



A Comprehensive Survey on Ecotourism Development in Jammu & Kashmir

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Abstract. Jammu and Kashmir is famous for its natural beauty and natural scenery throughout the world, that is why ecotourism appeals to the socially and ecologically conscious for individuals that Kashmir is known as paradise on earth that has been attracted number of tourists every year. This review paper explores the captivating allure of Jammu and Kashmir, renowned globally for its breathtaking natural beauty and scenic landscapes. Termed the "paradise on earth," Kashmir magnetically draws socially and ecologically conscious tourists, establishing itself as a prime destination for ecotourism. Nestled between the great Himalayan range to the north and the Pir Panjal to the south, the region boasts a plethora of natural wonder snowcapped mountains, sea resorts, temples, lush forests, and meandering rivers, all contributing to the enchanting beauty of the valley.

The paper delves into the distinctive tourist destinations within Jammu and Kashmir, spotlighting gems like Sunmarg, Yusmarg, Gulmarg, Dal Lake, and Pahalgam. It unravels the cultural richness of the region, shedding light on traditions and practices that add to the overall charm of these destinations. Furthermore, the review emphasizes Jammu & Kashmir's commitment to ecotourism development, aiming for sustainable outcomes that not only attract tourists but also contribute to the long-term well-being of local communities. By describing the natural resources and promoting ecotourism, the paper elucidates the region's dedication to maintaining a delicate balance between tourism and environmental conservation moreover we have taken the review from 104 persons many of which are students and some are at higher posts. Ultimately, this comprehensive review aims to provide readers with real-life insights into the splendors of Jammu & Kashmir, fostering an appreciation for its unique blend of nature, culture, and sustainable tourism practices.

Keywords: Tourism, Ecotourism, Hospitality, Culture, Jammu & Kashmir

1 Introduction

By virtue of expanding the travel industry consistently in Kashmir, present year Kashmir a saw a record breaking 1,63,000 vacationers visiting here in firsts two months of AY 2021-2022 producing and yearly pay of 182.83 million dollars which is approaching to 1,350 crores [1].

Coronavirus played a ruin spot for declined Kashmir the travel industry, from 1.42 lakh vacationer appearance in December 2020, the number comes to 35000 just, which impacted the economy seriously and individuals who were reliant upon the travel industry experienced extraordinary misfortune. During Coronavirus economy of Kashmir crashed from 182.83 million dollars to negative 1500 crores [2]

Correspondingly Jammu the travel industry additionally assumes an indispensable part in economy of state. The travel industry area contributes 6% yearly pay to the GDP of Jammu and

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Kashmir. Correspondingly evacuation of article 370 additionally blown up the economy of Jammu and Kashmir inside and out. During time of August 2019 to August 2020 Jammu and Kashmir again experienced a tremendous [3] misfortune in its economy from the travel industry. Because of cut in Internet and correspondence, neighborhood providers experienced extraordinary misfortune. Cover planning and Paper Machie are renowned specialties of Kashmir valley, individuals from around the globe visit Kashmir to purchase these items and in the worldwide market Paper Machie and Kashmiri Carpet are known for their delightful plans and quality work [4].

In the past Kashmir was known for its objections for film headings and Kashmir was the primary goal of each film chief and entertainer. Bollywood motion pictures like Betaab, Bajrangi Bhaijaan, Haider, Fitoor, Sheershah, and so forth were shot in Kashmir Other than this Kashmir is additionally well known for its cricket bats made of Kashmiri willow are best among in the business.[5] Cricket bats have a colossal market accessible as cricket is the most loved game of the sub-landmass. Be that as it may, tragically this industry here has not developed to its true capacity [6].

A. Kashmiri cricket bats as a tool of image improvement.

Paper Machie is a handcraft of Kashmir that was brought by Saint Mir Sayyid Ali Hamadani. He was from Persia. This craftsmanship came to Kashmir in fourteenth hundred years. This craftsmanship is the bread and butter of the few families which depend on this workmanship. This industry has additionally not outfit to its maximum capacity and these items have the capability of improvising UT's picture [7].

B. Pashmina shawls and stoles.

Pashmina is seen as the best craftsmanship on earth which changes the extraordinarily warm and delicate Cashmere strings into excessive enhancements. The fleece of Changchengite Goat, the most captivating Cashmere goat, is known as Pashm which is an Urdu word and has beginnings in Farsi. This goat is astounding and is fundamentally seen there, 14000 feet above sea level in Ladakh - Jammu and Kashmir, making the specialty of Pashmina completely seriously astonishing and appreciated beginning with one side of the planet then onto the following. Pashmina has captivated rulers, royals, and people starting with one side of the planet then onto the next with its hypnotized allure and standard tastefulness. Perhaps this was the legitimization for why we chose to display the awe inspiring and breathtaking mentality of this extraordinarily old craftsmanship to the world [8].

Jammu & Kashmir is thought via many names together with the Paradise within the international, Crown of India and so forth. The Northern most country of India is indeed a paradise. Divided into 3 wonderful components of Jammu, Kashmir and Ladakh, the topography, cultures and languages range considerably in the one's elements. similarly, the maximum vital tourism places are widely classified into seashores, backwaters, hill stations, wild existence sanctuaries, and life-style together with festivals. beaches, Hill station, Backwaters, records and way of life had been the center of appeal for most of the site visitors. There are numerous benefits of Ecotourism that gives a possibility to learn about our ecosystems and promotes financial increase in many countries. It also promotes agricultural practices through agro-tourism and reduces wastage of sources etc [9] [10] [11].

The movement of travelers has in large part been confined to some famous places in Jammu & Kashmir [12] [13].

Table.1. Important tourist places in Jammu & Kashmir

S.no.	Name of Places
1	Yusmarg
2	Sanasar
3	Gurez
4	Pahalgam
5	Vishnu Devi
6	Gulmarg
7	Kishtwar

There may be a specific preference to look greater lively promotion of the principles and values of ecotourism, there may be a want for a more potent global marketing campaign to make travelers aware about each the harmful and the useful impacts of their activities, and how this depends on their tour desire. The net has essential impact as a medium for promoting man or woman ecotourism products and the enormous potential it offers is widely recognized. Despite the growth in internet use, there has been fashionable reputation that ecotourism products should preserve to use a number of promotional gears in their advertising and marketing, consisting of running with expert media and excursion Operators. The detail and accuracy of information provided to visitors in advance in their stay is particularly essential on this sector. Ecotourists want to realize what to expect. As well as protecting travel details and centers, this must encompass facts on the ecology and tradition of the vicinity and how to respect it. Ecotourism has been playing a great role in the Kashmir valley and according to Jammu and Kashmir tourism officials in this year [2022] broke the 10-year tourist arrival record in Kashmir [14].

Table.2. Tourist arrivals to Jammu & Kashmir

S.no.	Year	Total no. of tourists
1	2012	12770613
2	2013	13716589
3	2014	147344445
4	2015	15829895
5	2016	17009148
6	2017	18278954
7	2018	19646661
8	2019	21120269
9	2020	22708506
10	2021	21745682

2 Literature Review

A few articles as has done the diagram on economy and the development business in Jammu and Kashmir. The Hindu has done a structure and made a report that Jammu and Kashmir after renouncement of article 370 has experienced an enormous misfortune and its GDP experienced an absence of Rupees 17878.180 crore.[15] The development business hit an absence of 10% in

the year 2019 as 50,000 explorers visited the UT. Economy Shocked following 4 months of August 2019 and, different regions of valley again experienced an affliction. Joblessness was made and Jammu and Kashmir changed into the central state with most joblessness at the speed of 21.0%. Money related Times made [16] that the orchid carriers drove forward through difficulty as they put their earlier year pay in composts and pesticides and by not getting the market view, they expected as well as a contrary strategy for getting around with the Dry regular thing merchants. The expense of the Dry regular things raised by 20-25% when showed up contrastingly corresponding to earlier year. Articles from Wikipedia [17] imparted that the economy of Jammu and Kashmir imploded in beyond 3 to 4 years. Accomplishing 40,000 crore misfortune in the beyond 1 year said by the Kashmir office of business and industry KCCI [18] [19] [20].

A. *Wildlife in Kashmir.*

Kashmir is also known for its bio-diversity and wildlife also adds income in UT's GDP. There are several wildlife sanctuaries which includes: - Gulmarg Wildlife Sanctuary, Dachigam National Park, Lactivore Wildlife Sanctuary, Archibald Wildlife Sanctuary and Surinsar-Mansar wildlife Sanctuary [21]. Gulmarg wildlife sanctuary: - Gulmarg is the favorite tourist spot in Kashmir and people have the desire of seeing flora and fauna. People love to watch Musk Deer, black bear, red fox, brown bear and leopard.

B. Dachigam National Park

Being famous for its rare Hangul Deer Dachigam National Park adds beautiful flora and fauna to Kashmir. Dachigam was initially established to provide drinking water to Srinagar. It was declared national park in year 1981. It remains open throughout the year for anyone to visit and to see the beauty of Kashmir at its best [22].

C. Khatam band ceiling of Kashmir.

Another indigenous product which has charm and glamour of its own, an epitome of artistic excellence. We can adopt this as a heritage item and thereby help in the growth of this industry. About its origin in Kashmir some say this beautiful art work was bought to Kashmir in 1541 by Mirza Hyder Tugluq. After arrival in Kashmir Khatam band art witnessed many ups and downs, due to various bouts of turbulent times [23].

D. Poultry in Kashmir.

During the year 1957-1958 poultry program was initiated by Government of Jammu and Kashmir to improvise breeds and also to meet the growing demand of eggs and chicken because the people were not able to get enough meat and the cost of eggs and meat was very less. August 04 2018 J&K Bank is the regarded underpinning of express that for the most part plays a lead work in propelling the various areas of J&K economy. Since we are here thinking upon the different pieces of poultry region, we support the authentication made by the Chairman J&K Bank that there is a necessity for a specific thing that meets the financial requirements of people related with this area [24]. "The state consumes chicken, coming from outside the state, worth Rs 930 Cr consistently. Expecting the excursion of these Rs 930 Cr outside is to be stopped, then, we truly need to have the properties conveying chicken of such worth inside the state, we need hypothesis of Rs 5000 Cr. Additionally, the hypothesis of Rs 5000 Cr by the poultry farmers and business visionaries is possible in the state in a manner of speaking. by the assistance from J&K Bank [25]. "Earlier, in his area, Chairman and CEO Parvez Ahmed, who was in like manner the Guest of Honor, pronounced, "As we talk about the monetary progression of the J&K state, which is close to our spirits; our total moral and social characteristics have a co-relationship with the bank in light of the fact that these core value have been principal to make the incredibly accommodating credit culture in the state [26]."

Table 3. Tourist arrivals in Jammu & Kashmir from 2000 to 2024 and Tourist places

Year	Tourist Arrived	Place
2000	500,000	Srinagar
2001	550,000	Gulmarg
2002	600,000	Pahalgam
2003	650,000	Sonamarg
2004	700,000	Leh
2005	750,000	Dal Lake
2006	800,000	Jammu
2007	850,000	Vaishno Devi
2008	900,000	Patnitop
2009	950,000	Katra
2010	1,000,000	Dachigam
2011	1,050,000	Nubra Valley
2012	1,100,000	Hemis
2013	1,150,000	Bhaderwah
2014	1,200,000	Kupwara
2015	1,250,000	Kokernag
2016	1,300,000	Baramulla
2017	1,350,000	Anantnag
2018	1,400,000	Pulwama
2019	1,450,000	Gurez Valley
2020	1,200,000	Mughal Gardens
2021	1,000,000	Zanskar Valley
2022	900,000	Ladakh

Different various authors worked on these dimensions which has been summarized as: Barkaubkiene, K and Snieska, V (2013), "Ecotourism is an integral part of sustainable tourism development"- The study of this paper is that the ecotourism is one of the fastest growing types of tourism in the world because it is a sustainable development tool that provides us long term social, economic and environmental benefits in the country [27][28].

Hundloe, P.T (2002), "Linking green productivity to ecotourism"-This paper addresses the study aims to plan for regenerate natural resources and awareness generate for the host communities [29].

Goodwin, R.D and Chaudhary, S.K (2017), worked on a paper entitled "Ecotourism dimensions and Directions in India (An empirical study of Andhra Pradesh)"- The study of this paper is development of ecotourism and analyses the future prospects of ecotourism in Andhra Pradesh. It also suggests the different ways to encourage ecotourism and promoting ecotourism in Andhra Pradesh like setting up of ecotourism parks, developing reservoirs, modernization of islands, organizing safari rides and the development of beaches in every main destination [30].

Lai PH, Nepal SK, (2006), worked on a paper entitled "Local prospects of ecotourism development in Tawushan nature reserve, Taiwan" [31].

Malik I.H, (2015), "Socio-economic, political and ecological aspects of ecotourism in Kashmir"- The study of this paper is that the natural beauty in Kashmir thousands of tourists attracts and travel certain places such as Gulmarg, Pahalgam, Dal Lake etc, but every year lots of social, political and environmental problems have arisen, whether Kashmir provides a great potential for tourism industry. The aims of this paper are the political disturbance can be affected on the tourism industry in Kashmir and there is a great need to revive this industry so that the local

people can get benefited and they can also live a better life [32].

Singh, R. (2018) [33] [34], "Role of social media in ecotourism development"- The aim of this paper is that millions of people in this world used social networking sites on regular basis, and they also share the videos, posts and different pictures on different social media networks [35].The social sites are connected to the ecotourism like ecolodge operators, ecotourism organization and ecotourists [36].in this paper it focuses on the relationship between social media and ecotourism, with the help of this social networking and some commercial websites can aware ecotourism operators in the promotion of ecotourism products and services [37][38] [39] [40].

3 Research Objectives

The main objectives of the study are:

- To explore the various tourist destinations Spotlight of Jammu and Kashmir which attracts the tourists.
- To analyze the impact of Jammu and Kashmir destinations tourist destination on tourist satisfaction

4 Research Methodology

Researchers have used both primary and secondary data for our paper which has been collected from 104 persons all over J&k and we have used Random sampling. Jammu and Kashmir (J&K), often referred to as the "Paradise on Earth," is renowned for its breathtaking natural beauty, diverse culture, and rich heritage. However, the region has been embroiled in a protracted conflict for decades, leading to significant losses for its people and impacting ecotourism in various ways.

Losses Endured by the People of Jammu and Kashmir:

1.Loss of Life:

The conflict in J&K has resulted in the loss of thousands of lives over the years, including civilians, security personnel, and militants. This loss of life has not only caused immense grief and suffering for families but has also created an environment of fear and insecurity among the population.

2.Displacement:

The ongoing conflict has led to the internal displacement of a significant number of people within Jammu and Kashmir as well as external displacement to other parts of India and abroad. Many families have been forced to leave their homes due to violence and instability, resulting in economic hardships and social disruption.

3.Economic Impact:

The conflict has taken a toll on the economy of Jammu and Kashmir, hindering its development and prosperity. The instability and insecurity in the region have deterred investors and tourists, leading to a decline in economic activities such as trade, agriculture, and tourism.

4. Psychological Trauma:

The prolonged conflict has resulted in widespread psychological trauma among the people of Jammu and Kashmir. Constant exposure to violence and uncertainty has led to high levels of stress, anxiety, and depression, particularly among children, youth, and those directly affected by the conflict.

5. Educational Disruption:

Schools and educational institutions in J&K have often been targeted or affected by the conflict, leading to disruptions in the education of children and youth. This disruption not only hampers academic progress but also perpetuates cycles of poverty and marginalization.

4.1 Impact on Ecotourism

I. Decline in Tourist Arrivals:

The conflict and security concerns have deterred many tourists from visiting Jammu and Kashmir, leading to a significant decline in tourist arrivals. The perception of the region as a conflict zone has resulted in travel advisories and warnings issued by various countries, further impacting tourism.

II. Loss of Revenue:

Ecotourism, which once thrived in Jammu and Kashmir due to its stunning landscapes, biodiversity, and adventure tourism opportunities, has suffered due to the conflict. The decline in tourist arrivals has resulted in substantial revenue losses for local communities, businesses, and the government.

III. Infrastructure Damage:

The conflict has also damaged or destroyed essential tourism infrastructure, including hotels, resorts, roads, and recreational facilities. The lack of investment in infrastructure development and maintenance due to security concerns has further hampered the growth of ecotourism in the region.

IV. Negative Perceptions:

The negative portrayal of Jammu and Kashmir in the media due to the conflict has reinforced negative perceptions among potential tourists. Concerns about safety and security, as well as uncertainty regarding the political situation, have dissuaded many travelers from exploring the region's natural beauty and cultural heritage.

4.2 Efforts to Revitalize Ecotourism

Despite the challenges posed by the conflict, efforts are being made to revitalize ecotourism in Jammu and Kashmir:

A. *Security Measures:*

Enhanced security measures and improved law enforcement efforts have been implemented to ensure the safety and security of tourists visiting the region. This includes increased presence of security personnel in tourist areas and the deployment of advanced surveillance technologies.

B. *Promotion of Peace and Stability:*

Initiatives aimed at promoting peace, stability, and conflict resolution in Jammu and Kashmir are essential for restoring confidence among tourists and investors. Dialogue and reconciliation efforts between different stakeholders are crucial for fostering a conducive environment for ecotourism development.

C. *Infrastructure Development:*

Investments in tourism infrastructure development, including the restoration and construction of hotels, resorts, roads, and recreational facilities, are necessary to enhance the tourist experience and attract more visitors to the region.

D. *Community Engagement:*

Involving local communities in ecotourism planning, development, and management is vital for ensuring sustainable and responsible tourism practices. Empowering local communities through capacity building, skill development, and livelihood opportunities can help harness the potential of ecotourism as a driver of socio-economic development in Jammu and Kashmir.

E. *Promotion and Marketing:*

Effective promotion and marketing campaigns highlighting the natural beauty, cultural heritage, and unique attractions of Jammu and Kashmir can help rebrand the region as a desirable tourist destination. Leveraging digital and social media platforms to reach target audiences and dispel misconceptions about the region is essential for attracting more tourists.

5 Analysis of the Study

This section examines how tourist destinations in Jammu and Kashmir affect visitor satisfaction. The table below shows the results of a sample survey we conducted to gather data for our work. It includes information on the activities that visitors find most enjoyable as well as other activities that were included. Based on this illustration, we were able to derive our findings.

Table 4: This Table depicts that out of 104 responses 60% of the respondents are saying that this is putting impact on this particular destination.

One-Sample Test							
Test Value = 0.4							
	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
Have you previously visited J&K for tourism purposes?	5.769	104	<.001	<.001	.267	.18	.36
What type of tourist activities are you typically interested in during your travels?	15.802	104	<.001	<.001	1.457	1.27	1.64
How familiar are you with the concept of ecotourism?	23.260	104	<.001	<.001	1.457	1.33	1.58
What does ecotourism mean to you?	12.884	104	=.001	=.001	1.076	.91	1.24
Travel Experience	19.984	104	<.001	<.001	1.600	1.44	1.76
Are there any specific destinations or areas in Jammu and Kashmir that you would like to explore for ecotourism purposes?	23.260	104	<.001	<.001	1.457	1.33	1.58
What are your expectations regarding accommodation, transportation, and facilities for ecotourism in Jammu and Kashmir?	15.021	99	<.001	<.001	1.400	1.22	1.58
What measures do you think should be in place to ensure ecotourism in the region is sustainable and responsible?	21.321	99	=.001	=.001	1.500	1.36	1.64
Based on your experience or perception, what recommendations would you offer to improve ecotourism in Jammu and Kashmir?	25.917	99	<.001	<.001	2.100	1.94	2.26

The Figures mentioned below defines and describes the activities the tourists have liked the most according to their interests and values.

Figure 1 illustrates the participation levels in campaign activities, depicting the extent of engagement among individuals. The graph visually represents the varying degrees of involvement, showcasing the distribution of participants across different activities. From canvassing to volunteering and fundraising, the chart offers a comprehensive overview of the diverse engagement levels within the campaign. Through clear visualization, it highlights the dynamic nature of participation, providing valuable insights into the effectiveness and reach of campaign efforts. This visual aid serves as a valuable tool for understanding and analyzing the breadth and depth of involvement in campaign activities.

Camping activity				
		Frequency	Percent	Cumulative Percent
Valid	preferred	89	80.9	84.8
	not preferred	16	14.5	100.0
	Total	105	95.5	100.0
Missing	System	5	4.5	
Total		110	100.0	

Fig1. Campaning activity participation

Figure 2 presents a comparative analysis between individuals who prefer and those who do not prefer a specific activity. The graph delineates the disparity in preferences, providing insights into varying inclinations. This visual aid aids in understanding the demographic distribution and preferences regarding the activity under consideration.

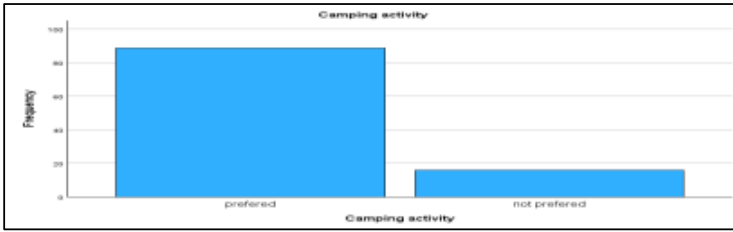


Fig 2. Shows a Comparison of peoples who preferred an do not preferred the activity

Figure 3 provides an overview of miscellaneous activities. It encompasses a range of diverse recreational and leisure pursuits beyond specific categories. Serving as a comprehensive visual reference, this figure offers insights into the variety of options available, facilitating informed decision-making and understanding of leisure choices.

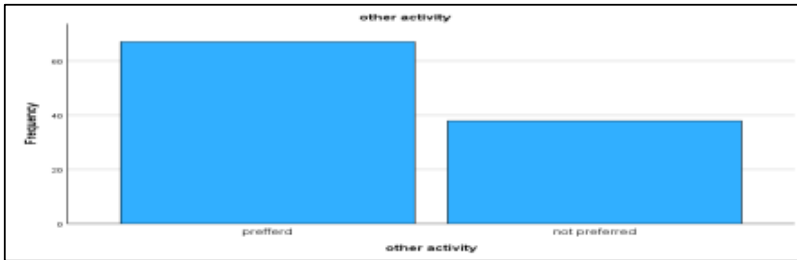


Fig 3. Depicts the other activities

The Ski-diving Activity entails the thrilling fusion of skiing and skydiving, combining the rush of skiing down slopes with the exhilaration of freefalling from great heights. Participants experience an adrenaline-fueled adventure, navigating terrain and soaring through the skies, creating unforgettable moments of excitement and adrenaline in fig-4.

Ski-diving activity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	preferred	78	70.9	74.3	74.3
	not preferred	27	24.5	25.7	100.0
	Total	105	95.5	100.0	
Missing	System	5	4.5		
Total		110	100.0		

Fig 4. Ski-diving Activity

Figure 5 presents a detailed analysis of participation levels within a specific context. Through visual representation, it offers insights into the extent and distribution of engagement among individuals or groups. This figure aids in understanding the dynamics of participation, facilitating strategic planning and decision-making in relevant domains.

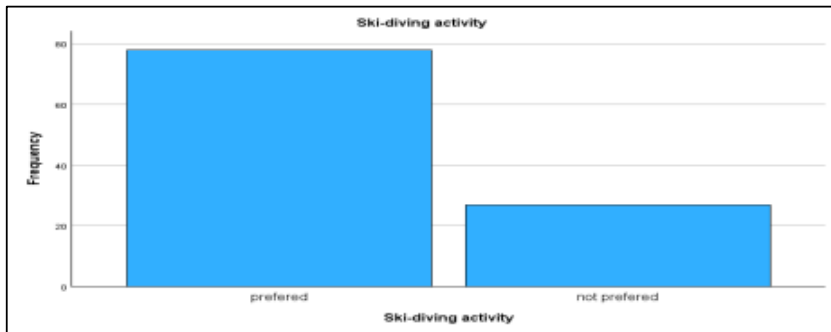


Fig 5. Participation analysis

Figure 6 provides an assessment of engagement levels, offering insights into the degree of involvement or commitment within a particular context. Through visual representation, it enables a comprehensive evaluation of engagement metrics, aiding in the understanding of audience interactions and informing strategies to enhance engagement and participation.

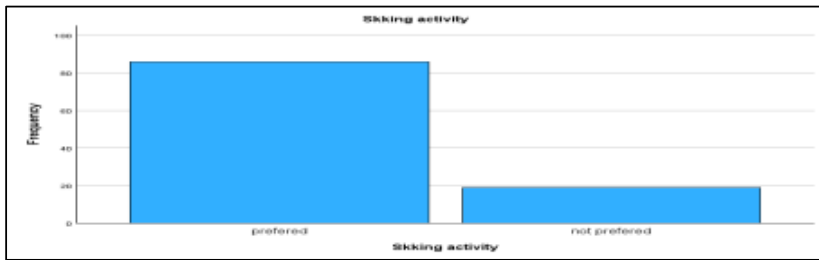


Fig 6.Engagement Assessment

Figure 7 conducts an assessment of involvement levels, offering a comprehensive overview of individuals' or groups' participation within a specific framework. Through visual representation, it facilitates the analysis of engagement depth and breadth, providing valuable insights to guide decision-making and strategies aimed at increasing involvement and commitment.

Trekking activity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	prefered	90	81.8	85.7	85.7
	not prefered	15	13.6	14.3	100.0
	Total	105	95.5	100.0	
Missing	System	5	4.5		
Total		110	100.0		

Fig 7. Involvement assessment

Figure 8 illustrates the engagement of tourists in trekking activities, showcasing the level of participation and interest among travelers. Through visual representation, it offers insights into the preferences and behaviors of tourists regarding trekking adventures, aiding in destination management and tourism planning initiatives geared towards outdoor recreational activities.

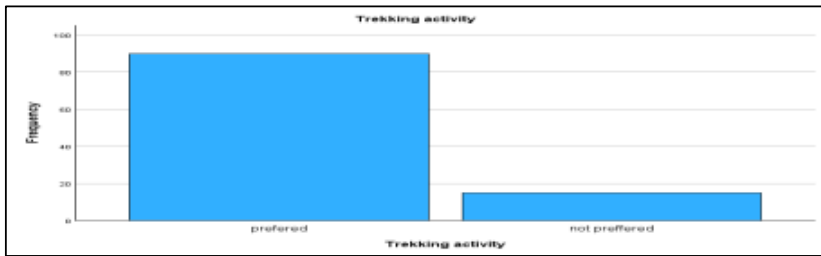


Fig 8. Engagement of tourists in trekking activity

The survey data provides valuable insights into individuals' perspectives and preferences regarding ecotourism in Jammu and Kashmir. These responses underscore the diverse perspectives on ecotourism and the need for tailored approaches to meet varying preferences and address concerns such as environmental conservation and community development.

6 Conclusion

This paper gives a detailed report about the Jammu and Kashmir. And the losses which the people bear here. People were suffering from many things when the article was revoked here. Shops were closed. Internet was banned communication was banned. But slowly the things changed and people here again stated their businesses. But they have not much recovered from the revocation of article 370. The coronavirus came and lockdown started. In the lockdown everything was shut down and people were depressed because of the loss they bear. From past 3 years business in Kashmir has not yet recovered from the downfall it saw. In the lockdown, India's GDP downfallen so badly that the local businesses outside Jammu and Kashmir were not able to survive the covid phase and here in Jammu and Kashmir the shops and the local businesses didn't open for a single day. The backbone of the Jammu and Kashmir, its tourism sustained a great loss. As tourism contributes 6% of Jammu and Kashmir's GDP and tourism sector was not able to earn in past few years, resulting in the downfall of the economy of Jammu and Kashmir. The local apple merchants also saw downfall in the earnings as the Indian government started to import apples from Iran. Which directly affected the local fruit market. With the record-breaking center of attraction, the Tulip Garden of Kashmir accounts a number of 3,60,000 visitors every year with a revenue of 5+ crore every year, but during the period of August 2019 to 2021 Kashmir wasn't able to earn single penny from tulip garden.

7 Limitations

1. While the study claims to have used random sampling techniques, the reliance on a sample of 104 respondents from Jammu and Kashmir may not adequately represent the diverse perspectives and experiences of the entire population of the region. Given the complex socio-political landscape and varied demographics within Jammu and Kashmir, there may be underrepresented or overlooked viewpoints that could skew the findings and limit the generalizability of the study's conclusions.
2. The paper provides insights into the immediate impacts of the conflict and other socio-economic factors on ecotourism and the economy of Jammu and Kashmir. However, the absence of longitudinal data or historical context limits the depth of analysis regarding the long-term effects and trends. Without a historical perspective or ongoing monitoring of trends over time, it's challenging to accurately assess the trajectory of recovery efforts,

understand the persistence of challenges, or gauge the effectiveness of proposed solutions in addressing the region's economic and tourism-related issues.

8 Discussion

The economic landscape of Jammu and Kashmir has undergone significant shifts in recent years, particularly following the revocation of Article 370. This change has sparked a flurry of discussions and analyses, shedding light on various sectors of the region's economy. While much attention has been directed towards the staggering GDP loss and unemployment rates, it's crucial to explore other dimensions that contribute to the region's livelihood and potential for growth.

One such dimension is the rich wildlife that graces the landscapes of Kashmir. Wildlife sanctuaries like Gulmarg, Dachigam, and others not only enhance the natural beauty of the region but also play a vital role in attracting tourists. The presence of rare species like the Hangul Deer in Dachigam National Park adds to the allure of Kashmir as a tourist destination.

Furthermore, indigenous crafts like Khatam Band, with their cultural significance and artistic excellence, present avenues for economic growth through heritage preservation and promotion. Revitalizing such traditional industries can not only generate income but also preserve Kashmir's unique identity.

Additionally, sectors like poultry farming, as highlighted by the J&K Bank, demonstrate the potential for local economic empowerment and self-sustainability. By investing in local production, the region can reduce dependency on external sources and retain capital within its economy.

In light of these discussions, it becomes evident that the economic revival of Jammu and Kashmir requires a multifaceted approach. While addressing immediate concerns such as GDP loss and unemployment is imperative, equal attention must be given to harnessing the region's natural resources, preserving its cultural heritage, and fostering local industries. Only through comprehensive strategies can Jammu and Kashmir realize its full economic potential and pave the way for sustainable development.

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