

Socio Economic Impact of Pilgrimage Tourism: A Geographical Enquiry of Matavashino Devi

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Abstract- Pilgrimage as a form of journey provide an opportunity for the people to visit sacred places and is a feature common to more or less all societies. The land of Jammu is blessed with the holy stay of many great saints and spiritual souls. Mata Vaishno Devi being one of them is the most popular shrine located in the lap of Tirkuta Hills of Jammu region. Every year lacs of devotees from every nook and corner of the country as well as from different parts of the world pay the obeisance at shrine. The present work is an attempt to study the socio-economic impacts of pilgrimage tourism at Katra and its surrounding areas and also study the share of this pilgrimage centre in the state economy.

Index Terms- Vaishno Devi, Tirkuta Hills, Katra, Pilgrim.

during the period when Goddess was busy in destroying the various Asuras, one day her three main manifestations viz. Mata Maha Kali, Mata Maha Lakshmi and Mata Maha Saraswati got together and pooled their collective spiritual strength. A stunning bright light emanated from the place where the supernatural forces of the three manifestations coalesced and a beautiful young girl emerged out of this *Tejas* (Supernatural forces). The holy Shrine of Mata Vaishno Devi, situated in the lap of Trikuta Hills of Lesser Himalayas near Katra at an altitude of 2500 feet above the mean sea level, is a unique natural gift. Located at 32°59'N latitude and 74°55'E longitude, Katra is a famous base camp for onward journey to the holy Shrine. The total track from Katra to Bhawan is 14.5 Km. Table 1 elaborates in detail the elevation and distance of different stations from the base camp at Katra to Bhawan.

I. INTRODUCTION

Mata Vaishno Devi is one of most well-known shrines since time immemorial. The Hindu mythology claims that

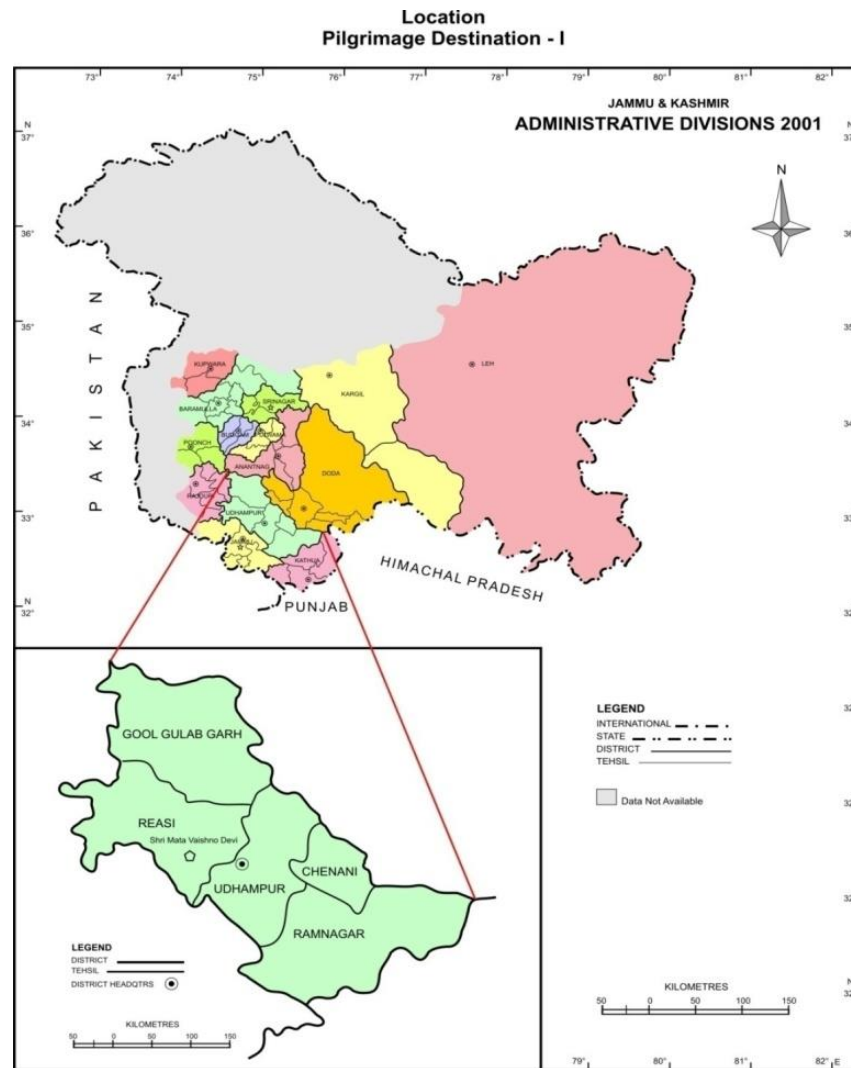
Table 1: Distance with altitude (feet) above sea level of different Pilgrim spots from Katra to Bhavan

S. No.	From	To (Spot)	Distance (Kms)	Altitude (ft.)
1.	Katra	Darshani Darwaza	1.0	2700
2.	Darshani Darwaza	Ban Ganga	1.0	2800
3.	Ban Ganga	Charan Paduka	1.5	3380
4.	Charan Paduka	Adhkuwari	4.5	4280
5.	Adhkuwari	Hathi Matha	2.5	6500
6.	Hathi Matha	Sanjichatt	2.0	6200
7.	Sanjhi Chatt	Bhairo-Mandir	1.5	6583
8.	Sanjhi Chatt	Bhavan	2.5	5200

Source: Mawa, S. "Pilgrimage Tourism Marketing Strategy with special reference to Mata Vaishno Devi Shrine

The whole holy shrine is situated on a plateau which is about 2.6km long and about 1.25 kms wide and composed mostly of limestone fissure rocks, dolomite and river deposits of recent origin. The entire journey from Katra to holy shrine of Mata

Vaishno Devi owing to scenic beauty attracts large numbers of tourists. The location of Shri Mata Vaishno Devi Shrine is shown in map 1.



Map 1

Objectives

The main aim of the study is to ascertain the socio Economic impact of pilgrimage tourism of Mata Vaishno Devi on the economy of Jammu and Kashmir. In order to achieve this, the following objectives have been set.

1. To provide a coherent and credible set of pilgrimage tourism account of Mata Vaishno Devi.
2. To examine the influx of Pilgrims tourists of Mata Vaishno Devi.
3. To assess the impact of pilgrimage tourism on the socio-economic status of the local residents.
4. To analyze the impact of pilgrimage tourism (Vaishno Devi) on the economy of the state.

Methodology

An empirical research is a cumulative product of primary and secondary sources of data. The secondary data sources in the form of government and non- government publications have been extensively used to develop the conceptual frame work. The

micro level analysis has been made by using primary sources. Primary survey of Mata Vaishno Devi has been conducted for the collections of information on various aspects of pilgrims as well as local inhabitants of the regions. This information has been collected with the help of questionnaires. In order to analyze the socio-economic impacts on the region various aspects like growth of pilgrims in number as well as in percentage, expenditure on different sectors of tourism, like accommodation, food, transportation, offering and shopping and miscellaneous activities has been taken into consideration. Further, the data has been analyzed by applying appropriate statistical and cartographic techniques. Besides, efforts have also been made to show tourism Multiplier and income effects in the study.

II. SOCIAL IMPACT OF PILGRIMAGE TOURISM- KATRA.

Social assets are one of the most important motivating and influencing factors in determining the tourist destinations and also awakening the desire of a tourist to see new areas and

visualizing them to be different from their own. For a moment they want to mingle themselves in to a new world. This whole process causes a social change to come in the society. Appreciation of social impact of tourism has been neglected; however, Sir George Young logically highlighted the importance of considering social impact of tourism along with its economic impact. The social consequences of the economic activity are to be taken into consideration at some stage during growth of that activity in a universal manner. Tourism involves the trafficking of people, because it personifies contacts with the rich and the poor nations of the world. A major part of its very existence is social intercourse, because it is an industry that is very sensitive to non-economic influence, tourism requires the establishments of careful balance between economic and social benefits, in tourism there is personal confrontation, affluence and poverty. Tourism indeed is not all economics it is a host-guest relationship. Tourism expands the social and cultural frontiers through the interaction of various cultures and also due to enhanced educational ability which equips the humanity with new ideas, new skills and new cultures thereby acting as a powerful instrument of socio-economic transformation. Social impacts of tourism refer to the change in the quality of life of residents of tourist destinations as a result of development of tourism in that region. Katra, is a hub of pilgrimage tourism in Jammu region. Due to the development of tourism a great change has been noticed among the young generation than the older people. There is no doubt that this destination has experienced a

vital social change in the past three decades. The change in society is very natural but advent of tourism along with modern mass media has accelerated the process of change. Sometimes the change is viewed as undesirable and unhealthy.

No doubt with the spread of information and communication revolution, the world is shrinking towards a global village. In the study area, this process has been further accelerated due to tourism. The cultural setup, lifestyle, food habits, dress, language, dance, drama, music, literature, value system, rituals and customs everything has witnessed tremendous change as a result of tourism in the study area. Sometime the change is desirable but in most of the cases it is a dilution of socio-cultural framework of the host region. The social changes/impacts can be study under the following heading:

1.1 Demographic change – Katra

Katra is known the world over, for its great religious sanctity and supreme reverence. The growth rate of population in Katra shows a remarkable change since 1911 to 2011 (Table 2). The earlier settlement of Katra was known as Thath, which was renamed later on as Katra by Maharaja Gulab Singh in 1981. As evident from the population figures of year 1911, there were only 828 persons living in the settlement of Katra during the period of Dogra rule. The whole hillock of Mata Vaishno Devi Ji belonged to the Dharmath Trust, which was looking after the management of Holy cave and the route along the Dharamshallas.

Table 2: Growth of Population since 1911-2011 – Katra

Census Year	Population	Decadal Growth (%)
1911	828	
1921	868	4.83
1931	950	9.44
1941	1005	5.78
1951	1267	26.06
1961	1529	20.62
1971	3315	116.80
1981	4573	38.00
1991	NA	NA
2001	8303	81.56
2011	9008	8.49

Source: Census of India 2011.

The table further reveals that the population of Katra Town has increased to 3315 in 1971 and 9008 in 2011 A.D. respectively. But with an increase in pilgrim flow the resident population also grew to 116.8 percent during 1961-71 decade. It is only, because of this growth in population that the Government of Jammu and Kashmir state has to notify the settlement of Katra under the provisions of Jammu and Kashmir State Municipal Act, making Katra as an urban town with constitution of a Notified Area Committee. Besides, the increase in resident population, the floating population has also increased by i.e. 81.56 percent from 1981 to 2001, especially after the constitution of Shri Mata Vaishno Devi Shrine Board in 1986. In the recent decade the growth of population at katra town is 8.49 percent which is very low as compare to the previous decadal growth rate.

1.2 Occupational structure – Katra

As per the Census records of previous four decade, i.e. 1961, 1971, 1981 and 2001 an analysis has been made that reflects a drastic change in the occupational pattern in the decade of 1961-71. It is observed that cultivators’ percentage has decreased from 10.2 percent (1961) to 2.6 percent (1971) and 1.4 percent in 1981. A further decline of 0.2 percent in the year 2001 has been recorded. Being a pilgrimage centre substantial increase has been made noticed in the territory sector, where labourer category and other services has increased from 10.9 percent (1961) to 17.7 percent (1971) to 19.20 percent (1981) and 34.0 percent (2001). Similarly, the decrease in non-worker dependent on pilgrims has been found declined from 70.3 percent (1961) to 65.7 percent (1981) and 63.1 percent (2001). The table reveals that the economic base of the town has considerably strengthened in

secondary and tertiary sector, but has dwindled in primary sector because of increased urbanization.

Table 3: Occupational Structure (percentage) – Katra

S. No.	Occupation	1961	1971	1981	2001
1	Cultivators	10.2	2.6	1.4	0.2
2	Household Industries	1.8	0.5	3.2	0.1
3	Trader and Commerce	7.5	7.6	10.5	2.6
4	Labour and other services	10.9	17.7	19.2	34.0
5	Non-workers Dependent on Yatries	70.3	71.6	65.7	63.1
	Total Workers	100.0	100.0	100.0	100.0

Source: Master Plan Katra 2021 A.D.

1.3 Changing land use – Katra

The Tourism with its excessive concern for aesthetic economic development, lays greater stress on the part of land resources. It is the tourism only when compared to other urbanizing agents, has involved in higher rate of conversion of agricultural land to non-agricultural one mainly for tourist landscaping and meeting the recreation needs of the tourists. The extent of conversion however varies from one resort to another depending upon the type of tourism being promoted, the nature of tourist arrivals and the most important of all is the type of tourism promotional agency.

The land use scenario of Katra town has witnessed a tremendous change during the last few decades. Since Katra town receives countless pilgrims per year thus for the management of the town, the State Government has initiated Town Planning Scheme for developing the town in an organized manner. For this the State Govt. brought Katra town under the provisions of the State Town Planning Act, 1963 and constituted a Development Board for the preparation of a town planning

scheme for 410.58 acres of lands out of which only 82.58 acres of land has been developed for various uses, as given in table 4.

During the year 1975 the residential area was restricted to 26 acres out of which 5 acres was devoted to commercial activities, 7.5 acres for public/semi public utilities, 0.6 acres for socio-cultural activities, 7.0 acres for recreational activities, 2.0 acres for religious and archaeological usage, 16 acres for circulation, 3 acres for industrial purpose. Land measuring 328 acres was under open area. But this has been transformed in to various land uses like residential, Pilgrims accommodation, commercial, Govt. Offices, Hotel, Guest Houses, Circulation and industries. As a result of this open area has decreased. The town Planners has proposed different proportion of land under different land use plan, given in table 4, which shows increase in land use over the year under different plans. Thus Katra has gradually sprawled towards the surrounding villages. It demands control over the future development in and around this expanding town, so as to achieve a sustainable urban development and provide better infra-structure to the pilgrims and local population in near future.

Table 4: Proportion of Land under different categories – Katra

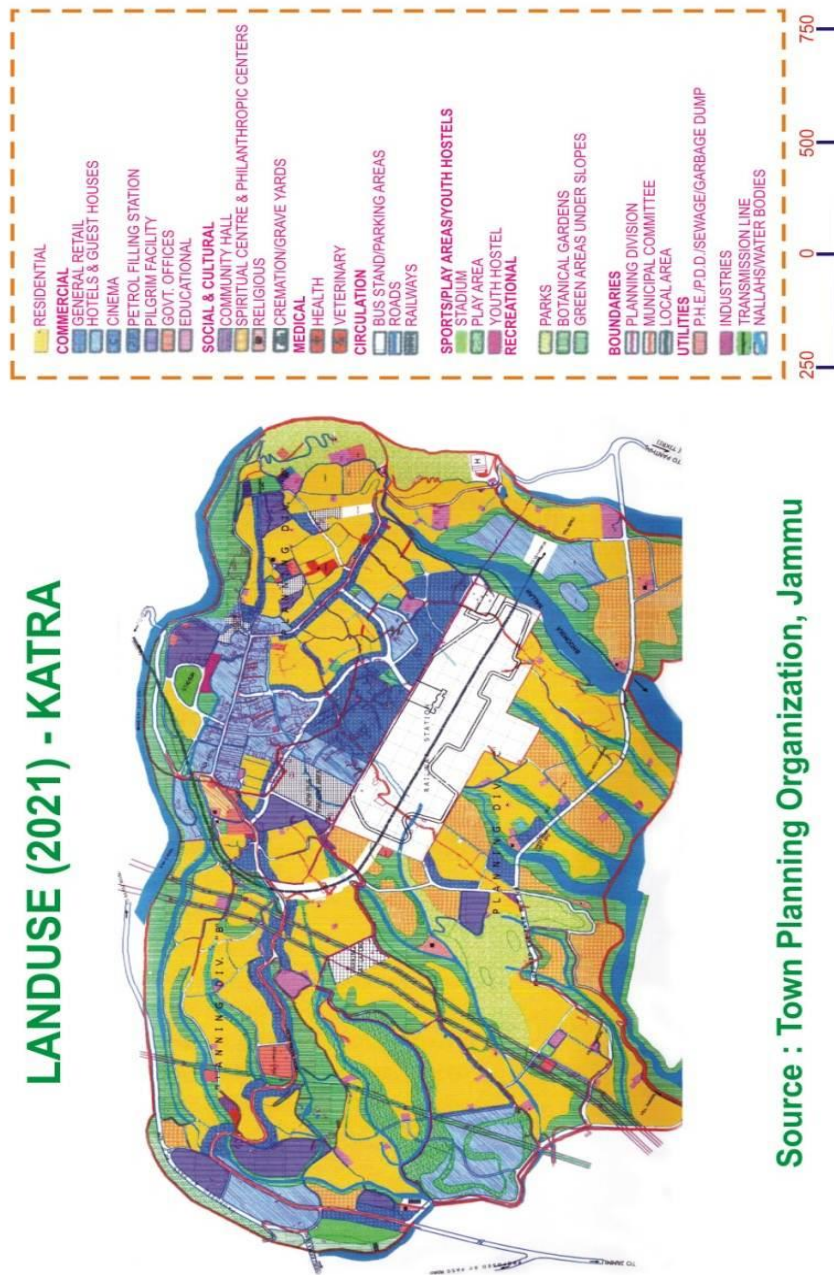
S. No.	Land use	As on. 18.8.1975	As on 13.9.1986	As on Feb. 2002
		Area	Area	Area
1.	Residential	26.00	107.26	238.00
2.	Pilgrim accommodation in dormitory use	9.00	27.80	27.80
3.	Commercial			
	a. General Business	3.00	4.22	12.65
	b. Hotels	2.00	8.22	16.73
	c. Guest House	-	-	16.87
	d. Cinema	-	0.50	0.50
4.	Public/Semi Public			
	a. Educational Institutes	2.30	4.02	6.26
	b. Medical Institutes	0.60	1.06	1.06
	c. Govt. offices	3.10	8.69	10.00
	d. Labour Sarai	0.30	0.50	0.50
5.	Public utilities	1.20	1.84	2.00
6.	Social cultural	0.60	3.61	8.34
7.	Recreational:			
	a. Parks, open spaces etc.	7.00	8.00	10.00
8.	Religious and Archaeological	2.00	5.28	10.25
9.	Circulation:			
	a. Road/lanes	16.00	32.03	71.82

	b. Terminal Parking	-	6.50	6.50
	c. Air strip	6.48	6.48	8.45
	d. Industrial	3.00	1.87	1.00
11	Open Area	328.00	1094.79	2252.84
	Total	410.58	1322.67	2701.57

Source: Master Plan – Katra 2021 A.D. prepared by town planning organization Jammu, p.15

1.4 Proposed Land Use

The growth of Katra town got a fillip since 1975. It is mainly due to the growth of pilgrimage tourism at Mata Vaishno Devi. Katra is serving as the most important nucleus for pilgrimage to the Darbar of Mata Vaishno Devi and hence lots of efforts have been made by both the state authorities and Shrine Board Authorities in providing facilities to the pilgrims in Katra and along the route to the holy cave. Moreover, in view of the ongoing disturbance in the state security is the prime priority. The movement of vehicles, their parking, the movement of pilgrims, their stay and their shopping etc. demand proper attention among other day to day problems in Katra. Therefore, the state Government proposed land use plan 2021 A.D. for Katra so as to achieve sustainable urban development and provide adequate infrastructure to the local population and pilgrims in near future. A detail of land use plan is shown in map 2. This proposed land use plan, covering about 2699.60 acres of land, has been divided into three planning divisions (Table 5), in order to effectively implement the proposals envisaged in Master Plan.



MAP 2

Table5: Planning Divisions – Katra.

Planning Division	Area in Acres	Location
A.	794.00	Village Katra from Banganga on North to Railway land boundary on South, Shankaracharya hills on East to Railway live on west.

B.	673.60	Village on west of railway line on north upto Banganga Nallah, on South upto Nomain check post and on east upto Latori road.
C.	1232.00	Village Arlihansali on west upto Kotla Bajala on east upto Purana Droor and on south upto Nilapamota and Sarli
Total	2699.60Acres	

Source: Master plan – Katra 2021 A.D. Town Planning Organization, Jammu. P. 51-53.

The allocation of the area under various land uses has been made as per national level planning norms (Table 6).

Table 6: Proposed Land use 2021 (Area in Acres) – Katra

S. No.	Land Use	Area	Percentage
1	Recreational	1100.75	40.77
2	Pilgrim facilities	64.90	2.40
3	Commercial	285.55	10.58
4	Government offices	16.10	0.60
5	a) Educational b) Medical Hospital	37.79	1.40
6	Social and Cultural	209.97	7.78
7	Circulation a) Bus stand parking b) Roads c) Parking	495.52	18.36
8	Sports area/ Youth Hostel	9.85	0.36
9	Utilities	21.7	0.80
10	Recreational	133.93	4.96
11	Green area under transmission lines	31.50	1.17
12	Green area under Slope	118.14	4.38
13	Green Belt	81.02	3.00
14	Nallahs / Water Bodies	92.88	3.44
	Total	2699.60	100.00

Source: Master plan – Katra 2021 A.D. Town Planning Organization, Jammu. P. 55.

1.5 Growth of Urban System of Katra

Katra was just a village about 50 years ago where the residential structures were around a linear pedestrian bazaar. It witnessed a very slow growth, as evident from the census records of 1911 upto 1961 A.D. Katra town with its urban limits of 1.62 sq. kms (410.58 acres) expand tremendously and thus got notified in 1971. Presently it is one of the fastest growing towns of Jammu and Kashmir. A Town Planning Scheme for 410.58 acres land was prepared by Town Planning Organization Jammu which was approved by the state Govt. vide SRO 334 dated 2.7.1980. Thereafter, it was again notified vide SRO 579 dated 13.09.1986 under the provisions of Jammu and Kashmir State Development Act, 1971 comprising a local area spread over 1322.67 acres of land. But during this period Government of India approved a project for bringing Katra Town on the railway map connecting Katra with rest of country by rail. As such the Railway Department acquired 2000 Kanals of land in Katra in village Kundrorian, Arli, Hansali and Sarli. It was then felt that the town is likely to grow towards its South side and as such 1272.33 acres of land area was added to the previous local area

and a new local area with a total area of 2595 acres was constituted vide SRO 64 dated 7.2.2002.

Presently, the town of Katra (within its NAC of 1971) consists of Chinta Mani Mohalla, Upper Bazar Mohalla, Bhimmi Mohalla, Keshar Nagar, Tootwala Mohalla, Tea Garden Housing Colony and Kalka Nagar. Villages of Kundorian, Kotli Bajala, Purana Daroor, Nilay Pamote & Sarli Hansoli now form a part of the local area notified vide SRO 64 dated 07.02.2002.

1.6 Temporal variation in registered labourers in Katra.

In terms of the registered labourers, Muslims dominate the working class at Katra by providing more than 75 percent of labour force throughout the study period (Table 7). In the year 2001-02 highest percentage 80.02 percent of registered labourers were Muslims which decreased in the subsequent years and stand at 79 percent in 2008-09. From 2001-02 onward upto 2008-09, highest percentage of 82.61 percent of labourer recorded in the year of 2006-07. Similarly the percentage of Hindu labourers ranged between 17.6 percent 2006-07 to 24.01percent in 2003-04. The variation in registration of labourers belonging to Hindu and Muslim communities has been associated with economic backwardness and social unemployment of each community.

Table 7: Temporal variations in registered labourers (percentage) – Katra

S. No	Year	Hindu	Muslim
1.	2001-02	19.98	80.02
2	2002-03	21.98	78.01
3	2003-04	24.01	75.99
4	2004-05	23.00	77.00
5	2005-06	21.03	78.97
6	2006-07	17.39	82.61
7	2007-08	22.98	77.02
8	2008-09	21.00	79.00

Source: Municipal Office, Katra

1.7 Type of establishment and workers- Katra

Among all the tourist establishment hotel industry along with shops and allied enterprise constitutes 35.99 of the total establishment in 1990-91. Guest house and Dharamshalas along with transport captures 12 percent of total establishment in the same year. However Government employees and palanquin carrier registered only 2.4 percent and 1.6 percent respectively in 1990-91 (Table 10). In the year 2005 the number of each

segment have been fluctuating but hotel, industry and shop again occupied the highest position though with minor decrease. However the pony attendant and pithu attendant captures 9.4 percent and 8.4 percent establishment in 2005. Palanquin carrier Government employees are the only sector which have recorded an increase and stand at 1.6 percent and 2.6 percent in 2005 and 2006 respectively.

Table 8: Type of establishment and workers at Mata Vaishno Devi shrine (Katra)

S. No.	Nature of establishment	1990-91	2005-06
1.	a. Hotel industry	35.99	28.14
	b. Guest House and Dharmshallas	12.00	10.05
	c. Shops and allied establishment	35.99	30.15
	d. Transport	12.00	9.38
2.	Pony Attendant	N.A.	9.49
3.	Pithu attendant (Porter)	N.A.	8.44
4.	Government Employees	2.40	2.68
5.	Palanquin Carrier	1.62	1.67
	Total	100	100

Source: Municipal Office, Katra.

1.8 Distribution of labourers by destinations and community wise

The labourer force serving at Shri Mata Vaishno Devi belongs to both Muslim and Hindu community which as per the number of labourer share a ratio of 80:20 (Table 9). Perusal of the table further reveals that among the pony wala hundred percent Muslims are from Poonch district followed by 90.5 percent from Udhampur district and 80 percent from Rajouri district. Similarly the Hindu pony wala recorded the highest percentage from Ramban which is to the tune of 41.18 percent very closely followed by 28.57 percent from Doda district.

However the pithuwala registered the interesting pattern where in 100 percent services are provided by Hindus from Samba district and 60 percent from Kathua district, 37.17 percent from Ramban district, 35.48 percent from Doda district and 33.33 percent from Jammu district. However the Muslims from Rajouri district constitute 91.55 percent, Poonch district 88.79 percent, Udhampur district 81.83 percent and Jammu district manage to provide the service of 66.67 percent pithu wala. The variation in the percentage of services provided by both the communities clearly indicates the socio-economic and politico-cultural harmony between the communities.

Table 9: Percentage distribution of labourers by destinations (percentage) – Katra

S.No	Destinations	Pony Wala		Pithu Walas	
		Hindu	Muslim	Hindu	Muslim
1.	Doda	28.57	71.43	35.48	64.52
2.	Ramban	41.18	58.82	37.17	62.83
3.	Rajouri	20.00	80.00	8.45	91.55
4.	Reasi	26.72	73.28	30.59	69.41
5.	Udhampur	9.46	90.54	18.17	81.83
6.	Poonch	-	100	11.21	88.79

7.	Jammu	-	-	33.33	66.67
8.	Kathua	-	-	60.00	40.00
9.	Samba	-	-	100.00	-
	Total	20.00	80.00	19.99	80.01

Source: Municipal Office, Katra

1.9 Distribution of Respondent by Occupation

Different sectors of tourist industry work in union to enhance the revenue generated by pilgrimage tourism. Table 10 provides a detail of the varied establishments which boast of tourism and generate employment henceforth. Perusal of the table clearly indicates that of all the establishments; Tour and travel agencies (Rs 48236.6/person/month) earn much more than any business

center followed by Palanquin wala (Rs 14831.7/person/month), Professional photo-graphers (Rs 14547.1/person/month), Hotels and Restaurants (Rs 11691.0/person/ month), Poney wala (Rs 10645.8/person/month), Pithu wala (Rs 6995.8/person/ month) and Tea stalls and other allied business activities (Rs 2485.0/person/ month).

Table 10: Percentage distribution of Respondent by Occupation – Katra

S. No.	Nature of Establishment	No. of Establishment	No. of Worker	Income/ unit/day (Rs)	Total income of all units /year (lacs)	Income/ person/ month (RS)
1	Tea stall and other allied business activities	37.0	70.0	1545.7	208.74	2485.0
2	Tours and Travel	14.0	29.0	3285.0	167.86	48236.6
3	Poney Owner	25.0	25.0	350.0	31.93	10645.8
4	Pithu (porter Service)	20.0	20.0	230.0	16.79	6995.8
5	Palanquin Service	16.0	84.0	2560.0	149.50	14831.7
6	Professional Photographer	4.0	23.0	2750.0	40.15	14547.1
7	Hotels and Restaurants	28.0	440.0	6040.0	617.28	11691.0
	Total	144.0	691.0	16760.7	1232.25	109433.0

Source: Primary survey – 2005

1.10 Classification of tourist establishment by infrastructure and income

Classification of tourist establishments has been done on the basis of infrastructure and rate of accommodation. Perusal of table 11 reveals that the hotels and restaurants providing accommodation at the rate of Rs 2000-Rs 3000 earned

maximum revenue to the tune of Rs 4.75 lacs per month followed by the hotels (Rs 3.25 lacs/month) providing rooms at the rate of Rs >3000 , Rs 1000-2000 and 500-1000 per day. The total revenue generated by all the hotels and restaurants stands to the tune of Rs 11.61 lacs per month. From the table 11 it is clear that most of the pilgrims have sound financial background.

Table 11: Classification of tourist establishment by infrastructure and income – Katra

S. No.	Room Rent	No. of Hotel and Restaurant	Nature of Accommodation	No. of Rooms	Total Income/ Month (Lacs)
1	<500	14.0	Hotel	200.0	0.86
2	500-1000	12.0	Hotel	125.0	1.25
3	1000-2000	15.0	Hotel and restaurant	182.0	1.50
4	2000-3000	13.0	Hotel and restaurant	185.0	4.75
5	>3000	15.0	Hotel and restaurant	75.0	3.25
	Total	69		767	11.61

Source: Association of Hotels, Restaurants & Travel Agents Katra (Mata Vaishno Devi)

III. ECONOMIC IMPACT OF PILGRIMAGE TOURISM – KATRA

The expenses incurred by the tourists are an important aspect to study the economic impacts on a tourist resort. The structure of tourist expenditure is crucial and of economic importance, since there is an expenditure and national income, tourist expenditure and employment, tourist expenditure and tax revenue. Katra, the base camp for the pilgrimage tourism of Mata Vaishno Devi, is experiencing the impact of heavy inflow of pilgrims which besides generating employment and revenue also add to the market value of the goods and services offered by the

residents or stakeholders of the pilgrimage tourism. For better analysis and understanding of the economy of the area, some aspects viz growth in the number of pilgrims, other activities related with tourism services, estimated expenditure per pilgrim in Katra, income effect, multiplier effect, employment effects and residents perception are assessed.

2.1 Growth of pilgrim to Shri Mata Vaishno Devi – Katra

The determination of growth in the number of pilgrims is an important component of tourist impact analysis. The growth rates of pilgrims have been calculated and documented in the table 12.

Table 12: Growth of Pilgrim to Shri Mata Vaishno Devi – Katra

S. No.	Year	No. of Tourists	Growth rate
1.	1980	12.13	-----
2.	1985	14.86	22.50
3.	1990	21.69	45.96
4.	1995	40.12	84.97
5.	2000	51.92	29.41
6.	2005	62.52	20.42
7.	2007	72.22	15.51
8.	2008	65.76	-8.94
9.	2009	82.35	25.23
10.	2010	87.49	6.24
11.	2011	101.15	15.61
12.	2012	101.54	0.39

Source: 1. Digest of Statistics 2011-12. Directorate of Economic and Statistics, Govt. of Jammu and Kashmir.
2. JKTDC, Office Jammu.

The critical analysis of table 12 reveals that the number of tourists visiting Shri Mata Vaishno Devi Shrine always bare an upward trend throughout the study period. Documenting the facts and figures, the table clearly indicates that in the year 1980, 12.13 lacs persons visited the shrine followed by 40.12 lacs in 1995, 51.52 lacs in 2000, 62.52 lacs in 2005, 87.49 lacs in 2010, and 101.54 lacs in 2012,

Further analysis of the table shows that the highest growth of pilgrims at Mata Vaishno Devi has been recorded in the year 1990 was 45.96 percent and lowest growth rate has been recorded in the year 2008. This decrease in the growth rate could be attributed to the political upheaval and Amarnath land dispute that almost divided the state on communal lines.

Table 13: Year wise growth of Local and Non-Local Pilgrim (percentage)–Katra.

S. No.	Year	Locals	Non-Locals	Ratio
1.	1980	16.90	83.10	17:83
2.	1985	12.09	87.91	12:88
3.	1990	18.21	81.79	18:82
4.	1995	13.69	86.31	14:86
5.	2000	12.49	86.51	13:87
6.	2005	12.30	87.70	12:88
7.	2008	10.25	89.75	10:90
8.	2009	11.30	88.70	11:89
9.	2010	12.44	87.66	12:88
10.	2011	12.10	87.90	12:88
11.	2012	10.90	89.10	11:89

Source: 1. Shrine Board Central Office, Katra
2. JKTDC Office, Jammu

As a matter of fact, the ratio of local and non-local pilgrims visiting the area and paying obeisance to Shri Mata Vaishno Devi

has been found to be 1:7 (Table 13). It has been found that pilgrims from outside the state constitute more than 80 percent of

total pilgrims which range between 81.7 percent in 1990 to 89.10 percent in 2012. Similarly the local pilgrims range between 10.90 percent in 2012 to 18.2 percent in 1990. The higher percentage of non-local is a healthy indicative of economic development of the region.

Table 14: Proportion of Pilgrims from different states of India – Katra

S. No	Destinations	M	F	Total
1.	Uttar Pradesh	8.40	16.99	14.27
2.	Delhi	6.30	14.64	12.00
3.	Maharashtra	12.61	7.81	9.33
4.	Jammu & Kashmir	7.15	3.91	4.93
5.	Karnataka	7.15	4.49	5.33
6.	Punjab	8.40	6.05	6.80
7.	Madhya Pradesh	5.88	8.98	8.00
8.	West Bengal	4.20	4.69	4.53
9.	Bihar	14.28	9.77	11.20
10.	Rajasthan	3.36	3.91	3.73
11.	Andhra Pradesh	2.10	1.76	1.87
12.	Haryana	1.68	1.76	1.73
13.	Gujarat	2.10	2.34	2.27
14.	Assam	0.84	0.98	0.93
15.	Manipur	0.84	0.59	0.67
16.	Sikkim	0.42	0.39	0.40
17.	Orissa	0.84	0.39	0.54
18.	Tamil Nadu	0.84	0.78	0.80
19.	Goa	1.26	0.39	0.67
20.	Chattisgarh	7.15	6.45	6.67
21.	Uttranchal	4.20	2.93	3.33
	Total	100	100	100

Source : Primary survey – 2005-08

The table number 14 tells the Proportion of Pilgrims from different states of India to the holy shrine of Mata Vashino Devi at Katra. The table is quite lucid and self explanatory.

Table 15: Respondents duration of stay – Katra (N=2589)

S. No	Stay Duration	Percentage
1	<-3	51.20
2	3-6	41.47
3	6-9	6.93
4	>-9	0.40
	Total	100

Source : Field Survey conducted by the Researcher
Average duration of stay: 2589/750 = 3.5 day.

The table number 15 shows that the duration of stay of different pilgrims universally proportional to percentage which can be best judge by the fact that 5.2 percent pilgrims stay for less 3 day followed 41.4 percent which prefer to stay for 3 to 6 days. However 6.9 percent pilgrims stay for 6 to 9 days and only lowest of 0.4 percent pilgrims stay for more than 9 days. Taking these values into consideration it can be said that the average duration of stay of a pilgrims stands at 3.5 days.

Table 16: Expenditure of Pilgrims during stay per head – Katra

S. No.	Break up of Income Head	Average Expenditure	Percentage	Total expenditure (Rupees)
1.	Boarding and Lodging	597.10	42.81	447825.00

2	Internal Transport	116.50	8.35	87375.00
3	Offering	205.25	14.71	153937.50
4	Shopping	385.50	27.63	289125.00
5	Miscellaneous	90.75	6.50	68062.50
	Total	1395.10	100	1046325.00

Source: Primary survey – 2005-08

Average duration of Stay = 3.5 days

Therefore the per day expenditure of a Pilgrim as $1395.10/3.5 = \text{Rs.}398.60$

The relevant data on the expenditure pattern of tourist, based on the field survey is presented in Table 16. It is observed from this table that per head per day expenditure of a pilgrim at Katra is Rs. 398.60. Taking a grand figure 679223 of tourist who visited the holy Shrine Mata Vaishno Devi in 2008, tourist expenditure is around Rs. 947.58 crore.

The table further indicates that 85.15 percent of the expenditure of pilgrims is incurred on boarding and lodging; shopping and offering; the remaining expenditure is incurred on internal transport and miscellaneous activities. It may also be pointed out that the boarding and lodging account for highest proportion of pilgrims expenditure followed by the spending on shopping and offering.

Table 17: Temporal variations in expenditure of pilgrims – Katra

Years	No. of Pilgrim	Per Capita Expenditure per head per day (Rs)	Average Duration of Stay (Days)	Total Expenditure (Rs crore)
2005	6109895	398.60	3.5	852.1
2006	6251998	398.60	3.5	8722.1
2007	6950573	398.60	3.5	9696.7
2008	6792223	398.60	3.5	9475.8
2009	8235064	398.60	3.5	11488.7
2010	8749000	398.60	3.5	12205.7
2011	10115232	398.60	3.5	14111.7
2012	101 54 401	398.60	3.5	14166.4

Source: 1. Compiled from tables 15 & 16
2. JKTDC, Jammu

On the basis of average expenditure of a pilgrim per head per day (Rs. 398.60) and duration of stay (3.5 days) per head expenditure of pilgrim is estimated Rs. 1395.10 on various services. The gross receipts from pilgrimage tourism at Katra is estimated and presented in Table 17.

It thus followed from table 17 that pilgrim incurred an expenditure estimated at Rs. 852.39 crore in 2005 but it reach Rs. 14166.4 crore in 2012. It is only due to increase in influx of pilgrims.

IV. TOURISM MULTIPLIER EFFECT - KATRA

Tourism multiplier is in fact an attempt to go behind the tourist receipts and find out the expenditure profile of the tourist, nature of his preferences, volume of their transactions, direction of economic dissemination and the share which goes to various segments of economic activity. The expenditure by the tourist can have beneficial effects on all the economic sectors by diversification of industrial and other economic activities, since this money circulates as it changes hands and is spent and respent a number of times. Tourism multiplier thus indicates the cumulative force of each currency unit entering the economy. There is a chain reaction of spending, triggered off by the injection of tourist money into destination economy.

A multiplier is the ratio of direct, indirect and induced changes within an economic system to direct a causal change itself. The expenditure of the tourists gets converted to the income or savings of those working in the tourism sector. This has been called the “Primary effect”, when a part of income spent and respent, it gives rise to the “Secondary effect”. For instance, the primary effects of a hotel owner which he receives in the form of hotel bills from the tourists gets converted to secondary effects when he make payment for electricity, furniture, food and other services, which he provides to the tourists. Therefore, the expenditure of tourists not only supports the tourist industry directly but also helps many other sectors of the economy to grow. The income occurring to the economy from tourist expenditure will be received by the factors of production in terms of wages, rent, interest and profit, will be receipt or saved for further turnover effects. For the purposes of estimation of total aggregate national income generated in the economy by Tourism sector the total receipts are multiplied by multiplier co-efficient. Tourism multiplies is based upon some unrealistic assumption like constant ratios of propensity to import and consume, taxation to income and factor income shares a national income. In addition, the chains effects are measured only up to first or second round of expenditure, while decreasing the economic effects of Tourism Thon Bryden says, It is upon the multiplier effects that most studies to tourism in the developing countries to

date have concentrated". Peter (1969), Checchi (1961), Zinder Report (1969) and Tripartite Survey (1969) being the examples. An exception is Mitchell's work in East Africa, 1969 wherein he calculates only the first round expenditure effects.

In India an attempt has been made for the first time by NCAER (National Council of Applied Economic Research) in 1969 to calculate the economic benefit of tourism through multiplier analysis. In their Techno-Economic Survey of Jammu and Kashmir State, a tourism multiplier coefficient of 3.2 has been assumed for the state. In fact Techno Economic Survey did not yielded significantly unexpected results as some of the goods and services on which the tourists spend have to be imported from outside the state and consequently leakages in economic output reduce the total revenue generation.

The tourism department of Jammu and Kashmir in formulating its 5th plan proposals for development of tourism has

assumed a multiplier coefficient of 3.5. The NCAER proceeds with two alternative assumptions about the multiplier coefficient of 3.2 and 3.6. The NCAER observed that the contribution of tourism to overall Indian economy could be calculated with the same multiplier coefficient which was suggested for Jammu and Kashmir and reported that for the purpose of estimating the total aggregate national income generated in the economy due to foreign tourism in India, it will be in the range with a low of 3.2 and high 3.6 multiplier coefficient times the initially injected direct income derived from foreign tourist expenditure."

In the light of these observations an attempt has been made to estimate the multiplier effect of tourism activity in the destination (Katra).

Table 18: Average Expenditure of Pilgrim under different heads – Katra

Year	No. of Pilgrims	Average Spending per head (crore)									
		B &L	TE	T	TE	O	TE	SH	TE	MS	TE
2005	6109895	597.1	364.82	116.5	711.80	205.25	125.41	385.5	235.54	90.75	55.45
2006	6251998	597.1	373.30	116.5	728.36	205.25	128.32	385.5	241.01	90.75	56.74
2007	6950573	597.1	415.01	116.5	809.74	205.25	142.66	385.5	267.45	90.75	63.08
2008	6792223	597.1	405.56	116.5	791.29	205.25	139.41	385.5	261.84	90.75	61.64
2009	8235064	597.1	491.71	116.5	959.38	205.25	169.02	385.5	317.46	90.75	74.73
2010	8749000	597.1	522.40	116.5	1019.26	205.25	179.57	385.5	337.27	90.75	79.39
2011	10115232	597.1	603.98	116.5	1178.42	205.25	207.61	385.5	389.94	90.75	91.79
2102	10154401	597.1	606.22	116.5	1182.99	205.25	208.42	385.5	390.94	90.75	95.67
Total	53203985		3783		7381.24		1300.42		2441.45		578.49

Note : B&L- Boarding and lodging, TE – total expenditure, T – transport, O- offerings, SH- shopping, Ms- Miscellaneous

Source: Compiled from Table 16 & 17

The breakup of Pilgrim expenditure on various services is summed up in Table 18 and 19. Analysis of table18 indicates that boarding and lodging; shopping and offering; Transport industries are biggest beneficiaries of tourism activity in the state. However boarding and lodging garners approximately Rs. 364.82 crore in 2005 and Rs. 606.22 crore in 2012, out the total receipts from tourism calculated at Rs. 1642.98 crore and Rs. 2484.24 crore in 2005 and 2012 respectively. When we compare

gross receipt of the year 2007 and 2008 i.e. Rs. 1697.94 crore and 1659.74 crores, it is observed that the gross income of 2008 is less than the 2007, which may be due to the political instability in Jammu and Kashmir and the issue of Amarnath land dispute. A summary of this table is presented in table 19. The information contained in this table clearly reflects the share of different sectors of tourism industry in the pilgrim gross receipt at Katra.

Table 19: Gross Receipt from Tourism Item-Wise (in Crore) – Katra

Income Head	Receipt per Item (Crore Rupees) year Wise							
	2005	2006	2007	2008	2009	2010	2011	21012
Boarding and Lodging	364.82	373.30	415.01	405.56	491.71	522.40	603.98	606.22

Transportation	711.80	728.36	809.74	791.29	959.38	1019.26	1178.42	1182.99
Offering	125.41	128.32	142.66	139.41	169.02	179.57	207.61	208.42
Shopping	385.50	241.01	267.45	261.84	317.46	337.27	389.94	390.94
Miscellaneous	55.45	56.74	63.08	61.64	74.73	79.39	91.79	95.67
Total	1642.98	1527.73	1697.94	1659.74	2012.3	2137.89	2471.74	2484.24

Source: Compiled from tables 18

Gross income generated by Pilgrimage tourism (Mata Vaishno Devi) on the basis of data given in table 20 as collected by the Researcher with multiplier values of 3.2 and 3.6 has been estimated for the year 2005 to 2012. The gross income created in different components of tourism industry year wise is put into table 20.

Table 20: Gross Income in different sectors of Tourism industry (in Crore) – Katra

Income Head	Gross Income with Multiplier value of															
	3.2								3.6							
	2005	2006	2007	2008	2009	2010	2011	2012	2005	2006	2007	2008	2009	2010	2011	2012
Boarding and Lodging	1167.4	1194.6	1328.1	1297.8	1573.5	1671.7	1972.7	1939.0	1313.4	1343.9	1494.1	1460.0	1770.2	1880.4	2174.3	2182.4
Transportation	227.8	233.1	259.1	253.22	3070.0	3261.6	3770.9	3785.6	256.3	262.2	291.5	284.9	3453.8	3669.3	4242.3	4258.8
Offering	401.3	410.6	456.5	446.11	540.9	574.6	664.4	666.9	451.5	462.0	513.6	501.9	608.5	646.5	747.4	750.3
Shopping	753.7	771.2	857.4	837.89	1015.9	1079.3	1274.8	991.8	847.9	867.6	964.7	942.6	1142.9	1214.2	1403.8	1407.4
Miscellaneous	177.4	181.6	201.8	197.25	239.1	254.0	293.7	306.1	199.6	204.3	227.1	221.9	269.0	285.8	330.4	344.4
Total	2727.6	2791.1	3102.9	3032.3	6439.4	6841.2	7976.5	7689.4	3068.7	3140.00	3491.0	3411.3	7244.4	7696.2	8898.2	8943.3

Source: compiled from table No 19

The table 20 shows that the income generated by pilgrimage tourism (Mata Vaishno Devi) with multiplier co-efficient 3.2 and 3.6, constituted range between 10 percent to 23 percent and between 13 percent to 27 percent of Gross Net State Domestic Product advance estimate at Rs. 23292.21; Rs. 36918.83 crore

(Digest of Statistics 2011-12) in the year 2004-05 and 2011-12 respectively. This table also shows that the boarding and lodging stand top position of the total income generated by pilgrimage tourism at Katra followed by the shopping and offering during the study period.

3.1 Temporal variations in gross income of pilgrimage tourism at Vashino Devi

The temporal variation in the total income from the pilgrimage tourism has been calculated and documented (Table 21) on the basis of field survey.

Table: 21. Temporal variations in Gross Income (Rs. Crore) of pilgrimage tourism- Katra

S.No	Years	Gross Income (Rs. in crore)
1	2005	1642.98
2	2006	1527.73
3	2007	1697.94
4	2008	1659.74
5	2009	2012.30

6	2010	2137.89
7	2011	2471.74
8	2012	2484.24
	Total	15634.56

Source: Compiled from tables Number: 18.

A brief look of table 21 demonstrates the temporal variation in the gross income from the pilgrimage tourism in crores for the years 2005-2012. The table further reveals that Mata Vaishno Devi earned Rs 15634.56 crores since 2005 to 2012. The table further reveals the year-wise income variation from the study area.

3.2 Share of pilgrimage tourism of Mata Vashino Devi in the economy of Jammu and Kashmir

Tourism is the backbone of the Jammu and Kashmir economy, because the state Jammu and Kashmir is bestowed with countless God gifted features and Pilgrimage is one of them, the land of Jammu and Kashmir is known as land of Walis (Saints). So the pilgrimage tourism plays a vital role in the development of economy of Jammu and Kashmir. The given data collected by the researcher from field survey and presented in the table 22 gives a full account of share of pilgrimage tourism in the economy of the state.

Table 22. Share of Pilgrimage tourism in the Economy of Jammu and Kashmir

Years	Gross Receipt (Rs in crore)	Net state Domestic Product (Rs in crore)	Share (in % age)
2004-05	1642.98	23292.21	7.05
2005-06	1527.73	24371.09	6.70
2006-07	1697.94	25794.32	6.58
2007-08	1659.74	27387.31	6.06
2008-09	2012.30	29102.03	6.91
2009-10	2137.89	30513.15	7.01
2010-11	2471.74	32507.00	7.60
2011-12	2484.24	34491.69	7.20

Source: 1. Compiled from table 21
 2. Digest of Statistics 2011-12.

A study of table 22 shows the share of pilgrimage tourism in the economy of Jammu and Kashmir in percentage. The study reveals that out of the Net State Domestic Product (NSDP) Rs 23292.21 crores and the gross receipt from the Holy shrine of Mata Vashino Devi is about Rs 1642.98 crores respectively which account for 7.05 percent in the economy of Jammu and Kashmir in the year 2005. The table further reveals that there is a fluctuating trend in the percentage share of pilgrimage tourism from the years 2005-2012. But overall picture shows a different trend that is Net State Domestic Product is increasing from Rs 23292.21 crores in the 2004-05 to Rs 34491.69 crores in the year 2011-12. The gross receipt Vashino Devi is showing rising trend during the whole study period. This area has a great potential for the more development tourism related activities like development of tourist circuits, amusement parks in the surrounding of Katra Town which will attract the tourist for a longer stay in Jammu region.

V. CONCLUSION AND SUGGESTIONS

The research firmly signifies that the pilgrimage tourism is the life line of Jammu region particularly at the holy shrine of Mata Vashino Devi which is an out most pilgrimage destination. Katra town is a transit camp for the pilgrims to Mata Vashino Devi. The town reflects a great change in respect of its land use pattern, demographic setup, cultural milieu and the overall economic scenario. The result of the study also shows that the income generated by pilgrimage tourism (Mata Vaishno Devi) with multiplier co-efficient 3.2 and 3.6, constituted range between 10 percent to 23 percent and between 13 percent to 27 percent of Gross Net State Domestic Product advance estimate at Rs. 23292.21; Rs. 36918.83 crore (Digest of Statistics 2011-12) in the year 2004-05 and 2011-12 respectively. The share of holy shrine in the economy of state ranges from 6 percent to 9 percent per financial year. This share may be increased many fold if the government encourage the pilgrims to stay longer in Jammu by fully exploring and utilizing the tourism potential in the area. It

can be achieved by developing alternative religious tourist circuits like Shiv Khori- Machail; Kailash Parvat in Baderwah and Pingla Devi in Ramnagar; Agar Jatu, Sarthal Baba. Also some extra recreational activities like to start the Cable Car facility, development of parks, improving the condition of the roads, regular state transport buses, better helicopter services and budget hotel would be useful interventions.

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