



RESEARCH ARTICLE

THE ROLE OF PUNJAB TOURISM CORPORATION IN THE GROWTH OF TOURISM IN THE STATE OF PUNJAB

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ABSTRACT

While India is rich in diversity to offer visiting tourists, some of the states encompasses all the richness, which the country possesses and Punjab is one of among these states and Punjab is the unique state which provides such richness. Punjab provides a variety of tourist attractions as Punjab is known as the land of great gurus, has a great heritage of famous religious shrines, palaces, monuments, and historical embodiments, wetlands and much more to attract all categories of tourists. Punjab is also endowed with music and melody, gaiety and colors, history and legend. It is also famous for its handicrafts, woodcrafts and intricately designed in rich traditional patterns and motifs and needlework products which are much more sought after by the domestic as well as foreign tourist. Punjab is primarily an agrarian state and 70% people are engaged in agriculture. Agriculture is the main stay of Punjab economy and Punjab is known as the "Granary of India".

INTRODUCTION

Tourism round the globe is considered as a major tool of development and in the recent past it has proved its potential by emerging as the fastest growing industry contributing about 9% to global Gross Domestic Product (GDP) and generating 8.7% of total employment. As per the estimates of United Nations World Tourism Organisation (UNWTO), global tourism receipts hit a record by earning US \$1,340 billion in 2017. Jammu and Kashmir (J&K) also known as, "Paradise on Earth" because of its unmatched scenic beauty, attractive landscapes, is among the most important tourist destinations of the world. J&K is to the Himalayas what Switzerland is to the Alps. It is also called as the, "Switzerland of East". J&K consists of three regions viz. Jammu, Kashmir and Ladakh. All these regions are well known for tourism potential all around the world. Jammu, also known as, "City Of Temples" is an important destination for pilgrimage tourism. Kashmir, known for its enormous natural beauty and landscape, pleasant weather and rich heritage has been one of the most preferred tourist destinations for over centuries now. Travellers from every nuke and corner of the world are visiting Ladakh. It is the main route of cultural and commercial intercourse between

Important sites here are Pangong Lake, Tso Moriri Lake, Shanti stupa, Leh Palace, Magnetic Hill, Nubra Valley, Dah Hanu, Kargil and Zaskar Valley. Ladakh, also known as, "Moon on Earth" with its naked peaks and barren lands is a famous destination for adventure tourism, known across the world. Tourism holds a strategic place in Ladakh economy by providing economic benefits like Employment, Foreign Exchange, Infrastructure development and development of local industries like Handicrafts and Handlooms which has placed Ladakh always in the limelight at the national as well as international level.

TOURISM INDUSTRY OF LADAKH

Ladakh has a tremendous potential to become a major global tourist destination. Importance of tourism in Ladakh economy is now play an important role in economic development has been an area of great interest from policy perspective. It is estimated that almost 5, 68,123 tourists visited Ladakh from 2014-2017 till date. Where Ladakh is in the top list of tourist destinations of Jammu and Kashmir. The Adventure Tourism in Ladakh is the address to knuckle gripping adventure in India. This north India destination that is adorned with several maintains range and high peaks, ferocious rivers and challenging topography and trails invite adventure junkies to

put to test their endurance and limit. Gradually revealing its hidden gems, Ladakh opens door to a new adventure practically every single day. We cannot ignore the fact that one of its kind destination is home to Frozen River/Chadar Trek, which every adrenaline junky wish to accomplish. Ladakh also embraces experimental who dedicated themselves to fresh way of performing a particular adventure. Be it taking a bicycle to Khardung La (Highest Motorable Pass) or a hatchback car on unpaved ascent, Ladakh seems to welcome all kinds of adventures with open arms. Among the most popular adventure activities in Ladakh remains peak climbing and trekking.

RATIONALE OF THE STUDY

Scope of tourism in Ladakh is better than many regions of the country. Being a resident of Ladakh I know about Ladakh and it is a famous tourist destinations and I understand about the economic development of Ladakh. It's easy for me to take the interview of the officials and local people of the region. There are many factors responsible for the huge potential of tourism in Ladakh. It's easy to me to take interviews from government and public sectors of Ladakh region. B Because the surrounding of Ladakh and working environment of employees provided me a lot of exposure and knowledge. Ladakh is well known destination for its great hospitality, rich cultural heritage and scenic beauty of mountains. It is a suitable destination for Adventure tourism, Film tourism and Leisure tourism also. Handicrafts of Ladakh like Baskets, Dragon Rug (Carpets), Copper and Brass, Goncha, Ladakh Jewellery, Pabu Shoes, Thankas and pashmina shawl are famous in the whole region. During summer's lot of domestic tourists as well as foreign tourists were seen in Ladakh. Ladakh attracts thousands of tourists from all over the world and promoting the tourism industry on national level and international level for development of the tourism industry of Ladakh.

OBJECTIVES OF THE STUDY

- To find out the impact of tourism in the economic development of Ladakh.
- To find out the role of tourism in employment,
- To understand the role of tourism and the in income generation in the region,
- To find out the role of tourism in regional development,
- To understand the role of tourism in infrastructure development,
- To provide some feasible suggestions that may prove valuable for the future development of tourism in Ladakh.

RESEARCH METHODOLOGY OF THE STUDY

Data collection

Primary data: First-hand information will be collected from the employees of various organisations like Kargil Tourism department, Leh Tourism department. A Questionnaire will be constructed and will be given to each employee for his or her responses. The response will be collected from them and used for analysis. In this way, the primary data will be collected. Interview from government and public sectors official are also collected.

Secondary data: The data from internet will be collected to get abetterinsight and the organisation's manual will be used to get an insight into the tourism organisation's policy. Secondary data will also be gathered from the works which have already been collected and analyzed by someone else. In addition data will be collected from various tourism departments of Kargil Tourism departments, Leh Tourism departments, Ministry of Tourism-GOI, Jammu and Kashmir Tourism Development Corporation and Directorate of Tourism (Jammu/Kashmir). In addition to this, data have also been collected from other reliable sources like articles, journals and newspapers and reports prepared by the other researchers.

Research instrument: The survey questionnaire will be used in this study to collect data relevant to each of the research questions. The survey will be designed to capture the context-specific nature of self-efficacy beliefs by embedding the context of each of the questions through the sentence stem for each of the items.

Sampling plan: Out of total working in the tourism departments of Ladakh, this study will be carried out taking the development of tourism industry of Ladakh.

Data collection method: A survey method will be used to collect the data Questionnaire.

Field-work: The field work of study will be done at Tourist Facilitation Centre (TFC) Kargil and Leh Tourism Department, Jammu and Kashmir 194101, India.

Data analysis: In this study, univariate and bivariate tables will have been prepared. The data will be analyzed by using simple statistical tools such as 'averages' and 'percentages'.

The proposed chapter scheme for my mttm-16 project dissertation will be

- **Chapter 1:** Introduction
- **Chapter 2:** Tourism industry of ladakh
- **Chapter 3:** Tourism and economic development
- **Chapter 4:** Research methodology and review of literature
- **Chapter5:** Data analysis and interpretation
- **Chapter 6:** Conclusion and suggestion bibliography annexure

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