

## CONCEPTUAL MODEL OF TRADEOFF BETWEEN TOURISM AND ENVIRONMENT A CASE STUDY OF KASHMIR VALLEY

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### ABSTRACT

The ecological balance is inherent in the very process of creation. Truly, the interrelationship between the two concepts – environment and tourism, has received some considerable attention owing to the facts that: (i) human interference with environment has resulted in an ecological imbalance that threatens the comfortable living as well as existence of not only the contemporary human beings but also of the future citizens of the world, and (ii) the placement of most of the emphasis on tourism development through the highest degree of exploitation of natural resources has resulted in eco - degradation. We are indeed a part of nature and depend on it for every big or small requirement. The exploitation of natural resources would mean exploitation of us. The Himalayas is unique and Kashmir being part of it inherent individuality. The tourism industry in Kashmir relies on natural resources but the same industry has the potential to impact its natural resources in adverse manner.

**KEYWORDS:** Ecological Balance, Tourism Influx, Depletion, Pilgrimage, Tradeoff