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and Kashmir.					
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Adventure Tourism Valuation Based on Psychographic Characterization: A Case Study of Jammu and Kashmir	Zubair Ahmad Dada,NisarAhamadKakroo, M. Wani, Reyaz Ahmad Qureshi	Vidyabharati International Interdisciplinary Research Journal	2021	2319-4979	N.A

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The Importance of Himalayan Region for Tourism Development in Jammu and Kashmir	NisarAhamadKakroo, Zubair Ahmad Dada	Universe International Journal of Interdisciplinary Research	2020	2582-6417	N.A
An Assessment of Impact of Service Quality Dimensions on Guest Satisfaction: A Study of Houseboats of Kashmir	Reyaz A. Qureshi, Mukhtar Bin Farooq Ibni Ali, Mudasir Ahmad Mir and Dr. Bilal Ahmad Dar	International journal of research and analytical reviews	2019	2348-1269	N.A
Local Perspectives: Understanding and Overcoming Barriers in Community Participation	Annum Makhdoomi & Aijaz Ahmad Khaki	International Journal of Development Research	2023	2230- 9926	N.A



## Unveiling the Path to Destination Excellence: Exploring the Nexus of Destination Social Responsibility and Destination Personality

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### Abstract

The paper explores the Destination Social Responsibility (DSR) concept and its progression from Corporate Social Responsibility in the social, economic, and environmental domains. The investigation further examines the relationship between destination social responsibility and Destination Personality through sincerity, excitement, and conviviality. An empirical investigation was conducted on a sample of 319 tourists who visited J&K to analyze the association between DSR and Destination Personality. The collected data was analysed using Smart-PLS software. The empirical results of the research yielded significant relationships, which provide insightful implications regarding the factors that affect the personality of a destination. Therefore, this study significantly contributes to the current literature on destination social responsibility and destination personality, offering a new perspective that tourism professionals and stakeholders can utilize. This evaluation represents the initial examination of destination social responsibility and destination personality variables. It offers valuable insights to stakeholders in enhancing their activities that contribute to destination social responsibility, ultimately improving the destination's personality. This research aims to fill the aforementioned gaps related to the impact of the three dimensions of DSR on destination personality. The study indicates that emphasizing environmentally sustainable, economically viable, and socially responsible behaviour can serve as a means of selecting the most viable options for a destination.

**Keywords:** Destination social responsibility; environment; social; economic; destination personality

### Introduction

Tourism is heavily reliant on the generosity of the natives, and their support is critical for its growth, efficient functioning, and sustainability. Acknowledging their views and beliefs about the consequences of tourism development in their region of residence and daily lives can help minimize adverse reactions and maximize the success of focused marketing actions (Coccosis & Tsartas, 2001). It is common for travellers to base their travel decisions more on their



## THE IMPACTS OF COVID-19 ON HOSPITALITY INDUSTRY AND SUGGESTIVE MEASURES FOR ITS POST-COVID RECOVERY

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## Abstract

**Purpose-** *The Coronavirus pandemic in early 2020 has had a disastrous effect on global economies. The pandemic has resulted in the loss of all businesses, especially the tourism and hospitality industry all over the world. The pandemic has resulted in a sudden halt to airline services, closure of major tourist attractions, and cancellation of bookings and projects in the hospitality sector resulting in an employment crisis for millions associated directly or indirectly with the industry. Tourism and hospitality contribute to the GDP of various economies and provides employment opportunities.*

**Design/methodology/approach-** *The paper aims to study the present scenario of the tourism and hospitality industry all over the world, including Small Island Developing States (SIDS) and Least Developed Countries (LDCs). The paper is based on secondary data obtained through an extensive literature review. The statistical data is obtained from renowned and authentic data sources to get a better understanding of the impacts of Covid-19 on tourism and hospitality as well as the aviation industry.*

**Findings-** *The paper highlights the impact of Covid-19 on the Indian hospitality industry. The paper provides statistical data related to GDP, employment, occupancy rates, and average daily rates in India. The paper concludes with the suggestive measures for the hospitality sector for post-Covid recovery.*

**Originality/value-** *The covid-19 pandemic has resulted in several studies on various sectors. This study analyses the impact of covid-19 and the various measures necessary for its recovery in Indian context.*

**Keywords:** *Covid-19, Coronavirus, Tourism, Travel, Hospitality, Aviation, Indian Tourism, Indian Hospitality, India*

# PROMOTION OF FOLKLORE LITERATURE AS AN AUGMENTED TOURISM PRODUCT IN JAMMU AND KASHMIR

*AIJAZ AHMAD KHAKI, ANNUM MAKHDOOMI and AAQIB BASHIR*

## ABSTRACT

*Jammu and Kashmir has a rich literary history, having made significant contribution to the subject producing notable poets and writers. The contributions of Kashmiri writers have received international acclaim. Kashmiri literature dates back to centuries and is based mainly on three languages: Sanskrit, Persian, and Kashmiri, in addition to Urdu, Hindi, and other languages. Original Kashmiri literature, however, began 750 years ago. Literature continues to be a vital tool for preserving cultural heritage. The more we go into people's literary history, the more we discover that part of it is committed to memory by the people and passed down orally from generation to generation, despite the fact that it is unwritten. This unwritten genre of literature is called "Folk Literature" or "Oral Traditions". Folklore tourism has become a hotspot in the exploration of tourism in recent years, with various folklore tourism initiatives taking place worldwide. Kashmiri folklore holds an important place in India's 'literature of the people', which has voiced and represented the people's collective desires and experiences since time immemorial. Folklore tourism is frequently considered a form of heritage tourism, while receiving less attention than similar heritage activities. This paper explores the connection between tourism and folklorism and the prospect of developing Folklore Tourism as an augmented tourism product in Kashmir Valley.*

**Keywords:** *Kashmiri, Literature, Folklore, Tourism, Culture.*

## INTRODUCTION

The Oxford dictionary defines literature as "pieces of writing that are valued as works of art, especially novels, plays and poems (in contrast to technical books and newspapers, magazines, etc.)". Literature is defined



# Addressing the impact of COVID19 pandemic on Sustainable Tourism

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## Abstract

The Wuban-originating COVID-19 epidemic has a devastating economic and social impact in many countries where tourism is essential in the economy. The global tourism and travel industry have lost 100.8 million jobs by the end of 2021 (Statista, Oct. 2021). The Indian tourism industry contributes 9% to the country's GDP and has to bear 1.3 trillion losses in terms of revenue and jobs (38 million), which accounts for 40% of the total workforce (Choudhury et al., 2020). Amidst the doom and gloom of the COVID-19 crisis, indicated positive development in environmental parameters such as global warming, pollution, and climate change, which is necessary for tourism and sustainable development. The lockdown and travel restrictions enforced during COVID-19 also aided in reducing tensions between tourists and visitors caused by over-tourism. Meanwhile, this development by no means should be considered a silver lining for the environment, as it will surely hamper recovery once the world starts to recover from COVID-19. Therefore, it is an opportunity for all tourism stakeholders to come together and build a sustainable future. The present paper reviews the various measures and strategies taken across the globe and the scope for sustainable tourism development based on the opportunity provided by the COVID-19 pandemic from the perspective of social, economic, and environmental factors.

**Keywords:** COVID-19, Crisis, Tourism, Sustainable Development, Strategies Post-Pandemic

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## Introduction

The highly transmittable novel COVID-19 outbreak has presented unrivalled conditions for the tourism industry and its sustainability. Earlier, with lockdown being the only option, the flooding COVID-19 plague had become a human disaster. The global economy is confronting extraordinary challenges, with every nation trying to save their respective economies that this outgoing plague has severely hit. Tourism, being fragile and volatile, has a relatively low capability of recovering itself rapidly like other industries. It mainly depends on the image of the destinations, which can be severely hit by crises and disasters (Park, Kim & Choi, 2018; Avraham & Ketter, 2017). Inbound tourism has been the worst hit, with predicted trends changing significantly from the forecasted 3–4% annual growth to a 20–30% decline, the worst crisis international tourism has faced since 1950 (UNWTO, May 2020). More specifically, in April 2020, the Organisation for Economic Cooperation and Development (OECD) forecasted that the decrease in international tourism in 2020 could be 45% to 70%, depending upon the decline in the COVID-19 crisis and recovery within the tourism industry. Tourism, having the property of a multiplier effect, provides jobs



# An Analysis of Perceptions and Attitudes of Residents towards Tourism Development and its Impact on Nature

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## KEYWORDS

Residents' Attitude,  
Residents' Welcoming Nature,  
Tourism Impacts

## ABSTRACT

This study seeks to explain how residents' degree of welcoming nature influences and impacts their perceptions of tourism and attitudes towards its development. The concepts used in model creation are derived from Durkheim's Emotional Solidarity Theory and Social Exchange Theory (SET). Using a structural equation modelling approach, this research attempted to study residents' welcoming nature as an antecedent of their attitude and perceived positive and negative impacts of tourism. To test the proposed model, data was collected at three prominent destinations in the study region using a questionnaire survey. A total of 322 responses were collected using a convenience sampling method. The findings of the study report indicate that the welcoming nature of residents significantly predicted and influenced residents' perceptions about tourism impacts and their attitude regarding tourism development.

## INTRODUCTION

Tourism is a dynamic industry that contributes significantly to global economic progress (Goodwin, 2007; Zhao & Ritchie, 2007; Zhao, 2009; Porter et al., 2015; Charag et al., 2019; Zhuang et al., 2019; Pavlic et al., 2020). Tourism development is generally viewed as a means to revitalize local economies. The comprehensive analysis of various studies has consistently demonstrated that tourism, both as a sector and as an industry, plays a pivotal role in driving economic growth, characterized by increased GDP, job opportunities and foreign currency earnings (Singh & Alam, 2022). This industry has established itself as an important driver of economic growth, globally contributing 10.4 percent to the GDP and generating employment for 313 million people in 2017 (WTTC, 2018a; WTTC, 2018b). It has resulted in concrete advantages such as enhanced business and employment, higher levels of income, enhanced living experiences, better facilities and amenities and the protection and development of local culture (Latip et al., 2018; Saqib et al., 2019; Hammad et al., 2017; Charag et al., 2019). On the other hand, as the tourism industry starts to flourish in an area, a number of associated negative impacts might pose a severe threat. There is a consensus among numerous authors that tourism can have both positive and negative effects on communities (Pavlic et al., 2020; Alrwajfah et al., 2019). As such, increased tourism degrades the natural habitat, promotes crime and drug use and also creates a traffic mess in certain locations (Giannoni, 2009; Tosun, 2002; Latkova and Vogt, 2012; Alrwajfah et al., 2019). Moreover, as emphasized by Gupta and Rout (2016), it is essential to recognise that any form of development within indigenous communities residing in fragile ecosystems can significantly damage the environment. Such manifestations can eventually shape the attitudes of local residents towards tourism.

Based on the theory of social exchange (SET), scholars have been working upon sustainable tourism development models with the aim of studying the impacts they have on local residents (e.g., Rasoolimanesh et al., 2015).



# **From Perception to Practice: Using Structural Equation Modeling to Unpack Tourism's Impact on Quality of Life and Resident Attitudes in Kashmir Valley"**

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## **Abstract**

This research aims to gain a deeper insight into the perspectives of local residents regarding the development of tourism by investigating how residents perceive the effects of tourism and the quality of life in their locality. This study offers both theoretical and empirical support for the connections between these variables. Through an examination of 396 residents from various tourist destinations within Kashmir, the findings derived from a structural equation modeling analysis showed that both positive and negative consequences of tourism significantly affect the quality of life (QOL) and the residents' outlook on tourism development. Ultimately, the overall quality of life emerged as a potent predictor of resident attitudes towards tourism development.

*Key Words: Tourism Impacts, Quality of Life, Resident Attitudes, Tourism Development.*

## **1. Introduction**

In recent times, there has been growing focus on the effects of tourism development on the well-being of residents, as it has the potential to significantly influence their Quality of Life (QOL). The active participation and support of local residents are crucial factors in influencing the design, functioning and long-term viability of tourist destinations (Kim, 2002). Researchers have expanded their investigation scope to encompass various aspects, including the environment, sociocultural factors and economic dimensions, when studying sustainable tourism (Eom et al., 2020). Notably, Ribeiro et al. (2017) highlight the paramount importance



# An Assessment of Impact of Service Quality Dimensions on Guests Satisfaction: A study of Houseboats of Kashmir

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## Abstract:

In the hospitality sector, the idea of guest satisfaction refers to the perception of tourists based on their judgement of the quality of service offered by the service provider. As the sophistication and diversity of the visitor pool has grown, so has the demand for improved ways to monitor and improve customer satisfaction in the hospitality business. The literature review has added many new realities to the hospitality industry, which the industry has successfully adopted. This study was carried out to measure guests' satisfaction with the services they rendered during their stay at Houseboats of Kashmir. The study's goal was to utilise the SERVQUAL model to gauge how satisfied guests were with the various Dal Lake houseboats' levels of guest services. Based on prior research, a tool was developed, and its validity and reliability were evaluated in a pilot study. Descriptive research design was applied for the present investigation. A total of 278 questionnaires were found suitable for analysis. Collected data was analyzed through SPSS 20.0 software. The proposed hypotheses were tested through multiple regression approach by using SPSS 20.0 version. The study revealed various valuable details about the service quality of the Houseboats of Kashmir.

*Key Words: Service Quality, Customer Satisfaction SERVQUAL, Hotel Industry.*

## 1. Introduction:

Tourism is the world's largest industry and is being widely used as a way to stimulate economic development. Its role has become an integral part of the country's development policy. In some countries, the hospitality industry has also played a crucial role in domestic tourism (Sharpley, Richard, and Telfer, David J., 2002, Bazazo et al., 2017; Wang et al., 2012). Throughout its history, the profession has been widely influenced by social interactions and regarded as the primary driver of tourism in the world (Brotherton 1999; Haddioui & Jahidi, 2016). Parayani et al. (2010), the increasing competition for high-quality service has affected hotels' profitability and customer satisfaction. According to Berry, Bennet, and Brown (1989), this issue can affect customers' brand image and loyalty. Arbelo-Perez and colleagues (2017) stated that the Quality of hotel services is essential in determining an individual's overall efficiency.

The Quality of hotel services varies depending on the region and type of service offered (Assaf and Tsionas, 2018). A quality organization is one that consistently exceeds the expectations of its customers. This is defined as a business that provides exceptional service that contributes to the satisfaction of its customers. Evans & Lindsay (2010), the scope of attention the hospitality industry has received in recent years has





# **An Assessment of the Impact of Destination Image in the Selection of a Destination: Mediating role of e-WOM**

Aijaz Ahmad Khaki\*, Romeesa Shaban†, Mudasir Ahmad Mir‡

## **Abstract**

The main intent of this investigation is to ascertain the impact of diverse facets of a destination's image, encompassing online word-of-mouth, on the selection of travel destinations by tourists. Furthermore, this study examines how e-WOM impacts travellers' perceptions of a destination and their ultimate decision to visit that place. The instrument's validity and reliability were determined through a pilot study based on previous research. The present study employs a descriptive research design and a positivist approach. A sample of 380 valid questionnaires was analyzed for the present study. The convenience sample technique was used to obtain data from travellers who visited Kashmir Valley. SPSS.20 and AMOS software were utilised for data analysis. Using AMOS software and the Structured Equation Modelling (SEM) methodology,

## **Unveiling the Path to Destination Excellence: Exploring the Nexus of Destination Social Responsibility and Destination Personality**

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# **LIGHTS, CAMERA, VACATION: AN EXPLORATION OF SIGNIFICANCE OF DOCUMENTATION ON TOURIST BEHAVIOURAL INTENTIONS IN JAMMU AND KASHMIR**

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*Abstract* : This research explores the intricate dynamics that drive tourist behavioural intentions in Jammu and Kashmir (J&K), a destination celebrated for its natural beauty, cultural diversity, and historical significance. The study focuses on the unconventional use of historical documentaries as a form of celebrity endorsement specific to J&K, shedding light on how these visual narratives influence perceptions and decisions. Historical documentaries are examined as powerful tools to shape tourist behavioural intentions by evoking emotions, providing educational insights and fostering a desire for authentic travel



## Thermal heritage and wellness tourism development in the trans – Himalayas using GIS site suitability analysis

Zubair Ahmad Dada, Sabreena Nawaz Baba & Reyaz A. Qureshi

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## **Drivers and Determinants of Internal Migration in Urban Regions of Srinagar, Kashmir**

Nusrat Batool<sup>1</sup>, Peer Jeelani<sup>2</sup>, Shamim Ahmad Shah<sup>3</sup>, Sabreena Nawaz Baba<sup>4\*</sup>, Zubair Ahmad Dada<sup>5</sup>

### **Abstract**

Migration is the primary demographic process that defines human settlement patterns and has a significant impact on human evolution. Migrants often seek better economic opportunities, higher levels of education, the chance to reunite with loved ones, or a safer environment. Given the paucity of literature, this study concentrates on the pattern of migration and the factors that influence district-level internal migration. And also, examines the relationship between socioeconomic indicators and inter-migration rate in Srinagar, J&K, India. Secondary data from the census of India, digest of statistics, government reports, and research publications was utilized to investigate the migration trend. To investigate the relationship between the socioeconomic variables and the international migration rate, a linear regression analysis was performed. Pursuant to the regression findings, male migrants dominate urban-to-urban migration while female migrants dominate urban-to-rural areas. Employment is the primary motivation for male migrants, whereas marriage is the primary

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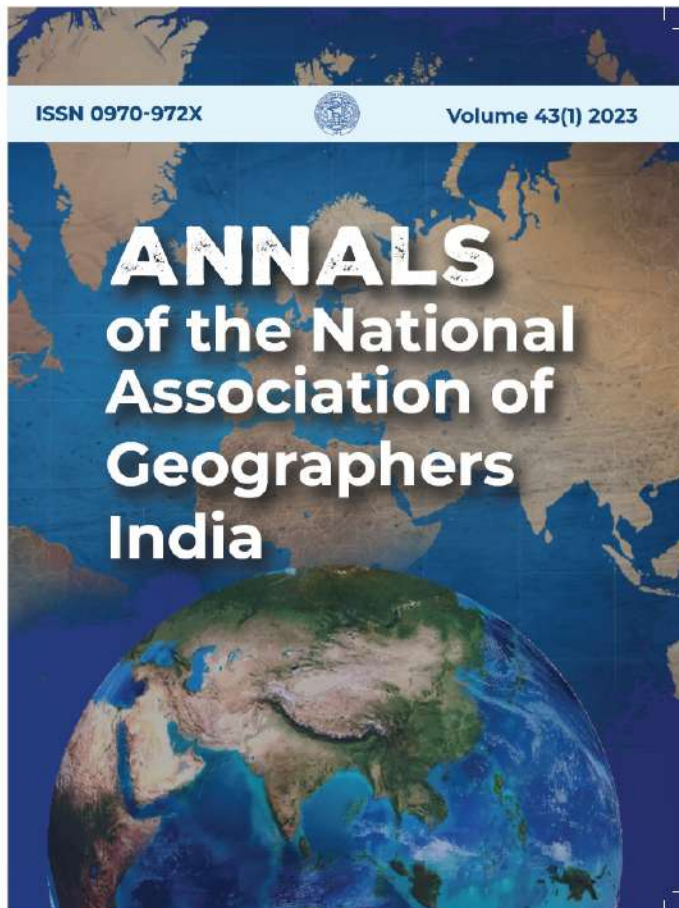


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# Ethnic food tasting and gastronomy online reviews: incorporating enjoyment in the behavioral intention model

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## Abstract

**Purpose** – This study explores the tourists' behavioral intention toward tasting ethnic food by proposing 'enjoyment' as an indirect mechanism in improvising the model of Wang. In other words, when affective and cognitive components are triggered positively while reading online gastronomy reviews on social media platforms, enjoyment is aroused, subsequently enhancing the desire to taste ethnic foods displayed online.

**Design/methodology/approach** – Data from 385 visitors from Kashmir, India, were gathered using a purposive sample technique. The research model was put to the test using PLS-SEM.

**Findings** – Direct and indirect mechanisms influence Behavioral Intention. Enjoyment acts as a mediator. Overall, the results validated the presence of three direct and full mediation paths.

**Practical implications** – This study will help tourism practitioners justify their promotional activities on social networking sites, particularly in endorsing regional ethnic dishes. For example, tourism authorities could collaborate with bloggers on social media and offer incentives to promote attractive images of ethnic food. Similarly, ethnic food outlets can improve online exposure and interactivity by encouraging travelers to leave feedback after visits.

**Originality/value** – Unlike other studies, this research broadens our understanding by focusing on direct and indirect mechanisms. The inclusion of a mediator enhanced the total variance of the dependent variable.

**Keywords** Behavioral intention, Enjoyment, Ethnic food, Social-media, Mediation,

Online gastronomy reviews

**Paper type** Research paper

## Introduction

Exploration of authentic and traditional cuisine has recently dominated tourists' vacation itineraries. Travelers spend most of their budget on sightseeing and locating rare ethnic foods (Pavlidis and Markantonatou, 2020). As a result, gastronomy tourism can act as a unique selling point for countries to strengthen their tourism image and promote their cultural heritage (Otengei and Changha, 2023). Gastronomy tourism is gaining appeal universally, especially in Asian regions, where they have successfully attracted tourists by merging and promoting a unique combination of ethnic foods (Henderson, 2009).

Kashmir, located in the largest country in South Asia (i.e. India), is the melting pot of various cuisines and delicacies. Kashmiri food can be traced back to ancient times to the invasion of India in the 15th C (Rather *et al.*, 2016). At first, it was influenced by Buddhists and Pandits (Hindus) living in the region (Rajak, 2021). The cuisine was later inspired by the





*Received: 15th February 2022**Revised: 10th March 2022**Accepted: 20th April 2022***PERCEIVED IMPACT OF TOURISM DEVELOPMENT ON THE ECONOMIC GROWTH OF JAMMU AND KASHMIR: A STUDY OF TOURISM STAKEHOLDERS****NISAR AHMAD KAKROO, SABREENA NAWAZ BABA, AND ZUBAIR AHMAD DADA****ABSTRACT**

*As an ever-increasing service sector with enormous growth potential, tourism has evolved as one of the most prioritized aspects of the global and national economies. The present study aims to analyse the perceived influence of tourism development on the economic growth of Jammu and Kashmir. The study further examines the relationship between tourism development and economic growth. A structured questionnaire was designed to collect the empirical data from the tourism stakeholders in Jammu and Kashmir. A total 60 questionnaires were obtained from the respondents and were analysed using SPSS software. The findings of the research reveal the positive perception of stakeholders regarding the role of tourism development on the economic growth of Jammu and Kashmir. The study also provides some valuable suggestions that will assist policymakers in developing and promoting tourism as a more effective financial tool in the union territory of Jammu and Kashmir.*

*Keywords: Tourism Development, Economic Growth, Stakeholders' Perception, Jammu and Kashmir*

**INTRODUCTION****Tourism and Development: An Interface**

Tourism is an activity of tourists traveling to a significant tourist destination outside of their usual environment for less than a year for any primary purpose related to business, leisure, or other personal interests other than being employed by a country resident entity or a Visited location (IRTS, 2008). Tourism is a significant source of income for many nations, particularly developing countries, and positively impacts the balance of payments and the standard of living (H. Liu and Song 2017). Over the last few decades, tourism has grown and become one of the most prominent sectors in developed and emerging markets (Paramti et al., 2016). Tourism is a productive business activity that involves the creation of goods and services. It provides goods and services to clients (usually visitors and foreigners) and employment and income to locals. The tourism industry generates revenue from the operation of the tourism business activities as an economic activity; it has - direct, indirect, and induced economic effects (UNESCAP, 2001).

Tourism has a dynamic impact on the economy due to spillover effects and externalities to other industries. This signifies that the tourism sector's growth is a driving force that provides or consumes tourism-related products (Marin, 1992). The tourist's demand for lodging, food, transportation, and services, as well as entertainment, results in increased production of goods and services, income, and job possibilities – all of which have a significant impact on the economy (Balaguer & Cantavella, 2002). The development of tourism has become one of the most critical issues for many countries regarding the potential economic benefits. Croes and Vanegas (2008) mentioned the wealth and income generated in the tourism industry transfer from residents of developed countries to the residents of developing and less developed countries. Tourism development contributes extensively to poverty reduction (Ashley and Mitchell (2006). The result of tourism is usually recognized as essential to revitalizing local economies. The growth of the tourism industry is not just a source of employment, income, tax revenue but also helps in cultural enrichment, as well as improved infrastructure, which will have positive, indirect effects on other industries (Ko & Steward, 2002., Lankford & Howard, 1994).

**Tourism and Economic Growth**

The economic effects of tourism have spawned a slew of new research avenues, one of which is the study of the relationship between tourism and economic growth (Paramati et al., 2017). On the other hand, economic development may help to enhance tourism by improving tourist facilities and infrastructure (Gwenhure, 2017). The impact of tourism on economic growth has also been recognized in a UNWTO report (2011). The other aspects of tourism linked to economic growth are the creation of direct, indirect, and induced forms of local employment through the tourism industry. Immediate job is created in tourism industries; those are working in tour and travel agency, hotels, and restaurants, and indirect employment is produced in industries that supply goods and services to the tourism sector, such as fishing, agriculture, etc. Tourism has emerged during the last few decades all around the globe. International tourism is the largest service industry in international trade, and it accounts for a considerable portion of the worldwide economy. (Lew, 2011). In 2010, global tourism



## 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



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# Social Media Marketing and Its Influence on the Performance of Micro, Small, and Medium-Sized Tourism Enterprises: Mediation of Innovation Capabilities

Aijaz Ahmad Khaki  & Tawseeq Ali Khan

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## Social Media Marketing and Its Influence on the Performance of Micro, Small, and Medium-Sized Tourism Enterprises: Mediation of Innovation Capabilities

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## Understanding the Social Media Adoption among Restaurants: An Empirical Study

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### Abstract

This study's goal is to identify the factors that influence restaurants to use social media. A conceptual model has been constructed with the use of the technology acceptance model (TAM) and an existing literature. For the quantitative investigation, responses were gathered from 356 restaurants through questionnaire. Utilising partial least squares structural equation modelling (PLS-SEM), the theoretical model has been validated. The study's findings demonstrate that perceived usefulness, perceived ease of use, interconnection, critical mass and presence impacts positively to the adoption of social media.

**Keywords:** Social media, Restaurants, Technology, TAM

### Introduction

While larger corporations worldwide can implement social media and other internet-based strategies without the need for extra resources, small businesses such as restaurants can also utilise social media due to its affordability, ease of technical management, user-friendliness, and ability to connect with and engage a large consumer base (Tajudeen et al., 2018). The use of social media platforms is experiencing a steady increase among organisations in developing nations and is presently seen as a crucial strategy among small firms (Chatterjee & Kar, 2020). Conversely, firms are employing many social media platforms for their operations (Ainin et al., 2015). According to AlQershi et



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## PUBLIC SECTOR POLICY AND TOURISM DEVELOPMENT IN DEVELOPING COUNTRIES: PERSPECTIVES FROM INDIA

□ Nisar Ahmad Kakroo\*  
Zubair Ahmad Dada\*\*  
Reyaz A Qureshi\*\*\*

### ABSTRACT

*The purpose of this paper is to study the role of public policy in tourism development in developing countries and generate a critical discourse with special reference to India. The investigation has been done to dissect the progression of travellers both domestic and international tourist arrivals from 2010 to 2019. It is observed that the tourism industry is a huge assistance area in India. Tourism contributed US \$240 billion or 9.2 percent of India's GDP in 2018 and upheld 42.673 million jobs and 8.1 percent of its total employment. The approach used in this paper is descriptive in nature. The secondary data have been used such as statistical data provided by Indian Ministry of tourism and Department of immigration. It is recommended that the public authority should use the inclusive approach to develop the tourism industry in India. This paper also explores the main reasons behind the growth of tourism industry in India.*

**Keywords:** Tourism, Growth, Development, Developing Countries, India, Share

### Introduction

Tourism industry is an imperative sector for the successive outcome of many economies around the globe (Musavengane et al, 2019) and is considered as the sunrise sector in the twenty-first century (UNWTO, 2018). Tourism is a prominent part of international economic activities (UNWTO, 1980). The public-sector policy focuses on integrated socio economic development and environmental conservation in a region (Bramwell, B. and Lane., 1993). Each government should have a policy for the development of tourism both at local and national level (Hall, 2005). The tourism policy is whatever government decides to do or not to do concerning the tourism industry (Jafari, 2000).

Tourism policy is literally a developmental policy. It is an outcome of coordinated activities of both state and central government tourism institutions. It provides a

lot of benefits to the host communities (Zaei, 2013). The main function of designing tourism policy is achieving development goals. It may be centered on increasing tourism share in the world travel market and push development of tourism destinations. Tourism increases the revenue of country's economy (Yasmine Yehla, 2019). It is identified as one of the most reliable industries that support the world economy (xhiliola, 2009). It has become a thrust area for every country (UNWTO, 1980).

The developing countries are keenly observing and trying to leverage on all reliable impacts of tourism (Sharma & Thapar, 2016). Tourism and travel is a trusted sector which has been recognized as an industry with a great potential to stimulate economic advancement with sound resilient characteristics as has been seen after the mid 1980 economic recession that bashed most of the developing countries (Musa, 2000). India can become a noticeable tourism destination owing its heterogeneous resources

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## AN ANALYSIS OF ENVIRONMENTAL IMPACTS OF TOURISM: CONSEQUENCE AND MEASURES TO CONTROL

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**ZUBAIR AHMAD DADA**

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**REYAZA QURESHI**

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### Abstract

Environment is not static. Factors associated with the environment i.e is biotic and abiotic vary incessantly. It requires collective efforts from all the sections of a society. The eminence of the environment is essential for tourism, but the bond between tourism and the environment is too complex. It comprises many activities that can have adverse effect on environment. Tourism related development can also have substantial impacts on water resources and the aesthetics of natural beauty. The paper analyzes the impacts of tourism on the environment. We have identified some major impacts viz transport pollution, sewages and non-biodegradable wastes, over development and deforestation which affects our environment badly. On the other side tourism has the potential to create valuable effects on the environment by paying for environmental protection and conservation. The paper is based on analytical research and uses the data from the secondary and primary source available on the subject. Further, this paper examines the present understanding of environmental awareness and its role in attaining sustainable practices. It is recommended that the government and other stakeholders, including policy makers,

academicians and other non government organizations should take an inclusive process to bring sustainable workforce for the development of the environment.

**Key words:** Environmental Impacts, Tourism, Source, Consequences, Conservation, Pollution.

### 1. Introduction

Tourism is regarded as the growing and renowned industry in the world. Many countries assumed tourism as the major source of income and employment (Gay, 2011). Tourism means activity, the process of travelling, especially for recreation which provides the overall satisfaction to travelers. Travel is one of the basic and inherent human rights of the people to enjoy it. The national and international organizations associated with tourism industry have recognized travel as the fundamental right for humans and the liabilities of the countries; need to recognize it as their own law and regulations (Gharib, 2011). It has proved that tourism involves sociocultural, economic and environmental impacts (Zarabi, & Parikhani, 2011). Related to impacts assessment and environmental planning, there is only some sort of research done in this area (Buckley, 2008). Tourism has a close relation to the environment and it always produce nature based products

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## ADVENTURE TOURISM VALUATION BASED ON PSYCHOGRAPHIC CHARACTERIZATION: A CASE STUDY OF JAMMU AND KASHMIR

Z. A. Dada<sup>1</sup>, N. A. Kakroo<sup>2</sup>, M. Wani<sup>3</sup>, S. A. Wani<sup>4</sup>, R. A. Qureshi<sup>5</sup>

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### ABSTRACT

*Adventure is a niche type of tourism and has grown significantly in recent years. It is the fastest growing outdoor tourism market sector. The study contributes to the development and the role of adventure tourism with reference to the changing nature of tourism development in Jammu and Kashmir. The present study examines the current market scenario for adventure tourism and travel behavior characteristics and tourist satisfaction towards adventure tourism development in Jammu and Kashmir. This paper is based on empirical study and the participants in data gathering are adventure tourists from different states of India visited Jammu and Kashmir. The data collected in an actual form were only 285 surveys, was analyzed in a systematic way. The results and conclusions are based on the tourist's response/answers from the questionnaire.*

**Keywords:** *Adventure tourism, Adventure activities, Jammu and Kashmir, Satisfaction.*

### Introduction

Adventure is not well-defined according to the specific activities' adventure signifies action, which is not reflexive experience and is generally found to be engaging and engrossing. It involves determinations and commitment, physical and mental preparation, good skill and advanced training is necessary, (Swarbrooke & Beard, 2003). To qualify adventure the outcome must be uncertain (Priest, 2001). Adventure comprises freedom of choice; intrinsic rewards, and an element of uncertainty. For instance, when the experience outcome is uncertain, or its risks are unpredictable (Mc Arthur, 1989).

Adventure tourists enjoy the taste of unknown pleasure of adventure practices in the natural environment (Yerkes, 1985). It has seen tourism has developed rapidly for last few decades and supported employment generation and helps poverty alleviation and sustainable practices. Adventure is an imperative segment of the tourism industry, supports the country's economy, particularly in terms of its involvement towards foreign exchange earnings, generation of income and creation of employment opportunities. In India tourism industry is considered as third largest foreign exchange earner. In terms of tourist arrivals, India's share is 0.38 percent in world tourism

and 0.62 percent of world tourist receipts. The study specifies that much of tourist potential is yet to be tapped (Basariya, 2019).

Now adventure tourism becomes a main part of the tourism industry. This sector is growing rapidly and it requires an effective marketing strategy and management. The tourist requirements can be filled, when an effective and suitable adventure package may offer to tourists, doing this industry will evolve to attract more adventurous tourists in the future (Buckley, 2006). There is a close relationship between ecotourism and adventure tourism. An activity such as bird and whale watching could be described as either an ecotourism experience or adventure tourism experience depending on the observer how he enjoys (Goodwin, 1996).

Adventure tourism products are different from traditional tourism products; they are seasonal, while the other tourism products are always available, such as skiing events, organizing in winter season and river rafting and trekking organizing in summer season. This research study will analyze psychographic characters of tourists regarding to adventure tourism in Jammu and Kashmir. This paper is based on empirical study and the participants in data gathering are adventure tourists from different states of India visited Jammu and Kashmir. The results and conclusions will be based on



## SKIING AS AN INTERNATIONAL MOUNTAIN SPORT: A CASE STUDY OF GULMARG

■ Nisar Ahmad Kakroo\*  
Dr. Zubair Ahmad Dada\*\*

### ABSTRACT

Skiing is a preeminent mountain sport among adventure activities that has become one of the most in demand recreational activities in the country. It is gaining huge appreciation in the state of Jammu and Kashmir particularly at world famous an all seasonal destination Gulmarg. The aim of research is to study the potential of skiing in Gulmarg and the study also tries to find out the role of "Indian Institute of Skiing and Mountaineering" for developing Mountain resources and promoting skiing as an international mountain sport. The study has been done to analyze the flow of tourists and participation of skiers from 2010 to 2019. It is based on adequate combination of both quantitative and qualitative research. In qualitative research –the main tools are used "focus group discussion" in depth interview for collecting the primary data in relevance with observation study and the secondary data has also been used such as facts and figures provided by department of tourism and other organizations to complete the study. The study has significance for the tourism development in Jammu and Kashmir and to explore the potential of skiing sport in Gulmarg. The present research paper makes an attempt to discuss skiing sport in Gulmarg and role of public sector to boost the skiing sport in Jammu and Kashmir.

**Keywords :** skiing, sport, adventure, potential.

#### Introduction

The word skiing is mostly used in adventure tourism. It is an activity when one can travel over snow and using "skis" to skate on snow (oxford; dictionary). In Jammu and Kashmir skiing is one of the outstanding attractions for tourists as it is dominant adventure activity having uncertain risks and challenge when it is extreme cold. It attracts worldwide skiers every year. At this moment skiing is contemplated as most popular winter sport not only in Jammu and Kashmir but also at international level. 'Skiing' requires icy 'region' like high peaked snow mountains or hills, which is covered by ice; for allowing skiers to skate over to reach the bottom. It is easy way of moving over snow and it draws attention from millions of people worldwide. All age groups who took part and derive pleasure on skiing sport (International ski Federation, 1980). H. Gibson, who says

that winter sport tourism, indicates tourist trips involving a change in the everyday life style, in sequence to engage in sport tourism (Gibson, 1998). Skiing holiday event is designed to attract enormous number of observers, can bring thousands, even millions of dollars into an economy (Mules and Faulkner, 1996). Sport tourist is a short lived visitor remains at least 24 hours in the event area and whose main motive is to contribute in a sports event (Nogawa et al, 1996). A study conducted by American convention tourism bureau; they observed that sport accounted for 25% of all tourism receipts (Tourism international council, 1994). The prime aim of skiers is to be safe that to have control over speed and to secure a stable balance on skies (Matkovic et al 2004). In 21<sup>st</sup> century skiing gained vogue in terms of recreational activity and it is major hard core activity of adventure tourism. It demands pile of skills, techniques and







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# DOES UNIQUENESS OF HUMAN CAPITAL PREDICT INNOVATIVE PERFORMANCE? TESTING THE MODERATING ROLE OF INTRINSIC MOTIVATION IN THE HANDICRAFTS SECTOR OF KASHMIR

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## ABSTRACT

This study investigates the unique human capital and innovative performance link and the intrinsic motivation as a moderator in this relationship. We obtained exciting results while testing hypotheses by applying Structural Equation Models and the Hayes Approach to the data collected from 196 respondents from the Kashmiri Handicrafts industry. The findings show that innovative performance is enhanced through unique human capital. Moreover, this relationship is significantly moderated by the intrinsic motivation of employees'/ sales persons. Thus, the interactive effect of outstanding human capital and inherent reason can enhance innovative performance by ensuring attractive avenues to enrich unique skills, knowledge, and the like among employees/salespersons. This paper attempted to unveil these relationships that have implications for theory and practice; further, some valuable detections were made under the veil.

**Keywords:** Innovative Performance, Unique Human Capital, Intrinsic Motivation, Handicrafts, Competitive Edge, Unabated Innovation

## 1. INTRODUCTION

Management research has given tremendous impetus to the unique human capital and intrinsic motivation in the past two decades, given the invaluable contribution of theory and practice. Although extensive research is available on these variables, there needs to be more research focusing on both variables in a combined framework. Human capital, as an organizational asset, attains uniqueness



## **THE IMPORTANCE OF HIMALAYAN MOUNTAIN REGIONS FOR TOURISM DEVELOPMENT IN JAMMU AND KASHMIR**

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**Abstract**

*Mountain tourism is an eminence type of tourism, especially for developed countries. The mountains with subalpine and alpine zones take into account as a pertinent tourism destination. Mountains are important assets for tourism industry in Jammu and Kashmir. It provides a range of mountain based activities attracts young generation showing a desire to travel for mountaineering viz hiking, bungee jumping, trekking, rock-climbing, skiing, mountain biking, bush walking, and some other activities. The basic purpose of this study is to explore the vast potential of mountain tourism for economic growth, employment generation and poverty eradication. The paper is based on exploratory research and uses the data from the secondary and primary source available on the subject. The present research paper makes an attempt has to identify the potential of mountain based adventure activities in Jammu and Kashmir and document some particular mountain ranges and peaks which are adventure friendly and contribute to the economy of Jammu and Kashmir. For this the study has significance for the tourism development in Jammu and Kashmir. The study also proposes give recommendations and suggestions for the full utilization mountain resources and expansion of mountain tourism activities in Jammu and Kashmir.*

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**Keywords**

*Adventure, Mountains, Attraction, Activities, Wilderness, Potential.*

### **INTRODUCTION and LITERATURE**

Tourism is most rapidly growing industry in the world. In many parts of the world it has become a primary source of income for the local population who are residing in mountainous regions. For example Sherpa Tribes in Nepal, nearly 70% of Sherpa population is involved with tourism industry. For developing Mountain tourism development transfers to the local communities residing in mountainous regions get maximum benefits and it can boost the state economy also. Mountains are conspicuous and vast areas, broad in lower area and have a rough terrain surrounding it, and the absolute elevation is over (1000m), it divides into three levels- lower level (1000-1500m), middle level (1500- 2000m), high level over (2000m). These mountains are without vegetation cover, and its slopes are steep and valleys are deep. Now in recent Years Mountain tourism has gained popularity in Jammu and Kashmir which is located in high altitudes of Himalayas, it offers unique feelings for mountaineers, Deep gorges, high peaks and uncertain risks. It is obvious that the Himalayan mountain range is Highest on the earth. It passes through Pakistan, china, Nepal, India, Bhutan, known as youngest mountain range of the world and was formed when tectonic plates collided into Asia. It may have occurred some 70-million years ago. The lower part of the Himalayas is Tropical and at the Top peaks of Himalayas, it is covered with snow, Ice and full of massive Rocks. Its many peaks are towering above the clouds. In earlier times people visited high mountain areas only for some basic purposes like search of natural resource, mining and grazing livestock. Now in current times it has become dream of many people who want to travel/climb highest peaks of the world. Due to the improved accessibility of mountain region, adventure practices became more popular, one of the reasons is Health and spirituality because of natural mountain environment with fresh and clean air deep valley and attractive landscape. In year 1990 the growth in tourism was (4.7%) and the share of mountain areas in tourism industry was (15-20%) after a twenty year gap the year 2010 was witnessed 935 million international tourists, accounting for a growth of 6.7% across the regions world wide as compared



## ADVENTURE TOURISM POTENTIAL : A GIS MAPPING FRAMEWORK FOR THE ADVENTURE TOURISM SITES OF THE JAMMU AND KASHMIR

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### Abstract

Adventure tourism is one of the fastest-growing segments in the tourism industry. It supports local economies, attracts high-value tourists and encourages sustainable practices. The purpose of this study is to explore the vast potential of adventure tourism for economic growth. It further attempts to examine the scope of adventure tourism to formulate the recommendations for its future growth and development in Jammu and Kashmir. The Geographic Information System (GIS) techniques have been used to map the important adventure sites in the study area. The paper is exploratory in nature, uses data from the secondary and primary sources available on the subject. It has been observed from the review; Jammu and Kashmir is blessed with nature-based tourism resources and is ideal for adventure tourism. The results

indicate that Jammu and Kashmir is an adorable place for adventure tourism yet in its initial phase of development. It is required to put these adventure sites on the tourist map so that this will help to augment the economic development of the Jammu and Kashmir in general and local communities living in mountainous regions in particular.

**Keywords:** Adventure Tourism, Tourism Industry, Economic Development, Jammu and Kashmir, GIS

### Introduction

Adventure is a leisure activity in an exotic, remote and unusual or wilderness destination (Millington et al., 2001). Adventure is the journey of mind (The Times, 2000) and involves some unconventional means of transportation and tends to be associated with different types of activities (Canadian tourism commission, 1995). Adventure

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## Adoption of Electric Vehicles: A Review of Technology, Transformation and Policies

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### ABSTRACT






The adoption of electric vehicles (EVs) is considered a promising solution to address the negative impacts of conventional vehicles on the environment and human health. This paper provides a comprehensive review of the current state of EVs, including their types, technology, adoption, government policies, environmental impact, and future prospects. The review reveals that EVs have the potential to significantly reduce air pollution, greenhouse gas emissions, and noise pollution. However, their adoption has been hindered by various factors such as perceived usefulness, ease of use, and risk, which can be addressed through policy interventions and infrastructure development. The paper highlights the significance of the Faster Adoption and Manufacturing of Electric Vehicles (FAME) scheme in India and other international policies and initiatives to support the adoption of EVs. The review also identifies the technological advances and battery development as promising opportunities for the future of EVs. The paper concludes by providing implications for policy and practice, including the need for incentives and infrastructure development to promote EV adoption and recommends further research on the consumer trends and challenges in the adoption of EVs.

**Keywords:** Electric vehicles, technology acceptance model, FAME, environmental impact, battery development, sustainability.





## PERCEIVED IMPACT OF QUALITY OF KASHMIRI ART AND CRAFTS: AN EMPIRICAL STUDY

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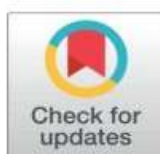
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### ABSTRACT

Kashmir region is known for its handicraft industry all over the world. The purpose of this study is to determine the impact of the quality of Kashmiri handicrafts on satisfaction and repurchasing intention. The present study is descriptive and convenience sampling method was employed. The data was collected at Srinagar the summer capital of Jammu and Kashmir. The structured questionnaire was distributed among 80 tourists. The findings of this study revealed, there is a strong and positive relationship between the quality of Kashmiri handicrafts, satisfaction, and repurchasing intention. The study verified all the hypotheses using the path coefficient method. Impact of quality of Kashmiri handicrafts on satisfaction and repurchasing intention and lastly the impact of satisfaction on repurchasing intention were found to be statistically significant. Furthermore, the study explores the role of satisfaction in mediating the relationship between the quality of Kashmiri handicrafts and repurchasing intention.

**Keywords:** Quality, Handicrafts, Satisfaction, Repurchasing-Intention, Kashmir

### 1. INTRODUCTION

Kashmiri handicrafts are known all over the world for their artistic work and well-made they are. The people who live in Kashmir belong to different cultures and ethnic groups, which has led to a wide range of designs, techniques, and crafts. The different handicrafts are in line with its long, standing-rich culture, which has been