need to develop strategies which address issues pertaining to both effectively.

It can be concluded that pertaining to pilgrimage, Himalayas plays a key role since time immemorial in all the religions being practiced in India. Hinduism regards Himalayas as divine and is often termed as a sacred space in Hindu mythology. Pilgrimage tourism being associated with Himalayas is evident from manuscripts that it started somewhere in middle of fourth and second century B. C. acknowledging religious places like Haridwar, Badrinath and Kedarnath to which is associated is river Ganga. Studies show places associated with ganga have been and are being regarded as most sacred sites the other places are also regarded as most important that include Manasarovar and Mount Kailash also called as home of Shiva,, Vaishno Devi and Amaranth, in Jammu and Kashmir. Pertaining to other religions like Islam, Jammu and Kashmir is regarded as hub of pilgrimage tourism as it hosts Maqdoom Sahib, Dargah
Hazrat Bal, Dastageer Saheb, Chrar e Sharief, Janbaz Saheb, Nagali Saheb, Baba Ghulam Shah Badshah shrine, Shiv Khori, and many more.

2.3 Literature from State Jammu and Kashmir

Researches, suggest that state of J&K attracts all kinds of tourists that includes foreigners, domestic tourists, and pilgrims in large numbers every year. It is seen to be the state which has generated employment opportunity for more than five lakh people and a revenue earned to tone of more than three thousand crores by 2011. Jammu and Kashmir is a place which has a potential to employ people of varied skills in the field of handicrafts, transport, handlooms, and thus these sectors have immense potential to generate employability. It reflects tourism industry inclusive pilgrimage tourism is seen to generate multiplier effect significantly and therefore contributes to the economy significantly. Gupta and Raina (2007), determines the role of pilgrimage tourism on the economy of the state specifically the contribution of Vaishno Devi shrine on the economy of Katra. The authors conclude that contribution of Vaishno Devi in terms of economic development towards Katra is huge and its contribution in the economy of J&K is prominently reflected. As the pilgrim influx is enormous, it creates an income effect that substantially generates employability in various allied sectors such as transport, hotel, restaurant, ponies and pithoo services and many more.

Chauhan (2006) reflects that pilgrimage tourism boosts cultural heritage. He argues that cultural tourism has its own significance and it adds to the economy as such quite meaningfully. The author further adds anything which related to cultural tourism is of utmost importance may it be festivals, monarchies of Ladakh, all benefit tourism but may pose challenges to cultural tourism. Khan (2006) tries to correlate climatic conditions that the three divisions of Jammu and Kashmir offers to adventure and pilgrimage tourism. The author argues that environmental conditions of the state adds flavor to all kinds of tourism prominent in the state.

As per Annual Report of MSME-DI, J&K (2011-12) regards state of J&K as paradise on earth, as a hub of pilgrimage viz a viz the serene beauty it portrays. The pilgrim sites like Shri Mata Vaishno Devi, Amarnath shrine and old Buddhist
Monasteries in Jammu, Srinagar and Ladakh respectively make the difference as concluded in the report.

As per, PHD Research Bureau (2011) J&K is recognized as one of the prominent places which inherits all forms of tourism especially adventure tourism, pilgrimage/spiritual tourism, and medical tourism. For this reason it is known globally and these sectors of tourism have significantly contributed to the economy of the state. Further, the report highlights the fact the government of Jammu and Kashmir has installed several tourism development authorities at places having scope for different forms of tourism. Statistics reveals the contribution of tourism related activities to the service sector of J&K economy has significantly increased in the last ten years. Further study data presented in Government of Jammu and Kashmir Economic survey in year 2009-10, reflects that it is the tertiary sector that is contributing more to states economy with a figure of 45.80%. In the service sector of Jammu and Kashmir, it is tourism industry which is contributing more to the GSDP (Kuchay, 2011). Beg and Aima, (2012) argues that adventure tourism has a greater scope and can be established as a big business as it the main component of tourism industry. It is the adventure tourism which attracts people to visit tourist destinations which offer adventure tourism it is reported that adventure tourism has a great potential in the valley of Kashmir. Kashmir valley offers diversity of landscape and range of ecosystem lure the tourists to have the glimpse of such enchanting place. Tourism in Kashmir has improper contribution towards state economy where the expectation of tourists especially foreigners is not being met according to their needs. There is need to improve the standards of the accommodation sector in adventure tourism destinations so that the delivery mechanism in these establishments will meet the requirement of the tourists. Political and social instability also effects the growth of tourist arrivals negatively. The state of Jammu and Kashmir has been declared as ‘disturbed area’ since long and has been living in the middle of various crises which hinders the growth of tourism in the state. Therefore, efforts should be made to promote peace in the state.

Vukonic (1998) is of an opinion that tourism is multifaceted and to assess role of religion in shaping tourism as an industry, the role it plays in socio-cultural transformation and the role it has in shaping the economy of a state. In fact to study and
understand religion viz-a-viz the economic impact it creates is very complex. Moreover, pilgrimage tourism benefits tourism industry and this impact is seen to greater because of religion.

Bandhu (1994) in his study argues public private partnership is imperative for attracting more tourist and better tourism management in the State. Further, he tries to assess the impact of transportation, accommodation, shopping of tourists on the State’s economy and concludes that these associated sectors have a cumulative effect on the economy of the state. Finally he concludes that income effect of tourism generates employability, tourist attraction increases tourism of tourist influx. Therefore it can the management of tourism is important in order to survive and sustain. Mirza (2002) in his research publication briefed, tourism profile of the state Jammu and Kashmir, and argued that income in tourism and employment effect of tourism goes hand in hand in the State. The work also mentioned various constraint of tourism development along with some policy implication.

Santek consultants (2007) a private consultancy undertook a study on the recommendation of Ministry of Tourism, Government of India. This study focused on following parameters which includes tourism in J&K, historical Perspective, trends of tourism in state, issues for development of tourism in J&K, poor resource management, loss of proper Initiative in official capacity, natural resources, heritage and socio cultural assets and present status of tourism in J&K. Surveys both on domestic and foreign tourists visiting the States indicate that the visiting tourists have rather simple demands for our consideration. The tourist today wants an efficient communication network. They desire the roads to be well maintained and clean. Tourist wants a dedicated electricity supply in his room, want their food on time where they stay, quick internet facility to get them connected to their dear ones and rest of the world, and many more facilities. This facilities if properly managed and delivered can make tourism to flourish more effectively.

Chauhan (2011) examines that the tourism in the J&K has been an important part of the economy for several decades. It is reported that more than one crore pilgrims/tourists visited J&K in 2009 alone. Among them more than ninety six lakhs were pilgrim tourists with maximum visiting Hindu cave shrines in the state. Of the total
pilgrim traffic to the state, cave shrine of Mata Vaishno Devi in the Jammu region witnessed more than ninety percent of the pilgrims, accounting to more than eight two lakh pilgrims in the year which has increased manifolds since 1986. This reflects that pilgrimage tourism adds to the economy of the state significantly and it is argued that major chunk to the economy is contributed by pilgrimage tourism as is argued by Chattopadhyay in 2006 as well. Aggarwal et. al.,(2008) while analyzing tourism industry of J&K argues that tourism industry has grown significantly as it has contributed to economy of the state over a period of time. They further are of an opinion that this contribution of tourism industry towards economy is seen to be more prominent from last two decades.

Bhasin, Chauhan, and Aima (2013) argue that it is important to negate the challenges posed by the tourism on the stake holders while framing, planning and executing novel programmes for sustenance of overall tourism development. They also focused on the need for integrating tourism and hospitality industry so as to develop a relationship matrix that helps various stake holders associated with tourism and other allied industries.

Gupta and Dada (2011) explain that, to generate the peace dividends of cross-border tourism engagement in the Kashmir region, the primary initiative would be the liberalization of the travel regime and make travelling across and around the LOC absolutely free of any national or international restrictions. International travelers should be permitted to tour the entire region and the travel documentation process required by them should made a single window operation preferably applicable in both the countries. Cross-border tourism engagement could become a significant international relations exercise for inducting sense and faith into the common concerns that the entire region faces and at least reach to the common minimum understanding which can help to diffuse the negative energy around the region. The detailed procedures can be worked out jointly by the authorities on the two sides once it is agreed upon in principle.

Moorcroft and Trebecle (2012) book explores various facts about Kashmir, Ladakh, Kabul, Kaandar and Bokhara. Moorcroft was a traveler, who visited this part of world during 1819-1825, for the search of good breed of Horse from Tibet and Ladakh. He stayed at many places and thus he presents his experiences in the shape of a book
which consist of many things related to Tibet, Ladakh, Bokhara and Kashmir. But unfortunately he could not published his travel account at that time. Later on H.H.Wilson found his work and published under title Travel in Himalayan Providences of Ladakh and Kashmir in Peshawar, Kabul, Kandar and Bokhara from 1819-1825. Bezmai (2007) piece of work explains socio economic aspect of State Jammu and Kashmir. Rajouri and Poonch socio economic status has also been demonstrated along with development of ancient trade routes including Mughal road.

Waklu (1998) book described various related to ancient Kashmir; firstly Jammu chapter is defined in a very brilliant manner which includes Phari Paintings of Poonch, Basoli along with famous Shrines of Jammu. 2nd chapter of this book contain Dogri literature which is followed by another chapter i.e Kashmiri art, culture and folklore. Dawan, P. (2005) had included Rajouri and Poonch in his book which includes detail description of various Hindu, Muslims and Sikh Shrines. The author argues that these historical places have a tremendous potential for tourism Mani (2009) in this book portrays historical perspective of Poonch along with District Rajouri, since 1452 to 2009. Development, peace, proxy war, recent Indo-Pak dialogue, cross border trade and travel are the main focal point of this book.

Chari, Chandran and Akhtar (2011), discusses the challenges and the modalities cross border tourism poses on the tourism industry as a whole. The potential of cross border tourism is immense both economically and politically as it advocates confidence building measures between India and Pakistan. Thus it is imperative that the issues that pertains to cross border tourism are addressed with special care. If everything is made plausible then cross border tourism can emerge as one of the most promising sectors of the tourism industry of J&K in particular and India as a whole. Proper management can result into more economic prosperity, political prosperity (peace) along socio cultural prosperity (amalgamation of divided families). Further, cross LOC tourism may offer immense employment opportunities on both sides of the border and may improve living standard of the people across borders. Chandan (2008) cited that, the both India and Pakistan can mitigate tension by mutual dialogue and confidence building measure. It can be done through revival of many routes through LoC of State Jammu and Kashmir. Further, Chauhan and Khanna and Suvidha (2009) argue a model needs to be developed
in regard to the contribution of tourism towards peace building measures for any region. They are of an opinion developing peace tourism has a significant role to play as peace and tourism are highly correlated

Bruce (2005) reflects that pilgrimage tourism would have been more encouraging if rulers in the past ruling J&K would have taken care of the pilgrimage related archaeological setups effectively. The rulers in particular the Afghan rulers as reported have destroyed pilgrimage destination in particular pilgrimage related to Hinduism and has been termed as dark period in archaeological history. While as Sharma (2001), in his book has studied the landscape of Kashmir and Ladakh viz a viz its impact on exploration and development of tourism sites. The author, argues the potential of historical and religious destination is huge and need to be managed efficiently so as to reap maximum benefits out of it in terms of socio-cultural sustenance and economic stability.

Shafi (1994) in his research publication entitled, “Tourism Dynamics in Developing Economy” tries to analyze the performance, problems and prospects of tourist trade after independence. It is seen that the policies adopted by the state government to development is vaugue and argues proper intervention is required to address issues pertaining to tourism industry.

Cunningham (1997) being an outsider had share very proficiently his experience, in various heading i.e. in the forms of, Early notice of Kashmir, Modern travelers, Geography andMountains of Ladakh. Soundararajan and Rajan (2006) this study compare and measure the impact of insurgency which was the result of terrorism, on tourism by various means through reviewing the situation prevailing in the State Jammu and Kashmir.

Neve (2012) explores the Vale of Kashmir and describes it as city of seven bridges. Author portrays village life of people of Kashmir. Moreover he also provides brief account of ancient shrines and temples of Kashmir including Mughal Gardens and magnificent lakes and their importance. Features of some mountain peaks, important glaciers, flora and fauna are also being included in his book. In the end author also emphasize on social cultural and religious pattern of the area including a brief description about Tibet.

Parashar (2004) this book is also paying tribute to glory and beauty of Kashmir. Kashmiri Culture, craft, places of interest and its river are the theme area of this study. Lone (2004) whose book is based on exhaustive exploration of Uri Sector that constitutes one of important border area of Kashmir Valley. This book provides the description of an entire region of Uri and its Socio cultural diversity. The detail accounts of the historical importance of Uri Sector, its forest, wildlife, herbs are the subject matter of this book. Moreover he focuses on the importance of Hindu, Muslim and Sikh Shrines.


Kak (2002) book Ancient Monuments of Kashmir edited by Shafi Ahmmed Qadri, was earlier published in 1933, provides an account of ancient monuments that how these were then. Book is all about the architecture of Kashmir’s Buddhist, Hindu and Muslims exemplified by the author. Sufi (1996) the 2nd volume of this book is about historical aspects of Kashmiri Muslims under Mughal and Afghan rulers. The Kashmir under Sikh and Dogra rulers had also been presented in this book.

Naqati (2003) this research work is a result of published PhD thesis which studied various Sufi Silsilas in Kashmir. A general survey was conducted and then Saiyid Ali Hamadani and his impact on Suni followers were investigated. The contributions of some prominent Kabriya order were also presented in this research work.


Agrawal (1998) book explains a detail account of cultural spectrum of Kashmir based upon scientific archeological study. Neolithic, Megalithic, Cultural aspects temples and Islamic architecture forms the parts of this book. Knight (2007) book provides a productive knowledge to travel in Kashmir, Tibet and Gilgit areas. Further, much needed reform in the areas, are also introduced in this books which are very helpful for various peoples.

Chauhan, R (2006) in his book devoted to cultural tourism in many context within several areas of the world. Along with festivals and importance of monarchies of Ladakh, Benefits and growing challenges to cultural tourism are also summarized in this book. Hussain (2012) book present a detail account about geography and historical aspects of Ladakh. In the very beginning chapters of the book author presents detail contribution of earlier author and travelers who visited Ladakh during the ancient, medieval and modern days to Ladakh. Author also gives detail about socioeconomic, cultural, rituals, education, sex ratio, tourist spots and all other thing and related information for future visitors to Ladakh. Jina (2007) in his book articulates that Ladakh world highest inhibited plateau and Ladakh has created history by attracting large numbers of foreign tourist after Kargil conflict. Author explains the reason for boom of foreign tourist in Ladakh by providing unique cultural values of Ladakh and Sipti Valley of Himachal Pradesh. A model for joint tourism development in Sipti Valley and Ladakh has been presented in this study.

Mawa (2004) while seeking perception of the pilgrim visiting Shri Mata Vaishno Devi and the marketing strategy adopted by the tourism industry to promote pilgrimage tourism. Her work deals with series of related day to day issues pertaining to pilgrims. In this regard a survey was conducted and it was concluded that accommodation, transportation and allied infrastructure need be managed effectively in accordance with the requirement of the pilgrims. Rangarajan et al. (2011) argues that allied infrastructure has an important role in determining the fate of tourism industry. The places which act as a transit points need to be developed in line with the tourist/pilgrim requirements i.e. according to the budget, life style etc. etc.. For example in case of Mata Vaishno Devi,
Katra acts a transit point but pilgrims are seen not to contribute to the tourism sector momentously. The reason for this is the financial constraints of majority of the pilgrims, in fact they do not use hotel and restaurants in Katra on the contrary cook their own food, move in hired buses and mostly do not stay for day or two at these transit places. To improve tourism industry as a whole, religious circuits need to be generated may be within Jammu, as Jammu has potential to make pilgrims stay for longer periods, Jammu needs to be developed as base for religious circuits like Shiv Kbori, Kailash Parvat, and Pingla Devi and many more place adjoining Jammu. The allied infrastructure therefore needs to be developed such as conditions of roads needs to be improved, budgeted hotels need to be in offering, roadways buses (SRTC) need to be deployed and many more. Therefore, these alternatives may significantly help in developing the economy of the state at all levels, may result into higher employability, local development and socio cultural development.

Soni, Vaid and Ajay (2011) in a comparative study of J&K tourism with tourism of other states of India conclude that tourism industry of J&K has a higher degree potential to develop in comparison to tourism in rest of India. The study reflects wildlife, handicrafts, festivals and religious destination associated with Jammu and Kashmir State makes its tourism/pilgrimage industry more prominent. Sharma (2009) study is about ecology of upper mountain areas of State J&K. Study is undertaken in various season of the year which include visit to these places in early summer, late summer, early winter and spring season. The study enlists important herbs, shrubs, wild ornaments and edible species of plants. Dorje (2006) in his PhD thesis finds out the impact of tourism and its related activities in Ladakh Trans-Himalayan ecosystem, India. Tourism industry has been growing steeply in the region for last few years. Reason behind this was political crisis in other Himalayan states, tourism promotion agencies in several European countries and easier access to the region by increasing the number of flights. Main tourism-related activities carried out in the region are trekking and jeep safaris. Trekking impact has been in the limelight because the trek trails in the region lacks proper infrastructure assets e.g., waste disposal bins, accommodation and toilets. Thus all the trekking related activities are intervened with the environmental components at a high cost. Study investigates and assesses the main interferences between trekking-related
activities and environmental components, and in particular natural ecosystems, wildlife, water and soil. Further, study represents tourism-driven urbanization processes that affected Leh, the capital city of Ladakh. It can be concluded that Jammu and Kashmir has a potential for wellness and exploration tourism and thus need is to explore it to its full potential. While doing so care of the environment is essential and contribution of these activities to the J&K tourism industry need not to be at the cost of the ecosystem and serene environment.

Bamzai (1994) has written good account on religion of Kashmir in his book “Cultural and Political History of Kashmir”. This book throws light on all aspect of ancient culture and political hierarchy of the State. Naik (2008), thesis presents a detail account of history of tourism in Kashmir Valley i.e. tourism in Ancient, Medieval, British and Post British Period. Further study also focused on leisure, adventure, and health and heritage tourism of the area by exploring few potential tourist sites. Siuraj (1958) throws light on historical aspects of Hindu Shrines of Jammu in his book, it also takes account of the historical importance of Sadh Mahadev, Karamchi, Bilawar, Purandal, Kalash Yatra, Vashno Devi and Bahufort in Jammu. Lala and Bhat (2008) confirmed that Kashmir has great potential for adventure tourism. The enchanting geographical landscape and range of ecosystem heaving a lasting impression on the tourist in Kashmir, if few structural and weakness are addressed tourism can flourish into its full potential. Gupta and Singh (2003) while studying various historical shrines, culture, heritage and art, language literature and folklore discusses Jammu and Kashmir in context with its geography, geology, minerals, flora and fauna and political scenario. Also throws light on Importance of Hindu and Muslims shrines of Jammu region and their historical importance to the contemporary world and to the tourism industry in length. From these Studies it can be concluded that pilgrimage tourism have all potential to be developed but need is to explore, devise mechanisms and implement policies in such a way that sanctity of these places remains intact and results into more economic prosperity.

Prathi (2006) book shows a detail about the economic significance of tourism in developing countries. From his book it can be concluded that there is negative correlation between elimination of poverty and growth and development of tourism. The author argues there is a higher degree of need to develop and adopt new and novel trends in
tourism further it also laid stress on new trends in tourism and sustainability in tourism development.


Neve (2003) reports that Kashmir is ever changing and most of the changes were prominent in beginning of twentieth century. Infact the progress in development is continual, he reflects the importance of Zojila Pass, Drass, PirPanjal and Baltistan, Skardo as centres of attraction for tourism.

Ahmed (2007) highlights the role of heritage sites of Jammu and Kashmir with Poonch such as Jamia Masjid, Poonch Fort and PirPanjal towards overall development. The opening of famous Mughal road and connectivity of Kashmir with Poonch and Rajouri. Here it is evident that impact of Mughal road on the pilgrimage tourism shall be prominent within coming years.

Jeelani (1976) in his research project entitled “Problems and Prospects of Tourism in Jammu and Kashmir” submitted to Agra University has made an attempt to trace the historical development of trade in the State and has made an identification of some problems faced by industry. The study does not throw light on the role of tourism industry on the economy of the state.

Singh, (2006) in this piece of study author while explaining the economic portfolio of State Jammu and Kashmir. The author argues that problems that pertain to tourism as a industry is because of improper planning thereafter their improper execution. It can be concluded to develop tourism, it is important to plan in consonance with constraints so that execution and implementation of those plans is viable. Verma (2011) argues that tourism industry does lots of good to business internationally. The management of tourism effectively is very important as sometimes it may go out of our hands and extraneous factors have a role to play in the development of tourism globally. Jain (2007) while analyzing the role of pilgrimage tourism in the economic development of the state found it is an important constituent of the economy. The study confirms that
tourist influx to Katra has rapidly increased and as a result employability for both skilled and unskilled has increased.

It can be concluded from the studies above that tourism has a wider scope and can boost economies of the state and tourism industry is highly diversified in nature as it comprises of adventure tourism, wellness tourism, wedding tourism, health tourism, pilgrimage tourism, spiritual tourism. It is a known fact that pilgrimage and spiritual tourism have been recognized as a part of tourism industry off late though people have been travelling distances since centuries. The interest of people in tourism industry have seen a significant increasing trend as people travel from one place to other so as to get married at the place the like the most (wedding tourism), travel momentarily to a place so as to get thrill (adventure tourism). Here, it can be concluded tourism associated activities are substantially on a rise.

2.4 Research Gap

In the light of above studies tourism is recommended as lead sector for development of State Jammu and Kashmir as well as district Rajouri and Poonch, there is ample scope for development of tourism activities which would bring a new wave of economic development in the region. The contribution of tourism to Gross State Domestic Product and employment seems to be very significant but no attempt has been made to study the impact of tourism on the economy of Rajouri and Poonch during the past. Earlier attempts have roughly estimated the contribution of tourism at 10-15 percent of the State Gross Domestic Product (SGDP) and provision of employment to thousands in various activities associated with tourist trade. Another estimate put the overall contribution of tourism at 16 percent of State Gross Domestic Product (SGDP) with 30 percent of population of the State directly or indirectly connected to this activity. The expenditure incurred per tourist and its break up is also not available for working out the multiplier effect of tourist activities in the state as well as in this region. Hence, from above it can be concluded that ample studies have been carried out, upon all aspects of tourism including pilgrimage tourism in all over the world and in India. Further, it is also evident from the above literature that not many studies are purely on tourism rather on impact of tourism has been carried out in J&K particularly in the areas of Jammu. Beside
this, not even a single study has been conducted in the area of District Rajouri and Poonch. Thus, to fill the gap the present study is taken up particularly in the border district Rajouri. Therefore, the present study endeavors to analyze the role of tourism on economic development of district Rajouri with special reference to management of pilgrimage tourism of Baba Ghulam Shah Badshah Shrine (Shahdra Shrine) by examining tourist inflow, their expenditure pattern and overall contribution of tourism to local and States economy through income and employment generation, further the study lays emphasis on prospects of tourism development in twin boarder Districts Rajouri and Poonch in the light of the revival of historical Mughal road and cross border tourism development. The next chapter throws light on the research methodology adopted for the study.