

National Tourism Policy and the Sustenance of Tourism Development in J&K

Shahid Ali^{1*}, Aijaz Ahmad Mir² and Dr. Asif Iqbal Fazili³

^{1,2}Research Scholar, Dept. of Management Studies,
Islamic University of Science and Technology,
Awantipora, Jammu & Kashmir

³Sr. Asst. Professor, Dept. of Management Studies,
Islamic University of Science and Technology,
Awantipora, Jammu & Kashmir

*E-mail: dihah7692@yahoo.com

Abstract—*Tourism opens up a new window for resources, both investments and generation, leading to employment generation as well as socio-economic development of the local populace at large. The National Tourism Policy focused on both local and international tourists as means to harness growth, employment generation and impetus to rural tourism. This study focuses on the tourism factors by using the relative importance in determining the importance of each factor and its influence on the development of Tourism in J&K.*

Keywords: *Tourism Policy factors and Tourism Sustenance.*

1. INTRODUCTION

In India, the tourism both local and international has increased manifold where numbers are increasing every year. The Annual Growth Rate has barged to 4.5% with number of Foreign Tourist Arrivals (FTAs) stood at 8.03 Million in the year 2015. India is positioned at 40th in World Tourist Arrivals with its share in International Tourist Arrivals at 0.68 %. The 12th five year plan (2012-2017) has considered tourism sector as major component in service industry with predictions of growth for tourism to rose up to 12% p.a. (India Tourism Statistics, 2015)

Tourism can be a positive input, for the development of physical, social, cultural, economic and environmental aspects of a country (Gunce, 2003). According to Smith (1995), tourism can play an important contribution to poverty alleviation, employment, generation and the development of remote areas. Tourism and its policy have received paramount importance due to