

## **BUSSINESS OPPORTUNITIES IN JAMMU AND KASHMIR TOURISM**

**SUTINDER SINGH & MUSROOR AHMAD TANTRAY**

Lecture, Government Degree College, Pulwama, Jammu and Kashmir, India

### **ABSTRACT**

Tourism in the modern world recognized as the fastest growing industries not only in India but across the Globe. Tourism across the globe creates a tremendous amount of business opportunities under the shield of various forms of tourism. It promotes economic growth, economic development, social welfare, cultural exchange, mutual benefits and many more with the rest of the world, but It also generates employment, tourist infrastructure, transportation facilities and developing new destinations as well. Most of the counties are in the modern times are dependent upon the inflow and outflow of foreign as well as domestic tourists on their famous tourist destinations. The present paper is based on primary data which is collected through intensive field work and assess the impacts of tourism on the residents of the state. The chi square method is used for the measuring the attitude of the residents for better tourism development in Jammu and Kashmir. It is found that, the overall impact is positive as increases the total income of residents, generate employment and tax revenue and infrastructural facilities need to be improved.

**KEYWORDS:** Business Opportunities, Economy, Employment, Infrastructure, Jammu And Kashmir, Mutual Benefits, Tourism, ETC