ACKNOWLEDGEMENT

This research has been a long task in making, which means different people have played their role in helping me to make it a reality. First of all I thank the almighty for giving me strength and courage to accomplish this work.

I submit my sincere gratitude with dedication to my Guide Prof. Deepak Raj Gupta, who inspired me to the right path by giving valuable suggestions and help for successful completion of this work.

I am grateful to the School of Hospitality and Tourism Management, University of Jammu for providing the resources and opportunity to carry out my research. I cherish the golden moments I shared with the teachers and other colleagues.

I extend my special thanks to Dr. Prikshit Singh Manhas, Dr. Anil Gupta and Dr. Suvidha Khana for their support and well wishes. I am also thankful to Dr. Vinay Chauhan for providing me with the help and time to time support. I express my heartfelt thanks to Mr. Zubair and Ms Poonam Sharma for their kind help during the Research work.
I express my gratitude to Ms. Sneh ICDS Supervisor and the Anganwari Workers of ICDS project Reasi, who helped me during the data collection and field survey. I am also thankful to the all the respondents for the kind co-operation and providing needful information. I am indebted to all the people who inspired me and made me lively throughout the research work, my Father and Mother and all my family members for their continuous support and encouragement.

I am also thankful to my friends Dr. Ravinder Singh, Mr. Rajiv Katoch, Mr. Pankaj Sharma, Mr. Jeet Singh, Mr. Harjeet Thappa, Mrs Deepali and Mr. Debashish Bagchi for their needful help during my research work.

Last but not the least I am highly indebted to my wife Mrs. Pawan Thapa, without her support and encouragement this work would have not been possible. I am also thankful to my father-in-law, mother-in-law and entire family members for their kind support.

Place: Jammu
Date: (Pritam Lal)
PREFACE

Tourism is the buzzword in the socio-economic and geographic parlance in the context of Jammu and Kashmir State. The Jammu Province of the State, till the recent times had been a neglected region from the point of view of tourism development and planning, though it undoubtedly cradles a large number of fascinating tourist destinations. Tourism in the valley of Kashmir was once a main industry witnessed a decline of the emergence of insurgency in the late 80’s. At the same time the pilgrimage destinations of Jammu especially Shri Mata Vaishno Devi and Shivkhori witnessed a huge influx of pilgrims which has grown to the level of 101.15 Lakhs in Vaishno Devi and 15.14 in Shivkhori in the year 2011. With the formation of Shri Mata Vaishno Devi Shrine Board in 1989, the pilgrimage received an unprecedented boost in the Jammu region due to availability large number of facilities. The subsequent influx of tourist in the region especially to the twin Shrines of Shri Mata Vaishno Devi and Shivkhori has resulted in socio-economic and cultural transformation. Since the transformation has been conspicuous, it
becomes imperative to assess the phenomena by studying the perception on the residents in the vicinity.

With this conceptual framework in mind, the present study has been undertaken. The study mainly focuses;

- To make an inventory of various impact of tourism in the vicinity of these Shrines.
- To assess the attitude of the rural residence towards tourism impact.
- To study the resident attitudes relating to support for additional tourism development.
- To study the relationships between residents attitudes and the level of tourism activities.
- To assess the existing level of touristic infrastructure.
- To suggest the region specific options for sustainable tourism development.

The present study is based on both primary and secondary data. Primary Data has been collected through structured questionnaire and personal interviews with the respondents. The questionnaire was prepared of the thorough review of literature. The pilot study was
conducted to find the reliability of the questionnaires and appropriate changes were made before finalizing the questionnaires. The Secondary Data has been collected in the form of research journals, survey reports, doctoral thesis and publications related to the theme.

The study area has been restricted to the Seven Villages in the vicinity of Katra (base camp of Shri Mata Vaishno Devi Shrine) and Ransoo (base camp of Shivkhori Shrine) village having direct impact of pilgrimage tourism.

The present thesis comprises of six chapters;

The first chapter sets the conceptual framework and background of the study by explaining the terms like tourism, sustainable tourism, various tourism impacts and residents’ attitude. An attempt has been made to explain the relationship between tourism impact and residents’ attitude.

The second chapter has been devoted to discuss briefly the profile of Jammu & Kashmir State from touristic perspective covering brief history, physical features, climate, forest resources, demographic analysis and notable places of tourist interest in Jammu region. Chapter also presents the brief profile of the villages under study.
The third chapter studies in detail the past researches done in the areas of tourism impacts, sustainable tourism development and the residents’ attitude towards tourism. A detail analysis on various aspects pertaining to the subject has been made to work out the gaps.

The forth chapter explains the utility and purpose of this research, its objectives and assumptions that have been tested, verified. Chapter also highlights the development, preparation of questionnaire and survey of the study. The researcher has also stated the procedure adopted for data collection for the purpose of this study. The entire sampling strategy is discussed in detail. Finally the chapter presents and discusses the statistical research techniques (Regression and correlation analyses) that have been adopted for analysis.

The fifth chapter presents the results and discussion. The data collected by the researcher has undergone through various stages of scrutiny, which has made it possible to understand the concept and objectives of the research. Detailed analysis has been presented in this chapter. The chapter focuses on analyses of on various types of tourism impacts and their assessment. The data has been analyzed using descriptive statistics (i.e. mean and standard deviation) on each item has been presented. The regression and correlation analysis has also been
used to assess the attitude of resident’ towards tourism impacts. The results of analyses are presented in the form of tables that provide meaningful information and insights. Each data analysis is supported by discussion.

In the Six and last chapter, an attempt has been made to present an overall assessment in the form of summary of the findings and conclusions.

A detailed discussion is made contrasting the objectives set and their achievement, testing of hypothesis, key region specific suggestions and recommendations for and development options, limitations and scope of future research.