



Study of Tourism as backbone of Jammu and Kashmir

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Abstract

Tourism is moving anywhere else than where you work for the holidays. travelers are described as individuals visiting a location other than where they reside for the duration of an employment for some purpose We include those who participate in travel for technical or recreational purposes (conference visitors, pilgrims) as part of our organizational concept, but it is incredibly difficult to classify them while data are being collected. The difference between tourism and recreation is that tourism includes travel experiences that take place over a longer time period of time and so requires accommodations of a greater variety.

Key words: Tourism, organizational, industry, industrial etc.

Introduction

Jammu and Kashmir is the Much of India's northern state. It is a unique state geographically with three distinct areas within the State - Jammu, Kashmir and Ladakh. The J&K State's primary economic source are agriculture, horticulture, animal husbandry, forestry and tourism. Tourism is an important industry in the state among all sectors. For J & K province, tourism is seen as an economic boost because industrial growth is very restricted to hilly land. J&K is one of Asia's most popular tourist destinations. J&K tourism provides a wide range of places to visit. J&K is a scenic destination thanks to its stunning backwaters, hill stations and scenery. Historical temples, forts, monumental sites, hill resorts, etc. contribute to the state's grandeur. Thus, visitors from all over the world are drawn. Tourism is now an important industry in J&K, which makes an immense contribution to the state economy and provides a huge number of citizens with jobs. As a labor-intensive sector, the work scope is very widespread. As a multi-segmented market, tourism offers various types of employment including hotel managers, receptionists, guides, tour operators, travel agencies, photographers and many others necessary to boost tourism. J&K will also become an important center for medical tourism, if government authorities take timely measures to take advantage of this opportunity. The state has scenery and lush trees, freshwater lakes and fresh water. The state of Jammu & Kashmir is well-known throughout the world for its stunning valleys, lakes, snow-capped hills, revigorating



atmosphere, cool valleys, walking, skiing and numerous archeological locations, ancient cultural and religious sites and cool climate. J&K offers different categories of tourism particularly in the Kashmir Valley. This includes tourism of adventure, medicine, rafting, skiing, religious tourism, etc.

The tourist trade is an important factor in the economy of Jammu and Kashmir:

Every year, as many as four lakh visitors visit the valley. The tourist season begins in April-May and lasts until October. In winter, some Europeans love the elegance of snowfall and winter activities such as skating and skiing at Gulmarg, the queen of mountain stations in Asia.

The government of Jammu and Kashmir has opened a Director of Tourism office which provides visitors with all kinds of information on the comfort, safety and security, board, accommodation, transport and transportation.

Amenity links to visitors have now been expanded considerably. Net work was laid out throughout the valley by well-equipped dak bungalows and tourist huts. A Visitor Reception Center has been set up to take care of visitors' needs.

Kashmir Tourism

• Kashmir "Earth's Paradise"

A year-round destination for visitors of all ages is located in the extreme north of India. Kashmir is known around the world as 'The Earth Paradise.' Cashmere has four distinct seasons, each of which has its own distinctive character and beauty. Spring, summer, fall and winter are all like this. Spring, which runs from March to the beginning of May, is when a million flowers tap earth. The weather can be gloriously pleasant with 23oC or chilly and windy with 6oC. This is the time of the rainy season, but the rains are short.

“From May until the end of August, the summer extends. Light woollens could be appropriate for Srinagar to wear. Temperatures at higher altitudes decline marginally at night. Srinagar faces daytime temperatures between 25oC and 35oC at this time. The whole valley is now a mosaic of varied shades of green – rice grounds, pastures, trees and so on, and Srinagar, with its lakes and rivers, is a paradise after the sweet sun of the Indian plains. The onset of Autumn, perhaps Kashmir's loveliest season, is towards September, when green turns to gold and then to russet and red. The highest day temperatures in September are around 23oC and night



temperatures dip to 10oC by October, and further drop by November, when heavy woollens are essential.”

By December, winter time is the beginning of March, which presents Srinagar in another mood. The bare, snow-covered landscapes seen from the warmth of a fire is a pleasure that no one has ever known. In the winter, some vessels and hotels are either heated centrally or cooled with a "bukharis," a traditionally Kashmiri stove with wooden burners, which is very effective in the winter.

- **“Other Tourist Attractions”**

“Apart from Gulmarg, Pahalgam and Sonamarg, some of the world famous tourist resorts of Kashmir Valley are Achabal, Kokernag, Verinag, Daksum, Aharbal, Yusmarg, Aharbal, etc., which if elaborated will needs hundreds of pages. Some of the other world famous lakes present in the State are Wular and Mansbal Lakes in Kashmir Valley, Mansar and Surinsar Lakes in Jammu Province and Pangong Lake in Ladakh Province”.

Tourism Places

Cashmere is one of India's popular tourism destinations. This spot is divine blessed with many unparalleled attractions that can be enjoyed all year round. It is purely balanced abundance like snowcapped silver mountain ranges and a vast range of flora and fauna have won the label 'Heaven with Land.' It is the favorite destination for natural buffs, honeymooners and travelers.

- **Best Kashmir Tourism Places**

Budshah Tomb is the tomb of Sultan Zain-UI-Abideen’s mum who once reigned between 1420 AD and 1470 AD. The Tomb is popularly referred to as Badshah Tomb or the The Tomb of the King in which the mother of the Sultan was buried. This tomb represents a magnificent piece of Shahmiri architecture, characteristic of Cashmir.

Burzahama Ruins are located about 16 km northwest of Naseem Bagh Road in Srinagar and about 24 km northwest of Cashmire from Shalimar Route in Srinagar. These ruins fit into a higher platform called 'Karewa' and show ruins involving an ancient village that dates back to the Neolithic period or the brand-new Stone age, during which human technology growth began in California around 10,200.

The fort of Hari Parbat is a Mughal fort which stands on the summit of the Hari Parbat.



Mountain in Srinagar. The fort was subsequently rebuilt by an Afghan governor known as Ata Mohammad Khan during the 18th century. As a consequence of the Sharika forehead located nearby Goddess Durga or Shakti, Hari Parbat or Hari Hill is regarded as most holy among the hindou devotees. Towards the southern end of Hari Parbat, the historical Makhdoom Sahib shrine can also be located that can be strongly adored and visited by people of almost every religion.

Harwan Buddhist Damages have been reported as having existed since 300 AD all year round and are also situated northwest of Cashmere and east of the famous Shalimar Mughal Raspberry. The Buddhist wrecks of Harwan are typically world renowned for unveiling the era of civilisation in Kushan Empire, which once thrived in this same region, exposing many of the rare and most important artifacts.

The Temple of Martand Sun is really a medieval Temple with a hill all around Anantnag.

This Temple is specializing in the And as such, Sun God or Surya was called Martand Sun Forehead. As a result of its unusual architecture which seems to resemble ancient Greco citadel, this Sun Temple is also called the Acropolis of the Cashmere. Established by Maharaja Laitaditya Muktapida from the seventh to eighth century A.D., Martand Sunshine Temple offers a colonnaded courtyard and a central sanctuary. This intricate temple has 84 columns from which you can enjoy a magnificent view of the Cashmir Valley.

Pariaspura Buddhist Site is situated on a high plateau known as the specific Karewa area approximately 24 km to the right of Srinagar – Baramulla Route. This ancient website was named 'Pargana Paraspur' in the first century of the reign of Dogra. This page is now based in the ruins and spread through 3 Karewa lands with the Kane Shahs or the main house, the Govardhan Karewa and the Budh Karewa.

Shahi-Hamdan is a mosque made of wood and located on the 3rd and 4th bridges over the Jhelum rivers. The main attraction of this mosque is its hanging clothes and exquisitely sculptured caves with finely painted interiors, as well as lighters, which emanate pure abundance.

The Harm of Awantipura was once a city founded by its founder Awant-Varma, who ruled Kashmir in the 9th century. These ruins are situated in Pahalgam about 29 kilometers from Srinagar, your capital.



Jammu And Kashmir Tourist Spots

Over the years, Jammu and Kashmir have been considered one of the main tourist destinations in northern India. Due to the cold and pleasant atmosphere and picturesque countrys, Jammu and Kashmir present themselves as a paradise on the planet or a valley from the heavens. Jammu and Cashmere welcome travelers to explore their snowy peaks and exotic valleys and frozen rivers. In addition to such political and extremist disruptions, the State stays cool all year long, rendering it a great summer retreat.

Most Attractive Tourist Spots / Places In Jammu And Kashmir

Geographically, the State of Jammu and Kashmir is split into three major divisions — Jammu, Ladakh, and the Kashmir Valley considered as a paradise on earth.

Jammu is the state's northernmost province, renowned for its historical temples and ashrams. It is known as a city that offers a relaxing environment and has considerable cultural variation in Cashmir and Ladakh. Here is the LOC (Control Line) between India and neighboring Pakistan. Jammu is home to one of the most common shrines in India, Vaishno Devi Shrine, surrounded by a cave in the floating Himalayan mountains. It has been recognized internationally as a famous pilgrim centre. This fabulous temple, dedicated to Mother Goddess Vaishno Devi, attracts millions of devotees from all over the world. Established about 300 years ago, the Bahu Fort contains a temple devoted to the deity Kali. The fort is considered sacred, as the hiding place of the goddess when she was battling a demon is thought to have been. It is visited by both visitors and pilgrims.

Amarnath is the name of a mountain in Jammu and Kashmir state. This Mount Amarnath is renowned mostly for the Amarnath Grottoes, which are popular Hindus Holy Shrines. This shrine is over 5,000 years old and is Lord Shiva devoted. Amarnath cave is located at 3,888 meters above sea level and is famous for its ice lingam located in the cave. This spot was previously also named 'Amareswara.' This Amarnath temple is one of India's most sacred Hindu pilgrimages. Every year in the months of July and August, about 4,00,000 people go to the famous Amarnath Yatra.

Tourism is the backbone of Jammu and Kashmir

The tourism industry is a significant agent of modern socio-economic growth and contributes in many ways to strengthening interrelated processes. While often portrayed as a panacea for



many maladies, such as underdevelopment, unemployment, eradication of poverty, racial discrimination, etc., its effect on the co-existence of cultures and communities in both a global and a regional socio-political condition was equivalent. Documented at Different degrees. Tourism attracts capital to towns and countries all around the world. Tourism also provides jobs for local residents, which helps the destination more. In 2012 the World Travel & Tourism Council estimated that INR 6.4 billion (6.6% of the national GDP) was produced by the tourism industry. 39.5 million workers were funded (7.7 percent of its total employment). The industry is expected to expand at an annual average rate of 7.9 per cent between 2013 and 2023. The tourism industry with growth potential in agriculture and horticulture has been established in Jammu and Kashmir, the northernmost country of India. The State of Jammu and Cashmir has made the proceeds of this sector visible. Thanks to its rising economy and to becoming a culturally wealthy and vibrant area, the tourism industry in Jammu and Cashmir now contributes billions of dollars annually to the economy. The development of the tourism industry is attributed to the the amount of international visitors arriving and the the number of national tourists. Jammu and Kashmir (J&K), also known as "Paradise on Earth," is one of the world's most important tourist destination due to their unmatched scenic appeal and attractive landscapes. J&K is what Switzerland is to the Himalayas in the Alps. It is also known as "Eastern Switzerland." J&K consists of Jammu, Kashmir and Ladakh districts. Both these areas are recognised all over the world for their tourist potential. Jammu, also called "City of Temples" is an important tourist destination. Some of the popular pilgrimage sites here are the Temple of Vaisno Devi, the Temple of Raghunath and the fort of Bahu that draw tourists from around the world. Kashmir has been a well-known place since centuries for its immense natural beauty and scenery, good weather and rich heritage.

Conclusion

The combination of individual tourist attractions at a particular place makes a tourist destination. Tourist destination is a particular place which attracts the tourists for a temporary or long term stay. This involves city, village, area, area or a certain resort, "destinations are locations where people visit and want to stop for a while in order for them to experience those attractions or characteristics." Tourist attractions are the fusion of tourist items that provide tourists with an assimilated experience. A tourist destination is known as a single body containing a range of stakeholder parties, including visitors, tourism industry, the public sector, the host community and members of NGOs. The principal components of the tourist package



include attractions of destinations, climate, destination amenities and services, entry to destination, picture of destination and market prices. Because of its strategic position Jammu and Kashmir is one of the most popular and prominent tourist destinations in India. Tourism is the most important industry in the Jammu and Kashmir services market. It is one of the fastest developing industry in the world. Tourism plays a key role in accelerating the state's economic growth. In the valley's primary, secondary and tertiary industries, economic activities are developed. Therefore, jobs provided by tourism can be divided into three main heads.

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