

Estimating the Impact of Infrastructure Development on Tourism Development: A Study of Jammu and Kashmir State

Muzffar Hussain Dar *

Research scholar Depart of Economics AMU
Email:muzffareco19@gmail.com

Faizan Shabir**

Research scholar Depart of Economics AMU
Email:faizanshabir044@gmail.com

Parvaiz Ahmad Parray***

Research Scholar CT University Punjab
Email:parrayparvaiz999@gmail.com

Bharti Manhas****

Research Scholar University of Jammu
Email:bhartimanhas22gmail.com

Abstract

Tourism has passed food and vehicle products to become the world's third-largest export industry, after energy and chemicals. International tourism has exploded in popularity during the previous few years, accounting for 7% of global exports in 2016. Jammu and Kashmir state tourism generated Rupees 4362.68 lakhs in revenue for the state in 2010-11, according to the Jammu and Kashmir Economic Survey. For this purpose, the study examines the impact of infrastructure development on tourism development in Jammu and Kashmir State by using time series data from 2000 to 2019. It turns out that the results of a multivariate regression model show that the growth of tourism in the state is mostly driven by the construction of new infrastructure in the state. The economic benefits from state tourism. The graph between tourist inflows and employment shows that there is an increasing trend in employment in the state of Jammu and Kashmir. Further, the study supports that the tourism inflow shares a huge amount of revenue with the state, and tourism development also reduces regional inequalities due to the presence of strong spread effects. However, when the right infrastructure, policies, security, and awareness are provided for the state's tourism, these economic benefits are possible, but only if these things happen.

Keywords:Export industry, global export, infrastructure development, Jammu and Kashmir, employment, and security.

Introduction

Tourism is the fastest expanding industry on the globe. Not only industrialized countries but also developing countries have identified tourism as a key source of revenue or income contribution. Tourism has been defined in different ways. According to the United Nations World Tourism Organization (UNWTO), tourism is "an activity in which individuals travel to and stay in locations outside their usual environment for no more than one year consecutively for leisure, business, or other purposes unrelated to the exercise of an activity remunerated from within the place visited" (UNWTO, 2002). Mathieson and Wall proposed another definition of tourism. Tourism, they define, is "the temporary migration of people to locations other than their usual places of work and housing, the activities they engage in while there, and the facilities provided to meet their demands". Despite the current global economic uncertainty, demand for tourism continues to increase at a steady pace in many regions of the world (UNWTO, 2015; WTTC, 2012). Tourism, according to the UNWTO (2011), has few equals.

(i) Tourism employed 204 million people worldwide in 2009, or one out of every nine workers, accounting for 10.6 percent of the global workforce.

(ii) Tourism is the largest source of tax revenue, accounting for USD 655 billion, accounts for 11.9% of total consumer spending, 10.7% of total capital investment, and 6.9% of total government spending. "Broadening the Mind." A WTT (World Travel and Tourism) study was published in *The Economist* last year (2010).

In any country that hosts or receives international tourists, tourism is an "export-led growth industry." International tourism is the world's largest export industry and a significant source of income for several countries. However, this is not true for India, where travel and tourism account for the third-largest source of foreign cash. Between January and November 2018, travel and tourism were India's third greatest earners of foreign currency. According to the United Nations World Tourism Organization, FEEs from tourism increased 6.40 percent year on year to the US \$25.84 billion between January and November 2018, and India was ranked seventh among 184 nations in terms of GDP contribution (8.8 percent) (2017). Besides farming, tourism is India's biggest service business. In 2017, tourism had 8.78 percent of all jobs in the country, which is more than any other business.

Jammu and Kashmir is a hilly northern state that is classified as the country's most economically backward region. Because the scope for large-scale industrialization is limited and agricultural development opportunities are scarce, tourism can play a significant role in the state's economic development. This is because the state's natural beauty and picturesque locations have made it a popular tourist destination for tourists from all over the world. While Jammu is well-known for its temples, the Kashmir Valley is well-known for its lakes and gardens. For several decades (Mir, 2014), tourism has been a significant source of economic development for the state of Jammu and Kashmir. Tourism contributes approximately 15% to the state's gross domestic product, making it the second-largest source of SGDP after

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agriculture. Additionally, as a labor-intensive service industry, tourism has enormous potential to create jobs with minimal investment, which may be an added benefit to labor surplus economies worldwide (Mukhtar, 2013). For every million rupees invested, 13 manufacturing jobs are created, 45 agricultural jobs are created, and 89 hotel and restaurant jobs are produced. As a result, tourism is viewed as a critical sector for growth. Thus, almost 50%–60% of the total population of Jammu and Kashmir is believed to be involved in tourism-related activities directly or indirectly.

These contributions and possibilities are only available when people travel from their homes to tourist destinations, and as a result, the relationship between infrastructure and tourism development is a critical topic of tourism study. Appropriate and efficient infrastructure is critical for the development of any destination. Several countries have recognized the importance of infrastructure in the tourism industry development, and their governments have coordinated their activities with the tourism industry by providing tourism-specific infrastructure. Infrastructure is critical to the success of any tourist location. The tourism business generates investment in new infrastructure, the majority of which benefits both residents and tourists. Tourism infrastructure is comprised of three components: physical, cultural, and environmental.

Review of Literature

The tourism and infrastructure development study's literature review evolved over time. Rasool et al. using panel ARDL cointegration test results demonstrate that, in the long run, tourism, financial development, and economic growth are all cointegrated. Additionally, the Granger causality study reveals that the causal relationship between incoming tourism and economic growth is bidirectional, hence validating the BRICS countries' "feedback hypothesis." Alan Lew and Ding Du; (2016), findings imply that investments in tourism are insufficient to spur economic growth on their own. Rather than that, tourism contributes to an economy's long-term growth through its integration into a broader development strategy that is more broadly focused on conventional income determinants. Himanshu B. Rout, (2018); their empirical findings support both the long-run tourist-led growth hypothesis and the short-run growth-led tourism hypothesis. To make tourism in India more inclusive and more sustainable, the government wants to encourage people to go there more.

Easton (1988) examined the empirical relationship between tourism and commodity commerce. From a supply standpoint, tourism services, advertising, and other services will likely compete. Alavi and Yasin (2000) examined the increase in tourist arrivals to Middle Eastern countries and proposed a method for managing tourism efforts and activities. This approach begins by cultivating a tourism-friendly environment through human resource development, enhancement of associated investments, and integration of tourism-related activities to achieve consistency and a well-coordinated overarching tourism plan. Guruhani (2007) discusses how the developing world has made a significant contribution to the economic growth of the Indian financial system, enabling India to establish a brand identity for itself and generate revenue through the tourism sector. The expansion of economic opportunities, the opening of agricultural and educational sectors, as well as the development

of unique and attractive packaging for India's brand-building efforts, have benefited the travel industry as well. Additionally, strategic planning of excursion packages, eco-tourism, and sports events that highlight India, increased patronage by a greater number of MNCs visiting our shores, and diversification of Indian open industry norms have all contributed to the growth of the Indian economy and, consequently, Indian tourism. The causes outlined above have contributed significantly to India's economic growth, and the impact of India's economic growth on tourism is increasingly being felt in specific areas. McVey and King (2000) discussed tourism trends in India through the perspective of hotel accommodation, specifically the distribution of hotels by category, ranging from "five stars" and "deluxe" to "average" hotels, the occupancy rates of hotels by state, the operational characteristics of hotels, and the development of hotel infrastructure. The study focused exclusively on the supply side of hotel accommodation and overlooked the demand side. Jaswal (2014) demonstrated how India has developed into a world-famous tourist destination due to its obsessive focus on innovation and delivering value for travelers. He examined the economic impact of tourism. Tourism's contribution to economic development is a bit of a conundrum; on the one hand, tourism contributes positively to development by generating multiplier income and employment opportunities, contributing to government revenue, and, most importantly, assisting in containing rupee depreciation against other currencies. Tourists, on the other hand, can have a megahurt culture, as well as wreak havoc on the environment and ecology, and make people warier of each other. Punithavathi et al. (2011) provided an in-depth analysis of tourist promotion and infrastructure availability in the Thanjavur district of Tamil Nadu, India. Infrastructure facilities, transportation, and communication are required to promote tourism growth and social cohesion; airports, railway connections, district and village roads, and highways are critical. Additionally, the cost of travel, accommodation, the cost of food and boarding, tourist guides and tourist information centers, sanitation and drinking water facilities, and other minor items are given.

Smith and Stephen (1989) emphasized the role of tourism as a causal agent for the improvement of a region's backward and distant sections. "Tourist development will result in beneficial improvement in rural or backward regions." As is usually noticed, backward and remote places are endowed with beautiful and picturesque destinations within a country, which contribute significantly to these areas' economic development processes through the growth of local industries (like Jammu and Kashmir State). In his study, Mir (2014) argues in his study "An Economic Evaluation of the Indian Tourism Industry" that tourism has emerged as a critical tool for India's economic growth, particularly in backward rural areas. Due to the existence of strong backward and forward links, it generates substantial job opportunities across a range of occupations, hence increasing the well-being of the masses who are directly or indirectly involved in this economically profitable activity. Due to the territory's steep geography, Lala and Bhat (2008) viewed tourism as an economic boom for the state of Jammu and Kashmir. Tourism products in Jammu and Kashmir can be categorized into a variety of categories; adventure tourism is one such category that has great growth potential. Adventure tourism has been highlighted as a fast-growing section of the tourism industry due to the increasing number of operators and tourists globally. Within

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India's Himalayan range, the Kashmir valley is a tourist hotspot, with adventure tourism at the forefront of development.

Gunn (1988) and Inskeep (1991) both cited a nation's infrastructure base as a crucial factor in a tourist sport's desirability. Transport infrastructure, which includes highways, airports, and harbour facilitations, is a significant component of this total in any country. This is an important component of the tourist package; sound infrastructure in terms of roads facilitates visitors' access to various parts of the country's tourist destinations; similarly, sound airport infrastructure ensures that tourists have a comfortable transition from the airways into the destination country's borders and vice versa. Witt and Witt (1995) and Lim (1997) discussed regression analysis in detail, including model specification, characteristics, and proxies. Among the most often utilized and found to be significant explanatory factors in the study is the domestic income of the domestic country of origin, travel costs, relative pricing, exchange rates, tourism infrastructure, and the domestic country's development level. Keyser and Hove (1997) argued that placing a premium on developing and sustaining service quality is critical when developing tourist policy. The study identified issue areas and established priorities for marketers to satisfy tourists through group discussions and oral interviews with holidaymakers. Bhatia (1997). How critical infrastructure is for tourist inflows in a given place, the author emphasizes that infrastructure deficiency is the primary reason for the tourism sector's backwardness, since deficiency produces disutility in the minds of visitors. Thus, enhancements to the tourism infrastructure encourage people to visit destinations. Improvements to infrastructure include improved transportation, improved sanitation, improved medical facilities for guests, and most crucially, elastic intake capacity during the rush season and well-maintained human resource development. Middleton and Hawkins (1998) argued that marketing perspectives on tourism services give the optimal amount of energy for establishing tourist destination sustainability. Tourism's success is defined in terms of the service performance experience it transmits to its clients in terms of relaxation, happiness, entertainment, advantage, and contentment, all of which are measured differently by each customer. It emphasizes the need to develop a thorough and ongoing understanding of visitors, their behavior, and the items and services they purchase. Crouch and Ritcaie (1999) conducted a competitive and comparative advantage analysis of the product. It claims that without airports, roads, harbors, electricity, sanitation, and portable drinking water, development, and tourism planning are impossible. Khaki and Sahaf (2011) conducted a study on the satisfaction of tourists. Tourist pleasure is critical to the tourist destination's sustainability and operation. They attempted to quantify the utility of a tourist destination by examining three broad and important features, such as tourist infrastructure, information, services, and facilities. The researchers discovered that the overall reliability of the questionnaire of tourist utility measured as a whole (0.73) coefficient indicates that visitors are satisfied with these fundamental components to some extent, but that additional improvements are required to make the state a competitive visitor destination on the global map. According to Grzinic and Saftic (2012), seven activities may be undertaken to guarantee that tourist and related infrastructure is adequate: (1) provides access to and within the destination. (2) Improve communal infrastructure. (3) To create new accommodation

capacity. (4) To improve service quality. (5) Construct the necessary infrastructure. (6) To increase existing lodging capacity, and (7) to put destination safety and cleanliness first. Because infrastructure affects how many tourists come to a place, it is important to build enough and appropriate tourism-specific infrastructure to support the growth of tourist destinations. Naude and Saayman (2004) used panel data and a regression method to undertake an unusual study in the setting of a few African countries. Apart from the usual characteristics, the researchers found many sorts of safety in terms of political, social, and personal safety, infrastructural availability, and other tourism marketing initiatives as equally essential. In terms of existing literature, which is primarily focused on the state of Jammu and Kashmir. There is no study on the impact of infrastructure provision on tourism development in Jammu and Kashmir. Furthermore, very few insufficient studies have been done to anticipate the projected economic implications of increased tourism activity in the state; these are the areas that experts have largely ignored.

Dataset and methodology of the Study

The study relies entirely on secondary data. The primary source of time series data for the period 2000-01 to 2019-20 is the Directorate of Economics and Statistics' Digest of Statistics, which is produced by the Government of Jammu and Kashmir's Planning and Development Department. This data collection is complemented by information gathered from the Centre for Economic Monitoring in India, Santek Consultants Pvt Ltd, New Delhi. The data will be gathered from these sources during the specified period (2000-01 to 2019-20). The period mentioned is taken into account due to the availability of data on various indicators and due to the state's division into UTs. The collected data is used for the identified indicators for tourism development. We have taken the number of tourist inflows in terms of lakhs as a proxy measure for tourism development. However, due to the unavailability of data on tourist inflows, the data is collected from important places, mainly from the entire Kashmir valley and from Mata Vaishno Devi Ji Temple (Jammu). The temple is the main tourist destination for tourists in the Jammu region. The required data for infrastructure development indicators are (a) the number of bank offices by population group. This measure of infrastructure is counted in numbers. This number of bank offices is identified as the "NBO". This measure of infrastructure shows the availability of banking services to tourists and local people. The greater the availability of (NOB), the easier it is for tourists to access financial services. (b) Primary health centers, which are identified as PHCs. This indicator of tourism represents the health facility to the tourists. The availability of good health facilities attracts more tourists towards the destination. (c) Telephone connections in numbers. This measure is identified as (TC). This is included as, at a global level, telecommunications services are recognized as a driving force and have a substantial impact on total economic development. (d) The proportion of surfaced roads in total roads. This indicator is measured in terms of length in kilometers and is symbolized as (PSR). This indicator reflects the distance from the origin of tourists to the tourist destination. (e) The installed capacity of power, identified as (ICP), is measured in terms of (MW's). This indicator shows the electrification around tourist destinations. The higher the tourist inflow, the higher the demand for electrification in that destination.

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The study investigated the impact of infrastructure on Jammu and Kashmir tourism. The investigation is to be conducted using the simple regression approach. Multiple regression is used to look at the impact relationship between tourist inflows and different indicators of infrastructure development.

$$TIF_t = \alpha_0 + \beta_1 NBO_t + \beta_2 PHC_t + \beta_3 PSR_t + \beta_4 ICP_t + \beta_5 TC_t + \varepsilon_t$$

Where,

(TIF) is the tourist inflow. (NBO) The number of bank offices. (PHC) primary health centers. (PSR), the proportion of surface roads to total roads. (ICP) installed capacity of power (MW)^S. The total number of phone lines (TC). The notation α_0 , is constants, also called the intercept of the regression line, while as the notations $\beta_1, \beta_2, \beta_3, \beta_4$ and β_5 are the estimated coefficients of the parameters respectively. The notation ε_t is the error term or disturbance in the regression model and subscript (t) is the notation for time. To use the regression model (TIF), tourist inflows should be the dependent variable, and all other indicators should be independent variables of the model. Moreover, it is proposed that the data collected will be analyzed with the help of available statistical and econometric techniques. Graphical techniques are used to show the trend of tourist inflow to Jammu and Kashmir. With the help of some tables and graphs, the economic benefits of tourists coming to Jammu and Kashmir are also looked at.

Results and discussion

The study used multivariate regression analysis to ascertain the effect of infrastructural improvement on tourism development in the Jammu and Kashmir state. Because regression analysis allows us to quantify the magnitude of the independent variable's effect on the dependent variable. The estimated results are presented in Table 1:

Table no.-01 Result of regression test

Source	SS	df	MS	Number of obs	20
Model	3615768.56	5	723153.712	F(5, 14)	32.43
Residual	312195.066	14	22299.6476	Prob > F	0
Total	3927963.63	19	206734.928	R-squared	0.9205
				Adj R-squared	0.8921
				Root MSE	149.33

Author's estimation: using Stata/SE 12

The R-square value represents the coefficient of determination that best explains the change in one variable (dependent variable) caused by another variable's change (independent

variable). The results in Table 1 indicate that the R²-square value is 0.9205, indicating that 92.5 percent of the variation in the dependent variable is explained by the independent variables employed in this study, which we refer to as a very well-fitted model. In other words, the variables in this model account for 92.5 percent of the variance, while the remaining 7.5 percent is unexplained. It is worth noting that the unexplained 7.5 percent variation is captured by the error term, which is also referred to as "disturbance." The R-square indicates that 92.5 percent of tourism development in the state of Jammu and Kashmir is attributed to these selected indicators of infrastructure development, while the remaining 7.5 percent is attributed to other infrastructure elements. The F-tests are used to determine the model's fitness, and the P-value is used to determine the indicators' combined significance. 32.43 is the F-test value, and the P-value is 0. These numbers show that the model used in this study can measure the effect of the independent variable on the dependent variable and that the independent variables are also significant together with the dependent variable, which is good for a good model.

The estimated regression coefficients of variables

The results in table-2 reflect that the studied variables are correlated and dependent, i.e., tourism development is significantly impacted by the independent variables, i.e., the number of bank offices, primary health centers, the proportion of surface roads to total roads, the installed capacity of power, and the number of telephone connections.

TIF Coefficients.		Std. Err.	t	P> t	[95% Conf.	Interval]
NBO	0.852007	0.159206	5.35	0	0.510544	1.19347
PHC	6.722872	2.827298	2.38	0.032	0.658922	12.78682
ICP	0.03765	0.019845	1.9	0.079	-0.00491	0.080213
TC	-0.00035	0.000226	-1.56	0.14	-0.00084	0.000131
PSR	-0.00022	9.98E-05	-2.24	0.042	-0.00044	-9.31E-06
Cons	-2892.87	1002.961	-2.88	0.012	-5044.01	-741.736

Table-02the estimated results.

Source: Author’s estimation using Stata/SE12

The P-value, or probability value, is used to determine if the independent factors are significant in explaining the dependent variable, which is the growth of tourism in the population. In statistics, there is a rule of thumb for determining whether an independent variable is important for explaining the dependent variable or not. If the independent variable's P-value is less than 5%, the variable is deemed to be significant if it adequately explains the otherwise insignificant dependent variable. Except for the telephone connection among the independent variables, all other independent factors are significant in explaining the dependent variable according to the P-value criterion. Additionally, the developed regression model is said to be good because more than 50% of the predictor variables explain

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the dependent variable. The sign of the estimated coefficients for the variables is another critical factor in determining the model's conclusion. The variable NBO is used as a proxy for financial infrastructure and has a positive sign, indicating that tourism development and the expansion of bank offices have a positive relationship. The positive sign of NBO also indicates that the variable is consistent with economic theory, implying that as the expansion of bank branches increases tourists' access to financial services and lowers the cost of financial transactions, this results in a greater inflow of tourists overall. Additionally, the NBO coefficient is 0.85, indicating that a 1 percent improvement in financial infrastructure results in an 0.85 percent rise in tourism development. The PHC is used as a proxy for health infrastructure; its sign is also positive, indicating a positive relationship between the two variables and consistency with the theory, implying that an increase in the number of PHC increases the quality of health services provided to tourists in terms of doctors, nurses, beds, and rooms. The coefficient of PHC is 6.7, indicating that a 1 percent increase in health infrastructure results in a 6.7 increase in tourism. Again, the observed sign of the variable ICP is positive, indicating that a rise in ICP results in an increase in visitor movement toward the tourist attraction. In table 02, the variable TC has a negative sign and a P-value greater than 5%. As a result, the TC is irrelevant in explaining the dependent variable. Lastly, because the variable PSR used as a proxy for infrastructure development has a negative sign, the coefficient must be positive, which means that as the proportion of surfaced roads to total roads grows, the tourism industry should grow as well. This is against the economic theory.

Diagnostic checking tests

The findings in Table 3 illustrate that the proposed regression model meets the diagnostic test criteria. Residuals have a regularly distributed distribution and their variance does not vary over time. This study demonstrates no indication of autocorrelation. As a result, all tests show that the regression model has the right econometric features.

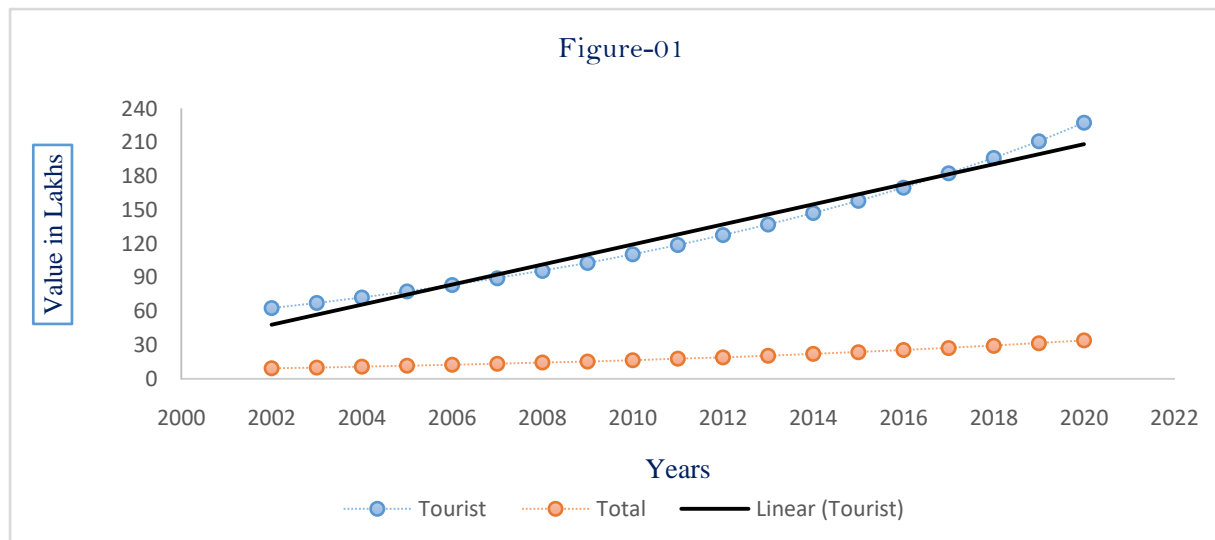
Table-03 result of the diagnostic tests of the model

Diagnostic Test name	Adj.R ²	SW	BP	DW	BG LM
Values	0.92	0.4695	0.3174	0.0956	0.0606

Note: (SW) test that is Shapiro-Wilk test for normality. (BP) Breusch-Pagan test for heteroskedasticity and (DW) that is Durbin- Watson test and (BG) Breusch-Godfrey LM tests are for autocorrelation.

State Jammu and Kashmir and projected benefits

Tourism generates employment in three categories: direct sales of goods and services (hotels, restaurants, shops, etc.). Indirect sales of goods and services (hotels, restaurants, shops, etc.), and indirect sales of goods and services (hotels, restaurants, shops, etc.). And finally, through investments, Santek Consultants Private Limited, Delhi, predicted the impact of tourist inflow on employment generation in J&K from 2002 to 2020 in the paper "20 years perspective plan for the sustainable development of tourism in the State of J&K," as illustrated in figure1.



The upward-sloping curves in figure-1 demonstrate that tourist inflow has a favorable effect on employment in all forms that directly, indirectly, and through investment-related. Jammu and Kashmir's tourism industry is one of the state's most successful. The state administration takes tourism very seriously because the state's industrial sector is not as developed as it could be. The state's primary source of income is tourism, which is followed by agriculture. A rise of Rupees 4692.92 lakhs was observed in the financial year 2011-12. According to the Jammu and Kashmir Economic Survey, revenue from various sources totaled Rupees 4362.68 lakhs in 2010-11. Moreover, in the sense that greater infrastructure opens the door for additional tourism-related activities, tourism and infrastructure development go hand in hand. The underdevelopment of tourism is largely due to a lack of infrastructure. It is necessary to improve infrastructure, hygienic conditions, and capacity, especially during peak periods, as well as to develop human resources. Backward and isolated sections of a given area benefit from tourism as a driver for growth. To improve rural and backward areas, tourism must be developed.

Conclusion

Numerous experts have highlighted the importance of infrastructural development for the state of Jammu and Kashmir's tourism development. There is a dearth of empirical research to substantiate this hypothesis. The impact of infrastructure development on the state of Jammu and Kashmir's tourism development using time series data and a multivariate regression model estimation technique. This article demonstrates that the state's infrastructure development has benefited the state's tourism development. The findings indicate that for sustainable tourism growth, increased investment in infrastructure upgrading is becoming an increasingly critical condition. Increased tourism infrastructure development can lead to the state's production and distribution of tourism services being more efficient. Additionally, tourism is the major industry in Jammu and Kashmir, with significant employment potential in both direct and indirect jobs, as well as significant potential for state revenue production. Revenue generation is predicted to improve significantly if the situation remains stable and

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the tourist influx continues to grow in the appropriate direction. A lot of people from remote areas work in tourist areas, which could make a big difference in the state. These could only be possible if the necessary rules are put in place by the government, youth employment in the tourism industry could help ease the tensions in the valley. Policymakers will have the blueprint for tourism-driven growth at their disposal, allowing them to go deeper and investigate the possibilities for boosting living standards in the Valley. Moreover, due to a lack of infrastructure, the anticipated economic benefits cannot be realized at the height of the tourist season. This means that the valley's infrastructure needs to be properly maintained and upgraded.

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