

**A GEOGRAPHICAL STUDY OF TOURISM IN RAJOURI AND
POONCH DISTRICT, JAMMU AND KASHMIR**

Project work is submitted to the Central University of Punjab

For the award of

Master of Arts

In

Geography

By

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May 2018

CERTIFICATE

I declare that the dissertation/project work entitled “**A GEOGRAPHICAL STUDY OF TOURISM IN RAJOURI AND POONCH DISTRICT, JAMMU AND KASHMIR**” has been prepared by me under the guidance of Dr. L.T. Sasang Guite, Assistant Professor, Department of Geography and Geology, School of Environment and Earth Sciences, Central University of Punjab. No part of this dissertation/project has formed the basis for the award of any degree or fellowship previously.

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I certify that SARFRAZ AHMED has prepared his/her dissertation/ project work entitled **“A GEOGRAPHICAL STUDY OF TOURISM IN RAJOURI AND POONCH DISTRICT, JAMMU AND KASHMIR”**, for the award of M.A. degree of the Central University of Punjab, under my guidance. He has carried out this work at the Department of Geography and Geology, School of Environment and Earth Sciences, Central University of Punjab.

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ABSTRACT

A GEOGRAPHICAL STUDY OF TOURISM IN RAJOURI AND POONCH DISTRICT, JAMMU AND KASHMIR

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Tourism is basic desirable human activity deserving the praise, encouragement of all the people and all government. In the early years of this century, tourism was not looked as an industry but with the increasing standard of living, fast technological revolutions today it has undoubtedly become an industry. Tourism basically is an infrastructure based service product. Tourism is a regular industry involving a lot of resources and potential. Tourism is the composite of activities services and industry that delivers travel expenditure, involving transportation, accommodation, entertainment, hospitality related services and integrated infrastructure. Moreover, it is socially relevant and commercially important industry.

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Sarfraz Ahmed

Signature of student

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LIST OF ABBREVIATIONS

SR.NO	FULL FORM	ABBREVIATIONS
01	Gross Domestic Product	GDP
02	Gross National Product	GNP
03	world trade organisation	WTO
04	The International Association Of Scientific Experts In Tourism	AIENT
05	State Gross Domestic Product	SGDP
06	Actual Line Of Control	ALC
07	Public Works Department	PWD
08	Non-Governmental Organization	NGO
09	Chief Executive Officers	CEO
10	Pakistan Occupied Kashmir	POK
11	Tourism Development Authority	TDA
12	Dehra Ki Gali	DKG
13	Jammu And Kashmir	J&K
14	Line Of Control	LOC
15	Geographical Information System	GIS
16	Foreign Tourist Arrivals	FTA
17	Meeting Incentives Conferences and Exhibitions	MICE

CHAPTER1

INTRODUCTION

1.1 : Introduction: Tourism industry has become one of the important industry for economic development. With many areas of potential around the world, tourist spots are the most visited place for many people. Tourism is recognized as a major global service industry governed by the laws of demand and supply. Tourism has advanced commitment to general development. It touches not only the economic fabrics of the society but also has deep-rooted effects on social norms and moral values. The outcome of tourism has reached out to many sectors of the economy (Lundberg, 1980).

Tourism is not only an economic activity of importance in as much as it earns foreign exchange for a country. It is an important medium of social and cultural development and also of promoting goodwill and the regional development of the country and acts as a means of social education and better understanding among the people in different regions of the country. In the long run, the most important contribution to tourism is developing understanding among varied cultures and lifestyles. Tourism has become the world's largest industry generating wealth and employment, opening the minds of both visitors and visited different ways of life, worldwide this industry employs around 200 million people (Bapu & Swain, 2005).

In the chief minister's conference, held on October 30, 2001, the Prime Minister of India, Shri Atal Bihari Vajpayee has stated, "Tourism is a major engine of economic growth in most parts of the world. Several countries have transformed their economies using the tourism potential the fullest. Tourism has a great capacity to create large employment of diverse kin from the most specialized to the unskilled".¹

Mc Intosh and Goldner defines, Tourism is the sum of the phenomena and relationship arising from the interactions, businesses, host governments and host communities in the process of attracting and hosting these tourists and other visitors (Intosh& Goldner,1991).

¹http://shodhganga.inflibnet.ac.in/bitstream/10603/33056/8/08_chapter%201.pdf

According to W.T.O. recommendations "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes" (Madrid, 1993).

Tourism Society of England (1976) defined as, Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.

The International Association of Scientific Experts in Tourism (AIEST), 1981 defined Tourism in terms of following three elements:

- 1) Involvement of travel by non-residents
- 2) Stay of temporary nature in the area visited;
- 3) Stay not connected with any activity involving earnings.

According to Tourist Statistics, Government of India Department of Tourism, New Delhi, tourist means "A visitor is defined as a person who travels to a country other than that in which he has his usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visits is other than the exercise of an activity remunerated from within the country visited" (Bhatia, 1991).

Tourism is the sum of the phenomena and arising relationships from the interaction in the tourists, supplier business, host communities, host government, origin governments, non-governmental organisations, universities and community colleges in the process of attracting, transporting, hosting and managing these tourists and other visitors (Franklin, 2003).

1.2: TYPES OF TOURISM

The tourism is dynamic in time; the types of tourism presented in a period are generated by the needs of its objectives, the level of cultural and social facilities and the existing means of transport. A spatial feature of tourism is the kind of tourism resulting from mixing more types of the same territorial unit. Mixing types of tourism are, however, regional or local importance as a factor for progress in proportion to their number, but at the same time affected by the season. In accordance with the

purposes, each type of tourism is going towards those areas where the purpose may be achieved either through the potential facilities, either due to the climate or specific traditions of the place (Turtureanu, 2008).

I. Adventure tourism

Adventure tourism has recently grown in India. This involves exploration of remote areas and exotic localities and engaging in various activities. For adventure tourism in India, tourists prefer to go for trekking to places like Ladakh, Himalaya and Sikkim. Jammu and Kashmir and Himachal Pradesh are popular for the skiing facilities they offer. The country has a large number of hill stations which have marvellous skiing facilities. This has given rise to skiing adventure to the tourism in India. The places in India where tourists can go for skiing are Manali, Nainital, Shimla and Missouri. White water rafting in the country is a relative newcomer in the domain of adventure tourism in India. This has been increasing due to the presence of a number of waterfalls, rivers and rapids. The places where a tourist can go for whitewater rafting in India are Alaknanda, Ganga and Bhagirathi rivers. Trekking as a part of adventure tourism India has grown in the recent years. Many tourists are coming to India Adventure tourism in India has registered a formidable growth in recent time. For this efforts must be taken by the government of India and ranks along side the destinations of international adventure tourism (Arunmozhi & Panneerselvam, 2003).

II. Wildlife tourism

India is a rich country in the forest cover which has some beautiful and exotic species of wildlife some of which that are very rare and even endangered. This has boosted wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are the Keoladeo Ghana National Park, Corbett National Park and Sariska Wildlife Sanctuary. Tourists from all over the world have been thronging India to avail themselves of cost-effective but superior quality health care in terms of general medical attention and surgical procedures. It is expected that medical tourism in India will hold a value of around US\$ 2 billion by 2012. The city of Chennai attracts around 45% of medical tourists from foreign countries (Ibid).

III. Pilgrimage tourism

India is a famous country for its beauty of temples and that is the major reason that among the different kinds of tourism in India, pilgrimage tourism is increasing day by day and most rapidly. The various places for tourists to visit in India for pilgrimage are Char Dham, Golden temple, Vaishno Devi, Taj Mahal and Mathura Vrindavan (Ibid).

IV. Ecotourism

Ecotourism in India has developed in the recently, for the concept itself is a relatively new one. Ecotourism entails travelling to places that are renowned for their social culture and natural beauty while making sure not to damage the ecological balance. Ecotourism in India pertains to a responsible and conscious and takes the effort to preserve the diversity of a naturally endowed region and sustaining its beauty and local culture. Indians have been known since ages to conserve nature and worship. So the growth of ecotourism in India is a natural. Also, the government of India has set up the Culture to promote ecotourism in India alongside other types of tourism in the Ministry of Tourism (Ibid).

V. Cultural tourism

The government of India is set up by the Ministry of Tourism and Culture to raise cultural tourism in India. The ministry in recent years has launched Incredible India! The campaign has led to the growth of cultural tourism in India. India has had many rulers over the centuries and all of them made an impact on India's culture. One can see the influence of various cultures in festivities, architecture, traditional customs, food, dance, music and languages. It is due to the influence of all these various cultures and heritage of India is vibrant and exhaustive. The most popular states in India for cultural tourism are Tamil Nadu, Rajasthan, Uttaranchal, and Uttar Pradesh. Tamil Nadu is also famous for cultural tourism in India, for it shows the culture and Dravidian tradition. It has many temples which mirror the rich cultural heritage of India. Uttar Pradesh has a lot of great tourist places which also conform to the rich culture of the country. The most famous monument is the Taj Mahal in Agra. Cities like Varanasi, Vrindavan, Allahabad and Ayodhya in Uttar Pradesh also attract a large number of tourists for them connectors beautiful vignettes of India.

Uttaranchal is also famous for cultural tourism in India. This state has the Himalaya Mountains which are called the abode of the Gods. Many ancient temples are found in the Garhwaland Kumaon regions of the state (Ibid).

VI. Wellness tourism

Wellness tourism is one of the fastest growing forms of international and domestic tourism in India. This form of tourism involves people who travel from different places to pursue activities that maintain or enhance their personal health, authentic or location-based experiences and wellness and who are seeking unique. wellness tourism is the spiritual philosophy of the way of living. Wellness tourism includes massages, exercise facilities & programs facial treatments, body treatments, nutrition programs, weight loss programs, pre- and post-operative Spa treatments and mind and body programs (Ibid).

VII. Business Tourism

Business tourism is defined as travel for the purpose of business. Business Tourism is considered as the key components of temporary and permanent jobs. many countries rely on the business tourism for the purpose of the employment to the citizens of the country. For example, the population of Melbourne city in Australia, is around 4 million people, over 22,000 of them are employed in the business tourism sector. Different types of business sector are being linked with business tourism (Raina, 2005).

VIII. Heritage tourism

Heritage tourism in India has registered an extensive growth in the last few years since additional capability was taken by the government of India to expansion India image as a destination for heritage tourism. India has always been famous for its rich heritage and civilized culture. So the onset of heritage tourism in India was long predicted. The government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists. India's rich heritage is amply reflected in the various temples, palaces, monuments, and forts that can be found everywhere in the country. Due to the increase in India's heritage tourism. The most popular heritage destinations of the tourism in India are Taj Mahal in Agra,

Mahabalipuram in Tamil Nadu, Mandawa castle in Rajasthan, Madurai in Tamil Nadu, Lucknow in Uttar Pradesh, Delhi, the Indian capital. The number of tourists who come to India to visit the Taj Mahal for it is one of the great 7 wonders of the world. It is made of marble which has complex decorative work done in a splendid and exact style. The Mandawa castle in Rajasthan, built in 1775 reflects India's rich heritage and bring thousands of tourists each year to Rajasthan which seems especially popular for its ancient paintings, jade jewellery, Heritage tourism in India has entered an extra development in the last few years, since extra capacity was taken by the government of India to expand India's image as a destination for heritage tourism. India has always been famous for its rich heritage and civilized culture. The government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists. Due to the increase in India's heritage tourism (Arunmozhi&Panneerselvam, 2003).

IX. Leisure Tourism

This type of tourists is usually visiting hill stations, beaches, waterfalls, zoological parks, etc.

X. Cruise Tourism

Rail and road transport are very common among the people. Some tourists go in for Air Cruise mode of transport even if it is costlier. At any cost, the tourists desire to enjoy the holiday even before they reach the actual tourist spot.

XI. Sports Tourism

People now from the rich and the poor, the young and the old spare leisure time for sports activities. One segment of them undertakes tours to nearby cities and abroad for sports activities. Inevitably Tourism participates in their tour.

XII. Educational Tourism

Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered. This type of tourism in India has grown and this has raised the Indian economy. That it continues to grow struggle must be taken by the Indian government so that the tourism sector can contribute more massive to the nation's GDP (Ibid).

1.3: BENEFITS OF TOURISM.

The benefit of Travel and tourism played an important role in India's economy, if we compared with other nations, India ranks 14th in the world in terms of its tourism sector's contribution to the GDP. The World Travel and Tourism Council predict India will sustain the fifth largest amount of growth in the tourism sector of any country.(Jaswal, 2014).

The benefits of tourism discussed under the following points:

- Travel & Tourism create jobs, bring new money into the region and also help diversify the local economic base.
- Travel & Tourism provides opportunities for residents to benefit from the cultural heritage of their local communities and develop goods and services, crafts, local foods, music dance, storytelling and guiding services which are sought by tourists.
- Travel & Tourism helps to promote the cultural heritage of local communities. For many countries, cultural tourism has become a core element of their tourism platform which has led many countries to actively invest in safeguard activities.
- Travel & Tourism also benefits local economies by enhancing labour mobility. The Travel and Tourism sector makes it easier for migrants to stay in touch with family and friends and is also return home to visit. Both the host country and the country of motive benefit from the increased labour mobility.
- Travel & Tourism also makes it easier for students to travel abroad to study. In particular, there has been a large increase in the number of students from appearing economies that have been able to study at developed world universities.
- A well-developed Travel & Tourism industry can improve access to international markets, enhance business relationships, and increase trade opportunities.
- Contribution to GDP, employment, and exports (Kumar, 2016)

1.4: TOURISM IN INDIA

The role of tourism was first perceived in India in the year 1945 when a committee under the chairmanship of Sir John Sargeant, secretary, Department of Education (Krishna, A.G., 1993), was appointed to advise the government on the development of tourism. The main objective of the committee surveyed the potential for development of tourism in India. It was required to examine the scope of both domestic and foreign tourist traffic development and suggest ways and means for motivating such traffic to the various attractions within the country, facilities such as transport and accommodation to be provided by different authorities like the central government and local state government (Ranga, 2003).

India has been a late starter of tourism and understandably after independence in 1947, the attention of the government and people was focused on key areas like agriculture, irrigation, industry power, and the infrastructure and so-called “luxury” activities like tourism were left to their own devices. Tourism thus grows on its own and from 1500 tourists arrivals in 1950, reached a figure of 5.58 million arrivals in the year 2010 (Ibid).

As for as Indian tourism concerned, India has a vast tourist attractions being a rich in its history, culture, art, music, dance, snow peaks, beaches and sand dunes, wildlife and fairs, and festivals. Still, the share of Indian tourism in world tourism is only 0.41 percent of the world tourist movements in All over the world. Modern tourism is based upon a desire to make around of the places of interest, natural movement, spiritual, religious, historical sites, ancient cities and places of pilgrimage, beautiful places and all the places of curiosity. Therefore tourism is a triadic composition of social, natural and the cultural phenomenon, which is emerging as the world’s largest employment generating industry. the development of tourism in India was taken up in a planned manner in the year 1956 coinciding with the Second Five Year Plan (Bapu& Swain, 2005).

India is a land of great variety and contrast, its unique cultural mystique, exotic heritage, aesthetic environment and outstanding natural resources have attracted international tourists. Today tourism is a major source of foreign exchange earnings and employment. India is a huge market for tourism for outbound and inbound tourists

The main elements of culture which attract tourist to a particular destination fall under following categories:

1. Pleasure climate
2. Scenic attraction
3. Historical & cultural attraction
4. Accessibility
5. Shopping
6. Adventure
7. a variety of cuisines
8. Accommodation
9. Relaxation & recreation
10. Health-care projects

The concept of tourism revolves around 4 A's:-

- A) Attraction
- B) Accessibility
- C) Amenities
- D) Ancillary services.

The Ministry of tourism in India reported that “tourism industry contributed 6.23 percent to the national gross domestic product (GDP) and provided 8.78 percent of the country's total employment in the year 2014. This translated to roughly 53 million jobs and recorded earning of approximately \$ 10.73 billion”. India international tourist's arrivals have increased over the period of time. Another aspect of India's tourism industry is its flora & fauna. The aim is better organization & administration of Indian nature and wildlife reserves. This binds well to the country effects on the sustainable development of ecological resources. the performance of Indian tourism sector has improved due to various promotional programs and policies are undertaken and implemented during various plan periods. The tourism industry in India has become one of the efficient and dependable earners of precious foreign exchange. Nowadays tourism is being recognized as a big source of employment as

it is highly labour-intensive industry offering employment to thousands of persons both skilled and semi-skilled therefore creating great employment opportunities.²

Table No:-1 Foreign Tourist Arrivals (FTA) in India, 1981 – 2017 (in Millions)

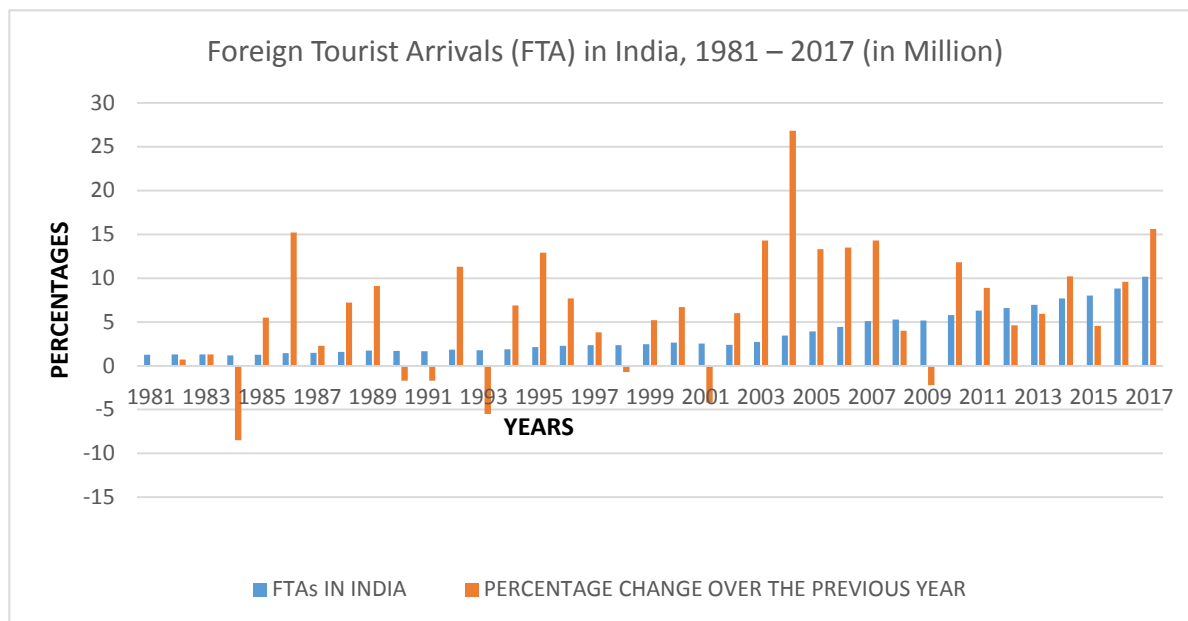
YEAR	FTAs IN INDIA	PERCENTAGE CHANGE OVER THE PREVIOUS YEAR
1981	1.27	...
1982	1.28	0.7
1983	1.3	1.3
1984	1.19	-8.5
1985	1.25	5.5
1986	1.45	15.2
1987	1.48	2.3
1988	1.59	7.2
1989	1.73	9.1
1990	1.7	-1.7
1991	1.67	-1.7
1992	1.86	11.3
1993	1.76	-5.5
1994	1.88	6.9
1995	2.12	12.9
1996	2.28	7.7
1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	6
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4
2009	5.17	-2.2
2010	5.78	11.8
2011	6.29	8.9

²http://shodhganga.inflibnet.ac.in/bitstream/10603/89797/13/13_chapter%204.pdf

2012	6.58	4.61
2013	6.97	5.93
2014	7.68	10.19
2015	8.03	4.55
2016	8.8	9.58
2017	10.18	15.6

Source: Tourism of India Statistics, 2017.

Figure No:-1 Foreign Tourist Arrivals (FTA) in India, 1981 – 2017 (in Million)



Source: Tourism of India Statistics, 2017.

As is observed from the table that the total arrivals during 1981 were merely 1.27 million, it grew steadily to 1.73 million in 1989, registering a 9.1 percent annual growth. There was no appreciable change in tourist arrivals from the period 1990 to 1994 because of the rapid economic growth and newly developed tourist destinations of the countries like China, Indonesia, South Korea, Taiwan and Japan. During the year 1995, the foreign tourist arrivals grassed an average annual growth rate of 12.9 percentages. Whereas for next decade from 1996 to 2006, the growth rate of tourist arrivals was about 13.5 percent and the total arrival was 4.45 million. These figures further increased continuously and went to 10.18 million in 2017 showing a positive growth rate of above 10.19 percent. In fact, all these figures show a continuous increase in tourist's arrival in India.

1.5: TOURISM IN JAMMU & KASHMIR.

The state of Jammu & Kashmir is strategically located in the north-west corner of India. It shares its borders with China in the east, Pakistan in the West, Afghanistan, and Russia in the North and plains of Punjab and Himachal in the south and southeast. The state of Jammu & Kashmir stretches between 32° - 17' N to 37° - 05' North latitude and 72° - 31' E to 80° - 20' East longitude. From North to South, it extends 640 km in length and from East to West over 480 km in breadth. The total area of the state is 222236 sq. km. However, the area under actual control is 101387 sq. km only, as the great chunk of the territory, is under illegal occupation of Pakistan and China. Lying in the northernmost part of the country, the state of Jammu and Kashmir formed on 26th October 1947 (Bhat, 2013).

The State of J & K has three distinct regions, viz. Jammu, Kashmir and Ladakh and all three have immense potential for tourism from both domestic as well as international tourists. There are a number of locations, which are untapped and can be developed as major tourist destinations, having the entire natural as well as the cultural resources for attracting tourists. Some of the important natural resources are excellent climate, beautiful lakes, locations for adventure sports, wildlife, trout fish, natural and manmade parks like Shalimar and Nishat of the Mughal period, flora and fauna, alpine forests, natural waterfalls etc. As for the cultural resources, the state has some of the most important religious shrines of Hindus, historical monuments, a plethora of local festivals, distinct cuisine, craftsmanship skills for intricate and fine woodwork, woollens, carpets, textiles, paper Mache, inlay work etc. (Hussain & Shivashanmugam, 2015).

Table No:-2 JAMMU AND KASHMIR SHARE IN FOREIGN TOURIST ARRIVALS IN INDIA 2004-2015

YEARS	INDIA	JAMMU & KASHMIR	GROWTH RATE IN %
2004	2537282	7806	...
2005	2384364	24330	211.68
2006	3457477	41000	68.51
2007	3918160	44345	8.15
2008	4400000	46087	3.92

2009	5081504	53053	15.11
2010	17852717	48099	9.33
2011	19497126	71593	48.84
2012	20731495	78802	10.06
2013	19951026	60845	22.78
2014	22334031	86477	42.12
2015	23326163	58568	32.27

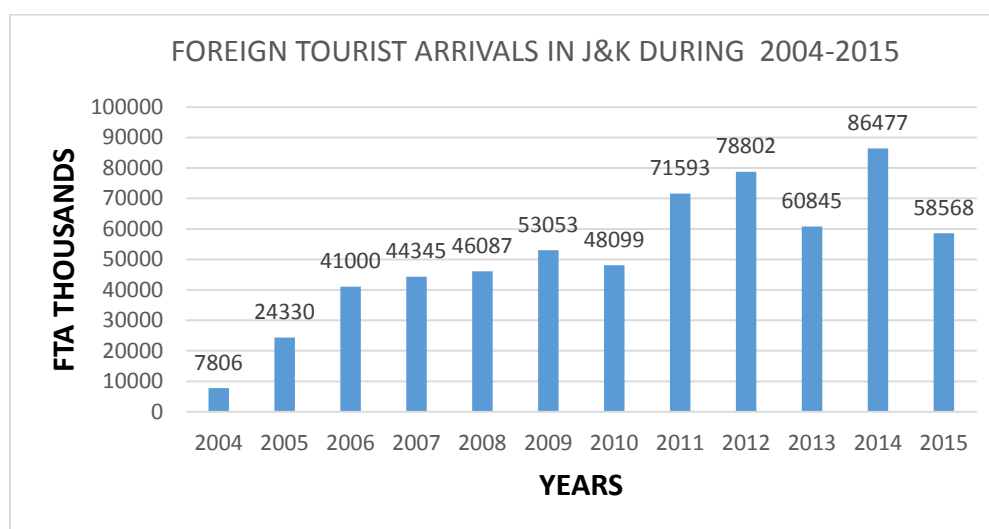
Source: Ministry of Tourism, Government of India, 2015.

Figure No:-2 Foreign Tourist Arrivals in India (2004-2015).



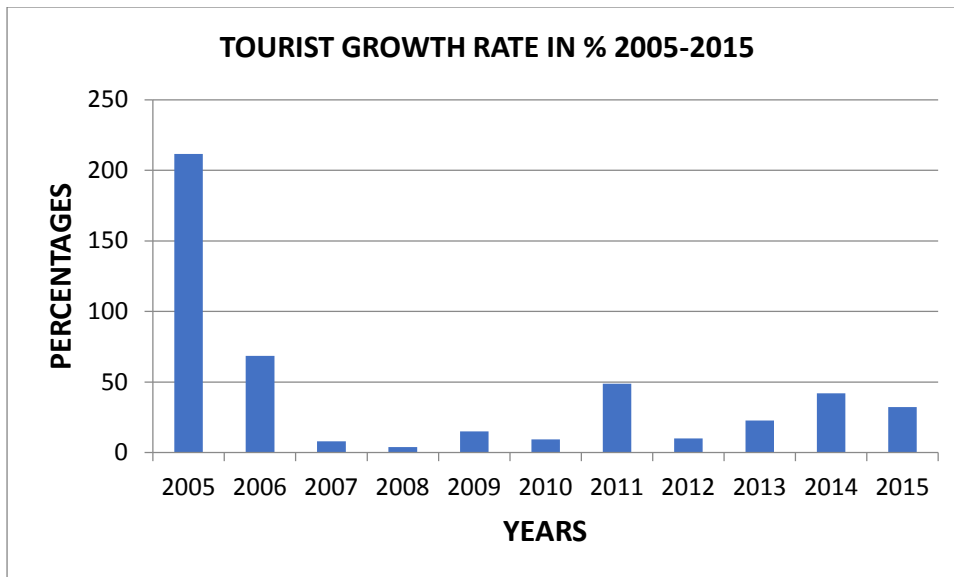
Source: Ministry of Tourism, Government of India, 2015.

Figure No:-3 Foreign Tourist Arrivals in Jammu & Kashmir during (2004-2015)



Source: Ministry of Tourism, Government of India, 2015.

Figure No:-4 Tourist growth rate in Jammu & Kashmir percentage (2005-2015).



Source: Ministry of Tourism, Government of India, 2015.

The Jammu and Kashmir share in foreign tourist arrivals to India. In 2004, Jammu and Kashmir's share was 7806 tourists out of 2537282, and the percentage share was only 0.31 percent. It has increased to 24330 tourists in 2005 and the percentage has gone up to 211.68 from the year 2006 to 2009 the share in terms of number has increased continuously but the percentage share has come down from 15.11 percent. In the year 2010, the number of tourist 48099 the share in J&k is decreased up to 9.33 percent the year 2011-2012 the number of tourists is increased up to the 10.06 percent.in the year 2013 the number of tourists is decreased and in 2014 the number of tourists is increased up to the 42.12 percent in the next year 2015 the number of tourists is decreased up to 32.17 percent. This table shows that the highest number of tourist arrived is 86477 in the year 2014 and lowest in the year 2004 the total tourist is 7806.

Pilgrimage Tourism consists of the activities undertaken during the journey to the place of residence or place of work for the spiritual purposes of certain holy destinations and the facilities that cater the needs of the pilgrim. Pilgrimage has been important social activities of human beings since time immemorial. The urge to explore new holy shrines places within one's own country or outside and seek a change of environment has been experienced from the ancient times. Pilgrimage tourism is one of the most important categories of the tourism industry in Jammu and Kashmir. Pilgrimage is the true medium for a developing the state's economy. The value-added the effect of pilgrimage tourism is increasing day by days. Pilgrimage tourism generates employment on large scale for both skilled and unskilled people. Different industry likes hotels and catering; travel agency, transport including airlines got benefited a lot from this sector. Pilgrimage tourism is an engine for the promotion of national integration, foreign exchange, and cultural swap at a large scale. Jammu and Kashmir is a world famous destination for tourist (Bhat, 2013).

The state is bestowed with the natural and unique cultural gifts like the unmatched beauty of snow clad mountains peaks; lush green meadows, gushing streams, crystal clear freshwater lakes, Mughal gardens, magnificent Chinar trees, large valleys, orchids, places of religious importance, monuments, forts and unique cultural and Kashmiri Language. The state has three geographical divisions i.e. Jammu, Kashmir, and Ladakh and each has a unique natural and cultural identity. These regions are not equally developed in respect of pilgrimage tourism; only the Kashmir valley, Jammu district and few pockets of Ladakh region are developed for pilgrimage tourism and still a large potential for the exploration of pilgrimage tourism in different parts of the states (Hussain & Shivashanmugam, 2015).

Jammu and Kashmir are the northernmost states of India. Geographically it is the unique state with three different regions within the state i.e. Jammu, Kashmir, and Ladakh. Agriculture, Horticulture, Animal husbandry; Forestry and Tourism are the main source of economy of the Jammu and Kashmir State. However, the economy of twin border districts Rajouri and Poonch can be considered as backwards economically. Still agriculture, farming and cattle rearing from the backbone of the

economy of the districts. There is very less scope for industrial development in this region because of the hilly terrain and remoteness of the area. Therefore, there is very less scope of development of agriculture in this region because of the limited availability of arable land and small landholding. Secondly, the prospect for development of industries is also hampered due to hilly terrain, nonavailability of inputs for industry i.e. Men Machine and Material. Confusion on the land transfer in the state as well as in this region, therefore, the only prosperous area is the service sector (Qazi, 2005).

Thirdly, the changing perception, modern lifestyle and new culture adoption bring a shift in people's lives as a result people left cattle rearing, farming, and other traditional activities. Therefore, the bulk of the section of the people is depending upon government jobs. However, in recent years with the increase in the education among the masses creates completion in limited government jobs which result in heavy unemployment in the region (Ibid).

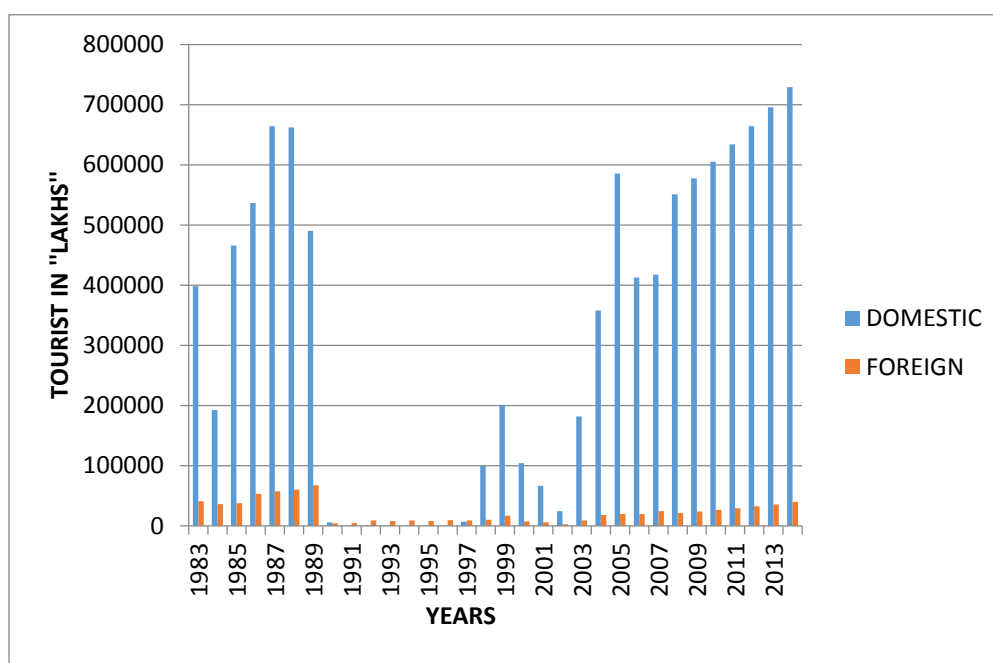
Table No: -3 YEAR WISE TOURIST ARRIVALS TO KASHMIR FROM 1983-2014

YEAR	DOMESTIC	FOREIGN	TOTAL	% CHANGE
1983	398428	41101	439529	
1984	192684	36458	229142	-0.479
1985	465599	38015	503614	1.198
1986	536598	53118	589716	0.171
1987	664117	57537	721654	0.224
1988	662097	59938	722035	0.001
1989	490212	67762	557974	-0.227
1990	6095	4627	10722	-0.981
1991	1400	4887	6287	-0.414
1992	1175	9149	10324	0.642
1993	450	8026	8476	-0.179
1994	500	9314	9814	0.158
1995	322	8198	8520	-0.132
1996	375	9592	9967	0.17
1997	7072	9111	16183	0.624
1998	99636	10247	109883	5.79
1999	200162	17130	217292	0.977
2000	104337	7575	111912	-0.485
2001	66732	5859	72591	-0.351
2002	24670	2686	27356	-0.623

2003	182205	8959	191164	5.988
2004	358095	18234	376329	0.969
2005	585702	19680	605382	0.609
2006	412879	20009	432888	-0.285
2007	417264	24576	441840	0.021
2008	551041	21588	572629	0.296
2009	577348	23904	601252	0.051
2010	604911	26468	631306	0.053
2011	633790	29308	662862	0.057
2012	664047	32452	695995	0.059
2013	695749	35934	730784	0.061
2014	728965	39789	767313	0.062

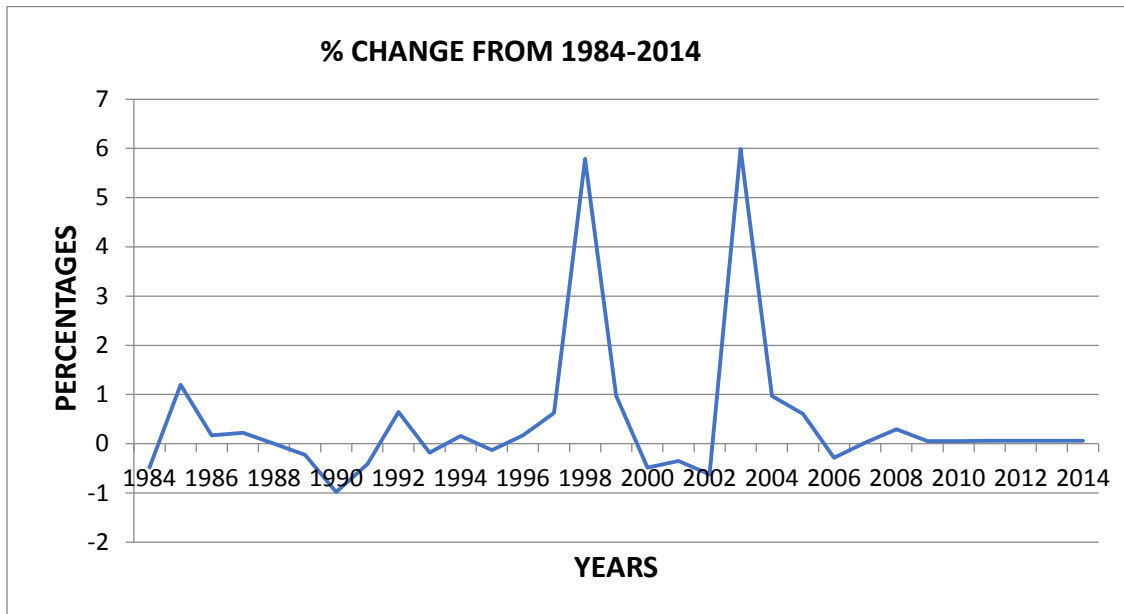
Source: Jammu and Kashmir Tourism Department 2014.

Figure No:-5 Year wise tourist arrivals in Kashmir both domestic and foreign from (1983-2014).



Source: Jammu and Kashmir Tourism Department 2014.

Figure No:-6 Total year wise tourist arrivals to Kashmir from (1984-2014) in percentages.



Source: Jammu and Kashmir Tourism Department 2014.

1983; table shows that before the turmoil, during the period 1983 to 1989 there was a continuous increase in the number of tourists visiting the valley, with an exception of the year 1984. The year 1987 and 1988 showed the highest number of tourists visiting the valley before turmoil that is 721654 and 722035 respectively. The share of foreign tourists was about 10 percent of the total tourist flow during the years 1983 to 1989. From the year 1990 to 1996, tourist arrivals both domestic, as well as foreign, started declining. The reason behind this decrease in the tourist inflow is only the turmoil and political disorder in the valley.

1.6: STATEMENT OF THE PROBLEM

Tourism has emerged as an important and one of the major contributors to the economy of India and particularly Jammu and Kashmir economy. India has a great potential for tourism, and there are various places of tourist attraction in Jammu and Kashmir being visited both by the foreign and domestic tourists. However, much remains to be done to exploit the tourism potential to the maximum extent. Looking at its economic returns and comparatively light investment and the potentialities for tourism and limitations of adequate resources in other fields of economic growth, tourism in India and J&K state, in particular, has always been an area of attention and

is required to be encouraged further. No doubt there has been a lot of work done on tourism but so far as the above literature is concerned, it is found that there is not so much work done on Rajouri and Poonch district tourism, particularly on the potential or inflow of tourism in Jammu and Kashmir, and therefore there is a need to do appropriate work related to this. Earlier studies had, of course, discussed an issue like determinants of tourism or impact of tourism on economic development, trends of tourism and tourism as a pro-poor growth strategy, but for India and particularly Jammu and Kashmir level, it seems that no work has been done regarding the potential of tourism issues. The potential of tourism in the study area of Rajouri Poonch district is governments are not taken interest in the tourist places. In order to fill this gap, the present study had been proposed to be undertaken to identify the inflow of tourism on Jammu and Kashmir and to analyze the potential of tourism in this region.

1.7: OBJECTIVE

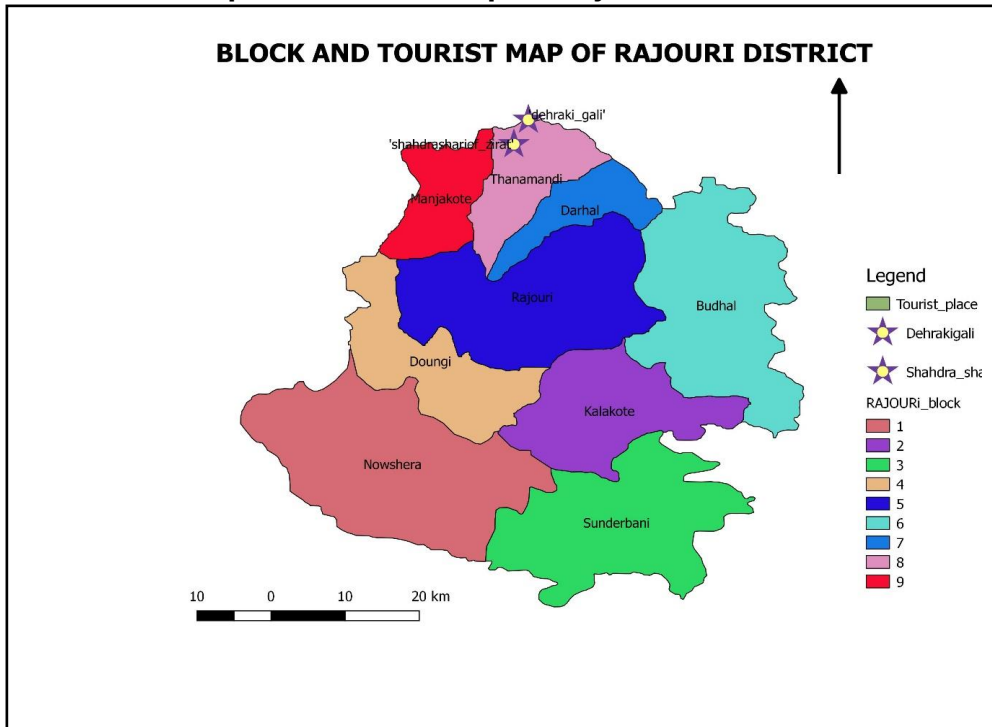
1. Mapping of tourist areas of Rajouri and Poonch district.
2. Study of tourist inflow of Rajouri and Poonch district.

1.8: METHODOLOGY

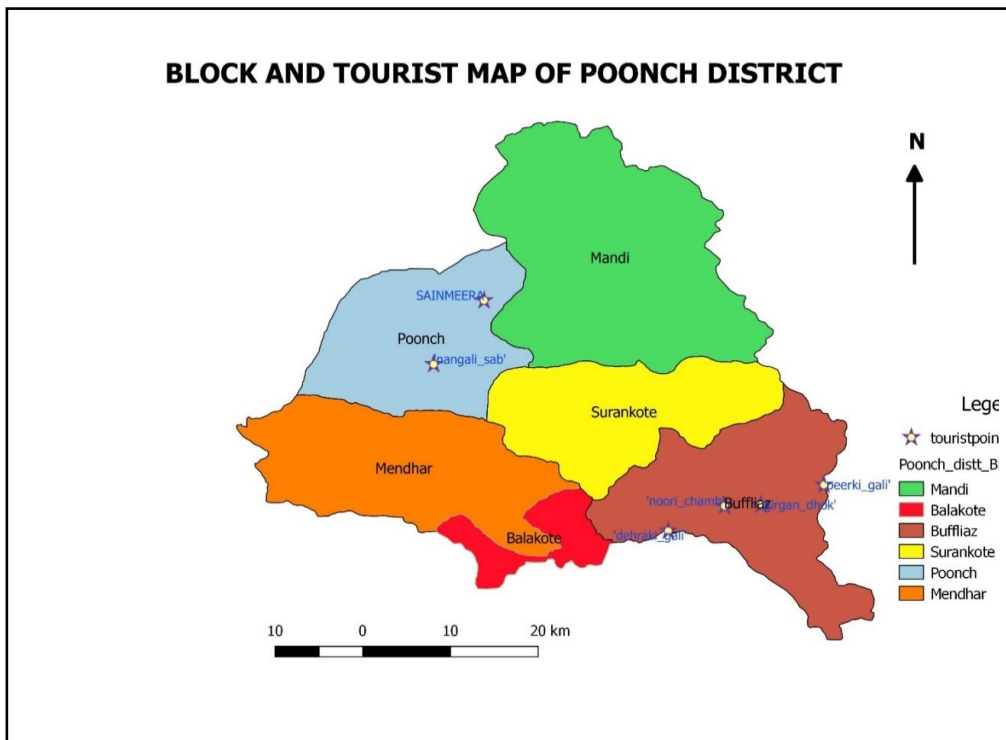
This study is based on secondary data sources. The methodology of the present study is based on sound research design which broadly consists of primary as well as secondary data collection, followed by data processing, statistical analysis and report writing. The secondary data have been collected from various sources, primarily from Shrine administration, Tehsil headquarter of Shahdra, AquafIslamia J&K, Rajouri & Poonch Tourism Development Authority (TDA) Chief Executive Officers (CEO) of all concerning Tourism Development Authorities, Census report and other government departments. Review of literature mapping through Bhuvan, Google Earth and maps prepared through the GIS. The research design chosen for the study is to help in giving a clear vision for achieving the required results as per objectives of the study.

1.9: JUSTIFICATION OF RAJOURI AND POONCH DISTRICT.

Map No:-1 Block Map of Rajouri District.



Map No:-2 Block Map of Poonch District.



The population of Poonch and Rajouri also exhibits ethnic and linguistic differences from the rest of the state. The largest ethnic group of the area is the Gujjar tribals, a traditionally nomadic people who rear livestock and cultivate farmland in the highland areas. Gujjars make up 48% of the population in Poonch and 50% in Rajouri.⁷ In addition to the Gujjar ethnic group; there are also sizable concentrations of Bakerwals and Rajputs with a scattering of Pathans. The district has a strong minority population of Hindus residing in the tehsils of Sunderbani, Nowshera and in pockets in Rajouri and Kalakote tehsils. The Hindu population of the district is internally differentiated on the caste basis. Among the upper castes, the Brahmins and Rajputs are the most visible classes. Kalakote areas and some villages of Budhal are dominated by Rajputs, while Brahmins dominate Nowshera and Sunderbani areas. Due to the presence of different ethnic groups, a number of languages are spoken for instance Gojri, Pahari, Dogri, Poonchi and Kashmiri. These districts have a large number of divided families distributed on both sides of the LoC (Telfer, 2009).

After the independence, the habitats of Rajouri have witnessed three battles taking place between India and Pakistan in 1947, 1965 and 1971. No doubt the people of Rajouri suffered a lot during these conflicts but there has not been any effect on the responses of the people of the district towards the Indian state. Throughout this period district maintained communal harmony. The vast majority of the Poonch-Rajouri inhabitants earn their living through subsistence agriculture and livestock products. The issue of land ownership also has particular importance in these areas since vast quantities of land have changed hands during the various waves of migration and resettlement. Those living in the towns typically possess very little land and often have government jobs or work as small shopkeepers. There is a considerable lack of industry and economic opportunities in both of the districts which has led to much frustration and discontent among the working age group persons including youth. Rajouri district is having an agricultural dependent economy. The cities towns are gradually emerging as a centre of economic activities. Rajouri because of its hilly terrain area is economically quite backwards. Its backwardness is also due to its strategic location. The communication and transport systems are poor. It is situated in such a place that has remained quite close to the conflict between

India and Pakistan. The length of Line of Actual Control touching boundary of Rajouri district is 120 Kilometers. During the last twenty years of militancy, the LoC has been a further problem because it has become the route for the infiltration of the militants trained in Pakistan. Therefore, militancy was intensified in this area and created disturbed conditions (Bose, 2009).

People of Poonch and Rajouri have acute grievances which have largely remained unaddressed, especially since the leadership of Jammu has never represented the aspirations of the people of these districts with their visits restricted to elections alone to seek the support and votes of the people. They have failed to establish any links with the population of this area, so there is a complete vacuum of relations and understanding between the leadership of Jammu and Poonch-Rajouri. Therefore, they are ignorant about the problems, miseries and suffering of the people of this belt. It is this political callousness which has given birth to the idea of a separate region for Rajouri and Poonch so that development can take place. In spite of the above-mentioned facts, the majority of the population of Poonch and Rajouri is not in favour of being separated from Jammu province because of their social, cultural and linguistic affinity with the people of Jammu vis-à-vis the other regions of the state (Ibid).

The tribal invasion of Jammu and Kashmir that occurred in 1947 bifurcated Poonch district and Pakistan occupied areas of Muzaffarabad, Mirpur and Poonch districts leading to mass migrations and large displaced person populations. Many of the Hindus and Sikhs currently residing in Rajouri trace their origins to Mirpur, Bagh, sudhnoti and Kotli and those of Poonch District often migrated mainly from Bagh and Rawalkot.

In 1596 AD, Mughal emperor Jahangir appointed Siraj-Ud-Din as a ruler of Poonch therefore; the area remained under the autocracy of Raja Razaq Khan, Shahbaz Khan and Rustum Khan till 1720 AD. In 1891 this area was captured by Maharaja Ranjeet Singh and it remains under his occupation, under KhalsaDarbar Lahore till 1850, followed by Raja Moti Singh, Baldev Singh, etc. In the war between India and Pakistan, Pakistan captured a portion of Poonch and that is still under their occupation. In the year 1965, Poonch District bifurcated into two Districts that is

District Rajouri and Poonch but both the district on the basis of their similar climatic conditions and geographical location are perceived to be a single entity, therefore it is often considered one region i.e. Rajouri-Poonch. As discussed this region passes through various regimes i.e. from the period of Mahabarta, Alexander, Afghans, Mughals and then Sikh, and so area of Rajouri and Poonch depict mixed impression of all in terms of Culture and Heritage. Starting from culture, people belonging from all ethnic groups are living in the State Jammu and Kashmir, but most of the Phari speaking people and Gujjar and Bakwarwal are living in Rajouri and Poonch. Both Gujjar and Phari being native of the same areas have their own unique and typical identity in terms of costume, music, songs, art, lifestyle, marriages, occupation and language, which is not found in another part of the state in fact in India. (Sharaz & Parvez, 2013).

CHAPTER 2

REVIEW OF LITERATURE

Ramakumar and Rajashree, (2008) on Product Development and Management in Rural Tourism With Reference To Maharashtra, they observe that the stress of urban lifestyles has led to a counter urbanization syndrome. This has led to growing interest in the rural areas and rural tourism. Rural tourism can be harnessed with the development of the region and is highly useful for a country like India where the vast majority of people live in villages. In order to actualize the development potential of rural tourism in India, it is very important to make the marketing efforts effective. The local bodies and the NGOs in the region have special roles in this effort. At present many rural regions with all its exotic tourism products are not able to attract enough tourists, because these rural areas are not known to the potential tourists – both domestic and international. Inadequacies of trained manpower and physical facilities including accommodation are hindrances in developing rural tourism.

Gupta & Sharma, (2011) on the pilgrimage tourism in Jammu and Kashmir. The research title is Promotion of Cultural, Heritage, and Rural Tourism through Pilgrimage Tourism: A Case study. The research is trying to analyze the tourism in the state in the context of pilgrimage and cultural heritage. The data was collected primarily through a questionnaire survey conducted among 150 respondents. All these respondents were pilgrims from different locations in Jammu and Kashmir. 43 percentages of the people who came for a pilgrimage to Mata Vaishno Devi temple were attracted to and participated in the Navratri 31 festival. 21 percentages got attracted to the local bhajans being sung and the remaining 10% of the tourist's primary attraction is in curios items. 91 percentages of the pilgrims who got attracted to navarathri said that they are going to come repeatedly to the festival. 85 percentages of tourists said they would have considered extending the number of days of the tour if they had possibilities to participate in the alternate tourism avenues like cultural tourism, rural tourism, adventure tourism etc. The vast majority of the

tourists were satisfied with the food, 87 beverages, and accommodation. Generally, tourists are happy with the organizers of the tour.

Khaki & Sahif, (2011) in their article entitled, "Satisfaction of Visiting Tourists to Kashmir Division" have studied the aim to measure satisfaction level of the tourists visiting the Kashmir Valley. The study reveals that the expectation of tourists especially foreigners is not being met at the expected level. The three critical attributes of tourism satisfaction are slightly satisfactory but at the same time requires due attention by the authorities concerned to enhance satisfaction level of visiting tourists.

Manhas, (2013) made a study on tourism in Jammu and Kashmir in India. The title of their study is Terrorism and Tourism in J& K: An Empirical Study. Tourism in India is growing at a comparatively rapid pace. But due to terrorism, the pace of growth of tourism in Jammu and Kashmir is getting stagnated. For the study, the researchers have used both primary and secondary data. The data collection and analysis were done separating the territory into three regions, namely Jammu Region, Kashmir Region and Ladakh Region. The final outcome of the Kargil war was that it offered another destination for tourists to visit and pay homage to the great martyrs of the country. The tourism in the Ladakh region was badly affected because of war and terrorism. But it was picked by 2003 and registered an impressive growth of 245.58% in terms of tourist arrivals to the destination.

Jenkins, (1997) working on the "Impact of the development of International Tourism in the Asian Region" examined ways in which policy may be devised to enhance the economic benefits from tourism. He stressed that economic benefits accruing from tourism are in themselves the product of wider policies aimed at encouraging and developing tourism. We should, therefore, look at the way in which external factors influence the total flow of visitors to a country, and then consider how the consequent impacts could be increased.

Vukonic Boris, (1996) "Tourism and Religion", describes rather than evaluates, the interrelationship, especially the economic and sociological dimensions, between tourism and religion, primarily from the standpoint of tourism. It discusses

the touristic determinants of pilgrimage and is the best guide for the interrelationship between tourism and religion.

Dasgupta, (2007) .tourism is a human experience, a social experience, a geographical phenomenon, a resource value, and a business industry. it is a major social phenomenon of the modern society with enormous economic consequences. Its importance as an instrument for economic development and employment generation, particularly in remote and backward areas, has now been well recognized the world over. This industry today is globally recognized as a major economic contributor and employment generator. The investment flows into this field are constantly on the increase (WTO).

Collins Kreiner, (2010) Tourists as people who travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. However, the Indian department of tourism explicitly includes people travelling for the following reason: leisure recreation, holiday, health, study, religion, sport, business and family mission.

Krishna, (1993) through light on historical perspective, that the first conscious and planned efforts to promote tourism in India were made in 1945 when a committee was set up by the government under the chairmanship of Sir John Sergeant, the educational advisor to the government of India But it was only after the 1980 the tourism activity gained impetus full swing. The government of India took several significant steps, making tourism in the country effective in 1982. later in 1988; the national committee on tourism formulated a comprehensive plan for achieving a sustainable growth in the tourism sector. In 1992, a national action plan was prepared followed by the national strategy for the promotion of tourism in 1996. In 1997, a new tourism policy laid emphasis on the roles of central and state governments, public sector undertakings and the private sector in the development of tourism.

Tosun & Timothy, (2001) the friendlier relationship between two states makes any activity possible whether it is across borders or near the borders. Some border areas are important due to their rural and peripheral character and where tourism is the main source for economic development. Such concepts and theories are

important in order to understand the characteristics of tourism development and planning.

Yusuf, (2009) both the sides of LOC in Jammu and Kashmir are suffering from lack of infrastructural development. In addition, the restriction on cross-border movements in Jammu and Kashmir makes border tourism difficult to promote in the state. Permitting cross-border tourism, for both domestic as well as foreigners, will successfully contribute to the economic and social-cultural development of Jammu and Kashmir

Ashraf, (2010) Moreover, tourism brings people closer in every aspect of life and promotes peace and prosperity throughout the world.

Bhat, (2013) Views that could be maintained and re-established everywhere in the state if the borderlands would be redeveloped for tourist activities. In addition, there are several attractions in Jammu region (at RajouriPoonch) which are in close proximity to border areas that can be developed for the desired tourism development purpose.

Raina, (2001) conducted a research entitled Tourism development in Jammu &Kashmir, A case study for decentralized planning. The study was primarily concerned with the structuring of destination zones of attraction clusters in the state of Jammu and Kashmir. The study identified several unexploited attractions of tourist appeal in the three provinces of Jammu &Kashmir. In this research, the discussion was made about destination development including destination planning, development, and maintenance. Recommendations for tourism promotion in the state made to meet the expectations of a wider segment of tourists market in addition to giving a boost to the state economy.

Chatterjee, (2015) in their study on, Tourism in India describes the history, heritage and special folk arts of Jammu and Kashmir. This study also deals with the social responsibility and business ethics and the need for tourism laws and regulations. This study contains the basic ideas and ethics of tourism. This study also gives much information about the economic impact of tourism, eco-tourism, and growth of travel agencies

Bhartari, (2008) ecotourism development has entered an exciting phase in North India. However, there is the tremendous scope of sharing experience and scaling up of activities through well-planned collaborative projects both among the Himalayan States of India and with bordering nations of Nepal, Bhutan, and Pakistan.

David and Fennell, (2000) in their book *Ecotourism: An introduction* highlighted the need to promote the right kind of tourism, that is, quality and eco-friendly tourism so that maximum benefits can be harnessed without affecting and altering physical and social quality.

Hillal, (2014) the study involved mainly the use of secondary data. This paper will focus on the impact of tourism on the economic development of Jammu & Kashmir. By examining the parameters of economic development such as employment generation, development of the infrastructure and the state gross domestic product (SGDP). It also examined that the attention towards the new unexplored tourist's destinations and the changing taking place on both demand and supply sides. Supply sides changes are due to the growth of new areas like adventure tourism, science tourism, spiritual tourism and medical tourism. Demand-side includes, changes in the standard of living rise in disposable income, are marriages, long leisure time and better education.

Mir, (2014) tourists are attracted to destinations because of the return they get on the expenditure they do in the tourist place, these could be satisfied with psychological needs like appropriate, safe environment, affordable accommodation etc. so apart from developing physical tourism infrastructure, political instability must be cultivated as an important factor in influencing tourism. Secondly, infrastructural growth is necessary for the renewal of state tourism.

Mukesh, (2014) the turmoil has put a negative sign on the state, as high risk is involved in visiting, no tourist was ready to visit the state. The youth was frustrated due to unemployment, income earning hand were putting guns for Azadi and nowhere there was a bit of prosperity.

Bhat & Shah, (2014). Tourism must be used as a bridge to create links between Kashmiris and rest of India. The state and its people could be helped at this stage by encouraging visitors to go to Kashmir.

Pearce, (1980) argues that areas with a high level of tourism development generate resident dissatisfaction due to traffic and parking problems, crime, inflation, etc. nevertheless, it is also true that a stronger presence by the tourist industry implies greater economic development and higher incomes for residents. Consequently, as well as heightening environment concern, it might also stimulate a greater appreciation for the tourist industry as long as tourism represents an important source of economic development for the region.

Ahmad, (2011) in his book “tourism and religion,” describes rather than evaluates, the interrelationship, especially the economic and sociological dimensions, between tourism and religion, primarily from the standpoint of tourism .it discusses the touristic determinants of pilgrimage is the best guide for the interrelationship between tourism and religion.

Bakshi, (1997) “Kashmir through ages”, has written an article valley and its culture in which he has focused on the historical and architectural perspective of some important temples of the valley. He has put down the history of pandrethan, mart and, Awantipore temples from the ancient historical resources. He has also given a brief review of other important Hindu and Muslim pilgrimage spots of the valley in a cursory manner. The architectural splendour of some moments is also highlighted in his war.

CHAPTER: 03

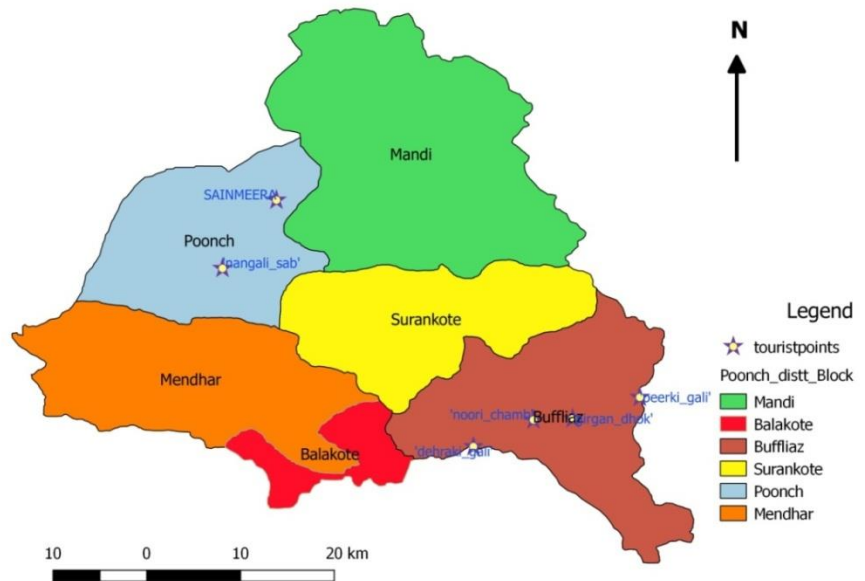
TOURISM IN RAJOURI AND POONCH DISTRICT

The twin districts of Rajouri and Poonch fall in the Pir Panchal belt of Jammu province. This is an important mountainous range which separates the valley of Kashmir from Jammu province. Stein, the well-regarded commentator on Raj Tarangini described the Pir Panchal track as a region located between the rivers Jhelum and Chenab in the southern and south-western slopes of this region, which starts from Banihal Pass and comprises Rajouri, Budhal, and Poonch on the Indian side of the LoC and Kotli, Rawalakote and Bagh on the other side of the LoC. The 223km-long LoC touches the boundaries of Sunderbani, Nowshera, Rajouri, and Manjakote blocks of Rajouri district, and Balakote, Mendhar, Poonch, and Mandi blocks of Poonch district. Presently, these twin districts of the Pir Panchal track are comprised of one municipal council at Poonch, 6 notified area committees, 13 community development blocks and 563 villages (Maini, 2010).

Most of the area is cut off mountainous and inaccessible with very meagre infrastructural facilities available in this belt. Due to the disadvantages caused by geographical conditions, existence on the line of actual control, continuous cross-firing and shelling across the border for about eight years, far away from power centre's and negligible representation in the political scenario and administrative setup of the J&K state, the people of these border districts have become economically backward with 46 percent of the population living below the poverty line. 49 percent families are without power, 23 percent without drinking water facilities, 73 percent families continue to reside in Kachha houses, 79 percent make do without flush latrines, 29 percent villages are yet to be connected through roads, and nearly 43000 educated unemployed wanders in search of jobs. Further, there are no medium- or large-scale industrial units, no hydel power projects, and limited commercial avenues available to the people. There is less than 1 percent representation of the region in the Secretariat. No air link, ATM or rail link services are available along this track; the condition of the only road link leading towards Jammu has worsened in about the last ten years (Ahmed & Abdulla, 2013).

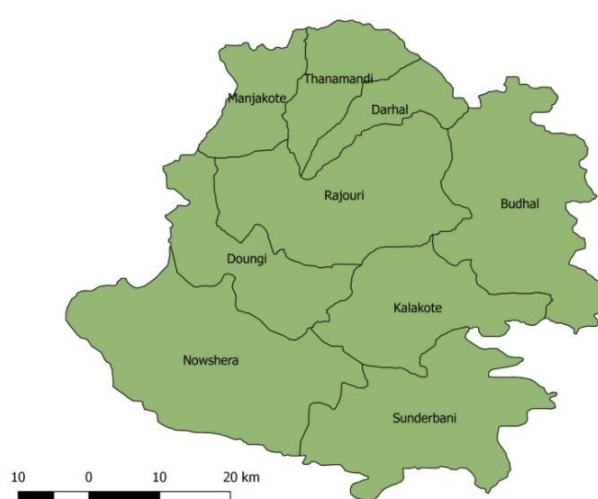
MAP.NO:-3

BLOCK AND TOURIST MAP OF POONCH DISTRICT



MAP.NO:-4

BLOCK OF RAJOURI DISTRICT



There is 62 percent Muslim families which have remained divided ever since the establishment of the Line of Control. This scenario had pushed the people of this district into economic and educational backwardness. As per the revenue records, the total area of Poonch, Rajouri districts is 4304 square kilometres while the projected population for the year 2009 was 10.63 lakh. As per the 2001 census, the population of Rajouri district was 4.83 lakh, out of which 4.49 lakh people were residing in rural areas while 0.34 lakh people lived in urban areas (Ahmed & Abdulla, 2013).

Further, there were 0.38 lakh Scheduled Caste and 1.67 lakh Schedule Tribe people in the district. The district was represented by 60.23 percent Muslims, 37.28 percent Hindus, 2.24 percent Sikhs, 0.02 percent Buddhists, 0.04 percent Christians and 0.03 percent others (Census of J & K, 2014).

The total population of Poonch district was 3.73 lakh of which 41 percent were Schedule Tribes, 52 percent Paharis, and 7 percent Kashmiris while 87 percent were Muslims, 7 percent Hindus and 6 percent Sikhs. Hindus were dominant in Tehsil Nowshera, Sunderbani, and Kalakote in district Rajouri while Muslims were in majority in all the tehsils of Poonch district apart from tehsil Thanamandi, Budhal, and Rajouri of Rajouri district. In Poonch district, before independence, almost all the villages had some minority population. However, due to the events of 1947, 1965, 1971 and the proxy war from 1989, the minority population gradually migrated to other parts of the country and presently, Hindus and Sikhs are concentrated in Poonch, Surankote and Mendhar towns and eleven surrounding villages. The twin districts are dominated by 93 percent Gujjar Bakerwal tribes and Pahari speaking people, including Hindus and Sikhs, while 7 percent Kashmiri speaking people inhabit villages closer to the Kashmir Valley. The historical background, cultural aspects, dresses, diets, languages, habits, lifestyles, economic conditions, and problems of the people of this belt are very distinct compared to the other districts of Jammu province. In spite of their sufferings and the repeated disturbances, surprisingly, the people of this region have continued to maintain communal harmony and a peaceful atmosphere. The traditions of a composite cultural heritage and secular outlook have travelled through history. The brotherhood of the people of Poonch and Rajouri is more robust than the mountains

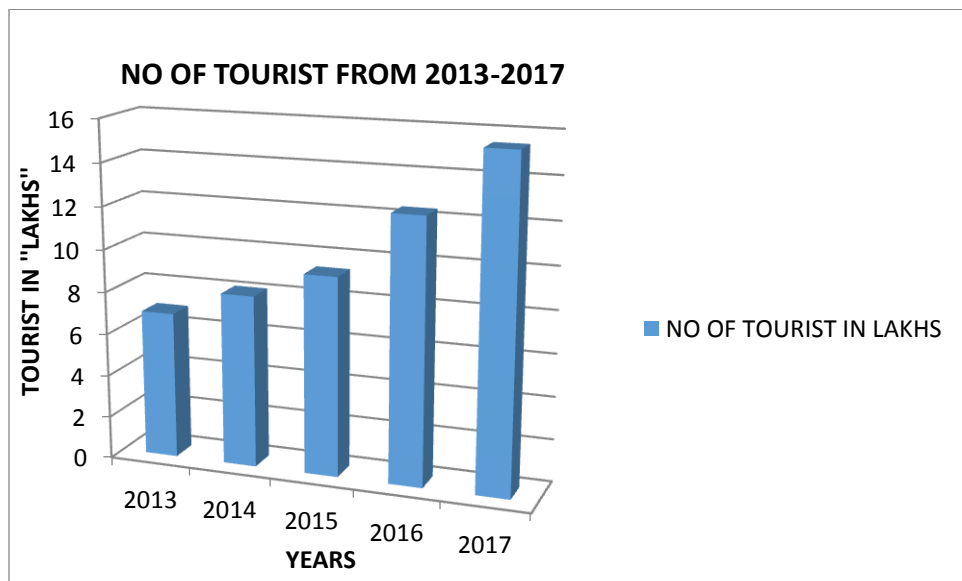
surrounding this belt. This lies of communal harmony, friendly relations, and tolerance (Ahmed & Abdulla, 2013).

Table No:-4 THE LAST 5 YEARS DATA THE NUMBER OF TOURISTS WHO VISITED RAJOURI AND POONCH DISTRICT.

YEARS	NO OF TOURIST IN LAKHS	GROWTH RATE
2013	6.92225	...
2014	8.11329	17.2
2015	9.35938	15.35
2016	12.4	32.4
2017	15.46	24.6

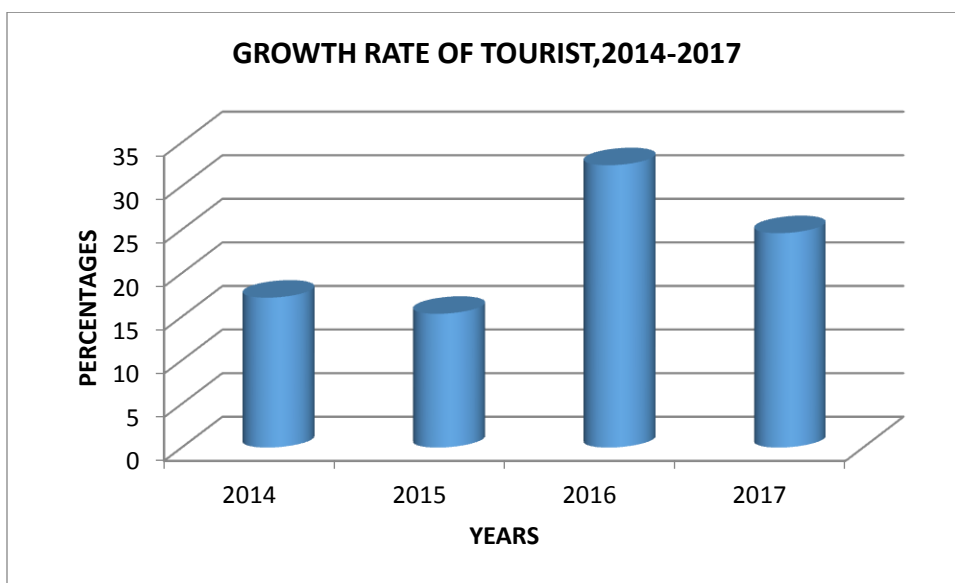
Source: Ministry of tourism 2017.

Figure No:-7 Number of tourist in Rajouri and Poonch district during (2013-2017) in lakh.



Source: Ministry of tourism 2017.

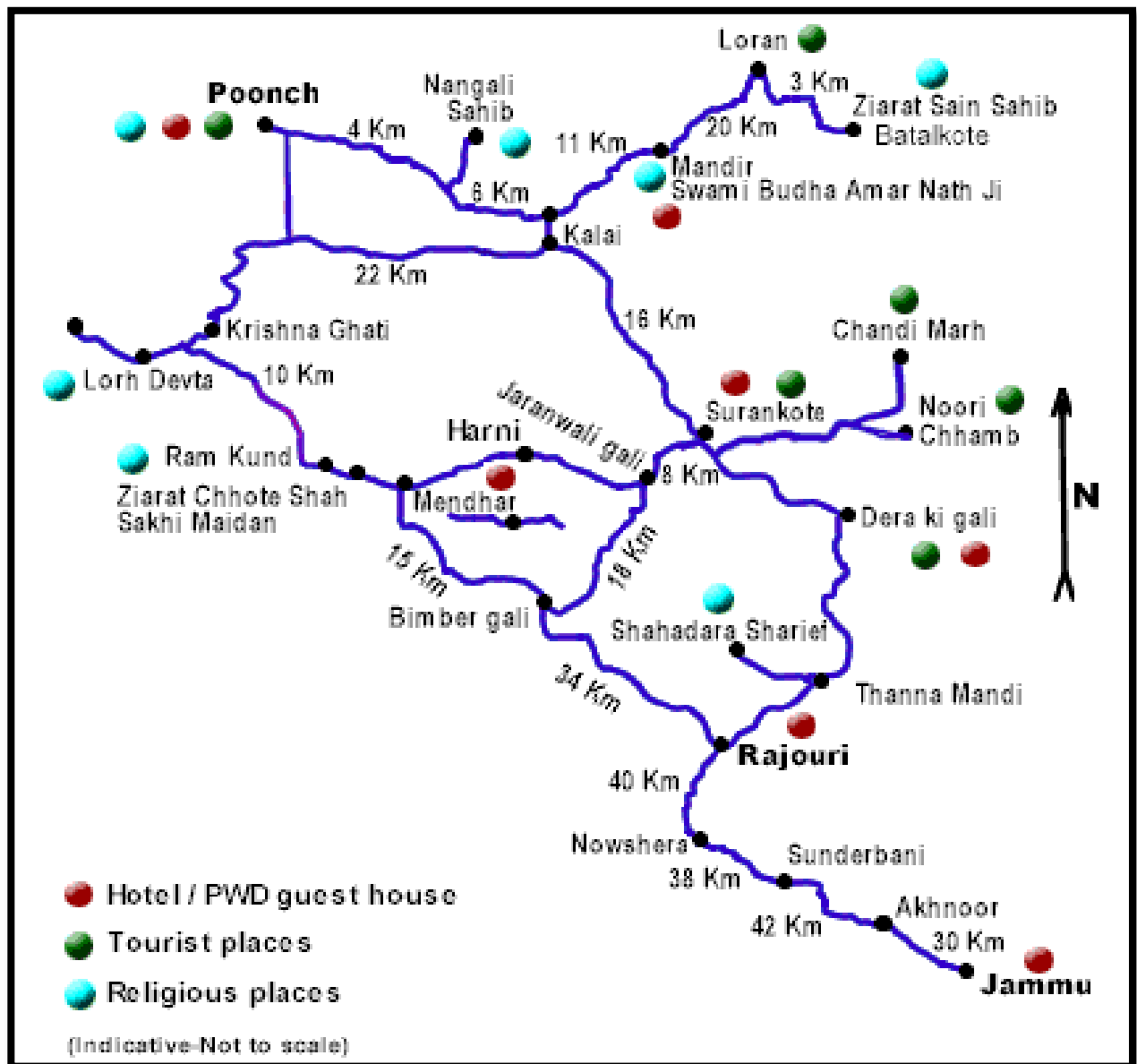
Figure No:-8 Growth rate of tourists who visited Rajouri and Poonch district during (2013-2017) in percentages.



Source: Ministry of Tourism 2017.

In this table, the number of tourist who visited in Rajouri and Poonch district from 2013-2017 the growth rate of tourist in 2014 is 17.2 to increase in 2017 is 24.6. The number of tourist increased during 2013-2017 the highest growth rate of tourist are found in the year 2016 at the percentage of 32.4 the lowest growth rate of tourist are found in the year 2015 at the percentages of 15.35 this table shows that the tourist are increased year to year. This table shows the two graphs no of tourist from 2013-2017 and the growth rate of tourist 2014-2017.

MAP.NO:-5 TOURIST MAP OF RAJOURI & POONCH DISTRICT THROUGH ROAD NETWORK



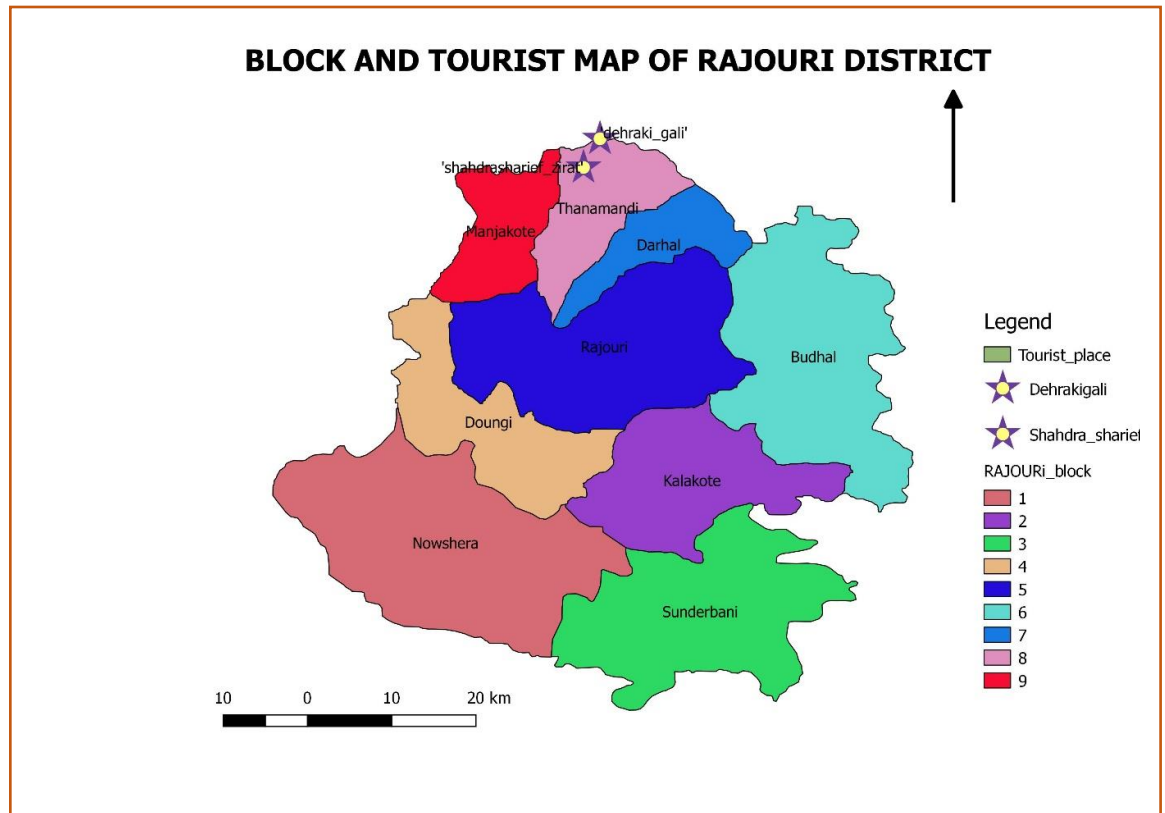
Source:<http://www.bharat-rakshak.com/archives/MONITOR/ISSUE6-1/Patel2.gif>.

Tourism business is not a closed business; whosoever contributes to it gets his share. People engaged in tourism business act as stakeholders in this industry. And all these stakeholders perform different types of activities and can earn as much as they want to earn. Moreover, for the handicraft sector of the state, tourism will act as a saturated lifelong market. While reviewing the comprehensive analysis of the growth and pattern of the tourism industry of the state it can be concluded that tourism, the industry is a key industry in the state. Tourism in the present scenario acts as a backbone for the state of Jammu and Kashmir. However, the industry is not developed up to that extent, that it will remove the economic backwardness, the problems of unemployment and low per- capita income of the state (Bhat, 2013).

3.1:-TOURIST PLACES OF RAJOURI.

District Rajouri belongs to the middle Himalayas and is located in the foothills of Peer-Panchal range. Its boundary starts from Sunderbani, at a distance of eighty kilometres from winter capital of Jammu and Kashmir state i.e. Jammu. The district is located in between 4.05 degree to 4.40-degree latitude and 35.58 degrees to 33.35-degrees longitude. District Rajouri was handed over to the Dogra Maharaja in 1846 as part of the Treaty of Amritsar. Around 1856, the status of Rajouri was reduced to that of a tehsil of Bhimber district. In 1904, it was brought under Reasi district. In 1947, Pakistan's forces invaded and occupied some portion of Rajouri. After 1947, it became a part of the newly constituted Poonch-Rajouri district. On September 22, 1967, government bifurcated district Poonch into two districts, namely Rajouri and Poonch, to facilitate the process of development and better supervision of economic activities in the areas. On January 1, 1968, it became a separate district. Therefore, Rajouri emerged as a new district on the map of Jammu And Kashmir State. The details of Rajouri district in terms of location and topography, administrative setup, climate and rainfall, population and density, area and utilization, irrigation and electorates and panchayats (Qazi, 2005).

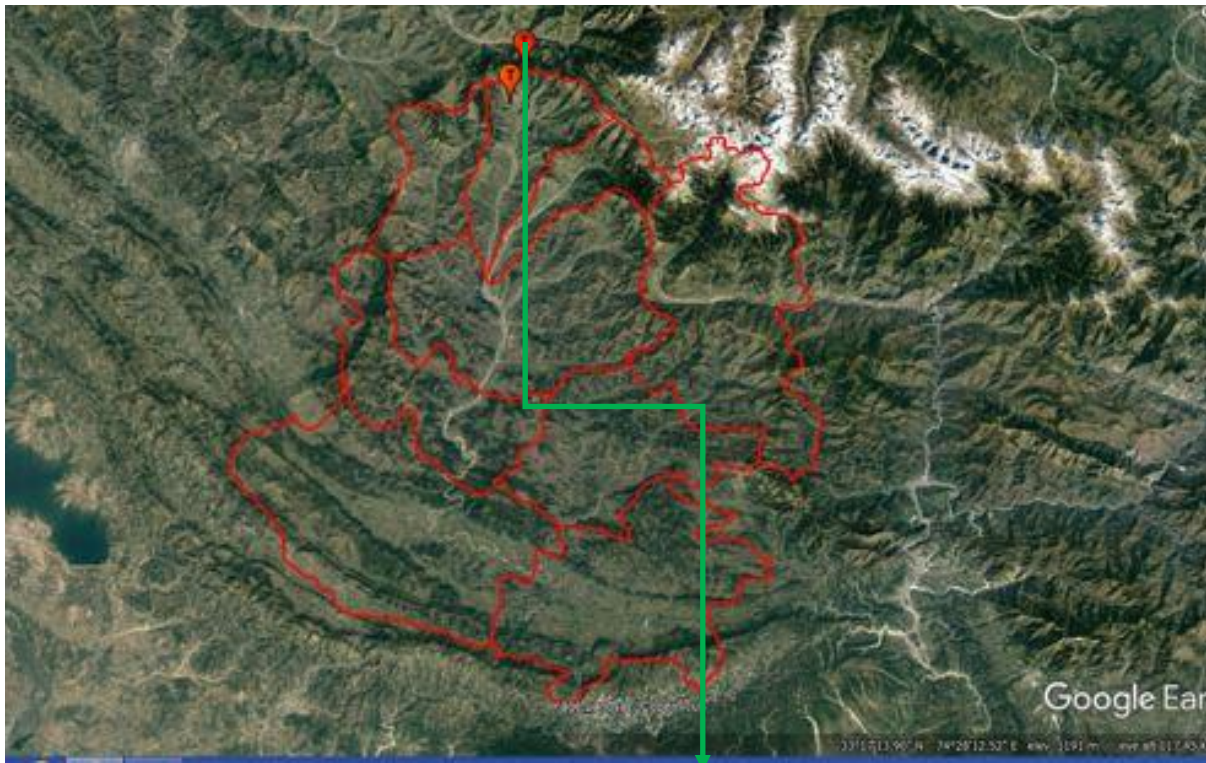
MAP.NO:-6



3.1.1:-DEHRA KI GALI.

This beautiful scenic spot is situated at a height of pluss 6600 feet above sea level, in the Pir Panjal Range and is one of the passes connecting Rajouri and Poonch districts. It experiences heavy snowfall during winter months. Thick vegetation cover attracts and charms the visitor. On the top of this hill, Project Beacon has constructed a one-room apartment, which is indeed a fine sightseeing spot of the whole of the area. The State PWD Department has recently constructed a two-room inspection hut, which can be rented out to the visitors by the Executive Engineer, R&B, Rajouri but it has not to be booked in advance. It would be in the fitness of things if the government considers constructing more huts there in order to give a fillip to tourism in this area of the state. Famous shrine of Rattan Pir is also situated nearby (Tourism department Poonch, 2018).

MAP.NO:- 7 Dehra kiGali google map.



Picture: 1 - Dehra Ki Gali.



Source: <http://www.discoveredindia.com/jammu-and-kashmir/attractions/historical-and-archeological-places/dehra-ki-gali.htm>.

3.1.2:-ZIARAT SYED GHULAM SHAH BADSHAH.

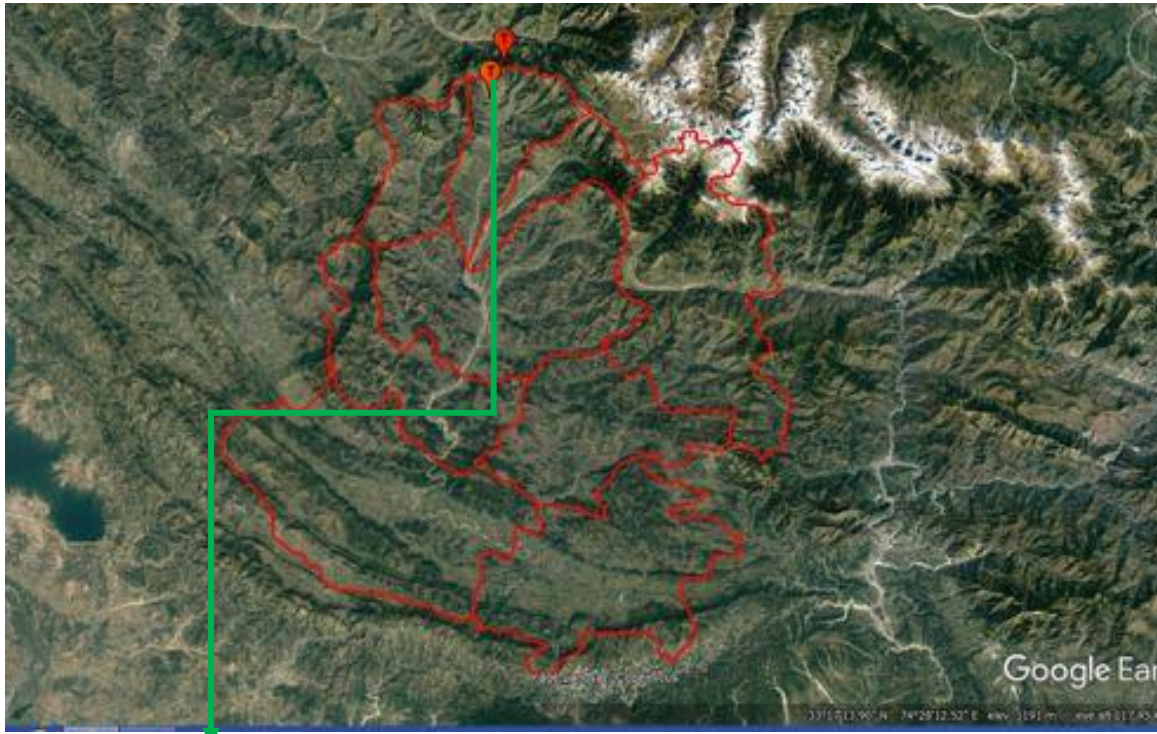
Ziarat Sayed Ghulam Shah Badshah properly known as Shahdara Sharif is located in the Village Shahdara, about 35 kilometres from Rajouri town. The shrine is bounded by beautiful lofty mountain peaks, luxuriant forests, sea green pastures and eye-catching springs. Village Shahdara in ancient times was known by different names like SimhaDwara, Shirodhara etc. In 1765 AD, a Muslim Saint Syed Ghulam Shah Badshah arrived here and started preaching the message of love and humanity (Ashfaq & Parveen 2014).

The village has thus been named after his name. People of all faiths and ideologies in lacs pay their hearty obedience throughout the year. Community kitchen (Langar) provides food and tea to lacs of people regularly round the clock. Shrine complex has the capacity to accommodate approximately 10, 000 people. And the same number can offer Prayers in Jamia Masjid ShahdaraShrief. The annual congregation (Urs) of Ghulam Shah Badshah is celebrated on 10th of Muharram every year (Ashfaq & Parveen 2014).

According to a legend in 1820 AD MaharajaRanjit sing of Punjab had sent his army general Ghulab sing to defeat an adversary. During his campaign than Amandagenghulabsings went to call on a local pious recluse named Baba Ghulam Shah Badshah, who lived in a nearby village of Shahdara. WhenGhulab sing approached the saint, he found him sitting under a tree in deep devotion with an apricot thing in hand. The saint looked at him and smiled. When asked about the reason for his mysterious smile, the saint said that he smiled on the miracle of the almighty who has committed to the charge of Gulab Singh performance of expeditions of government and management of affairs of sovereignty. He asked Ghulab sing to climb a mount hill and give an eagle glance around and whatever countries he could see, the eagle of his prosperity will someday spread its wings of away over these places. after few years, the saint's prophecy came true and Gulab sing became the Maharaja of Jammu and Kashmir. The shrine is an excellent symbol of religious harmony in the country as it was built by Hindu king in memory of a Muslimsaint. Devotees from all across the country in spite of religious or cultural disparity visit the

place to pay obeisance to the holy saint. kashmiri tea and pancakes of maize flour are heartedly cherished by the pilgrims. around the clock community kitchen langar and yatriNiwas is also available for a comfortable stay of visitors (Mir & Bhushan, 2016).

.MAP.NO:- 8 Ziarat Baba Ghulam Shah BadshahGoogle map



Picture: 2 - Ziarat Baba Ghulam Shah Badshah

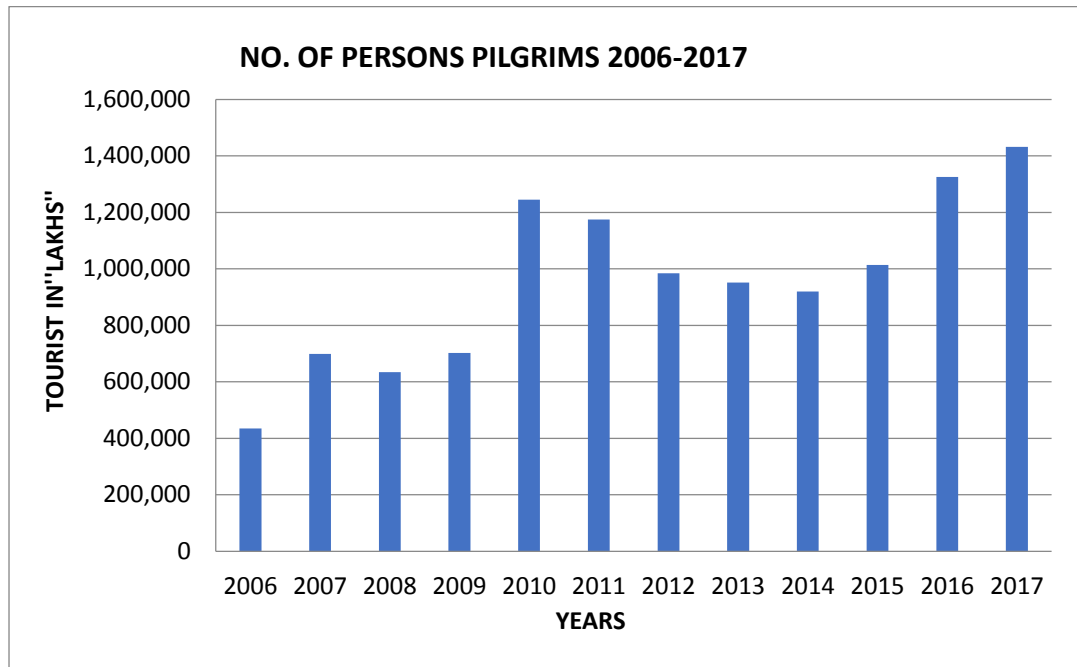
.Source: <http://babaghulamshah.com/about.html>.

Table No:-5 TOURIST OF SHAHDARA SHARIEF [YEAR WISE DATA 2006 -2017]

YEARS	NO. OF PERSONS PILGRIMS	GROWTH RATE IN %
2006	435,379	...
2007	699,356	60.63
2008	634,950	-9.2
2009	702,292	10.6
2010	1,245,545	77.35
2011	1,174,914	-5.67
2012	984,771	-16.18
2013	951,909	-3.33
2014	919,639	-3.39
2015	1,013,383	10.19
2016	1,325,453	30.79
2017	1,432,441	8.07

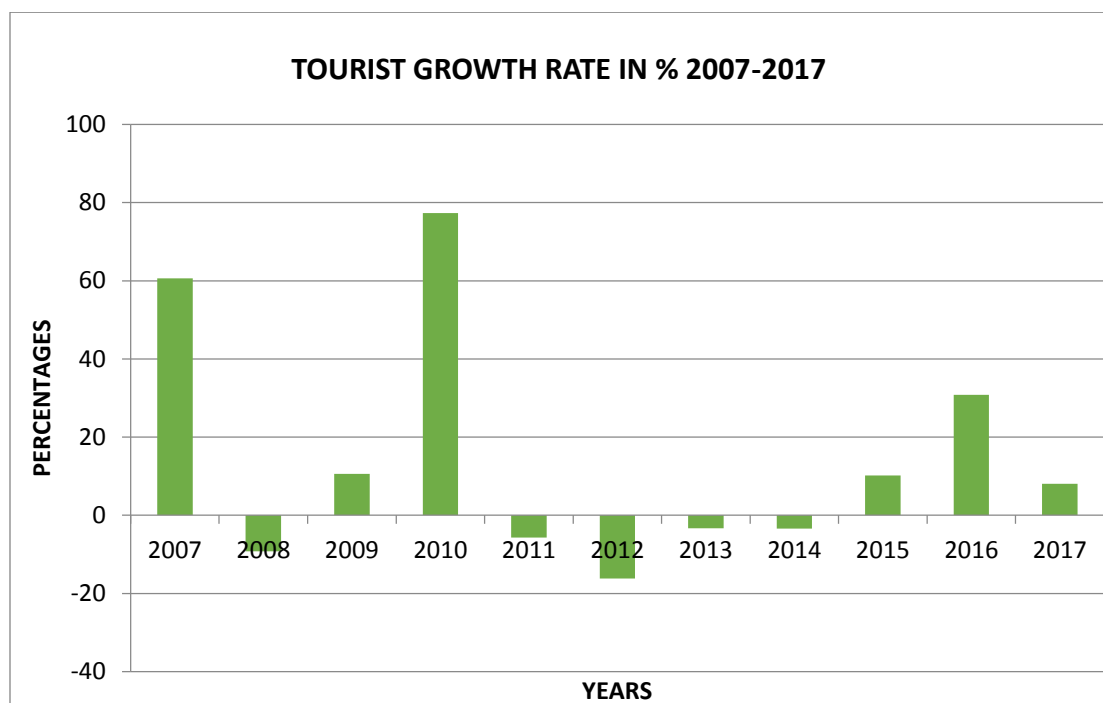
Source: district tourism department Rajouri.2018.

Figure No:-9 Total Tourist of ShahdaraSharief (2006 -2017) in lakh.



Source: district tourism department Rajouri 2018.

Figure No:-10 Total growth rate of Tourist of ShahdaraSharie (2007 -2017) in Percentages.



Source: District Tourism Department Rajouri 2018.

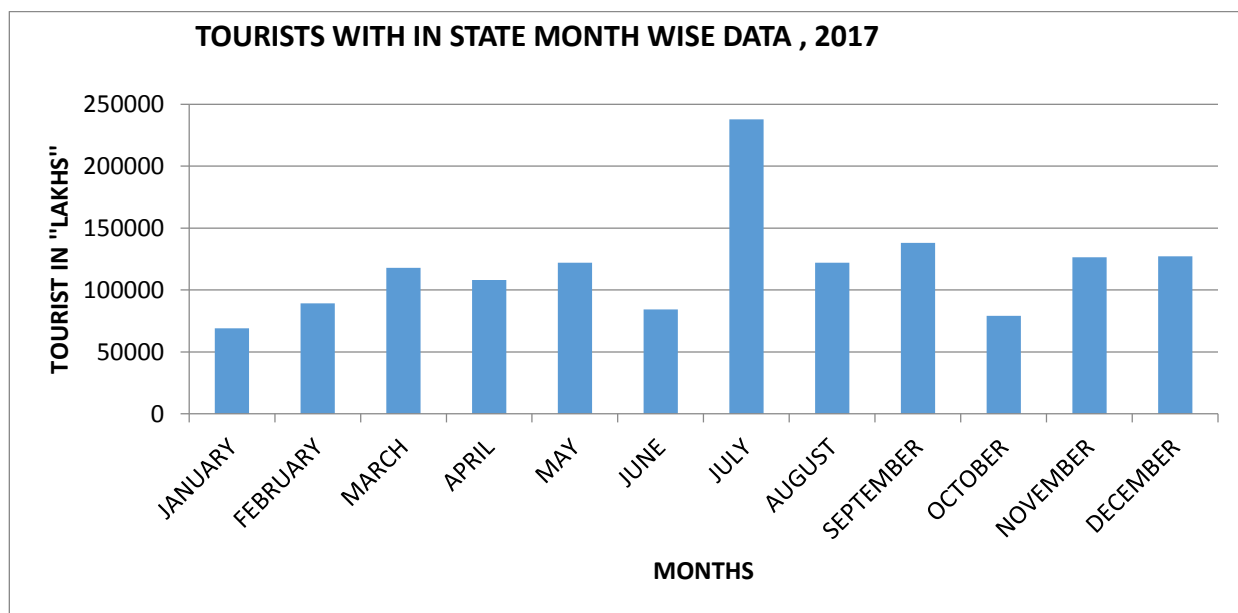
In this table, the data shows that the number of tourists increased from 2006 to 2010 at the growth rate of 77.35% in the year 2011 to 2015 the number of tourists decreased up to the growth rate of 10.19%. In the year 2016 to 2017, the number of tourists increased in the shrine of ShahdraSharief this shrine data is last 12 years data to show the growth rate in percentage. The highest number of tourist visited in this shrine is 1,432,441 in the year 2017 and the lowest number of tourist is found in the year 2006. All the 12 months tourist is visited in this shrine to see the beauty of this place.

**Table No:-6 Tourist Figure Pilgrimage of ZiaratShahdraSharief [Month Wise
Data Year 2017]**

MONTH	TOURISTS WITHIN STATE	TOURISTS OUTSIDE STATE	OUT OF COUNTRY FOREIGNERS	TOTAL	GROWTH RATE IN %
JANUARY	69123	536	26	69685	...
FEBRUARY	89230	429	16	89675	28.68
MARCH	117805	857	75	118737	32.4
APRIL	108006	845	89	108940	-8.25
MAY	122079	975	84	123138	13.03
JUNE	84246	836	8	85090	-30.89
JULY	237745	1426	34	239205	181.11
AUGUST	122045	1158	20	123223	-48.48
SEPTEMBER	138141	1203	1	139345	13.08
OCTOBER	79208	813	4	80025	-42.57
NOVEMBER	126319	863	14	127196	58.94
DECEMBER	127252	871	59	128182	0.77
TOTAL	2114199	10812	430	1432441	

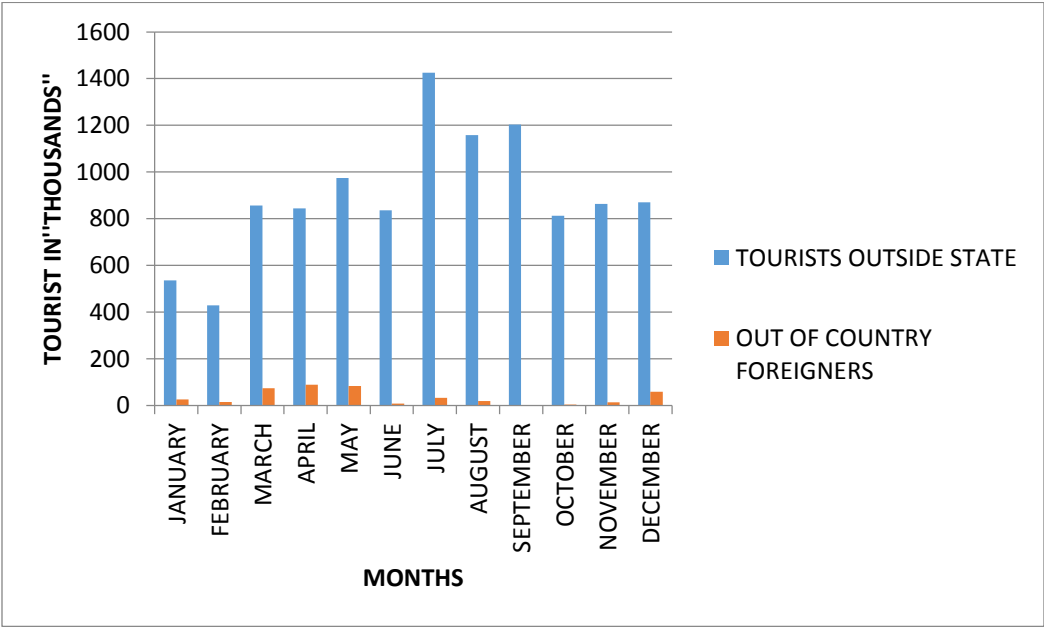
Source: district tourism department Rajouri.2018.

**Figure No:-11TouristWithin state of ZiaratShahdaraSharief (month wise data,
2017) in lakh.**



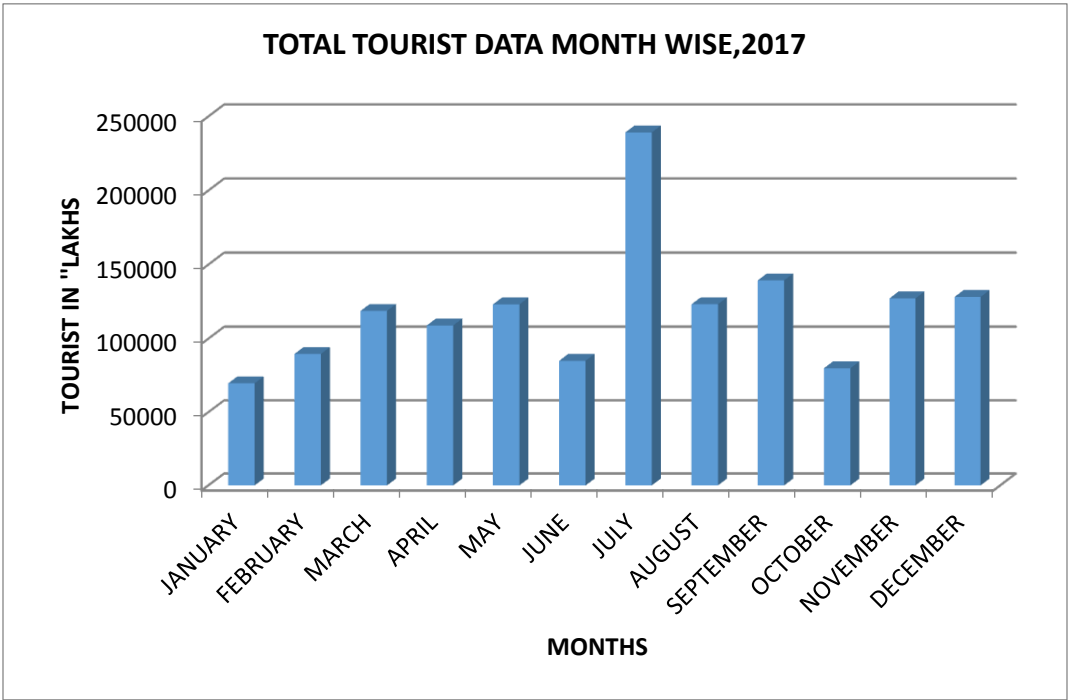
Source: district tourism department Rajouri.2018.

Figure No:-12 Foreign & Outside State Tourist visited in Ziarat Shahdara Sharief (month wise year 2017) in thousands.



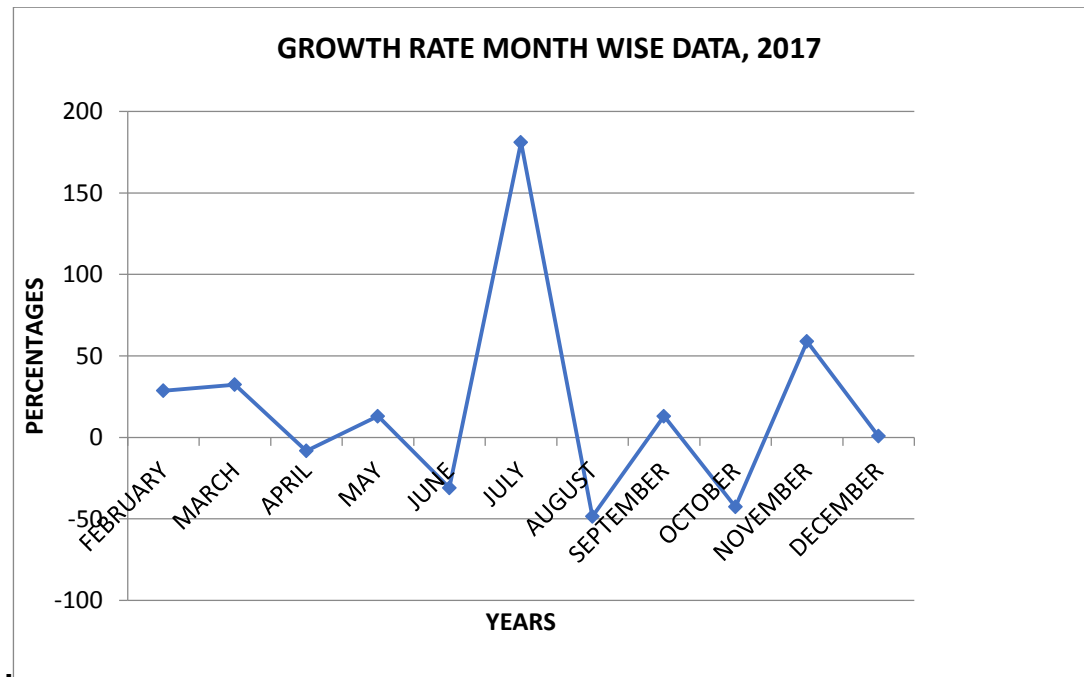
Source: district tourism department Rajouri.2018.

Figure No:-13 Total tourist of ziarat Shahdara Sharief (month wise year 2017) in lakh.



Source: district tourism department Rajouri 2018.

Figure No:-14 Growth Rate of Tourist of ZiaratShahdaraSharief (month wise year 2017) in percentages.



Source: district tourism department Rajouri.2018.

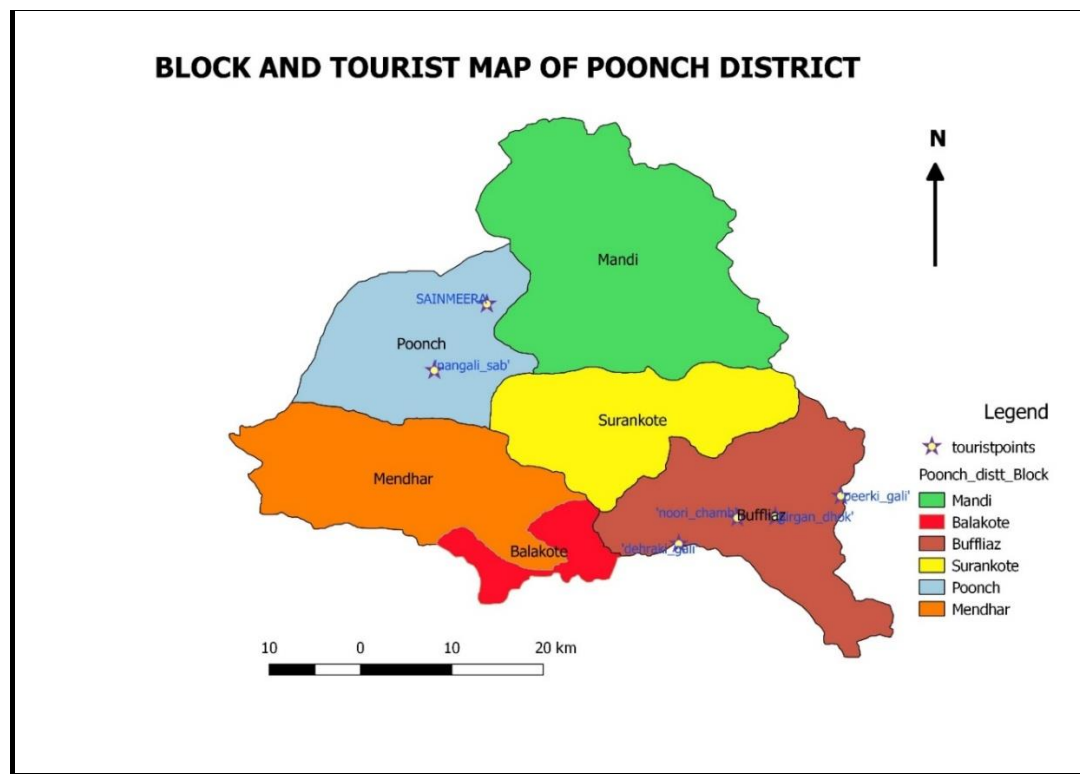
This data is the month wise data of 2017 to shows that the tourist within the state, tourist outside the state, out of country foreigners tourist visited in the shrine of ShahdraSharief the maximum of tourist is found in the within the state. The highest number of tourist is found in the month of July the percentage of share is 181.11 and the lowest number of tourist is found in the month of January the total number of tourist is 69685.this data clearly describe the number of tourists visited in this shrine to see the beautiful hilly area. this shrine is 35km away from Rajouri Town.

3.2:-TOURIST PLACE OF POONCH.

There are several tourist attractions in this district including, historical monuments and religious centres along with beautiful waterfalls, valleys, peaks, and lakes. Poonch Fort is one of the popular historical buildings located in the district. Poonch is a remote district in the state of Jammu and Kashmir, which is also known as “mini Kashmir”.located amidst beautiful nature, the district of Poonch is enclosed by the

actual line of control (ALC) from three sides. the region of Poonch is of great historical significance as it has been ruled by several local and foreign rulers. HiuenTsang the famous Chinese traveller crossed through Poonch during the 6th century. He later wrote that this place was famous for good horses, graphics, and a fine tea called Muslim. Poonch was ruled by Mr.Nar, the self-declared king of Poonch by the Mughal Emperor Jahangir. Then during 1798 AD, Rooh-Ullah-Sangu, who was a Gujjar leader started to rule the entire region. There are several tourist attractions in this district including, historical movements and religious centres along with beautiful waterfalls, valleys, peaks, and lakes. Poonch fort is one of the popular historical buildings located in the district. Raja Rustam Singh, the Emperor of Poonch got it constructed in 1713 and its style of architecture is similar to that of Mughals (Ashfaq & Parveen, 2014).

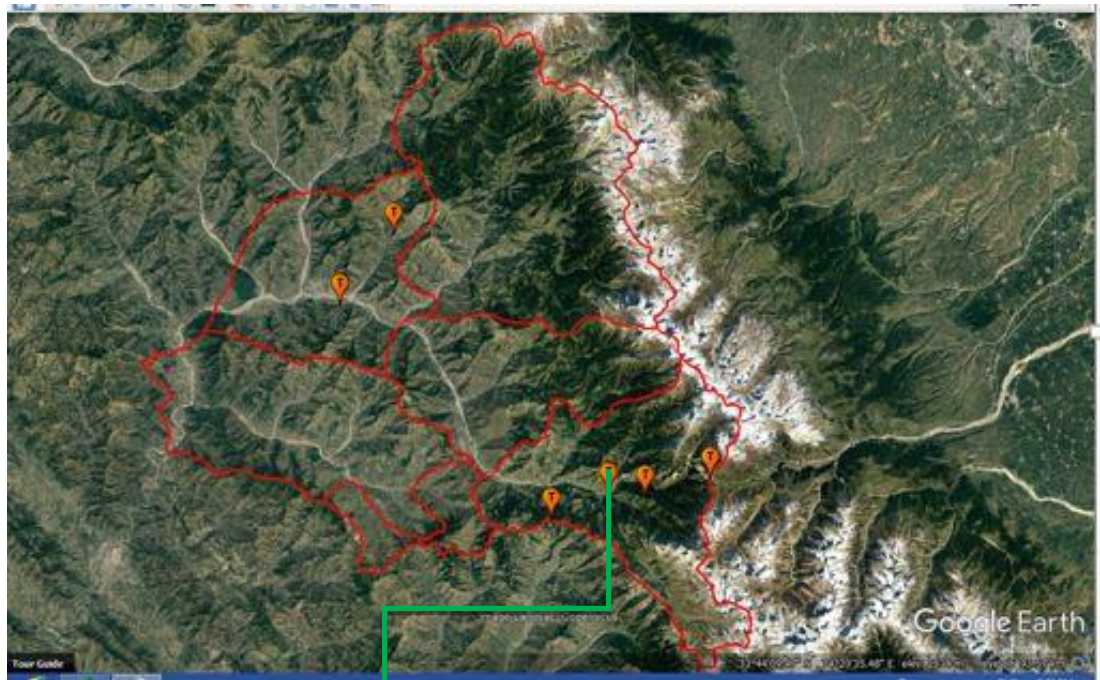
MAP.NO:- 9



3.2.1:-NOORI CHAMB.

Is another popular tourist spot, which is located 45 km away from Poonch It is said that the Mughal King Jahangir got so impressed with the beauty of this place that he named it after his lovely wife Noor Jahan. There is a beautiful waterfall here where queen used to bath. The pristine waterfall of NooriChamb was named after empress Noor Jahan, Wife of the Mughal emperor Jahangir. She used to take bath in this waterfall while on their journey from Delhi to Kashmir and vice versa. the place is blessed with panoramic view and breathtaking atmosphere (Ashfaq, 2014).

MAP.NO:-10 NooriChambWaterfall google map



Picture 3: - NooriChambwaterfal

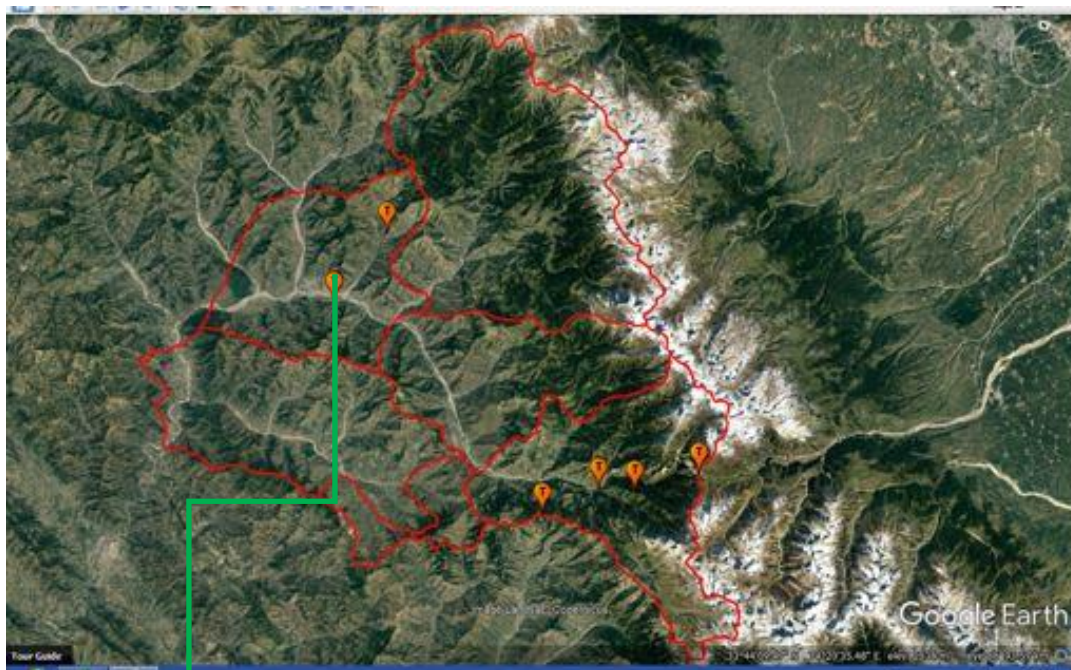


Source:<http://www.kashmirhills.com/waterfalls/noori-chamb>

3.2.2:-GURDWARA NANGALI SAHIB (SHRINES OF FAITH).

GurudwaraNangali Sahib is considered as one of the most sacred religious centres of Sikhs, which is about 7 km from Poonch. Also a popular tourist attraction in the region, this gurudwara was constructed by Thakur Bhai Mela Singh in 1803. The building of this gurudwara was burnt in 1947 but MahantBachitar Singh got it renovated. Around thousand devotees visit every year to offer their prayers and the Sikh festival, Baisakhi is celebrated here with gaiety and enthusiasm (Ashfaq & Parveen, 2014).

MAP.NO:- 11 GurdwaraNangali Sahib google map



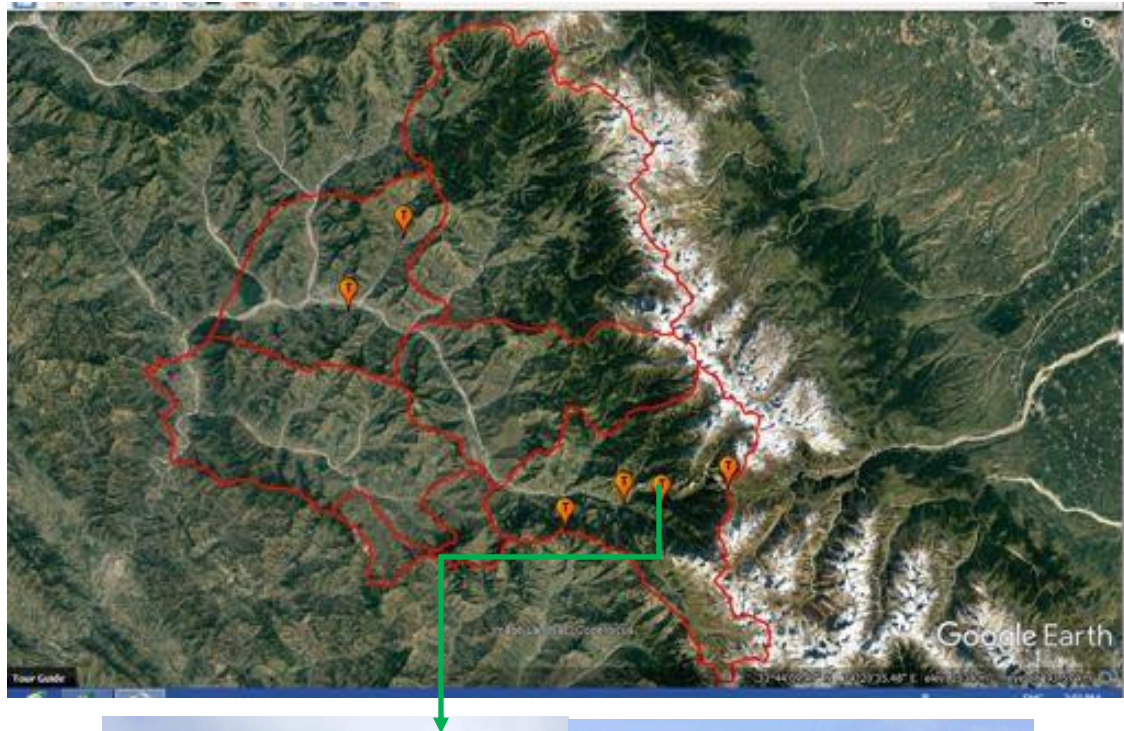
Picture:4–GurdwaraNangali Sahib.

Source:<http://www.dailyexcelsior.com/dera-sant-pura-nangali-sahib>.

3.2.3:-THE VALLEY OF SEVEN LAKES (GIRGAN DHOK).

GirganDhok is another major attraction of the place, which is popular as the Valley of Seven Lakes. The seven lakes present in this valley are Gumsagar, Kaldachnisar, Nandansar, Bhagsar, Neelsar, Katorasar, and Sukhsar. Nandansar Lake is the biggest of all the seven measuring around 1 mile in length and half a mile in breadth. Behramgala, Nandi School, Surankote, Mandi, Dehra-Gali, and Logan are some of the other famous tourist spots located in Poonch (Shahnawaz, 2014).

MAP.NO:- 12 The valley of seven Lakes (GirganDhok)google map



Picture: 5 - The Valley of Seven Lakes (Girgandhok).

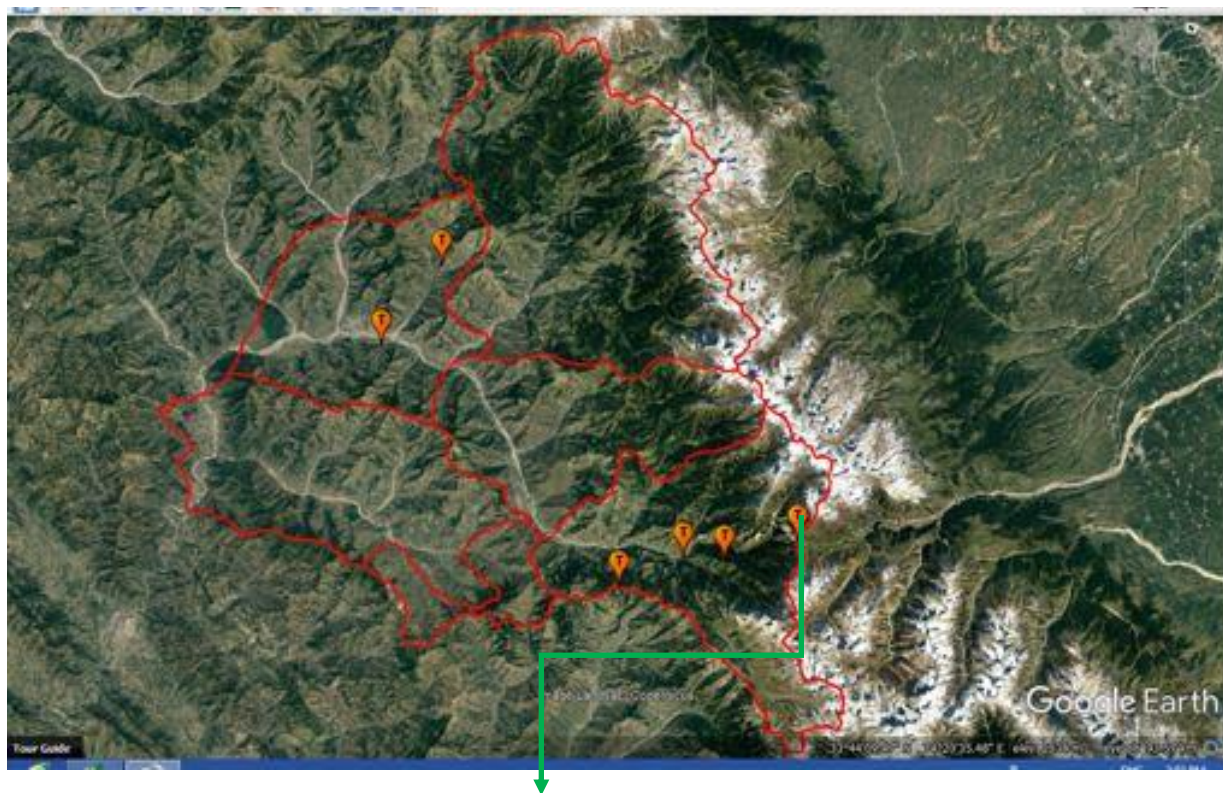
Source:<http://avik-besttraveldestinations.blogspot.in/2012/07/poonch-unexplored-heaven.html>

3.2.4:-PIR KI GALI.

On the Pir Ki Gali, there is the small unassuming mass oleum of the Pir Baba of Panjal, and a small mosque is both in stone. They have been a source of succour for the goat herders for the ages they have been travelling through PirPanjal. They can be seen praying here even now for a safe journey through the mountains, overtaken by a snowstorm when he was going across after plundering, Kashmir. The Pir Ki Gali has remained the gateway to Kashmir from the time when Kashmir began to be inhabited by the Nagas in the beginning. M.D. Fouq has rightly called it 'Bab-ul-Kashmir.' The proponent of Islam in Kashmir Mir Syed Ali Hamdani has graced this pass when he was going to Sir Hind. He came back to Kashmir through this very route. Bakerwals, the goat herders, have been coming into and going out of Kashmir through this pass conjecturally from the pastoral age. While the road is new and fresh, the people on both the sides of Pirpanjal are highly excited about it. Pir Ki Gali is being visited by hordes of them in the summer. One can see Shopian, Rajouri and Poonch meeting here in the joy of excitement. From the pass, the road descends through curves and loops of the mountains. Elevation begins to fall till it reaches the low at Bafliaz. Conversely, the ascents travelling from Bafliaz to the pass of peer kiGali. It continues to be forested with pines and firs. After forest of graceful forms of deep and green upon, which the grazing eyes take, a delight to the feast of that poetic beauty of, "woods are lovely, dark and deep." This beautiful meadow like Dubjjan now falls a small distance away from the road presently occupied by the army. Forests around these places are home to oak, elm, chestnut and lime trees beside pine and fir. The mountain ranges running parallel and close to PirPanjal are known as Rattan Panjal in these regions. Either side of the road is embellished by dense forests up to Dera Ki Gali. Particularly at a narrow passage to its left, some distance below the top DKG, there is a strip of the dense forest of beautiful trees with shining small flat green. The view is marvellous stretching over seven mountain ranges. From the top, the descent towards Thana begins with varied aspects of natural beauty.³

³<https://kashmirlife.net/history-and-mystery-of-peer-ki-gali-62111/>

MAP.NO:- 13 Tourist place of Pir Ki Gali



Picture: 6 - Pir Ki Gali.



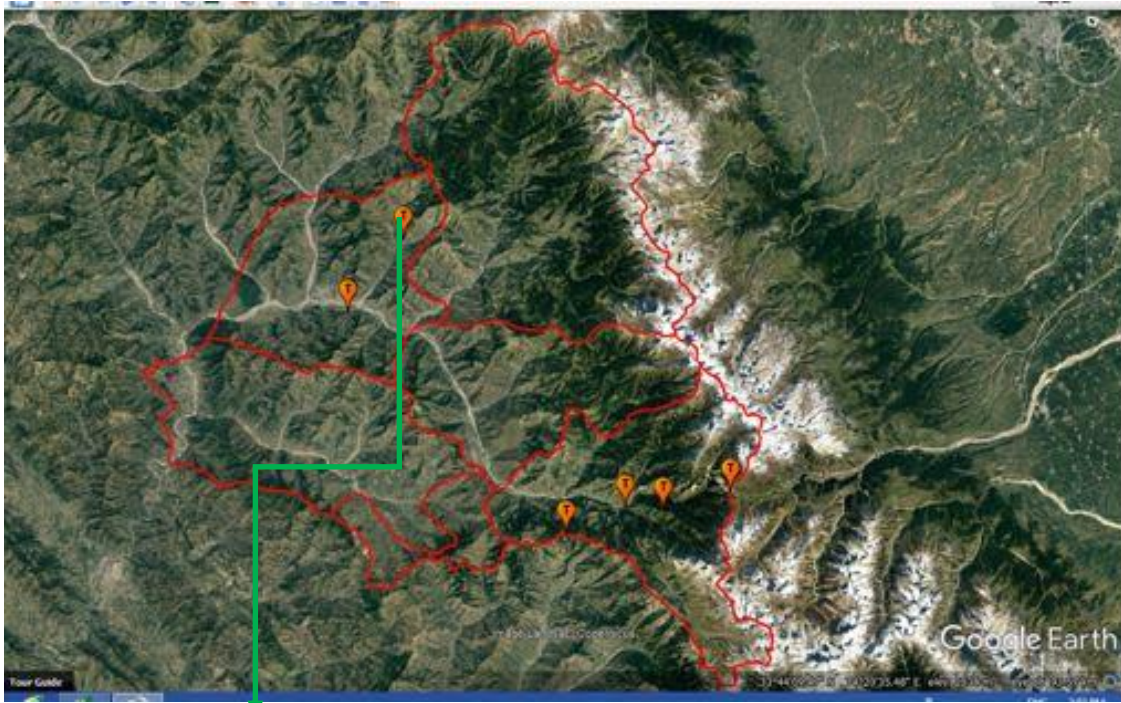
Source:http://in.geoview.info/mughal_road_at_pir_ki_gali_pass_pir_panjal,91166350p⁴

⁴<https://phototravelings.blogspot.in/2012/08/peer-ki-Gali-wonderful-sight-on-old.html>

3.2.5:-ZIARAT SAIN MIRAN SAHIB.

This Ziarat is located in the village Guntrian of tehsilHavelli near the LOC. The people of the different religious faiths pay their obedience throughout the year and there is a provision of LANGER (free meal) for all the pilgrims round the clock. (Ashfaq & sParveen2014).

MAP.NO:- 14 Tourist place of Shrine ZiaratSainMiran Sahib.



Picture: 7- Shrine ZiaratSainMiran Sahib.



Source:<https://www.nativeplanet.com/poonch/attractions/ziarat-sain-miran-sahib/>.

CHAPTER4

CONCLUSION

The study was primarily concerned with the structuring of destination zones of attraction clusters in the state of Jammu and Kashmir. The study identified several unexploited attractions of tourist places in the three provinces of Jammu and Kashmir. In this research, firstly mapping the tourist places in Rajouri and Poonch districts. There are major five tourist places in Poonch district and two tourist places situated in Rajouri district. Both districts are highly potential for tourism due to highly elevated from sea level and mountainous areas. So there is need of development maintenance through proper planning.

Recommendations for tourism promotion in the state made to meet the expectations of a wider segment of tourists market in addition to giving a boost to the state economy. Pirki Gali, the valley of seven lakes (Girgandhok), Noori Chhamb, Ziarat of Sain Miran and Gurudwara Nangali Sahib are major tourist places located in Poonch District. On the other hand, Shahdra Sharief and Ziarat Deh Rakigali are located in Rajouri district and highly visited by foreigner and native peoples. The number of tourists increased every year due to road connectivity and other infrastructures. The growth rate of tourists in 2014 is 17.2 percent and it increased in 2017 is 24.6 percent. The highest growth rate of tourists recorded in 2013-2017 and mostly tourists visit in 2016 (32.4 percent). The lowest growth rate of tourists are recorded 2015 (15.35 percent). So these figures show that growth rate of visitors is increased every year.

Similarly large numbers of tourists return back from Ladakh, Kashmir and Jammu, they can be easily diverted to Rajouri and Poonch by the development of tourism places and appropriate infrastructure like hotels and by increasing promotion programmes. Tourism is the only hope for the overall development of region otherwise its economy cannot improve because not any other facility available for development. The tourism increased in Rajouri and Poonch through the connection of Kashmir region the sectors of tourism in Rajouri and Poonch develop through the connection of Mughal road and this Mughal road is open only six months in summer because snow is melted in the Pir Panjal due to the hot climate the snow is melted and road is clear for services. In winter season the Pir Panjal is covered by snow and the link of

road is disconnect due to the heavy rains and snow road is block for six month and opened in summer the tourist inflow is highest in summer as compared to the winter in rajouri and poonch district. Tourist places of this region has a lot of potentials the main problems of this regions is that the some tourist places is far away from roads and roads conditions are not good. On the other hand Railway lines and Air ways services are not availiable, which is the major cause of problem in both district. We need a proper help from government to buildup the way of tourist centres for the development of tourism in Rajouri and Poonch district.

There is immense tourism potential in the areas of Districts Rajouri and Poonch which isunexploited and could not be developed. If pilgrimage, Heritage and Leisure tourismpotential of the area would properly identified and improve as per required parameters,Rajouri and Poonch may become tourism hub of the northern India. As we go through someimportant heritage places and Monuments these are all directly and indirectly associated withgreat happing moreover these sites are at places where other types of tourism may groom likeleisure, adventure tourism.RajouriandPoonch by development of tourism product and appropriate infrastructure like hotels andby increasing promotion programmes. Tourism is the only hope for overall development ofregion otherwise its economy cannot improve. The development of tourism will provide an opportunity for various sources of income and employment for local populations as well as provide the major source of income for the State.

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