



BALANCING TOURISM GROWTH AND ENVIRONMENTAL CONSERVATION IN THE KASHMIR VALLEY

Anza Tariq

Research Scholar, Malwanchal University, Indore

Dr. Lokeshver Singh Jodhana

Dean, Index Institute of Management, Arts, & Science, Malwanchal University, Indore

Abstract

Tourism remains one of the fastest-growing global industries, contributing significantly to economic development, employment, and cross-cultural interaction. However, its rapid expansion has also led to profound implications for the environment both beneficial and detrimental. In ecologically fragile destinations like the Valley of Kashmir, famously known as the “Paradise on Earth,” the tourism–environment nexus is particularly critical. Owing to limited industrialization and a heavy dependence on natural assets such as pristine landscapes, snow-capped mountains, serene lakes, and unique biodiversity, tourism serves as a principal driver of the regional economy. Yet, the unregulated growth of mass tourism has triggered challenges including deforestation, pollution of water bodies like Dal and Wular Lakes, unplanned urbanization, and the depletion of ecological balance. Based on an analytical review of secondary data from the **Ministry of Tourism (2024)**, **UNWTO (2024)**, and **Kashmir Tourism Department (2023–24)**, this study investigates the intricate linkages between tourism and the environment in the Kashmir Valley. The paper explores how sustainable tourism practices can be integrated into policy and planning to safeguard the region’s ecological integrity while sustaining its socio-economic vitality. Findings reveal that while tourism contributes over **7.8% to Jammu and Kashmir’s Gross State Value Added (GSVA)**, environmental degradation threatens long-term sustainability. The study concludes by recommending ecotourism models, waste management reforms, and community-based participatory planning as pathways toward a resilient tourism ecosystem.

Keywords: Kashmir, Tourism, Environment, Sustainability, Ecotourism, Environmental Management

Introduction

The Union Territory of Jammu and Kashmir (J&K), often celebrated as the “Paradise on Earth,” is endowed with exceptional natural beauty, dense forests, pristine lakes, and a rich ecological heritage. Its diverse topography from the snow-clad peaks of the Pir Panjal and Himalayas to the tranquil valleys and meandering rivers makes it one of India’s most picturesque and ecologically sensitive regions. The Kashmir Valley, in particular, is internationally renowned for its captivating landscapes, moderate climate, and abundant opportunities for trekking, skiing, angling, pilgrimage, and cultural tourism (J&K Tourism Department, 2024).

Tourism in Jammu and Kashmir has historically served as a vital economic pillar. Given the region’s limited industrialization and challenging mountainous terrain, tourism functions as a substitute for industrial development, generating employment, stimulating local entrepreneurship, and fostering infrastructural growth (Dar & Maheshwari, 2019). The sector’s importance has surged in recent years: in 2023, J&K witnessed over 2.11 crore tourist arrivals, marking a record 35% increase from 2022 (Ministry of Tourism, 2024). This boom underscores the state’s dependence on natural and cultural assets as key inputs to its service-based economy.

As noted by Krippendorff (1987), “the real capital in tourism is land or landscape,” a statement that resonates profoundly with the Kashmir context. Unlike other industries where lost capital can be replenished, environmental degradation in tourism destinations often results in irreversible loss. Consequently, the sustainability of Kashmir’s tourism economy is intricately tied to the preservation of its ecological and cultural integrity. Overexploitation of natural resources such as deforestation in Pahalgam, water pollution in Dal Lake, and waste accumulation in Gulmarg has begun to threaten the region’s carrying capacity (CPCB, 2024).

Therefore, understanding the linkage between tourism and the environment is critical for the long-term sustainability of the region’s development. Sustainable tourism in Kashmir must strike a balance between economic benefits and environmental preservation, promoting community participation, eco-friendly infrastructure, and regulatory frameworks that mitigate negative externalities. As per the UNWTO (2024), the global tourism industry has increasingly adopted green strategies to align with the Sustainable Development Goals (SDGs 8, 12, and 13) a framework that J&K’s tourism policy must also embrace to ensure inclusive, resilient, and environmentally responsible growth.

Recent Supporting Facts

Indicator	Statistic (2023–2024)	Source
Tourist arrivals in J&K	2.11 crore visitors	Ministry of Tourism (2024)
Contribution of tourism to J&K GSVA	7.80%	Directorate of Economics & Statistics (2024)
Annual increase in eco-tourism demand	28%	WTTC (2024)
Major environmental concerns	Waste generation, lake pollution, deforestation	CPCB (2024)

2. Review of Literature

Tourism, as a multidimensional phenomenon, cannot be studied in isolation. It is intrinsically linked with the social, economic, and environmental dynamics of a destination. The sustainability of tourism depends on its ability to balance economic growth with environmental protection and community well-being. The World Tourism Organization (WTO, 1993) emphasized that effective tourism management requires close interlinkage among three key stakeholders the industry, environmental advocates, and the local community forming a triadic cycle essential for sustainable development.

Environment, in its broadest sense, encompasses natural, cultural, social, political, and economic dimensions that collectively define a destination (Theobald, 1998). The physical environment, including landscapes, biodiversity, and climate, is particularly vital as it forms the foundation of most tourism experiences. However, tourism's growth, while bringing positive outcomes such as income generation and cultural exchange, has also produced negative ecological and socio-cultural consequences (Hunter, 1997; Hall & Lew, 1998). These include pollution, habitat loss, overconsumption of resources, and cultural commodification, which are now major global sustainability concerns.

2.1 International Context

Globally, research on the tourism–environment nexus has intensified since the 1990s. Butler (1999) introduced the concept of the Tourism Area Life Cycle (TALC), highlighting that unchecked tourism expansion leads to environmental degradation beyond a destination's carrying capacity. Gössling and Hall (2006) further elaborated that tourism contributes significantly to climate change, accounting for nearly 8% of global carbon emissions due to transportation and infrastructure demands.

Recent studies, such as UNWTO (2024) and WTTC (2024), report that sustainable tourism initiatives now account for over 25% of total global tourism investments, reflecting a paradigm shift toward environmental responsibility. Lane and Kastenholz (2018) emphasized the growing importance of rural

and eco-tourism, which promote conservation and local community empowerment. Similarly, Gössling et al. (2021) highlighted that “green certification schemes” and carbon-neutral tourism programs are now crucial tools for aligning tourism practices with the Sustainable Development Goals (SDGs).

Honey (2019) also pointed out that sustainable tourism can enhance both visitor satisfaction and conservation outcomes when communities play a participatory role in decision-making. These findings reinforce the global consensus that sustainable tourism development is not merely an economic pursuit but a holistic environmental management approach.

2.2 National (Indian) Context

In India, the interdependence between tourism and the environment has gained increasing academic and policy attention. Bhatia (2011) emphasized that India’s tourism growth must integrate environmental safeguards to protect fragile ecosystems such as the Himalayas and coastal belts. Chand and Kaur (2017) found that unregulated tourism in hill states like Himachal Pradesh and Uttarakhand led to deforestation, waste accumulation, and water contamination, echoing patterns visible in Kashmir.

According to the Ministry of Tourism (2023), tourism contributed over 5.8% of India’s GDP and 8.1% of total employment, yet challenges related to environmental degradation, overcrowding, and cultural erosion persist. The National Green Tribunal (2022) reported that popular tourist destinations such as Manali, Shimla, and Srinagar face rising waste and sewage burdens exceeding local disposal capacities.

Recent studies by Kumar & Singh (2021) and Patel (2022) have argued for the integration of ecotourism models and digital sustainability tools such as GIS-based environmental monitoring to minimize adverse tourism impacts. Rana and Bhattacharya (2023) emphasized that the success of Indian tourism policies depends on adopting community-based management and eco-certification standards that align local livelihoods with environmental stewardship.

2.3 Regional (Kashmir-Specific) Context

The Valley of Kashmir, often termed the “Crown of India,” exemplifies both the opportunities and challenges of tourism–environment interaction. Historically, Kashmir’s economy has been deeply dependent on tourism due to limited industrial infrastructure (Dar & Maheshwari, 2019). The region’s tourism relies on natural assets snow-capped mountains, lakes like Dal and Wular, lush meadows, and a moderate climate that form its primary attraction (Wani, 2022).

However, studies reveal a growing environmental strain due to mass tourism. Manzoor et al. (2017) and Dar & Islam (2018) observed that unplanned construction, vehicular emissions, and waste generation around Dal Lake and Pahalgam have caused severe ecological degradation. The Central Pollution

Control Board (CPCB, 2024) reported that solid waste generation in Srinagar increased by 26% during peak tourist months, directly affecting lake ecosystems.

Lone (2017) highlighted both the positive and negative socio-cultural impacts of tourism, noting increased cross-cultural awareness alongside commercialization of traditions. Sabha (2020) and Bhat et al. (2021) advocated for the integration of ICT and green technologies to improve tourism management and monitoring. Moreover, Majid (2024) reported a record tourist inflow exceeding 2.1 crore visitors in 2023, underscoring the urgent need for sustainable tourism planning in the valley to prevent ecological overshoot.

Collectively, the literature establishes that while tourism remains an indispensable economic driver in Kashmir, its environmental costs are escalating. Sustainable tourism strategies that integrate ecological carrying capacity assessments, waste management systems, and community participation are imperative for ensuring long-term harmony between tourism and the environment.

2.4 Summary of Literature Review

Context	Key Findings	Source Examples
International	Sustainability integrated into SDG-based tourism; focus on emission reduction and eco-certification.	Gössling et al. (2021), UNWTO (2024)
National (India)	Rapid growth but poor waste and water management; community-based eco-tourism gaining traction.	Ministry of Tourism (2023), Kumar & Singh (2021)
Regional (Kashmir)	High tourist inflow causing pollution and deforestation; ICT and policy reforms needed.	Dar & Islam (2018), CPCB (2024), Majid (2024)

3. Objectives of the Study

The present study aims to explore the intricate interrelationship between tourism development and environmental sustainability in the Kashmir Valley. Given the region's heavy dependence on nature-based tourism, it becomes essential to assess how tourism activities influence ecological balance and what policy frameworks can ensure sustainable growth. Accordingly, the specific objectives of the study are as follows:

1. To analyze the linkage between tourism and the environment examining how tourism growth, infrastructure development, and visitor behavior affect ecological systems, biodiversity, and environmental quality in the Kashmir Valley.
2. To evaluate the current status and trends of tourism in the study area, including patterns of tourist arrivals, economic contributions, and environmental pressures observed over the past decade (2015–2025).

3. To identify major environmental and policy challenges associated with tourism expansion in Kashmir and to propose strategic recommendations that enhance both economic viability and ecological sustainability through responsible tourism practices.

4. Research Methodology

4.1 Research Design

The present study adopts a descriptive and analytical research design, focusing on the interrelationship between tourism development and environmental sustainability in the Valley of Kashmir. Since the research primarily examines patterns, trends, and policy implications, it relies on secondary data sources to draw insights and correlations between tourism growth and environmental outcomes.

4.2 Nature and Scope of the Study

The study is exploratory in nature, aiming to provide a conceptual and empirical understanding of how tourism activities influence ecological parameters such as land use, water quality, waste generation, and biodiversity in the region. It encompasses the period 2015–2025, covering recent shifts in tourism inflows, sustainability initiatives, and environmental regulations in Jammu and Kashmir.

4.3 Data Sources

The research is entirely based on secondary data collected from multiple authentic and credible sources, including:

- **Government Reports and Publications:**
 - Ministry of Tourism, Government of India (Annual Reports 2018–2024)
 - Jammu and Kashmir Tourism Department and Directorate of Economics & Statistics (2023–2024)
 - Central Pollution Control Board (CPCB) Reports (2020–2024)
- **International Organizations:**
 - World Tourism Organization (UNWTO, 2023–2024)
 - World Travel and Tourism Council (WTTC, 2023–2025)
- **Academic and Research Sources:**
 - Peer-reviewed journals, dissertations, and conference proceedings on sustainable tourism and environmental studies
 - Books, e-reports, and policy briefs from environmental think tanks such as TERI and NITI Aayog
- **Online Databases and Media Sources:**

- Statistical data from government websites, open-access tourism dashboards, and credible news outlets documenting current developments in Kashmir's tourism sector

4.4 Data Collection and Analysis

Secondary data were systematically compiled, organized, and reviewed using a thematic analysis approach. The analysis focused on three primary dimensions:

1. Tourism growth trends (tourist arrivals, infrastructure development, and revenue generation).
2. Environmental impacts (pollution levels, waste accumulation, and ecosystem degradation).
3. Sustainability interventions (policy initiatives, community participation, and eco-tourism models).

Quantitative data, such as tourist inflow statistics, were interpreted using descriptive statistics, while qualitative insights were analyzed through content and comparative analysis across different years and regions. Analytical tools like SPSS and Microsoft Excel were employed for tabulation and graphical representation of data trends.

4.5 Study Area

The geographical focus of the study is the Kashmir Valley, located between 33° to 35° North latitude and 73° to 75° East longitude, encompassing major tourist destinations such as Srinagar, Gulmarg, Pahalgam, Sonamarg, and Dal Lake. These regions collectively represent the core of J&K's tourism economy and are among the most environmentally sensitive zones of the Himalayas.

4.6 Limitations of the Study

1. The study relies solely on secondary data, which may reflect temporal or reporting biases inherent in published sources.
2. Certain recent datasets (post-2024) are provisional and may be updated by official agencies.
3. The study does not include primary field surveys or visitor perceptions, which could offer deeper behavioral insights.

5. Data Analysis and Interpretation

5.1 Overview

Tourism in Jammu and Kashmir, particularly in the Kashmir Valley, has witnessed remarkable fluctuations over the past decade due to changing sociopolitical conditions, environmental challenges, and post-pandemic recovery patterns. The following analysis focuses on the interlinkages between

tourism growth and environmental sustainability, highlighting both positive outcomes (economic upliftment and infrastructure growth) and negative consequences (waste generation, pollution, and ecological strain).

5.2 Trend of Tourist Arrivals in Jammu and Kashmir (2015–2024)

Year	Domestic Tourists (in Lakhs)	Foreign Tourists (in Thousands)	Total Tourist Arrivals (in Lakhs)	% Change Over Previous Year
2015	93	0.8	93.8	
2016	92.3	0.7	93	-0.80%
2017	85	0.65	85.7	-7.80%
2018	95.2	0.68	95.9	11.90%
2019	106.4	0.75	107.2	11.70%
2020	41.2	0.1	41.3	-61.5% (COVID-19 impact)
2021	112	0.9	112.9	173.50%
2022	163	1.1	164.1	45.30%
2023	210	1.2	211.2	28.70%
2024*	221.5	1.25	222.8	5.50%

Source: Ministry of Tourism (2024); J&K Tourism Department Annual Report (2024); WTTC Data Portal (2024)

Interpretation:

Tourism in Kashmir has shown strong post-pandemic recovery. The record influx of 2.11 crore tourists in 2023 marks the highest in its recorded history, contributing substantially to the local economy. However, such exponential growth also raises concerns regarding over-tourism, waste management, and ecosystem carrying capacity, particularly in high-altitude destinations such as Gulmarg, Sonamarg, and Pahalgam.

5.3 Economic Contribution of Tourism in J&K

Indicator	2015	2020	2023	2024 (Est.)
Tourism contribution to GSDP (%)	6.2	3.8	7.5	7.8
Employment generated (Lakhs)	3.9	2.5	4.6	4.8
Average tourist spending per capita (₹)	7,500	5,400	8,900	9,250
Foreign exchange earnings (₹ Cr)	1,420	520	1,860	2,030

Source: Directorate of Economics & Statistics, J&K (2024); WTTC Economic Impact Report (2024)

Interpretation:

Tourism remains one of the largest contributors to regional income, generating nearly 4.8 lakh direct

and indirect jobs. However, growth in tourism spending and arrivals has not been matched by proportional investment in environmental infrastructure, creating a widening sustainability gap.

5.4 Environmental Impacts of Tourism in Kashmir

Environmental Indicator	2015	2020	2024	% Change (2015–2024)	Observation
Solid waste generated (tons/day)	290	360	410	41.30%	Sharp increase due to tourist inflow, especially in Srinagar and Pahalgam.
Water quality index (Dal Lake)	65	58	52	-20%	Decline indicates rising eutrophication and pollution.
Forest cover (sq. km)	16,203	15,975	15,912	-1.80%	Minor but consistent loss due to encroachment and construction.
Air quality index (Srinagar, annual avg.)	61	78	82	34.40%	Increased vehicular emissions from tourist traffic.

Source: Central Pollution Control Board (CPCB, 2024); Forest Survey of India (2023); J&K State Pollution Control Committee (2024)

Interpretation:

Environmental indicators reflect a steady deterioration in ecological quality, particularly around tourist clusters. Dal Lake’s water quality has declined by 20% over the decade due to untreated sewage and boat activity. Solid waste disposal has emerged as a critical challenge, with 70% of waste being plastic-based and poorly segregated.

5.5 Sustainable Tourism Initiatives

In response to these challenges, the Government of Jammu & Kashmir has launched multiple initiatives:

- **Eco-Tourism Policy (2023):** Promoting low-impact tourism through carrying-capacity studies, homestays, and green certifications.
- **Dal Lake Rejuvenation Project (2024):** A ₹415 crore mission focusing on desilting, waste interception, and water aeration.
- **Green Transport Scheme (2024):** Introduction of electric buses and water taxis in Srinagar to curb vehicular emissions.
- **Waste-to-Energy Pilot Project (2024):** Implementation in Gulmarg and Pahalgam under PPP mode.

While these efforts signal progress, effective enforcement and local participation remain key to translating policy into sustainable outcomes.

5.6 Discussion

The findings suggest a dual reality:

On one hand, tourism has become a lifeline for Kashmir's economy, contributing nearly 7.8% to the Gross State Value Added (GSVA) in 2024 and generating substantial employment opportunities. On the other hand, rapid tourism expansion has intensified environmental stress. The tourism–environment linkage thus exhibits a paradox: while natural beauty attracts visitors, excessive visitation risks degrading that very attraction base.

To achieve sustainable equilibrium, integrated environmental governance combining policy planning, community-based tourism, and technological interventions (e.g., GIS-based waste monitoring) is imperative. Encouraging eco-certified accommodations, waste recycling, and carrying-capacity-based zoning can preserve Kashmir's fragile ecology while ensuring continued tourism growth.

6. Findings, Challenges, Recommendations, and Conclusion

6.1 Findings

Tourism Sector Findings

Tourism is not merely an activity for leisure or recreation; it is an instrument of economic transformation and cultural integration. For a developing country like India currently undergoing structural economic reforms tourism serves as a catalyst for inclusive growth. In Jammu and Kashmir, particularly the Valley region, tourism has become the mainstay of socio-economic development due to its strong linkages with other sectors such as transport, hospitality, handicrafts, education, banking, and healthcare (Dar & Maheshwari, 2019).

Over the past few decades, the development of tourism in Kashmir has led to significant improvements in physical and social infrastructure. Key destinations such as Gulmarg, Pahalgam, and Sonamarg have witnessed expansion of roads, electricity, hotels, guest houses, cultural centers, and other amenities, making the environment more hospitable to both residents and visitors. The industry is highly multi-

segmented, creating employment opportunities for hotel managers, travel agents, guides, artisans, and small-scale entrepreneurs.

Tourism's contributions extend beyond economic indicators it promotes the preservation of handicrafts, earns foreign exchange, stimulates transportation networks, develops new tourist circuits, and strengthens state revenues. The Kashmir Valley has thus emerged as one of the most influential tourism magnets in the northern Himalayan belt, endowed with natural assets and cultural heritage that have global appeal (Wani, 2022).

Environmental Findings

Despite these economic and social benefits, the environmental consequences of unregulated tourism have become increasingly visible. Over the last five decades, continuous tourist influx has caused degradation of water bodies, alpine pastures (margs), glaciers, springs, and trekking routes due to improper waste disposal, deforestation, and infrastructure encroachment.

The Dal Lake, often called the heart of Srinagar, once famous for its crystal-clear waters and houseboats, now faces severe ecological distress. Issues such as illegal encroachment, eutrophication, pollution, and solid waste accumulation threaten its biodiversity and aesthetic value (CPCB, 2024). Wrappers, plastic bags, tins, vegetable waste, and other garbage are commonly found floating on its surface.

Similar deterioration is observed in Wular Lake Asia's largest freshwater lake where unplanned willow plantations and encroachments have reduced water volume, adversely affecting the fishing industry and bird habitats. Manasbal and Anchar Lakes face comparable ecological imbalances. The shrinking of Wular Lake, in particular, has disrupted local and migratory bird life.

Hill resorts like Pahalgam, Gulmarg, and Sonamarg have suffered forest clearance, soil erosion, and loss of vegetative cover due to road expansion, resort construction, and unregulated tourist movement. Even natural springs in Srinagar's Mughal Gardens are drying up due to overuse and pollution. The trampling effect of mass tourism has weakened fragile ecosystems, reduced soil fertility, and eroded the natural aesthetic that originally attracted visitors.

These findings collectively demonstrate that while tourism has played a pivotal role in Kashmir's development, its unsustainable trajectory now poses significant environmental risks. The valley's ecological integrity must therefore be preserved through balanced, regulated, and sustainable tourism practices.

6.2 Environmental Challenges of Tourism

The study identifies the following critical challenges that require immediate attention:

1. **Achieving Balance:** Implementing practical measures to maintain equilibrium between tourism growth and environmental conservation.
2. **Sustainable Diversification:** Encouraging eco-tourism, nature, adventure, and cultural tourism based on international sustainability standards.
3. **Environmental Prioritization:** Making environmental consequences central to investment and infrastructure planning.
4. **Awareness and Education:** Promoting environmental literacy among tourists and local residents about the value of natural and cultural heritage.
5. **Stakeholder Cooperation:** Fostering coordination among all stakeholders government, private sector, NGOs, and local communities whose interests converge in tourism and conservation.
6. **Transport Impacts:** Mitigating air, noise, and congestion effects of increasing transportation demands on mountain ecosystems.
7. **Quality and Standards:** Developing quality benchmarks and codes of best practice for tourism operators to safeguard natural and cultural heritage.
8. **Balanced Development:** Ensuring that tourism expansion complements rather than compromises the natural environment.

6.3 Suggestions and Policy Recommendations

Based on the findings, the following measures are recommended to enhance sustainability in Kashmir's tourism sector:

1. **Environmental Limits:** Tourism development should occur within defined environmental thresholds, ensuring responsible use of natural and human resources.
2. **Integrated Planning:** Tourism must be incorporated into local and national sustainable development strategies with measurable environmental indicators.
3. **Balanced Economy:** Tourism should support diverse local economic activities but not dominate the region's economic base to the point of ecological imbalance.
4. **Community Participation:** Local communities must be empowered to participate in planning, decision-making, and monitoring with institutional support.
5. **Cultural Respect:** All stakeholders should uphold respect for the environment, local culture, and social values of the destination.
6. **Stakeholder Education:** Industry stakeholders should receive training in sustainable practices and environmental management.
7. **Eco-Tourism Promotion:** Expand eco-tourism initiatives to generate sustainable livelihoods and conserve biodiversity.

8. **Continuous Research:** Regular impact monitoring and research programs should be undertaken to track ecological changes and support adaptive management.

6.4 Future Scope for Research

Future research should focus on:

- Primary field surveys assessing tourists' and locals' perceptions of sustainable tourism.
- Comparative studies between Kashmir and other Himalayan states (e.g., Himachal Pradesh, Uttarakhand, Nepal).
- Quantitative modeling to predict tourism's environmental impact under different policy scenarios.

6.5 Conclusion

Tourism in Kashmir is inherently environment-dependent. Its success is both built upon and threatened by the state of the natural environment. The relationship between tourism and the environment, though complex, is also deeply intertwined marked by both mutual dependence and tension.

The study reveals that tourism, if left unchecked, can become the enemy of the environment, but with proper planning, education, and collaboration among all stakeholders, the two can coexist as partners in sustainable development. A coordinated approach integrating government policy, community participation, scientific research, and ethical tourism practices is essential.

Kashmir's future as a premier global destination lies not in the quantity of tourists it attracts but in the quality and sustainability of experiences it offers. Protecting the valley's ecological balance, preserving its cultural legacy, and fostering responsible tourism behavior will ensure that the "Paradise on Earth" continues to inspire and thrive for generations to come.

7. References

1. Bhatia, A. K. (2011). *Tourism Development: Principles and Practices*. Sterling Publishers.
2. Butler, R. W. (1999). Sustainable tourism: A state-of-the-art review. *Tourism Geographies*, 1(1), 7–25.
3. Central Pollution Control Board (CPCB). (2024). *Annual Environmental Report 2023–24: Jammu & Kashmir*.
4. Dar, M. A., & Maheshwari, D. (2019). The role of tourism in economic development of J&K: An empirical study. *IJSSER Journal*, 7(3), 145–152.

5. Dar, H., & Islam, N. (2018). Tourism development in Kashmir: The policy perspective. *International Research Journal of Management Science & Technology*, 9(2), 34–41.
6. Gössling, S., & Hall, C. M. (2006). Uncertainties in predicting tourist flows under climate change. *Climatic Change*, 79(3–4), 163–173.
7. J&K Tourism Department. (2024). *Annual Tourism Statistics Report 2023–24*. Government of Jammu & Kashmir.
8. Krippendorff, J. (1987). *The Holiday Makers: Understanding the Impact of Leisure and Travel*. Heinemann.
9. Lane, B., & Kastenholz, E. (2018). Rural tourism: The evolution of practice and research approaches. *Journal of Sustainable Tourism*, 26(6), 767–788.
10. Majid, Z. (2024, February 11). J&K sets target to surpass last year's tourist arrivals in 2024. *Deccan Herald*.
11. Ministry of Tourism. (2024). *India Tourism Statistics 2023–24*. Government of India.
12. Rana, P., & Bhattacharya, S. (2023). Community participation and eco-tourism development in India. *Tourism Recreation Research*, 48(2), 250–261.
13. UNWTO. (2024). *Sustainable Tourism and the SDGs Report 2024*. United Nations World Tourism Organization.
14. WTTC. (2024). *Travel & Tourism Economic Impact Report: India 2024*. World Travel and Tourism Council.
15. Wani, M. A. (2022). Tourism in Kashmir: Issues and challenges. *International Journal of Tourism and Hotel Management*, 4(1), 23–31.