
MEASURING THE ECONOMIC AND SOCIAL IMPACT OF LOCAL AUTHORITY EVENTS IN KASHMIR

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ABSTRACT

This study is an attempt to provide an overview of event tourism. It is accepted that events do always create benefits. There are instances when net economic benefits have resulted from hosting certain events but evidence of economic or social gain for others is often limited. This study aims to identify the types of events that are conducted, the need to measure the success of such events and finally provide recommendations for improving event tourism in Kashmir division

Keywords: event tourism; local authority; accommodation; hospitality.

1 INTRODUCTION

Tourism in the past has been based only on the accommodation and hospitality sector, transportation sector and entertainment sector with visitor attractions, such as, theme parks, amusement parks, sports facilities, museums etc, taking the centre stage. This focus diverted the minds of everyone to those areas until event organizers and event managers realized that there was an area that was yet to be tapped into and this realization gave birth to the event tourism industry.

Although people had always travelled not only for leisure purposes or for relaxation, there had also been those who had travelled for entertainment and business purposes, either to a meeting, conference, workshop, event etc, and these people or tourists had contributed to the growth of the destinations they had visited directly or indirectly, and at large developed the event tourism industry as a whole.

One will agree that tourism whether on a large scale or low scale, in no small measure affects the host community. This is particularly evident during the period of the events and sometimes afterwards. Tourism is an economic sector able to offer a significant contribution to the economic growth of a region and to the labor