



Department of Tourism Hospitality & Leisure Studies  
University Of Kashmir

**List of Registered Scholars**

S.no	Name of Supervisor	No. of Scholars Allotted	Name of Scholar	Date of Joining	JRF/NET/SET
1.	Dr. Reyaz Ahmad Qureshi	3	Mukhtar Bin Farooq	24/08/2017	---
			Waseem Ahmad Bhat	22/12/2020	JRF/SRF
			Muneer Ahmad Kashkari	05/09/2022	NET/JRF
2.	Dr. Shahnawaz Ahmad Dar	4	Nassar Ahmad	24/08/2017	---
			Tahmeed Ahmad Badam	25/03/2019	NET
			Neda Ul Bashir	31/07/2019	NET
			Sajad Ahmad (Part-time)	01/11/2019	---
3.	Dr. Aijaz Ahmad Khaki	4	Annum Makhadoomi	15/03/2019	NET
			Aaqib Bashir	31/07/2019	---
			Tawseeq Ali Khan	19/10/2020	NET
			Romeesa Shaban	24/12/2020	NET
4.	Dr. Zubair Ahmad Dada	3	Nisar Ahmad Kakroo	03/08/2019	---
			Sabreena Nawaz	31/07/2019	NET/SRF
			Sajad Ahmad Ganai	01/04/2019	NET

Electronic Certificate No: 181055015



**University Grants Commission**  
NATIONAL EDUCATIONAL TESTING BUREAU



**NATIONAL ELIGIBILITY TEST FOR ASSISTANT PROFESSOR**

UGC Ref. No: 55015/NET-JULY 2018

Roll No: 28010839



Certified that ANNUM MAKHDOOMI

Son/Daughter of ZAFFAR AHMAD MAKHDOOMI  
and NIGLAT SHAHEEN

has qualified

the UGC-NET for eligibility for Assistant Professor held on 08-07-2018  
in the Subject TOURISM ADMINISTRATION AND MANAGEMENT

As per the information provided by the candidate, he/she had not completed his/her Master's degree or equivalent examination at the time of applying for NET.

The date of eligibility for Assistant Professor is the date of declaration of NET result, i.e., 31st July, 2018, OR the date of completion of Master's degree or equivalent examination with required percentage of Marks within two years from the date of declaration of NET result, i.e., by 30th July, 2020, whichever is later.

This is an electronic certificate only, its authenticity and category in which the candidate had appeared should be verified from UGC by the institution/appointing authority. This electronic certificate can also be verified by scanning QR Bar Code printed on the electronic certificate.

Validity of this electronic certificate is forever.

Date of Issue: 31-10-2018

Head  
NET Bureau

Note: UGC has issued the electronic certificate on the basis of information provided by the candidate in his/her Application Form. The appointing authority should verify the original records/certificates of the candidate while considering him/her for appointment, as the Commission is not responsible for the same. The candidate must fulfil the minimum eligibility conditions for NET as laid down in the notification for UGC-NET.

Electronic Certificate No: 182043668



**University Grants Commission**  
NATIONAL EDUCATIONAL TESTING BUREAU



**NATIONAL ELIGIBILITY TEST FOR ASSISTANT PROFESSOR**

UGC Ref. No: 43668/(NET-DEC 2018)

Roll No: JK0413506472



Certified that **ROMEESA SHABAN**

Son Daughter of **MOHD BHABAN DEVA**  
and **RAZIA**

has qualified

the UGC-NET for eligibility for Assistant Professor held in **DECEMBER 2018**  
in the Subject **TOURISM ADMINISTRATION AND MANAGEMENT**

As per the information provided by the candidate, he/she had completed his/her Master's degree or equivalent examination at the time of applying for NET.

The date of eligibility for Assistant Professor is the date of declaration of NET result, i.e., **5th JANUARY 2019** OR the date of completion of Master's degree or equivalent examination with required percentage of Marks within two years from the date of declaration of NET result, i.e., by **4th JANUARY 2021**, whichever is later.

This is an electronic certificate only, its authenticity and category in which the candidate had appeared should be verified from UGC by the institution appointing authority. This electronic certificate can also be verified by scanning QR Bar Code printed on the electronic certificate.

Validity of this electronic certificate is forever.

Date of Issue: 15-04-2019

*Sundera Devi*

Head  
NET Bureau

Note: UGC has issued the electronic certificate on the basis of information provided by the candidate in his/her Application Form. The appointing authority should verify the original records/certificates of the candidate while considering him/her for appointment, as UGC is not responsible for the same. The candidate must fulfil the minimum eligibility conditions for NET as laid down in the notification (UGC/NET)



**NATIONAL TESTING AGENCY**

**Excellence in Assessment**

E-certificate No.: JUN19U54847



**NATIONAL ELIGIBILITY TEST FOR ASSISTANT PROFESSOR**

NTA Ref. No: 190510088618

Roll No: JK04509096



*Certified that* **SABREENA NAWAZ**

*is the daughter of* **RAFIQA**  
**and NAWAZ AHMAD BABA**

*has qualified*

*the UGC-NET for eligibility for Assistant Professor held on* **24th June, 2019** *in the subject*  
**TOURISM ADMINISTRATION AND MANAGEMENT**

*As per information provided by the candidate, he/she had completed/appeared or was pursuing his/her Master's degree or equivalent examination at the time of applying for UGC-NET*

*The date of eligibility for Assistant Professor is the date of declaration of UGC-NET result, i.e.,* **12th July, 2019** *or the date of completion of Master's degree or equivalent examination with required percentage of marks within two years from the date of declaration of UGC-NET result, i.e. by* **11th July, 2021** *whichever is later.*

*This is an electronic certificate only, its authenticity and category in which the candidate had appeared should be verified from National Testing Agency (NTA) by the institution/organizing authority. This electronic certificate can also be verified by scanning the QR Code.*

*The validity of this electronic certificate is forever.*

Senior Director, NTA

Date of issue: **29.11.2019**

**Note:** NTA has issued the electronic certificate on the basis of information provided by the candidate in his/her online Application Form. The organizing authority should verify the original records/certificates of the candidate while considering him/her for appointment, as the NTA will not be liable for any false information provided by the candidate. The NTA is only responsible for the result which can be verified from the website available in the website of NTA ([ugcnet.nta.nic.in](http://ugcnet.nta.nic.in)). The candidate must fulfil the minimum eligibility conditions for NET as laid down in the notification for UGC-NET.

Electronic Certificate No.: 172044958



# University Grants Commission

## NATIONAL EDUCATIONAL TESTING BUREAU



ज्ञान-विज्ञानं विमुक्तये

### NATIONAL ELIGIBILITY TEST FOR ASSISTANT PROFESSOR

UGC Ref. No.: 44958/(NET-NOV 2017)

Roll No.: 28010579



Certified that SAJAD AHMAD GANAI

Son/Daughter of GHULAM NABI GANAI  
SHAMEEMA BEGUM

and

had applied for the UGC-NET for eligibility for  
Assistant Professor held on 05-11-2017 in the GENERAL category and qualified by securing marks at par with the qualifying cut-off for GENERAL TOURISM ADMINISTRATION AND MANAGEMENT category in the Subject

As per the information provided by the candidate, he/she had completed his/her Master's degree or equivalent examination at the time of applying for NET.

The date of eligibility for Assistant Professor is the date of declaration of NET result, i.e., 2nd January, 2018, OR the date of completion of Master's degree or equivalent examination with required percentage of marks within two years from the date of declaration of NET result, i.e., by 1st January, 2020, whichever is later.

This is an electronic certificate only and its authenticity should be verified from the UGC by the employer. This electronic certificate can also be verified by scanning QR Bar Code printed on the electronic certificate.

Validity of this electronic certificate is forever.

Date of Issue:

19-03-2018

Head  
NET Bureau

Note: a) UGC has issued the electronic certificate on the basis of information provided by the candidate in his/her Application Form. The appointing authority should verify the original records/certificates of the candidate while considering him/her for appointment, as the Commission is not responsible for the same. The candidate must fulfil the minimum eligibility conditions for NET as laid down in the notification for UGC-NET.

b) Wherever SC/ST/OBC/PWD is shown in the UGC Ref. No., the institution/recruitment body should check the relevant documents of that category.



**NATIONAL TESTING AGENCY**

*Excellence in Assessment*

E-certificate No: JUN19U54859

University Grants Commission



**NATIONAL ELIGIBILITY TEST FOR ASSISTANT PROFESSOR**

NET Ref. No: 190510119837

Roll No: JK04508780



*Certified that* TAWSEEQ ALI

*Son/Daughter of* MEHMOODA

*and* MOHAMMAD SADIQ KHAN

*has qualified*

*the UGC-NET for eligibility for Assistant Professor held on 24th June, 2019 in the subject*  
**TOURISM ADMINISTRATION AND MANAGEMENT**

*As per information provided by the candidate, he/she had completed appeared in and pursuing*  
*his/her Master's degree in equivalent examination at the time of applying for UGC-NET*

*The date of eligibility for Assistant Professor is the date of declaration of UGC-NET result*  
*i.e. 12th July, 2019, as the date of completion of Master's degree in equivalent examination*  
*with required percentage of marks within two years from the date of declaration of UGC-NET*  
*result, i.e. by 11th July, 2021, whichever is later.*

*This is an electronic certificate only. Its authenticity and category in which the candidate had*  
*appeared should be verified from National Testing Agency (NTA) by the*  
*institution representing authority. This electronic certificate can also be verified by scanning the*  
*QR Code.*

*The validity of this electronic certificate is forever.*

*Vandana Panabiker*

Senior Director, NTA

Date of issue: 29.11.2019

Note: NTA has issued the electronic certificate on the basis of information provided to the candidate in their online Application Form. The appointing authority should verify the original records/certificates of the candidate while considering him/her for appointment, as the NTA will not be liable for any false information provided by the candidate. The NTA is only responsible for the result, which can be verified from the repository website in the website of NTA (apnet.nta.ac.in). The candidate must fulfil the minimum eligibility conditions for NET as laid down in the notification for UGC-NET.

*Tawseeq Ali*

2021/8/17 13:47



**Department of Tourism Hospitality & Leisure Studies  
University Of Kashmir**

**List of Registered JRF & SRF Scholars**

<b>S.no</b>	<b>Name of Supervisor</b>	<b>Name of Scholar</b>	<b>Date of Joining</b>	<b>JRF/NET/SET</b>
1	Dr. Reyaz Ahmad Qureshi	Waseem Ahmad Bhat	22/12/2020	JRF/SRF
		Muneer Ahmad Kashkari	05/09/2022	JRF
2	Dr. Zubair Ahmad Dada	Sabreena Nawaz	31/07/2019	SRF



**NATIONAL TESTING AGENCY**

**Excellence in Assessment**

E-certificate No.: JUN19U54824



**University Grants Commission**



ज्ञान-विज्ञान विमुक्तये

## NATIONAL ELIGIBILITY TEST FOR ASSISTANT PROFESSOR

NTA Ref. No: 190510017357

Roll No: JK04509740



Certified that WASEEM AHMAD BHAT

Son/Daughter of KULSOOMA

and MOHD AZAD BHAT

has qualified

the UGC-NET for eligibility for Assistant Professor held on 24th June, 2019 in the subject

TOURISM ADMINISTRATION AND MANAGEMENT

*As per information provided by the candidate, he/she had completed/appeared or was pursuing his/her Master's degree or equivalent examination at the time of applying for UGC-NET.*

*The date of eligibility for Assistant Professor is the date of declaration of UGC-NET result, i.e., 12th July, 2019, or the date of completion of Master's degree or equivalent examination with required percentage of marks within two years from the date of declaration of UGC-NET result, i.e. by 11th July, 2021, whichever is later.*

*This is an electronic certificate only, its authenticity and category in which the candidate had appeared should be verified from National Testing Agency (NTA) by the institution/appointing authority. This electronic certificate can also be verified by scanning the QR Code.*

*The validity of this electronic certificate is forever.*

Date of issue: 29.11.2019

*Vadharankhan*

Senior Director, NTA

Note: NTA has issued the electronic certificate on the basis of information provided by the candidate in his/her online Application Form. The appointing authority should verify the original records/certificates of the candidate while considering him/her for appointment, as the NTA will not be liable for any false information provided by the candidate. The NTA is only responsible for the result which can be verified from the repository available in the website of NTA (ugcnet.nta.nic.in). The candidate must fulfil the minimum eligibility conditions for NET as laid down in the notification for UGC-NET.





## JRF AWARD LETTER

Dated: 29.11.2019

NTA Ref. No.: 190510017357

Roll No.: JK04509740

**WASEEM AHMAD BHAT**

Son/Daughter of **KULSOOMA**

and **MOHD AZAD BHAT**

Subject: **TOURISM ADMINISTRATION AND MANAGEMENT**



**Dear Candidate,**

I am pleased to inform you that you have qualified for Junior Research Fellowship (JRF) and eligibility for Assistant Professor in the National Eligibility Test (UGC-NET) conducted in June 2019. The tenure of fellowship is five years and it commences from the date of declaration of NET result, i.e., **12th July, 2019** (or) from the date of admission under M.Phil./Ph.D. (or) from the date of joining M.Phil./Ph.D. programme, whichever is later. The summary of financial assistance offered under the scheme is mentioned at **Annexure I** available on [www.ugc.ac.in/netjrf](http://www.ugc.ac.in/netjrf)

The Awardee is required to get admission and registration for regular and full time **M.Phil./Ph.D.** course in a University/Institution/College recognized by UGC at the first available opportunity **but not later than three years** from the date of issue of this award letter. University/Institution/College is requested to process for award of JRF based on this letter, in accordance with the procedure available on [www.ugc.ac.in/netjrf](http://www.ugc.ac.in/netjrf).

It may be noted that the fellowship amount shall be disbursed through Canara Bank to bank account of the Awardee (any bank) directly. UGC has developed a dedicated web portal (<https://scholarship.canarabank.in>) for capturing data of the awardee. The Universities/Colleges/Institutions will link the data of the awardee with the master data on the UGC web portal with unique Maker/Checker Ids which have already been provided to them along with the passwords. The Universities/Colleges/Institutions shall update the information in the master data (regarding monthly payment confirmation, HRA, up-gradation, resignation etc.) of the beneficiaries on monthly basis. Based on the data updated on UGC web portal by the concerned Universities/Colleges/Institutions, the payment of the fellowship will be made to the beneficiaries (Detailed process available at [https://www.ugc.ac.in/ugc\\_notices.aspx?id=2153](https://www.ugc.ac.in/ugc_notices.aspx?id=2153)).

It may also be noted that UGC has proposed to link "AADHAAR" with bank account of students so that there can be direct cash transfer and effective disbursal of fellowship into bank account of the student. In this regard, Secretary, UGC has already requested the universities to help students in Aadhaar enrolment vide D.O. No. F.14-34/2011 (CPP-II) dated 11.01.2013.

It may please be noted that the award is liable to be cancelled by Implementing/Awarding agency and it will also attract legal action against the Awardee in the following cases:

- If the awardee is found to be ineligible to receive the award at any point during the entire duration of fellowship,
- Misconduct of Awardee,
- Unsatisfactory progress of research work,
- Failure in any examination related to M.Phil./Ph.D.,
- In case any other fellowship is drawn from other source(s),
- Concealment of facts.

The e-Certificate of eligibility for Assistant Professor has been uploaded on <https://ecertificate.nta.ac.in>. The eligibility of the candidate is to be ensured by the institution/appointing authority. The category in which the candidate had appeared may be verified from NTA.

This electronic JRF award letter can also be verified by scanning the QR Code.

**With best wishes,**

**(Dr Sadhana Parashar)**  
Senior Director

UNIVERSITY GRANTS COMMISSION  
SELECTION & AWARDS BUREAU  
BAHADURSHAH ZAFAR MARG  
NEW DELHI- 110 002.

THREE MEMBER ASSESSMENT COMMITTEE REPORT FOR UPGRADATION FROM JRF TO SRF UNDER THE SCHEME OF JRF IN SCIENCES, HUMANITIES AND SOCIAL SCIENCES.

Application for up gradation of Mr./Mrs. Wasim Ahmad Bhat JRF working at the Department of Tourism, Hospitality & Leisure studies University / Institution / College of Kashmir on completion of 05 years on the date 22-12-2020 to 21-12-2022 (Two Year)

MEMBERSHIP OF THE COMMITTEE

There shall be (one) (ONE OUTSIDE EXPERT IN CONCERNED SUBJECT)

- 1. Prof. Abdul Geni, Professor and Head, Dept. of Management Studies, Central University of Kashmir (EXPERT)
- 2. Dr. Fayaz Ahmad Qureshi (Supervisor)
- 3. Dr. Rafiq Ahmad Qureshi (Co-ordinator)

Date of joining 22-12-2020

Ph.D. registration No: 7208-KUL-2010

Date of Meeting 29-11-2023

Time: 3 P.m

VENUE OF ASSESSMENT/INTERVIEW:

The Committee assessed the progress of the candidate through their presentation followed by interview and recommended as follows:

(Satisfactory/Good/Very Good/Excellent) (Strike out whichever is not applicable)

In view of the outstanding very good/satisfactory performance of the JRF, and also the fact that he/she has published work to her/his credit the committee makes the following recommendations:

Mr./Mrs./Ms. Wasim Ahmad Bhat may be upgraded from JRF to SRF w.e.f. 12-12-2022

<u>[Signature]</u>	Signature	<u>[Signature]</u>	Signature
Date <u>29-11-2023</u>	Name	Name	
Name of the Supervisor	Head of Department	Registrar/Director/Principal	
<u>[Signature]</u>	Coordinator	(Seal of University/Institution/College)	
Signature of the Expert	Department of Tourism		
Date	Hospitality of Leisure Studies		
Name of the Expert	University of Kashmir		
<u>Prof. Abdul Geni</u>			
<u>Prof. &amp; Head</u>			



**NATIONAL TESTING AGENCY**

**Excellence in Assessment**

E-certificate No.: DEC19U64431

**University Grants Commission**



ज्ञान-विज्ञान विमुक्तये



## NATIONAL ELIGIBILITY TEST FOR ASSISTANT PROFESSOR

NTA Ref. No: 190520449956

Roll No: JK0405205200



Muneer Ahmad Kashkari  
14-09-2019

Certified that MUNEER AHMAD KASHKARI

Son/Daughter of KHALIDA

and MEHRAJ UD DIN KASHKARI

*has qualified*

*the UGC-NET for eligibility for Assistant Professor held on 4th December, 2019 in the subject*

TOURISM ADMINISTRATION AND MANAGEMENT.

*As per information provided by the candidate, he/she had completed/appeared or was pursuing his/her Master's degree or equivalent examination in the related subject at the time of applying for UGC-NET.*

*The date of eligibility for Assistant Professor is the date of declaration of UGC-NET result, i.e., 31st December, 2019, or the date of completion of Master's degree or equivalent examination with required percentage of marks within two years from the date of declaration of UGC-NET result, i.e. by 30th December, 2021, whichever is later.*

*This is an electronic certificate only, its authenticity and category in which the candidate had appeared should be verified from National Testing Agency (NTA) by the institution/appointing authority. This electronic certificate can also be verified by scanning the QR Code.*

*The validity of this electronic certificate is forever.*

Date of issue: 08.01.2020

*Jubarashan*  
Senior Director, NTA

Note: NTA has issued the electronic certificate on the basis of information provided by the candidate in his/her online Application Form. The appointing authority should verify the original records/certificates of the candidate while considering him/her for appointment, as the NTA will not be liable for any false information provided by the candidate. The NTA is only responsible for the result which can be verified from the repository available in the website of NTA (ugcnet.nta.nic.in). The candidate must fulfil the minimum eligibility conditions as laid down in the notification for UGC-NET.



## JRF AWARD LETTER

Dated: 12-03-2022

NTA Ref. No.: 210510213680

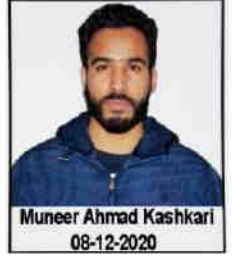
Roll No.: JK04000962

**MUNEER AHMAD KASHKARI**

Son/Daughter of **KHALIDA**

and **MEHRAJ UD DIN KASHKARI**

Subject: **Tourism Administration and Management.**



*Dear Candidate,*

I am pleased to inform you that you have qualified for Junior Research Fellowship (JRF) and eligibility for Assistant Professor in the National Eligibility Test (UGC-NET) conducted for December 2020 and June 2021 (merged session). The tenure of fellowship is five years and it commences from the date of declaration of NET result, i.e., **19-02-2022** (or) from the date of admission under M.Phil./Ph.D. (or) from the date of joining M.Phil./Ph.D. programme, whichever is later. The summary of financial assistance offered under the scheme is mentioned at **Annexure I** available on [www.ugc.ac.in/netjrf](http://www.ugc.ac.in/netjrf)

The Awardee is required to get admission and registration for regular and full time **M.Phil./Ph.D.** course in a University/Institution/College recognized by UGC at the first available opportunity **but not later than three years** from the date of issue of this award letter. University/Institution/College is requested to process for award of JRF based on this letter, in accordance with the procedure available on [www.ugc.ac.in/netjrf](http://www.ugc.ac.in/netjrf).

It may be noted that the fellowship amount shall be disbursed through Canara Bank to bank account of the Awardee (any bank) directly. UGC has developed a dedicated web portal (<https://scholarship.canarabank.in>) for capturing data of the awardee. The Universities/Colleges/Institutions will link the data of the awardee with the master data on the UGC web portal with unique Maker/Checker Ids which have already been provided to them along with the passwords. The Universities/Colleges/Institutions shall update the information in the master data (regarding monthly payment confirmation, HRA, up-gradation, resignation etc.) of the beneficiaries on monthly basis. Based on the data updated on UGC web portal by the concerned Universities/Colleges/Institutions, the payment of the fellowship will be made to the beneficiaries (Detailed process available at [https://www.ugc.ac.in/ugc\\_notices.aspx?id=2153](https://www.ugc.ac.in/ugc_notices.aspx?id=2153)).

It may also be noted that UGC has proposed to link "AADHAAR" with bank account of students so that there can be direct cash transfer and effective disbursement of fellowship into bank account of the student. In this regard, Secretary, UGC has already requested the universities to help students in Aadhaar enrolment vide D.O. No. F.14-34/2011 (CPP-II) dated 11.01.2013.

It may please be noted that the award is liable to be cancelled by Implementing/Awarding agency and it will also attract legal action against the Awardee in the following cases:

- If the awardee is found to be ineligible to receive the award at any point during the entire duration of fellowship,
- Misconduct of Awardee,
- Unsatisfactory progress of research work,
- Failure in any examination related to M.Phil./Ph.D.,
- In case any other fellowship is drawn from other source(s),
- Concealment of facts.

The e-Certificate of eligibility for Assistant Professor has been uploaded on <https://ecertificate.nta.ac.in>. The eligibility of the candidate is to be ensured by the institution/appointing authority. The category in which the candidate had appeared may be verified from NTA.

This electronic JRF award letter can also be verified by scanning the QR Code.

**With best wishes,**

**(Dr Sadhana Parashar)**  
Senior Director



विश्वविद्यालय अनुदान आयोग  
University Grants Commission  
मानव संसाधन विकास मंत्रालय, भारत सरकार  
(Ministry of Human Resource Development, Govt. of India)  
बहादुरशाह जफर मार्ग नई दिल्ली- 110 002  
Bahadurshah Zafar Marg, New Delhi-110 002



**Maulana Azad National Fellowship for Minority Students**  
*FELLOWSHIP AWARD LETTER*

No. F. 82-27/2019 (SA-III)

Roll No.: JK04509096

UGC-Ref. No.: 190510088618

Subject: TOURISM ADMINISTRATION AND MANAGEMENT

Date of Issue: 31.07.2020



Name of Candidate: **Sabreena Nawaz**  
Name of Father: **Nawaz Ahmad Baba**  
Name of Mother: **Rafiq**



Dear Candidate,

I am pleased to inform you that based on your qualifying for Eligibility for Assistant Professor in the National Eligibility Test (UGC-NET) conducted in June 2019, you have been selected for award of fellowship under the scheme of **Maulana Azad National Fellowship for Minority Students - 2019-20**.

The tenure of the Fellowship is five years and it commences from the date of declaration of result of UGC-NET, viz., **12.07.2019** (or) from the date of admission under M.Phil/Ph.D (or) from the date of joining M.Phil/Ph.D programme, whichever is later.

As you had taken admission for M.Phil/Ph.D through regular and full time mode in a UGC recognized University / Institution while applying for UGC-NET, you are required to apply for fellowship not later than three months from the date of issue of this award letter. The University/Institution is requested to process for award of fellowship based upon this letter, in accordance with the Guidelines of scheme and Notification dated **31.07.2020**. The same can be accessed at [https://www.ugc.ac.in/ugc\\_notices.aspx](https://www.ugc.ac.in/ugc_notices.aspx).

It may be noted that the fellowship amount shall be disbursed through Canara Bank to bank account of the awardee (any bank) directly. UGC has developed a dedicated web portal (<https://scholarship.canarabank.in>) for capturing data of the awardee. The Universities/Institutions will link the data of the awardee with the master data on the UGC web portal with unique Maker and Checker IDs which have already been provided to them along with the passwords. The Universities/Institutions shall update the information on the master data (regarding monthly payment confirmation, HRA, up-gradation, resignation etc.) of the beneficiaries on monthly basis. Based on the data updated on UGC web portal by the concerned Universities/Institutions, the payment of the fellowship will be made to the beneficiaries (Detailed process is available at [https://www.ugc.ac.in/ugc\\_notices.aspx?id=2153](https://www.ugc.ac.in/ugc_notices.aspx?id=2153)).

The e-Certificate of Eligibility for Assistant Professor has already been uploaded on <https://ecertificate.nta.ac.in>. The eligibility of the candidate for availing the fellowship is to be ensured by the University/Institution.

With best wishes,

**(Dr. Surender Singh)**

Joint Secretary



# University of Kashmir

کشمیر یونیورسٹی

Srinagar, J & K, India-190006

NAAC Accredited Grade 'A'



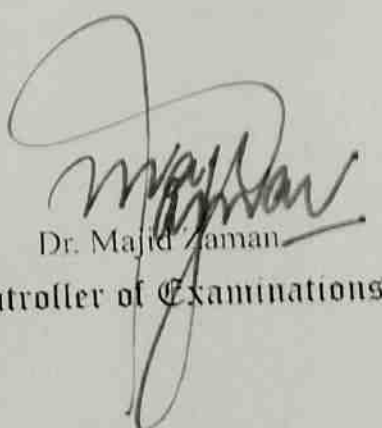
## RESULT NOTIFICATION DOCTOR OF PHILOSOPHY

*Nisar Ahmad Kakroo S/o Ghulam Mohi-Ud-Din Kakroo bearing University Registration No. 21792-SJ-2009 who pursued Integrated Ph.D Programme on Whole Time basis in the discipline of Tourism and Travel Management, Department of Management Studies, School of Business Studies submitted thesis titled "Impact of Perceived Quality of Adventure Tourism Infrastructure on Destination Revisit Intention: Exploring the Mediating Role of Tourist Satisfaction" under the Supervision of Dr. Zubair Ahmad Dada, Assistant Professor, Centre for Distance & Online Education, University of Kashmir, Srinagar is declared qualified for the award of Ph.D degree on 23-01-2024.*

  
Inam-Ur-Rauf Malik

Joint Controller of Examinations

Secretary

  
Dr. Majid Zaman

Controller of Examinations

Errors & Omissions Excepted  
No. F(Ph.D/Tourism and Travel Management) Sec/KU/2024  
Dated: 13-02-2024  
Through e-mail  
Copy 10

1. Secretary, University Grants Commission, Bahadur Shah Zafar Marg, New Delhi, 110002.
2. Secretary General, Association of Indian Universities, All India House, 16 Connaught Place, New Delhi.
3. Principal Secretary to Govt. Department of Higher Education Srinagar/Jammu.
4. Dean Academic Affairs, University of Kashmir, Srinagar.
5. Dean Research, University of Kashmir, Srinagar.
6. Dean College Development Council, University of Kashmir, Srinagar.
7. Deans of all the Schools on the Campus, University of Kashmir, Srinagar.
8. Dean Students Welfare, University of Kashmir, Srinagar.
9. Heads of all the Teaching Departments, University of Kashmir, Srinagar.
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Investigating Personality Traits, E-Market Orientation and Firm Performance of Tourism Entrepreneurs in J&K	Neda Ul Bashir and Dr. Shahnawaz Ahmad Dar	International Journal for Management and Development Studies	2023	2320-0685	NA
Influence of Cultural Heritage Tourism Image on resident perceived impacts and their support: Evidence from Jammu and Kashmir, India	Dr. Shahnawaz Ahmad Dar & Nassar Ahmad	ZENITH International Journal of Multidisciplinary Research	2023	2231-5780	NA
IPASTE Framework: A Novel Perspective of Conducting Systematic Literature Review of Tourism under the influence of COVID 19”	Dr. Shahnawaz Ahmad Dar & Neda Ul Bashir	Turizam – International Scientific Journal	2022	Vol 26, Issue 4, 192-227	NA
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## 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 (Cboudbury 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 revivify 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 (Latif et al., 2018; Saqib et al., 2019; Hummad 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; Laskova and Vogt, 2012; Alrwajfah et al., 2019). Moreover, as emphasized by Gupta and Rout (2016), it is essential to recognize 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; Haddoui & Jahidi, 2016). Parayami 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**

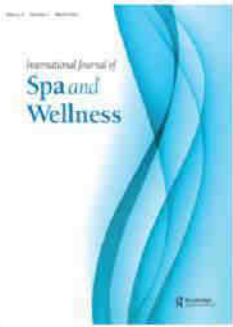
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*Abstract* : This research explores the intricate dynamics that drive tourist behavioural intentions in Jammu and Kashmir (J&K), a destination celebrated for its natural beauty, cultural diversity, and historical significance. The study focuses on 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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# 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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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

Ajjaz Ahmad Khaki & Tawseeq Ali Khan

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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

*Received: 5th January 2022**Revised: 19th January 2022**Accepted: 10th February 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



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

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### 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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### 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

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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

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### 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.

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**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.*

### 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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### 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



## RESIDENTS SUPPORT TOWARDS CULTURAL HERITAGE TOURISM: THE RELEVANCE OF HERITAGE PROXIMITY AND TOURISM PERCEIVED IMPACTS

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### Abstract

For tourism to grow sustainably, it is crucial to comprehend communities' opinions regarding tourism's consequences, along with the degree with which they support the growth of tourism in their particular regions. Despite the numerous factors investigated as the predictors of locals' attitudes toward tourism, researchers have yet to confirm whether heritage proximity is applicable in predicting the different domains of tourism "economic, socio-cultural and environmental" impacts including support for developing cultural heritage tourism. The rationale behind undertaking this investigation was to explore the relevance of heritage proximity in affecting tourism impacts including locals' support towards cultural heritage tourism, by employing the "triple bottom line" approach. A survey questionnaire was completed by 485 residents living in selected cultural heritage destinations in Jammu and Kashmir, India. To investigate the data, SEM was carried out. The evidence demonstrates that heritage proximity positively associated with resident perceptions of different domains of tourism impacts. Moreover, findings demonstrate that local support towards CHT results from highly favourable evaluations of the "economic, socio-cultural and environmental" impacts. The current study thus contributes towards CHT literature by highlighting the significance of heritage proximity in evaluating tourism impacts and support towards CHT including necessary implications for developing CHT in the region.

**Key words:** Tourism impacts, heritage proximity, residents' support towards CHT, cultural heritage tourism, spatial proximity

**JEL Classification:** ZZZ (99) D10

### 1. INTRODUCTION

Travel with a specific emphasis on cultural heritage encompasses all facets of the resources that are associated with cultural tourism, which include archaeological places, historic landmarks, paleontological sites, museums, ruins, iconic structures and towns, art forms, sculpture, musical performances, and theatre performances (Richards, 1996). A broad term, cultural heritage tourism encompasses both tangible and intangible assets, including historical and contemporary cultural practices, knowledge, collection and first-hand experiences. Museums, historic structures, places of worship, and often theme parks with a historical emphasis, are examples of tangible heritage, whereas collections, performances, and festivals are examples of intangible heritage (Mukercher & de Coo, 2003). Due to their numerous unique characteristics, cultural heritage resources perform a significant contribution towards the expansion of travel business (Pucsko and Razz, 2007). Further cultural heritage-based tourism continues to function as the foundation for increasing tourism's attractiveness and the cultural supplies provided by the communities that are native (OECD, 2009). However, as travellers and tourism-related activities increase, conservation, management and

cultural heritage sustainable growth becomes increasingly crucial from both the viewpoints of practitioners as well as academicians. Therefore, the success of tourism based on cultural heritage not merely reliant upon appealing cultural heritage resources or effective tourism policies, however also upon the willingness of locals for expanding tourism destinations.

Further, tourism is frequently considered as a way of fostering economic growth (Page et al., 2001; Walpole and Goodwin, 2000). It may help in increased revenue and creates job possibilities (Mason and Cheyne, 2000); increase the growth of both local and national economies (Alavi & Yarin, 2000; Edgell et al., 2008; Kozak, 2004). Also, tourist industry supports in the interest of preserving historical structures, improving public facilities, cultural exchange, and preservation of local culture, revitalization of regional artistic expression and crafts, the revitalization of indigenous customs, enhancement of community pride (Ap, 1992; Mason, 1995; Weaver & Larsen, 2001; Williams & Lawson 2001; Ap & Crompton, 1998; Garcoy & Rutherford, 2004; Emswiler, 2004; Byrd, Bosley, & Dentberger, 2009; Sharma et al., 2008; Kiran & Akon, 2012). On the other side, as cultural heritage places become more popular, a variety of undesirable consequences may



## Resident Perceptions toward Cultural Heritage Tourism in Jammu and Kashmir : An Empirical Study

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### ABSTRACT

This research is being conducted with the aim of gaining insights of the inhabitants' support perceptions concerning the growth of cultural heritage tourism in Jammu and Kashmir, India. The research also attempts to explore perceptual differences which may exist in the demographic characteristics of the locals with regard to their support for cultural heritage tourism. The demographic characteristics employed include populations' gender, occupation, education, age, length of residence, income. The current research used a quantitative approach, making use of a self-administered survey, to gather 488 samples from local residents of chosen cultural heritage locations across Jammu and Kashmir. The analysis was conducted using descriptive approaches, such as estimation of mean as well as frequency, and statistical methods, such as the t-test, ANOVA, including post hoc tests. The result shows that residents in their respective communities support CHT development. Additionally, findings found significant differences across residents' gender, age, education and occupation and no statistically significant difference among the mean value of residents from various income groups and length of residency with respect to their support towards cultural heritage tourism. This investigation can help tourism authorities establish both operational and strategic decisions concerning the growth of CHT tourism.

**Keywords:** Residents' support, Tourism development, Demographics, cultural heritage tourism, Jammu and Kashmir



# Investigating Personality Traits, E-Market Orientation and Firm Performance of Tourism Entrepreneurs in J & K

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## Abstract

This study, based on Jammu and Kashmir Tourism SMEs, examines the key personality factors that impact business success. Further, E-marketing orientation has been taken as a mediating variable of the study. Data was obtained from SME owners (managers) in Jammu and Kashmir. Hotel owners were selected randomly and worked in the hospitality industry. The ultimate knowledge of SMEs as well as the questionnaire was distributed to 585 people. PLS-SEM was utilized to investigate the mediations between the study's variables. The study revealed a direct positive influence of Entrepreneurship and Openness to experience on Firm performance. Further, Agreeableness has shown a negative and significant influence on firm performance. However, Conscientiousness and Neuroticism had shown insignificant results. In the context of e-marketing orientation, extraversion, Agreeableness and Conscientiousness have also shown positive and significant influence on e-marketing Orientation. While an e-marketing orientation has shown negative but significant results on firm performance. Further, e-marketing orientation has negatively mediated the relationship between extraversion and firm performance and Agreeableness and firm performance. Thus, there is partial meditative mediation between the variables of interest. Conversely, e-marketing orientation does not show any mediating effect between firm performance and Conscientiousness, Openness to experience and Neuroticism. The research adds to an enhanced understanding of the various success factors and e-marketing orientation encounter. It can also aid in better understanding the personality qualities and e-marketing orientation required by entrepreneurs.

**Keywords:** Tourism, Personality traits, e-marketing Orientation, Firm Performance, Entrepreneurs

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## Introduction

Small and medium-sized firms (SMEs) have been recognised for their vital role in a country's economic progress (Donker et al., 2018). SMEs are crucial for nationwide financial stability and play an essential role in the development of innovation, productivity, and employment (Wu et al., 2017). Small companies have changed the world as they have various good effects, for instance monetary development, job creation, poverty decline, and the solving of social concerns (Al-Mamary et al. 2020; Alshchami and Sherif 2021; Lu et al. 2020). As a result, Ramesh et al. (2011) stated that administrations in several nations have paid particular consideration to small businesses due to their efficacy and support to the economy's well-being. In this perspective, Yalçın et al., (2019) discovered that small businesses account for 80% of the global GDP.

According to research on small businesses in the hotel industry, there is an uniform meaning for this phrase (Thomas and Thomas 2005; Schmitt 2011, 2013). Scholars, on the other hand, have argued various markers for small



## **Influence of Cultural heritage tourism image on resident perceived impacts and their support: Evidence from Jammu and Kashmir, India**

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### **ABSTRACT**

Every destination's tourism growth is intrinsically related to local support, particularly during periods of tourism planning, crises, and hostile movements to industry. As tourism transforms and alters places, locals' perceptions of their surroundings and the influence of tourism evolve and become highly complicated and significant. Due to the increased significance of locals' perspectives and the fierce rivalry to attract visitors, the current research, which was centered on the theory of social exchange sought to investigate the influence that locals' cultural heritage image have on their perceptions of the effects of tourism, which were ultimately believed to have an effect on the inhabitants' support towards the expansion of cultural heritage tourism. The territory of Jammu and Kashmir within India serve as the venue for the investigation, wherein tourism based on cultural heritage is still in its infancy. Overall, a total of 490 surveys were filled out and returned. In order to examine the data, structural equation modeling has been employed. The results demonstrate that inhabitants' assessments of the "economic, socio cultural and environmental" consequences are substantially and favourably related to CHI image, which ultimately influences community support towards CHI development. Furthermore the conclusions of this investigation illustrate the relevance of CHI image in determining residents' opinion of tourism effects and support, which has received very limited consideration in the realm of cultural heritage. The research advances overall knowledge of how inhabitants' opinions are evolved in underdeveloped cultural heritage areas, while stressing the need for measures that are more location-based, adaptable, and resident-centred. Lastly, the study's implications, as well as its limitations and the need for further investigation, are presented.

**Keywords:** Cultural heritage tourism, place image, social exchange theory, residents' support towards CHI, tourism impacts, local residents

# IPASTE Framework: A Novel Perspective of Conducting Systematic Literature Review of Tourism Under the Influence of COVID 19

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## Abstract

The world was discussing over tourism and in between came zero tourism with the movement of people restricted within their usual place of residence. COVID-19 no doubt has severely impacted all the sectors of economy and hence is a point of concern and research for academia as well as industry. The budding curiosity in the impact of COVID-19 on Tourism industry by the researchers increases the need of systematic review of literature on the topic and identification of future research ways in this particular field. The study is being done to investigate the comprehensive research work on influence of COVID-19 on Tourism industry and to answer the pertinent questions in this regard, like, what has been discussed and explored so far, distribution of the selected studies/ in the indexed journals, identification of research lines, contribution of these studies in line with these research lines and the most cited studies. For the systematic review 320 research papers were gathered, 100 among them were removed due to various reasons and the remaining 220 were used as data for the analysis of the study. By conducting the systematic review, 8 research lines were identified and the selected studies were analysed in terms of their contribution with respect to the identified research lines. The novelty of this study lies in the new framework developed for systematic literature review in the form of IPASTE. The study has done a comprehensive analysis of the literature on the basis of the new framework to reveal the impact of COVID 19 on the tourism industry on the basis of its six components. The study also identifies some key themes on the basis of research focus of the selected studies. The study has wider implications for managers, researchers and academicians, to deal with the pandemic and to conduct further research.

**Keywords:** Tourism, COVID-19, Pandemic, IPASTE framework, systematic review.

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## TOURIST'S PERCEPTION REGARDING THE COGNITIVE AND AFFECTIVE DESTINATION ATTRIBUTES OF KASHMIR

Dr. Shahnewaz Ahmad Dar\*

### ABSTRACT

Tourism plays a significant role in the development of the destinations and the stakeholders involved with it. The tourist destination is comprised of different destination attributes, which makes it distinct from other destinations. Selection of the destination depends on the relative importance that tourists give to the attributes of the destination. Tourists have certain expectations regarding various kinds of services that they are going to have at the destination. They are also concerned about the quality of the services offered to them which plays an important role towards their satisfaction and loyalty. Kashmir valley has been the first choice of many visitors because of having the many attributes that have been playing an important role in its tourism industry. The study aims to study the various destination attributes of Kashmir, to study the tourists perception of the destination attributes of Kashmir, to study the cognitive and affective as well as the weak and strong attributes of Kashmir as perceived by tourists, to investigate tourists' feeling of destination attributes, which contribute to the overall attractiveness of tourist destination of Kashmir and to provide some suggestions in this regard for the development of tourism in Kashmir. This quantitative study uses convenience sampling method as well as the interviewer's judgment to collect data through questionnaire from the known tourist spots of Kashmir. The Research identifies the perceptual and affective attributes which have an important role in the destination development of Kashmir.

**Keywords:** Destination, Kashmir, Attributes, Cognitive/Perceptual, Affective, Tourism

### Introduction

In an increasingly competitive international tourism market with emerging new destinations, mature destinations can gain a competitive advantage through repeat visitation (Jang & Feng, 2007), and many studies suggest that destination competitiveness depends on destination specific attributes and visitor satisfaction. S. Jafari mentions that there are two major components of tourism, i.e., tourism destinations and tourists (tourist) itself. Both affect each other, especially in the context of choosing a tourist destination. The choice of a tourist destination is determined by two factors, namely pull factors and push factors. Pull factor mainly composed of attributes associated with the destination, while as Push factors consist of personal characteristic. Destination attractions are the primary determinants of destination

attractiveness. They are the main reason why people visit certain destination. The element of core resources and attractors includes the primary elements of destination appeal. It is these that are the fundamental reasons that why prospective visitors choose one destination over another. The present study follows Echtner and Ritchie (1991) conceptualization of the destination image construct. They have identified various attributes of destination which has been used for this study. Many studies confirmed that Echtner and Ritchie (1991, 1993) had successfully developed a conceptual framework that managed to identify "true images of tourist destinations" on the basis of the various attributes (Balogh & Mangalagiu, 2001).

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# Analyzing the Relationship and Impact of Tourism on Environment: A Study of Kashmir Valley

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## Abstract

The relationship between tourism and environment is one of a delicate balance between development and safeguarding the environment. One of the elements of tourism is scenic beauty, which is a part and parcel of natural environment. More and more tourists get attracted to the place where they can have some natural things to explore like mountains, forest, wildlife, sea beaches, desert etc. It would take years and massive financial resource to reduce the degradation and reaccelerate tourism. On the other hand, in today's world of environmental awareness, environment also gets benefited from tourism. Efforts have been made in many countries to establish and or develop protected areas to save wildlife and environment. Many wildlife sanctuaries and national parks raise funds through tourism for their protection and development. Realizing the significance of the environment for tourism, an effort is made to conduct a research in terms of understanding the relationship between tourism and environment, to examine the impact of tourism on the environment and finally to study how tourism contributes to environmental conservation and sustainability. The study is qualitative in nature, conducted mainly on the basis of secondary data, focused group discussions, interviews and expert insights. Secondary data for the study comprises of journals, magazines, special coverage of newspaper on the environment of tourist spots of Kashmir and tourism reports of tourist spots, and some periodicals on environmental impacts of tourism. Interviews and discussions have been done with the tourism personnel's of J&K Tourism, Department of Environment and LAWDA Govt. of Jammu and Kashmir. The study provides various insights regarding proper management of tourism activities and assets which are close to the nature or are located in fragile environment of the Kashmir valley. The study will be a guiding force for the other tourism destinations of the country in terms of the environmental guidelines in this regard.

**Keywords:** Tourism, Environment, Impact, Eco-Tourism, Kashmir

## Introduction

Tourism industry has attained a prestigious position owing to its rapid and spectacular growth over the last few decades, and today it has been recognized as a significant factor in the economy of many nations especially in the developing countries like India. The tourism industry has significant environmental, cultural, social and economic effects, both positive and negative. Tourism can be a major tool for economic development but, if not properly planned it can have destructive effects on biodiversity and pristine environments and can result in the misuse of natural resources such as freshwater, forests and marine life. Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources and it can force local populations to compete for the use of critical resources. The permanent alteration of the environment in a target tourist destination causes stresses in the surrounding area. The clearing of existing vegetation or levelling of the terrain for the construction or expansion of such things as airport, roads, theme parks or hotels has a major impact on the environment. Air pollution level is increased with the emissions coming from vehicles, airplanes and generators. Noise pollution from airplanes and other vehicles also increases. Other factors such as waste, littering and sewerage may also aggravate the problem.


Kashmir has acquired much fame for its natural beauty because of the breath-taking splendor of its mountains, glaciers, meadows, lush valleys and water bodies. When India's 17th-century Moghal emperor Jahangir first came to Kashmir, he was mesmerised by the beauty of the land to such an extent that he termed it paradise on earth. "If there is paradise on earth, it is this, it is this, it is this." Ever since, this lyrical outburst has served better to eulogize Kashmir's ecological wealth. Over the years, Kashmir's meadows, lush valleys and water bodies have charmed millions of tourists though the armed violence in the region, which started in 1989, meant that Kashmir had hardly any visitors for years together.

Development and environment are always at loggerheads. The environmental implications of ignoring the situation are enormous. According to an assessment report prepared by the Department of Environment, Ecology and Remote Sensing after the September 2014 floods, ecological degradation across the state is a major catalyst for natural disasters. The study revealed that since 1992, Kashmir has lost 10% of its forest cover as tourism infrastructure has encroached into wooded areas. There has hardly been any planning in

# 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