

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3770 Cities in 175 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MAHATMA GANDHI NREGS: TOWARDS EMBRACING FINANCIAL INCLUSION <i>V.AMBILIKUMAR, M.S.RAJU, MATHEW SEBASTIAN & ANUSREE H.</i>	1
2.	PROBLEMS AND PROSPECTS OF FRUIT PROCESSING INDUSTRY: A STUDY WITH REFERENCE TO CHITTOOR DISTRICT OF ANDHRA PRADESH <i>G. SURESH BABU & MAMILLA.RAJASEKHAR</i>	5
3.	ORGANIZATION JUSTICE TOWARDS COUNTERPRODUCTIVE WORK BEHAVIOR IN BANKING SECTOR <i>PIAR CHAND & PAWAN KUMAR CHAND</i>	10
4.	COLLEGE STUDENTS ATTITUDE TOWARDS GREEN PRODUCTS IN TIRUNELVELI CITY <i>DR. S. RAJAMOHAN & D. JOEL JEBADURAI</i>	19
5.	COMPARATIVE PERFORMANCE EVALUATION OF SELECTED AUTOMOBILE COMPANIES IN INDIA USING EVA AND MVA MEASURES <i>DR. KULDEEP KUMAR</i>	25
6.	MUTUAL FUND PERFORMANCE: AN EMPIRICAL INVESTIGATION OF SELECTED EQUITY DIVERSIFIED SCHEMES IN INDIA <i>AKSHATHA SUVARNA & DR. ISHWARA P.</i>	30
7.	COMPOSITIONAL CHANGES IN IRANIAN TRADE BASKET OF LIVESTOCK SECTOR <i>MASSOUMEH N. ZADEH, BITAN MONDAL, RAKA SAXENA & SMITA SIROHI</i>	37
8.	CUSTOMERS' SATISFACTION REGARDING LIQUIDITY IN MUTUAL FUND: A STUDY <i>DR. SANJEET KUMAR & VIVEK JANGID</i>	43
9.	LIFE OF AND CHALLENGES FACED BY AFRICAN STUDENTS IN TAMIL NADU, INDIA: A QUALITATIVE STUDY <i>DR. G. YOGANANDAN</i>	47
10.	UNORGANIZED INFORMAL SECTOR AND FEMALE LABOUR IN REFERENCE TO CITIES OF UTTAR PRADESH <i>DR. VANDANA MITTAL</i>	50
11.	WAGNER'S LAW IN INDIA: AN EMPIRICAL ANALYSIS <i>AMITA</i>	54
12.	A STUDY ON MONOPOLY PROCUREMENT SYSTEM OF PADDY IN TIRUVARUR DISTRICT, TAMIL NADU <i>DR. C. PRAKASH</i>	60
13.	A STUDY OF CSR IN INDIA <i>KOMAL CHAUDHARY</i>	63
14.	ASSESSMENT OF SMALL SCALE FISHERS' LIVELIHOOD STATUS IN THE BATTICALOA DISTRICT OF SRI LANKA <i>SARAVANAMUTTHU JEYARAJAH & SELVARATHNAM SANTHIRASEGARAM</i>	66
15.	CRITICAL SUCCESS FACTORS FOR INNOVATION: AN EMPIRICAL ANALYSIS ON TEA INDUSTRY IN SRI LANKA <i>K.M.V. SACHITRA & DR. P.J. KUMARASINGHE</i>	69
16.	FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH IN DEVELOPING COUNTRY <i>MACAULAY ONOVUGHAKPO AUGUSTINE & KASIMU ABUDU</i>	75
17.	PROSPECTS OF ECOTOURISM IN BIHAR <i>VAIBHAV KUMAR CHAUHAN</i>	82
18.	PROMOTING FINANCIAL INCLUSION IN RURAL AREAS THROUGH CO-OPERATIVE BANKS: WITH SPECIAL REFERENCE TO DCCB, PADERU AGENCY <i>S. KANAKA DURGA DEVI</i>	85
19.	ECONOMIC IMPACT OF TOURISM ON RESIDENTS OF JAMMU AND KASHMIR STATE <i>SUTINDER SINGH</i>	89
20.	A CONCEPTUAL PAPER ON CROWDFUNDING WITH REFERENCE TO ENTREPRENEURS AND INVESTORS IN INDIA <i>DARSHANA THAKER</i>	91
	REQUEST FOR FEEDBACK & DISCLAIMER	94

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF.**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

ECONOMIC IMPACT OF TOURISM ON RESIDENTS OF JAMMU AND KASHMIR STATE

SUTINDER SINGH
RESEARCH SCHOLAR
VIKRAM UNIVERSITY
UJJAIN

ABSTRACT

Tourism is one of the most important sectors in the world economy. It is now considered as an efficient tool for promoting economic growth of the host country. Tourism is fastest and growing industry in the India, which is effect on the economy of destination. Tourism alters the economic structure of a destination. Tourists spend their money on a wide variety of goods and services and related tourism products. Tourism is encouraged to the local people due to ability to generate employment in hotels, resorts, transport, etc. Also change their lifestyle. 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. 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 total income of residents, generate employment and tax revenue and infrastructural facilities need to be improved.

KEYWORDS

Co- integration, Economy, Tourism, development, infrastructure, employment, Tourism, Jammu and Kashmir.

INTRODUCTION

The concept of tourism has been defined in many ways and there is no agreement on the definition of tourism (Amelung, et al., 1999, p.4). According to United Nations World Tourism Organisation (UNWTO), tourism is defined as “an activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” (UNWTO, 2001). It refers to all activities of visitors, including both “tourists” (overnight visitors) and “same day visitors”. Vaughan *et al.*, 2000) that completes the total economic impact of tourism. As repercussion effects of tourism are being realized by nations, it is now believed to stimulate the economic progress of developing economies and its importance in gaining widespread recognition. Tourism industry has become one of the most vital sectors, drivers and/or engines of growth and development for economy because of its competitive advantages and potentiality. The tourism industry not only creates considerable high multiplier effects but also enhances the inter-sectorial linkages in the economy. Through inter-sectorial linkages, impact of international tourist expenditure affects almost all sectors of an economy beside direct tourism related sectors. (Mazumder *et al*, 2011). Tourism is the leading source of foreign exchange in at least one of three developing countries that have made it a priority sector, and this holds especially for small islands (see Durbarry (2004) In fact, there are several examples of small islands that depend heavily on international tourism revenue and where the tourism sector has received strong support from the government (see Louca, 2006).

PROFILE OF THE AREA

The total population of Jammu and Kashmir is 12,548,926 (Census of India, 2011) with a sex ratio of 883 females per 1000 males. The work participation rate is quite low i.e. 37 percent indicating high dependent population in the state. About three-fourth population of the state live in rural area. Among the working population, cultivators and agriculture laborers' comprise about 50 percent of the total working population. The main crops in the state are saffron, almond and walnut. Natural honey too, is a produce that is available in bulk in the state.

METHODOLOGY

The methodology of the present study is based on a sound research design which is broadly consisted of primary as well as secondary data collection, followed by data processing and report writing. The primary data is collected from the following stakeholders in the tourism set-up:

- Officials / Staff of hotels.
- Visiting tourists in the vicinity both domestic and foreign.
- Local inhabitants / Shopkeepers / Tourist Guides.
- Artisans, Craftsmen.
- Travel Agents / Tour Operators.
- Other related agencies and persons.

The secondary data is collected from various sources, primarily

- Jammu and Kashmir Tourism Development Corporation.
- Tourist Reception Centers.
- Directorate of Tourism, Govt. of J & K.
- State Directorate of Economics and Statistics.
- Census Reports.

OBJECTIVES

- To examine the facilities provided by the tourists.
- To assess the economic impact on local people of the state.
- To analysis the income effect of tourism on the state's economy.

ECONOMIC IMPACT OF TOURISM

Copper and et al (1999), the economic impact of tourism on a host economy is generally positive but also carries with it some negative aspects. The literature is biased towards the positive aspects of economic impacts. It is important to establish how significant tourism spending is to an economy because this allows policy makers and planners to determine dependency and to develop strategies for the future.

PERCEPTION OF RESIDENTS RESPONSE TO ECONOMIC IMPACT OF TOURISM AT ELEPHANTA CAVES

Tourism has major effect on the local economy of destination. Tourism brings foreign earnings, tax revenue and income of local people, which is beneficial for the development of tourism in the state. The economic impacts of tourism more is known about the economic benefits of tourism than the associated costs. Tourism can create employment opportunities, earn foreign exchange, produce return on investment for emerging economics, bring technology and improve

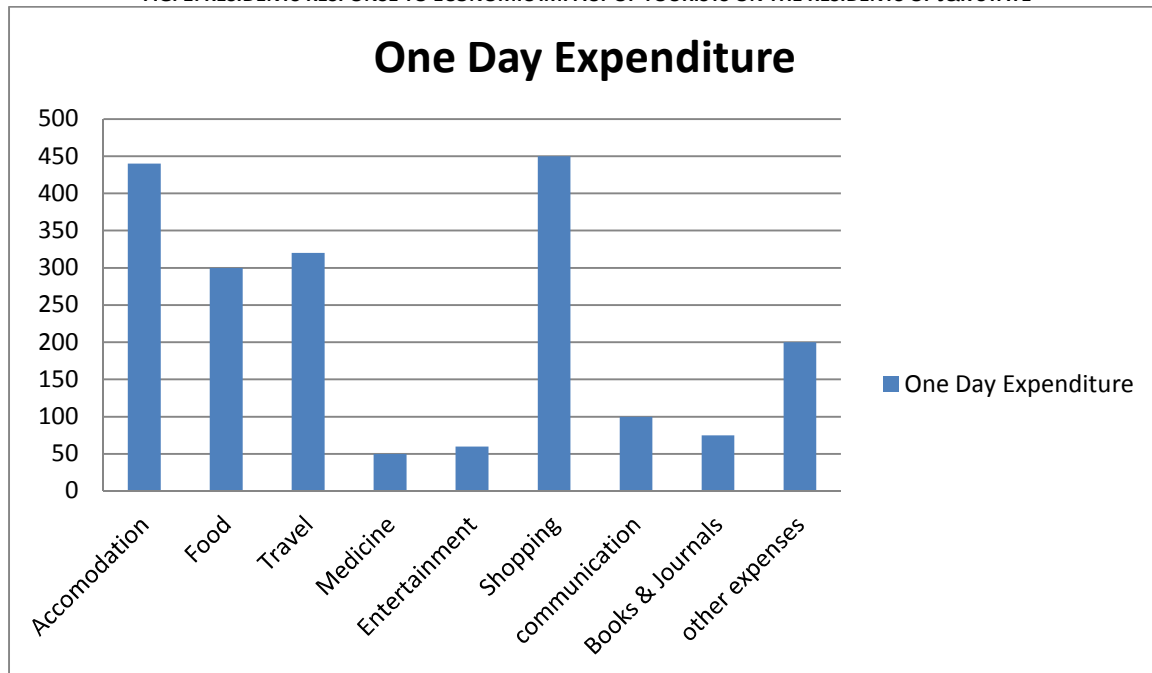
standard of living. Tourism can also help to generate jobs and increase revenue to local people and shopping facilities. Tourism can cause major effect on economic of destination area for price of land to rise rapidly.

ECONOMIC IMPACT INDICATORS

Increase the income of residents, opportunity for shopping, generates jobs, demand for female labour, increase in general prices of goods and services increased the number of hotels / resorts and commercial view of local people are the few indicators that indicate the economic impact of tourists.

The objective of tourism development programme is to encourage tourists to spend more money in the region. Figure 1 gives details of expenditure of tourists.

FIG. 1: RESIDENTS RESPONSE TO ECONOMIC IMPACT OF TOURISTS ON THE RESIDENTS OF J&K STATE



Source: Primary Survey, 2013, Compiled by Author.

It is observed that majority of young tourists like to spend on accommodation during their tour of rupees 440/day. 300 rupees were spent on food related item per day by a tourist in an average. 320 rupees were also spent by a tourist on travel per day. Daily spending of tourist on medicine is rupees 50/day. Again they spent Rs. 60 daily in their tour on entertainment, and 450 rupees were spent on shopping by a tourist in the Jammu and Kashmir State, rupees 100 and 75 were spent on communication and book related items respectively, rest 200 rupees/day were also spent on other items in their tour in the region.

TESTING OF HYPOTHESIS

H_0 : there is no difference between tourists expenditures in tourist/non tourist season

H_1 : there is difference between tourists expenditures in tourist/non tourist season

$$\chi^2 = \sum (O-E)^2/E$$

$$\chi^2 = 77.84$$

$$d.f. = n-1 = 9-1 = 8$$

From the table value $\chi^2_{(0.05)} = 15.507$

Since the calculated value of (chi square) χ^2 is greater than the tabulated value of χ^2 at 5% level of significance for (8) d.f. So we reject our null hypothesis at 5% level of significance and conclude that there is difference between tourist expenditures in tourist/non tourist season.

CONCLUSION

The research study finds that tourism is playing an important role in the economic development of Jammu and Kashmir. Development of tourism is now accepted everywhere in the world as one of the major means of developing the economy of the country. Studies and researches, both academic and practical, on tourism development and its manifold impacts have now become highly significant in developed as well as developing countries. This is particularly true in the case of Jammu and Kashmir, where industrial development is low. The only sector in the present situation where Kashmir can rely upon with confidence is the development of tourism. Indeed Kashmir has created a brand name in tourism "Paradise on the earth". The significant impact of tourism on Jammu and Kashmir economy justifies the necessity of Public intervention aimed, on one hand, at promoting and increasing tourism demand and on the other hand, providing and fostering the development of tourism supply.

REFERENCES

- 1 Aliqah and Al-rfou' (2010): "The Role of Tourism Sector on Economic Development in Jammu and Kashmir", Dover publication England
- 2 Bhat, M.S, (1987): "A study on tourism growth in Jammu and Kashmir with special reference to post-1947", New Delhi
- 3 Bhatia A.K (1982): "Tourism Development and Practice", sterling publishers' pvt Ltd. New Delhi.
- 4 Bhatia, A.K. Tourism in India-History and Development. New Delhi: Sterling Publishers, 1978.
- 5 Fletcher, J.E., 1994, "Economic Impact" in Stephen F. Witt and Luiz Moutinho, eds., *Tourism Marketing and Management Handbook, 2nd ed.*, New York; Prentice Hall, pp. 475-479.
- 6 Frechthling, D.C., 1994, "Assessing the Impact of Travel and Tourism-Measuring Economic Benefits" In J.R.B
- 7 Gunduz, L., and A. Hatemi-J 2005, "Is the tourism-led growth hypothesis valid for Turkey?" Applied Economics Letters, 12, pp. 499-504
- 8 Nabi, G. *Socio-Economic impact of Tourism*, Pointer Publisher, Jaipur, 2000

WEBSITES

- 9 www.jandkplanning.com
- 10 www.jknewspoint.com
- 11 www.maavaishnodevi.org
- 12 www.wikipedia.org/wiki/katra,_Jammu_and_Kashmir

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

