

A Study on Effectiveness of Tourism Development on the Economy in Baramulla District in the Union Territory of J&K

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ABSTRACT

In this paper we are discuss a Study on Effectiveness of Tourism Development on the Economy in Baramulla District in the Indian Union Territory of J&K. This paper will also try to draw attention to new unexplored tourist destinations such as in Baramulla District in the Union Territory of J&K which can be beneficial for the development of remote and remote areas of Jammu and Kashmir. The purpose of this paper will be to provide some feasible suggestions from the findings which may prove valuable for the development of tourism in Jammu and Kashmir. Baramulla is a city and municipality in Baramulla district in the Indian Union Territory of Jammu and Kashmir. It is on the banks of the Jhelum River, downstream from the state capital, Srinagar. The city was earlier known as Varahamula. The city is situated on the banks of the Jehlum River at the highest point of the river. The river forms a delta on the outskirts of the city. Baramulla are carrying high Resource capacity of Tourism resource potential like natural,man-made, biotic resouces as well as recreational and shopping facilities. We have worldly known Gulmarg among numerous non-popular resource avenues which need special emphasis that will undoubtedly uplift the income and employment in our UT of Jammu & Kashmir.

Keyword : - J&K, UT, India, Economy, Development etc.

1. INTRODUCTION

Baramulla district is one of the 20 districts of the Indian Union Territory of Jammu and Kashmir. Baramulla city is the administrative headquarters of the district. The district is situated at 34.1980 ° N longitude and 74.3636 ° E latitude, spread over an area of 4190 sq km, comprising 524 villages (census villages). The city is located on both sides of the Jehlum River, about 55 km from the capital of Srinagar [1].

Baramulla district comprises sixteen tehsils: Pattan, Uri, Kreeri, Boniyar, Tangmarg, Sopore, Watergam Rafiabab, Rohama, Dangiwachha, Bomai, Dangerpora, Khoie(Panzipora), Wagoora, Kunzer, Kwarhama and Baramulla [14].

This district consists of 26 blocks: Uri, Rohama, Rafiabab, Zaingeer, Sopore, Boniyar, Baramulla, Tangmarg, Singhpura, Pattan, Wagoora, Kunzer, Parapillan, Bijhama, Norkhah, Narwav, Nadihal, Kandi Rafiabab, Hardchanum, Tujjar Sharief, Sangrama, Sherabad Khore, Lalpora, Wailoo, Khaipora and Chandil Wanigam.. Pattan tehsil is the largest tehsil of the district Baramulla and was later split to form a separate Kreeri tehsil [14].

Pattan Town is situated in the centre of the district between Srinagar and Baramulla cities and is surrounded by villages like Palhalan, Nihalpora Hanjiwera Zangam, Sherpora, Sonium and Yall.[8] Each block consists of a number of panchayats [14].

According to the 2011 census Baramulla district has a population of 1,008,039 [2] [3] which is roughly equivalent to the Cyprus nation [6] or the US state of Montana. [13] It gives a ranking of 443rd (out of a total of 640) in India. [11] Of the total population, 542,171 (53.4%) were males and 473,332 (46.6%) were females, with a sex ratio of 873 females for every 1,000 males, [11] a decrease of 905 in the 2001 census and a national average. very less. In 940. The sex ratio was less than 866 for children between 0 and 6 years of age.

The district has a population density of 305 inhabitants per square kilometer (790 / sq mi). [3] Its population growth rate in the decade 2001–2011 was 20.34%. [11] Baramulla has a literacy rate of 66.93%. [3] Male literacy is 77.35% and female literacy is 55.01%. The total literacy in Baramulla district was 571,348, with the number of males and females being 352,289 and 219,559 respectively. Baramulla city is the largest city in the district and the fourth most populous city in the state with a population of 167,986 as per the 2011 census. The most widely spoken language is Kashmiri (82% of the population according to the 2011 census), but it also has speakers from Pahari (9.9%), Gujri (3.4%), and Punjabi. [4] [5] Baramulla district is the largest producer of horticultural products in the state. World class apples are grown here [7]. Tourism is a major tool of economic growth across the world and recently it proved its potential by emerging as the fastest growing industry in the world and contributing around 9% of the gross domestic product (GDP) globally. . For this, we study the impact of tourism on the growth of economy in the state of Jammu and Kashmir by studying the parameters of development of the economy such as employment generation, infrastructure development and State Gross Domestic Product (SGDP). About 60% of the population of Jammu and Kashmir is estimated to be directly or indirectly associated with tourism activities. Tourism contributes about 15% to the state gross domestic product (SGDP) [9]. Its importance in the tourism industry and the economy of Jammu and Kashmir has been known worldwide for decades and the role it plays in the development of the economy has become an area of interest from a policy point of view. Tourism industry is a major industry of the state, its economic impact in the state is not lagging behind in taking concrete steps [9]. Civilians are killed every year on a daily basis, there are countless cases of atrocities, deaths in custody, rapes between the age group of 7- 70 years including innocent children, mothers aged and beyond that age group Women not involved are being spared, disappearing and extraordinary executions lead the Valley of Kashmir "Heaven on Earth" from Heaven to Hell [9]. Tourism is the activity of traveling to a place for pleasure. Tourism makes a major contribution to local economies by creating employment opportunities and sustainable development. The Mughal emperor Jhangir said that if there is heaven on earth, then he is here. J&K is also known as "heaven on earth". Jammu and Kashmir is known for its natural beauty, natural waterfalls, apple valleys, deep valleys, poplar trees, pine trees, poplar, amazing panoramas, pollution free air, snow covered mountains, attractive gardens, attractive lakes etc.

2. TOURISM

2.1 Gulmarg

Gulmarg village (literally field flower) is a hill station in Baramulla district and has ski slopes at 2,730 meters (8,957 ft). It has a cable car to reach the start of the skiing slope. Gulmarg can be reached 50 km (31 mi) east of Srinagar. Some of the other tourist attractions in the Baramulla district are: the Tangram between Srinagar and Gulmarg, the freshwater lake Wular Lake 37 km (37 mi) from Srinagar; Manasbal Lake (32 km from Srinagar), a bird watching the heavens; Manimarg; Vijimarg and Mahalishmarg [7,8].

2.2 Eco park

Echo Park is located on the island in the middle of the Jhelum River on the road from Khadniyar, Baramulla, Baramulla city to Uri. It is approached by a wooden bridge. It has recently been developed by [when?] The Jammu and Kashmir Tourism Development Corporation, with a mix of modern sub-structure and natural overproduction. [Original research?] It has a garden with mountains in the background, the Jhelum River flowing along the island and the wooden huts. [Citation needed] A cable car project and expansion of the existing Eco Park are planned. [7,8]

3. RURAL TOURISM IN JAMMU AND KASHMIR

Jammu and Kashmir is an important tourist destination of India and has long been a center of attraction for tourists. The tourism industry in the state plays an important role in the development of the regions of Jammu, Kashmir and Ladakh. The Valley of Kashmir remains an internationally acclaimed tourist destination due to its rich natural and cultural diversity and pleasant climate, while Jammu region- the land of temples is attracting large number of pilgrims and important destination in the region Shri. Mata Vaishno Devi Shrine. Ladakh is famous for its Buddhist monasteries, lakes, unique culture and is preferred by adventure-loving tourists because of its unique geographical features. In addition, the state is known for horticulture both in India and abroad. Tourism is one of the major industries in the state. It has played an important role in developing the economy, especially in the region of Kashmir Valley and Ladakh. The industry has generated employment to a large number of people, especially the younger generation and has produced economic activities in the primary, secondary and tertiary sectors in the state, which is the reason for this industry's dependence to a large extent. Jammu and Kashmir is primarily a rural economy, where most people live in rural environments. Every village in Jammu and Kashmir has a unique set of

cultural ethos and people living there who are very hospitable and open hearted. On the recommendations of the Union Ministry of Tourism, the tourism department of the state has taken the initiative in the form of 24 rural tourism projects in the state.

4. REVIEW OF LITERATURE

Jimenez et al., 2010; Gupta and Raina, 2010; Balguer et al., 2002; Connelly, 2011; Vachois, 2000; Khatik and Nag, 2012 are the major studies which say that tourism has a significant contribution in the economic growth and development of different countries.

Tang et al., 2009; Li & Chang, 2007; Wang et al., 2012 are well-known studies that examine the relationship between tourism and economic development.

Gupta and Raina (2010) assessed the economic impact of tourism in the Katra region of Jammu and Kashmir.

Sammy et al., 2011 found a bi-directional relationship between tourism and economic development in developing economies.

Sharma (2013) investigated the development of the tourism industry in India using the RRA (Rapid Rural Appraisal) method.

5. OBJECTIVE

1. To Effectiveness of Tourism Development on the Economy in Baramulla District in the Union Territory of J&K and
2. To study the economic impact of tourism in the economic development of J&K.

6. METHODOLOGY

The present study has used secondary data. The data collected has been various Govt. organizations like Ministry of Tourism-GOI, Annual economic Survey of Jammu and Kashmir, Directorate of Tourism (Jammu/Kashmir).

7. RESULT ANALYSIS AND DISCUSSION

Employment generation [15]

Undoubtedly, the employment generated by tourism can be classified into three categories. The first is direct employment where goods and services are sold directly e.g. Shops, restaurants, hotels etc. are the second indirect employment in which goods and services are supplied for tourism business and third is employment related investment in construction and other industries which are related to capital goods.[15]

The influx of tourists has a direct impact on the economy of Baramulla district, especially as the population of Gulmarg district, the population of the region depends mostly on tourism related activities such as tour guides, sled Wallace, Ponni Wallas, Porter etc. The influx of tourists has increased employment opportunities in Baramulla region of Gulmarg. Tourists visiting Gulmarg need services that are offered by those who are mostly working from the surrounding areas of District Baramulla, who get employment opportunities with the influx of tourists. Barsimulla has a huge tourism potential, which should be good. Concentration to promote other destinations in District Baramulla. The younger generation of Baramulla will enter the tourist spots.[15]

Infrastructure development [15]

Without doubt, infrastructure will boost tourism-related activities. Poorly developed infrastructure is the main reason behind the underdevelopment of the tourism industry in District Baramulla. Infrastructure development includes better sanitation conditions, roads, water supply and housing. A destination in Baramulla district has good accommodation facilities, in terms of total, the number of 846 hotels in Gulmarg is 10 with 842 rooms and 216 beds. Which generate huge employment and economy in Baramulla district. But, unfortunately it was found that the infrastructure of other tourist destinations of Baramulla is not well developed in terms of accommodation. . It was found that a major housing problem arises so that the flow of tourists remains only in Gulmarg destination. The study has proved that the effectiveness of development will increase with greater economy as well as employment in Baramulla UT, District of Jammu. Kashmir.[15]

Regional Development [15]

Tourism acts as a catalyst in the development of far-flung and backward areas. It has been found that most of the scenic and beautiful tourist places are located in backward areas which have a positive contribution in the development of these areas through the development of local industries. The same is the case of Gulmarg which is situated in the far flung area, but it has made a major contribution to the development of the region along with its surroundings.[15]

7.1 Industrial Development & Economic Growth in Jammu & Kashmir

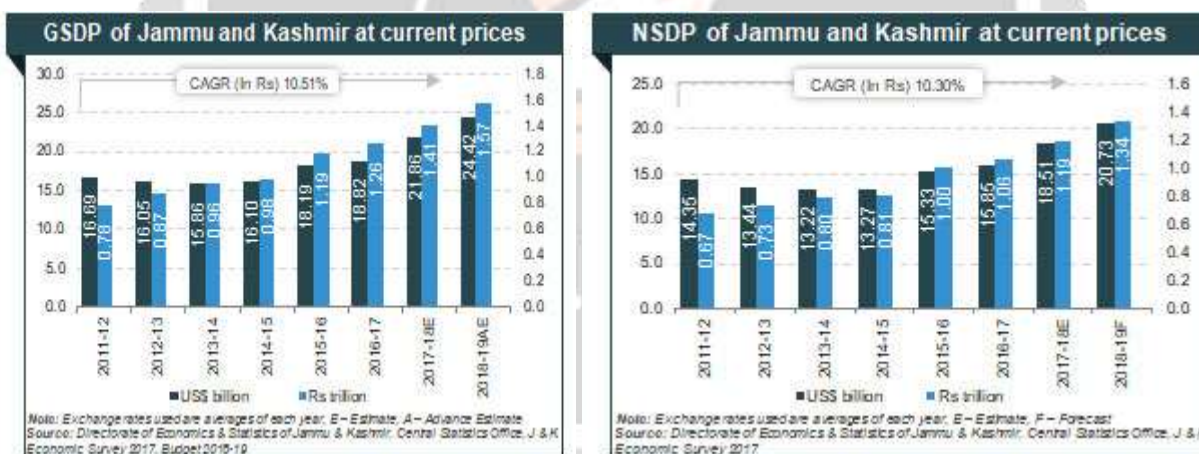
Jammu and Kashmir (J&K) is a Union Territory (UT) of India, located in the northern part of the country and a global tourist destination. In addition to traditional recreational tourism, there exists a vast scope for adventure, pilgrimage, spiritual and health tourism.

The economy is predominantly services-based and agriculture-oriented. GSDP of J&K grew at a CAGR of 10.30 percent during 2011-12 to 2018-19. GSDP is expected to grow by 11.71 percent (in rupees) to 1.17 trillion (US \$ 16.74 billion) by 2018-19. UT's NSDP increased CAGR (in Rs) by 10.02 percent from 2011-12 to 2017-18. J & K's NSDP is expected to reach 1.34 trillion (US \$ 20.73 billion) in 2018-19 [10].

A large natural resource base has enabled J&K to develop land for cultivation of major fruits. With various agro-climatic conditions, the scope of horticulture is quite high in Jammu and Kashmir. Food processing and agro-based industries (except traditional grinding and extraction units) thrive in UT. Jammu and Kashmir has an ideal climate for floriculture and a large assortment of flora and fauna. J&K has Asia's largest tulip garden [10].

Jammu and Kashmir's handicrafts are world famous and the traditional handicrafts industry has emerged as a major industry. Due to its large employment base and export potential, the industry enjoys the government's priority. UT is also famous for its small scale and cottage industries such as carpet weaving, silk, shawls, baskets, pottery, copper and silverware, papier-mache and walnut wood. The cottage handicrafts industry provides direct and gainful employment to around 340,000 artisans.

Total exports of Jammu and Kashmir stood at US \$ 196.43 million during 2018-19. During 2019-20 (until December 2019), exports from UT stood at US \$ 146.57 million [10].



Source: <https://www.ibef.org/states/jammu-and-kashmir-presentation>

7.2. Economic Survey 2019-2020

In the reference 11 to services sector has emerged as the largest contributor to the state gross development product (SGDP) of mostly tourism Jammu and Kashmir. Jammu and Kashmir is one of the 10 states and union territories where service sector contributes more than 58 per cent to SGDP. According to the Economic Survey 2019-20 released by the Union Government, Jammu and Kashmir ranks eighth with its service sector, contributing 58.3 percent to the state's gross state value added (GSVA). GSVA measures the value of goods and services produced in a region, industry or sector of an economy. According to the survey, the newly established Union Territory has recorded an average growth of 5.5 percent in the last five years in the services sector. Chandigarh ranks first in its service sector, contributing 86.7 percent to the GSVA. This is followed by Delhi (84.1 percent), Andaman and Nicobar Islands (68.1 percent), Karnataka (65.4 percent), Manipur (65.1 percent), Telangana (64.7 percent), Kerala

(62.7 percent) and Bihar (62.1 percent). Percent). J&K has overtaken Meghalaya, Maharashtra, West Bengal and 21 other states where the service sector contributes between 57 and 40 per cent to the state's GSVA. According to a preliminary loss assessment report by the Kashmir Chamber of Commerce and Industries, the services sector, including tourism, suffered the biggest cumulative hit with a loss of Rs 9191 crore in the first 120 days after repealing Article 370 on 5 August [11]. The sector also saw a loss of 1, 40,500 in job losses, the report added. A report by the non-profit organization CARE India has revealed that economic output in the industrial and agricultural sectors is 28 percent and 16 percent respectively. The report also noted that the manufacturing sector has a lower share in economic output, contributing about 10 percent to the local economy, lower than the national average of 18 percent. The report also said that the factories in Jammu and Kashmir constitute only 0.4 percent of the total units of the country, according to the annual survey. It also pointed out that the region has an indifferent track record in terms of filing and implementing Industrial Entrepreneur Memorandum (IEM) intentions [11].

Table 1.1: Generation of Employment on Implementation of Tourism Development Plan 2002-2020

Year	Additional Tourist Inflow (In lakhs)	Direct Employment (in lakhs)	In-Direct Employment (in lakhs)	Total employment col.
2002	62.83	1.57075	7.85375	9.4245
2003	67.43	1.68575	8.42875	10.1145
2004	72.36	1.809	9.045	10.854
2005	77.66	1.9415	9.7075	11.649
2006	83.36	2.084	10.42	12.504
2007	89.48	2.237	11.185	13.422
2008	96.06	2.4015	12.0075	14.409
2009	103.13	2.57825	12.89125	15.4695
2010	110.73	2.76825	13.84125	16.6095
2011	118.91	2.97275	14.86375	17.8365
2012	127.7	3.1925	15.9625	19.155
2013	137.16	3.429	17.145	20.574
2014	147.34	3.6835	18.4175	22.101
2015	158.29	3.95725	19.78625	23.7435
2016	170.09	4.25225	21.26125	25.5135
2017	182.78	4.5695	22.8475	27.417
2018	196.46	4.9115	24.5575	29.469
2019	211.2	5.28	26.4	31.68
2020	227.08	5.677	28.385	34.062

Source: Santek Consultants Pvt. Ltd. New Delhi.

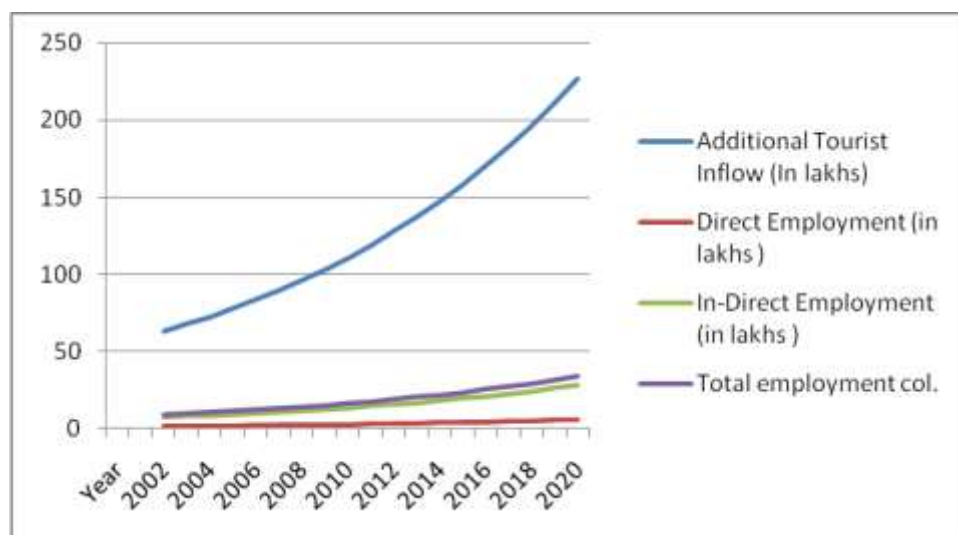


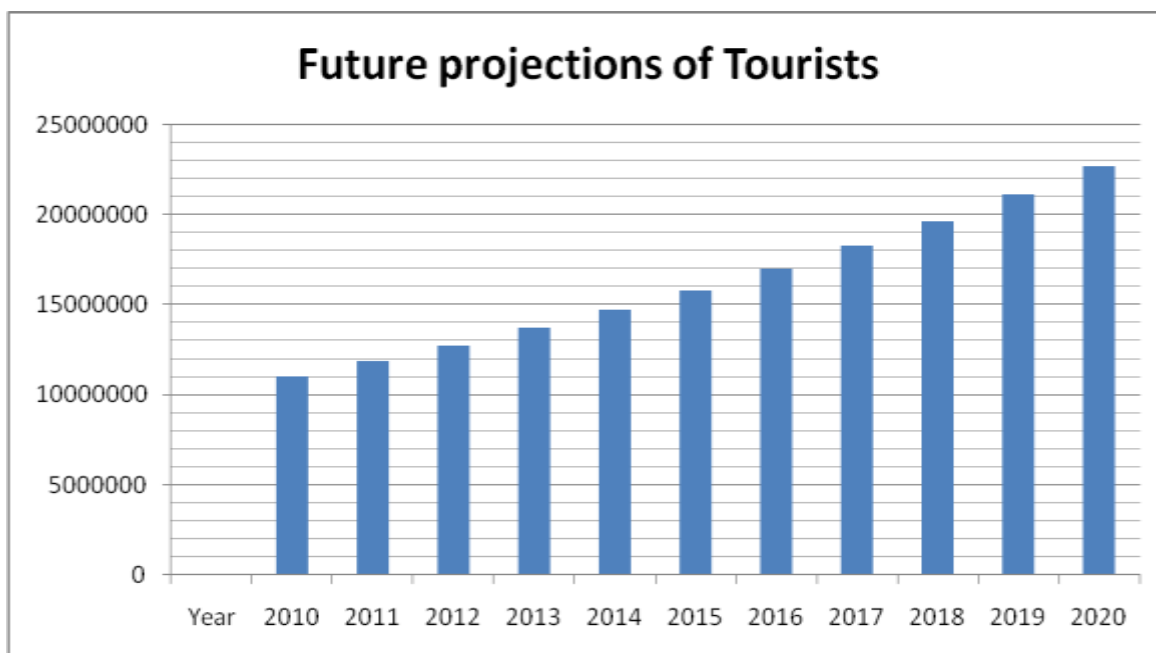
Figure 1.1: Impact of Tourist Inflow on Employment from 2002-2020 (Source: Santek Consultants Pvt. Ltd. New Delhi.)

Santec Consultants Private Limited, Delhi, [13] in its report "Planned a 20-Year Perspective for Sustainable Development of Tourism in the State of Jammu and Kashmir, Which Influences Tourists on Jammu & Kashmir's Employment Generation from 2002 to 2020" Table 1.1 and figure 1.1. The upward tilt subtraction in 1.1 indicates that there is a positive effect of tourist inflow on employment, i.e. with the increase in tourist inflow, total employment (direct and indirect) also increases. This means that if the current trend continues, the total tourist employment will reach 34.06 lakh by 2020 with a tourist inflow of 227.08 lakh. However, it is important to note here that in order to meet the needs of such tourist flows, there is a need to further the development process in a coordinated manner [12].

Table 1.2: Future projections of Tourists from 2010-2020

Year	Total
2010	11073650
2011	11891251
2012	12770613
2013	13716589
2014	14734445
2015	15829895
2016	17009148
2017	18278954
2018	19646661
2019	21120269
2020	22708506

Source: Santek Consultants PVT. LTD. New Delhi



In peak season it becomes very difficult to accommodate all the tourists and sometimes there is a failure of tourists to adjust themselves in Baramulla of Gulmarg. Increasing the infrastructure in terms of accommodation is the need of the hour so that the flow of tourists can be adjusted well [15].

Table 1.3: Tourism Infrastructure in Gulmarg in terms of accommodation [15]

Hotels	Number	Rooms	Beds
A category	20	620	1230
B category	25	310	618
C category	10	45	90
JKTDC Huts	24	7	95
Guest Houses	18	80	160
Total	97	1062	2193

The above table shows the number of hotels, rooms in these hotels and the total bed capacity registered with the tourism office Gulmarg. There are a total of 97 hotels in Gulmarg with 1062 rooms and 2193 beds available. This study found that the infrastructure in terms of accommodation is not sufficient to accommodate all tourists traveling to Baramulla of Gulmarg. Therefore, there is a need for time to enhance the infrastructure in terms of housing in Baramulla of Gulmarg. The government is taking all possible steps to improve the infrastructure of tourist destinations. Although much has been achieved, much more needs to be done [15].

8. CONCLUSIONS

Due to the growth of tourism industry in Jammu and Kashmir, economic parameters like employment, income, infrastructure and competition will improve, leading to the entry of new products in the market and thus providing better services and greater satisfaction to the people of the state. This will be possible only when the situation in the state remains normal and organizations are primarily responsible for the development of tourism, such as the Jammu and Kashmir Tourism Development Corporation (JKTDC) and the Directorate of Tourism (Jammu / Kashmir) capable of beautification and maintenance of the existing ones. Attractive tourist destinations, better infrastructure and better facilities for visitors as good infrastructure, better sanitary conditions, good recreational means and proper security measures Provide AN, which is currently lacking. Tourism is the leading industry in Jammu and Kashmir and has immense potential for employment and state revenue. Revenue generation is expected to increase manifold, provided the situation remains normal and the influx of tourists increases in the desired manner.

In this paper we are found that tourism is playing a positive role in the economic development of Baramulla of Gulmarg as tourism is the leading industry in Baramulla of Gulmarg and has great potential for employment and regional development. Tourism development has contributed positively to the development of this underdeveloped region. Since Gulmarg is very rich in natural beauty and other eco tourism attractions. The development of tourism is now accepted everywhere in the world as one of the major means of developing the country's economy. This is especially true in the case of Baramulla of Gulmarg in Jammu and Kashmir, where the industrial area is zero.

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