

Impact of Peace and Disturbances on Tourism and Horticulture in Jammu and Kashmir

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Abstract- J&K is an important tourist destination of the country and has been a place of attraction for tourists since centuries. The lush green forests, sweet springs, perennial rivers, pictures que, alpines scenery and pleasant climate of Kashmir valley has remained an internationally acclaimed tourist destination, whereas Jammu region- the land of temples is attracting a large number of pilgrim, tourists and the important destination has been Shri Mata Vaishno Devi (SMVD). J&K is also well known for its horticulture produce both in India and abroad. The state offer good scope for cultivation of all types of horticulture crops covering a variety of temperate fruits like apple, chestnut, apricot, pear, peach, plum etc. This paper emphasized the growth of tourism and horticulture in different periods, peace and disturbances. Under this paper impact of peace and disturbances are shown by showing the growth of tourism and horticulture.

Index Terms- Tourism, employment and horticulture, Export of horticulture products, foreign tourists and peace in J&K.

I. INTRODUCTION

Jammu and Kashmir occupies a strategic place on the country's map with its borders touching Pakistan, Tibet and China. The state has three distinct regions of Kashmir, Jammu and Ladakh. Each region has a specific resources base. It has a mountainous terrain, except for some portion of Jammu region and Kashmir valley. Jammu and Kashmir has a unique economic feature. It has many innate economic disadvantages, like remoteness and poor connectivity, hilly and often inhospitable terrain, susceptibility to natural disasters, poor infrastructure, sparse population density etc. in J&K all these factors resulted in a classic backwardness trap arising from low economic activity leading to low employment opportunity and subsequently resulting in low income generation. In spite of all these disadvantages, the economy has suffered badly due to extremely adverse law and order situation prevailing in the state for more than two decades now. These economic disadvantages together with disturbed conditions have their significant implications on the size and nature of development problem influencing the approach to be adopted.

II. PEACE AND DEVELOPMENT: THE LINKAGE

Recent decades have seen the emergence and escalation of a wide variety of violent conflicts around the globe. Regardless of the motives, violent conflicts are usually disastrous socially as well as culturally; economically as well as politically. Apart from a few beneficiaries in the arms industry, economic disruption is

an integral part of conflicts, negatively affecting people's livelihoods and the longer-term development process.

With violence becoming a part of the everyday life, the whole system becomes "conflict habituated", with an emphasis from both sides on getting an edge and in this scenario, development takes a back seat. This has led some to question whether sustainable development can be advanced during times of protracted armed conflict. Most often the cause or spur of conflict in many cases is lack of development – economic, political, or social – or a combination of all. The relationship between conflict and development is strong, and is a two way process: conflict retards development; and equally, failures in development substantially increase proneness to conflict.

Tourism, one of the main industries in the Kashmir valley and Jammu, has suffered tremendously due to violent activities. It has declined substantially since the late 1980s when militancy gained momentum. The number of tourists visiting the state per year had gone down from around 7,000,000 in the pre-militancy days to a few thousands in the following years. It is estimated that the state lost 27 million tourists from 1989-2002 leading to tourism revenue loss of \$3.6 billion. According to the records, while as many as 557974 tourists visited the state in 1989, in 1993 the number reduced to 8026. In the year 2002, 27358 tourists visited the state. Since then the number of tourists keeps on increasing or decreasing depending on the level of violence at that particular point of time. However, the number of tourists has never come anywhere near the level of tourists that visited the state in the pre-militancy period.

Another issue that remains almost elusive in the context of tourism sector in the state is that, while in the pre-militancy era the favourite destination was the beautiful Kashmir valley, the present period has witnessed increase in number of the tourists to Vaishno Devi shrine, in Jammu region and to Leh in Ladakh. During their surveys in Leh the authors interacted with many local and foreign tourists who regularly visit the area and are quite keen to visit Srinagar but prefer not to go (Personal Communications, May 21-June 1, 2007). Though the number of tourists to Srinagar has increased with the launch of the peace process, their specific targeting by the militants have led to decline in their numbers. The local people bemoan this tragedy befalling on them. Junaid Hussain, a shopkeeper in Srinagar (personal communication, July 26, 2006) told the authors, "The local economy has been completely shattered due to ongoing turmoil. While earlier thousands of outsiders thronged to the city, now only hundreds visit the valley."

Violence has also directly affected other important sources of livelihood such as agriculture, horticulture, and the handicraft industry. These sectors have become the survival mechanisms for

the local people but are not flourishing. The state is known for wide variety of agricultural and horticulture products. However, the conflict environment has prevented people from maximally utilizing this gift of the nature. The horticulture industry has also suffered directly as well as indirectly due to conflict situation. These issues are discussed in detail in the section on challenges and opportunities.

III. OBJECTIVES OF THE STUDY

The present study has certain specific research objectives. They are as follows:

1. To evaluate the impact of peace and disturbance on the growth of tourism and horticulture sector in J&K.
2. To find out the role of horticulture and Tourism in the GDP of J&K economy
3. To evaluate the growth of employment in Tourism and horticulture sector
4. To find out the major problems development by tourism in Jammu and Kashmir
5. Lastly provide the feasible suggestion for sustainable development of tourism in J&K

IV. METHODOLOGY

In the present study secondary data has been used. Secondary data has been collected from the tourism department and *Economic survey of Jammu and Kashmir*. The underlying idea of the Inskeep methodology is to know the impact of peace and disturbance on the tourism and horticulture development. To find out the result of peace and disturbance on both the sector tourism and horticulture is shown by using regression method.

V. IMPACT OF PEACE AND DISTURBANCE ON TOURISM IN JAMMU AND KASHMIR

Tourism constitutes one of the main sources of income for vast sections of the Kashmiri population. Tourist destinations like Sonmarg and Gulmarg are known internationally for winter games such as skiing. Gulmarg is also known as the highest

green golf course in the world, and boasts the world's largest cable car lift. The famous Dal Lake in the Kashmir valley needs special mention in this context. Adventure sports in J&K include trekking, mountaineering, winter sports, water sports, golf and fishing. However, most of these tourist attractions remain underdeveloped. Many other tourist attractions in the state remained untapped partly due to the conflict. Like in the Kashmir valley, the regions of Jammu and Ladakh also have lot of tourism potential. Some of the tourist spots in Jammu, which need development, are Patni Top, the Forts of Ramnagar, the temples of Babor and Krimchi, Sudh Mahadev and Mantalai, Shiv Khori, the saint-soldier Banda Bairagi's memorial, as well as the Kishtwar and Bhaderwah hills, all of which can be developed with modern facilities in order to attract wider cross-section of people from different parts of the world. In Jammu and Kashmir tourism sector accounts for 5.92% of india's GDP. Tourism sector is a labour intensive and as per world Travel and tourism Council (WTTC 2010) world wide estimates, is expected to contribute 8.1% to total employment. WTTC(2010) projects that india will generate 2nd largest travel and tourism employment by 2010 and 2020 at 49 & 58 million jobs respectively, coming at 2nd place only after China.

It is a stark reality that till late 1980s, the state of J&K used to attract huge numbers of national as well as foreign tourist, but the tourist sector received a serious jolt with the out break of militancy in the year 1989. The tourist's influx declined considerably up to 2002 during which the state heavily suffered in this sector due to militancy and insurgency. The tourist rush in the year 1988 was recorded as the highest. The infrastructure created over the years suffered huge damage, besides destructions to the gardens and parks and with the improvement in the security and scenario, the govt made all possible efforts and took all possible steps for the revival of tourism sector by raising the requisite infrastructure for restoration of the pristine glory of the places of the tourist attraction and the average flow of tourist between 1990 and 1996 was just around 10000 per annum. But the flow of tourist registered a considerable increase as shown by the figure in table 1

Table 1: Tourist's arrival from 1988 to 2010 in Jammu and Kashmir

Year	Amarnath ji	Kashmir Domestic	Foreign	Total	Jammu	Ladkh Domestic	Foreign	Total	Grand Total
1988	259891	662097	59938	722035	19926965	8608	16256	24864	21680654
1989	262691	490212	67762	557977	2312001	6689	16079	22748	3736159
1990	395202	6095	4627	10722	2169202	396	8342	6738	2601324
1991	439722	1400	4887	6267	3151310	1041	8014	9055	3621696
1992	445580	1175	9149	10324	3527289	2438	13580	16018	4025553
1993	461443	450	8026	8026	3368735	2000	12401	14401	3875482
1994	471101	500	9314	9814	3705945	2080	15369	17449	4231572
1995	549778	322	8198	8520	4032127	5594	12391	17985	4634915
1996	582213	375	9592	9967	4335532	3537	13036	16573	4970825
1997	495165	7027	9111	16131	4434233	3991	12810	16801	4995269
1998	540453	99636	10247	109883	4622097	6792	15238	22030	5426376
1999	635042	200162	17130	217292	4667340	1905	96669	11574	5847114
2000	-	104337	7575	111912	5109575	6217	11825	18042	5369483
2001	-	66732	5859	72591	5056919	4260	15439	19699	5241499
2002	-	7993	1015	9008	1053771	87	361	448	1072683

2004	400000	358000	19000	777000	6100000	13000	22000	35000	7724000
2005	388000	585702	19680	993382	6251998	13781	24665	38446	8315654
2006	265000	412879	20009	697888	6950573	17822	26078	43900	8434149
2007	213565	417264	24576	655405	7222318	22102	28477	50579	8634286
2008	498075	550100	22000	1070175	6576000	39000	33000	72000	8860350
2009	373419	520454	20809	914682	7657000	48127	30446	78573	9643510
2010	458046	698564	24376	1180986	8239474	54684	21371	76055	10753556

In the above table it is shown that after 2000 the flow of tourist in J&K has increasing but tourist inflow to J&K has continuously been increasing steadily from 69.12 lakhs in 2004 to 94.97 lakhs in 2010, which indicates increases of 37.39%. There is an increase in pilgrim visitors to Mata Vaishno Devi by 35.7% and domestic tourist by more than double i.e. (103%) and in the same period the percentage of the foreign tourist by 11.57.

The perspective of overall, tourist inflow to all the three regions of the state, the percentage has increased during the years 2004 to 2010 by 37.39%. The number of foreign tourist to Kashmir Valley has drastically dwindled from the figure of 0.60 lakhs to 0.24 lakhs during the years 1988 to 2010. Contrary to this, the number of foreign tourist to ladkh has increased during the same period of time from 0.16 lakhs in 1988 to 0.21 lakhs in 2010.

The Jammu and Kashmir has been witnessing resilience in the tourism sector as Foreign Tourist Arrivals (FTA) increases from 0.41 lakhs in 2004 to 0.46 lakhs in 2010. Despite global economic slow down effecting the tourism sector worldwide and the prevailing political conditions in the state, the Foreign Tourist Arrival (FTA) to J&K in the year 2009 showed a marginal decreases of 6.8% over the year 2008. The state is now witnessing a turn around in FTA; by 2010 it is 0.46 lakhs.

Jammu and Kashmir's share in foreign arrivals to India is shown in table 2 which indicates that in 2000 the share is 0.78 percent and it was increase 0.80 percent in 2001. In 2002 the J&K 's share in foreign arrivals decline to 0.31, after 2002 the percentage of share has increased to 1.02 % in 2003 and increasing onwards up to 2008, but again in 2009 it decline 0.97 percent.

Table 2: Jammu and Kashmir's share in foreign arrivals to india

Year	India	J&K	Percentage share
2000	2481928	19400	0.78
2001	2649378	21295	0.80
2002	2537282	7806	0.31
2003	2384364	24330	1.02
2004	3457477	41000	1.19
2005	3918160	44345	1.13
2006	4447167	46087	1.04
2007	5081504	53053	1.04
2008	5356966	55000	1.03
2009	5280361	51255	0.97

Sources: M/o Tourism, Gol/Dte. Tourism Kashmir

The tourism industry in Jammu and Kashmir is supposed to be one of the most flourishing industries in the state. This industry is very important for the development of the regions of Ladakh, Jammu and Kashmir. As there are not much industrial developments in the other sectors of this place so the industry related to tourism is considered with much seriousness by the state government. Apart from agriculture economic activities related to Kashmir tourism is the most popular source of income here.

VI. INCOME FROM REVENUE EARNING

The tourism sector also generates sufficient revenue for government and public sector undertaking which has shown significant increase over the years, the revenue generations is expected to increase manifold provide the situation remains normal and the tourist influx increases in a desired manner. The state has sufficient potential to exploit more and more revenue generation and the revenue made under the public sector during last six years is about Rs. 167.39 Crore the details of which are summarized as under in table 3.

Table 3: Income from revenue earning in J&K from Tourist Department

Name of the deptt/organisation	Revenue earned in lakhs 2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Director Tourism Kashmir	11.46	14.83	35.25	62.06	54.00	56.65

/Jammu (DGT)						
SKICC	46.00	49.34	52.00	64.00	71.20	65.00
Gulmarg Dev Authority	19.7	21.86	32.46	48.50	51.17	34.35
Phalgam Dev Authority	5.12	9.16	9.95	19.00	12.73	6.68
Sonamarg Dev Authority	0.00	13.78	36.35	32.50	45.00	39.00
Patnitop Dev Authority	11.00	10.15	15.62	79.00	20.00	19.54
Royal Spring Golf Course	57.26	35.09	34.73	50.06	45.66	44.25
Cable car Corporation	289.00	754.41	676.00	798.81	839.14	1116.00
J&K TDC	1642.41	1796.44	1763.00	1763.00	1963.00	1894.00
Total	2081.95	2705.06	657.75	2916.93	3101.9	3275.47

In the above table the total revenue from the last six years are 14739.06 lakhs to Jammu and Kashmir. But this revenue was hampered because of the massive political disturbances here. The tourist footfall in this region gradually decreased in and after the nineties. The economic structure of the state suffered a sudden downfall as a result, since the state economy was primarily dependent on this sector.

Most of the people here were into professions related to tourist activities. The financial conditions of the people in Jammu and Kashmir suffered badly after the sudden setback.

The state of Jammu and Kashmir is yet to recover from this sudden decline in the tourist industry. But the department of tourism is trying hard to improve the condition of the tourism industry in Kashmir and bring back the past glory of the state. They are trying to beautify the existing tourist spots and increase the facilities for the visitors in order to attract more people to the state.

To reconstruct the tourism industry here the state government has declared many incentives and facilities for those who are interested in business related to this field of activity.

VII. IMPACT OF PEACE AND DISTURBANCE ON HORTICULTURE SECTOR IN J&K

Horticulture industry in Kashmir is considered the bulwark of rural economy in the state. Nearly 75 per cent of temperate fruits in India are grown in the state. The cultivated orchards yield fine quality of pears, apples, peaches, cherries, walnut, almond, saffron, apricot, strawberry, plums, etc. The industry earns revenue of over INR 500 million yearly and provides job facilities for the thousands of people directly and indirectly involved in the agricultural sector. This sector is adversely affected due to lack of marketing strategy and violence-prone image of the state. Considering the growth prospects of this

sector, the state government needs to plan for higher and more quality production. The state should shift its agriculture development strategy from food security mode to that of value addition by growing certain products like high value fruits, vegetables and cash crops like saffron that can give high returns. The modernization of all these sectors can play a vital role in economic reconstruction of the state. Besides providing the professional guidance, there is a need to ensure availability of basic inputs such as seeds, fertilizers, pesticides, storage facilities etc. to develop agriculture and allied sectors. There is also a need to develop an aggressive sector specific marketing strategy and explore new markets.

Horticulture is the cultivation of garden plants, fruits, berries, nuts, vegetables, flowers, trees, shrubs and turf. Horticulturists work for plant propagation, crop production, plant breeding, genetic engineering, plant biochemistry, plant physiology, storage, processing and transportation. They work to better crop yield, quality, nutritional value and resistance to insects, diseases, and environmental pollution. Horticulturalists use modern nurseries for the production of seedlings and mother plants. These plants are propagated through different methods such as seeds, inarching, budding, veneer grafting, patch budding and soft wood grafting.

The growth of horticulture sector can be attributed to the various incentives towards market interventions like established of fruit mandies, provision for support prices, technological support awareness options research and extension. Area under fruits in J&K State has increased from 3.06 lakhs hectares in 2008-09 to 3.15 lakhs hectares in 2009-10, showing an increase of 2.94 percent and the production has increased from 16.19 lakhs MTs in 2008-09 to 17.13lakhs MTs in 2009-10, showing an increase of 1.3 percent.

Table 4: Area, Production and Productivity of fruits(All fruits)J&K State

Year	Kind of Fruits	Area Lakhs in (Ha)	Production in Lakhs MTs	Productivity
2005-06	Fresh	1.75	12.89	7.36
	Dry	0.93	1.24	1.33
	Total	2.68	14.13	5.27
2006-07	Fresh	1.85	13.77	7.43
	Dry	0.99	1.31	1.33
	Total	2.84	15.08	5.31
2007-08	Fresh	1.96	14.78	7.54

	Dry	0.99	1.58	1.60
	Total	2.95	16.36	5.55
2008-09	Fresh	2.06	15.26	7.41
	Dry	1.00	1.65	1.65
	Total	3.06	16.91	5.53
2009-10	Fresh	2.10	15.35	7.31
	Dry	1.05	1.78	1.70
	Total	3.15	17.13	5.44
2010-11	Fresh	2.17	20.46	9.43
	Dry	1.08	1.76	1.63
	Total	3.25	22.22	6.84

Sources: Agriculture Production Deptt, J&K

In the above table 4 the productivity of the total dry and fresh fruits are 5.27 in 2005-06 and it was slightly increased in 2006-2007 to 5.31 percent. In the year 2008-09 the productivity of total fruits are 5.53 and reaches 6.84 in 2010-11. This shows that with the peace in the State the productivity of the Horticulture sector are increased.

of 21.45 lakhs MTs over the production figures of n previous year measuring 1.27 percent rate of growth. In the production figures, share of fresh and dry fruits is 89.62 percent and 10.38 percent with 15.35 lakhs MTs and 1.78 lakhs MTs respectively. Apple ranks first with a share of 80.18 percent followed by walnut with 9.64 percent.

VIII. PRODUCTION OF HORTICULTURE PRODUCTS

The overall production of fruits has been recoded to be 17.12 lakhs metric tones for the year 2009-10, recoding a net addition

Table 5: Production of fruits during 2004-05 to 2010-11

Year	Fresh Fruits				Dry fruits				Total Fruits
	Apple	Pear	Other	Total	Walnuts	Almonds	Other	Total	
2004 - 05	1093.33	40.25	84.02	1217.60	100.60	13.47	0.19	114.26	1331.86
2005-06	1151.34	42.36	86.73	1280.43	108.27	14.33	0.20	122.80	1403.23
2006-07	1222.18	43.09	108.41	1373.68	114.93	15.18	0.22	130.33	1504.01
2007-08	1311.85	45.86	120.31	1478.02	146.78	11.26	0.24	158.28	1636.27
2008-09	1332.81	47.38	150.74	1530.93	147.64	12.17	0.25	160.06	1690.99
2009-10	1373.00	47.98	113.73	1534.71	165.02	12.52	0.19	177.73	1712.44
2010-11	1852.41	50.50	140.65	2045.56	163.74	12.51	0.22	176.47	2222.03

IX. EXPORT OF THE FRUIT OUTSIDE THE STATE

In J&K the export of fruits outside of the state has occupied a prominent place in trade of the State. Export of fruit has shown considerable progress. The total quantity exported during 2009-10 was 9.57 lakhs MTs, which is 55.9 percent of the production figure of the same year. The production under horticulture is increasing year by year while as there is no significant growth in

the export of horticulture produced outside the state. The decline in the export of fruits outside the state is due the introduction of market intervention scheme (MIS) under which "C" grade apples are produced at a support price of rupee 6 per kg for processing into juice concentrates in the locally established juice processing units. Secondly India is importing fruit from foreign countries as free trade policy is in force at the country level.

Table 6: Export of Fruits outside the State (lakh Metric Tonnes)

Production				Export		
Year	Fresh	Dry	Total	Fresh	Dry	Total

2003-04	11.65	1.08	12.74	7.63(98.32)	0.13(1.68)	7.76(60.83)
2004-05	12.18	1.14	13.32	8.20(98.3)	0.14(1.68)	8.34(62.61)
2005-06	12.80	1.23	14.03	8.58(98.62)	0.12(1.38)	8.70(62.01)
2006-07	13.74	1.30	15.04	7.35(98.00)	0.15(2.0)	7.50(49.87)
2007-08	14.78	1.58	16.36	7.34(97.86)	0.16(2.13)	7.50(45.84)
2008-09	15.26	1.65	16.91	11.01(98.56)	0.16(1.43)	11.17(66.06)
2009-10	15.35	1.76	17.12	9.34(60.84)	0.23(12.99)	9.57(55.90)
2010-11	20.46	1.76	22.22	8.51(42.59)	0.51(8.52)	8.66(38.97)

X. FOREIGN EXCHANGE EARNING

In J&K the govt is promoting exports from Jammu and Kashmir State. State's fruits especially dry fruits, go also to the other countries and in turns earn substantial foreign exchange. The export of the dry fruits viz, almond and walnut during the year 2007-08 was 6889.11 MTs comprising of 197.11 MTs of

Almond, 6692 MTS of walnuts. The foreign exchange earning were Rs. 115.95 Crore during 2005-06 and Rs 161.44 Crores during 2007-08. the export of dry fruits viz almond and walnuts during the year 2009-10 was 9132.687 MTs, which has increased by 55.72 percent over previous years figures of 5864.74 MTs foreign exchange earning has increased from Rs. 142.24 Crs in 2008-09 to Rs. 198.86 Crs in 2009-10 i.e. by 39.81 percent.

Table 7: Foreign Exchange Earned on Horticulture Produce

Quantity exported in MTs						Foreign Exchange earns in Crs				
Kinds	2005-06	2006-07	2007-08	2008-09	2009-10	2005-06	2006-07	2007-08	2008-09	2009-10
Dry Fruit										
a)	296.45	260.88	197.11	168.42	60.97	1.48	1.82	0.91	1.02	1.05
Almond										
Total Walnut	5256	5437	6692	5696.32	9071.71	114.47	118.02	160.53	141.22	197.80
i) in shell	179	376	161	294.73	364.52	N.A	N.A	N.A	2.61	2.87
ii) in kernal	5077	5061	6531	5401.59	8707.18	N.A	NA	NA	138.61	194.93
Total Dry Fruit	5552.45	5697.88	6889.11	5864.74	9132.68	115.95	119.84	161.44	142.24	198.86

XI. ECONOMIC BENEFITS BY TOURISM AND HORTICULTURE SECTOR IN J&K

In Jammu and Kashmir State the scope of large scale industrial development is very limited and due to hilly terrains and small size of land holdings agriculture is unable to meet the expectations of the state economy, tourism is considered to be an economic bonanza. Being a labour intensive industry the scope of employment is varying vast. It requires very low level of investment and employments provided under this industry are comparatively higher than many other industries. Tourism is regarded multi-segmental industry, therefore, provides different types of jobs like hotel managers, receptionist, accountant's clerks, guides, tour conductors, travel agents, transport operators, chef etc and many other jobs which are required to strengthen the tourism. The positive economic benefits of tourism are given below.

1. Contribution to State's income generations.
2. Expansion of employment opportunities.
3. Raising Tax Revenue.

4. Generation of Foreign Exchange.
5. Transformation of regional economy
6. Social Effects
7. Culture effect
8. Impact on environment

XII. PROBLEMS FACED BY TOURISM AND HORTICULTURE SECTOR IN J&K

1. Mismanagement
2. Problems of Infrastructure
3. Lack of Transport Facilities
4. Lack of Basic Facilities
5. Militancy in the State
6. Natural factors
7. Lack of coordination

XIII. SUGGESTIONS FOR SUSTAINABLE TOURISM DEVELOPMENT

The main point to keep in mind is the inter-relationship of sustainability, planning, development and tourism.

Integrated planning in the tourism sector should include consideration of the following issues:

1. Impact on the natural environment, the host communities, the local (regional, national) economy, the indigenous culture;
2. Demands made on human resources, including knowledge, skills, aptitudes, and numbers;
3. Impact of and on transport and infrastructure systems, regional development, resource use and distribution;
4. Responsibilities derived from international agreements, accords and protocols;
5. Impact of and on other sectors of the economy, especially the primary sectors of agriculture, forestry, mining and fishing, but also some industrial sectors, transportation and various aspects of commerce;
6. Implications of tourism development for land ownership and land tenure, land and property values, alternative or substitute uses;
7. Linkages through the different levels of planning; and
8. Linkages with governments and agencies, tourism industry, interest groups, host communities, indigenous communities, development industry (other than in tourism).

These issues can be dealt with when developing tourism policies and plans at various levels as long as the following strategic elements are also included:

1. Tourism-related infrastructure – transportation, water supply, energy and power supply, waste disposal, pollution control, telecommunications;
2. Tourism-specific development – accommodations of various types, integrated resorts, restaurants, shopping, support services, travel services, recreation and entertainment, health and emergency services, safety systems and visitor attractions;
3. Appraisals and impacts (including carrying capacity assessments) of tourism development on, for example,

the economy, the environment, the host community, culture and heritage;

4. Financing, marketing, promotion and information systems;
5. Tourism awareness in the host community and human resources development programmes.

Integrated tourism planning also means integration of goals, objectives, programmes, projects, investment, and resource use.

Resource use is of central importance, particularly for sustainable development, because it involves the relationship between economic development and the conservation of natural resources. In recent years, conservation of cultural and human resources has been added.

XIV. CONCLUSION

In conclusion, integrated planning for sustainable tourism and horticulture development needs to be considered as one important component within a broad policy framework. In this situation, tourism is one means for achieving sustainable development. Achievement will be influenced by the degree to which planning for tourism is integrated both horizontally and vertically. Integrated tourism and horticulture planning should be seen as an exercise in the creative and innovative management of resources to achieve sustainable outcomes.

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