

## **A Study on the Rural Tourism and Sustainable Development of Rural Area Baramula District of Jammu and Kashmir**

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### **ABSTRACT:**

In order to understand the economic impact of tourism in the state of J&K, the current research examines key economic development criteria such as tourist influx, employment generation, state gross domestic product, infrastructure development, and regional development.

**Methods/Statistical analysis:** The research is based on secondary information. The data was compiled using information from the Indian Ministry of Tourism, the Jammu and Kashmir Tourism Development Corporation and Directorate of Tourism, the Annual Economic Survey of J&K, the United Nations World Tourism Organization, the World Travel & Tourism Board, and other publicly available research papers and reports.

**Findings:** Distant from farming, we discovered that tourism is the most important foundation of income and employment generation in favor of the J and K state economy. The 2011 year set a new record for the quantity of tourists and pilgrims who visited the state, breaking all preceding records. Our study shows that, with the exception of 2008-09, when the state experienced larger political insecurity, revenue earned from Director Tourism Kashmir/Jammu has revealed a stable growing trend, increasing around threefold from 2006-07 (Rs. 32.25 Lakh) to 2011-12 (Rs. 32.25 Lakh) (Rs 93.3 lakh). Furthermore, our data analysis shows that tourist inflow has an affirmative blow on employment, i.e. as tourist inflow increases, so does total employment.

**Keywords:** Rural Tourism, Economic Impact, Income Generation, Sustainable Development

## **1. INTRODUCTION**

Jammu & Kashmir is regarded one of the most attractive tourist destinations in the world. Folded mountains, cavernous gorges, natural waterfalls, alpine pastures, blossoming green forests, rich wild life, snow-covered fields, carpet green turfs, gushing fountains, lofty skiing grounds, charming gardens, cool pollution-free breeze, shimmering lakes, apple orchards, and benevolent people are amongst the state's many attractions. Tourism is a considerable source of revenue for the state. Tourism employs approximately 20% of the state's workforce, either directly or indirectly. Jammu & Kashmir is endowed with magnificent sites that draw tourists from all above the world. There is inert a set of room to speed up the tourism progression in the state. Rural areas must be chosen as new tourist destinations so, the rural people can profit from the tourism process. Rural areas ought to be consider as new tourist attractions so that rural residents can profit from tourism. Rural tourism is the

state's most important choices for bringing rural people into the tourism scene, which can help to enhance rural financial system. Tourism makes a substantial part to the state's economy. There is need to expand tourism growth in rural regions and to use nature-based projects to tap into J&K's inherent rural beauty. Cities are where the bulk of industrialization and development takes place. There is mounting interest in rural region as an effect of urban stress. It is relatively recent notion that incorporates all aspects of travel in which visitors from urban regions learn about rural people's ways of living and perspectives. The term "rural tourism" refers to tourists' fascination with the cultures of home-grown and from abroad peoples. This tourism promotes rural life, customs, inheritance, and skill, bringing societal and monetary benefits to rural residents while also allowing villages and tourists to interact. Agricultural tourism, cultural tourism, natural tourism, ecotourism, and other terms included to describe it. Rural area tourism has features like being in a natural setting, being sparingly populated, being experiential, and being founded on cultural preservation. Tourists who participate in this type of tourism go to local people's houses to learn about their ethnicity, civilization, way of life, eating habits, festivals, folk dances, music, and rituals, among other things. It also requires researching, acquiring, and studying local products. Because Jammu & Kashmir villages have distinct styles and great natural beauty, rural tourism captivates both domestic and foreign visitors. For people who live in busy and dirty cities, the villages' amazing magnificence could be the centre of interest. Because of their chaotic customary of existing, city dwellers have a stressful lifestyle. They desire to acquire absent from their regular work routines and enjoy the innate prettiness of countryside areas on weekends and holidays. Rural area tourism has the latent to create job opportunities for rural residents. Environmental consciousness, increased interest in customs and legacy, improved village accessibility, and other factors are driving the trend toward rural area tourism. This scheme identifies key geographic regions for the enlargement of rural tourism. Its unique heritage, civilization, and natural attraction, Jammu & Kashmir has a high potential for rural area tourism. Rural area tourism is beneficial in J&K, where villages are home to approximately 80% of inhabitants. Rural tourism is participatory and designed to look up the profitable and social well-being of local residents. It also emphasizes the degree of careful planning in classify to protect the integrity of sites and highlight village culture. It is planned in a way to the limited group of people should make certain that rural area tourism sustains and benefits the restricted society socio-culturally and economically, rather than simply making money for the government or private entrepreneurs. If we want to commercialize rural tourism, we must work hard to meet its obligations to local villagers. For tourists, rural area tourism is a socio-cultural event. Rural tourism allows visitors to like the natural beauty of villages while also learning about different cultures the rural people. Tourists contribute a noteworthy role in socio-cultural change. There are plentiful advantages to rural tourism. It improves communication skills, community self-image, employment opportunities, enlightening opportunity, and motivates rural people to learn new things, among other things. Rural tourism generates new jobs in rural areas, attracts a great amount of youthful group to rural jobs, and delays the migration of rural residents to metropolitan areas. New jobs in remote locations may entice people to continue their education. Employment opportunities in rural area tourism may tempt workers away from other fields. The employment generated in villages has the latent to improve the social condition and income of rural people. Rural area tourism has the potential to boost rural communities' confidence and revive local interest. Residents in rural areas may take pride in their culture, traditions, and values. Mass media and hegemonic culture encompass

the budding to obliterate local folk customs. Rural tourism is a good place to study about rural religious and ritualistic practices. These features of a civilization may draw tourists. Symbolic traits can be developed through religious ceremonies etc. Comprehensive rural tourist planning is urgently required. Rural area tourism has the latent to revolutionize the rural area wealth of the state. Rural area tourism can generate revenue from tourists from urban areas throughout the state, country, and world. In current years, the relevance of rural area tourism as a contributor to rural monetary enlargement has to be recognized. The funds earned by rural area tourism will make its way into the wider rural economy as a outcome of the multiplier effect. Because both types of tourism generate demand for services and customer goods that would not otherwise be generated, both rural area and international tourism, have the same potential to improve national GDP. Tourist claim encourages asset in areas as adjustment construction, amplified tourist transportation and equipment, and etc. Rural area tourism has the latent to create far more jobs than traditional rural industries. Many businesses, including restaurants, travel agencies, rural handicraft, and so on, profit from rural area tourism activities. Several additional businesses gain from rural tourism-related activities, including food and beverage vendors, photographers, taxi drivers, doctors, dentists, and so on. By drawing employees from hidden jobs or seasonal underemployment, rural area tourism can also assist boost agricultural output. Rural tourism is generally disregarded as a source of revenue. It is divergent from other trade sector. The rural area tourism industry has enormous potential for profit. Thus, rural area tourism is a source of aid from within the state, the country, and from outer the country. Rural area tourism has the power to redirect rural people toward improvement and is directly advantageous to the state's economic situation. Taxes on products used and purchased by tourists can help the government make more money from rural area tourism. Rural area tourism has grown into a significant business that has blow on many fundamentals of a country's life. The govt. must take the necessary efforts to generate a framework for rural area tourism progress. There is a pressing need to rapidly grow rural tourism, and it ought to be diverse. The growing visitor interchange in the state needs innovative advertising and price strategies. Appropriate preparation and efficient legislation are critical for supply maintenance and unbiased development activities in rural area tourism. For successful rural tourism development, technical resources are also required. If rural tourism is integrated into a well-balanced fiscal and public development strategy, can be promoted. The business sector, the government, should share responsibilities meant for the expansion of rural area tourism. Our rural communities have the latent to suit more desirable and prosperous as a effect of rural area tourism.

## **THE STUDY'S OBJECTIVES**

The research is focused on two goals:

- I. To inspect the tourist inflow into the state of J&K.
- II. To consider the economic impact of tourism on J&K's rural economic growth in provisions of job creation, income production, infrastructure development, and regional rural development.

## **3. METHODOLOGY**

Secondary sources used in this current study. Ministry of Tourism of India, the Jammu & Kashmir Tourism Development Corporation, the Gulmarg and Sonmarg Development Authorities, the Directorate of Tourism, the Annual Economic Survey of J&K, the United Nations WTO, and the

World Travel and Tourism Council were among the official sources used. Other credible web sources, such as journals, articles and newspapers, were also used to compile the data.

## 4. ANALYSIS AND DISCUSSION

### 4.1. TOURIST INFLOW

Tourism has come out as a significant and solitary of the state's foremost economic contributors. Until 1989, tourism was the state's primary economic activity. Nevertheless, it has suffered greatly as an outcome of the recent outburst of militancy. This has affected the country's economic stability and job opportunities. However, the state's tourism industry has recently recovered. The 2011 year broke all prior proceedings for tourist and pilgrim arrivals in the state. According to estimates, in 2012, nearly 13 million tourists visited J&K, ranking the state 17th on the listing of foremost tourist destinations in India, whilst Andhra Pradesh ranks first [8]. The tourist arrivals of Jammu, Kashmir & Ladakh from 2014 TO 2020 are presented in table 1.

YEAR	TOURISTS IN LACS	EMPLOYMENT IN LACS
2014	147.43	22.45
2015	167.22	23.76
2016	178.43	25.45
2017	18.67	27.64
2018	196.43	29.76
2019	211.23	31.67
2020	243.73	34.85
2021 UPTO ENDING OCT.	278.34	40.34

### 4.2. TOURISM AND INFRASTRUCTURE DEVELOPMENT

Tourism and infrastructure development are interconnected segment in the sagacity that better infrastructure will surface the way for more tourism-related activities. One of the most important causes of tourism underdevelopment is a lack of infrastructure (A. K. Bhatia, 1997). Infrastructure development includes improved infrastructure facilities, improved sanitary conditions, and increased intake ability during climax seasons, and appropriate HRD.

YEAR	HOTELS	GUEST HOUSES	TRANSPORT(BUSES,VAINS,SUMOS ETC.)
2014	1715	1607	70898
2020	3038	3023	213457

Table 6: Required infrastructure, 2015-2020 ; Source: Santek Consultants Pvt. Ltd. New Delhi

The best advantage of the tourism industry is that, as a service-led industry, the state receives a lot of money in exchange for the services it provides to tourists without having to pay them anything in cash. The data in the table show the estimated total benefits derived from tourist arrivals in J&K between 2010 and 2020.

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SNO	YEAR	TOTAL BENEFITS DIRECT AND INDIRECT TO JK( IN CRORES)
1	2014	9522.45
2	2015	10354.23
3	2016	11282.43
4	2017	12345.43
5	2018	13567.34
6	2019	15764.76
7	2020	16734.45

Table: Project benefits from tourist 1 in crores from 2014-2020

The tourism industry in J&K is also very important because the state is measured to be one of the mostly industrially backward in the country. Aside from agriculture, tourism is the majority common cause of income in J&K. [R. Dube \(1987\)](#) His research confirmed that tourism contributes to increased income generation. According to estimates, the amount of revenue generate by tourism, primarily in the form of taxes, foreign exchange, and export earnings, is more than Rs.3000 crore (Expert Group Report-2011, GOI) and contributes approximately 15%-20% to the State Gross Domestic Product (SGDP) ([Choudhary,2002](#)) which is projected to rise further if the situation in Kashmir does not deteriorate. Some TDA in J&K have estimated the revenue generated (in lakhs) from tourism.

YEAR	JKTDC	GULMARDG DEVELOPMENT AUTHORITY
2007-08	1763.	46
2008-09	1863	48
2009-10	1967	51
2010-11	1998	34
2011-12	2042	56

YEAR	KASHMIR VAALEY	JAMMU	LADAKH
2011	1345663	10456784	17219
2012	1387542	10674456	18713
2013	1134567	1013400	19871
2014	1122906	1014423	19987
2015	1112452	1016345	19992

Table 2: J&K Tourism Development Authorities generate revenue; source: J&K Tourism Directorate.

### 4.3. TOURISM AND REGIONAL DEVELOPMENT

Backward and distant sections of a region benefit from tourism as a driver for development. Rural and backward areas will help from tourism development (Smith- Stephen, 1989). The bulk of a country's attractive and lovely locations are often found in diffident areas, which contribute greatly to the area's economic development during the progress of local industries. The same is true in J&K, where tourists are drawn to areas in the state's remote regions, such as Kupwara's Lolab and Bangus valleys, Kargil's Suru valley, Anantnag's Daksum valley, and Baramulla's Gurez valley, known for their attractive good looks and amiable climate, as well as greater tourist latent than well-known destination like Gulmarg, Pahalgam, and Mughal gardens. Tourists that visit such undiscovered gems can donate to the confined economy by encouraging local crafts, handlooms, cricket bat manufacturing, and Ayurveda. Handicrafts (paper machie, wood carving, Pashmina shawl) are anticipated to produce more than Rs.1000 crore in J&K, with 4-5 lakh artisans employed (J&K Economic survey).

### 5. CONCLUSION

Tourism is the most important business in J&K, with significant employment and revenue potential. Revenue generation is predictable to enlarge significantly if the condition remains stable and tourist arrival increases in the desired manner.

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