

## **THE IMPORTANCE OF HIMALAYAN MOUNTAIN REGIONS FOR TOURISM DEVELOPMENT IN JAMMU AND KASHMIR**

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<b>Abstract</b>	<p><i>Mountain tourism is an eminence type of tourism, especially for developed countries. The mountains with subalpine and alpine zones take into account as a pertinent tourism destination. Mountains are important assets for tourism industry in Jammu and Kashmir. It provides a range of mountain based activities attracts young generation showing a desire to travel for mountaineering viz hiking, bungee jumping, trekking, rock-climbing, skiing, mountain biking, bush walking, and some other activities. The basic purpose of this study is to explore the vast potential of mountain tourism for economic growth, employment generation and poverty eradication. The paper is based on exploratory research and uses the data from the secondary and primary source available on the subject. The present research paper makes an attempt has to identify the potential of mountain based adventure activities in Jammu and Kashmir and document some particular mountain ranges and peaks which are adventure friendly and contribute to the economy of Jammu and Kashmir. For this the study has significance for the tourism development in Jammu and Kashmir. The study also proposes give recommendations and suggestions for the full utilization mountain resources and expansion of mountain tourism activities in Jammu and Kashmir.</i></p>
<b>Keywords</b>	<p><i>Adventure, Mountains, Attraction, Activities, Wilderness, Potential.</i></p>

### **INTRODUCTION and LITERATURE**

Tourism is most rapidly growing industry in the world. In many parts of the world it has become a primary source of income for the local population who are residing in mountainous regions. For example Sherpa Tribes in Nepal, nearly 70% of Sherpa population is involved with tourism industry. For developing Mountain tourism development transfers to the local communities residing in mountainous regions get maximum benefits and it can boost the state economy also. Mountains are conspicuous and vast areas, broad in lower area and have a rough terrain surrounding it, and the absolute elevation is over (1000m), it divides into three levels- lower level (1000-1500m), middle level (1500- 2000m), high level over (2000m). These mountains are without vegetation cover, and its slopes are steep and valleys are deep. Now in recent Years Mountain tourism has gained popularity in Jammu and Kashmir which is located in high altitudes of Himalayas, it offers unique feelings for mountaineers, Deep gorges, high peaks and uncertain risks. It is obvious that the Himalayan mountain range is Highest on the earth. It passes through Pakistan, china, Nepal, India, Bhutan, known as youngest mountain range of the world and was formed when tectonic plates collided into Asia. It may have occurred some 70-million years ago. The lower part of the Himalayas is Tropical and at the Top peaks of Himalayas, it is covered with snow, Ice and full of massive Rocks. Its many peaks are towering above the clouds. In earlier times people visited high mountain areas only for some basic purposes like search of natural resource, mining and grazing livestock. Now in current times it has become dream of many people who want to travel/climb highest peaks of the world. Due to the improved accessibility of mountain region, adventure practices became more popular, one of the reasons is Health and spirituality because of natural mountain environment with fresh and clean air deep valley and attractive landscape. In year 1990 the growth in tourism was (4.7%) and the share of mountain areas in tourism industry was (15-20%) after a twenty year gap the year 2010 was witnessed 935 million international tourists, accounting for a growth of 6.7% across the regions world wide as compared

to the previous year, UNWTO has reported on increase of 22 million & 58 million international tourist arrivals over 2008 & 2009 respectively. International tourism receipts are estimated to have generated \$919 billion worldwide in 2010 as compared to \$851 billion in 2009 (source: tourism 2020 vision). It is estimated that more than 50 million travelers visit mountains each year (FAO, 2005). Mountains now a day seem to be a major source for the international tourism market. The main assistance from the development of tourism activities in mountainous provinces were the creation of new jobs, income and the opening of new market opportunities for local products. Mountain tourism today is one of the fastest booming niche markets of tourism industry; It is believed to be next as attractive destination after beach tourism (mieczkowski, 1995).

**Table 1.1 impacts of mountain tourists**

Positive impacts of mountain tourists	*weight loss *stress reduction
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(Source: Beedie, Hudson 2003)

Most of the thinkers have expressed that mountaineering is a part of adventure tourism (Beedie, Hudson 2003). It includes climbing, Trekking. As it has been noted due to the mountaineering activity, it may take distress on the mountain environment (kersic – svetel 2000). It is definite that mountains are mostly attractive region for various activities. It has seen in year 1970 and 1980, during that period there were huge growth in mountaineering. Basically the mountains are attractive region for various practices which are classified as adventure tourism (Beedie, Hudson, 2003). Mountaineering is a major activity that attracts large number of adventurers in high mountain zones; it includes three main activities, climbing, hiking, and skiing. But it is regarded as a high risk form of recreation it includes danger and certain level of uncertainty (Ewert, Hollenhorst, 1999). It falls under the umbrella of adventure tourism and it attracts large number of tourists to the mountains for relaxation (Barnik, 2003). Due to the current trend of “Global adventure Tourism market” Jammu and Kashmir Tourism development should take advantage and make these mountains more attractive and useful for mountaineering.

This paper proposes to focus on emerging trend of mountain based adventure Tourism and to provide theoretically based case study analysis of the mountain Tourism in Jammu and Kashmir.

**OBJECTIVES OF THE STUDY**

- To study the potential of mountain tourism in the Himalayan region of Jammu & Kashmir.
- To study the major problems of major problems of mountain based adventure tourism development in Jammu & Kashmir.
- To provide suggestions for the full utilization of mountain tourism and expansion of mountain tourism activities in Jammu and Kashmir.

**METHODOLOGY**

It is based on exploratory research and the data used is from both secondary and primary source. The basic source of secondary data is international and national Tourism literature, some facts and figures provided by different Tour organizations and many Mountain and adventure Tourism books, Internet database have been used for the collection of secondary data. The main motive of this research is to analyze and find the unknown mountain zones.

**RESULTS AND DISCUSSION**

Jammu and Kashmir has a very auspicious geographical place for tourism development and is considered as paradise for adventure tourism. It is situated in north India and the Kashmir valley lies in between Pir-panjal and greater Himalayan range. The lovable natural beauty of Jammu and Kashmir has merited, won high praise and even extreme tribute from travelers since time immemorial. The

state of Jammu and Kashmir has a geographical area of 222,236 sq.kms at latitudes 32<sup>0</sup> 15 and 37<sup>0</sup> 05 north and longitude of 72<sup>0</sup> 35 and 80<sup>0</sup> 20 east. Jammu and Kashmir shares a border with the state of Himachal Pradesh and Punjab to the south, has an international border with china in the north and east while line of control separates it from Pakistan controlled territories of Azad Kashmir and Gilgit Baltistan in the west and North West. Jammu and Kashmir is rich in natural resources maximum mountains are coated with dense forests, are a great factor that they may contribute to the economy of Jammu and Kashmir, due to the freshness and the peaceful calm of the atmosphere on those snow peaked mountain ranges offers a great advantage for the development of mountain based adventure tourism in Jammu and Kashmir because of rugged, deep gorges and terrain mountainous. It propose a great benefit to the natural lovers, adventurers to explore the wonderful exotic unknown mountainous, landscapes, and trail routes, and have a diverse topography and unique climate. Jammu and Kashmir is primarily a mountainous region. It is one of the capable elements of natural environment of the Jammu and Kashmir. There are contingency that the mountains offer natural environment for tourism development due to the high spirit of landscape, natural scenery and snow clad mountains, ice cold water in narrow mountains in District kulgam, District shopian, District Baramulla and a “Gurez valley” are a source of great attraction for tourism development in Jammu and Kashmir, there is a huge potential of adventure based activities and the adventurers here to get chance of experience of many adventure practices, such as rock climbing, hiking, trekking, skiing, fishing, hunting.

**Table 1.2 Annual estimates of Land based activity wise adventure tourists visit in year 2015**

State and Tourist arrival	Trekking	Zip wire	Rock-Climbing	Hiking	Artificial Wall Climbing	Snow Boarding	Horse Riding	Skiing	Camping
Jammu and Kashmir	104196	1595	2224	141	1639	95	3013	121	82449

(Source: Ministry of tourism government of India)

When analyzing the flow of adventure tourists both domestic and international tourist arrivals in Jammu and Kashmir in year 2015 as it is estimated some 2, 25220 visits and the average percentage of domestic tourists was 78.00 percent, and the flow of foreign tourists was 21.9 percent. As we identify some “nine land based adventure activities” the total number of adventurers participate in all nine activities were 1,92761 and the figure shows highest number of participants involved themselves in trekking that is 54.05 percent and the second highest is 42.77 percent, those involved themselves in camping based activities. In a lower side of the table, it shows the least number of adventurers involved them in skiing and snow- boarding activities that is some 0.11 percent. The reason of lowest flow is “extreme cold winter” in Jammu and Kashmir, insufficient facilities in winter spots and some time, no availability of snow in “peak” winter season. The depth analysis was conducted towards tourist’s interests in different adventure activities in Jammu and Kashmir mountain regions.

**Table 1.3 Annual estimates of Adventure Tourist visits in terms of origin (Domestic & Foreigner)**

Union territory	Domestic	Foreigner	Total
Jammu & Kashmir	175672	49548	225,220.

(Source: Ministry of tourism annual report 2015)

Jammu and Kashmir is a mountainous state and has a tremendous strength of adventure tourism and its deep valley, natural beauty, scenic attraction is sufficient to attract both domestic and foreign tourists and the primary purpose of tourists is to involve themselves in adventure based activities and they should expect the unexpected.

**Table 1.4 (Adventure destination and Adventure activities)**

Zone	State	Tour operators Location	Destination visited	Activity
North zone of India	Jammu and Kashmir	Srinagar and Jammu	Sonmarg	Trekking

			Pahalgam	Mountaineering
			Srinagar	Water rafting
			Gulmarg	Cycling
			Yusmarg	Mountain biking
			Doodpathri	Camping
			Verinag	Canoeing
			Lolab	Kayaking
			Manasbal	Paragliding
			Gurez	Rock climbing
			Bangus valley	Horse riding
				Hiking
				Jeep safari
				Angling
				Heli-sking

(Source: Ministry of Tourism Government of India)

Tourism industry is a sun rise sector in the twenty-first century but today the mountain tourism in the Jammu and Kashmir is its growing stage of the development. The development of mountain tourism in Jammu and Kashmir is faced with several problems.

“Low level of infrastructure as compared to the developed nation” due to the lack of road network connectivity, it is difficult to reach on high mountain peaks and poor accommodation, improper health and hygiene facilities, it becomes hurdle by which travelers feel uncomfortable.

“Lack of professional main power” the local people residing on hilly mountain region are not too interested to cater the needs of tourists because of less exposure, unskilled, lack of knowledge and communication barriers. It may create some fuss regarding the image of destination. Now due to the efforts of government they provide skilled courses “HONAR SE ROZGAR” (Employment from skill) for those who are willing to make tourism as a carrier. Now the people who are involved themselves with tourism industry they realize this is the only source of income where we generate revenue without spending a huge investment.

Political instability - after 1947 the two countries came into existence viz India and Pakistan. There is a continuous conflict on borders in between India and Pakistan and most of the states issued a travel advisory not to travel in Kashmir, as it is fact large number of security forces are deployed on mountains. First they need to get permission from higher authorities and only then they can travel, this is the reason that adventurers can't visit freely on these mountain ranges and they feel unsafe. Safety and security is a main issue that diminishes the value of adventure tourism in Jammu and Kashmir. Today due to the efforts of government, Jammu and Kashmir adventure tourism association, and tour & travel entrepreneurs played a major role for facilitating adventure tourists and they provide skill training courses to tour guides and equipments to tourists; For different types of adventure activities, so that they can control the uncertain risks. In order to the development of mountain tourism, now there is need to eradicate these problems first to formulate a specific tourism policy that makes it useful for the welfare of local community who reside on mountain ranges, so that they get jobs and generate revenues and reduce poverty. They play important role for the sustainable development to minimize the negative impacts on mountains and reduce non-biodegradable wastes from mountains used by the mountaineers. For last some years Jammu and Kashmir is faced lot of challenges due to militancy, political disturbances, unpredictable weather conditions and devastating flood in year 2014. But still it has been increasing number of inbound and domestic tourist's visit every year in J&K for recreation and adventure activities.

**Table 1.5 Month wise Tourists sent by Tour operators in j&k in year 2015**

January	1314	July	28582
February	1523	August	13259
March	6227	September	14807
April	44768	October	9247

May	43414	November	1499
June	47750	December	1266

(Source: India tourism market survey 2013)

**Potential of Mountain based adventure Tourism Activities in Kashmir valley**

Jammu and Kashmir Tourism department has declared 2011 as the year of adventure tourism as it is hub of nature based adventure tourism mainly it's alpine lakes, snow peaks of large mountain ranges attracts nature lover tourists because the trekking routes in Jammu and Kashmir are unique and it gives the perfect opportunity to the novel tourists for experiencing the adventurous feelings of trekking.

**Table 1.6 Adventure tourism activities**

Trekking	Rock Climbing
Camping	Skiing

**FANTASTIC TREKKING ROUTES IN KASHMIR VALLEY**

**\*Sonmarg – Nichnai pass – Vishansar lake – Gadsar pass – Satsar Lake – Gang bal Lake Nundkol Lake - Naranag – Srinagar.**

Sonmarg is most famous tourist destination known as the “meadow of Gold” it attracts large number of visitors annually. It is favored mostly by trekkers, hikers, rock climbers and anglers. From Sonmarg trekkers start trekking towards Nichnai pass as it is 9 to 10 km walk, which consists of rugged and terrain trail paths then move towards the beautiful lake that is at an height of 12700 fit, here the trekkers continue to walk towards the Gadsar pass which lies on Himalayan mountain range, here the trekkers can view easily Vishansar lake after a 3 to 4 hour walk from Gadsar pass, the next site is Satsar lake with in a route there is a Zach pass that is the Highest point of the trek at an altitude of 13500 fit and trek ends at Naranag route, from where it is 2 to 3 hour drive to Srinagar.

**\*Aru – Lidder wat – Shekwas - Tarsar – Sundersar – Marsar – Sonmasti – Sumbal– Srinagar.**

Aru is an ideal base camp site for trekkers; it is famous for lush green meadows. It is 4-5 hour drive from Srinagar, passing this Aru village trekkers walk continue towards lidder wat valley that is some 9 to 10 km walk from Aru valley, then by moving towards the Sundersar Lake which is some 5 km distance from a beautiful Tarsar lake from Sundersar, trek leads towards the Mansar lake, where it is 7 to 8 km walk towards Sumbal then passing sonmasti where it is easy to reach Srinagar by road.

**\*Aru – Lidder wat – Dudsar lake – Kolahai glacier – Satlunjan.**

Ludder wat, most favored destination for adventurers, it's 9-10 km from Aru and Satlunjan, one can travel towards Dudsar lake and here climbing down 1.5 km will reach Kolahai glacier.

**\*Gulmarg – Ferozpor nala – Danwas – Tosmadan.**

**\*Srinagar - Pahalgam – Chandanwari – Sheshnag – Panohtarni - Amarnath – Baltal – Chandanwari – Pahalgam – Srinagar.**

**ROCK CLIMBING**

In year 1960 Rock climbing was started in United Kingdom. In Jammu and Kashmir the finest rock climbing mountain peaks are Mount Haramukh, Mount Kolahai, Mount Tatakooti peaks and pir panjal mountain range and other mountains in Pahalgam and Sonmarg. The valley is surrounded by a great mighty Himalayan mountain ranges and it is considered as major destination for mountain based adventure activities. Rock climbing is one of the most popular adventure sports in Jammu and Kashmir as it is alike to mountaineering but it requires a skill, equipments, ability, so that one can control the unexpected risks. The valley offers a lot of opportunities to climbers and will get chance of thrill and unknown experiences from high altitude rocky mountains. As it is estimated in year 2015 some 2224 adventure tourists took part in rock climbing that is 1.15 percent in overall adventure activities. In Jammu and Kashmir the best season for climbing is July to August.

**CAMPING**

Kashmir valley is surrounded with pir-panjal and Himalayan mountain range and has beautiful lush green meadows, deep and clear lakes, high peaks and colorful gardens are a fabulous place for camping. Now a growing demand of adventurists they want to stay away from the four walls. In Kashmir region Sonmarg is suitable place for camping as it is a starting point for treks – Pahalgam – Bangus valley – Tosmadan – Aru – sansar - Yusmarg – Gurez valley and patnitop, also offers ample chance for camping. As it is estimated in year “2015” 82449 adventure tourists stay in camping sites in different places across Jammu and Kashmir. That is some 42.7 percent.

**SKIING**

In Jammu and Kashmir skiing is one of the prime attractions for tourists in winter season, as it is a major sport among adventure activities has uncertain risk and challenge when it is extreme cold. In presence of gigantic snow peaked mountains in Jammu and Kashmir, skiing gained a status of winter sport and it attracts worldwide skiers every year. Even if the flow of skiers is only 0.11 percent annually in Jammu and Kashmir. But it is to be expected its ratio will be increase. In year 1927 Britisher’s founded fist skiing base camp in Gulmarg. Gulmarg gained popularity in skiing throughout the world. In year 1998 first national winter games of India was held at Gulmarg at an altitude of 2730 m and have a best Heli-skiing destination at Gulmarg, Pahalgam and patnitop. The best season for skiing in Kashmir is December to April.

**The main mountain peaks in Jammu and Kashmir for mountain tourism development**

**TABLE 1.6 MOUNTAIN PEAKS OF JAMMU AND KASHMIR**

S.no	Mountains	Height
1	Mount Machoi peak	5,458 m.
2	Mount Kolhoi peak	5,425 m.
3	Mount Sirbal peak	5,236 m.
4	Mount Amarnath peak	5,186 m.
5	Mount haramukh peak	5,142 m.
6	Mount Sunset peak	4,745 m.
7	Mount Tatakooti peak	4,725 m.

(Source: j&k tourism department)

Mount Machoi peak - it is located in between Amarnath cave and Zojila at a height of 17907 ft (5,458 meters). The tremendous beautiful peak lies 25 km from Sonmarg and has great importance for mountaineering and it is the source of Sind River. The peak was explored by first time a group of mountaineers they were in search of medicine headed by Dr. Ernest Neve. One can easily reach this peak from the right side of Amarnath cave, as it has seen the east face of peak is full of remoteness and difficult to climb from this side.

Mount Kolhoi - is a pyramid shaped peak lies in the vicinity of Sonmarg at a height of (5,425 meters) and it is 25 km from Sonmarg and 21 km from Aru valley, easiest route to climb mountain peak is its south face from Aru Pahalgam and from Sonmarg side it is difficult to reach its peak, one can face the uncertain risk as it has seen in year 2018 two trekkers died by rock fall.

Mount Sirbal peak - is a finest peak in Kashmir valley and it is a part of Himalayan mountain range at a height of (5,235 meters) and this fabulous peak lies in between Sonmarg and Baltal as it is 5 km from Sonmarg. In year 1933 a Scottish mountaineer N.N.L Watts made an attempt with the help of local guide. One can easy to reach its top peak from its south face.

Mount Amarnath peak - it is considered as holy place for Hindus and its height is (5186 meters) located in Ganderbal district with in the vicinity of Sonmarg. Mainly this mountain is used for religious purpose and its south side is mount Zojila and west side is Machoi glacier. It is not used for climbing due to its sacredness.

Mount haramukh peak - situated in district Ganderbal at an elevation of (5142 meters). The peak is most famous for climbing one can easily reach on this peak from the north western side of Arin Bandipora and its foot a beautiful lake known as Gngbal Lake. The peak was first climbed by Thomas Montgomerie in 1856.

Sun set peak - the most rugged and terrain peak located in shopian district at a height of (4745 meters). The first summit was made in 1901 by Dr Arthur Neve and Dr Ernest Neve and the historical Mughal road passes through the base of this mountain.

Mount Tatakooti peak - located in Poonch valley with an elevation of (4,725 meters). It is easy to reach Tatakooti peak on its north face. In year 1901 C.E Boston explored this peak.

**Table 1.7 Major Mountain based Tourist destination and potentials for development of mountain tourism**

Tourist destination	Trekking/Hiking/Rock Climbing	Skiing/Heli-Skiing	Water Based	Golf	Accommodation facilities
Gulmarg	✓	✓	---	✓	✓
Sonmarg	✓	✓	---	---	✓
Pahalgam	✓	✓	✓	✓	✓
Bangus Valley	✓	--			---

(Source: J&k tourism Development Corporation)

Gulmarg – the tourist destination Gulmarg is one of the finest tourist spots in Jammu and Kashmir lies in a Himalayas mountain range at an elevation of 26, 50 meter and in winter it is covered with snow, as it is known as the land of winter’s sports in Asia. Most of the winter sports activities like skiing are carried out on the top peaks of Kongdoori and Apharwat peak at a height of 4,267 meter. It is a centre for winter tourism in India; a chair lift is used for taking skiers to high altitudes for skiing. Gulmarg gondola is a prime attraction for tourists and transfers tourists from Gulmarg to Kongdoori and Kongdoori to Apharwat peak and it gives a chilling experience to visitors. It is an ideal destination for adventure tourists one can do many activities and has great potential for nature walks, trekking, hiking, skiing and has the world’s best golf club, but only water based adventure activity is absent in this region and every year it gets the heaviest snowfall in the Himalayas and has the best ski resorts and wooden huts that provide safe accommodation for tourists. The data collected from Gulmarg development authority – in year 2011, 990460 domestic tourists and 7282 foreign tourists. In year 2012 some and 7379 foreign tourists visit Gulmarg. It has seen in year 2008, 2009, 2010 the tourist inflow in Gulmarg was too low due to political disturbance in the valley. It is all seasonal tourist destinations the inflow of tourists in Gulmarg is increasing each year. But the high inflow of tourists can badly affect its natural beauty, meadows and wild flowers.

Sonmarg – It is a dynamic tourist destination, attracts a massive number of tourists each year located at an elevation of 2800 meters above the sea level. It is famous for snowcapped mountains and lush green fields, a beautiful Glacier Thajwas located at 3 kilo-meter away from Sonmarg, is a prime attraction for tourists covered with snow throughout the year. One gets an unexpected experience by trekking, hiking, rock climbing on all the way from the vicinity of Sonmarg. It is situated at the bank of Sind nallah and number of peaks lies in the vicinity of Sonmarg namely, Kolhoi peak, Sirbal peak, Machoi peak and Amarnath peak. Every year it is open for tourists in between April and May. It is the place of Great Himalayan lakes Vishansar Lake, Kishansar Lake, and Gadsar Lake. The average high temperature in between April to September is 9.3<sup>0</sup> to 21<sup>0</sup>. Each year hundreds of pony walls directly earned from the tourists’ pocket. The accommodation facilities are limited and one can stay in government owned property.

Pahalgam - a famous tourist destination located at an elevation of 2,200 meters above the sea level. It provides ample opportunities for tourists and one gets experience of white water rafting. River Lidder is flowing through out the Pahalgam valley that is a prime attraction in this region, every year it

received 70 percent tourist who visit in Kashmir valley. A large area is protected under the wild life act and has number of species like Hangul, Musk deer, Snow brown bear, Grey langur and Leopard. It is base camp for Amarnath pilgrimages, here they can start trek towards Amarnath cave. It gives unique feelings for relaxation and valley is covered with mountains and has beautiful parks – lidder View Park and Poshwan Park. The main attraction for tourists is Betab valley, Chandanwari, Sheshnag and Kolhoi glacier. The region has great importance not only attract adventurers, but also pilgrimage tourists, the level of infrastructure is low standard and have limited accommodation facilities it is expected it can be improved and increased in future.

Bangus valley – the lush green natural beauty valley situated in northern most part of Kashmir valley at an elevation of (3,012 meters). The valley is locally known as bud Bangus (Big Bangus) and its adjusted smaller part known as lakut bangs (Small Bangus). There is large number of trail paths, trek routes, and the region is feasible for nature walks, it is bounded with dense forests and water based activities is absent in this region. This is an armed conflict zone and the area is restricted for tourists, in summer the armed force only allowed locals. The only destination in kupwara district is considered as hot tourist destination. But due to conflicts in borders and lack of accommodation facilities tourists feel unsafe visiting in Bangus valley, in recent years by the efforts of ministry of Tourism and Jammu and Kashmir tourism Development Corporation made a plan to bring the Bangus valley in a tourism map.

### **RECOMENDATIONS AND SUGGESTIONS**

1. Need a strong coordination between public and private sector organizations so that Jammu and Kashmir becomes a hot destination and it may attract number of tourists every year.
2. To identify new adventure zones and to explore the potential of these sites, thus it will give a new shape to mountain tourism.
3. The responsibility of Jammu and Kashmir government is to provide a proper security to adventurers so that they should feel safe and happy.
4. Helicopter services should be made available to carry adventurers to the base camps particularly where road connectivity is not available.
5. There is need to develop sufficient infrastructure like roads, hotels, and mountain trail paths on mountain zones and need to provide proper trainings for local guides.

### **CONCLUSION**

Jammu and Kashmir is a land locked state located in Himalayan mountain range and has enormous mountain based adventure tourism potential. It is one of the leading forms of tourism; in this emerging market trend Jammu and Kashmir should exploit the mountain tourism for economic growth and employment generation. Jammu and Kashmir must develop a mountain tourism policy and to improve the infrastructure and development in mountain regions, so that the flow of adventure tourists can be increased in the region. Now it is right time to give special attention towards mountain based adventure tourism in Jammu and Kashmir so that this industry will flourish and Jammu and Kashmir will get maximum benefit out of it.

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