

## **Tourism as a Source of Income and Employment Generation in Kashmir Valley**

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### **Abstract**

The cornerstone to any region's economy is the expansion and improvement of the tourism industry. Globally, the tourism business is regarded as one of the fastest-growing and most important in the service sector. Given that it is a significant sector for creating jobs, it is seen as a new wave of economic opportunity. With its role in the wealth transfer and income redistribution from one country to another, which results in a net rise in the host community of a tourism region, tourism has grown to become one of the largest and fastest-growing sectors of the global economy. The fact that the tourist sector accounts for 5.92% of India's GDP and 8% of the economy in J&K shows how important the industry is to the state's economy. The Kashmir Valley has significant tourism potential. In addition to the valley's potential as a tourist destination, nature has endowed it with immense beauty that has not yet been fully appreciated.

**Key Words:** Terrain, Industry, Eco-tourism, Landscape, Employment, Biodiversity, Shikara, House Boat.

### **Introduction**

It is now far and wide acknowledged that tourism is the economic service sector with the fastest growth rate. In 2011, the World Travel & Tourism Council (WTTC) estimated that tourism generated over 270.7 million employments internationally and contributed more than 10% of the world's Gross Domestic Product (GDP). By creating job potential for locals, tourism significantly contributes to improving their quality of life. Shah and Gupta (2000) claim that due to its beneficial effects on the economy, people's livelihoods, and socio-cultural changes, tourism has grown to be a substantial big business in both developing and developed countries. Understanding the effects of tourism on the local community and how they might profit from it is crucial if tourism is to play a significant role in economic growth in developing nations.

Jammu and Kashmir is one of the most well-liked tourist destinations, with Kashmir enjoying particular acclamation on a worldwide scale. Kashmir region, offers a wide range of travel options, including adventure travel, medical, water rafting, skiing, and religious travel. Additionally, if prompt action is taken by the government authorities to take advantage of this

potential, Kashmir boasts a harmonic fusion of art, religion, and philosophy because to its composite culture. The "Switzerland of the East" is another name for it. Because to its unrivalled natural visual splendor, appealing landscapes, delightful backwaters, hill stations, etc., Kashmir is often known as "Paradise on Earth. The goal of the current study is to analyze how tourism is affecting economy and employment of the Kashmir region.

### **Significance of the study**

A significant contribution to the state's overall development, and the socioeconomic development of the valley in particular, might come from the tourism industry, which can also serve as a fundamental source of employment. The study will analyze tourism in-depth as a means of generating income and advancing the local economy. The study will be useful to planners in assessing and forming the industry's future possibilities.

### **Data base and Methodology**

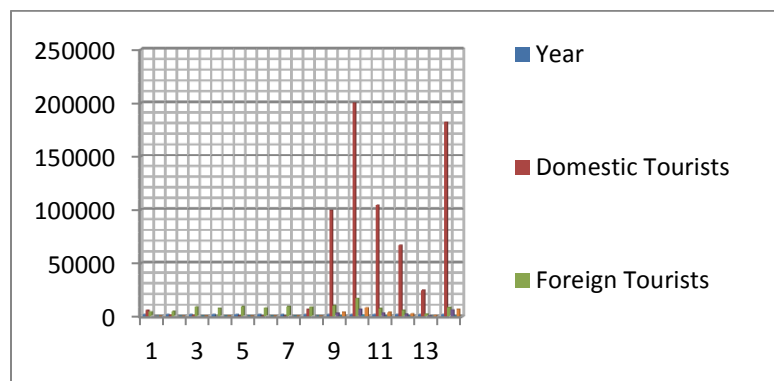
The data for the current study was primarily gathered from secondary sources and information gathered from the tourism department and other related organizations connected to the travel and tourism sector. Especially Jammu and Kashmir Tourism Development Corporation, various Developmental Authorities associated with Kashmir Tourism and Directorate of Tourism. Additionally, information has been gathered from other reliable sources like statistical digests, books, reports, journals and newspapers. The relationship between tourist flow and revenue creation was investigated using a variety of statistical techniques, primarily time series analysis and correlation.

### **Data Analysis and interpretation:**

**Table 1.1 Tourist Flow to Kashmir Valley and Income Generated  
(1990-2003)**

Year	Domestic Tourists	Foreign Tourists	Income through Domestic Tourists(In Lakhs)	Income through Foreign Tourists(In Lakhs)	Total Income through Tourists(In Lakhs)
1990	6095	4627	116.17	208.68	324.85
1991	1400	4887	26.68	220.40	247.08
1992	1175	9149	22.40	412.62	435.02
1993	----	8026	---	361.97	361.97
1994	500	9314	9.53	420.06	429.59
1995	322	8198	6.14	369.73	375.89
1996	375	9592	7.15	432.60	439.75
1997	7027	9111	133.93	410.91	544.84
1998	99636	10247	3487.26	768.52	4255.78
1999	200162	17130	7005.67	1284.75	8290.42

2000	104337	7575	3651.80	568.12	4219.92
2001	66732	5859	2335.62	439.42	2775.04
2002	24670	2686	863.45	201.45	1064.90
2003	182205	8959	6377.17	671.92	7049.09

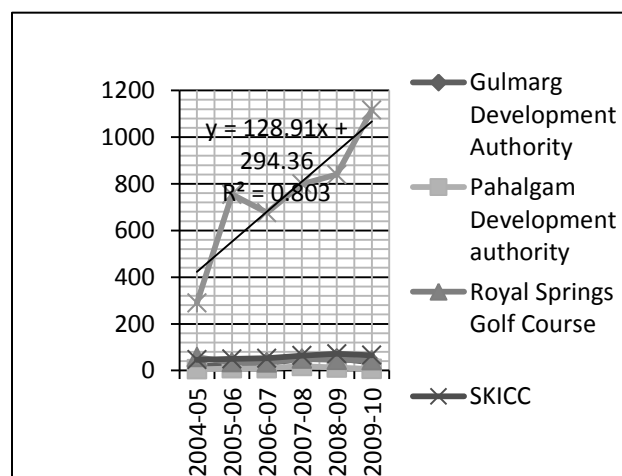


### Visitors Flow and income Returns

Tourists have traditionally chosen the valley their preferred destination because of its picturesque splendor. Since the beginning of time, both domestic and foreign travellers have visited and continue to visit this paradise. Travelers from all over the world have long been welcomed in the Valley. Due to the unrest in the valley during that exact time period, the number of tourists visiting the valley showed a falling tendency between 1990 and 1997. However, following 1997, the valley's status remained relatively peaceful, which once more opened the door for the growth of this economic sector. After that, the volume of visitors increased to the point that seven lakh people visited in 2003. The table 1.1 makes clear that as the number of tourists has increased, so has the income. The amount of tourists and the amount of money made are positively correlated. In order to encourage the creation of development authority at various tourist destinations throughout the valley, the tourism departments took good action in 2004. In table 1.2 below, the specifics of how these authorities generate income are provided.

TABLE 1.2 Revenue generation (in Lakhs) by various tourist developmental Authorities in valley

Name of the Authority	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Gulmarg Development Authority	19.07	21.86	32.46	48.5	51.17	34.35
Pahalgam	5.12	9.16	9.95	19.00	12.73	6.68



Development authority						
Royal Springs Golf Course	57.26	35.09	34.73	50.06	45.66	44.25
SKICC	46.00	49.34	52.00	64.00	71.20	65.00
Cable Car Corporation	289.00	754.41	676.00	798.81	839.14	1116.00
Total	416.45	869.86	805.14	980.37	1019.90	1266.28

Source: Jammu and Kashmir Economic Survey

A new attitude was introduced to the tourism industry following the creation of different Development Authorities by the tourism department. These authority, which were set up at various tourist hotspots in the valley, produced millions of dollars in revenue and employed a sizable number of people, primarily locals, helping to strengthen the local economy there as well as the overall growth of the tourism industry. The table clearly shows that the development authorities for the valley began to earn revenue in the year 2004–2005 at a pace of roughly Rs. 416.45 lakh, and that by the year 2005–2006, it had increased to Rs. 869.86 lakh. Similar to that, income in 2006–07 totaled Rs. 805.14. The revenue generation reached the milestone of Rs. 980.37 lakh in the fiscal year 2007–2008. The revenue generation trended upward, so in the fiscal year 2008–09, it reached the milestone of Rs. 1019.90 lakh. It increased once more in 2009–2010, reaching Rs. 1266.28 lakh. While other Authorities have demonstrated a linear tendency in revenue creation, the Cable Car Corporation and Gulmarg Development Authority introduced the cable car and made it to the top. In addition to the aforementioned authorities, there are numerous additional tourism development authorities that are likewise operational in many respects but urgently require further improvement in order to contribute to the tourism sector as well.

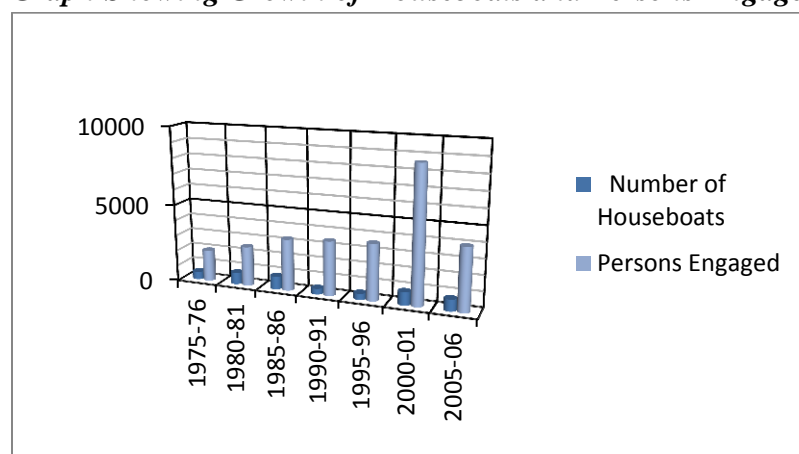
Given the importance of Dal Lake to the tourism sector, it is important to note that Dal Lake's house boats play a significant role in the income generation process. Many visitors choose to stay on house boats while visiting the valley, which helps the local economy of the house boat and shikara owners. Table 1.3 provides a thorough summary of the individuals working for house boat and shikara unions.

**Table 1.3 Growth of Houseboats and Persons Engaged in Kashmir Valley**

S. No	Year	Number of Houseboats	Persons Engaged
1	1975-76	500	2010
2	1980-81	740	2525
3	1985-86	825	3300
4	1990-91	367	3468
5	1995-96	395	3610
6	2000-01	850	8630
7	2005-06	750	4000

Source: Digest of Statistics, Jammu and Kashmir 2005-06

**Graph Showing Growth of Houseboats and Persons Engaged in Kashmir Valley**



Numerous families who labour on and maintain houseboats rely on their income. The table (1.3) shows that there are now more houseboats than there were previously. There were only 500 houseboats and 2010 people employed in 1975–1976. In 1985–86, the number increased to 825, employing 3300 people. 325 houseboats were added during the course of these ten years. Since this time period was the peak of Kashmir's tourism industry and a lot of houseboats were required to accommodate the visitors, this is the main cause of the increase in the total number of houseboats. The table shows that there were fewer houseboats in 1990–1991 than there were in that year. There were only 367 houseboats available to accommodate tourists. The main reason for the decline in population was a sharp decline in the number of tourists visiting the valley. The cost of keeping the houseboats was too much for the owners to endure. The number increased to 850 in 2000–01, employing roughly 8630 people. The number of houseboats has almost reached 1000 in 2007, however the real number is 985.

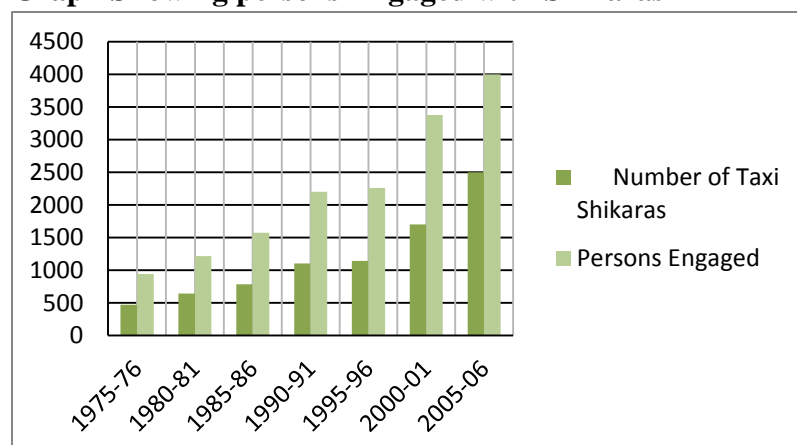
**Table 1.4 Showing Number of Shikaras and Persons Engaged**

S. No	Year	Number of Shikaras	Persons Engaged
1	1975-	470	940

	76		
2	1980-81	642	1212
3	1985-86	785	1570
4	1990-91	1100	2200
5	1995-96	1140	2260
6	2000-01	1700	3375
7	2005-06	2500	4000

Source: Digest of Statistics, Jammu and Kashmir 2005-06

#### Graph Showing persons Engaged with Shikaras



In addition to houseboats, guests can also travel on taxi shikaras to view the Dal Lake's natural beauty. The quantity of taxi shikaras has rapidly expanded. Only 470 taxi shikaras existed in 1975–1976, and 940 people were employed. The number increased to 2500 in 2005–2006, employing 4000 people. The information shows that the Dal Lake's shikaras are actively contributing to the growth of tourism, bringing in a sizable sum of money and providing food for a lot of families.

#### Conclusion

The research article was conducted using a comparative methodological framework to examine visitor flow trends and their effects on socioeconomic factors in the Kashmir valley. This study also discusses how to generate an economy through the investigation of tourism potential. It has also shown how important the creation of tourist development bodies has been in generating cash. The data analysis revealed that there is a lot of room for investigating new tourist attractions that would bring in more money for the valley in general and the local inhabitants in particular. In the long run, the paper may play a significant part in improving the valley's

economy and resolving its employment issues, which may result in the valley's advancement and prosperity.

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