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**Role of Tourism in Jammu and Kashmir for Generating Employment
and Economic Development**

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Abstract: Tourism plays an important role in the economy of almost every country through global GDP. Nowadays, few economies in the world are considered purely tourism. Similarly, the economy of Jammu and Kashmir can also be referred to as a tourism economy, or tourism-based economy. Tourism is the lifeline of Jammu and Kashmir. Kashmir has rightly been described as “Heaven on Earth” for its breath-taking beauty throughout the world. It is estimated that nearly 50-60% of J&K's total population are directly or indirectly involved in tourism-related activities. Tourism contributes about 15% of the state's gross domestic product (SGDP). With huge potential and a growing economy, Jammu and Kashmir has tremendous potential to support the tourism industry. Tourism tags have always attracted the attention of J&K employees at home and abroad. In addition to the agricultural sector, we find that the tourism sector is the most attractive source of income and job creation for the J&K economy. 2011 broke all previous records of tourists and pilgrims arriving in the country. Data analysis shows that the influx of tourists has a constructive effect on employment. In other words, an increase in the influx of tourists also increases total employment. To understand the economic impact of tourism in the J&K state, present paper tries to examine various parameters of economic development such as tourist inflow, employment generation, State Gross Domestic Product, and income generation

This paper attempts to examine the potential, opportunities and Development of tourism sector in Jammu and Kashmir

KEY WORDS: Tourist Inflow, GSDP, Employment, Income Generation.

Objectives of the Study The study is based on two objectives

- To analyze the tourist inflow of J&K state
- To study the economic impact of tourism in the economic development of J&K in terms of employment, income generation, infrastructure development and regional development.

Methodology The present study is conceptual in nature aims to investigate tourism potentials, tourist flow and tourism policy of Kashmir region. Data has been collected from various organizations like UNWTO, World Travel and Tourism Council (WTTC), Ministry of Tourism Government of India, Jammu and Kashmir Tourism Development Corporation and Directorate of Tourism (Jammu/Kashmir), Economic survey of J&K. In addition to this, data have also been collected from other reliable sources like articles, journals and newspapers.

STATE PROFILE: Jammu and Kashmir is strategically located in the northwest of India. It is bordered by China to the east, Pakistan to the west, Afghanistan and Russia to the north, and the Punjab and Himachal Plains to the south and southeast. Jammu and Kashmir is between 32°17' and 37°05'N latitude north and 72°31' and 80°20'E longitude east. It stretches from east to west for 640 km long and 480 km wide from north to south. The total area of the state is 2,222,236 square meters. kms. But the area under actual control is 1, 01,387 sq. kms only, as the great portion of the territory is under illegal occupation of Pakistan and China. The state of Jammu and Kashmir is conferred with lofty snow mountains, fascinating valleys, sparkling streams, rushing rivers and emerald forests. The state is exalted with diverse ecosystem. To the south lies the Jammu region with hot summers and cold winters, and the northwest region between PirPanjal and Zojila is the Kashmir Valley, considered a “heaven on earth”. This enchanting valley that captivates visitors is a museum of nature and beautiful scenery. To the northeast lies the majestic landscape of Ladakh, surrounded by snow-capped peaks and friendly people. It is a place of indescribable desire

INTRODUCTION

Tourism is a major engine for job creation and a driving force for economic growth and development, as highlighted by recent figures.

Tourism is considered the lifeblood of Jammu and Kashmir. In 2006, the Jammu and Kashmir Development Task Force recognized tourism as one of the key drivers of growth in the region. The development of the tourism industry can have a significant impact on the overall growth of the state due to its ability to create direct and indirect jobs, as well as the growth of related industries. Tourism will likely add to the growth of secondary sectors such as handicrafts, which have historically benefitted from visitors to the state (Planning Commission: Government of India, 2003). By generating new employment and creating sources of income, especially for unemployed youth, tourism can undercut the sources of separatist recruitment. As tourism is widely identified as a major mechanism of employment generation, especially in the service sector (World Trade Organization, 2010), it holds significant potential for improving youth

unemployment, thereby grind down separatist support. In 1987 India received 1.164 million tourists out of which Jammu and Kashmir accounted for 7.21 lakh and valley alone 5.11 lakh of it thereafter the tourist inflow started dwindling and the tourism almost came to a crush halt from 1989 onwards. Those who depended on this industry in one or the other way unexpectedly found themselves without an occupation and no means of livelihood. From a total of 5.5 thousand tourists in 1989, this number decreased to 8.52 thousand in 1995, 9.98 thousand in 1996 and 16.13 thousand in 1997 due to political instability in Vietnam. Valley. According to aggregate data from Economic Survey 2014-15, the number of tourists visiting Kashmir Valley in 2012, 2013, 2014 was 13.09 thousand, 11.71 thousand and 11.68 thousand respectively. The calendar opens a new door for resources, both investment and income generation, job creation as well as socio-economic development of local people.

According to the World Travel and Tourism Council data, in 2015 tourism directly created over 107 million jobs (3.6 per cent of total employment representing 3 per cent of total GDP) and supported (directly and indirectly) a total of 284 million jobs, equivalent to one in 11 jobs in the world. By 2026, these figures are expected to increase to 136 and 370 million jobs respectively representing one in nine of all jobs worldwide

Tourism is the biggest source of employment in Jammu and Kashmir and since January 2022 till date, 1.62 crore tourists have visited Jammu and Kashmir, which is the highest in 75 years of independence. , Kashmir Valley is attracting lakhs of tourists which Tourism players say is the return of golden era of Kashmir tourism. The record number of tourists who visited Jammu and Kashmir this year, testify the overall development and change that has taken place in the Union territory.

Tourism has generated maximum employment in various regions of Jammu and Kashmir including Poonch, Rajouri, Jammu and the Kashmir Valley. For last 70 years, people were demanding international flights from Jammu and Kashmir. Fulfilling this popular demand, Prime Minister, Narendra Modi started direct flight from Srinagar to Sharjah. Earlier, there was also no flight during the night from Srinagar and Jammu and the Prime Minister also started night flights from the both cities. Recently, a comprehensive Film Policy was launched to attract filmmakers for shooting after decades and within a year of notification of this policy, as many as 140 shooting permissions for films and web-series have been issued. Soon, a film studio will be launched with state-of-art facilities. This, besides providing new opportunities to the young talent of Jammu and Kashmir, shall boost the business ecosystem of the Union territory. A record-breaking 20.5 lakh tourists, including 3.65 lakh Shri Amarnathjiyatris, visited Kashmir in the first eight months of this year, drawing visitors from all over the nation to the gorgeous and picturesque Valley. The two million tourists represent an all-time high tourist footfall for Kashmir valley.

The tourist sites like Pahalgam, Gulmarg, and Sonamarg as well as all hotels and guest houses in Srinagar experienced 100 percent occupancy. Despite setbacks faced due to Covid pandemic, the UT administration has taken sufficient steps for the revival of tourism in J&K and for providing employment to individuals associated with the sector. Notably, a number of policy interventions have been made to provide financial support to various stakeholders associated with tourism sector. Jammu and Kashmir (J&K) is a Union Territory (UT) of India, located in the country's northern part and a global tourist destination. In addition to traditional recreational tourism, vast scope exists for adventure, pilgrimage, spiritual, and health tourism.

The natural beauty and picturesque locations have made it a favoured destination for tourists across the world.

Tourism has been one of the mainstay of J&K states economy. The state presents diverse ethnic and religious, culture and linguistic strands which have their own peculiar tourism resources. The valley of Kashmir is famous for its scenic beauty while as Jammu is famous for Vaishno Devi Temples. Ladakh area is famous for Gumpas. Thousands of domestic and foreign tourists visit J&K to visit these places. Thus, tourism has a high potential to generate huge employment in the state. It is a labour intensive industry which has different types of employment for skilled, semi skilled and unskilled persons. It generates large scale direct and indirect employment. Jobs are created in various sectors of state economy, viz. Hotels, restaurants, house boats, transport service, travel agents, guides etc. The tourists during the visit to the state purchase local products like Shawl, Carpet, Wooden carving, jewellery, paper mache etc. Increase in the demand for such products provides employment to local artisans, carpenters, wood carvers, etc.

REVIEW OF RELEVANT LITERATURE: A lot of related literature has been published about the growth; development and employment generation of tourism sector in the state of Jammu and Kashmir. Some of the noteworthy contributions are as follows:

Dr. Nawaz Ahmed (2013), Said tourism has always been an engine of economic growth in the state of Jammu and Kashmir and has contributed a lot to the development of the economy, especially in the Kashmir valley. The sector employs a large number of workers and generates economic activity, especially in tertiary sectors. Tourism opens a new door for resources, both investment and job creation, job creation as well as socio-economic development of local people in general. Tourism in the state has led to the development of an entire service industry including transportation, hotels, camp shops, horticulture and in smallscale sectors by creating jobs, but he still quite sensitive to small changes in the law and order situation in the state. . To develop visitor infrastructure, it is essential to plan ahead in each industry sector to open new facilities.

Darzi (2016), studied that the tourism sector is playing a tremendous role in the overall development of Jammu & Kashmir State of India. With its backward and forward linkages with other sectors of the economy, like accommodation, transport, telecommunication, handicrafts etc., tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with Equity. Infrastructure development holds the key to sustained growth in the tourism sector. The development of any sector in the economy needs more and more investment. Tourism sector is not an exception; it certainly needs continuous and huge investment. Jammu & Kashmir being a developing state with limited infrastructure and lack of accumulated capital seriously requires huge investment in tourist infrastructure and Investment.

Singh and Magray (2017) stated that the tourism is highly labor intensive in comparison to other sectors of economy. The tourism has a higher potentiality for employment generation. It can create stable, permanent and fulltime jobs but the demand of the man power in tourism industry during previous years in the state is not encouraging. It also indicates that the number of jobs generated depends the type of tourists, international tourists creates more jobs than domestic tourists. Since the international tourist flow to the State is low the employment

generation in tourism sector is not up to the desired level. This paper is an attempt in this direction to find out the role and contribution of tourism related departments in the state. In this study different models/techniques were used for the desired result which concludes the evidence of long-run unidirectional causality from tourism activities to economic growth of the country. Therefore, as a part of the policy implications it is necessary that all wings of the state government, includes private bodies and voluntary organizations should become the active partners in the endeavor to attain sustainable growth in tourism and overall economy as well.

Employment Generation: Tourism industry has played a significant role in the development of the economy of the state as a whole. The economic activities are created in the primary, secondary and tertiary sector of the valley. Hence tourism generated employment may be classified in to three major heads one is direct employment that sell goods and services directly e.g. hotels, restaurants, shops etc. Second one is indirect employment, which generally supplies goods, services to the tourism business and thirdly investment related employment in construction and other capital goods industries. The total employment generation during the year 2005 was 11.65 lakhs for a tourist inflow of 77.66 lakhs which increased 12.51 lakhs in 2006 for a tourist inflow of 83.36 lakhs? The rest of the years also show an increased trend and during the year 2014 the total employment generation was 22.11 lakhs for a tourist inflow of 147.34 lakhs. t generation of J&K from 2002 to 2020 which is presented in Table 4 and Figure 1.

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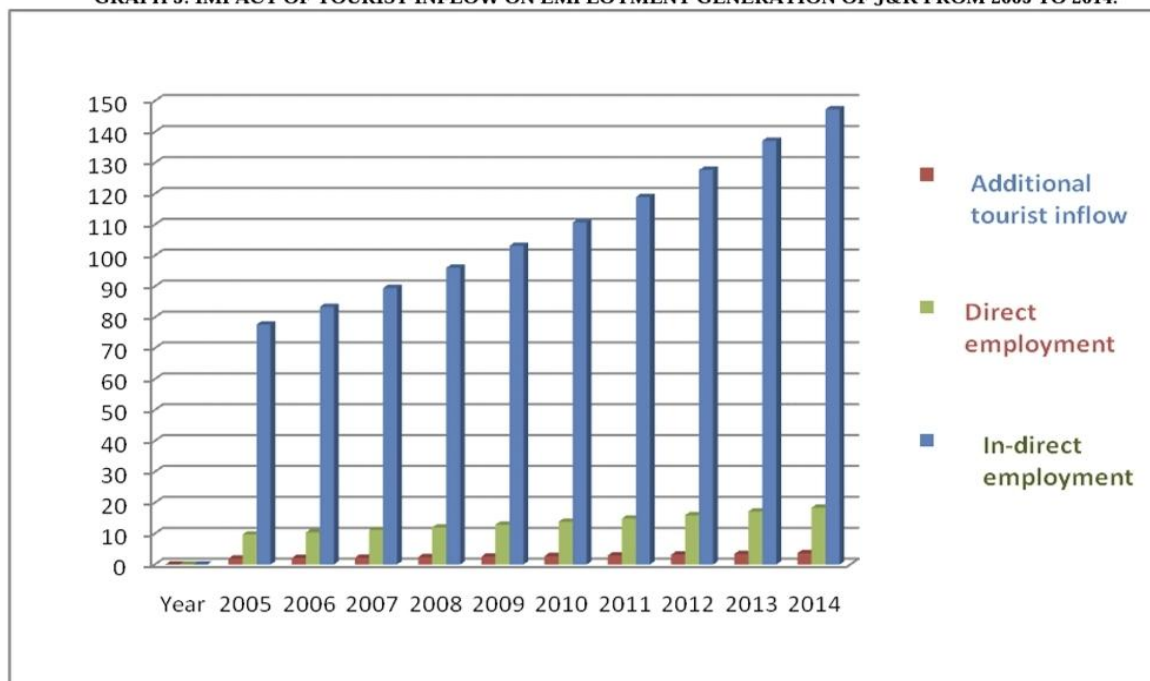
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Economic Impact of Tourism in the Economic Development of j and k in Terms of Employment Generation				
year	Additional tourist inflow (lakhs)	Direct employment (lakhs)	In-direct employment(lakhs)	Total employment(lakhs)
2005	77.66	1.94	9.71	11.65
2006	83.36	2.08	10.42	12.51
2007	89.48	2.24	11.18	13.42
2008	96.06	2.41	12.00	14.41
2009	103.13	2.58	12.89	15.47
2010	110.73	2.77	13.84	16.61
2011	118.91	2.97	14.86	17.84

2012	127.7	3.19	15.96	19.15
2013	137.16	3.43	17.15	20.57
2014	147.34	3.68	18.42	22.11

Source: Santak PVT. Ltd New Delh

GRAPH 3: IMPACT OF TOURIST INFLOW ON EMPLOYMENT GENERATION OF J&K FROM 2005 TO 2014.



CONCLUSION: Tourism is J&K's main industry and provides huge revenue and employment opportunities for the state. Revenue generation is expected to increase manifold provided the situation remains as usual and tourism penetration increases in the desired manner. Jammu and Kashmir has proven to be a service sector economy in terms of its relative share in the GSDP, accounting for almost 48% on average between 200405 and 201213 and the region has also recorded a pace highest growth. Tourism has emerged as one of the important sectors of the Jammu and Kashmir economy as it accounts for a significant share of the overall GSDP (7.37%) and the GSDP of the services sector (12.50%) both in terms of price and value. value and proportion, but the contribution is still steadily decreasing. Tourism has a lower growth rate than other sectors of the economy when recording the lowest growth compared to agriculture, industry and services. The weakening contribution to the GSDP and the lowest growth rate of 122 tourism-related activities in the state indicate disappointing performance in this sector from 200405 to 201213. In addition to the record disappointingly in the J&K economy, trends in sectors remain bleak due to the presence and volume of foreign tourists to Jammu and Kashmir between 2005-2014. The tourism industry has great potential to create jobs and earn large amounts of foreign currency, while boosting the country's overall

economic growth. Given the potential and ability to expand tourism activities, the study argues that due attention should be paid to government policy so that it can make a more significant contribution to the J&K economy in terms of business. income and employment.

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