

## TOURISM: A TOOL FOR CRAFTING PEACE PROCESS IN KASHMIR, J&K, INDIA

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*Among the positive benefits attributed to the social and cultural aspects of tourism are the promotion of goodwill, understanding and peace among people across cultures. The role of tourism as an ambassador and vehicle of international understanding and peace has even been acknowledged by the United Nations. World Tourism Conference in 1960 in Manila has declared that tourism as a vital force for world peace since it brings both "hosts" and "guests" together to learn about peace by understanding and appreciating diverse cultural issues. Kashmir despite of a major tourist destination, the spread of terrorism especially during the last two decades have hindered the smooth growth of tourism industry. Thus following the principle of tourism as a strategic tool to counter terrorism, the present research is conducted to study the tourism's contribution to the peace building in Kashmir in terms of residents' and tourists' perception. The research concludes that tourism has a significant contribution towards peace building in the study area and the study also suggests a strategic model based on developing guest-host relationship.*

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**Keywords:** *tourism, terrorism, Kashmir, peace*

### INTRODUCTION

Tourism has served as a means of exploration, trade, pilgrimage, personal enrichment, and encounters between people from different tribes, nations and cultures since prehistoric times. It has also served as a vehicle for territorial expansion, espionage, terrorism, colonialism, slavery, wars, desecration of cultures and exploitation of resources (Morrison, 2006). Tourism For Peace (TFP) brings both "hosts" and "guests" -- those in



residence of a particular country, culture, or business, and those visiting it -- together to learn about peace by understanding & appreciating diverse cultural beliefs, art, music, cuisines, stories, spiritual ceremonies, and by connecting with the natural world i.e. waterfalls, mountains, oceans, and wildlife (Villiers, 2003). Traveling brings people into contact with each other and as tourism has an educational element, it can foster understanding between people that can provide cultural exchange between hosts and guests. This enhances the chances for people to develop mutual sympathy and understanding and to reduce their prejudices (IIPT, 2000). For educational tourism, Kelly has pointed out that study tours conducted by an aid organization were useful in raising awareness, a sense of responsibility and a willingness to provide material assistance (Kelly, 1998).

Even, the international community has widely accepted that the success of the tourism industry is directly linked to its ability to offer tourists a safe and pleasant visit. It does not make sense to spend millions on marketing campaigns if the potential tourists are afraid to visit the country or region selected. Thus, it can be inferred that countries facing security problems affecting tourists should make a serious effort to resolve the main obstacles and problems (Inter American Travel Congress, 1997).

In recent years, researchers have become interested in understanding the relationship between tourism and terrorism and its impact on tourist destinations. In fact, the researches about the relationship between tourism, terrorism and criminal acts affecting tourist's safety perceptions have pointed out that "safety and security of tourists" is a prerequisite for a prosperous tourist destination. Indeed, as per Sonmez and Graefe (1998) 'if the destination choice is narrowed down to two alternatives which promise similar benefits i.e. one which is less costly but unsafe and other which is safe from threat, the safer even if it is costly is likely to be chosen'. Pearce (1988) suggested that 'concern with personal security is a major factor in the decision-making process through which individuals make their travel choices'.

Sonmez (1998) in her research on "Terrorism and Tourism" has pointed out that the introduction of risk into touristic decisions has the potential to disrupt routine decision-making. Terrorism not only affects the decision of where to travel but also influence the choices regarding mode of transport and in some cases, whether to travel at all or not (Hall, 2002). These issues have long been recognized as a factor, which influences tourist's decision making (Hall & Sullivan, 1996).

There is no doubt that terrorism leads to a certain degree of cancellation and reduced bookings in terms of travel to many destinations. But at the same time, there may be a certain degree of nervousness associated with traveling, tourism is an incredibly resilient industry (Mabudafhasi, 2003). Moreover, it also plays major part in informing the consumer about the images of destinations and transport modes, their relative safety and security either directly in terms of being read, heard or watched or indirectly through the advice given by the friends, relatives and source of “word of mouth” information (Fodness & Murrey, 1997).

In fact, these activities result in building up of negative image of a destination. Buckley and Klemm (1993) have highlighted that the problems of any kind of civil unrest is that unfavorable images are beamed across the world, so that even those who are not afraid of terrorism are discouraged from taking holiday. It is not so that the area is dangerous; but it does not look attractive (Buckley and Klemmm, 1993).

Several authors, on the other hand have suggested that residents and tourists have an equal chance of becoming a victim. It can be claimed that crime is an irrational concern and visitor have an equal chances of being involved. The critical factor, therefore, is fear of the unknown, and the risk. The World Tourism Organization (WTO) and the White House Conference on Travel and Tourism (WHCTT) have emphasized that the prevention of the violent acts against tourists is the joint responsibility of the tourism industry and the public sector. Objective 5 of the WHCTT calls for “mobilizing the industry to respond to the concerns about traveler safety and security, through community partnerships and disaster preparedness programmes”. The Traveler Safety Task Force of the WHCTT recommends adopting guidelines for providing the safe handling of the visitor. And IACVB, in cooperation with the National Conference of Mayors and National Law Enforcement Organizations, should develop guidelines for the development of the Community Safety Plans” (White House Conference on Travel and Tourism 1995). The WTO has also suggested that every state should develop a National Policy on Tourist Safety commensurate with the prevention of tourist risks (WTO, 1991).

In contrast, tourism as a mechanism can contribute positively towards overall peace building process. It is said that tourism has the potential to promote social development through employment creation, income redistribution and poverty alleviation (IIPT, 2000). Tourism can transcend governmental boundaries by bringing people closer together through the understanding of different cultures, heritages and beliefs. Infact, it is potentially one of the most important vehicles for promoting peace among the people of the world (Minho Cho, 2006). It is universally considered

that tourism and peace are inseparable. The forces unleashed by tourism are so powerful that they can change apparently irreversible situations and bring about reconciliation where none was considered possible (Frangialli, 2004). This generalization can be supported by Peace Through Tourism Disposition Ladder (Kelly, 2006).

**Figure 1.** The Peace Through Tourism Disposition Ladder

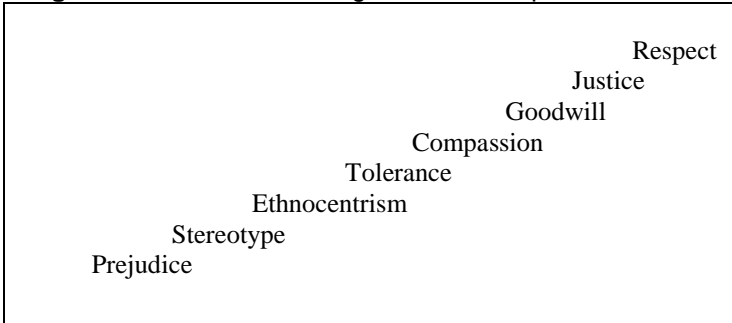


Fig. 1 illustrates a continuum of relevant dispositions on which individual could be placed according to the views held in general or at any given time. The question to be addressed is : How can tourist experiences be designed to encourage an upward movement on the ladder by development of positive attitudes and associated behavior while causing discouragement and modification of attitudes, which are negative? Tomljenovic and Faulkner (2000), in their research on tourism as a contributor to world peace and for analysis of two empirical research projects, refer to the contact theory which submits that contact between different groups will improve intercultural attitudes and reduce tension. Thus tourism has been regarded as “a harbinger of peace” for destinations as it promotes a direct contact between visitor and host, which is irreplaceable, augmenting the fact that “how anyone can feel enmity for someone he has known or received personally, or has received him” (WTO, 2000).

It can be inferred from the above discussed literature that tourism being the most sensitive industry is badly affected by terrorism, as it has enormous impact on the travel pattern and builds negative image of the destination. But tourism as a counter mechanism for terrorism, it has an inherent capacity to contribute to the national integration, strengthen guest-host relationship, develop respect for others thereby building overall peace in the region.

Taking study area into consideration, tourism industry in Kashmir had a major setback as the valley has been badly affected by terrorism especially during the last two decades. Despite of the fact, it being referred as “paradise on the earth” which has rich, interesting and a great wealth of geographical, anthropological, historical and cultural tourist attractions. In fact, Kashmir is to Himalayas, what Switzerland is to Alps. “Kashmir only Kashmir” were the last words uttered by one of the most majestic Mughal Emperors - Jehangir. Its long and rich history includes a proud intellectual heritage, which is even admitted by Pt. Jawahar Lal Nehru, who said that Kashmir has been one of the biggest seats of Indian culture and learning throughout history (Shafi, 1994). All these resources, together make Kashmir as an ideal tourist destination that has an inherent strength and huge potential to attract almost every type of tourist.

Kashmir, despite of gaining popularity as a major tourist destination, the last two decades have hindered the smooth growth of tourism industry because of the spread of the militancy, which has discouraged travelers for visiting India’s most beautiful tourist destination (Chauhan & Khanna, 2005). This claim may be supported by the statistics of various terrorist activities in the valley especially during the last two decades (Table 1).

**Table 1. Major Terrorist activities in the Kashmir Valley during the last two decades**

<b>Period</b>	<b>Terrorist Activity</b>
11 April 88	Explosion in an ammunition dump at Objeri (Pak) followed by violent incidents in Valley.
11-12 Sep 88	First batch of Pak trained youths arrested.
13 July 1989	Killing of 3 CRPF persons in Srinagar in the first organized attack on Para-military forces.
13 Dec 1989	Release of Dr. Rubaiya Sayeed in exchange of 5 hardcore Militants.
11 Feb 90	Violation of the LOC by a Pakistani Mob at Uri (Baramulla)
26 Jan 92	Unfurling of the National Flag in Srinagar by the BJP marking the conclusion of ‘Ekta Yatra’.
24 April 93	Indian Airlines aircraft bound for Srinagar via Jammu from Delhi hijacked. Militants wanted to take the plane to Lahore but were refused by Pak Aviation authorities.
29 March 94	Blast in Badami Bagh Cantonment killing 13 Army officers including a Major General.
26 Jan 95	Blasts during Republic Day function at MAM Stadium, Jammu.
24-30 Mar 96	Armed Militants entered the Hazratbal Shrine and later vacated peacefully. Encounter with the police resulted in the death of 32 militants and one police personnel.

- June 1998 Significant increase in firing from the Pakistan's side of LOC.
- 6 May 1999 Indian Army launched operations to evict the Pak infiltrators.
- 26 May 99 Indian Air Force launched air strikes in Kargil area with , operation 'Vijay' started.
- 24-31 Dec 99 Delhi-bound Indian Airlines IC-814 was hijacked from Kathmandu and was taken to Kandhar by the HUA activists.
- 11Sep 2001 Terrorist attack on the Pentagon in New York city.
- 30 Mar 2002 Militant Attack on Raghunath Temple, Jammu.
- 24 Nov,2002 Another Militant Attack on Raghunath Temple.
- 21 July 2003 Attack on Langer at Ban-Ganga, on the way to Shri Mata Vaishno Devi Shrine,Katra
- 30 Aug, 2003 Security forces killed mastermind behind Parliament attack, Ghazi Baba, and his associates in an encounter in Srinagar.
- 3 Mar, 2004 Five killed in suicide attack on Jammu Jail.
- 23 Dec, 2005 One blast at Srinagar airport
- 9 April, 2006 Body of missing Taiwanese tourist fished out of Dal Lake Srinagar
- 14 Apr 2006 5 civilians killed and 44 injured when militants struck with 7 grenade
- 06 July 2008 blast in Sri Nagar
- 27 August 2008 One of the 21 persons wounded in a grenade attack on protestors in the Bhadrawah town on July2, succumbed to his injuries in the Govt. Medical College & Hospital
- Eleven persons, including three Army soldiers, five civilians and three militants, were killed while six others, including three soldiers, two civilians and a woman, were injured in Jammu as three fidayeen (suicide squad) militants, who had infiltrated in the early hours of August 27-morning from Kanachak sector, managed to hijack a truck at Gadla, and travelled more than 15 kilometers before taking shelter in a house at Chinore on the old Jammu-Akhnoor road taking nine persons hostage.

Source: Data collected from various Magazines, Journals and Newspapers & Websites.

Apart from the above mentioned terrorist activities, its input in quantative terms can also be evaluated on the basis of the people being victimized by such terrorist incidents. In quantative terms, the statistics related to the violence in J&K are shown in the following Table 2.

Therefore, it can be assumed that Kashmir due to continuous victim of terrorism has developed a partial image of being an unsafe destination. However, taking tourism as a positive mechanism to terrorism where, the ultimate aim of tourism is to head towards creating a better quality of life for all people, tolerance, economic sustainability and the reduction of structural violence (Blanchard, 2005).

Therefore, there is a need to pay greater attention to the analysis of the root cause of terrorism, which requires long-term commitment and investment by all; and a greater effort to resolve for un-compromised enforcement and security to prevent breaches from occurring day to day (Comito, 2002).

**Table 2.** The statistics related to the violence in J&K

<b>Year</b>	<b>Militancy Incidents</b>	<b>Civilians Killed</b>	<b>S.F. Killed</b>	<b>Militants Killed</b>
1997	3437	1030	216	1075
1998	2940	967	268	999
1999	3073	937	407	1082
2000	3091	942	482	1520
2001	4536	1098	613	2020
2002	4038	1050	539	1707
<b>Total</b>	<b>21115</b>	<b>6024</b>	<b>2525</b>	<b>8403</b>
2003	3401	836	384	1494
2004	2565	733	330	976
2005	1990	556	244	917
<b>Total</b>	<b>7956</b>	<b>2125</b>	<b>958</b>	<b>3387</b>
2006	1667	410	182	591
2007	1092	170	122	472
2008	321	47	36	174
<b>Total</b>	<b>3080</b>	<b>627</b>	<b>340</b>	<b>1237</b>

Source: Choudhary, "Violence goes low from high intensity", Early Times, Nov. 3, 2008.

The above research literature supports the fact that as tourism through its capacity to bring peace, it can rightly be called as a tool for crafting peace in Kashmir. So, on the basis of this, an attempt through this paper has been made to study the perception of residents and tourists about the tourism as a tool for crafting peace in Kashmir. The objectives and hypotheses as undertaken for the research literature are:

O1: To study Tourism's contribution towards peace building.

H1: Tourism plays a positive role in the overall peace development.

O2: To study residents' perception about tourism as a tool for crafting peace in Kashmir.

O3: To study tourists' perception about tourism as a tool for crafting peace in Kashmir.

H2: There is no significant difference between the perception of the Residents and tourists about tourism as a tool for building peace in the region.

## **RESEARCH METHODOLOGY**

The purpose of the study is to examine the role of tourism in promoting peace in Kashmir. For this both the residents of Kashmir and tourists visiting Kashmir are been taken into consideration. To select the sample of residents, the adequate representation to all the regions of Kashmir has been given. And for the selection of sample of tourists, various popular tourist destinations have been given due consideration. The structured questionnaire was distributed to 110 local residents [which is 0.0035% of the population of Kashmir (<http://www.kashmirstudygroup.net/awayforward/mapsexplan/population.html>)], but only 107 usable responses were collected after repeated reminders that lead to the 97.2% of the response rate.

For tourists, 80 (0.01% of the total tourists) visiting Kashmir were approached and 100% response rate was achieved. Therefore, 80 tourists and 107 residents participated in the study thereby leading to the total of 187 respondents in all.

## **Instrument Development and Research Methods**

The present study is an evaluation of contribution of tourism towards building peace in Kashmir which is based on the first hand data gathered personally from 80 tourists and 107 residents selected through random sampling. The survey instrument was self-administered, two part questionnaire. The questions in the first part of the survey asked about respondent's socio-demographics i.e. gender, marital status, qualification, etc. In second part, 9-item index for measuring tourism's contribution was developed keeping in view the various researches (Ian Kelly, 2006; Sashana Askjellwrud, 2006; and Michael Wong, 2007) and considerations and factors of the study area. The 9- item index included the perception of the respondents in terms of National Integration, International Understanding, Cross- Cultural Understanding, Regional Economy, Guest-Host relationship, Increase in Income, Respect for Others, Education standards and Overall Peace Process. For each item

respondents used 5 point scale to rate their perception i.e. 1 to 5 scale, where 1= Not at all contributing & 5= positive Contribution. This section also studies the contribution of tourism as an employment providing activity. The instrument as used in the present study has been applied in the previous study (Chauhan & Khanna, 2007) and has been tested with the help of Cronbach alpha, the value of which has come out to be 7.84.

The statistical techniques used for the analysis of the data include Percentage method, Mean, Standard Deviation, 't' test, Correlation and Regression analysis. The percentage method is used for explaining the description of the respondents. Mean and Standard Deviation are used to explain the perception of the respondents related to the tourism as a tool for peace process collected on five point scale. The 't' test is used as a test of significance for the significantly different scores between the perceptions of residents and tourists vis-a-vis tourism's contribution towards overall peace process. And Discriminant Analysis is been applied to verify if the respondents were correctly classified to those, who said that tourism plays a significant role in building the peace process in Kashmir and to those who opined that tourism does not play any role in building up the peace process.

## DISCUSSIONS AND FINDINGS

**Table 3.** Demographic Profile of the Respondents

S.No.	Demographic Profile	Residents N=107		Tourists N = 80		Total N=187	
		No	%age	No	%age	No	%age
1.	Gender						
	(a) Male	56	52.34 %	36	45%	92	49.19 %
	(b) Female	51	47.66 %	44	55%	95	50.81 %
2.	Marital Status						
	(a) Single	65	60.75 %	40	50%	105	56.15 %
	(b) Married	42	39.25 %	40	50%	82	43.85 %
3.	Qualification						
	(a) Under Graduation	30	28.04 %	20	25%	50	26.74 %

	(b) Graduation & above	77	71.96 %	60	75%	13	73.26 %
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Source: Self Study

A profile of the respondents is depicted in Table 3. Out of the total of 187 respondents, 107 are residents of Jammu & Kashmir and the rest 80 are the tourists. 56 (52.34%) out of the total of 107 residents are males and rest 51 (47.662%) are females. In all 92 (49.19%) of the total respondents are males and the rest 95 (50.81%) are females. On the bases of marital status, majority of the respondents i.e. 105 accounting for 56.15 % are single as compared to married, who are 82 (43.85%). The educational qualification represents more of the graduates and above i.e., 137 (73.26%) as compared to 50 (26.74%) respondents who are undergraduates.

**Table 4.** Perception/ Assessment of tourism towards crafting Peace in Kashmir

*N*= 187

Perception Variables		Mean	SD
V1	National Integration	3.609	1.183
V2	International Understanding	3.417	1.139
V3	Cross Cultural Understanding	3.909	0.926
V4	Regional Economy	3.984	1.133
V5	Guest- Host relationship	4.091	0.966
V6	Increase in Income	3.850	1.168
V7	Respect for others	3.652	1.118
V8	Education Standards	3.455	1.068
V9	Overall Peace Process	3.882	1.153

1= Not at all contributing

5=Positive Contribution

Source : Self study

Table 4 shows the assessment of perception of tourists and locals towards tourism as a tool for crafting peace in Kashmir. The scores are based on a five point scale where respondents were asked to ascertain their opinion regarding the contribution of tourism for peace in terms of various perception variables. Various activity based variables used in the study regarding tourism as a peace building process are: National

Integration (V1), International Understanding (V2), Cross Cultural Understanding (V3), Regional Economy (V4), Guest-Host Relationship (V5), Increase in income (V6), Respect for others (V7), Education standards (V8) and finally, Overall Peace Process (V9). The table indicates that the respondents felt that tourism contributes to the overall peace process (Mean=3.88). The respondents hold the opinion that tourism can contribute to the guest-host relationship to the maximum (Mean = 4.091), which supports the IIPT (2000) viewpoint, thus increasing the chances to develop mutual sympathy through guest-host relationship which reduce prejudices. It is followed by Regional Economy (Mean = 3.98) and Cross-cultural understanding (Mean= 3.91) respectively, whereas International understanding (Mean = 3.78), Increase in Income (Mean = 3.85) and National Integration (Mean = 3.61) respectively are next in the rank. Interestingly, the mean values of all the variables is found above the mid value ( $d=3$ ), which indicates that the respondents feel that tourism contributes to all the identified variables of the peace process. Further to test the respondents' classification for opinion in the two categories (Yes/ No), Discriminant analysis has been applied. The results have been depicted in the following table.

**Table 5.** Predicted Group Membership

<b>Tourism Contribution in Peace-building Process</b>	<b>(Yes)</b>	<b>(No)</b>	<b>Total</b>
<b>(Yes)</b>	160	14	174
<b>(No)</b>	6	8	13
<b>Percentage</b>			
<b>(Yes)</b>	92.0	8.0	100.0
<b>(No)</b>	38.5	61.5	100.0

89.8% of original grouped cases correctly classified

Table 5 represents the results of a Discriminant Analysis which indicate that 89.8% of the respondents were correctly classified into the two groups: those who said that Yes tourism plays a significant role in building up the peace process in Kashmir, were correctly classified as 92% whileas those who opined tourism does not play any role in the peace process were accurately classified as 61.5%. They were both larger than 50% and thus they were said to be accurately classified.

Also, multiple correlation has been applied in the study to find out the degree of relationship between perception variables and to test the joint influence of independent variables i.e V1 to V8 on the dependent variables i.e Overall Peace Process, multiple regression has been applied.

**Table 6.** Correlation among the variables and the overall peace building process

	V1	V2	V3	V4	V5	V6	V7	V8	Overall
V1	1								
V2	0.40051	1							
V3	0.43356	0.525381	1						
V4	0.360043	0.134266	0.541643	1					
V5	0.158238	0.121713	0.321967	0.310791	1				
V6	0.319171	0.232991	0.350218	0.331147	0.293326	1			
V7	0.213879	0.194655	0.286179	0.067714	0.457764	0.157562	1		
V8	0.132573	0.161386	0.161546	0.196939	0.194204	0.041899	0.380563	1	
Overall	0.147364	-0.09338	0.005035	0.237089	0.222052	0.2223	0.197475	0.318473	1

Where V1 = National Integration; V2 = International Understanding; V3 = Cross Cultural Understanding; V4 = Regional Economy; V5 = Guest-Host relationship; V6 = Increase in Income; V7 = Respect for others & V8 = Education Standards

The above Table shows a positive degree of correlation between the perception variables and the overall peace process except for V2 i.e International Understanding which explains that International Understanding does not lead to the overall peace building process as also pointed out by some respondents that it is more influenced by the political relations between the countries.

The Multiple Regression model used in analysis is:  
 Overall Peace Process (V9) =  $\alpha + \beta_1V1 + \beta_2 V2 + \beta_3V3 + \beta_4V4 + \beta_5V5 + \beta_6V6 + \beta_7V7 + \beta_8V8$

- Where V1 = National Integration
- V2 = International Understanding
- V3 = Cross Cultural Understanding
- V4 = Regional Economy
- V5 = Guest-Host relationship
- V6 = Increase in Income
- V7 = Respect for others &
- V8 = Education Standards

**Table 7. Regression analysis**

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	1.882208	0.454542	4.140886	5.34E-05
X Variable 1	0.109947	0.075999	1.446696	0.149741
X Variable 2	-0.16249	0.083428	-1.94761	0.053034
X Variable 3	-0.28043	0.120549	-2.32624	0.021132
X Variable 4	0.193233	0.088739	2.177542	0.030756
X Variable 5	0.110007	0.094346	1.165993	0.245177
X Variable 6	0.186114	0.072708	2.559741	0.011306
X Variable 7	0.083411	0.084597	0.985978	0.325482
X Variable 8	0.293416	0.078603	3.73287	0.000255

Thus regression equation of the study is:-

$$V9 = 1.88 + 0.109 V1 + (-0.162) V2 + (-0.28) V3 + 0.192 V4 + 0.11 V5 + 0.186 V6 + 0.083 V7 + 0.293 V8$$

Table 7 represents the strength of relationship between V9 and all the independent variables. When, V1 is increased by one unit, the Overall Peace process is increased by 0.109 units, while as one unit increase in V2 & V3 will affect the overall peace process variable by 0.162 units and 0.28 units respectively. But for other variables i.e V4, V5, V6, V7 & V8, one unit increase leads to the lesser increase in overall Peace process.

Further to test the level of significance between tourists' and residents' opinion, 't' test has been applied in the study, whose results are discussed in the following table.

The above table explains significantly different scores of the various perception variables on the basis of tourists versus residents. It is seen from the table that tourists' and residents' opinion differ on Education Standards & Overall Peace Process. Residents (M= 3.579) believe that tourism enhances more in terms of the education standards (M=3.30) [t-test = 1.719, with p< 0.001]. This might be because the residents feel that due to tourist inflow in the region, the local population tends to educate themselves in terms of language, behavior etc in order to match the tourists' standards.

For Overall Peace Process, Residents of Kashmir (M=4.018) have the perception that tourism positively affects the Overall Peace process, but

the tourists (M=3.75) believe less on this parameter (t test = 1.882,  $p < 0.001$ ). The perception of residents and tourists varied on this parameter may be because tourists do not have the perception of developing a positive image of building peace in the region probably because they visit the destination mainly to serve their own pre-decided objectives and not actually to develop peace in the region.

**Table 8.** Significantly different scores of the various perception variables on the basis of tourists versus Residents

	<b>Perception Variable</b>	<b>Residents' Mean (N = 107)</b>	<b>Tourists' Mean (N=80)</b>	<b>t-test</b>
V1.	National Integration	3.617	3.60	0.096
V2.	International Understanding	3.429	3.400	0.177
V3.	Cross-Cultural Understanding	3.841	4.000	-1.162
V4.	Regional Economy	3.897	4.1	-1.212
V5.	Guest- Host relationship	4.009	4.200	-1.338
V6.	Increase in Income	3.963	3.7	1.526
V7.	Respect for Others	3.579	3.75	-1.032
V8.	Education standards	3.570	3.30	1.719*
V9.	Overall Peace Process	4.018	3.75	1.882*

\*\* -  $p \leq 0.05$ ,

\* -  $p \leq 0.001$

1= Not at all Contributing

5= positive Contribution

Source: Self Study

When the respondents were been asked to give their opinion whether tourism helps in contributing towards the shift from anti-national activities to normal job activities through employment, entrepreneurship

and business opportunities etc, majority of them (approx. 94%) responded in positive while the only 6% (approx.) said that tourism doesn't help in the shift towards the normal job activities from anti-national activities, as evident from the following Table.

**Table 9.** Opinion regarding shift towards anti-national activities to normal job activities

<b>Opinion regarding shift towards anti-national activities to normal job activities</b>	<b>YES</b>	<b>NO</b>
<b>Percentage</b>	94.12%	5.88%

Source: Self-study

## **CONCLUSION AND SUGGESTIONS**

Terrorism is defined as a method, whereby an organized group or party seeks to achieve its avowed aim through the use of violence. It stems from an alienated, disillusioned section of society that faces deep sense of injustice and deprivation. It is a dangerous symptom of a society whose basic structure, system and ideology that govern the society are unjust and dangerous to human integrity and fulfillment. In fact, the age of nations at conflict is over and a new age of conflicts carded out by highly motivated, intelligent and deadly individuals more powerful than the state has dawned. Since 1990 throughout the world more than 6,20,000 people have been fallen victims to terror violence and property worth more than \$160 billion has been damaged, three Prime Ministers have been killed and Afghanistan and Iraq have been devastated (Verma, 2008).

India has seen the rise of number of terrorist groups since 1970s- various Nexalite groups, the Khalistanis, JKLF and Hizbul Mujahideen and half a dozen others in Kashmir, more than a dozen in North-East like NSCN of Nagaland, ULFA of Assam, Peoples Revolutionary Party of Kungliepak in Manipur and LTTE splinter groups operating from down South etc.

The State of Jammu and Kashmir has been in turmoil for over last one and half decades. The economic climate was disturbed at the start of this terrorist made catastrophe that led to large-scale migration causing a great vaccum in the infrastructure especially in the service sector. Health, education and other social sectors were badly affected. Miseries of people

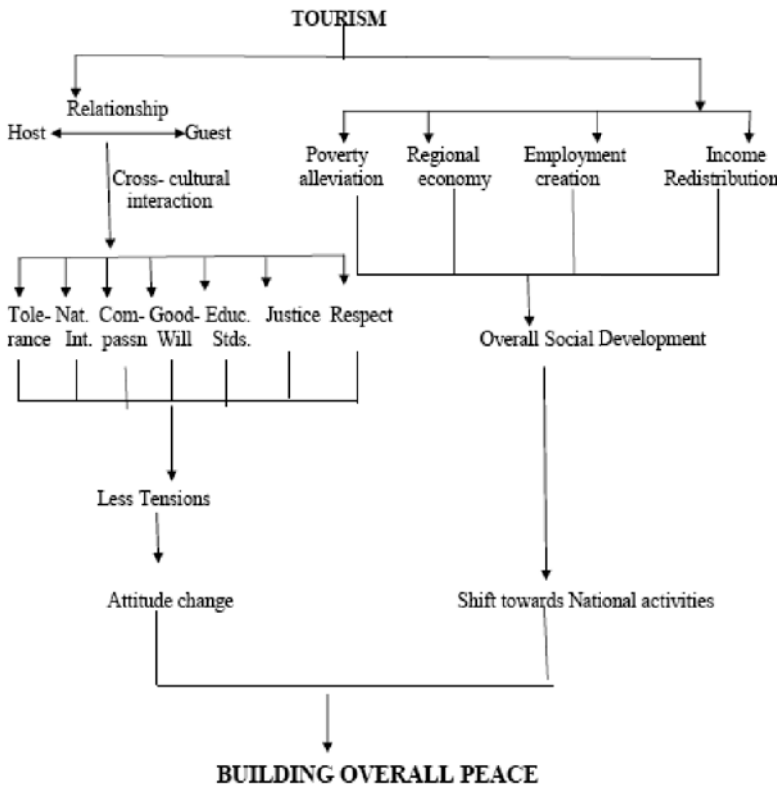
increased and the economic activity was highly distributed. Employment was frozen, different institutions catering to the health and educational needs were closed to great extent and buildings were targeted for destruction. It is worth appreciating that remarkable decline in militant violence has been registered year after year. Since 2002, a computation of statistics reveal that violence ebbed by around 25 to 30% over every previous year.

The Year 2005 saw the revival of J&K tourism in a big way. Domestic tourists who went to Kashmir valley during the six months of this recorded a growth of about 83%. Foreign tourist arrivals also increased significantly. And this is what the present research is which aimed to study the changing perception about the tourism as a tool for crafting peace in Kashmir. At the same time figures for 2007 reconfirm the continuously declining trend of militant violence in the State since the peak of 2001. According to data compiled by the Institute for Conflict Management, the fatality index in 2007 decreased by 30.38% in comparison to 2006. While there was a substantial decrease in civilian fatalities (164 in 2007 as against 349 in 2006) and those of the terrorists (492 in 2007 as against 599 in 2006), there was only a marginal decrease in Security Force personnel killed (121 in 2007) as against 168 in 2006 (Chaudhary, 2008).

From the study, it can be rightly pointed out that tourism plays as a positive contributor to promote peace which is also explained by Kelly (2006) in the 'The Peace Through Tourism Disposition Ladder'. The present study highlights that residents and tourist differ on their opinion regarding tourism as an overall peace building process and education standards. There exists a positive correlation between all the undertaken perception variables and the overall peace process except for International understanding. The study also reveals that tourism contributes positively to Guest-Host relationship, regional economy, increase in income, cross-cultural understanding, international understanding, and national integration.

This somewhere shows that tourism can be an effective tool for promoting peace, the process of which is evident from the following model which explains that tourism leads to Guest-Host relationship, which in turn leads to cross-cultural interaction resulting in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. All these factors further leads to fewer tensions among the residents and tourists relating to the attitudinal change. On the other hand, tourism leads to the overall societal development due to poverty alleviation, boosting up of regional economy,

employment creation and income redistribution. It is said when there is an overall social development, there has to be a shift from anti-national activities to national activities.



## **BUILDING OVERALL PEACE**

Above model suggest that the outcome of tourism in terms of both, the attitude change among the residents & tourists and towards national activities finally contributes towards building overall peace and harmony among the cross-cultural regions.

The economic growth rate at current stage in the State, which sometimes in peak militancy period had dropped to about one percent continued to pick up and was recorded highest against the national average by over three percent simultaneously witnessing the decline in the

militancy. Therefore on the basis of various researches supported with the findings of the present study, it can be concluded that tourism proves to be an efficient tool for economic development strengthening social development through the National integration, Education standards, increase in international understanding, respect for others, better guest-host relationship, etc.

## **FUTURE SCOPE & RELEVANCE OF THE STUDY**

Impact of terrorism on tourism depends upon the nature and complexity of the problem such as nature of terrorism, crime, militancy, and other unsocial activities. The State of J&K is been victimized from the cross-border terrorism which has affected the tourism industry in its own way as discussed in the paper. Therefore apart from the nature and complexity of the problem as discussed above, other socio-cultural factors such as geo-political, culture, demographics, intra & inter-regional diversity and so forth can also be considered for the scope of future research.

As terrorism has become a global phenomenon, therefore apart from taking one study area in isolation, future studies can be conducted by taking other terrorism-struck areas and conducting cross-cultural comparisons there in. The sample undertaken in the study is limited, so the results of the study cannot be generalized to the global context. But future studies can be conducted by taking a large sample.

As safety & security has been identified as one of the five key global forces that drive the tourism industry others being politics, taxes, crime and legal framework that it becomes imperative to say its role to build peace in the region, whereas other forces' inputs can also be strategized together with tourism's role.

Hence, depending upon the study area and scope, there is a futuristic need to conduct an in-depth study along with the root cause analysis of the problems before developing strategic implications for developing tourism as a tool for crafting peace building process.

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