


# Chapter 15

## Investigating Entrepreneurial Resilience in the Face of Challenges: A Study of Pilgrimage Tourism in Jammu and Kashmir

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### ABSTRACT

*The current study investigates the opportunities, challenges, and prospects of entrepreneurship in pilgrimage tourism in Jammu and Kashmir. Pilgrimage tourism has emerged as a significant sector for economic development in the region, and entrepreneurship plays a crucial role in driving its growth. Through a mixed-methods approach, this study examines the current state of entrepreneurship in pilgrimage tourism in Jammu and Kashmir, identifies the key opportunities and challenges faced by entrepreneurs in the sector and explores the prospects for future development. The findings suggest that while there are ample opportunities for entrepreneurship in pilgrimage tourism in Jammu and Kashmir, stemming from a rich cultural heritage and natural beauty, entrepreneurs face several challenges, such as inadequate infrastructure, lack of financial support, and political instability.*

### INTRODUCTION

Jammu & Kashmir, renowned for its gorgeous landscapes and rich cultural legacy, has long been a popular pilgrimage destination (Rather, A. Y., 2022). Numerous religious monuments and shrines in the region

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## Using Acculturation Model to understand effects of Migration on Minorities: Evidences from Post 1947 Indo-Pak Partition

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### Abstract

Post 1947 displacement, 'unity in diversity' has been counter played as a singular fierce shield justifying the capacitive reactance. The paper aims to weld the other side of the coin that shook the roots of cultural ethnicity manifesting a huge cross cultural exchange, a major prerequisite for the notion of acculturation. Dating back to the partition fencing that resulted in massive human displacement characterized by overwhelming refugee crisis on either sides of the continuum. Since then, there has been a series of alterations inflicted upon the culture and heritage of the Muslim community, propagating significant fluctuations in the psycho-cultural behaviour of this minority group that presently seems to be on the pinnacle of frustration. The main aim of this paper is to create a critical discussion using the theoretical framework of cultural metamorphosis that the Muslim minority has been experiencing. The paper aims to understand the existing strategy as adopted by the Muslim minority community and the researchers use the four dimensional model of acculturation to build a deeper understanding on effects of migration on minorities.

**Key Words:** Behaviour, Acculturation, Displacement, Muslim, Psycho-cultural, Refugee.

### Introduction

Inside a globalized world, resettling starting with one nation then onto the next has become increasingly continuous (i.e., the quantity of workers is presently assessed at in excess of 190 Million worldwide by the United Nations), and not just in traditional migration nations, for example, the USA, Canada, Australia, and South American nations. Explanations behind movement shift range from getting away from amazingly unfavourable living conditions, for example, war or abuse, to seek after improving monetary circumstances and to interest. At any rate, moving starting with one culture then onto the next is a significant life change regularly joined by novel stressors (e.g., disruption of social ties) affecting on people's formative pathways. Inside social orders of high social assorted variety, issues identifying with assimilation are of extraordinary importance. Receiving nations may uphold a digestion of settlers, acknowledge a multi-social pattern, or endure migrants as unmistakable gatherings with high inclinations for isolation. Formative examination in the region of assimilation has been specifically noteworthy in clarifying how well settlers acclimate to the new setting, and in recognizing the elements that shape positive and adverse formative directions, specifically in youngsters. Moreover, it has been recommended that the assimilation cycle is harder for travelers of specific foundations, ages, or religions. Exploration here can assist with beating pessimistic sound system types