CREATING SUSTAINABLE TOURISM IN CONFLICT-HIT REGION OF J&K POST-COVID ERA

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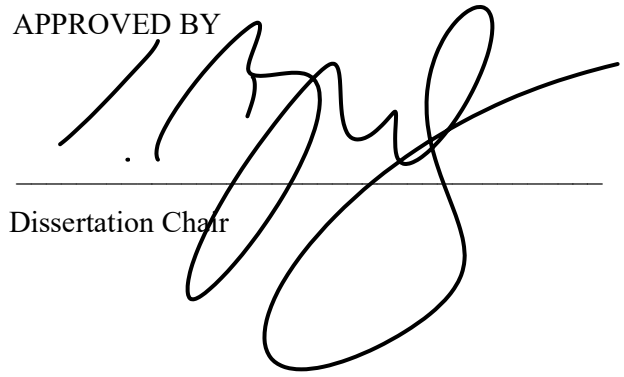

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Dedication

I dedicate my dissertation work to my family, many friends and mentor Dr. Anna Provodnikova. A special feeling of gratitude to my loving parents, Naresh Sehgal and Anju Sehgal whose words of encouragement and push for tenacity ring in my ears. My wife Dr. Deepika Sehgal, son Kaavish and daughter Kaashvi have never left my side and are very special. I also dedicate this dissertation to my many friends who have supported me throughout the process. I will always appreciate all they have done, especially Mr. Kamimura Kazuhiro for helping me develop my technology and analytical skills, Dr. Tahir Wani for the many hours of guidance and proofreading, and last but not the least Mr. Arun Pandit for helping me to master the strategies defining sustainable business in this ever-changing competitive world. I dedicate this work and give special thanks to my loving son Kaavish Sehgal and my wonderful daughter Kaashvi Sehgal for being there for me throughout the entire doctorate program. Both of you have been my best cheerleaders.

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Every time we remember to say "thank you", we experience nothing less than heaven on earth.

-- Sarah Ban Breathnach

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ABSTRACT

CREATING SUSTAINABLE TOURISM IN CONFLICT-HIT REGION OF J&K POST-COVID ERA

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As a result of COVID-19, the tourism sector has been irrevocably altered in every conceivable aspect. Consequently, it has affected everyone and every business, including foreign travel, the demand for tourism, and the hotel industry. The quick spread of COVID-19 and its presence in practically every country, has compelled the authorities take unanticipated measures. The pandemic has brought critical weaknesses in global tourism, and given the present crisis, thus there is an immediate need to integrate robust solutions to alleviate the dangerous scenario's effects. Sustainable tourism is one of the ways to alleviate such concerns, although, there are several obstacles in conflict affected regions for sustainable tourism development amid the pandemic. J&K, one of India's northern states, is one of Asia's most popular tourist destinations, with Kashmir receiving exceptionally high praise. Kashmir has attained such fame despite of a continuous political disturbance and an armed conflict. Many different kinds of tourism are available in Jammu and Kashmir, including medical tourism, heritage tourism, pilgrimage tourism, and adventure tourism. Hence, there is much room for research in this domain as "How to develop sustainable tourism in a post-COVID-19 era for a conflict-affected region." Changes in tourism and travel are unavoidable after COVID-19 and are likely to be fuelled by several factors. As a result, I think it is essential to research this particular location inside the zone of active conflict to find solutions to the problems faced by the tourist sector and the business environment associated with it after COVID-19.

The research approach that shall be followed and applied in this study is exploratory and descriptive, and the objective of it is to analyse the many factors surrounding tourism, sustainable tourism, tourism in conflict zones, and the influence

of COVID-19 on tourism. The findings of the work will provide insights into the domain of sustainable tourism in the wake of COVID-19 and conflict for many stakeholders.

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CHAPTER I:

INTRODUCTION

1.1 Introduction

The term ‘tourism industry’ refers to the business sector that includes a wide range of endeavours that are in some way connected to travel as well as the supply of services to visitors. It encompasses the movement of people from one location to another for the purposes of business, pleasure, or any number of other reasons, in addition to the infrastructure, organisations, and enterprises that support and cater to these travellers. Tourism is an essential source of revenue and employment in many countries. It is a generator of employment, income, and expansion of other indigenous sectors, infrastructural development, tax receipts, and foreign exchange earnings and has emerged as an essential pillar of development—through both forward as well as backward linkages (Jaipuria et al., 2021).

Tourism boosts a destination's economy, produces jobs, and improves the destination's welfare (Kumar et al., 2015). In many countries and regions of the world, tourism growth is regarded as the golden ticket to social and economic development. Tourism is the magnet of foreign exchange income, generating economic growth and job prospects and acting as an instrument for poverty alleviation (Vilayphone, 2009).

The following are important aspects of the tourism industry:

- Transportation: This refers to the many modes of conveyance, such as airplanes, trains, roads, and canals, that enable vacationers to travel from their point of departure to their final destination.
- Hotels, resorts, vacation rentals, and other types of accommodation establishments offer visitors a temporary shelter and a variety of conveniences throughout their stay in their respective locations.
- Attractions and Activities: Destinations that cater to tourists provide a diverse selection of attractions, including historical monuments, cultural landmarks, natural wonders, theme parks, and leisure activities such as hiking, water sports, and wildlife safaris (Camilleri and Camilleri, 2018).

- Services Relating to Food and Drink: Tourists have access to a variety of dining alternatives and gastronomic experiences provided by restaurants, cafes, pubs, and food vendors (Bakhtiyrovich, 2020; Waever, 2023).
- Travel Agencies and Tour Operators: These types of businesses provide assistance to vacationers in the process of arranging and organizing their journeys by providing services such as trip itineraries, tickets, reservations for lodging, and guided tours (Marin-Pantelescu et al., 2019).
- Infrastructure for Tourism is comprised of establishments such as airports, seaports, highways, trains, and public transport systems that are designed to facilitate the arrival and departure of tourists (Seetanah et al., 2011).
- Marketing and Promotion of Tourism boards, destination marketing organizations, and tour operators all play a role in marketing and promoting tourism destinations and activities in order to bring in more tourists (Choudhury and Mohanty, 2018).
- Retail and Souvenirs Shops and marketplaces that sell local crafts, souvenirs, and items are geared towards catering to tourists who are looking to make souvenir purchases (Bakhtiyrovich, 2020; Waever, 2023).

The significance of the travel and tourism industry is as:

- The economic impact of tourism can be summarized as follows: tourism is a substantial source of revenue for many countries and regions, which in turn contributes to economic growth, the creation of jobs, and earnings in foreign currencies. It gives a boost to a number of different industries, including retail, transportation, hospitality, and entertainment (Pulido-Fernández et al., 2015).
- Exchange of Cultures: Tourism makes possible the interaction and exchange of cultures between tourists and the communities to which they travel. This helps to promote tolerance, understanding, and appreciation of a variety of societies (Seyfi et al., 2020).
- Conservation of the Environment: The use of environmentally responsible tourism practices helps to ensure the survival of natural resources, animal

populations, and ecosystems. It supports ethical travel, minimizing negative environmental impacts (Ekka et al., 2023).

- Infrastructure Development: The expansion of tourism typically results in an upgrading of existing infrastructure, such as public transportation networks, utility systems, and public amenities, which are of use to both visitors and permanent residents of the area. (Bazargani and Kiliç, 2021; Jamal and Budke, 2020).

The probable obstacles and problems of tourism are:

- Seasonality means that certain locations see a surge in the number of tourists during certain times of the year, which can lead to congestion and put a strain on the available resources. At other times, these locations see significantly less tourism activity (Xi, 2020).
- Over tourism is a problem that can affect popular areas; it occurs when there are too many tourists for the area's capacity, which can result in environmental damage, crowding, and a loss of the community's cultural identity (Butler and Dodds, 2022).
- The tourism business has a significant obstacle in the form of sustainability, which entails maintaining a healthy balance between economic growth and environmental and social sustainability. It is imperative that ethical tourist practices be ensured, that carbon footprints be kept to a minimum, and that local traditions be preserved (Streimikiene et al., 2021).
- Safety and Security Tourism is susceptible to a variety of safety and security threats, including those posed by natural catastrophes, political unrest, terrorist attacks, and public health crises such as pandemics (Herrera, 2023).
- Altering Consumer Trends: Altering consumer preferences, such as the increase of experience travel, sustainable tourism, and digitization, require the industry to adapt and innovate in order to meet shifting demands. This requires the industry to adapt and innovate in order to meet shifting customer preferences (Carvalho et al., 2023; Gomes et al., 2023).

The tourism sector is very dynamic and constantly undergoing change, which is driven by a number of causes including shifting consumer behaviours, worldwide trends, and technology improvements. While it faces a variety of issues that need for careful management and planning, it plays a crucial role in linking people, fostering the flow of cultural ideas, and contributing to economic growth (Morrison, 2023).

Tourism growth is often justified concerning its potential for economic improvement. To be precise, it is not erroneous to say that tourism is commonly viewed as a possible vehicle that helps to reduce the growing economic disparities between the so-called majority and the rest of the population (Cowforth and Munt, 2009). Tourists' natural places are like intangible assets, where travellers heavily rely on their other destination impressions when deciding on a destination (Um and Crompton, 1990). Economists agree that tourism offers economic and developmental gains (Wall, 1982; Mihalic, 2002; Tribe, 2005). However, tourism is a sensitive sector highly affected by environmental disturbances. In regions where other sustainable livelihoods, such as farming, cannot be established, sustainable development relies heavily on tourism (Lane, 1994). The growth of the tourism industry is essential for developing rural and underdeveloped areas (Smith and Jenner, 1989).

Tourism is a crucial indicator of regional and national progress in developing countries (Briedenhan and Wickens, 2004). Because of the direct contact between visitors and locals, tourism has a socio-cultural impact on a place (Ogorelc, 2009). So, it is clear that tourism impacts the economy of the host country or region. Tourists often prefer places or destinations devoid of any problems like war, disease, crime, or natural disasters, tourism to seek fun and indulging in things like sightseeing, camping, and finding new places.

Tourism is sometimes referred to as 'the world's largest industry,' is a very profitable industry. At the close of the 20th century, international tourism alone was producing well over 450 billion dollars yearly, whereas total global tourist activity (international and domestic) has been projected to be valued somewhere in the neighbourhood of US$3.5 trillion. Therefore, it should not come as a surprise that a great number of countries, if not all of them, have jumped on the tourism "bandwagon." Even countries like oil-rich Abu Dhabi have adopted tourism development policies, and

for many countries, tourism represents an integral and important component of broader economic and social development policy. There are very few countries that do not promote themselves as destinations as a means of gaining a share of the ever-increasing global tourism market. Few countries do not promote themselves as destinations as a means of gaining a share of the global tourism market. In point of fact, the primary basis for the establishment of tourism in the first place is the sector's capacity to make a positive contribution to the advancement of the area. That is, it is extremely unlikely that any location would knowingly 'invite' large numbers of people to visit or tolerate the inevitable consequences, such as the degradation of the environment or the disruption of the daily life of local communities, if there were not the potential benefits that could accrue from the growth of tourism (Cárdenas-García et al., 2023; Sharpley and Telfer, 2015). Such benefits, of course, include revenues in foreign exchange, the creation of employment opportunities, economic diversity and growth, and a range of other aspects that, collectively, validate tourism's supposed function as a vehicle of development. These factors are well debated in the tourist literature (Tosun, 2001).

However, what is surprising is the fact that, despite the widespread acceptance, both in practise and within academic circles, of the concept that tourism represents an effective means of achieving development, relatively little attention has been paid to the inherent processes, influences, objectives, and outcomes of tourism-related development. This is a fact that is surprising for a number of reasons (Sofronov, 2018). Both the positive environmental and socio-cultural outcomes, which can be thought of as credits on the tourism balance sheet, and the negative environmental and socio-cultural outcomes, which can be thought of as debits on the tourism balance sheet, have been the subject of much research and are well understood. At the same time, the almost obsessive focus on sustainable tourism development during the 1990s was primarily driven by the need to optimise the benefits of tourism to host communities and tourists alike (though ironically not, for the most part, by the desire to achieve sustainable development in destination areas). This was the primary driver behind the almost obsessive focus on sustainable tourism development during the 1990s (Middleton et al., 2009).

In spite of this, up until quite recently, there was a conceptual gap between the (financial) benefits of tourism and the contribution it makes to development. In other words, it is generally assumed that tourism, preferably planned and managed in such a way as to minimise social and environmental impacts, provides a variety of economic benefits that contribute to economic growth and, as a result, development, with economic growth and development being implicitly regarded as synonymous terms. These benefits contribute to economic growth and development because economic growth and development are implicitly regarded as synonymous terms. As a consequence of this, several significant issues have, for the most part, been ignored. These are difficulties that call into doubt the purported contribution that tourism is supposed to make to development (Sharpley and Telfer, 2015).

It would be irrational, for instance, to assert that tourism, as a particular socioeconomic activity, is an effective vehicle of development without first identifying the end that is desired, which in this case would be "development." When development is seen of in terms of straightforward economic expansion, then tourism unquestionably plays a role in development; but, to the majority of people, development connotes more than just economic well-being. It is possible that it depicts the social aspects of existence (money, education, health, opportunity, freedom, choice, and self-reliance) that are more prevalent in "developed" countries as opposed to "less-developed" countries. When analysed using these parameters, the contribution of tourism may turn out to be far smaller than anticipated (Sharpley and Telfer, 2015).

In a similar vein, the role that tourism plays in development cannot, and indeed should not, be lauded in the absence of an awareness and comprehension of the processes that can lead to development, in whatever form that term may be understood. In other words, the achievement of development in any one country may be contingent on a specific mix of economic, social, and political conditions and processes, which may or may not be met by tourism. Additionally, the tourism industry may or may not be able to satisfy these requirements and processes (Malihah and Setiyorini, 2014). At the same time, and in a related vein, it is necessary to gain a better understanding of the potential role that tourism can play in development. That is to say, a significant portion of the body of research examines the socioeconomic process of tourism in isolation

from other socioeconomic sectors and processes, with the conclusion being that tourism is a cure for the problems associated with underdevelopment. However, it is certainly unrealistic to expect any one development "tool," such as tourism, to be a solution to all of the problems faced by less developed countries (or, indeed, to the challenges facing the less developed or "backward" regions within wealthier, industrialised nations), while the scale of tourism-related development also remains an unresolved issue. One development "tool" cannot solve all of the problems that face less developed countries or less developed or "backward" regions within wealthier, industrialised nations. In other words, tourism and development are frequently related within the context of a national or even global context – in the extreme, it is viewed as a means of achieving a 'new world order' – however, in practise, tourism may prove to be most effective as a development catalyst at the local, community level. This is because tourism has the potential to bring in a large number of visitors who spend money in the area (Buhalis and Darcy, 2010; Sharpley and Telfer, 2015).

For travellers, epidemics and pandemics are the scariest because escaping the sickness in these circumstances is impossible. Travellers and everyone else they come into contact with are at risk. Travellers have a significant role in the spread of diseases and pandemics between countries. Social upheavals, such as coups, uprisings, and conflict, can significantly impact visitors. Tourism is impacted both directly and indirectly by this. Instability, directly and indirectly, affects the economy, including a decline in tourist arrivals, which reduces income and GDP and job losses. It decreases in numerous industries, such as cleaning, food service, and maintenance (IEP, 2016).

Fletcher and Morakabati (2008) found that, in the event of political unrest or acts of terrorism, tourists are more likely to be deterred from visiting a particular location because of the uncertainty, increased anxiety, and examination of potential dangers that accompany such events. Therefore, increased security and safety measures are required since they influence tourist flows or decisions (Beirman, 2003; Reisinger and Mavondo, 2005).

1.1.1 COVID-19 and Tourism Sector

While tourism has many hurdles, the COVID-19 pandemic has emerged as one of the most significant deterrents worldwide. As a result of this pandemic, many micro, small, and medium-sized businesses (MSMEs) have been decimated. COVID-19 has also devastated sustainable development goals, particularly in states of neglect like Nigeria (Fagbemi, 2021). When a new coronavirus was discovered in late 2019 to early 2020, it sparked travel bans across the globe, hurting the economies of countries worldwide and those in neighbouring regions. The travel and tourism industry can be challenging and has several other challenges. So, it's essential to know that the tourism business depends on what makes people travel (Mansfeld and Pizam, 2006).

COVID-19 (SARS-CoV-2) is a disease that affects the human respiratory system and was recently discovered in Wuhan, China, in December 2019. According to the World Health Organization (WHO), this pandemic began on March 11, 2020. At least 3.5 million people have died, and over 165 million have been infected worldwide due to COVID-19 (WHO, 2021). Governments worldwide enacted travel bans, curfews, and other restrictions to combat the pandemic's potential implications. As a result, 78 per cent of international arrivals have decreased, 120 million tourism-related jobs have been lost, and an estimated US, $1.2 trillion in export profits, has been lost (UNWTO, 2020a).

The pandemic caused by the COVID-19 virus has had a huge effect on the tourism sector all around the world. The following is a list of important information on COVID-19 and tourism:

- Travel limitations: In an effort to control the spread of the virus, governments all over the world have imposed travel restrictions. These restrictions include the closure of borders, the imposition of quarantine requirements, and entry bans. These limitations had a significant negative impact on tourism on both a domestic and international scale, causing the cancellation of a great number of flights and making it difficult to schedule trips (Harchandani and Shome, 2023; Seyfi et al., 2023).
- Decline in international tourism: Because of travel restrictions and people's fears of contracting the virus, foreign tourism has witnessed a significant decline. As a further measure to discourage tourism, many nations have

implemented compulsory quarantines or demanded that incoming travellers present negative COVID-19 test results (Seyfi et al., 2023).

- Impact on the economy: The tourist industry is a substantial contribution to the economies of many countries across the world. The drop in tourism that the pandemic caused has resulted in economic losses, the loss of jobs, and the closure of businesses. Particularly vulnerable have been smaller establishments in the hospitality industry, such as hotels, restaurants, and tour operators (Gera et al., 2023; Viana-Lora et al., 2023).
- Because of the constraints placed on international travel, there has been a shift towards local tourism. This shift came about as a result of the restrictions due to the pandemic. People are travelling to new places within their own countries, in the process looking for safer options and contributing to the economies of the places they visit. Because of this, there has been a rise in interest in going on road trips, as well as participating in outdoor activities and touring natural attractions (Jafari et al., 2023; Viana-Lora et al., 2023)
- Measures taken to protect health and safety: The tourist sector has taken a number of steps to protect health and safety in an effort to slow the spread of the virus. These include increased protocols for cleaning, social distancing measures, measures requiring the use of masks at all times, and contactless service options. Additionally, certain locations have mandated that travelers undergo COVID-19 testing or immunization before entering the country (Gera et al., 2023; Petruzzi and Marques, 2024).
- The tourism industry has made a slow but steady comeback, although the pace of this comeback differs greatly between regions. As the number of people who have received vaccinations rises and the situation continues to improve, some nations have begun reopening their borders and relaxing travel restrictions. Despite this, new strains of the virus and frequent outbreaks still have the potential to disrupt travel plans and make the healing process more drawn out (Viana-Lora et al., 2023).
- In the tourism business, the pandemic has sped up the process of digital

transformation by hastening the use of new technology. More and more people are using online reservations, contactless check-ins, virtual tours, and digital health passports. The use of technology has contributed to the creation of travel experiences that are both safer and more efficient. (Gera et al., 2023; Viana-Lora et al., 2023).

Tourist arrivals in popular destinations fell by 98 per cent (300 million visitors) in May 2020. Lockdowns around the country were implemented to halt the spread of COVID-19. There were border closures and the suspension of all inbound and outgoing transit, leaving travellers unable to get home (O'Connell, 2020). COVID-19 has had a considerable impact on world transport. Flights and cruises were among the first modes of transportation affected by COVID-19. Flights were substantially decreased by the airlines. Moreover, in other circumstances, fleets were grounded, resulting in layoffs or forced leave for staff as well as a considerable decline in passenger reservations and income. Sales of bus and trucking companies fell by 90% and 40%, respectively (International Labour Organization, 2020).

Due to the low number of people staying in hotels, costs have dropped. For instance, in Europe, demand fell by about 70 %. In cities where restaurants were either completely shuttered or only allowed to open for delivery, food and catering service companies were affected. Meetings and events worldwide (such as the Summer Olympics in Tokyo) were postponed (Dunn-Hensley, 2020). Tourist attractions saw a sharp decline in attendance. Many tourist attractions were temporarily shuttered, while others implemented tight social distance regulations, mandatory masks, and other preventive measures (Coifman et al., 2020). Sigala (2020) predicted that tourist systems' economic, socio-cultural, and psychological repercussions would upset enterprises for many years to come. Because the long-term viability of tourism systems is dependent on a wide range of factors, governments and other stakeholders are being urged to reshape their conceptions of the industry (Prideaux et al., 2020) in order to achieve more ethical, responsible, and sustainable marketing and management (Chang et al., 2020; Higgins-Desbiolles, 2020; Jamal and Higham, 2021; Niewiadomski, 2020). Researchers and policymakers need to learn from the pandemic to promote sustainable tourism, according to Gossling et al. (2020).

Many people work in the tourism sector. Many business employees lost their jobs due to COVID-19 (UNWTO, 2021). Governments around the country have been asked to take immediate and long-term action in response to this long-term disturbance (Vidyaand and Prabheesh, 2020). Currently, governments are supporting the tourism industry and the jobs it provides and taking steps to help the industry rebound after the pandemic. They are working with local governments and tourism organizations and incorporating locals into the restoration of tourism to implement their plans (Qiu et al., 2020).

1.1.2 Covid-19 And Indian Tourism Sector

With its rich history, distinctive culture, and unmatched friendliness, India is one of the world's most promising emerging economies (Jaipuria et al., 2021). It attracts a large number of tourists from around the world, resulting in a large number of jobs and a large amount of tax revenue. International inbound, domestic, and outbound tourism are critical aspects of the Indian tourism industry. The Indian tourism industry has contributed INR 194 billion to India's GDP by creating 87.5 million jobs, or 12.75 per cent of total employment (WTTC, 2020). In addition, the industry had a 3.2 % increase in 2018, bringing in 10.8 million foreign tourists and generating USD 29.9 billion in foreign exchange earnings in 2019. Regarding Tourism, India ranked 8 the in terms of the total amount of direct travel and the amount of money it contributed (FICCI, 2020).

The widespread spread of the Coronavirus has had a significant adverse effect on the international tourism business. Whether it be airlines, hotels, transportation firms, tour guide companies, or restaurants, every facet of the tourism industry has been impacted more severely than at any other time in its history. In India, February of 2020 was the starting point for tracing the decline in the number of tourists visiting India. This pattern reached its lowest point in late March 2020, when the federal and state administrations announced that they would impose a lockdown. Even though extensive preventive measures such as wearing masks, isolating themselves from others, and often washing their hands were not implemented, some people nevertheless cancelled their vacations out of fear of becoming infected with the Coronavirus (Kumar, 2020).

Although governments took some measures, there is little question that the rate of economic recovery has been unstable. This is the case, although there has been some improvement. This is true about the tourism business in India and other countries. This is because the first wave of the pandemic has caused broad limits to be imposed on economic activity, psychological well-being, and movement that are expected to last for almost the entirety of the calendar year 2020. The country was hit by a second wave of COVID in March 2021, just as the situation began to normalise due to the protections taken in response to the first wave of the disease (Kaushal and Srivastava, 2021).

The second wave was significantly deadlier than the first for various reasons, including the propensity of the virus to mutate into new strains and a delay in the efforts to develop a vaccine. The daily infection rate reached over four lakhs between April and May of 2021, bringing the total number of persons infected to around 20 million. This occurred when the rate reached its highest point. As a result of the poor infrastructure and supply lines, there were more casualties than expected, and widespread terror ensued. As a direct result of lockdowns imposed by both the Central government and individual state governments, the number of new infections occurring each day decreased to approximately 3.25 lakhs around the 15th of May, 2021.The number of deaths in the country daily was going up; however, the good news was that the trend had been going down for almost a week. This pattern gave the impression that the peak of the second wave may have already been reached (Pandey and Kumar, 2022)

The tourism industry has been dealt a significant blow as a direct consequence of this crisis. Both times the wave came, the industry was part of the economy that was hit the worst. After October 2020, however, things started to look up, albeit slowly, as restricted tourist activities were allowed to restart. This was the beginning of the end. The market began to exhibit indications of improvement over the subsequent three to four months. However, beginning in March 2021, a significant increase in recorded cases practically shut down tourism everywhere, except for infrequent and well-prepared excursions. After more than a year, all businesses connected to tourism, irrespective of how large or small they may have been, have failed as a direct result of the effects of this occurrence. No one was prepared for the fact that employment and income have been impacted worse than ever. Families in which members worked in the

tourism business were forced to reduce their spending across the board since they were unable to purchase as many pleasures as they had been able to in the past. All of these new developments have had a significant impact on the output of the tourism industry and industries closely tied to it (NCAER, 2021).

The tourism is the primary driver of both the economy and employment, and because a significant proportion of the population is engaged in tourist-related activities in some capacity, it was essential to formulate a strategy for economic and employment recovery. It is important to note that the informal sector that is involved with tourism operations would have been even more severely damaged by the epidemic had it not been for the rapid effect that the pandemic had on the official sector and the estimated amount of time that will be required for it to recover from the shock of the pandemic. The informal sector includes various companies, including but not limited to homestays/Bed and Breakfast (B and B) outlets, restaurants/dhabas, stores, tour guides, and small-scale tour and transport providers. Approximately, 40 million jobs were lost in India, with an annual revenue loss of approximately 17 billion INR. The coronavirus pandemic spread rapidly, halting activity both domestically and internationally. The situation deteriorated from February 2020 to Late March 2021. The crisis has brought the country to a halt. India cancelled all of its flights during the curfew (FICCI, 2020).

The COVID19 pandemic has probably had the greatest impact on the Indian airline industry more than any other industry (Gautam et al., 2023). It was anticipated that the expansion of low-cost airlines would stimulate and lead to a rise in domestic tourism in 2019. The aviation business in India has significant fixed expenses of about 35–40% of total revenue. These expenses consist of things like worker salary, lease payments, and interest payments (Khan, 2020). It is anticipated that low-cost flights provided by the Ude Deshka Aam Naagrik (UDAN) scheme will connect regions within the country and encourage domestic tourism (IBEF, 2019). In addition, the airport authorities of India planned to begin operating all 250 of the country's airports by the year 2020. As of the year 2019, India had 132 airports that were operational. During the 2018-2019 fiscal year, India's domestic airline passengers climbed by 14.1%, while foreign airline passengers increased by 3.4%. According to IBEF's projections for the year 2020, the number of passengers using Indian airports is predicted to exceed 450

million. During COVID-19, there has been a significant disruption in the service provided by airlines. The two-month lockdown was extremely disruptive for weak airlines, who were already struggling with low profit margins, liquidity difficulties, fixed costs, and increasing debt (Agrawal, 2020). Table 1 illustrates the shift in demand for aeroplane travel across a number of countries. As a result of COVID-19, it was anticipated that there would be a decline of around 49% in the percentage change in passenger demand in India (Moneycontrol, 2020). During the current lockdown, the Indian aviation sector suffered a net loss of between $9 and $12 million U.S. dollars each day (Khan, 2020).

The COVID-19 pandemic has also affected the people who work for airlines. As a result of the recession in the economy, Air India has decided to withdraw job offers for about 180 trainee cabin crew employees. The lockdown has caused India's largest airline, IndiGo, to temporarily halt all of its services for a number of months. In an effort to combat the declining revenue, the company has said that it will lay off 10% of its workforce. The 10% increase will result in approximately 2400 additional jobs for the airline, which currently employs approximately 24000 employees. The other, smaller airlines have suffered from the same kinds of challenges and were on the verge of implementing the same kinds of solutions in order to avoid going bankrupt (Moneycontrol, 2020).

The lockdown caused by COVID-19 had a severe effect not only on the hotel industry in India but also on the overall economic growth of the country. According to Statista's research from 2020, the hospitality sector in India employed 1.43 million workers from 2013 to 2017. As of the end of the year 2020, the vast majority of hotels in India were not yet operational in their entirety. According to the Vice President of the Hotel Association of India (HAI), K.B. Kachru, around 40 million workers in India's hospitality sector were at risk of losing their jobs as a result of COVID-19 (The New Indian Express, 2020). In 2020, the hotel chain Oyo terminated the employment of 5,000 people. Medical tourism is intricately intertwined with the luxury hotel and travel agency industries, both of which are negatively impacted by the COVID-19 virus. India was also experiencing difficulties in the medical tourism industry as a result of

lockdowns and the temporary suspension of domestic aircraft services (Sharma et al., 2020).

The pandemic of COVID-19 wreaked havoc on this part of the economy. International Tourism to India, known for its warmth, culture, and heritage, brought in tremendous sums of money in taxes and opened up many new job opportunities (Ahmed and Krohn, 1992). Compared to March 2019, the COVID-19 pandemic resulted in a 66.4 per cent decrease in foreign tourist visits to India in March 2020 (TAN, 2020). Because of this, India lost about $17 billion in income annually and 40 million direct and indirect jobs (FICCI, 2020).

1.1.3 Covid-19 and Tourism in Jammu and Kashmir

For a very long time, Jammu and Kashmir has been consistently ranked among the top spots on everyone's list of top vacation locations. Couples looking for a romantic getaway will find it to be a pleasant destination, and families will enjoy their time there as well. Because of the stunning natural beauty of the area, it is a photographer's paradise and an excellent setting for the filming of movies. People who are interested in extreme sports and trekking over the Himalayas often travel to Jammu and Kashmir. People who are interested in art and history often travel to Jammu and Kashmir to see the stunning old monuments that can be found here. Other visitors come here in groups or on their own to take in the natural beauty of the area (Nair, 2020).

The Union Territory of Jammu and Kashmir has experienced persistent issues with terrorism, riots, rallies, ongoing strikes, and other forms of instability in the past. International demand for travel and tourism has dropped because of restrictions on travel worldwide. As a safety measure, many borders have been closed (UNWTO, 2020). Tourism in the Jammu and Kashmir is the second largest business in the area, after horticulture and agriculture (Ahmad and Hussain, 2011).

Instability has hampered the growth of the region's tourism industry, which has affected other economic sectors directly or indirectly linked to the tourism industry in the Kashmir Valley. This study examines the impact of SARS-CoV-2 on Kashmir Valley's tourism business and how sustainable tourism can help revive it. The pandemic has halted the Kashmir Valley's tourism sector. Thus, the study's findings are significant

since they are the first to look at how COVID-19 affected the individuals directly or indirectly involved in the industry for their means of subsistence. Because of this, finding and fixing any problems that could affect a potential visitor's choice of travel destination is vital. Promoting a positive brand image in popular tourist spots and areas prone to natural disasters like the COVID-19 epidemic is also vital (Singh et al., 2021).

The lockdowns that were implemented because to COVID-19 were a death sentence for the tourism industry all around the world. The Coronavirus pandemic struck India near the end of 2019, and beginning in March of the following year, lockdowns and travel restrictions were enacted at various locations throughout the country. The number of people traveling throughout the United States abruptly decreased over the entirety of 2020 and a portion of 2021, which caused economic hardship for states that relied largely on tourism as a source of revenue. One of these places was Jammu and Kashmir, where the tourism industry is a significant source of revenue (Raina et al., 2023).

The lockdown as well as travel-related restrictions had a detrimental impact on the tourism industry in Kashmir. Because of the rapid spread of the epidemic, the government on both the national and state levels was forced to take stringent steps to restrict the movement of people both inside and beyond the borders of the country. As a result, the number of tourists going to Jammu and Kashmir decreased dramatically. Prior to the pandemic, Jammu and Kashmir welcomed tourists not only from India but also from other countries. However, after the Covid-triggered lockdown, the region received almost no tourists from either India or other countries. As a result, Jammu and Kashmir's economy, which relied significantly on tourism, was crippled (Dar, 2022; Rather, 2021; Singh et al., 2021).

There were approximately 7000 tourists in Kashmir in December 2019, but that number decreased to as little as 284 visitors by August 2020. After that point, there was a consistent increase in the number of visits, which eventually surpassed 13,000 in December of 2020. According to the cultural minister Prahlad Patel, the number of tourists who visited the country in January 2021 was five times higher than it was in January 2020. The number of tourists who visited Jammu and Kashmir in January 2020 was 3,700, but after the government lifted the lockdown, that figure jumped to 19,000

the next year. During that time period, a total of 26 films were shot in the area (Rather, 2021; Singh et al., 2021).

To encourage tourism in Jammu and Kashmir, the government of Kashmir has arranged a number of roadshows and campaigns, and they have given vaccinations for the Covid virus to anyone who works in the tourism industry as a matter of priority. These steps, adopted after the second wave of Coronavirus, were critical in providing fuel to the tourism business in Jammu and Kashmir, and they should be commended for their efforts. They encouraged people to travel to Jammu and Kashmir through statements that they posted on various social media platforms, so that they could participate in a variety of festivals and carnivals, witness the splendour of tulips, and benefit from the friendliness and hospitality of the locals. Because of this, a large number of people in the surrounding area as well as tourists from other countries decided to travel to Jammu and Kashmir (Hamid and Shah, 2023).

COVID-19 has had severe effects on the world economy and all socio-cultural systems. The World's GDP is expected to shrink by 1.5 and 2.8 per cent due to COVID-19. Consequently, tourism in Kashmir has suffered a loss of 160 million US dollars (1168 crore Indian rupees) from the pandemic. According to the data gathered, thousands of people switched from tourism to another source of income (Dar, 2022; Singh et al., 2022; Singh et al., 2021).

1.1.4 Sustainable Tourism

Since 1950, the number of arrivals of tourists from other countries has increased from 25 million to approximately 1.5 billion in 2019. According to projections made by the United Nations World Tourism Organisation (UNWTO), the total number of tourists who arrive in countries around the world and in their own country would approach 17 billion by the year 2030. As of the year 2016, it was projected that the tourism industry was responsible for over 1,600 million tonnes of emissions related to travel, and it is anticipated that this amount will increase by 25% by the year 2030 (Ranjbari et al., 2019; Streimikiene et al., 2021).

The tourism industry is a diverse and intricate system that incorporates a variety of different industries, such as transportation, building and construction, the food

industry, and waste management. It is estimated that tourism transport is responsible for 75% of all emissions produced by the tourism industry. These emissions contribute to 5% of all emissions caused by man and more than 20% of all emissions caused by transport. Although the emissions generated by tourism transportation are relatively simple to quantify and measure accurately, the emissions generated by other aspects of the tourism sector, such as the construction and operation of hotels, the production of food, the management of waste generated by tourism-related activities, and the service sector, are more challenging to quantify and measure. According to a study that was conducted in 2018, the total emissions that may be attributed to tourism across nine different industries, including transportation, products, food and beverage, agriculture, services, housing, construction, mining, and hospitality, account for almost 4.3 billion metric tonnes of emissions per year (Rasoolimanesh et al., 2021).

The concept of sustainability has become increasingly popular among academics and practitioners worldwide in the last two decades. Sustainable human life in society, the environment, and the economy for the present and future generations' benefit involves integrating social, environmental, and economic performance (Ranjbari et al., 2019). One of the most vehement criticisms of tourism is the over-commercialization of tourist attractions and their resulting harm to local communities and the environment. When we talk about sustainability in tourism, we encourage people to visit places that are not overrun by tourists, which is what we mean by sustainable mass tourism. When looking at the current status of tourism, the study by Weaver (2012) points to the concept of sustainable mass tourism as an emergent tourism state.

Sustainable tourism, overcrowding in particular tourist areas and the related harm is a significant concern (Jurowski and Gursoy, 2004; Santana-Jiménez and Hernández, 2011). It is no secret that Sustainable Tourism has been working for years to position itself as a solution to the problems that come with tourism's growth and the criticism it frequently receives. This perception now makes more sense than ever before in this setting. Because of the complex nature of sustainability, Elkington (1998) proposed a triple bottom line (TBL) to support and implement sustainable development. From a microeconomic standpoint, TBL employs and balances the three pillars of

sustainability concurrently (Gimenez et al., 2012). To put sustainability into action, in September 2015, the UN General Assembly unveiled the 2030 Agenda for Sustainable Development as a unified framework for addressing sustainability's TBL. The Sustainable Development Goals (SDGs) are a set of 17 long-term goals for development that all governments and private sector organizations are asked to help reach (Van der Waal and Thijssens, 2020).

About twenty years ago, the phrase "sustainable tourism" was first introduced into the lexicon of those working in the field of tourism development policy. It was considered as an acceptable solution to the issues given by the magnitude, scope, and effects of tourist expansion in particular, and its origin and subsequent broad adoption reflect the emergence and subsequent widespread adoption of sustainable development more generally. That is to say, ever since the middle of the 1960s, rising calls for restraint in the expansion of tourism have been made in tandem with the rapid growth of tourism, notably international mass tourism, and the inexorable global extension of the so-called "pleasure periphery" (Turner and Ash, 1975). In other words, the rapid growth of tourism has been accompanied by increasing calls for restraint. By the early 1990s, the attention that was being paid to both the perceived negative impacts of tourism and to alternative approaches to its development had become refocused through the specific lens of sustainable tourism. Since that time, sustainable tourism has maintained a dominant position in both the academic study of tourism as well as in the tourism policy and planning processes (Ashley et al., 2001).

It has been stated for a long time that the ideas of sustainable tourism constitute little more than a micro solution to a macro problem. However, it is commonly asserted that the discourse surrounding sustainable tourism is disconnected, philosophically faulty, and founded upon weak or erroneous assumptions (Liu, 2003). Furthermore, there is scant evidence to indicate that individual tourism enterprises, the travel and tourism industry sectors, or even the national level have embraced the principles of sustainability or sustainable development. This is a problem because these ideas are essential to ensuring that the travel and tourism industry continues to thrive. Certainly, promoting sustainable tourism continues to be a primary focus of government initiatives on a worldwide scale.

The idea of sustainable development has grown to encompass all types of economic activity and forms of development, including tourism. The meaning of the term "sustainable development" in the context of tourism is still not entirely clear, despite the fact that a variety of different approaches have been presented in an effort to clarify what, exactly, does and does not qualify as "sustainable development" in the tourism industry. According to Coccossis (1996), there are four distinct understandings of what constitutes sustainable tourism. These four perspectives are the "economic sustainability of tourism," the "ecologically sustainable tourism," "sustainable tourism development," in which the focus is on the long-term viability of the industry even though the need for environmental quality is apparent, and "tourism as a part of a strategy for sustainable development."

According to Tao (2005), the definitions of sustainable tourism place an emphasis on the following essential characteristics:

- Quality In addition to enhancing the standard of living of the community that hosts tourists and preserving the natural quality of the surrounding area, sustainable tourism ensures that guests have a positive experience throughout their stay.
- Continuity: Sustainable tourism assures both the continuity of the natural resources upon which it is founded as well as the continuity of the culture of the community that hosts tourists while providing them with enjoyable experiences.
- Strike a Balance: Sustainable tourism strikes a balance between the requirements of the tourism sector, those who advocate for the environment, and the community at large. Additionally, sustainable tourism places an emphasis on shared objectives and collaborative effort among tourists, the communities that host them, and the places they visit.

The tourism industry depends primarily on tourist attractions and activities that are connected to both the natural environment and the historic and cultural legacy of a place, and thus, sustainable development method is particularly significant when it

comes to calculating the socio-cultural implications of a project. It will not be possible for tourism to prosper if these resources are depleted or destroyed.

According to TAO (2005), increasing locals' awareness of and support for the preservation of their heritage can be accomplished through the conservation of tourism resources. Participation from the local community is one of the most important factors determining whether or not a development project will be successful. It is in everyone's best interest to encourage community participation in the development process, since this will allow for the greatest possible realisation of socioeconomic gains. Conflict in the community does not always take the form of unfavourable social interactions between tourists and visitors. Younger people of tourist sites frequently hold the view that tourism is a constructive factor that contributes to the development of societies that are less rigid (Liu, 2003).

Tourism provides both economic incentives and social support for the maintenance and renewal of diverse cultural activities. This is due to the fact that culture can play an essential role in drawing tourists to a region. However, the creation of traditional arts for visitors has frequently resulted in alterations to cultural products. These changes can be negative or positive. The World Tourism Organisation (WTO) has been conducting research and developing work interests in the area of sustainable tourism indicators since 1992 (1996). However, the suggested indicators, as well as the broader framework, give the impression of being overly focused on tourism and the protection of firms related to the tourism industry. Indicators of sustainable tourism Sustainable tourism indicators, like sustainability indicators themselves, focus on integrating tourism into the environmental and socio-cultural context in which it occurs. In addition, sustainability indicators for tourist destinations that have already been developed should be formulated in such a way that the weak points where action needs to be taken are identified. These indicators should also examine the sector's relationship to the rest of the activities and the environment in an effort to achieve overall sustainability for the area (Yazdi, 2012).

The local scale of application is taken into consideration while defining indicators. The scale of application is crucial because, as the scale gets smaller, more specific information may be taken into consideration, whilst aggregations are typically

utilised for larger scales of application. In addition, different indicators are meaningful at various scales, but some of them may be applicable at the local, regional, and/or national level. The decision to focus on the local level was made in this case to make it easier for local communities and stakeholders to embrace sustainable practises. It is also considered that research conducted on a local scale could help in clarifying theoretical as well as practical concerns pertaining to sustainable development and could, as a result, facilitate the implementation of this concept (Hall, 2019).

The number of indicators differs from one principle to another according to the numerous dimensions that this can have as well as whether or not there is an apparent lack of data. The availability of data is a serious challenge, particularly in countries located in the Mediterranean. Because of this, in some cases, more than one indication might have been presented, all of which more or less correspond to the same parameter (Farsari, 2000).

i. Making responsible use of the available resources.

ii. Cutting back on both excessive consumption and unnecessary waste.

iii. The preservation of diversity;

iv. The incorporation of tourism into planning; and 5. The promotion of tourism in a responsible manner.

v. Supporting local economies.

vi. Involving and consulting with local communities and stakeholders, as well as the general public.

vii. Providing training for personnel.

The principles of sustainable tourism are as:

Rural Development Initiatives has established a set of principles of sustainable tourism to assist in the formation of regional tourism strategies. These principles were developed through national and international study of best practises that was commissioned by Travel Oregon. These guiding principles identify aspects of tourism that might serve as a filter for determining which prospective tactics should be

prioritised and how those strategies should be refined. The following is an explanation of each principle (RDI, 2005):

- Caters to a specific market that has the potential to be lucrative and sustainable over the long term: In general, the items and services available on this market are characterized by low volume, higher prices, and high value-added content.
- Is Integrated With, And Respectful Of, The Culture, Homeland, Heritage, And People of area: Sustainable tourism does not overrun the community or detract from its "soul;" rather, it enriches it by raising local understanding and pride in what it is that makes each area and its people special.
- Creates benefits for the economic development of the immediate area: There is a wide variety of local employment prospects, opportunities for local entrepreneurs, and a large number of locally owned businesses that are expanding and reinvesting in the community (Maroto-Martos et al., 2020).
- Generates development that has a balanced and beneficial impact on the environment and community: In support of this principle, the community chooses techniques for constructing and operating buildings, service provision, and infrastructure in a way that has a net-zero or positive impact on the environment. Generates development that has a balanced and beneficial impact on the environment and community. Generates development that has a balanced and beneficial impact on the environment and community (Wijijayanti et al., 2020).
- Generates revenue that is re-invested in the preservation and enhancement of the distinctive characteristics of the community, including: Through innovative means of revenue generation, sustainable tourism can help support initiatives like the protection of open space, conservation activities, educational programs, and hiking paths (Purnomo et al., 2020).
- Encourages a variety of parties to collaborate in order to develop new opportunities and handle emerging challenges: The key to the success of sustainable tourism in a community is the creation of organized means to leverage the efforts of a wide variety of different people and businesses and to

coordinate those efforts (Yazdi, 2012).

1.1.5 Sustainability, Tourism and Covid-19

Since its first appearance in China in December last year, the new coronavirus-caused infectious disease of 2019 (COVID-19) has spread throughout Asia and the rest of the world, leading the WHO to declare it a pandemic in March of this year (WHO, 2020). The WHO has counted 98 794 942 confirmed cases of COVID-19 and 2 124 193 deaths as of January 25, 2021, in 235 nations, regions, and territories (WHO, 2021). Because of how bad it is, the COVID-19 epidemic has been called the worst health crisis of this century (Chakraborty and Maity, 2020). As a result of the COVID-19 crisis, there has been an enormous strain on the global economy and business activity with substantial financial ramifications, increasing GDP loss by countries, and a rise in poverty and hunger worldwide.

This pandemic's impact on world health means that progress toward long-term sustainability is slowed to a crawl (Lee et al., 2020). We may not be able to meet 12 of the 17 United Nations SDGs outlined in the 2030 Agenda for Sustainable Development because of COVID-19, according to Barbier E.B. and Burgess J.C. (2021). Another serious challenge to sustainable development was recognized by Filho et al. (2020) as COVID-19. As a result, even as the world works hard to contain this epidemic, it is crucial that efforts to ensure sustainability in the post-COVID-19 period be noticed (Lambert et al., 2020). Sustainability and achieving the SDGs are more critical now than previously (Filho et al., 2020). COVID-19 has only been around for a short time. However, the pandemic's impact on society, the environment, and the economy has prompted many COVID-19-related studies. Sustainable scholars have examined this pandemic in a wide range of subject areas, including healthcare systems (Osingada and Porta, 2020), tourism (Ioannides and Gyimothy, 2020), the food industry, the sustainable transition (Pirlone, 2020), among others.

During the course of the COVID-19 epidemic, the world has seen a significant reduction in the amount of carbon dioxide (CO2) emissions, most noticeably in the sector of transport, which includes travel associated with tourism. By the beginning of April 2020, daily CO2 emissions around the globe across all businesses have fallen by an average of 17% compared to levels in 2019. At the same time, the pandemic was

responsible for significant economic losses to the tourism industry in general as well as to well-known tourist sites (Higgins-Desbiolles, 2020).

Because of the COVID-19 epidemic, the tourist industry has been compelled to adjust its focus to resiliency, sustainability, and interconnection among the various stakeholders in the sector. The United Nations World Tourism Organisation (UNWTO) just recently published strategic guidance for a responsible recovery of the tourism sector. In it, the organisation makes recommendations on how to help a responsible recovery from the current situation and how to build better tourism. It provides six different courses of action, including governance and finance, public health, social inclusion, biodiversity protection, climate action, and circular economy. The breadth of these themes exemplifies the most important development in the industry, which is the understanding of the necessity of coherence and cooperation between representatives of the various social and economic sectors that are associated to tourism (Lamaand and Rai, 2021).

Due to the cross-sectoral nature of the tourism industry, sustainability trends that are prevalent in any other industry that is important can and should be applied to the tourism industry. Because of this, worldwide trends like as renewable energy, environmentally friendly architecture, and sustainable waste management, for example, are also reflected in the tourism industry. At the same time, the demand from customers for environmentally responsible tourism practises is unavoidably on the rise, which has prompted the industry to react. However, studies reveal that it is still difficult to forecast the behaviour of consumers when it comes to tourism, which is clearly something that the sector should concentrate on improving in the next years (Chang et al., 2020).

The development of new technologies and the dissemination of existing ones are essential components in the process of making the tourism industry more environmentally friendly. In general, the industry does not possess the resources necessary to acquire timely evidence of its impact, particularly its influence on the environment. As a result, technologies that can assist in the production of this evidence are in high demand, and their use could hasten the transition towards a more sustainable industry. For instance, technologies that monitor and report CO2 emissions from the operations of the sector's operations across the value chain are necessary not only to

assess impact, but also to encourage stakeholders to set concrete and quantifiable indicators to contribute to the Sustainable Development Goals (SDGs), as well as to allow consumers to make informed decisions based on such data. This is because such technologies allow consumers to monitor and report CO2 emissions from the sector's operations across the value chain (Liu, 2003). In addition, as was discussed before, the transportation industry that serves the tourism industry is a very important subsector of the tourism industry. It is a difficult task, but overcoming it could result in a fruitful opportunity for those working on developing ways of low-carbon tourism transportation and environmentally friendly infrastructure.

Last but not least, innovations that promote the development of a circular economy, such as those that improve the utilisation of resources at each stage of the value chain, have the potential to make a significant impact in the tourism industry. The industry has a need for a variety of technical solutions, some of which include technologies centred on the responsible utilisation of water, energy, and food resources, as well as technologies that apply the concepts of reuse and recycling to plastic packaging and waste (Bhuiyan et al., 2020).

Hence, sustainable tourism may take advantage of this current situation. Sustainable tourism promotion relies partly on tourists' perceptions of what constitutes a good experience. Since its inception, the UN World Tourism Organization (UNWTO) has referred to sustainable tourism as the same concept that can be used for all types of tourism in any location, including both mass tourism and the different specialist tourist segments. Sustainability considers the impact of tourism on the environment, the economy, and culture. A proper equilibrium must be maintained between these three dimensions to ensure long-term viability (UNWTO, 2005). Several authors define the concept of sustainable tourism as a driving force in the tourism industry. Conversely, sustainable tourism has been recognized in corporate practice in many countries. Despite this, tourist attractions have yet to receive the academic attention they need (Ruhanen et al., 2015). Sustainable tourism development's foundation is preserving natural resources—environment, cultural authenticity, and democratic participation (Crosby, 1996). In the wake of the COVID-19 epidemic, most previous studies have concentrated on a single topic or one aspect of sustainability. There is also a great deal

of scholarly interest in this field because of the COVID-19 health crisis and the need to respond to the call for action within the sustainability framework within a short time.

1.2 Research Problem

Tourism focusing on environmental protection is a critical driver of social and economic progress, with particular benefits for the under-represented group of women and young people (ILO, 2017). However, tourism is a sensitive and seasonal business that is highly influenced by the individual interests, motivations, and financial resources of the people who take it. These circumstances have led to many tourism-related disasters before COVID-19, including the Ebola outbreak in West Africa. Half reduced tourism numbers in 2013-2014 and a similar situation was observed in 2012-2013 (WTTC, 2020). Covid-19 has disrupted human mobility, putting many individuals under lockdown and disrupting worldwide tourism. According to the World Travel and Tourism Council (WTTC, 2020), the Covid-19 pandemic is expected to cost the tourism industry 31 % of its entire jobs, or 100.8 million people. At 10.3% of the global GDP, this industry is predicted to see GDP decline by 31% by 2025 (Benvenuto et al., 2020). The Indian tourism industry is a significant source of revenue and jobs for the country (Annual Report 2019-20). The tourist industry generated 6.9 % of the GDP and 8 % of total employment in India in 2019 (WTTC, 2020). This sector is predicted to grow at a respectable 3.5 % annual rate in the future.

The "COVID-19" epidemic disproportionately affected the global tourism industry (Lee et al., 2020). This has caused employment losses and trouble keeping enterprises afloat (Acikgoz and Gunay, 2020). Dues to its labour-intensive nature, the tourism business is losing too many jobs, hurting young people and poor areas (UNWTO, 2020). The COVID-19 outbreak has impacted tourism, education, and job opportunities (Scaglione and Murphy, 2020). The pandemic has exposed curriculum gaps in global tourism. (Edelheim, 2020).

COVID-19 has been a turning point in the Indian economy and the hotel industry. The hospitality, transportation, food and beverage industries, and related tourism products, comprise one of the leading service sectors in the economy (Franks, 2020). Small and medium-sized businesses can participate in commercial operations, and skilled, semi-skilled, and unskilled workers can be employed in large numbers.

Some are developing and emerging economies have collapsed because the tourism industry has shut down. This has caused a huge loss of income and jobs. In addition, the tourism industry will take longer to recover than other businesses. The World Tourism Organization says that tourism has been hit the hardest by the crisis and has devised a plan to get back on its feet (WTTC, 2020).

Morakabati et al. (2017) established that robust solutions must be implemented promptly to reduce risk. Furthermore, conflicts, political instability, and terrorism harm the tourism business (Sönmez, 1998) in regions like Jammu and Kashmir. Conflicts and political instability hurt India's economy (Parida et al., 2017). Moreover, Covid-19 has negatively affected the tourism economy in India's Jammu and Kashmir region, which has already been under a lot of stress due to political instability and turmoil over the last three decades. The Kashmir valley became a battleground between the government's military forces and various militant organizations, destroying the region's capital stock and affecting the civilian population (Bhat and Rangaiah, 2015). War hurts the local economy. It diverted resources from productive activity to terrorists (Gaibulloev and Sandler, 2008). This has increased company costs, affecting tourism (Abadie and Gardeazabal, 2003). Kashmir's tourism economy has suffered from a tourist drop (Shukla et al., 2018). Using technology to promote "sustainable tourism," Wani et al. (2021) researched the impact of conflict on tourism in Kashmir. They observed that more tourists visit when the region is stable than when political unrest and uncertainty create dread among tourists. Barbhuiya and Chatterjee (2020) researched conflict and natural catastrophes' impacts on tourism (both international and national). According to their analysis, conflict affects tourism more than any other national tragedy.

Hence, sustainable tourism is an exciting subject, and research on this topic has been described as valuable to tourist businesses. However, earlier studies into this domain have been limited. Thus, the main issue that needs to be answered is whether sustainable tourism practices in post-Covid-19 times can lead to substantial and economically viable. Academicians will also profit from these study results as the research findings give them a greater understanding of an undiscovered region related to the sustainable tourism experience (Więckowski, 2021)

Sustainable tourism metrics have evolved over the last few decades, while disagreements about the best techniques rage on. Since sustainable tourism contributes significantly to job creation and GDP, policymakers and strategists overlook its importance. Tourism is particularly vulnerable during coronavirus pandemics, which suggests that its positive impact on economic growth, trade, and employment is undervalued. Long-term COVID-19 containment efforts lowered supply and export demand, negatively impacting various countries' economic conditions. Despite this, it continues to face global, regional, and local issues that demand the attention of policymakers. Long-term risk precautions are necessary to protect the JandK tourism business from the COVID-19 pandemic. The findings of this research will help enhance sustainable tourism in J&K.

Only a small number of academicians have examined this phenomenon in this field. As a result, additional research is necessary to cope with the multiplex problem. But the COVID-19 epidemic is the largest in the last Century. According to the above preliminary literature assessment, "sustainable tourism" and tourism in conflict-hit regions have been investigated, but "sustainable tourism" needs more research.

1.3 Purpose of Research

The global tourism industry is rising rapidly, and the Indian tourism sector is also rising despite the setbacks of Covid-19. However, due to the challenge posed by commercial tourism to the local environment, stakeholders are looking for viable options concerning long-term tourism. As a result, stakeholders in this sector must emphasise providing their tourism with sustainability. To tap into the growing tourism market, the Union Territory of Jammu and Kashmir in India offers endless opportunities for sustainable tourism activities. This study aimed to investigate the influence of the "Covid-19" pandemic on the tourism industry. In addition, this study will seek to find answers to such problems.

1.3.1 Novelty and Contribution of the Study

The literature review conducted shows that the domain of “tourism” or “business tourism” has been studied more in comparison to “sustainable tourism” in conflict-affected areas (Andries et al., 2021; Alvarez et al., 2016; Buda, 2016; Higgins-

Desbiolles, 2020; Lovelock, 2012; Novelli et al., 2012). Thus, more information on sustainable tourism in conflict-affected areas is needed, necessitating more study and research. Further, due to the COVID-19 outbreak, the tourism business has evolved, making it more important to research "Creation of Sustainable Tourism Business in Conflict-Hit Region Post COVID-19." Also, there are limited studies that focussed on sustainable tourism in conflict-hit regions during COVID-19 time period (Antošováet al., 2022; Nepal, 2022; Pereira et al., 2022; Tomej et al., 2023; Zaman et al., 2021). So, this research work aid in a better understanding of sustainable tourism in conflict-affected areas and benefit the various stakeholders involved.

The pandemic has increased interest in sustainability and bringing together all of the existing research can help governments, authorities, and policymakers figure out where to focus their efforts to minimise the destructive effects of sustainability. It can also help researchers find research gaps, plan future directions, and develop new research interests. Further, there needs to be more research on how the COVID-19 pandemic has affected specific tourist destinations and local enterprises. As a result, more studies need to be conducted on the link between tourism and COVID-19 from the perspective of local citizens. Thus, this work makes a novel contribution to examining the effects of the COVID-19 pandemic on tourism in the Kashmir region, India.

In addition to managing the limits placed on the various regions, public institutions should be tasked with establishing policies that would rescue the tourist industry from the present crisis. Public institutions must promote "sustainable tourism" since it can assist in increasing tourist flows and because it is being examined here. So, it is crucial to figure out what makes tourists want "sustainable tourism" so that public institutions can encourage "sustainable tourism" growth by implementing policies that promote and encourage this type of tourism. The most important contribution from work will be to emphasise the importance of "sustainable tourism" when the tourist sector is struggling through difficult times by isolating all of the good features that "sustainable tourism" provides to the growth of tourism.

This study fills several gaps in the literature. First, our research joins the ranks of those prioritising local perspectives in low-income nations, which are especially

susceptible to the effects of COVID-19 because of their economic status. Second, the empirical contributions made by this research help to deepen our familiarity with the effects of COVID-19 on tourism in a particular location. Thirdly, the study provides an overview of preliminary projections for the damage to the J&K tourism industry beyond 2020. Fourthly, the study gives lessons for other tourist cities in India and shows how Kashmir can develop tourism in a way that does not hurt the environment.

A discussion of the potential social, economic, and tourism-related impacts of the COVID-19 pandemic and a list of research priorities that could help the tourism industry to recover and thrive in the aftermath of the outbreak is outlined in this work. The methodology to be applied is another novel contribution, as it will combine both quantitative and qualitative aspects to supplement the results.

1.4 Significance of the Study

"Sustainable Tourism" is a complex and evolving concept that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is conceived as leading to the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems (UNWTO, 2002).

"Sustainable Tourism" may solve the issue posed by "COVID-19". This style of tourism promotes "greener" locations, this word is defined as ecological. Therefore, the present mass of critical tourist locations appears to be ending or evolving into a sustainable mass tourist; this combines the rise of sustainability as a cultural norm for the established norm of assistance for advancement (Weaver, 2012).

Those specialising in tourism and academia are responsible for discovering answers to the coronavirus's problems. In conclusion, "sustainable tourism" can capitalise on the impetus created by the current state of the health crisis to boost the positive attitude towards the development of "sustainable tourism". Acquiring this mindset will raise the tourist's awareness, which can be interpreted as the tourist's perception of the positive influence and the pleasure received due to the consumption of this form of tourism. There are several ways in which this work will contribute to

the field. In general, it will show how convenient engaging in "sustainable tourism" is. In contrast to prior research that has concentrated on particular aspects of "sustainable tourism", this study will examine how tourists understand the concept of tourism that does not harm the environment.

1.5 Research Purpose, Objectives, Questions & Hypothesis

Research Objectives are a vital part of the research project, as it helps to keep the study on track by giving vital directions to the researcher. In this work, the main objective or aim is to assess the risks to the tourism sector in the wake of the "COVID-19" pandemic. As the tourism sector has been adversely affected by the "COVID-19" pandemic, it becomes imperative for all the tourism stakeholders to develop alternate solutions to the problems faced by this sector. Moreover, political instability and turmoil also affect tourism in conflict regions. Therefore, the tourism players must look at the ways to resolve the issues faced in certain regions.

As evident from the exhaustive literature review, it can be assumed that "sustainable tourism" provides a way to tackle the issues faced by the tourism sector in contemporary times. Hence, the broad objectives of the work are to explore the influence of the "COVID-19" pandemic in conflict zones on the tourism industry. In addition, this study will seek to find answers to such problems.

1.5.1 Study Objectives

1. To find out the impact of tourism on the economic development of the conflict-hit J&K region and the changes observed post “COVID-19” era.
2. To determine the role of “sustainable tourism” in employment, income, infrastructure development, regional development, and especially in curbing the conflict.
3. To provide some feasible suggestions that may prove valuable for the creation and future development of “sustainable tourism” in the J&K region.

1.5.2 Research Questions

The three main research questions based on the study objectives are:

1. How does tourism impact the economic development of the conflict-hit J&K

region and the changes observed post “COVID-19” era?

2. What is the role of “sustainable tourism” in employment, income generation, infrastructure development, and regional development especially in curbing the conflict?
3. What suggestions can be provided by the study which will be valuable for the creation and future development of “sustainable tourism” in the J&K region?

1.5.2 Study Hypothesis

The main hypothesis of the study being done are as follows:

H1: There is an influence of Environmental Attitude on Resident’s Satisfaction

H2: There is an influence of Environmental Attitude on Economic Benefits

H3: There is an influence of Social Attitude on Resident’s Satisfaction

H4: There is an influence of Social Attitude on Economic Benefits

H5: Political fear perception moderates the association between Environmental Attitude and Resident’s satisfaction

H6: Political fear perception moderates the association between Environmental Attitude and Economic benefits

H7: Covid-19 fear perception moderates the association between Social Attitude and Resident’s Satisfaction

H8: Covid-19 fear perception moderates the association between Social Attitude and Economic Benefits

CHAPTER II:

REVIEW OF LITERATURE

2.1 Theoretical Framework

Contemporary literature supports the growth of "sustainable tourism," as it can take advantage of the momentum produced by the present health crises. Adopting this attitude will enable the tourists to increase their awareness, which can be defined as their perception of the benefits and enjoyment they derive from engaging in this type of tourism. It will demonstrate how practical "sustainable tourism" is in general (Lee and Jan, 2019). "This study will look at the perception of various stakeholders about the idea of sustainable tourism, in contrast to other studies that focused on specific components of "sustainable tourism".

According to a recent study, many factors influence how residents feel about the expansion of tourism (Shen et al., 2019). Further research in this field should consider all stakeholders because they are all involved in developing the tourism sector, including residents, tourist businesses, and government officials. Additionally, there is much room for long-term research in sustainable tourism (Dwyer, 2023). The researchers discourse that further research in this area would allow for a deeper triangulation of findings and further provide a better exploration of the concept. This approach to tourism will enable the creation of novel experiences that will immerse people in digital information, such as interacting with various gadgets while taking in local attractions.

A tabular view of some recent literature related to the study:

Table 2.1. A summary of some major studies

Author and Date	Title of the Study	Sample Size	Tools and Techniques	Major Results
Khan et.al., (2022)	Residents' satisfaction with sustainable tourism: the moderating role of environmental awareness.	354	Partial Least Squares Structural Equation Modelling (PLS-SEM)	The results of this study demonstrated that the fundamental sustainability factor significantly influenced residents' contentment. Overall, the study conclusively shows that opinions on how sustainable tourism affects local populations are divided. Regarding the moderating effect of environmental awareness, the study's findings show that caring tourists can have a positive impact on the destination and feel as though they have only been there for a short time, making them inclined to believe that the behaviour of the environment does not need to be described.

Gossling and Schweigart (2022)	Two years of COVID-19 and tourism: what we learned, and what we should have learned.	1953	Integrative Review and Problematization	Many vulnerabilities have been found in tourism research, particularly in economies that rely on the industry as well as for airlines and cruise companies. Due to lockdowns and test requirements, the hospitality and food industries are also among the most vulnerable ones. The visitors themselves are part of the tourism system that has proven to be the most resilient, as they have demonstrated a great deal of openness to switching to domestic holidays and taking part in new pastimes.
Hallaj Z. et. al., (2022)	Tourism Development During the Pandemic of Coronavirus	266 Tourists	Descriptive Statistics, Correlation Analysis and Path Analysis	Because DNT accounted for a considerable variance (56%), the study demonstrated that SET could be used to explain DNT.

	(COVID-19): Evidence from Iran			It is vital to think of tourism as a tool for community development because SCE affects tourists (ATT). Holding numerous events in the Sistan region during COVID-19 will help to improve the perception of the recreational services offered, observe health issues, and increase tourists' and locals' support for the growth of rural tourism.
Florencio et. al., (2021)	"Sustainable Tourism" as a Driving Force of the Tourism Industry in a Post-"covid-19" Scenario.	308 Tourists	Structural Equation Modelling	Based on the structural model proposed in the study and the results, we see how the intention to select sustainable touristic destinations is supported by motivation and the tourists' satisfaction of developing favourable attitudes toward "sustainable tourism". Likewise, a positive and

				significant relationship between the tourist's attitude towards the development of "sustainable tourism" is observed, fostered by the generic positive impact that it entails. Concerning the tourist's satisfaction experienced when consuming "sustainable tourism", this is generated by the tourist's attitude toward developing "sustainable tourism" and the perceived service quality. This perceived service quality is caused by the generic positive impacts resulting from the development of "sustainable tourism". The rest of the relations established in the model do not find statistical support in the results.
Gursoy et. al., (2019)	"Residents' perceptions of hotels' corporate social	629 residents	A Multi-dimensional construct, which	Residents' perceptions of HSR practices contribute to residents' support for additional

	responsibility initiatives and its impact on residents' sentiments to community and support for additional tourism development".		consists of economic, social and environmental dimensions	tourism development directly and indirectly through residents' satisfaction with their community. However, the effects of economic and environmental HSR dimensions on community commitment are not significant. Community satisfaction strongly predicts community commitment and support for additional tourism development.
Hassan et al., (2021)	"Digital entrepreneurship and emancipation: exploring the nexus in a conflict zone".	Ten digital entrepreneurs	Multiple case studies and interviews with the entrepreneurs, supplemented by published statistics and secondary data sources,	The context directed entrepreneurial behaviour and the motivation to start digital ventures. Entrepreneurs realised the potential of technology, but its successful use was contingent upon their social positionalities.

			and analysis were done with the help of qualitative data analysis software NVivo.	
Lee et al., (2020)	"Geopolitical risk and tourism: Evidence from dynamic heterogeneous panel models".	16 countries	AMG and CCEMG estimation techniques have been used that address underlying heterogeneity and non-stationary and cross-sectional dependence.	Geopolitical risk negatively impacts tourism demand, and pandemic outbreaks aggravate the negative impact of geopolitical risks on tourism demand. Panel causality outcomes further confirm that geopolitical risk significantly predicts tourism demand (captured by tourism receipts or the number of inbound tourists). Our findings confirm that the dynamic attributes of both local and international political environments

				significantly impact the consumption decision of tourists and the economic performance of tourist destinations.
Sobaih. et al., (2021)	Responses to "COVID-19": The role of performance in the relationship between small hospitality enterprises' resilience and "sustainable tourism" development.	630 Owner-Managers	Structural Equation Modelling (SEM)	The study results show that enterprise type significantly affects the results, where restaurant owner-managers expressed more resilience than their hotel counterparts.
Jeelani et. al., (2022)	Sustainability constructs of mountain tourism development: evaluating stakeholders' perception using SUS-TAS.	352	Factor Analysis	The findings imply that Pahalgam's residents favour the expansion of sustainable tourism. Respondents disagreed with the societal cost of tourism development. Locals in the study area place a high priority on the development of the tourism industry. Hence Pahalgam's negative or unsustainable tourism

impacts are not readily apparent.

2.2 A Comprehensive Discussion on the Relevant Literature

The responses of locals to visitors during and after the COVID-19 pandemic have been analysed by Kamata (2022). Attachment, uniqueness, impact, negative impact, and attitude toward encouraging tourism have all been incorporated into the models of COVID-19. It is clear from the study's findings that locals recognise the economic value that tourism brings to their community and are eager to promote it.

According to Osinubi et al. (2022), the Millennium Development Goals have been pushed aside as Sustainable Development Goals take centre stage in the global development discussion. The study's secondary objective is to determine whether or not, between 1995 and 2018, tourism in MINT (Mexico, Nigeria, and Turkey) catalysed sustainable development. The study used sustainable development and international tourism revenue in these countries as indicators. The study's goals can be accomplished thanks to the augmented mean group (AMG) estimation method for determining the long-run parameters. The reliability of the estimates derived with the AMG method is further evaluated using the mean group (MG) and common correlated effects (MG) methods. The significant positive association between tourism and sustainable development in MINT nations is supported by all three estimators, suggesting that the tourist industry can be a partner in this crucial field. As a result, sustainable development in MINT countries can be facilitated through tourism. As a result, the study concludes that sustainable development in MINT countries can be achieved through any strategy that improves the tourism industry's performance. The study suggests that MINT governments should promote sustainable tourism development to achieve sustainable development.

Sun et al. (2022) emphasises that security risks and terrorism are global issues. Since different acts of terrorism and violent incidents have affected almost every region, terrorism has grown to be a devastatingly pervasive concern over the past two decades.

Using the Global Terrorism Database for 14 nations in East, South, and North Asia (ESNA), the study examines the socioeconomic (internal and external conflicts) causes of terrorism and its associated incidents from 2006 to 2018. The results of the one-step method of GMM estimation show that South Asia is the most vulnerable region among the ESNA, where state legitimacy and population density are the two main contributing factors to terrorism attacks. The socio-economic imbalance in the education budget, according to the report, is the main factor influencing terrorism and the ensuing enmity in East and North Asia. It also demonstrates how terrorism in ESNA is sparked by the fractionalization of the elite. The study also discovered that the legitimacy of the state, the fragmentation of elites, population growth, and the share of the budget allocated to health and education are significant influences on terrorism in ESNA. The study comes to the conclusion that there are regional variations in the frequency of terrorism and related activities. This report suggests that the United Nations and other governing entities do their share to solve the socio-economic disparity in the region and put into place efficient regional conflict resolution techniques in order to make ESNA a peaceful and prosperous region. According to the authors, in order to address social unrest and economic injustice, we need a regional strategy that is both clever and successful.

Seyfi (2022) contends that there is a lack of research on how sanctions affect tourism's ability to build peace and how they relate to the Sustainable Development Goals (SDGs), despite the fact that sanctions are frequently used as a foreign policy tool to promote peace in the absence of armed intervention. This result is unexpected because sanctions and tourism are frequently used to foster peace and understanding among diverse cultures. This study, which is informed by political science and international relations, explores whether sanctions promote peace and foster an atmosphere favourable to the growth of the tourism industry in Iran by conducting semi-structured interviews with important industry participants. This study demonstrates how sanctions imposed by international state actors in the name of peace have immobilised the Iranian travel and tourism sectors. People now find it more difficult to move about as a result of the psychological, sectoral, and social repercussions of these punishments.

Kautish et al. (2022) looked into the relationship between professional beliefs, career self-efficacy, and social support to learn more about how young women in India's

tourism and hospitality industries are developing their VUCA skillset. The COVID-19 outbreak is a prime example of VUCA. Structural equation modelling was used to analyse data from 655 female students studying tourism and hospitality in north-eastern India. The findings show that professional self-efficacy and career belief values are positively connected to social support and account for social support variation. However, one's perspective on one's chosen career has little bearing on VUCA.

Su and Park's research from 2022 looks at the responses to a plea for an evidential framework that takes into account the many viewpoints on cultural trauma in "dark tourism" locations. At the centre of this discussion is the problem that truth-seekers have with overcoming the victim-perpetrator dichotomy across generations and boundaries. In order to deal with difficult lessons learned from the past and create common ground for future integration and inclusion, the research argues for a creative and critical interpretation of heritage. Semi-structured interviews and participant observations are used in this study of the Memorial Hall of the Victims of the Nanjing Massacre by Japanese Invaders to demonstrate how counter-monuments and dark tourism are essential for transforming the anguish of the massacre into acts of remembrance. Designing and developing new tourist destinations and artworks as counter-monuments is one important encoding method that engages in interactive peace-building and reconciliation and increases negotiation every day. This form of accommodation, according to the authors, contributes to the development of a more comprehensive and nuanced understanding of cultural shock and the interpretation of a legacy, memory, and personality (Su and Park, 2022).

According to Butler (2022), who uses the Tourism Area Life Cycle model as a framework for his discussion of the effects of a decline in tourism visitation to destinations brought on by COVID-19, the scope and importance of the impacts on destinations will differ depending on the stage of the development cycle reached by any particular destination. The effects could be either brief or long-lasting, and they could have an impact on how many people visit the area. According to some, the tourism industry will recover in each location at a different rate and degree; the consequences will be more or less long-lasting; and depending on the level of development, locations may or may not retain their general allure when the epidemic is gone. "Promote inclusive, just, and peaceful societies" is Goal 16 of the Sustainable Development

Agenda of the United Nations (Desbiolles et al., 2022). The authors contend that this can act as a catalyst for environmentally friendly travel and attract much-needed attention to the importance of peace travel. The issue of how to use tourism to advance more social, environmental, and inclusive justice arises.

The peace through tourism analyses could benefit from engagement with peace studies thinking on peace with justice, issues of violence, frameworks for fostering positive peace, peace pedagogies and nonviolence. Additionally, the authors argue that the broader context of tourism and its role in producing and redressing structural injustices is crucial to understanding the topic. This study examines new perspectives on ecocide and decolonisation, highlighting the importance of using complex, nuanced, and critical reasoning in tourism studies. Research like this helps push the peace tourism agenda forward by emphasising the need to situate travel within a framework that prioritises equity and nonviolence. It also supports the idea that the tourism industry needs to be looked at and fixed in the context of the more significant structures in which it works.

Wibowo and Hariadi (2022) conducted a qualitative investigation on the resilience of ecotourism in Indonesia during the post-COVID-19 period. The study's analysis is based on tourism resilience theory and sentiment analysis. This analysis uses data about five "super-priority tourism locations" in Indonesia. According to the research, "sustainable tourism in Indonesia" is not flexible enough to adapt to the changing economy and new tourism patterns that have come about since the pandemic.

Using data from Eurostat, Palazzo et al. (2022) analysed the impact of tourism on long-term viability. Descriptive statistics and cluster analysis were utilised in this investigation. The study's findings show that tourism will increase to some degree even if the pandemic continues and has various effects in different European countries. It also shows how income and tourism are related since changes in tourist clusters are directly related to gains or losses in money.

To help the tourism and hospitality service sector develop a resilient supply chain, the selected metrics have been sorted, categorised, and linked with supply chain drivers to obtain a comprehensive picture. A strong supply chain in the tourism and

hospitality industries comprises six supply chain drivers that must be changed and core skills that must be developed simultaneously (Tasnim et al., 2022).

Data collected by Saparniene et al. (2022) classified young people into several demographic groups based on their sustainability-related views and actions. A total of 1085 people from three nations in the Baltic Sea (Latvia, Lithuania, and Russia) filled out the survey. For the empirical research, the authors have designed a one-of-a-kind research instrument that responds to cutting-edge theoretical ideas and models and has been verified by empirical research and statistical analysis. The SUS-TAS scale has been used to assess perspectives on promoting sustainable tourism. The statistical types of the adolescents sampled in the study were determined using a factor clustering approach; these types were based on the extent to which participants expressed sustainable behaviour and attitudes regarding sustainable tourism growth. The majority of young people (50.6 %) according to the "oriented toward sustainable behaviour" type, while the analysis of youth attitudes revealed that 71.5 % are of the "socio-economic" type, indicating that young people place a premium on the long-term socio-economic well-being of the region, which can be attained through effective management, tourism planning, and active public participation in the implementation of tourism policies.

Villanthenkodath et al. (2022) assessed the impact of tourist development and structural change on CO2 emissions as environmental quality by endogenizing economic growth, energy consumption, and structural change in India. Due to its simulation capabilities for integration order of the studied variables, this study empirically depends on quarterly time series data for 1995Q1-2016Q4 inside an approach of limits testing for co-integration. The generated outcomes show the relevant factors' interconnectedness over time. Long-term results from an ARDL model show that tourism growth is bad for the environment. At the same time, a change in the economy's structure is responsible for better environmental outcomes. A structural break in the series is minor in carbon emissions, confirming the hypothesised long-term relationship between the variables. Economic growth is found to boost environmental quality, but energy use is shown to have a negative correlation with ecological well-being. Canonical co-integrating regression and fully modified OLS corroborate the

reliability of these results. Therefore, the report recommends that authorities ensure environmentally responsible tourism practices.

Ghosh and Batabya (2022) studied the tourist efficiency of all Indian states and union territories. Results show that smaller states are doing better than larger ones when considering environmental and economic factors. The regression results show that the state's total area and per-capita Gross State Domestic Product play a significant role in how well each Indian state makes money from tourism.

In a study, Villanthenkodath et al. (2022) investigated the impact of tourism development (TD) on India's degrading ecosystems. Specifically, quarterly data from 1995 Q1 through 2018 Q4 provided empirical support for the findings. To further investigate the impact of TD on India's degrading ecosystem, the authors employed the autoregressive distributed lag (ARDL) method, the Toda and Yamamoto (TY) causality model, and wavelet coherence analysis. The ARDL bounds test confirms the long-term connection between the series. Consistent with previous research, the ARDL model's long-term projections show that TD is a primary factor in India's environmental deterioration. As a bonus, the wavelet coherence technique proves that the changes in TD that cause changes in India's pollution levels depend on both frequency and time.

The emotional solidarity, stress from tourism, the quality of life for locals, and the desire for sustainable tourism development were all linked in a study by Gautam (2022) that established and confirmed a unified strategy to study these relationships. The author draws on the social exchange theory, bottom-up spillover theory, and the theory of emotional solidarity. The study found that locals' friendliness significantly negatively affected tourists' stress levels. The study results showed that residents' emotional connections had a favourable and significant effect on their quality of life. The findings also showed that locals' support for sustainable tourist development was significantly boosted when living conditions improved. The Integrated Research Model explains 27.25 per cent of all the ecotourism expansion support. Data from 397 separate samples were used to get these conclusions.

The study by Mohamadi et al. (2022) attempted to answer the question, "How does responsible behaviour relate to sustainability?" The qualitative and exploratory research's interpretive structural modelling and the systematic literature assessment

developed the sustainable-responsible tourism model. In light of these findings, it is clear that responsible tourism is essential to establishing a connection between sustainable tourism and the long-term viability of tourist destinations. Sustainable tourism activities would only be successful if travellers and those who support the tourism industry acted responsibly and paid attention to the details.

Saluja et al. (2022) investigated the effects of tourism and how Varkala residents make a living from the industry. In this study, authors combined qualitative and quantitative techniques (qualitative and quantitative). One hundred homes were given semi-structured questionnaires, and in-depth, face-to-face interviews were held with the thirteen key informants. The data on the connection between tourism and the local economy has been studied using correlation, regression, and analysis of variance tests. The study's key findings highlight the importance of tourism as a means of subsistence for the people of Varkala. Although tourism is a vital business in the region, it is essential to diversify sources of revenue because the industry is both volatile and seasonal. In order to improve the tourism sector and involve local community people in the decision-making and management of tourism operations, the author recommends that managers in the research area develop plans, policies, and strategies to do so.

The article by Kumar et al. (2022) delves into how Indian DMOs (Destination Marketing Organisations) use Facebook for tourism promotion. Data from 32 DMOs' Facebook pages covering the past six months has been collected for content analysis. Seven tourist department managers were interviewed using semi-structured questions. High levels of user interaction may be seen in the content created by the Jammu and Kashmir and Kerala DMOs (visual content and informative posts). According to the data, DMOs primarily use Facebook for promoting their other marketing efforts and rarely for customer support or market research. Travel promotion organisations (TPOs) can increase fan engagement with posts about the region's scenic beauty, cultural attractions, and delicious local cuisine on their official Facebook pages.

Using a crucial urban Himalayan destination in India, Batool et al. (2022) explored the multidimensional constructs of environmental concern among international tourists. Structural equation modelling (SEM) is used to verify the elements in the study. Based on how they answered various questions in the survey, the

respondents were placed into distinct categories using the Latent Class Analysis (LCA) methodology. The LCA model is an excellent resource for researching travellers' environmental consciousness. Approximately 400 respondents who have travelled to India's Kashmir region provided helpful information for this study. The findings distinguish between three types of tourists: those who reflect, those who are careless, and those who are environmentally friendly. Tourists who do not care about the environment usually act carelessly, while tourists who want to protect the environment act responsibly.

Gupta et al. (2022) examined the significance of individual beliefs, attitudes, and contextual factors in an assessment of what influences site-specific environmentally responsible behaviour (S-ERB) in eco-sensitive zones. Through structural equation modelling, the suggested model was experimentally validated using data from a survey of 540 visitors. Comparatively, 25 visitors were subjected to in-depth interviews to extract arguments for and against s-ERB. Responsibility, environmental literacy, environmental sensitivity, and personal norm were determined to be four arguments in favour of s-ERB and three arguments against it (structural constraints, competing agendas, and tokenism) in the qualitative interviews. The model validation confirms that the reasons act as a crucial linkage between the tourists' biosphere values, their pro-environmental attitude, and their s-ERB because there is no direct correlation between values or attitudes and conduct. These facts attest to the validity of both the arguments for and against the use of s-ERB. Additionally, it demonstrates how crucial it is to manage eco-sensitive areas so that those who oppose marketing S-ERB to visitors can be heard while their opponents are suppressed.

The elements that influence participation in destination development have been identified by Iqbal and Ahmed (2022). The effects on the natives are further discussed. Such outcomes include increased tourism, improved social conditions, and a thriving economy. The information for this study came from 214 questionnaires sent by visitors to various tourist attractions in the Poonch district of J&K. Structural estimations between constructs were determined using structural equation modelling, exploratory factor analysis, and confirmatory methods factor analysis. Results indicated that individual and monetary factors are the most influential in shaping community

involvement, followed by social and environmental factors. Also, all the people who answered said that destination development had the most significant effect on the economy of the three types.

In light of the ongoing climate crises, Sheller (2021) offered strategies that can help tiny island nations and non-independent territories in the Caribbean recover and rebuild with more sustainable environments and economies. Part, one traces the roots of climate change vulnerability to colonial pasts, neoliberal capitalism, and continued "extractive" tourism activities. When other human immobility's (such as migration) are severely limited, this theory of the "coloniality of climate" allows for re-framing the ethical and political consequences of tourism recovery. Later, the paper delves into the theoretical concept of "mobility justice" to help readers process the issue of sustainability transitions in light of the mobilities associated with tourism, climate change, and catastrophe recovery. Throughout the third segment, the authors examine how Caribbean community groups and people's assemblies promote alternative visions for catastrophe reconstruction that rely on food sovereignty, agroecology, and regenerative economies.

Ivars-Baidal et al. (2021) examined the connection between smart cities and destinations and sustainable tourism indicators through a multi-scale analysis of ideas. Sustainability indicators are examined in detail, and their place in international intelligent city standards and sustainable tourism indicators is analysed on several levels. Sustainability indicators and their place in worldwide smart city standards are critically analysed in-depth. Then, it analyses the sustainability indicators in the innovative paradigm by conducting a content analysis of the planning instruments used in innovative plans in Spain. This study evaluates two sets of indicators at the regional-local level to determine which is more scientifically sound to rectify the widespread disconnect between an indicator's practical utility for policymakers and its scholarly rigour. Despite smart city and intelligent destination proponents appropriating the sustainability discourse, the results reveal that more progress needs to be made. These results show how (little) intelligent cities and destinations help tourism grow sustainably. They also help find gaps and new ways to focus on innovative policies and programs.

According to Inchausti-Sintes (2021), a re-evaluation of the connection between tourism and its site is needed to promote more environmentally friendly development because, until now, tourism has been synonymous with intense territorial usage. In this regard, the research adds something new to the literature by creating a theoretical general equilibrium model that examines environmental integration inside the economic system (i.e., in a circular economy) from the viewpoint of the tourism industry. The novel part of the approach is that it treats land as both a resource and a product. As a result, the land is used more efficiently because it is not supplied to the economy in a predetermined amount; instead, society chooses between using it for leisure and renting it out as a factor of production. By viewing it as a product, we can highlight how it serves as an asset, meaning that its upkeep also promotes economic expansion. The preliminary results demonstrate that tourism does not contribute to ecological depletion but is vital to its preservation when environmental considerations are built into the economic structure. Even with this critical integration, research shows that tourism weakens sectoral diversity and makes the country more dependent on imports.

According to Hamid et al. (2021), sustainable tourism is set to become a major trend in the sector. All tourism industry sectors, including tour operators, are urged to play their part in promoting responsible travel practices. Sustainable business management (SBM) and sustainable destination management (SDM) techniques are linked in this study with the goal of gauging the impact on the tour operator's bottom line. SEM-PLS 3.2.9 was used to evaluate the 190 valid surveys. Both the SBM and SDM methods were found to affect tour operators' bottom lines. Travel companies can benefit financially from implementing these eco-friendly measures.

Obradovi and Stojanovi (2021) use the Sustainable Tourist Attitude Scale to investigate how locals feel about sustainable tourism development in the River Gradac Protected Area. An analysis of locals' perspectives on sustainable tourism growth is performed using the Sustainable Tourism Attitude Scale (SUS-TAS). In order to establish the parameters of the sustainable tourism attitude scale, confirmatory factor analysis (CFA) was used. These results provide credence to a seven-factor SUS-TAS model with 28 items that retained construct validity and internal consistency

throughout the research process. According to the poll findings, the Gradac River Gorge is home to a vibrant population that enthusiastically backs ecotourism. If a community wants to have a successful and long-lasting tourism business, studies of locals' opinions on the subject show that they need to have widespread public backing. The findings of this comprehensive study have important managerial implications for the future of tourism planning in the Gradac River Valley in Serbia, particularly the necessity of engaging locals' perspectives in these endeavours. The study also concludes that it is possible to put management techniques at the top of the list while still respecting the needs and rights of the local people if you know a lot about how locals feel about sustainable tourism.

The sustainable development goals (SDGs) are the solution, according to Nunkoo et al. (2023), in the wake of targeting complex issues that arise at the interface of ecological and economic domains. Although academics believe that multidisciplinary study is essential to achieving the SDGs, little emphasis has been paid to the concept of inter-disciplinarily. Using citations from published articles in the Journal of Sustainable Tourism, the study examines the interdisciplinary nature of the journal's content. It is a method for analysing patterns in research literature structural topic modelling. The results show that research has become more interdisciplinary, yet knowledge is still predominantly defined by tourist studies and business management. Researchers working toward the SDGs would study fields like anthropology and the humanities, which may help bring important topics like power dynamics and societal values to the fore of sustainability discussions. Research should also look at the SDGs as a network of goals so that the results of sustainable tourism can be better tied to broader development goals.

Despite widespread interest in sustainability, many ongoing studies of tourism development are missing the mark by failing to recognise the significance of ever-evolving capital stocks as contributors to local quality of life. The solution to the sustainability problem lies in the prudent management of these stocks to ensure sustained or increased inter-temporal well-being, as tourist development affects locals' standard of living through the accumulation or depletion of various forms of capital. A conceptual framework centred on capital for evaluating the progress toward a more

environmentally friendly and socially just tourism industry. The author says that for the capital strategy to be most effective at promoting good policies for sustainable tourism development, tourism stakeholders must overcome several conceptual and practical hurdles.

In light of the simultaneous health and economic crises caused by the COVID-19 pandemic, Purcell et al. (2021) argues that the interrelated and hyper-dependent nature of sustainability, health, and business has been brought into sharp focus. Shutdowns and social isolation tactics have been implemented, and they may be fatal to the industry. Given the reprieve from Trinidad and Tobago's adverse effects on communities, destinations, and the environment that the epidemic has provided, now is the moment to rethink the industry strategy. Future efforts to promote sustainable tourism in Trinidad and Tobago could help the country "build back better," mitigating its adverse effects while also bolstering sustainable tourism's role as a global citizen and contributing to a more stable economy and equitable society. In addition, the authors concur that modern business leaders in Trinidad and Tobago are adopting sustainability leadership practices for the twenty-first century and beyond, expanding their understanding of sustainability beyond its immediate operational impact to include the broader systems within which they operate. COVID-19 is a "teachable moment" for the sustainable tourism's industry to boost its sustainability by paying more attention to its operations' trade-offs and problems. Based on the study's findings, sustainable tourisms can significantly promote knowledge about and progress toward Sustainable Development Goals. It says that if the "Culture of Health" paradigm is used, a more aware customer base and stricter rules from the government will help speed up the sector's transition to sustainable tourisms.

Escobar and Margherita (2021) have presented the findings of their study on the application of smart tourism in the context of Sustainable Tourism. "Smart Tourism" refers to the extensive integration of advanced information and communication technology in the travel industry. The results of Smart Tourism for sustainable tourism are still being researched, even though various applications of Smart Tourism are described in the literature. In order to fill this void, the authors conducted a literature search in Scopus for practical examples of Smart Tourism in

action. Utilising the three pillars of sustainability—economic, environmental, and social—they evaluate the results in terms of sustainability. The results show that intelligent tourism apps at destinations help with the three pillars of sustainability, but not all three simultaneously.

Yilmaz et al. (2021) investigates the affective and behavioural possibilities of Counterfactual reasoning in environmentally friendly travel. According to the authors, studies rarely investigate specific cognitive reasons for sustainable tourism behaviour, despite increased interest. Furthermore, present frameworks cannot establish causal links between attitudes and behaviour when data-driven procedures such as surveys or other survey methodologies are used. Two experiments have looked into the effects of the goal-oriented cognitive process of counterfactual reasoning on people's perspectives and actions toward the environment. The results have shown that counterfactuals are useful in sustainable tourism. According to the author, your perspective on the local ecosystem might shift if you start thinking about what could happen if you didn't go somewhere. You might be more inclined to engage in environmentally responsible actions.

According to Deladem et al. (2021), promoting sustainable tourism is crucial to fostering economic growth, demonstrating social responsibility, and protecting the environment. This research aims to learn how public-private partnerships (PPPs) in sustainable tourism development aid in the fight against poverty in areas that regularly host tourists. Semi-structured interviews with experts from various fields were conducted according to a qualitative design utilising purposive and snowball sampling methods to gather primary data. The results have been thematically analysed and discussed, focusing on broad topics associated with sustainable tourism and the effects of PPP implementation in the tourism sector on the economic, social, and environmental conditions of Ghana's tourist hotspots. According to the research, public-private partnership (PPP) development has yet to be fully exploited to meet a tourism destination's long-term economic and infrastructural needs. The authors argue that the failure to produce enough jobs to increase the wealth of the local population in these tourist host towns is due to the sole engagement of the private sector and a low commitment by the government. However, the authors argue that PPP creation

and use have aided in protecting local customs, historical sites, and tolerant environments in popular tourist hotspots. As a result, tourism has ameliorated cultural exchange, commercial activity, entrepreneurial growth, and economic empowerment in the host communities, all of which contribute to the goal of ending poverty in these areas. Also, a lack of commitment and participation from the communities that host tourists can hurt the fight against poverty in those areas in a big way.

Sharpley (2021) stated that the sustainable tourism development paradigm has been the standard in academia and policy circles for over 30 years. Despite this, more progress has yet to be made toward implementing sustainable tourism. This study examines why the tourist industry is unable to become more sustainable. It concludes that the continued adherence to the economic growth paradigm that supports (sustainable) development policies and tourism development, in particular, is to blame. The study highlights the unsustainable nature of unchecked growth and suggests that sustainable (lower) consumption levels are the way forward. However, a recent exploratory study suggests that voluntary reductions in tourism use are improbable, especially among the supposedly environmentally conscious post-millennial population. The author says that the only way to ensure the tourism industry is sustainable for producers and consumers is to have stricter rules.

According to Jasrotia et al. (2021), the tourist industry is the best way to improve a country's economy and government finances. The authors argue that in a developing nation like India, this industry provides the backbone for increasing the pleasure of its citizens. Additionally, sustainable tourism gives all stakeholders a fair shot at improving the local community and the destination itself. This research aims to understand better the connection between the four pillars of sustainable tourism (economic sustainability, environmental sustainability, socio-cultural sustainability, and institutional sustainability) and the happiness of visitors. A survey of Indian out-of-staters visiting specific tourist spots is at the heart of this research project. Twenty-six locations across eight different Indian states were chosen as research destinations. The study's findings indicate a favourable connection between environmental, socio-cultural, and institutional sustainability and traveller happiness. The findings also suggest that a comprehensive strategy for planning and monitoring sustainable tourism

development should include environmental, socio-cultural, and institutional sustainability elements.

Jain and Sharma (2021) argue that sustainable tourism is gaining popularity due to its recognized ability to conserve the environment and enhance the economy. The research indicates that although numerous worldwide organizations promote environmentally sustainable vacations, there is a lack of information regarding the extent to which visitors in India really engage in these practices. The objective of this study is to classify "sustainable tourists" by establishing their demographic characteristics through the utilization of K-means cluster analysis. Based on the findings, males exhibited lower levels of sustainability compared to females. Moreover, the characteristics of "sustainable tourism" are more commonly found among the younger population, individuals with a college education, and those who are working and earning a stable income.

The effects of regional wars on tourism in Middle Eastern and African nations have been examined (Karimi et al, 2022). The adopted dataset analyses the consequences of these conflicts and the hazards they pose to the tourism industry in 39 countries from 2001 to 2017. The spatial Durbin model was chosen for estimation when the diagnosis was established. The findings suggest that as economies in both the home and host countries flourish, so will the influx of domestic tourists. The findings demonstrate the contrasting effects of relative prices on the number of tourists that visit a country. Higher domestic prices were an indicator of developed tourism infrastructure and increased visitors. In comparison, higher prices in neighbouring countries were found to cause an increase in domestic tourists. Research has not found that freer trade significantly affects tourist numbers. The data also shows that countries with more frequent and severe conflicts get fewer tourists. According to the study's findings, efforts to reduce conflicts and manage countries' political risks will not impact tourism numbers anytime soon. The authors note that political risks for tourists develop over time, which takes time to alter.

Boyd et al. (2021) presented a visitor management framework (POCTOS) that considers the dynamic nature of opportunity in post-conflict countries. The authors argue that the decision to rebrand a conflict zone as a tourist attraction can significantly

impact the success of a nation's recovery efforts. The life-cycle model, tourism as a destination development, destination resilience, and destination capacity for change all shape POCTOS. The framework has "opportunity variables" that are tourist and administration-focused. In this essay, authors do not apply POCTOS to ANY concrete examples because it is purely conceptual. The authors, on the other hand, stress how important it is for academics to make it work to figure out how useful it is as a tool for post-conflict destination management.

Wani et al (2021), examined the effects of insurgency and how it has stifled tourism in the Kashmir Valley. The positives of technology in promoting sustainable growth in tourism and the negatives of internet blockades have been examined at length as part of this research project. Straightforward trend analysis reveals that the tourist influx rises in calm years and plummets in turbulent ones. The study concludes that the tourism industry and its ancillary businesses will reap substantial benefits from technology and innovation. Daily life is being paralysed, however, by the frequent internet outages. Therefore, an atmosphere of anxiety and unease is generated. Based on the study, policymakers should use rules to decide when to shut down the internet and keep a broad view of the issue.

Uyar et al. (2021) investigated if the presence and frequency of sustainability reports in the global tourism industry are correlated with institutional characteristics. Various sources' data on the institutional environment's three pillars (i.e., governance, social, and environmental performance) and control variables at the macroeconomic and sectoral levels from 2011 to 2016 have been assembled. The authors conducted a panel analysis using random effects after early pooled logistic and Poisson regression studies. Despite these limitations, the study's findings imply that the three indices of a country's overall sustainable development (i.e., governance, social, and environmental) are significant driving factors behind a sustainable tourist business. The study also found that governance and environmental conditions are more important than the social development of nations when it comes to sharing information about the sustainability of the tourism industry.

The sustainability issues is a factor in how negatively residents see the growth of tourism, according to Wu et al. (2021). This research goes beyond the conventional

importance-performance analysis (IPA) to include the "adverse-impact and serious-level analysis" (AISLA) in order to gauge the seriousness of the issues affecting tourism's long-term viability. A total of 430 Macau residents were polled. In order to decrease the negative consequences of economic (such as inflation, urban service fees, and housing prices) and environmental (such as noise pollution and the degradation of natural landscapes) difficulties, the AISLA report recommended that the government conduct "concentration" activities. The report also recommends that the Macau government take action to "keep down" the majority of the social and cultural issues in the region.

The UNWTO defines "sustainable tourism" as taking into account all of its potential and current economic, social, and environmental effects while also addressing the needs of visitors, businesses, the environment, and host communities. Sobaih et al. (2021) found that the resilience of small tourism businesses has a favourable and direct impact on the growth of "sustainable tourism" while having an indirect impact on their performance that enables them to quickly handle the challenges posed by COVID-19" and, as a result, they can sustain their business.

In their discussion of threats to WHS (World Heritage Site) in underdeveloped nations, Hosseini et al. (2021) are thorough. The study first uses a novel super-efficiency parallel paradigm to explain the effects of World Heritage Site designation on the tourism industry in the 21 developing countries with the most World Heritage Sites between 2000 and 2016. The efficiency of the tourism business is evaluated on both a macro and micro scale, in terms of resources and infrastructure, respectively, employing the proposed parallel model. The findings prove that the WHS brand influences tourism demand in emerging economies for its promotional purposes. Second, the report highlights the social and environmental issues surrounding WHSs in underdeveloped nations. It lays out a critical and factual discussion using WHS's current designation and conservation status. Approximately 94% of endangered sites are found in developing countries, highlighting an uneven distribution of sites between emerging and wealthy economies and revealing neglect in their preservation. The study shows that protecting world heritage sites is a complex social problem, and it

suggests ways for developing countries to deal with problems related to putting historic sites on the list and keeping them safe.

To understand what elements, influence local Kashmiris' willingness to support tourist expansion, Bhat and Majumdar (2021) offer a research model. Using a multistage convenient sampling strategy, they obtained primary data from locals in the top five tourist destinations by administering a pre-tested questionnaire to a random sample of 650 people. A model was developed and validated using structural equation modelling and social exchange theory as a theoretical foundation. The findings corroborate the social exchange theory by showing that residents who seek more benefits from tourism development are more likely to support it. In contrast, those who see more costs are less likely to do so.

The tourist sector is very reliant on its consumers. Due to "COVID-19," many people lost their jobs across the sector (UNWTO, 2021). Towns whose economies rely on tourism have been threatened by this protracted interruption, which has prompted local and national governments to take immediate and long-term action to solve the issue (Vidya and Prabheesh, 2020). Governments have provided aid to the tourism industry and the employment that are a part of it, and they have also taken action to restore the economy following the pandemic. Incorporating locals into re-establishing tourism is one of the steps they are using in collaboration with local government and tourism groups (Qiu et al., 2020).

According to Sigala (2020), the consequences of tourism systems on the economy, society, and psychology may result in long-term business disruptions. Governments and stakeholders must reshape their understanding of tourism because tourism systems' long-term viability depends on all elements comprising their broader environment (Prideaux et al., 2020). They must work toward more moral, accountable, and environmentally friendly management and marketing practices (Niewiadomski and Brouder, 2021). The epidemic, in the opinion of Gossling et al. (2020), should serve as a wake-up call for the travel and tourism sector, academia, and governments to look into and implement policies to support "sustainable tourism."

The study by Mandic (2020) points out many protected natural areas (PA) are increasingly threatened by tourism development because of their reputation as having

high recreational value. As a result, scientists from a variety of disciplines are looking at ways to address the multifaceted nature of this problem. The DPSIR framework is applied to the growth of nature-based tourism. The study considers various social responses further to ensure the long-term viability of these unique places. The research departs from a site-perspective perspective favouring an inductive and grounded theory approach, intending to emphasise the importance of thinking about (eco) systems to determine what actions should be prioritised. To achieve a comprehensive understanding of triple bottom-line impact processes and response implications, the proposed framework provides an analysis of global and local drivers of change. The research shows that institutional capacity, a multi-layer management system, monitoring, education, and community consent are needed for nature-based tourism and the resilience of PAs.

The hospitality sector saw low occupancy rates and declining prices. For instance, Europe's demand decreased by almost 70 % throughout the year. (OECD, 2020) In cities where restaurants had to close down or were only authorised to operate to transport meals, those providing food and catering services were impacted. Around the world, conferences and significant gatherings were cancelled, including the Tokyo Summer Olympics. The number of visitors to the attraction substantially decreased. Despite the temporary closure of specific sites (Coifman et al., 2020), others started implementing strict social distance laws that required visitors to wear masks and take other protective steps (Dunn, 2020).

Vogela and field (2020) examined the role of economic activities in regulating and organising daily life, the state, and national identity in a conflict-affected borderland environment. The research focuses on tourism and commerce, two topics frequently left out of discussions of spatial governmentality among academics. Both are crucial components of a peaceful, stable, and cosmopolitan society. According to the authors, borderland people's and visitors' perceptions of territorial boundaries and national identity can be significantly influenced by the spatial regulation of trade and tourism. These processes may be particularly pronounced in border regions affected by conflicts, where existential or territorial threats to state sovereignty may arise. The study of Ladakh, a part of Jammu and Kashmir State that is currently in conflict with

India but may one day be reconciled, reveals these processes. This study claims that by examining how the state influences how trade and tourism are set up and how Ladakhi's and visitors experience them, you can understand how socio-economic boundaries are established in Ladakh. This study was based on research that looked at the cultural and social dynamics of "bordering" in the region. The study emphasizes how their spatial arrangement contributes to their sense of isolation and distinction and helps to frame the disputed land as "Indian."

"COVID-19" has had a significant impact on the global transportation sector. (CDCP, 2020). Airlines were forced to reduce the number of flights they operated drastically and, in some cases, even ground their fleets due to the sharp decrease in passenger reservations and revenues. Personnel were either let go or required to take extended leaves of absence from their occupations.

The number of foreign tourists in May 2020 decreased by 98 per cent, or 300 million (UNWTO, 2020). Travellers were left stranded and compelled to stay in hotel quarantines due to the widespread deployment of strict statewide lockdowns, which closed borders and suspended all inbound and outgoing travel (O'Connell, 2020).

According to Joo (2020), Blockchain is one of the most potential technologies for disrupting traditional travel industry value chains. According to the author, blockchain technology allows it to create reliable, dependable, and efficient decentralised management systems without relying on the central authority typically seen in centralised systems. Many tourism-related economic activities have been occurring in increasingly global and decentralised settings. Consequently, studies into the uses of blockchain technology in the tourism sector are required to develop long-term, profitable tourism business ecosystems. This research looks at how Blockchain and smart contracts can be used in practice and find places where they can be used to improve the tourism industry's current business ecology. Researchers concluded that the tourism industry might use blockchain technology to create an environment more favourable for business. Also, tourism business managers looking for new opportunities for innovative businesses may find help in Trip Ecosys and Travel Chain, two uses of Blockchain in the tourism industry.

Using the National Chambal Sanctuary as a case study, Yadav et al. (2018) investigated the challenges of implementing sustainable tourist management (STM) in a protected area (PA) in India, a developing country (NCS). Using interpretive structural modelling, this research creates a framework for analysing the interplay between several STM obstacles. In this research, 16 factors were identified as major roadblocks to STM's success in the Indian context. The most critical problems with putting STM into place in the sanctuary are a need for coordination between different stakeholders and a lack of government incentives.

Researchers have tried to broaden our understanding of destination image in light of known risk causes and study the mediating function of government measures and media impact for sustainable and secure tourism in a conflict zone. In this work, an integrated model of destination image was constructed and empirically evaluated, giving a comprehensive viewpoint on the relationships between these components. The study uses data from a self-administered survey of domestic travellers in hospitality environments. Four- and five-star hotels were the probability area sample sites for selecting respondents. To analyse the data, we employed structural equation modelling. A confirmatory factor analysis was performed to construct and improve the scale. According to the findings, contrary to the widely held perception that terrorism offers the biggest threat to domestic visitors in a conflict zone, psychological and socio-cultural risks appeared to be the most significant sources of risk, followed by political and disturbance (terrorist) threats. The study also discovered that official initiatives to reduce possible risks to a destination's reputation and economic sustainability are less effective at influencing public opinion than the media. The findings show that when it comes to the destination image in a conflict zone (media), performing well in the control domain (government actions) is associated with subpar outcomes in the anxiety domain.

Sustainable tourism also requires finding and attracting the correct kind of tourists. Behavioural intentions are crucial in tourism since it is important to comprehend the concept of tourist loyalty, which refers to the elements that affect a traveller's pleasant intentions towards a specific region (Mohaidin et al., 2017). Respect for the environment is a psychological factor that affects travellers' intent to pick a sustainable site, as studied by Ventakesh (2006) and Mohaidin et al. (2017). This has a positive

effect and is one of the factors affecting passengers' desire to choose a sustainable tourist destination.

Tourists have traditionally enjoyed visiting the Himalayan region, according to Malik and Bhat (2015). While travel can benefit society and the economy, it can also have a harmful influence on the environment. Mountain tourism, frequently promoted as a tool for fostering community growth, is particularly troublesome because of its harm to the ecosystem. The writers also claim that Kashmir is popular with tourists due to its reputation as a "paradise on earth." However, the cyclical nature of tourism and the concentration of tourist-related activities in a few places have caused serious ecological and environmental problems in the absence of a tourism policy. In order to provide a foundation for sustainable tourism, the article offers a management strategy. The Valley of Kashmir is divided into three tourism potential (TP) regions by the authors based on a multi-criteria evaluation (MCE) of its socioeconomic and natural characteristics: high, medium, and low. We first standardise weights and ranks based on existing knowledge, and then we define TP zones using a weighted linear combination method. Estimates of the tourism carrying capacity (TCC) are established to regulate the number of visitors. The study's findings indicate that the TCC was exceeded throughout the summer. They offer some advice for reducing the negative effects of tourism on the ecosystem by reducing the number of travellers during peak season, promoting travel outside of peak season, and exploring new locations.

Schroeder (2015) investigated Bhutan's Gross National Happiness (GNH) goal and how it's integrated into the nation's sustainable tourism policy. Through semi-structured interviews and focus groups with 57 state and non-state governance actors, the study investigates whether Bhutan's new GNH governance system successfully reconciles conflicting interests in promoting a sustainable tourism strategy. It claims that various and unexpected power applications by numerous policy stakeholders characterise the implementation of the Bhutanese tourism strategy. The complicated power dynamics are unaffected by any of the GNH's governance efforts. They don't even have a common understanding of what GNH is. According to the study, both state and non-state actors in governance uphold a common set of cultural values that have

Buddhist influences. As a result, governmental actions could be shaped and constrained to support sustainable tourism.

Hussain et al. (2015) examined the relative importance of four sustainability features (environmental, socio-cultural, and institutional) in order to forecast the satisfaction of locals with the expansion of sustainable tourism. A sample of 300 locals in Jammu and Kashmir, India, who live close to the Gharana Wetland and Ramnagar Wildlife Sanctuary, have provided data. The linkages are examined using a structural equation modelling study with partial least squares. The happiness of residents is positively and considerably influenced by environmental, socio-cultural, and institutional factors. The findings demonstrate the necessity of considering all four facets of sustainability in a comprehensive strategy for organising and monitoring sustainable tourist development.

2.3 Research Gap

The literature makes it clear that the tourist industry has been a substantial source of income for the "Jammu and Kashmir" area for many years and will continue to be so. The growth and expansion of tourist sector would increase economic factors, including direct and indirect employment, income, infrastructure, and competition, leading to better services and, in the end, greater pleasure for the region's residents. The use of digital applications in contemporary times has boosted tourism and environmental sustainably. Further, safety becomes a priority when tourists travel to an unfamiliar place or a place of some conflict situation. This entails keeping an eye on the roles of authorization, encryption, and authentication, as well as the execution of service policy agreements between various destination parties.

The contemporary literature highlights that although "sustainable tourism" and tourism in conflict-affected areas have been researched, there is a dearth of information regarding "sustainable tourism" in politically unstable areas, which calls for more research. Additionally, it is increasingly vital to research the creation of "sustainable tourism" in conflict-hit regions post-"COVID-19" owing to the shifting landscape of the tourist business brought on by the "COVID-19" pandemic. Additionally, few research studies have investigated "sustainable tourism," "COVID-19", and conflict-affected areas simultaneously. Even though various strategies and initiatives have

previously been developed to address these issues, their effective execution is essential to advancing them. All parties involved should collaborate, whether from the state or the central government. To increase economic prospects for this region and to become a desirable travel destination, practical steps must be adopted to identify strengths and address problems.

2.4 Summary

There needs to be more literature that examines the connections between conflict-related tourism-related problems and the industry's crucial role in sustainability. As a result, this research shall help the stakeholders involved and contribute to the literature on "sustainable tourism" in conflict-affected areas.

CHAPTER III:

METHODOLOGY

3.1 Overview of the Research Problem

Sustainable tourism metrics have evolved over the last few decades, even while disagreements over the best techniques rage on. Since sustainable tourism contributes significantly to job creation and GDP, policymakers and strategists overlook its importance. Tourism is particularly vulnerable during pandemics, which suggests that its positive impact on economic growth, trade, and employment is undervalued. Long-term COVID-19 containment efforts lowered supply and export demand, which negatively impacted various countries' economic conditions. Despite this, it continues to face global, regional, and local issues that demand the attention of policymakers. Long-term risk precautions are necessary to protect the J&K tourism business from the COVID-19 pandemic. It is anticipated that the findings of this research will help enhance sustainable tourism in J&K.

Only a small number of academicians have examined this phenomenon in this field. As a result, additional research is necessary to cope with the multiplex problem. But the COVID-19 pandemic is the largest in the last century. According to the above preliminary literature assessment, "sustainable tourism" and tourism in conflict-hit regions have been investigated, but "sustainable tourism" in conflict-hit regions needs more research.

3.2 Operationalization of Theoretical Constructs

This research study has an exploratory and descriptive research design with non-contrived study settings. The extent of researcher’s interference shall be moderate given the fact that interviews would be conducted for the study. Following the completion of a comprehensive literature assessment, a model shall be presented for consideration. The researcher shall look at some of the more significant models and investigate other facets of the existing literature that shall be accessible on the current topic. This research shall aim to comprehensively understand the factors involved in the study. A

quantitative method would be applied to determine the strength of the hypothesized connection between the independent and dependent variables of the study.

The purpose is to investigate the different variables concerning tourism, "sustainable tourism", tourism in conflict regions and the impact of "Covid-19" on tourism, etc. The exploratory design shall be useful in determining the issue with the study, gaining a better understanding of the variables at play, and finally developing and validating the scale. In order to obtain information from the individuals concerning the variables, a questionnaire has been devised.

From an exploratory point of view, the design intends to get a comprehensive understanding of the issue at hand, as well as to categorize the structures and the procedure for finishing the study's instrument. The exploratory nature of the design also provides the researcher with the opportunity to learn more about the function that each element plays in the final conceptualized model/framework.

Table 3.1 Research Design Summary	
Purpose of Study	Exploratory and Descriptive Research
Study Settings	Non-Contrived
Extend of Researcher's Interference	Moderate (Given interviews will be conducted)
Unit of Analysis	Individuals
Sampling Design	
Population	The locals of the region and the tourists present during the time of study
Sampling Technique	Non-Probability Judgmental Sampling
Sampling Unit	Individuals
Sample Size	500
Data Collection, Analysis, and Sources	
Data Collection and Analysis Methods	Mixed Approach (Both Qualitative as well as Quantitative)
Data Collection Method	Interviews and Questionnaires
Sources of Data	Both Primary as well as Secondary

Using the descriptive parts of the design, we shall be able to discern the link that was present in the framework between the independent and dependent constructs, as well as expose a variety of variables pertaining to the respondents. In addition to verifying the fundamental presumption, the researcher shall be able to investigate the relationships that existed between the various constructs thanks to the quantitative replies.

3.3 Research Design

This research study has an exploratory and descriptive research design with non-contrived study settings. The extent of researcher's interference shall be moderate given the fact that interviews would be conducted for the study. Following the completion of a comprehensive literature assessment, a model shall be presented for consideration. The researcher shall look at some of the more significant models and investigate other facets of the existing literature that shall be accessible on the current topic. This research shall aim to comprehensively understand the factors involved in the study. A quantitative method would be applied to determine the strength of the hypothesized connection between the independent and dependent variables of the study.

3.4 Population and Sample

Population for the study includes the locals of the region and the tourists present during the time of study while the sampling unit shall be individuals. A sample of 500 respondents has been decided.

Out of the initial pool of 600 replies, 509 (based on itemized sampling: 27 questions multiplied by 10 = 270 which was minimum as per Hair et al., 2010) were considered appropriate for analysis, which was carried out using SPSS 26.0. the higher number ensured better representation of respondents. The respondents included males comprising 89% (453 respondents) and females accounting for 11% (56 respondents). The initial cohort, consisting of individuals aged 18 to 35 years, accounted for 30.8% of the total sample size, with 157 respondents. The age group with the highest representation was individuals aged 36 to 49, comprising 52.7% (268 respondents). Furthermore, the sample comprised 84 respondents, of which individuals aged 49 and above accounted for 16.5%. The participants had diverse educational backgrounds.

Two hundred three persons, accounting for 39.9% of the respondents, were high school graduates. Subsequently, the survey included 154 respondents who were graduates, constituting 30% of the total, and 152 respondents who were post-graduates, accounting for 29.9%. The respondents' income levels exhibited significant diversity. Approximately 40.9% of the respondents, totalling 208 individuals, stated a yearly income of up to 3 lacs. The proportion of individuals earning between 3 and 5 lacs per annum was approximately the same, accounting for 41.1% (209 respondents). The remaining participants were divided into two groups: those earning between 5 and 10 lacs per annum (8.8%, 45 respondents) and those earning over ten lacs per annum (9.2%, 47 respondents).

3.5 Participant Selection

The participants shall be selected by using Non-Probability Judgmental Sampling**.**

3.6 Instrumentation

A questionnaire with 5 point likert scale and 6 variables has been designed for the study. A questionnaire with a 5-point Likert scale and six variables has been designed for the study based on previous studies and qualitaive interviews. The variables include Environmental Attitude (6 items) adapted from Hussain et al. (2015), Social Attitude (4 items) adapted from Hussain et al. (2015), Economic Benefits (5 items) adapted from Hussain et al. (2015), Resident's Satisfaction (5 items) adapted from Hussain et al. (2015), Political Fear Perception (3 items) adapted from Fuchs et al. (2012), and Covid-19 Fear (4 items) adapted from Joo et al. (2021), totaling 27 questions.

3.7 Data Collection Procedures

A 'Mixed Approach' i.e. both 'Qualitative and Quantitative Methods' shall be used for Data Collection and Analysis. Data shall be collected through 'Questionnaires' as well as through 'Interviews'. The study shall make use of both Primary as well as Secondary Data Sources.

3.7.1 Questionnaire

Questionnaire

Dear Participant, I am a Research Scholar, I would be thankful, if you could spare few minutes of your time in completing this survey related to tourism. Your completed questionnaire will be solely used by the researcher for academic/ research purpose. Be assured of the confidentiality and anonymity for all the responses you will provide.

Are you aware of sustainable tourism in Kashmir?

1) Yes 2) No

Please mark your appropriate response for the following statements:

Strongly Disagree = (SD); Disagree = (D); Neutral = (N); Agree = (A); Strongly Agree = (SA)

[VL- Very low; L- Low; A- Average; H- High; VH- Very High

Items	**Statements**	**VL**	**L**	**A**	**H**	**VH**
Awareness	**How would you rate your awareness of sustainable tourism?**					
Environmental Attitude	**How would you rate the importance of each environmental practice below for sustainable tourism?**					
	Respecting the natural resources of the destination ·					
	Using transport that minimizes the impact on the environment ·					
	Protecting the historical and archaeological sites of the destination					
	Limiting the production of garbage ·					
	Limiting the usage of natural resources ·					
	Favouring environmentally friendly accommodation ·					

Social Attitude	**How would you rate the importance of each social practice below for sustainable tourism?**					
	Preserving the authenticity of the destination					
	Being in contact with the traditions and culture of the local community					
	Being interested in the several aspects and characteristics of the local community					
	Collecting information about the history and culture of the destination					
Items	**Statements**	**SD**	**D**	**N**	**A**	SA
Economic benefits	Sustainable Tourism brings new income to local communities					
	Sustainable Tourism diversifies the local economy					
	Sustainable Tourism creates job opportunities for local people					
	Sustainable Tourism to this site creates new markets for local products					
	Sustainable Tourism to this site is a strong economic contributor					
Resident's satisfaction	I can influence tourism development at this site					
	Tourism in this site benefits me					
	It is important to have sustainable tourism in this site					
	The attractiveness of the area has been improved because of tourism					
	My quality of life has improved because of tourism					

Political Fear Perception	Some tourists worry about their safety during their stay in Kashmir					
	Some of the political events in Kashmir might have an adverse effect on tourist's attitude					
	The unrest in Kashmir had an adverse effect on tourist's arrival over the years					
Covid-19 Fear	The epidemic made the catering business of the selected destination unable to operate normally					
	The epidemic made some of the scenic spots in the selected destination close					
	The epidemic made transportation in the selected destination inconvenient					
	The epidemic has affected the tourist image of the selected destination					

3.7.2 Interviews

The first step was to conduct a thorough literature review of the pertinent studies on tourism, "sustainable tourism," "travel to conflict zones", "the effect of Covid-19 on tourism", etc. Many repeating themes appeared after a review of the pertinent information, which were then used as the foundation for conducting semi-structured interviews with the people in issue. The themes aided in creating an interview structure that would include open-ended questions for the respondents. Content validity of the instrument has been assessed via discussion with two research experts on the current topic. The final question set was used to gather answers following a comprehensive examination of the instrument from the viewpoints of the scale's clarity, representation, and inclusivity. The next step was to do exploratory research using a qualitative technique to learn more about how respondents view the idea of the subject at hand. In order to extract themes from the qualitative data, the information retrieved from the interviews was first gathered, then processed, then sorted, as the last step, via the application of the processes of data coding and data

classification. In qualitative research investigations, using one of two distinct coding procedures may be seen as a common practice. The first method is known as the completely open coding method, while the second method comprises of coding the components according to many theories that are now being used. The second method of coding is the one that is generally seen as being more effective and practical. As a result, the second type shall be used in our research study to guide our coding technique. In more concrete words, the initial stage shall allow the development of associated coding constructs in accordance with the analysis of the determinants of the study's constructs. Following this, a detailed analysis of the data acquired from the interviews by employing the codes shall be developed. Coding of the data shall be done using the qualitative analysis tool "NVIVO".

3.7.3 Pre-testing

Before conducting the main research, it is essential to conduct a pilot study to assess the validity of the scale and its reliability. The items used in the research were obtained via an interview approach and by adopting items from previously conducted studies. The pilot research was carried out via the use of a survey approach. The pilot study helped to determine the reliability and validity of the instrument.

3.8 Data Analysis

Both quantitative (factor analysis) and qualitative techniques were used for data analysis. "Ms Excel", "IBM SPSS" and "AMOS" software shall mostly be used for the data analysis purpose."Descriptive Statistics", "Correlation", "ANOVA", "Regression Analysis", and other appropriate statistical methods were utilised to conduct data analysis for this particular research project**.**

3.8.1 Descriptive Statistics

The study of data that helps explain, show, or summarise data in a meaningful fashion such that, for example, patterns could emerge from the data is referred to as descriptive statistics. Descriptive statistics is the term given to the analysis of data. Statistics (variance and standard deviation) are usually used to explain the data. Measures of central tendency, like the "mode", "median", and "mean", and "measures of spread" are the types of statistics that shall be used in the study.

3.8.2 Correlation

Testing for links between quantitative data or categorical variables can be done with the help of correlation. In other words, it is a method for determining how things are connected to one another. The analysis of how different variables are related to one another is referred to as "correlation analysis."

3.8.3 ANOVA-Test

The “Analysis of Variance”, also known as “ANOVA”, is a collection of statistical models used to study the variations between the means of different groups and the procedures connected with them (such as "variation" among and between groups).

3.8.4 Ethics

The research shall be based on data that has been ethically analysed, and the study will take into account the ethical norms that should be followed when collecting data. The following are the principles describing ethical considerations that shall be considered while collecting data:

• The person collecting the data initially introduced themselves to the subjects. It was requested that the subjects provide their demographic information, and the subjects were be informed of the purpose of the data collection, in addition to having their participation solicited without force.

• Anything that can cause physical or emotional problem to the participants was avoided or minimized, and any potential impact was communicated to the participants.

• The confidentiality of the data was maintained, and all ethical guidelines with regard to data sharing were adhered to.

• The subjects' time was respected, and the environment in which they were tested was kept as neutral as possible.

• The right to receive a copy of the results if the respondent so requests them.

3.8.5 Pre-Analysis Data Screening

It is important to undertake Pre-Analysis Data Screening before submitting the dataset for final statistical analysis. The purpose of the pre-analysis data screening is to look for deviants in the data. The deviants present in the data may have an effect on the assumed unbiased results of the analysis. An important aspect of the pre-analysis data screening is the outlier detection. After outlier detection, the next important characteristic of the data to be verified is the assumption of normality. The assumption of normality can also be assessed using skewness, kurtosis and observing the Q-Q plot.

3.9 Research Design Limitations

The results of the study shall be limited to the methods, tools and techniques and overall research design used.

3.10 Pilot Study

It is necessary to conduct a pilot study prior to carrying out the main body of research in order to establish the validity and reliability of the research instrument. The Pilot Study has been conducted using questionnaire as the data collection tool. For the purpose of achieving fair representation, the questionnaire was distributed among 50 respondents in a manner that was fair across a variety of categories, including gender, age, and education level. Several distinct statistical methods have been utilized in the course of the data analysis with the assistance of the software packages SPSS 25.0 and AMOS 25.0. The results indicate that neither the validity nor the reliability of the scale have been compromised in any way.

3.10.1 Exploratory Factor Analysis

To do a statistical analysis on the information gathered during the pilot phase, SPSS 25.0 was utilized. The Kaiser-Meyer-Olkin (KMO) value in this investigation, which is presented in Table, turns out to be 0.701, which is greater than the permitted limit of 0.50. The results of Bartlett's test of Sphericity show that the components are connected since they have a high result (1347.9), which has a significance level of .000 and a degree of freedom of 351. The total variance explained was 80.9 percent.
The results of the EFA are listed below:

Table 3.2 KMO and Bartlett's Test

Measures	Value

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.701
Bartlett's Test of Sphericity	Approx. Chi-Square	1347.9
	Df	351
	Sig.	.000

Source: Data compilation by the scholar for the present study

Communalities

The communality measure refers to the degree or quantity of correlation that may be found between one factor and all of the other factors that were investigated in this study. The communalities' values ought to be higher than 0.40, as a value lower than that suggests that the item fights loading onto that component. It can be seen from Table 3.3 that each of the components of the investigation received a communality score that was higher than 0.40.

Table 3.3 Communalities

Items	Initial	Extraction
EA1	1.000	.871
EA2	1.000	.718
EA3	1.000	.816
EA4	1.000	.857
EA5	1.000	.740
EA6	1.000	.841
SA1	1.000	.728
SA2	1.000	.820
SA3	1.000	.797
SA4	1.000	.875
EB1	1.000	.493
EB2	1.000	.813
EB3	1.000	.865
EB4	1.000	.677
EB5	1.000	.829
RS1	1.000	.880
RS2	1.000	.659
RS3	1.000	.867
RS4	1.000	.820
RS5	1.000	.876
PF1	1.000	.867
PF2	1.000	.926
PF3	1.000	.938
CF1	1.000	.848
CF2	1.000	.754

CF3	1.000	.871
CF4	1.000	.819

Extraction Method: Principal Component Analysis.

Factor Extraction Matrix

During the course of the inquiry, those components were retained that had an Eigen value more than "one." During the course of this investigation, 6 variables were shown to be responsible for roughly 80.9 percent of the variation. A value for the cumulative variance in the social sciences that falls between 50 and 60 percent is regarded as acceptable (Hair Jr et al., 1995). The findings are summarized in Table 3.4 below. Also, the readings from the Scree Plot (Figure 3.1) show that only Eigen values were used to decide that 6 components were important.

Table 3.4 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.461	31.337	31.337	8.461	31.337	31.337	4.873	18.050	18.050
2	3.857	14.284	45.621	3.857	14.284	45.621	4.653	17.232	35.282
3	3.290	12.187	57.808	3.290	12.187	57.808	3.341	12.375	47.657
4	2.613	9.680	67.487	2.613	9.680	67.487	3.330	12.332	59.989
5	2.218	8.216	75.704	2.218	8.216	75.704	2.870	10.629	70.618
6	1.425	5.277	80.981	1.425	5.277	80.981	2.798	10.363	80.981
7	.851	3.152	84.133						
8	.821	3.042	87.175						
9	.623	2.307	89.481						
10	.507	1.876	91.358						
11	.350	1.296	92.653						
12	.317	1.175	93.828						
13	.308	1.142	94.970						
14	.206	.763	95.733						
15	.185	.684	96.417						
16	.167	.617	97.034						
17	.153	.566	97.601						
18	.139	.516	98.116						
19	.109	.404	98.520						
20	.087	.322	98.842						
21	.079	.293	99.135						
22	.064	.238	99.373						
23	.058	.214	99.587						
24	.045	.165	99.753						
25	.029	.107	99.860						
26	.022	.082	99.942						
27	.016	.058	100.000						

Extraction Method: Principal Component Analysis.

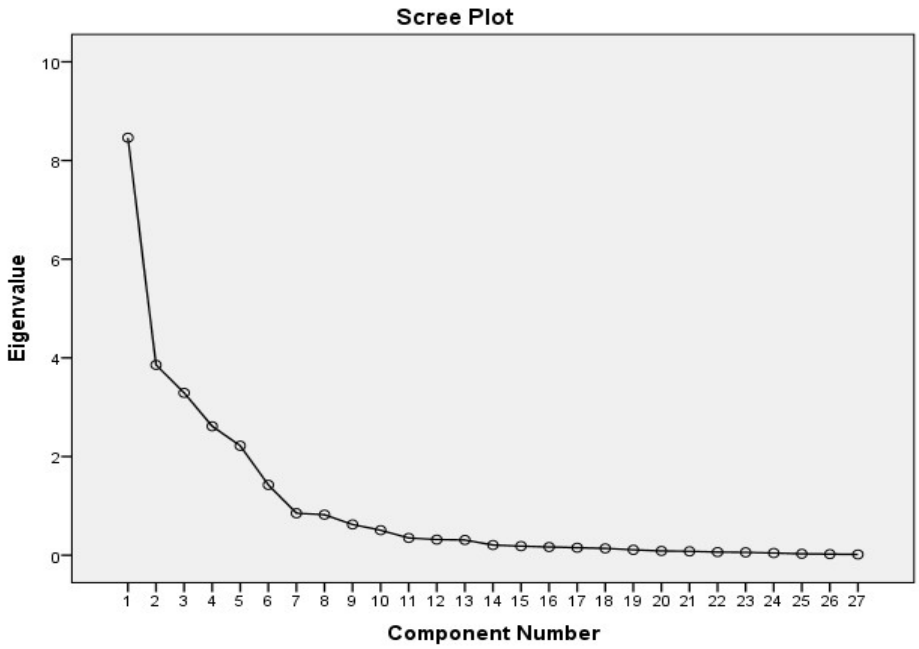

Figure 3.1 Scree Plot

Rotated Component Matrix

The factor loadings show that there is a connection between the observed variable and the unobserved component. Table 3.5 presents a pattern matrix, which displays the factor loadings for each of the 27 different elements. Each item loads on its own factor; hence, there is no cross-loading between the different things that belong to the different factor

Table 3.5 Factor Loadings

	Component					
Items	**1**	**2**	**3**	**4**	**5**	**6**
EA1	.916					
EA2	.799					
EA3	.863					
EA4	.865					
EA5	.707					
EA6	.887					
SA1			.744			
SA2			.867			
SA3			.876			
SA4			.891			
EB1				.651		
EB2				.883		

EB3				.873		
EB4				.546		
EB5				.875		
RS1		.904				
RS2		.787				
RS3		.920				
RS4		.879				
RS5		.904				
PF1					.923	
PF2					.951	
PF3					.948	
CF1						.863
CF2						.708
CF3						.681
CF4						.662

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

A*ssessment of the Research Instrument*

As can be seen in the table above, the convergent validity of the instrument is shown by the fact that the average factor loadings for each of the four components are higher than 0.50.

Discriminant Validity

In order to generate the factor correlation matrix, the Promax rotation method (accompanied by Kaiser Normalisation) and Primary axis factoring were used as the extraction methods, respectively (Gaskin, 2016). There is evidence of discriminant validity in the sense that none of the inter-construct correlation values in Table 3.6's factor correlation matrix are more than 0.70. This indicates that none of the variables has a significant association with any of the other variables.

Table 3.6 Discriminant Validity

Component	1	2	3	4	5	6
1	1.000	.213	.309	.212	.149	.506
2	.213	1.000	.232	.147	-.074	.363
3	.309	.232	1.000	.272	.052	.396
4	.212	.147	.272	1.000	-.041	.398
5	.149	-.074	.052	-.041	1.000	.053
6	.506	.363	.396	.398	.053	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.

Reliability

The reliability was assessed through 'Overall Cronbach's Alpha' and 'Split Half Reliability'.

Cronbach Alpha

The value for 'Cronbach's Alpha' is 0.899 (Table 3.7), which is superior than the social science research principle of 0.60 (Hair et al., 1998).

Table 3.7 Reliability Statistics-I

Cronbach's Alpha	No. of Items
.899	27

Source: Data compilation by the scholar for the present study

Split Half Reliability

Using SPSS, the 27 items on the scale were separated into 14 and 13 items. Table 3.8shows the results of this test, which indicate sufficient correlation coefficient values.

Table Reliability Statistics

Cronbach's Alpha	Part 1	Value	.874
		N of Items	14[a]
	Part 2	Value	.855
		N of Items	13[b]
	Total N of Items		27
Correlation Between Forms			.484
Spearman-Brown Coefficient	Equal Length		.652
	Unequal Length		.653
Guttman Split-Half Coefficient			.651

a. The items are: EA1, EA2, EA3, EA4, EA5, EA6, SA1, SA2, SA3, SA4, EB1, EB2, EB3, EB4.
b. The items are: EB4, EB5, RS1, RS2, RS3, RS4, RS5, PF1, PF2, PF3, CF1, CF2, CF3, CF4.

The results obtained from the pilot study conducted on 50 respondents showed that the scale was both reliable and valid. Thus, it can be used for the main study involving 500 respondents.

CHAPTER IV:

RESULTS & DISCUSSION

To identify and comprehend something more clearly and provide the most precise answers possible to the questions that motivated the study, analysis and interpretation are used. The objectives of the study were taken into consideration when the data were being analysed. The characteristics of the sample were thoroughly described using statistical techniques. Response analysis was used to measure the variables in the chosen study, and the results of the analysis will be formally interpreted in light of those results. According to the goals of the study, questionnaires were delivered to respondents associated with the tourism industry in J&K.

Section 4.1 Demographic Profiles of The Respondents

Data Cleaning

The "outliers," "un-engaged," and "missing replies" were removed from the data before analysis in order to meet the study's objectives. Of the 600 responses that were gathered for the survey, 509 were used. SPSS 26.0 was used to process the responses.

The demographics of the respondents are summarized here and are arranged by frequency distribution. Following its collection, the data was organized in tables using a frequency distribution.

4.1 Classification and Analysis of Demographic Profile of The Respondents

The following tables show respondent profile with respect to:

- Gender
- Age
- Education
- Income

4.1.1 Gender

There were more men than women in the chosen sample, as shown by Table 4.1 (a) and Figure 4.1(a), which breaks down the responses by gender.

Table 4.1 (a) Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	453	89.0	89.0	89.0
Female	56	11.0	11.0	100.0
Total	509	100.0	100.0	

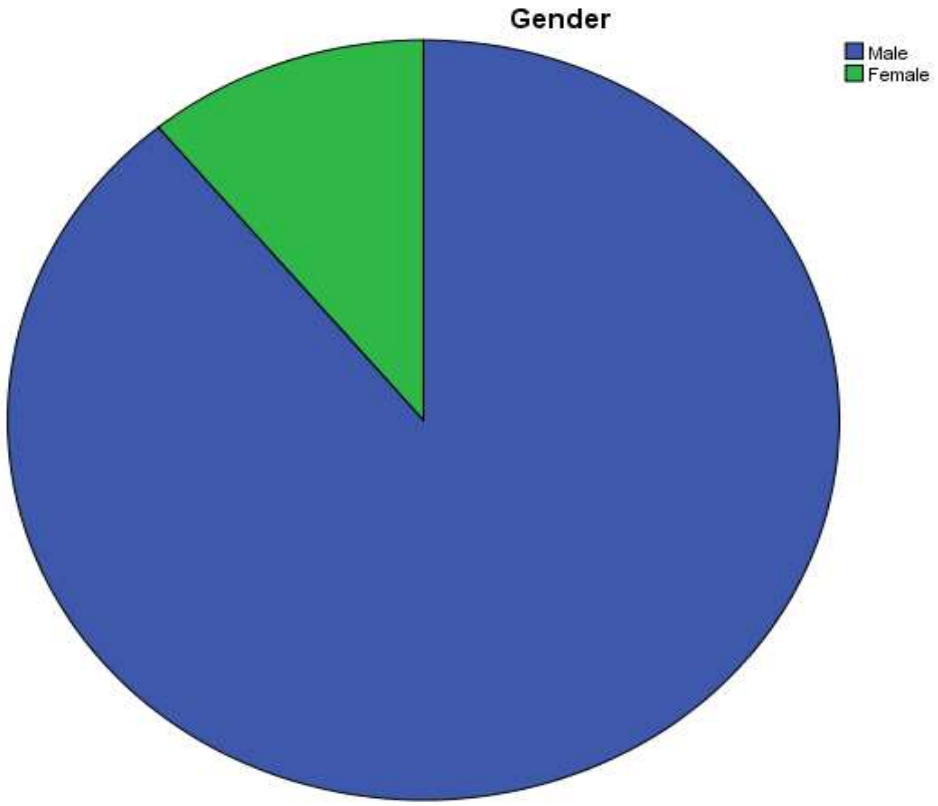

Figure 4.1 (a) Gender

4.1.2 Age

Figure 4.1(b) and Table 4.1(b) show how the data are distributed according to age. A total of 509 respondents were chosen for the study, comprising 157 from the 18–35 age group (30.8%), 268 from the 36–49 age group (52.7%), and 84 (16.5%) who were over the age of 49.

Table 4.1 (b) Age

Age groups	Frequency	Percent	Valid Percent	Cumulative Percent
18-35 years	157	30.8	30.8	30.8
36-49 years	268	52.7	52.7	83.5
Above 49 years	84	16.5	16.5	100.0
Total	509	100.0	100.0	

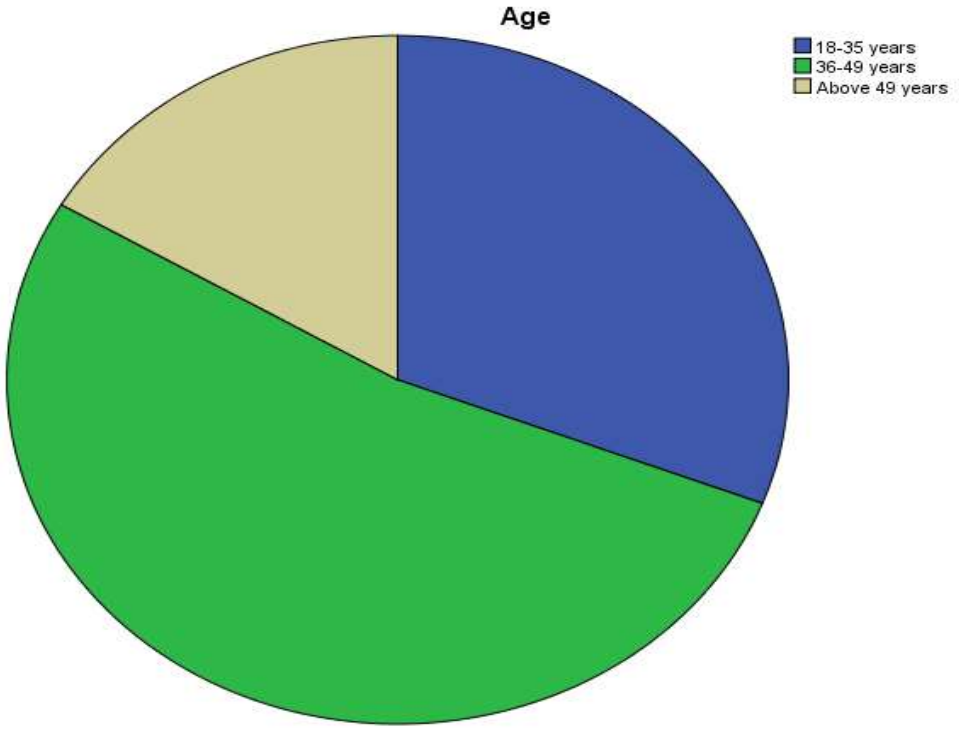

Figure 4.1 (b) Age

4.1.3 Education

Data are shown in Table 4.1(c) and Figure 4.1 (c) based on education. High school graduates made up 203 (39.9%) subjects, graduates made up 154 (30%) subjects, and post-graduates made up 152 (29.9%).

Table 4.1 (c) Education

Education	Frequency	Percent	Valid Percent	Cumulative Percent
High School	203	39.9	39.9	39.9
Graduate	154	30.3	30.3	70.1
Post-graduate	152	29.9	29.9	100.0
Total	509	100.0	100.0	

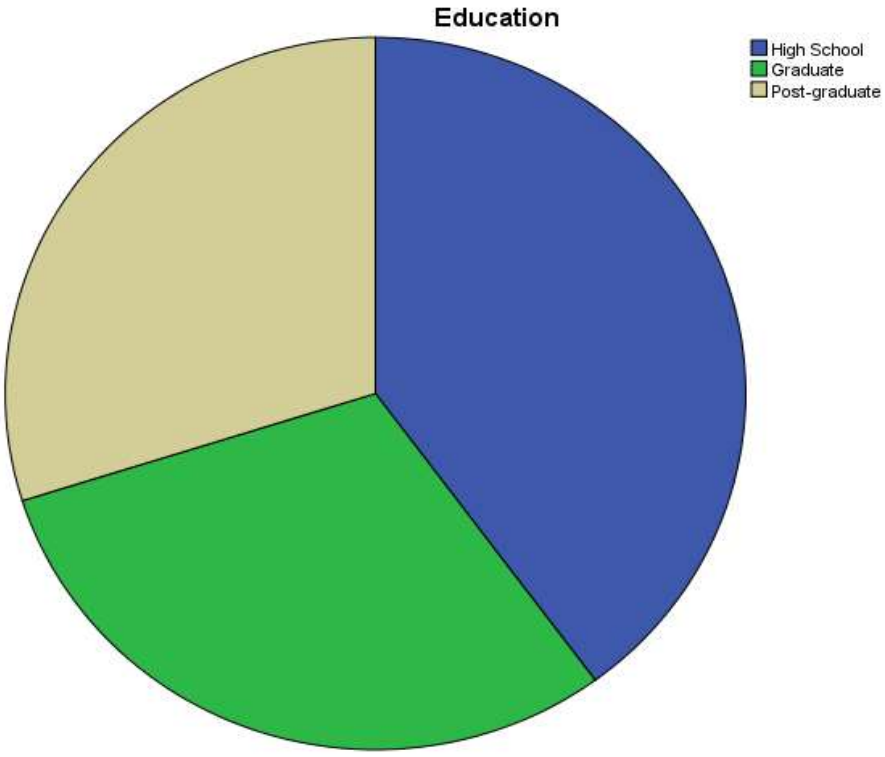

Figure 4.1 (c) Education

4.1.4 Income

Table 4.1(d) and Figure 4.1 (d) both show the distribution broken down by income. Most of the respondents had an income of up to 3 lacs per annum.

Table 4.1 (d) Income

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Up to 3 lac per annum	208	40.9	40.9	40.9
3-5 lac per annum	209	41.1	41.1	81.9
5-10 lac per annum	45	8.8	8.8	90.8
More than 10 lac per annum	47	9.2	9.2	100.0
Total	509	100.0	100.0	

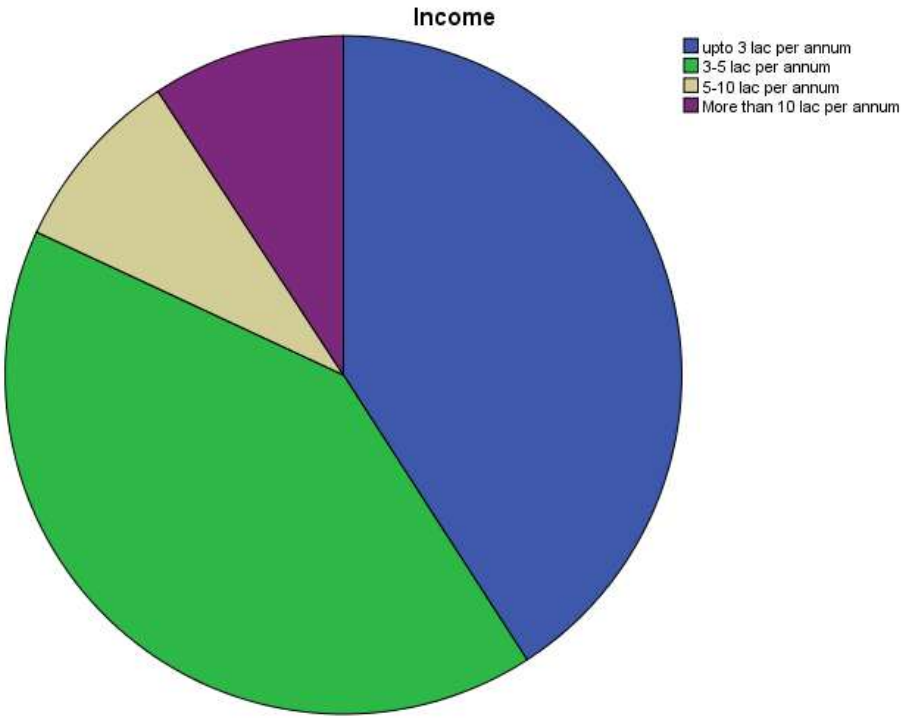

Figure 4.1 (d) Income

4.2 Descriptive Statistics

Table 4.2 shows the “means” and “standard deviations” of the factors. The “resident’s satisfaction” has the highest “mean” and “social attitude” has the lowest “mean” amongst the constructs. Whereas, “social attitude” has the highest “standard deviation” and “economic benefits” has the lowest “standard deviation”.

Table 4.2 Descriptive Statistics

Factors	N	Mean	Std. Deviation
EA	509	3.8302	1.20200
EB	509	3.7806	1.04141
PF	509	3.5855	1.09178
CF	509	3.8615	1.17144
RS	509	3.9612	1.22187
SA	509	2.8364	1.42406
Valid N (listwise)	509		

Note: EA-Environmental attitude; EB-Economic benefits; PF-Political Fear Perception; CF-Covid-19 Fear; RS-Resident’s Satisfaction; SA-Social Attitude

4.3 Assumptions for Regression Analysis Through Sem

The following presumptions were examined prior to the statistical analysis of the data.

4.3.1 Normality

The metrics "skewness" and "kurtosis" were utilized in this study to assess normalcy. To establish whether the data is normal, the "skewness" and "kurtosis" values should be less than or equal to three (Bulmer, 1979). Each of these values fell within the permitted ranges, as shown in Table 4.3. (Environmental attitude; Economic benefits; Political Fear Perception; Covid-19 Fear; Resident’s Satisfaction; Social Attitude.). Figures [Figure 4.3 (a) to Figure 4.3 (f)] also depict the normal presentation of the data.

Table 4.3 Normality

Factors	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
EA	509	-.758	.108	-.574	.216
EB	509	-.548	.108	-.407	.216
PF	509	-.405	.108	-.647	.216
CF	509	-1.097	.108	.381	.216
RS	509	-1.178	.108	.236	.216
SA	509	.466	.108	-1.442	.216
Valid N (listwise)	509				

Note: EA-Environmental attitude; EB-Economic benefits; PF-Political Fear Perception; CF-Covid-19 Fear; RS-Resident's Satisfaction; SA-Social Attitude

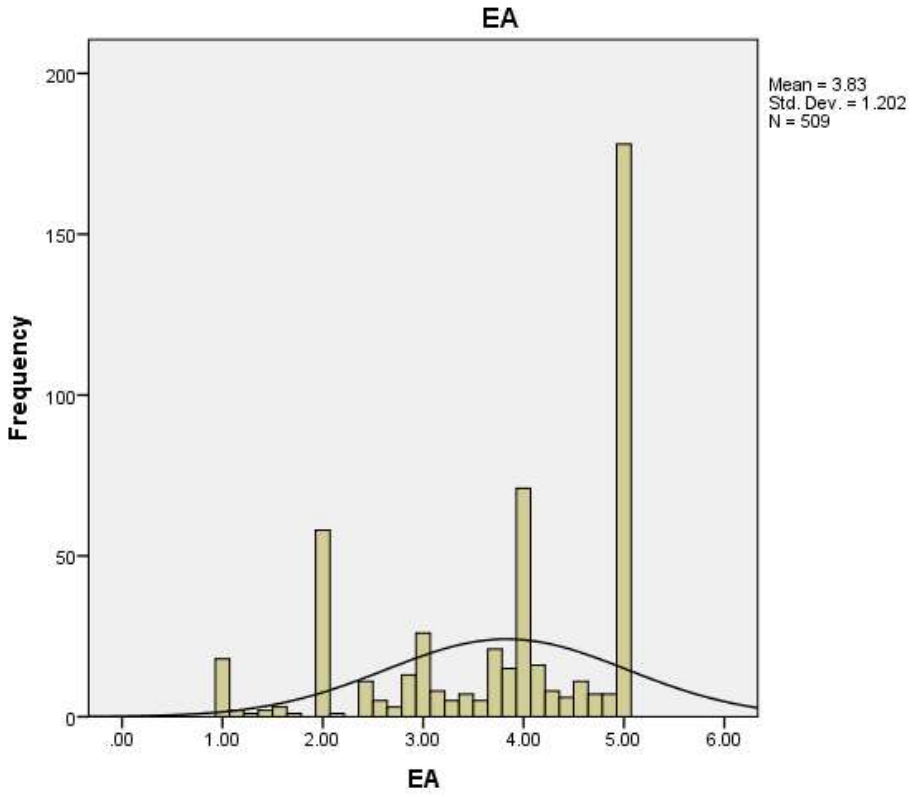

Figure 4.2 (a) Normality Graph (Environmental Attitude)

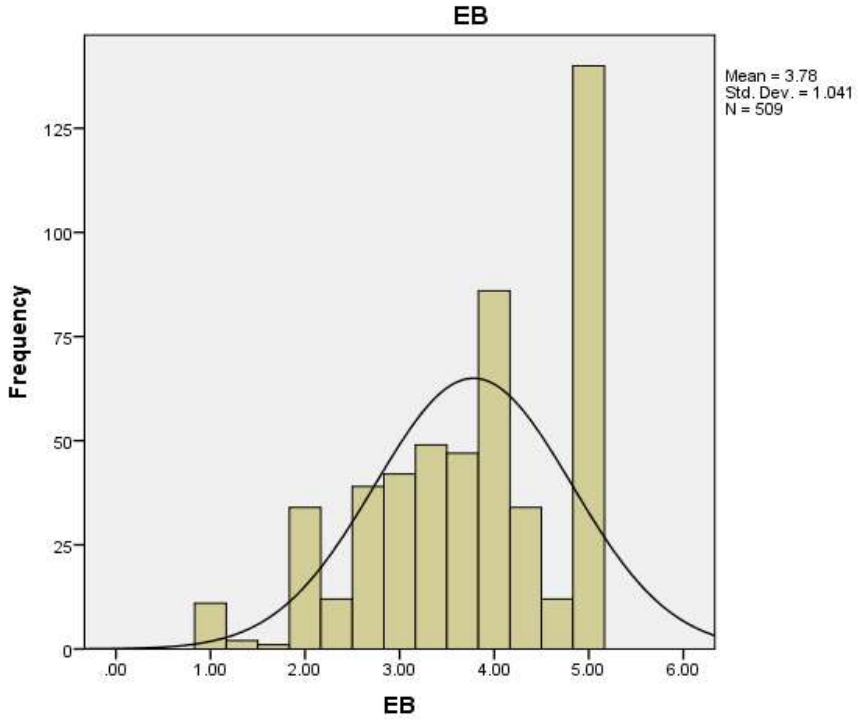

Figure 4.2 (b) Normality Graph (Economic Benefits)

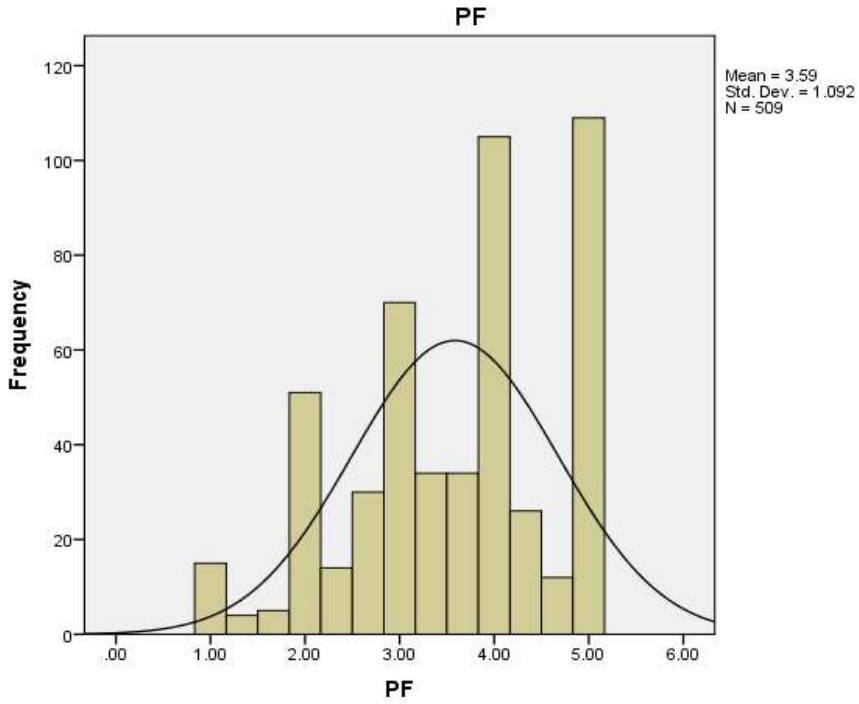

Figure 4.2(c) Normality Graph (Political Fear Perception)

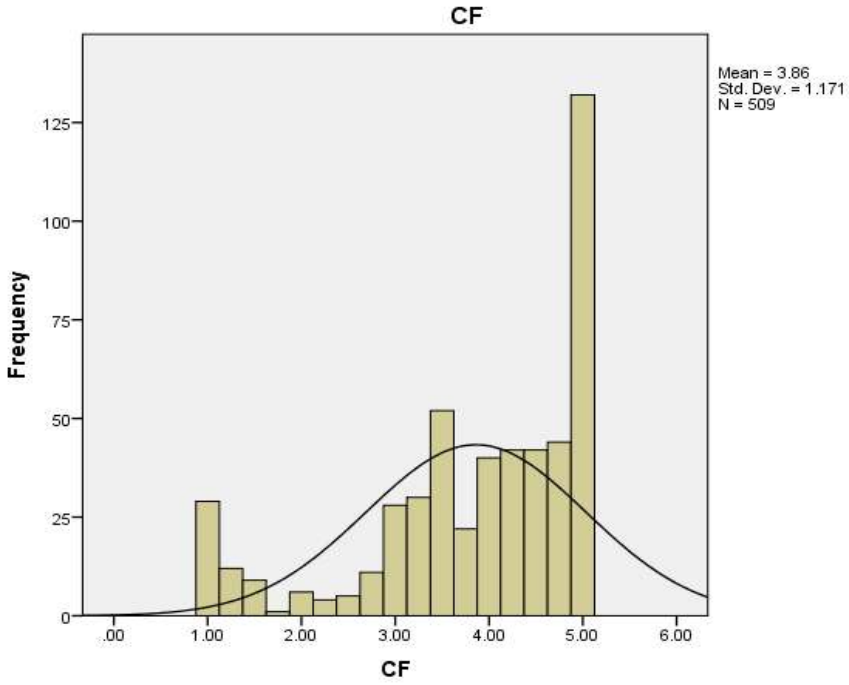

Figure 4.2(d) Normality Graph (Covid-19 Fear)

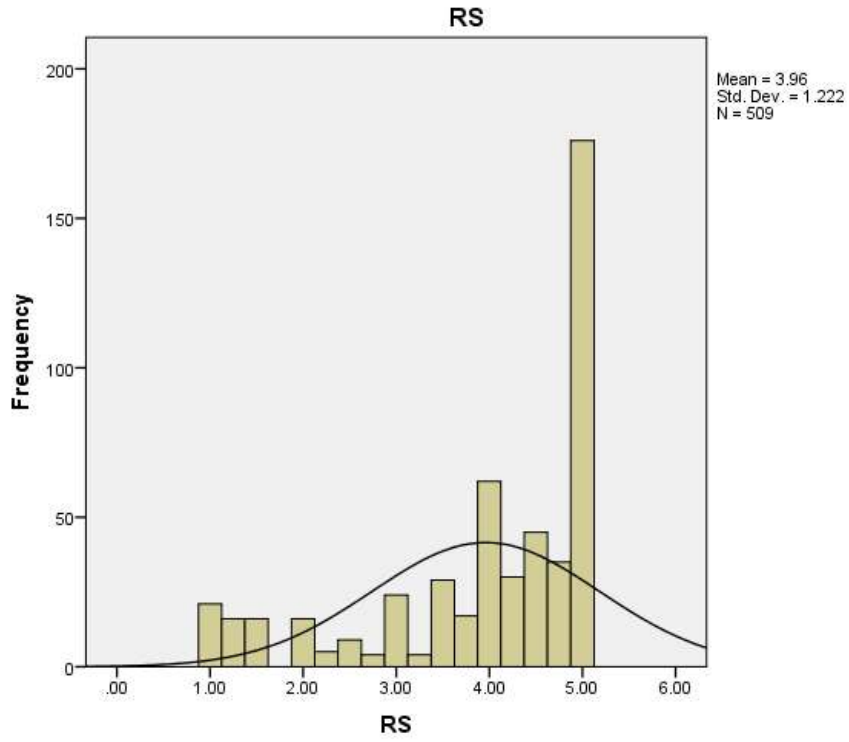

Figure 4.2 (e) Normality Graph (Resident Satisfaction)

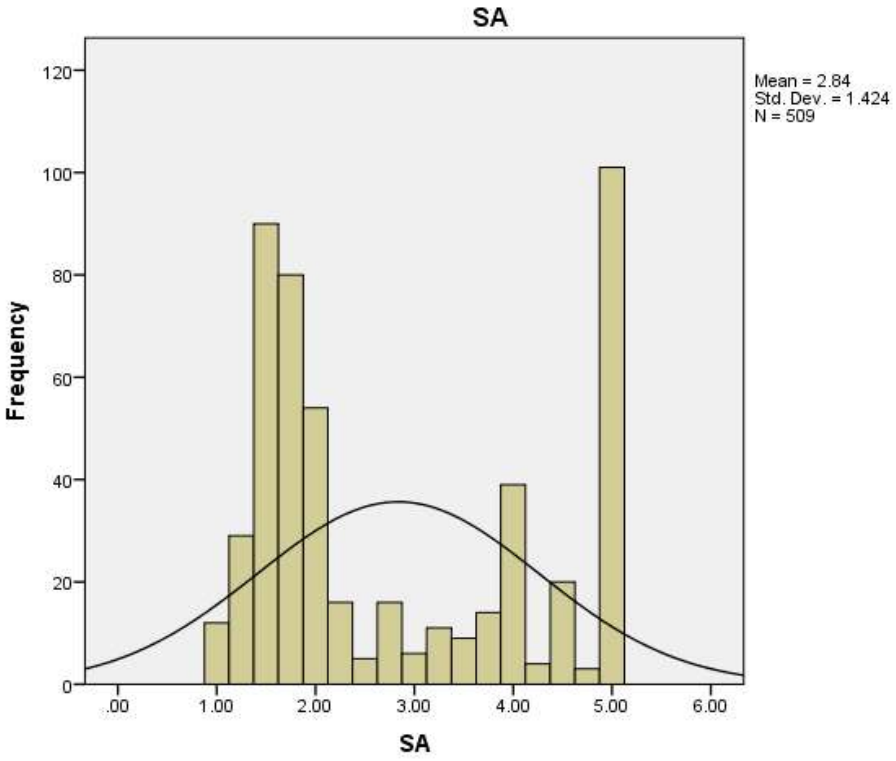

Figure 4.2 (f) Normality Graph (Social attitude)

4.3.2 Linearity

Another assumption is that the relationship between the independent and dependent variables has to be linear. The assumption of linearity between components was determined using "ANOVA." Linearity between variables is established if the p-values for R-square are significant. Linearity is established between independent and dependent variables, as shown in Tables 4.3.2 (a) to (d).

Table 4.3.2 (a) Linearity

	Model Summary					Parameter Estimates	
Equation	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.007	3.655	1	507	.056	3.605	.062

The independent variable is SA.
Dependent Variable: EB

Table 4.3.2 (b) Linearity

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.021	10.712	1	507	.001	3.611	.123

The independent variable is SA.
Dependent Variable: RS

Table 4.3.2 (c)Linearity

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.250	169.260	1	507	.000	2.120	.433

Dependent Variable: EB
The independent variable is EA.

Table 4.3.2 (d)Linearity

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.300	217.010	1	507	.000	1.830	.557

The independent variable is EA.
Dependent Variable: RS

4.3.3 Autocorrelation

The third assumption is that there should be no autocorrelation among items concerning their residuals as it will lead to doubtful findings. “Durbin-Watson” test allows testing of this assumption and the values from this measure should be between 1 and 3 for no autocorrelation issues. It can be seen from Table 4.3.3 (a) to Table 4.3.3 (d) that there exists no autocorrelation among variable residuals.

Table 4.3.3 (a) Autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.500[a]	.250	.249	.90261	1.829

a. Predictors: (Constant), EA

b. Dependent Variable: EB

Table 4.3.3 (b) Autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.547[a]	.300	.298	1.02349	2.065

a. Predictors: (Constant), EA

b. Dependent Variable: RS

4.3.3 (c) Autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.085[a]	.007	.005	1.03870	1.582

a. Predictors: (Constant), SA

b. Dependent Variable: EB

Table 4.3.3 (d) Autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.144[a]	.021	.019	1.21035	1.673

a. Predictors: (Constant), SA

b. Dependent Variable: RS

4.3.4 Multicollinearity

Before starting analysis, the fourth assumption must be met i.e., "multicollinearity." The external (predictor) variables must not have a substantial correlation with one another. The "Tolerance" (should be larger than 0.25) and "Variable Inflation Factor" (VIF) (should be between 1 and 10) criterion were used to assess multicollinearity (Hair et al., 1998). There is no multicollinearity among the predictor (independent) components as shown in Table 4.3.4.

Table 4.3.4 Multicollinearity

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.110	.113		27.413	.000		
	SA	.254	.036	.301	7.107	.000	1.000	1.000

a. Dependent Variable: EA

4.3.5 Pearson Correlation

The "Pearson correlation" between the five variables was calculated, and the findings are displayed in Table 4.3.5. All of the factors are statistically significant and positively correlated, as shown in the table. None of the corelations are more than 0.70, indicating that multicollinearity does not present.

Table 4.3.5 Pearson Correlations

		EA	EB	RS	SA
EA	Pearson Correlation	1	.500**	.547**	.301**
	Sig. (2-tailed)		.000	.000	.000
	N	509	509	509	509
EB	Pearson Correlation	.500**	1	.388**	.085
	Sig. (2-tailed)	.000		.000	.056
	N	509	509	509	509
RS	Pearson Correlation	.547**	.388**	1	.144**
	Sig. (2-tailed)	.000	.000		.001
	N	509	509	509	509
SA	Pearson Correlation	.301**	.085	.144**	1
	Sig. (2-tailed)	.000	.056	.001	
	N	509	509	509	509

**. Correlation is significant at the 0.01 level (2-tailed).

4.4 Exploratory Factor Analysis (EFA)

EFA is a technique for minimizing the number of items, examining the connections between variables, determining whether or not a construct is one-dimensional, and posing or denying hypotheses. We need more criteria, like sample size, to determine how well the data matches the model. To determine how excellent a sample is, use either the Kaiser-Meyer-Olkin (KMO) or Bartlett's Test of Sphericity.

When doing an exploratory factor analysis (EFA), it is important to choose the right method for factor extraction. To obtain the required information, "Varimax" was selected.

The "Eigenvalue" (>1) rule (Kaiser, 1960) and the "Scree" test are two of the many methods used in this study to keep track of components (Cattell, 1966). Each "eigenvalue" index demonstrates the relative strength of each extracted component to the others.

Because of component correlations, it is hard to figure out what the constructs mean because the underlying data structure could have a lot of cross-loadings. By rotating the factors, it's easy to get a factor structure that is consistent, makes sense, and has psychological importance. We can better comprehend factors due to loadings, and the EFA benefits from a lot of loadings.

4.4.1 KMO and Bartlett's Test

The Kaiser-Meyer-Olkin (KMO) score in this study was 0.907, which is higher than the baseline requirement of 0.50 and indicates that the data set had sufficient samples (Hair et al., 1998). The result of "Bartlett's Test of Sphericity" was 18461 (p =.000; 351 degrees of freedom) (Table 4.4).

Table 4.4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.907**
Bartlett's Test of Sphericity	**Approx. Chi-Square**	**18461.325**
	Df	351
	Sig.	.000

4.4.2 Communalities

An approach to gauge how interconnected all of a study's variables are is through the concept of communality. These figures must be more than the threshold of 0.40. All of the communality scores for each item are higher than 0.40, as shown in Table 4.5.

Table 4.5 Communalities

Items	Initial	Extraction
EA1	1.000	.840
EA2	1.000	.934
EA3	1.000	.930
EA4	1.000	.875
EA5	1.000	.896
EA6	1.000	.927
EB1	1.000	.666
EB2	1.000	.736
EB3	1.000	.897
EB4	1.000	.665
EB5	1.000	.877
PF1	1.000	.723
PF2	1.000	.790
PF3	1.000	.824
CF1	1.000	.758
CF2	1.000	.830
CF3	1.000	.814
CF4	1.000	.773
RS1	1.000	.766
RS2	1.000	.896
RS3	1.000	.947
RS4	1.000	.893
RS5	1.000	.935
SA1	1.000	.904
SA2	1.000	.891
SA3	1.000	.911
SA4	1.000	.862

Extraction Method: Principal Component Analysis.

Note: EA-Environmental attitude; EB-Economic benefits; PF-Political Fear Perception; CF-Covid-19 Fear; RS-Resident's Satisfaction; SA-Social Attitude

4.4.3 Factor Extraction Matrix

The EFA was done with "Varimax" rotation and "principal component analysis." The "factor extraction" was done with the "Eigen values" (greater than 1). The "variance" of this study as a whole was 84.2 percent (Table 4.6), which is more

than the limit of 50 percent (Hair Jr. et al., 1995). Figure 4.4 Scree Plot shows that the Eigen values of six factors are greater than one.

Table 4.6 Total Variance Explained

Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.540	42.742	42.742	11.540	42.742	42.742	5.138	19.031	19.031
2	3.098	11.473	54.215	3.098	11.473	54.215	4.479	16.590	35.621
3	2.788	10.324	64.539	2.788	10.324	64.539	3.905	14.462	50.083
4	2.207	8.175	72.714	2.207	8.175	72.714	3.644	13.497	63.581
5	1.690	6.260	78.974	1.690	6.260	78.974	3.218	11.918	75.498
6	1.437	5.323	84.297	1.437	5.323	84.297	2.376	8.799	84.297
7	.603	2.234	86.531						
8	.481	1.780	88.311						
9	.394	1.459	89.770						
10	.349	1.291	91.061						
11	.288	1.068	92.129						
12	.270	1.000	93.129						
13	.266	.987	94.116						
14	.231	.856	94.972						
15	.218	.809	95.781						
16	.200	.739	96.520						
17	.182	.673	97.193						
18	.154	.572	97.765						
19	.131	.486	98.251						
20	.124	.458	98.709						
21	.097	.359	99.068						
22	.089	.330	99.398						
23	.077	.285	99.683						
24	.051	.188	99.870						
25	.019	.071	99.941						
26	.009	.033	99.975						
27	.007	.025	100.000						

Extraction Method: Principal Component Analysis.

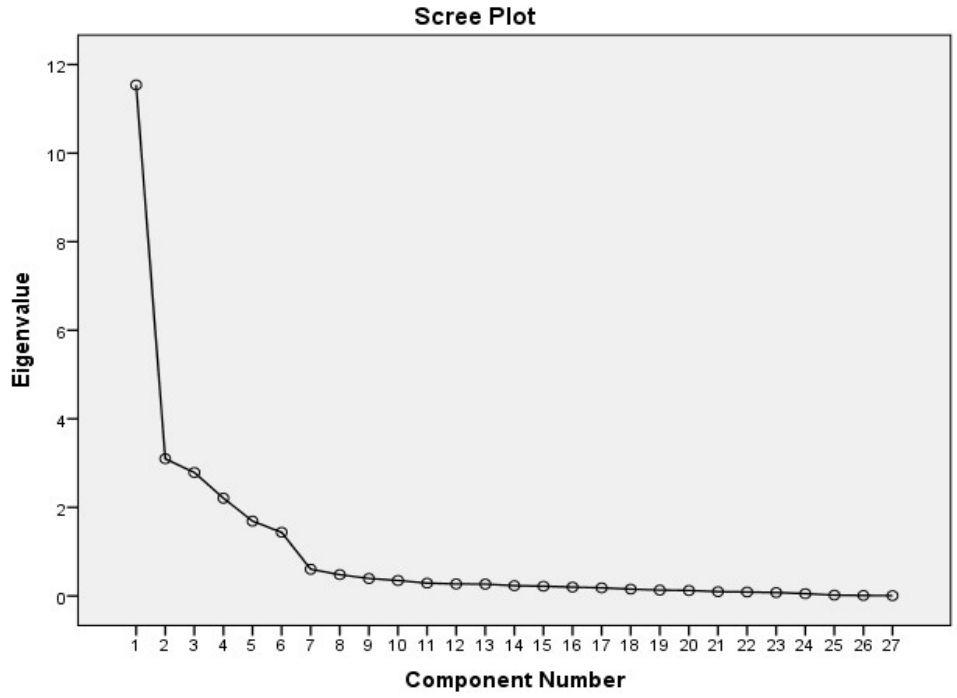

Figure 4.3 Scree Plot

4.4.4 Rotated Component Matrix

The "rotation matrix" shows how observable variables can either load into the right constructs or not. Table 4.7 shows the "pattern matrix" that EFA makes. Each item is loaded onto the factors that match it.

Table 4.7 Rotated Component Matrix

	Component					
	1	2	3	4	5	6
EA1	.817					
EA2	.865					
EA3	.847					
EA4	.826					
EA5	.833					
EA6	.862					
EB1			.762			
EB2			.762			
EB3			.890			
EB4			.757			
EB5			.879			
PF1						.785
PF2						.828
PF3						.852

CF1					.786	
CF2					.836	
CF3					.856	
CF4					.831	
RS1		.771				
RS2		.890				
RS3		.923				
RS4		.900				
RS5		.916				
SA1				.933		
SA2				.919		
SA3				.929		
SA4				.899		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

Note: EA-Environmental attitude; EB-Economic benefits; PF-Political Fear Perception; CF-Covid-19 Fear; RS-Resident's Satisfaction; SA-Social Attitude

4.5 Reliability

4.5.1 Overall Reliability

Reliability can be defined as a generic indicator of how uniform something is in its most basic form. The scores must be more than the minimum possible score of 0.60. Table 4.8's Cronbach's alpha value of 0.924 indicates that the scale is reliable (Hair et al., 2006).

Table 4.8 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.947	23

Source: Data compilation by the scholar for the present study

4.5.2 Split Half Reliability

The "Split-Half Reliability" method was also applied to reliability analysis. With this technique, you can examine correlations between a data file's first half. The results demonstrate that the correlation between the two groups of items was within the permissible range (Table 4.9).

Table 4.9 Reliability Statistics

Cronbach's Alpha	Part 1	Value	.937
		N of Items	12[a]
	Part 2	Value	.891
		N of Items	11[b]
	Total N of Items		23
Correlation Between Forms			.736
Spearman-Brown Coefficient	Equal Length		.848
	Unequal Length		.848
Guttman Split-Half Coefficient			.844

a. The items are: EA1, EA2, EA3, EA4, EA5, EA6, EB1, EB2, EB3, EB4, EB5, PF1.

b. The items are: PF1, PF2, PF3, CF1, CF2, CF3, CF4, RS1, RS2, RS3, RS4, RS5.

4.6 Confirmatory Factor Analysis (CFA)

To improve the scale that was employed, confirmatory factor analysis (CFA) was incorporated to the scale-development technique. CFA is an effective technique that can be used to evaluate construct validity (Hair et al. 2010). Because CFA considers the "maximum likelihood" of sampling the observed "correlation matrix," it was used to fit the model to the data.

Model fit indices, which gauge how well a model fits the given empirical data, come in a variety of forms. Examples include:

• To determine how far apart observed and estimated values are from one another, the "Chi-square" index is utilised (Hair et al. 2010).

• The goodness of fit index (GFI) and root mean square error of approximation (RMSEA) are both "measures of absolute fit."

• The incremental fit indices are the Normed fit index (NFI; good fit >0.80) and the comparative fit index (CFI; >0.80).

According to Hair et al. (2010), the "measuring model" in this work was constructed to allow all the factors to interact with one another and all the items to be

loaded on their own factors. After conducting CFA, the values for the model fit indices (Figure 4.3) were discovered, and they fell within a reasonable range.

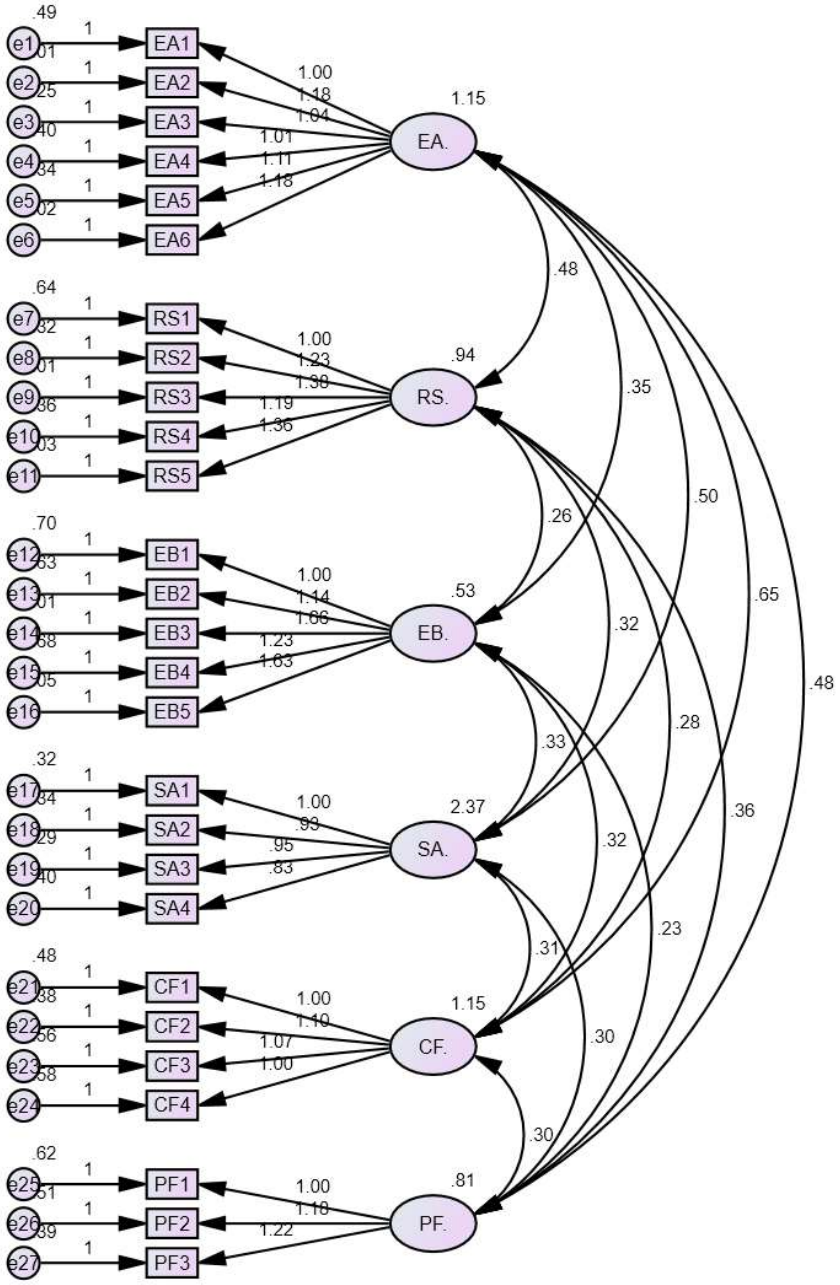

Figure 4.4 Measurement Model

Table 4.10 Model Fit Indices

Index		Test value	Cut off value/Range
	Cmin/df (normed chi-square)	3.3	1 < Cmin/df < 5
Badness of fit	RMSEA	0.055	≤ 0.08 means good fit
Goodness of fit	GFI	0.908	≥ 0.8 means good fit
Incremental fit index	CFI	0.911	≥ 0.8 means satisfactory fit
	NFI	0.933	≥ 0.8 means satisfactory fit
	TLI	0.925	≥ 0.8 means satisfactory fit

4.6.1 Validity and Reliability

According to Hair et al., (1998), all of the "standard loadings" in Table 4.11 are higher than "0.50," demonstrating the instrument's convergent validity. Table 4.12's "AVE" values are all more than 0.50, demonstrating that "convergent validity" has been established. The fact that the "AVE square root" is greater than the "inter-correlation values" in Table 4.12 demonstrates that the "discriminant validity" is legitimate (Anderson and Gerbing, 1988). The Table 4.12's "composite reliability" is more than 0.60 indicates that the work is reliable.

Table 4.11 Standardized Loadings

Items	Direction	Factor	Estimate
EA1	<---	EA.	.837
EA2	<---	EA.	.997
EA3	<---	EA.	.913
EA4	<---	EA.	.862
EA5	<---	EA.	.898
EA6	<---	EA.	.994
RS1	<---	RS.	.772
RS2	<---	RS.	.904
RS3	<---	RS.	.998
RS4	<---	RS.	.888

Items	Direction	Factor	Estimate
RS5	<---	RS.	.992
EB1	<---	EB.	.658
EB2	<---	EB.	.725
EB3	<---	EB.	.996
EB4	<---	EB.	.735
EB5	<---	EB.	.983
SA1	<---	SA.	.938
SA2	<---	SA.	.925
SA3	<---	SA.	.938
SA4	<---	SA.	.897
CF1	<---	CF.	.839
CF2	<---	CF.	.885
CF3	<---	CF.	.836
CF4	<---	CF.	.814
PF1	<---	PF.	.751
PF2	<---	PF.	.828
PF3	<---	PF.	.870

Table 4.12 Validity

	CR	AVE	CF.	EA.	RS.	EB.	SA.	PF.
CF.	0.908	0.712	**0.844**					
EA.	0.970	0.844	0.564	**0.919**				
RS.	0.962	0.836	0.266	0.462	**0.915**			
EB.	0.916	0.691	0.406	0.446	0.365	**0.832**		
SA.	0.959	0.855	0.189	0.306	0.213	0.294	**0.925**	
PF.	0.858	0.669	0.309	0.494	0.407	0.357	0.219	**0.818**

4.7 Evaluation of Structural Model

The "Structural Model" (I) (Figure 4.6) was run first to study the direct impact of environmental attitude and social attitude on resident's satisfaction and economic benefits.

The model fit (Figure 4.4) indices have acceptable values (Table 4.13).

Table 4.13 Model Fit indices

Index		Test value	Cut off value/Range
Absolute fit index	Cmin/df (Normed chi-square)	4.8	1 <Cmin/df< 5
Badness of fit	RMR	0.062	≤ 0.08 means good fit
Goodness of fit	GFI	0.916	≥ 0.8 means good fit
	AGFI	0.912	
Incremental fit index	CFI	0.913	≥ 0.9 means satisfactory fit
	NFI	0.921	≥ 0.9 means satisfactory fit
	TLI	0.955	≥ 0.9 means satisfactory fit

Source: Authors own

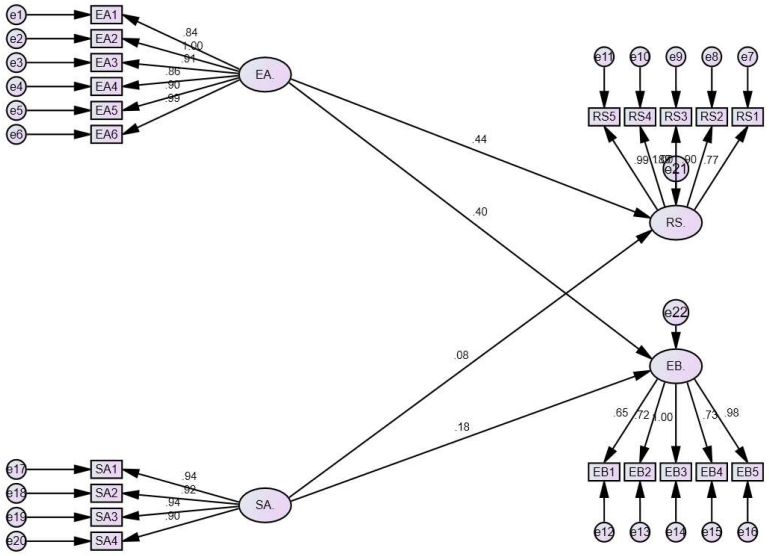

Figure 4.5 Structural Model

Table 4.14 and 4.15 shows the structural model coefficients (standardized and un-standardized) as obtained from path analysis.

Table 4.14 Unstandardized estimates

Dependent Variable	Direction	Independent Variable	Estimate	S.E.	C.R.	P
RS.	<---	EA.	.397	.040	9.858	***
EB.	<---	EA.	.268	.031	8.621	***
RS.	<---	SA.	.051	.025	2.014	.044
EB.	<---	SA.	.083	.019	4.244	***

Table 4.14 Standardized estimates

Dependent Variable	Direction	Independent Variable	Estimate
RS.	**<---**	**EA.**	**.442**
EB.	**<---**	**EA.**	**.403**
RS.	**<---**	**SA.**	**.082**
EB.	**<---**	**SA.**	**.178**

4.8 Results from Hypothesis Testing

To test the research hypothesis, "Structural Model Coefficients" were used. The study's hypotheses were tested with the "Structural Model Coefficients," which will be talked about below. Estimated coefficient values and critical ratio values were used to test the hypotheses (C.R). All of the research hypotheses were statistically significant, as shown by the results of the analysis.

4.8.1 Relationship Between Independent and Dependent Factors

1. Influence of Environmental Attitude on Resident's Satisfaction

The SEM analysis shows that hypothesis H1 is statistically supported, which means that the environmental attitude has a positive effect on the resident's satisfaction ($\beta = 0.44$ and $R^2 = 0.29$).

2. Influence of Environmental Attitude on Economic Benefits

The SEM analysis shows that hypothesis H2 is statistically supported, which means that the environmental attitude has a positive effect on the economic benefits ($\beta = 0.40$ and $R^2 = 0.29$).

3. Influence of Social Attitude on Resident's Satisfaction

The SEM analysis shows that hypothesis H3 is statistically supported, which means that the social attitude has a positive effect on the resident's satisfaction (β = 0.08 and R^2 = 0.21).

4. Influence of Social Attitude on Economic Benefits

The SEM analysis shows that hypothesis H4 is statistically supported, which means that the social attitude has a positive effect on the economic benefits (β = 0.17 and R^2 = 0.21)

4.9 Moderation

A two-sided significant test was also needed for a moderation effect analysis, which is very similar to a mediation effect analysis. For the hypothesis to be shown to be true, the effect of the interaction estimate (interaction between independent and moderator variable) must be statistically important. Table 4.15 shows the results.

Table 4.15 Moderation

Hypotheses	Interaction Estimate	P	Result
H5: Political fear perception moderates the association between environmental attitude and Resident's satisfaction	-.13	***	Supported
H6: Political fear perception moderates the association between environmental attitude and Economic benefits	-.11	***	Supported
H7: Covid-19 fear perception moderates the association between social attitude and Resident's satisfaction	-.18	***	Supported
H8: Covid-19 fear perception moderates the association between social attitude and Economic benefits	-.15	***	Supported

Source: Author's Own
Note: * means P-value is less than 0.05
Note: *** means P-value is less than 0.001

4.9.1 Moderating Relationships

1. Political Fear Perception Moderates the Association Between Environmental Attitude and Resident's Satisfaction

H5 is supported as Political fear perception negatively moderates the association between environmental attitude and Resident's satisfaction.

2. Political Fear Perception Moderates the Association Between Environmental Attitude and Economic Benefits

H6 is supported as Political fear perception negatively moderates the association between environmental attitude and economic benefits.

3. Covid-19 Fear Perception Moderates the Association Between Social Attitude And Resident's Satisfaction

H7 is supported as Covid-19 fear perception negatively moderates the association between social attitude and Resident's satisfaction

4. Covid-19 Political Fear Perception Moderates the Association Between Social Attitude and Economic Benefits

H8 is supported as Covid-19 fear perception negatively moderates the association between social attitude and economic benefits

4.9.2 Independent Sample T-Test (Gender)

The "Independent Sample t-Test" examines the average values of two distinct groups to determine whether there is statistical support for significant population mean variation. The results of the "Independent Sample t-Test" permit the investigation of the association between the mean variation of demographic parameters (gender) and dependent variables. Social attitude, environmental attitude, economic benefits, resident satisfaction, political fear perception and covid-19 fear perception are the dependent variables. There is a statistically significant relationship between the means if p is less than 0.05.

The Independent Sample t-Test results for dependent variables and gender are displayed in the tables below. In order to calculate this statistical indicator, gender was split into two categories, male and female. The significance level for the gender "Levene's test of equality of variance" is less than 0.05 for four factors (Social attitude, environmental attitude, economic benefits, political fear perception), which shows that variances differ significantly (Table 4.16). As a result, there are non-significant gender

differences among respondents for two variables (resident satisfaction and covid-19 fear perception).

Table 4.16 Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SA	Equal variances assumed	29.813	.000	2.055	507	.040	.41315	.20108	.01809	.80820
	Equal variances not assumed			2.467	78.564	.016	.41315	.16750	.07971	.74658
RS	Equal variances assumed	.216	.642	1.140	507	.255	.19718	.17303	-.14276	.53711
	Equal variances not assumed			1.150	69.652	.254	.19718	.17151	-.14491	.53927
PF	Equal variances assumed	9.434	.002	1.662	507	.097	.25654	.15438	-.04677	.55985
	Equal variances not assumed			2.119	82.969	.037	.25654	.12107	.01575	.49734
CF	Equal variances assumed	13.642	.000	.936	507	.350	.15537	.16595	-.17067	.48141
	Equal variances not assumed			.752	62.943	.455	.15537	.20669	-.25767	.56841
EA	Equal variances assumed	.000	.984	2.666	507	.008	.45128	.16925	.11876	.78379
	Equal variances not assumed			2.827	71.744	.006	.45128	.15965	.13299	.76956
EB	Equal variances assumed	12.618	.000	2.099	507	.036	.30862	.14702	.01977	.59747
	Equal variances not assumed			2.702	83.746	.008	.30862	.11420	.08150	.53573

The averages for males is more than females for all variables (Social attitude, environmental attitude, economic benefits, resident satisfaction, political fear perception and covid-19 fear perception).

Table 4.17 Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
SA	Male	453	2.8819	1.44941	.06810
	Female	56	2.4688	1.14521	.15304
RS	Male	453	3.9829	1.22299	.05746
	Female	56	3.7857	1.20927	.16160
PF	Male	453	3.6137	1.11864	.05256
	Female	56	3.3571	.81614	.10906
CF	Male	453	3.8786	1.12587	.05290
	Female	56	3.7232	1.49520	.19980
EA	Male	453	3.8798	1.20393	.05657
	Female	56	3.4286	1.11725	.14930
EB	Male	453	3.8146	1.06613	.05009
	Female	56	3.5060	.76803	.10263

4.9.3 One-Way ANOVA

One-way ANOVA is used to test the difference between two or more than three groups.In this study, it will asses the difference for Social attitude, environmental attitude, economic benefits, resident satisfaction, political fear perception and covid-19 fear perception across age, education and income.

It is observed from following table (Table 4.18) that F-ratio is statistically significant (P-value<0.05) for political fear perception which means that different age groups perceive political fear differently.

For other variables (Social attitude, environmental attitude, economic benefits, resident satisfaction and covid-19 fear perception), p-value is non-significant which means that Social attitude, environmental attitude, economic benefits, resident satisfaction and covid-19 fear perception is perceived similarly by different age groups.

Table 4.18 ANOVA (Age)

		Sum of Squares	df	Mean Square	F	Sig.
SA	Between Groups	.464	2	.232	.114	.892
	Within Groups	1029.733	506	2.035		
	Total	1030.196	508			
EA	Between Groups	8.403	2	4.201	2.930	.054
	Within Groups	725.554	506	1.434		
	Total	733.957	508			
EB	Between Groups	3.772	2	1.886	1.744	.176
	Within Groups	547.175	506	1.081		
	Total	550.947	508			
PF	Between Groups	7.914	2	3.957	3.350	.036
	Within Groups	597.619	506	1.181		
	Total	605.532	508			
CF	Between Groups	1.456	2	.728	.530	.589
	Within Groups	695.654	506	1.375		
	Total	697.110	508			
RS	Between Groups	2.909	2	1.455	.974	.378
	Within Groups	755.512	506	1.493		
	Total	758.421	508			

It is observed from following table (Table 4.19) that F-ratio is statistically non-significant (P-value>0.05) for political fear perception, social attitude, environmental attitude, economic benefits, resident satisfaction and covid-19 fear perception.

This means that political fear perception, social attitude, environmental attitude, economic benefits, resident satisfaction and covid-19 fear perception.is perceived similarly by different education groups.

Table 4.19ANOVA (Education)

		Sum of Squares	df	Mean Square	F	Sig.
SA	Between Groups	2.421	2	1.210	.596	.551
	Within Groups	1027.776	506	2.031		
	Total	1030.196	508			
EA	Between Groups	2.076	2	1.038	.718	.488
	Within Groups	731.881	506	1.446		
	Total	733.957	508			
EB	Between Groups	.424	2	.212	.195	.823
	Within Groups	550.523	506	1.088		
	Total	550.947	508			
PF	Between Groups	.971	2	.486	.407	.666
	Within Groups	604.561	506	1.195		
	Total	605.532	508			
CF	Between Groups	2.340	2	1.170	.852	.427
	Within Groups	694.770	506	1.373		
	Total	697.110	508			
RS	Between Groups	.074	2	.037	.025	.975
	Within Groups	758.347	506	1.499		
	Total	758.421	508			

It is observed from following table (Table 4.20) that F-ratio is statistically significant (P-value<0.05) for political fear perception, economic benefits and environmental attitude which means that different income groups perceive political fear, economic benefits and environmental attitude differently.

For other variables (Social attitude, resident satisfaction and covid-19 fear perception), p-value is non-significant which means that Social attitude, resident satisfaction and covid-19 fear perception is perceived similarly by different income groups.

Table 4.20 ANOVA (Income)

		Sum of Squares	df	Mean Square	F	Sig.
SA	Between Groups	3.779	3	1.260	.620	.602
	Within Groups	1026.418	505	2.033		
	Total	1030.196	508			
EA	Between Groups	17.518	3	5.839	4.116	.007
	Within Groups	716.439	505	1.419		
	Total	733.957	508			
EB	Between Groups	10.254	3	3.418	3.192	.023
	Within Groups	540.692	505	1.071		
	Total	550.947	508			
PF	Between Groups	9.429	3	3.143	2.663	.047
	Within Groups	596.103	505	1.180		
	Total	605.532	508			
CF	Between Groups	7.027	3	2.342	1.714	.163
	Within Groups	690.083	505	1.367		
	Total	697.110	508			
RS	Between Groups	6.421	3	2.140	1.437	.231
	Within Groups	752.000	505	1.489		
	Total	758.421	508			

4.10 Qualitative Part

The research used exploratory research designs for our qualitative studies, which were guided by the logic of inductive, abductive, and constructive research methods/strategies. When responding to "what," "why," and "how" questions, these techniques are useful. We were able to better grasp people's interactions with the tourist and their experiences with the sustainable tourism, impact of covid-19 and political far perceptions on tourism thanks to qualitative research methods. These methods also assisted us in comprehending the features and behaviours of a community. We created an interview protocol with open-ended questions so that these qualitative methods might be used in the field.

What is the tourism in your area like? Was one of the questions in the schedule's classification. What are the major problems with tourism in your neighbourhood? What

problems does the tourism in your locality itself have? What was the impact of Covid-19 on tourism? How involved are you with the tourism activity? What is the impact of political conditions on tourism? What do you mean by sustainable tourism? Is there any sustainable tourism activity in your area? How has tourism affected the economy of your area? How has the sustainable tourism helped the post Covid-19 pandemic?

The researcher initially purposefully chose the districts and created the three important connections before implementing these questions in the field. At the locations they selected, the key informants assisted us in conducting the initial round of interviews. Fewer were held in Panchayat Ghars and fewer in public areas (natural settings). For qualitative research, we conducted 50 interviews.

The researcher reviewed our interview methodology after the five interviews were completed, which led us to add and remove some of the questions. There were irrelevant and trivial questions removed. In this manner, the promotion of a pilot research for evaluating the validity and reliability of the proposed interviewing instrument. Depending on the participant's ethnicity and language proficiency, questions were asked in English, Urdu, and Kashmiri. The words' tone and timbre were also chosen with attention. Several participants gave mixed-language answers. Participants' rights were upheld, and if they were uncomfortable, they were free to end the interview.

The interviews were done with people of all ages and genders. Adults who are young and literate were urged to take part in the study. The length of each interview was 30 to 45 minutes. With the participants' prior consent, the interviews were audio-recorded. After that, themes, sub-themes, and inferences were created as a result of the creation of codes and categories.

4.10.1 Demographic profile of respondent from interview respondents

To get understanding of the viewpoints of several stakeholders in the Jammu and Kashmir (J&K) tourist industry, 50 respondents underwent interviews.

Four groups were formed from the respondents:

1. Fifteen (15) government officials in the tourist departments,
2. Fifteen (15) personnel and owners of hotels and restaurants including

leaders of tourist industry associations,

3. Ten (10) residents, and
4. Ten (10) guests.

Of the responders, almost eighty percent were male (forty) and twenty percent were female (ten). The respondents belonged to districts Srinagar, Gulmarg, Patnitop, Katra, Sonamarg, and Pahalgam among other regions. Of the fifteen government personnel in the tourist departments, three were female (20%), twelve were male (80%). Five from Srinagar (33.3%), three from Gulmarg (20%), two from Patnitop (13.3%), two from Katra (13.3%), two from Sonamarg (13.3%), one from Pahalgam (6.7%).

Out of the personnel and hotel and restaurant owners—including heads of tourist industry associations—12 was male (80%) and 3 were female (20%). From Srinagar (26.7%), four respondents were included; from Gulmarg (20%), there were three; from Patnitop (20%), there were two; from Katra (13.3%), there were two; from Sonamarg (13.3%), there were two; and one from Pahalgam (6.7%). Among the ten residents, two were female (20%) and eight were male (80%). There were three from Srinagar (30%), two from Gulmarg (20%), one from Patnitop (10%), two from Katra (20%), one from Sonamarg (10%), and one from Pahalgam (10%).

There were ten visitors total—two women (20%), and eight men (80%). Their distribution over areas was 3 from Srinagar (30%), 2 from Gulmarg (20%), 1 from Patnitop (10%), 2 from Katra (20%), 1 from Sonamarg (10%), and 1 from Pahalgam (10%).

This thorough segmentation guarantees a varied representation across several categories and areas, so enabling a thorough study of the points of view of several tourism industry players in J&K. Understanding the prospects and difficulties in the sector as well as developing plans for its growth and enhancement will depend much on the knowledge acquired from these interviews.

4.11 Qualitative Findings

COVID-19 has effectively put Jammu and Kashmir's tourism sector out of business. Many thousands of families that depended on tourism either directly or indirectly are now jobless and fighting to make ends meet.

Throughout the past three decades, shocks, bloodshed, and unrest have frequently hurt Kashmir's tourism industry. Consequently, due to the Pandemic, the Kashmir tourism sector suffered a loss of roughly 160 million US dollars (1168 crore Indian rupees) (see https://thekashmirwalla.com/2020/08/j-k-tourism-business-lost-1168-crore-rupees-toart-370-covid-19-lockdowns/). Srinagar, the capital city of Kashmir Valley, has been the hardest hit, recording the highest number of cases—22,708. There were also thousands of cases registered in the districts of Budgam, Kupwara, Pulwama, Anantnag, and Bandipora which affected the tourism activity badly.

This study's measurement of the tourist flow and its dynamics in relation to instability was one of its primary goals. It is quite important to observe that, between 1990 and 2020, the growth rate of the number of tourists visiting the Jammu and Kashmir changed constantly with ups and downs. After the Covid-19 pandemic, the tourism suffered greatly, with only 43,059 more visitors than in 2018.

The contrast between the numbers of visitors in 2019 and 2020, however, paints a depressing image with a decline of about 81%. 15,903 travellers visited February in 2019 compared to just 8182 in 2020. Similar to this, there were 21,237 visitors in March 2019 but only 4643 in 2020. India's Prime Minister declared a complete lockdown for the entire nation beginning on March 22 for this month. And as a result of the lockdown, there were no visitors in April, May, or June 2020. Throughout June and July, there was a rise in the number of visitors, but it happened extremely slowly.

Similar to July, August only saw 10,130 visitors. Hence, when compared to July 2019 with 152,525 arrivals, a decline of about 93% was noted. 565,532 tourists visited Jammu and Kashmir in 2019, but just 25,922 will do so from January to November 2020. (Directorate of Tourism, Kashmir, 2020). The COVID-19 pandemic has both had a significant negative impact on the tourism industry.

A field study was conducted in 2022 to evaluate how COVID-19 will affect the Jammu and Kashmir population of tourists. The authors conducted in-person interviews with 50 respondents who were involved in tourism at various tourist destinations, as well as interviews with a few other people who were well-versed in the interviewing process. Just those members of the tourism industry who were completely and totally

dependent on it made up the entire sample, including photographers, tour guides, hoteliers, pony riders, houseboat men, and shop owners. According to the study of the data collected, majority of the respondents had their employment status move from tourism to another source of income. Many photographers went into local labour, many began working in their own apple and paddy orchards, some changed careers, and many were unable to find employment elsewhere. The industry of hoteliers was the one that was most negatively impacted by the COVID-19 lockdown; for them, 2020 has been a nightmare since all of their rooms have stayed empty and the hotels still feel like graveyards.

The hotelier data indicate that out of 13 responders across all categories, only 5 began a new career during COVID-19, and only 8 began working on their own farms. The COVID-19 lockdown has also had a significant negative impact on pony riders, who are primarily mountain people (Gujjars) and used to transport tourists to various religious sites like Pahalgam's Amaranth Cave, high-altitude meadows in Gulmarg and Sonamarg, and to showcase scenic beauty in inaccessible locations. They used to be able to support their families' needs in this way, but during COVID-19, the number of tourists plummeted, destroying their source of revenue. To assist with farming and building homes in the adjacent communities, these individuals relocated there. Most commonly found in Dal Lake, Mansabal, Nigeen Lake, etc., houseboat men (Shikara) were not spared by COVID-19. To provide for their families, the majority of them began sand-dredging in rivers or working as labourers in the neighbourhood.

Similar to this, store owners whose livelihoods were fully and solely depended on the coming of tourists switched to farming.

This change in career demonstrates that the middle and lower classes, who rely on tourism for a living, must endure the most difficult times to sustain their families through changing their professions.

4.12 Economic and Social Impact

The lockdowns and the pandemic had a profound socioeconomic impact on the Jammu and Kashmir tourism industry, which has a significant negative influence on tourism earnings.

Over 144,500 people lost their jobs related to Kashmir's tourism industry, according to reports from the Kashmir Chamber of Commerce and Industry (KCCI). The loss is projected to be over 5454 million US dollars (40,000 crores of Indian Rupees) between August 2019 and August 2020, with the tourism industry suffering the most. Following are some observations made by field researchers regarding COVID-19's effects on those reliant on the tourism industry:

The COVID-19 pandemic outbreak caused sorrow and despair, and the subsequent comprehensive lockdowns that began in the third week of March and lasted for months drove industry participants to the brink of bankruptcy, according to Abid Khan, a stakeholder in the tourism sector.

The COVID-19 outbreak has left borrowers unable to make their required instalment payments. We were anticipating really good progressive tourism promotion, but Corona ruined it all, according to Arif Mir, proprietor of a hotel in Sonamarg.

Hotel owner Asif in Srinagar said: "We have been in this company for decades and have an excellent network all throughout the country. We are more concerned about new establishments (entrants). When I looked at my vacant room, it appeared to be deserted and silent. We barely manage to get enough tourists to cover the hotel's expenses, but what about those who are just starting out?

According to Preeti (name changed), a government worker in the Department of Tourism, "Everyone who worked in the tourism industry is suffered as a result of the pandemic.

4.13 Post-Covid-19

However, post Covid-19 millions of tourists again visited different parts of Jammu and Kashmir. The tourist influx to Kashmir has once again peaked with Christmas and New Year in 2022.

The renowned ski resort of Gulmarg in north Kashmir had full reservations for the New Year, according to a hotelier there. After several dry years brought on by COVID-19 and, tourist operators in the Jammu and Kashmir are relishing the return of tourists.

More than 100 planes carried nearly 15,000 tourists into the capital of Jammu and Kashmir in July 2022, according to the Srinagar Airport Authority. In contrast, two years ago there were generally 30 flights every day. According to Tariq Rashid Ghani, secretary general of the Jammu and Kashmir Hoteliers Club, hotels in the valley are crowded and fully booked through June. In an interview, he stated, "We are hopeful to break all the prior marks this year.

The majority of visitors, according to the authorities, are from India, drawn there by a vigorous advertising effort conducted there and loosening of COVID-19 travel restrictions that encouraged Indians to travel abroad. Only approximately 1,000 of the record 340,000 visitors to the picturesque valley in the first three months of this year were foreigners. The number of COVID-19 instances in India has been steadily declining, which has given individuals the confidence to travel. Many other highland states, like Kashmir, are experiencing a similar level of tourist influx, according to Rauf Tramboo, President of the Kashmiri association of adventure tour operators. An airline employee from Kolkata named Anamika Shil told VOA that she only regretted delaying her visit to Kashmir because she had been scared off by media accounts of unrest and bloodshed. Not only am I enjoying my stay, but the meals as well, she added.

Security is still a worry, though. There have already been 48 violent episodes in Kashmir this year, according to the South Asia Terrorism Portal, a website that tracks terrorism and low intensity conflict in South Asia, which have resulted in the deaths of 11 civilians, 11 security personnel, and 54 militants.

Nonetheless, Gulmarg, a ski resort located high in the Himalayan foothills, had a record-breaking winter sports season, which helped the tourist season this year get off

to a strong start. According to Tramboo, about 1,700 skiers, snowboarders, and other participants from 17 Indian states competed this year. Shri Amarnath, a Hindu temple located in a cave at the top of the snow-capped Himalayas, is another feature that has boosted tourism. Over 1 million pilgrims made the journey to the shrine.

Another attraction is Asia's largest tulip garden, which spans 30 hectares on Srinagar's foothills of the Zabarwan mountain range. According to Farooq Ahmad Rather, director of Floriculture Kashmir, more than 360,000 people, including locals, came to see the spring bloom in 2022.

The most well-known of the valley's attractions is Srinagar's Lake Dal, where guests can rent a magnificent houseboat tied to the beach or take a shikara tour around the lake to view the mountains mirrored in the water. The coronavirus pandemic was well underway when the security situation started to stabilise, drastically lowering interest in both domestic and international travel. Yet, according to G.N. Itoo, the director of Tourism Kashmir, Indian tourists' current unwillingness to travel outside is helping the area. “Those who would often go to Europe and other nations chose to come to Kashmir when travel restrictions were in effect. Second, we produced positive events like the winter carnival, Sufi festival, houseboat festival, and many more that generated buzz," he told VOA. The dramatic scenery has traditionally been Kashmir's main draw for tourists, who directly contribute close to 8% of the country's GDP and indirectly contribute even more through their support of the region's cottage and craft industries (VOA, 2022).

Tourism industry participants in Kashmir attribute the region's tourism surge to efficient Covid management, active advertising across India, and assistance from the nation's tour operators. Yet, they are now once more concerned that Covid-19 could be a spoiler.

4.14 Sustainable Tourism in Jammu and Kashmir

The Administrative Council (AC) of Jammu and Kashmir approved the creation of 7 new trekking routes in various wildlife protected areas by the Wildlife Department in collaboration with the Tourism Department as part of a major effort to promote ecotourism in Jammu and Kashmir. The Administrative Council also approved making

available to visitors and wildlife enthusiasts the Forest Department's current infrastructure and resources, including rest houses/inspection huts, in order to sustainably promote tourism in the forested hinterland without upsetting the ecological balance in the protected areas.

The Bahu Conservation Reserve, Sudhmahadev Conservation Reserve, Thein Wildlife Conservation Reserve, Tral Wildlife Sanctuary-Dachigam National Park-Overa-Aru Wildlife Sanctuary, Thajwas Wildlife Sanctuary, Khrew Wildlife Conservation Reserve-Dachigam National Park-Khonmoh Conservation Reserve, and Khrew Wildlife Conservation Reserve all have new trekking routes that have been approved by the Administrative Council.

The options for trekking range from quick day-long excursions up and down mountain slopes to lengthy trans-mountain journeys requiring a week of hiking and wild camping. These hiking trails go through breath taking natural scenery and untamed fauna and plants. These treks will become increasingly popular as trekking locations as more young people in India are gravitating towards adventure sports. The creation of these trekking trails will give locals economic employment and unlock the UT's potential for eco- and adventure tourism.

The Chief Executive Officer (CEO) for Gulmarg Development Authority (GDA) in a circular suggested the School Education Department (SED) not to bring its students for excursion or picnic on weekends to tourist spot Gulmarg, in backdrop of the increased tourist influx, ecological balance, and the increasing noise levels in the resort areas.

Environmentalist Ajaz Rasool said that in the absence of tourism regulation policy, “there is no check and balance on the arrival of tourists at a particular tourist destination”. He added: “Like in Amarnath Yatra, where the government has placed a cap on the pilgrims’ visit to the valley, it has not been done when it comes to tourist footfall during the season” (Kashmir Wall, 2020)

Unlike Kashmir, for instance, experts said, in Europe all the tourist destinations are developed keeping in mind its ecological sensitivities. As per the GDA circular,

Gulmarg has witnessed an unprecedented flow of tourists that caused frequent traffic jams and other inconveniences in the area.

Alyaz Ahmad Nasir, Deputy Director Tourism, Registration, told The Kashmir Walla that "the tourism department has never framed a policy to cap the flow of tourists in the valley". However, speaking at an event in Jammu in March this year, the lieutenant governor of Jammu and Kashmir, Manoj Sinha, said that the administration remains committed "to ensuring ecologically sustainable development" (Kashmir Wall, 2020).

"For many years, the tourist footfall has always been moderate for obvious reasons. So, there was no alarming situation where our ecology was in threat which could have made us think to frame a regulation policy on the number of tourists visiting Kashmir," Nasir said. However, Nasir said if the tourist flow would remain the same like in this season, then the authorities would definitely frame a policy to keep the number of tourists limited to a particular picnic spot to safeguard the environment (Kashmir Wall, 2020).

The CEO said that Phase-1 of the Master Plan-2032 stands approved by the State Administrative Council (SAC) wherein some major threats have been detailed in view of the increased tourist influx. "Increased tourist influx associated with the promotion of mass tourism to the area shall have serious and adverse consequences," the CEO said. "This continued growth and development of the resort area will impact the community noise levels through the introduction of additional private and commercial traffic, and intensification of tourism activities [that] will impact wildlife behaviour and human health," reads the circular. The circular also states that in addition to these problems, there are environmental, biodiversity, pollution, flora and fauna issues among others that are needed to be addressed in terms of the plan.

According to a survey carried by the Department of Environmental Science in the University of Kashmir, Gulmarg can only hold up to 3,500 people in a day. The 2020 study, conducted by three universities in collaboration, titled "Tourism in Kashmir Valley: Growth, Environmental Impacts and Sustainability" states that the carrying capacity of Gulmarg in that year had exceeded, and the same happened in Srinagar's Dal Lake (Kashmir Wall, 2020).

The study reveals that “the poor overlook of actions and limited disclosure of standard information encourage the extension and perpetuation of environmental problems which encourages tourism to destroy the natural resources in the specific environment through over exploitation and poor management policies”.

The main attractions in Kashmir include Gulmarg, Pahalgam, Sonamarg, Dal Lake, Wular Lake, and Mughal-era gardens. According to the official figures, the Valley witnessed around 2.8 lakh tourists in April 2022, the highest in three decades. The first week of May, 2022 had already seen 33,000 tourist footfalls in Kashmir. Environmentalist Rasool said the carrying capacity practice is essential to keep the environment of a tourist place intact. “All the hotels should take bookings as per their carrying capacity. It is the key to regulating the tourist footfall in a famous destination like Gulmarg and Pahalgam,” Rasool said. Terming tourism as a “double-edged sword”, the study mentioned above further added that on one hand it contributes to the overall development of a place but at the same time inflicts damage to the environment by putting pressure on its natural resources. “To avoid worsening of the flimsy ecology, the government should account for the rules, regulations, and politics related to the environmental management of these areas [tourist spots],” it added. According to their availability and intake capacity, the Department of Forest, Ecology, and Environment was instructed to set up a user-friendly online booking system for the designated rest rooms. By July 1, 2021, the Department was required to renovate and reopen 58 additional rest houses/huts to tourists. These lodgings are situated in various forest divisions in the cutest spots amidst untainted environment. They were formerly only to be used by forest officers on official excursions related to the conservation, protection, and management of forests and wildlife (Kashmirwala, 2022).

Similarly, many respondents were of the opinion that post-covid-19 pandemic, sustainable tourism should be promoted.

Amir Bashir from Ganderbal, Kashmir said that’ eco-tourism and sustainable tourism is the future as it can help protect our resources which can provide employment to the future generations”.

Another hotelier “Anmol Khanna” from Jammu said sustainable tourism is vital for our economy as it can provide new jobs to our youth”.

Similarly, another travel agent said that “sustainable tourism is the future post Covid-19 as it can help in the protection of nature and provide jobs in sustainable manner”.

CHAPTER V:

FINDINGS, IMPLICATIONS, AND RECOMMENDATIONS

5.1 Preamble

In this concluding section, the findings of the work completed as well as the main conclusions drawn from the statistical analysis conducted for this study are explained. Future researchers in the disciplines of social media marketing and travel purchases will benefit from the researchers' recommendations, academic and practical suggestions, study conclusions and limits, and recommendations for future research. The following paragraphs provide a summary of the study's findings.

5.2 Research Findings

In a pilot study, the instrument that was finally selected for usage underwent preliminary testing and was surveyed. A total of 60 individuals from the Indian region of Jammu and Kashmir took part in the survey's first phase. However, only fifty practical responses were selected in order to ensure statistical analysis' accuracy. "SPSS 25.0" was used throughout the study, and "EFA" (exploratory factor analysis) was used to uncover the underlying data structure and enhance the scales. The researcher used data cleansing techniques prior to the introduction of "EFA" (finding and deleting outliers, unengaged replies, and missing items). As the cut-off value was set at 0.5, the factor loading approach could be employed, and as a result, the right items were chosen. Using exploratory factor analysis during the pre-testing stage, the main structure of the data set was made clear. According to the analysis's findings, the data set was composed of 27items that represented 6 different aspects (Environmental attitude; Economic benefits; Political Fear Perception; Covid-19 Fear; Resident’s Satisfaction; Social Attitude). To determine whether the sample was sufficient for the data set, the "Bartlett's Test of Sphericity" and the "KMO" metrics were applied (i.e., whether or not there was adequate correlation among the items). 6 components accounted for more than 84 percent of the overall variance of the data structure, exceeding the minimum threshold of 50 percent in the field of social sciences, according to the "Principal Component Analysis" methodology. To assess the instrument's dependability, "Cronbach alpha" values that were higher than the

threshold levels were used (more than 0.60). To assess the instrument's consistency of performance, the split-half reliability test was used. The average loadings of the constructs were used in the study to assess content validity. Validity was considered when doing this. In the end, the "Promax" rotation approach was successful in proving the test's discriminant validity.

As the scale was improved during the pilot phase, the study's main goal was achieved. Analysing the relationship between independent and dependent variables was necessary for this. The primary research study, which was carried out utilising a causal research design, involved a total of 600 participants. The respondents were chosen from a variety of tourist destinations in India's Jammu and Kashmir region. The "EFA," on the other hand, was conducted on a total of 509 functional responses. Cleaning and regression assumptions were carried out prior to the execution of EFA on all necessary data. Furthermore, reliability, construct variances, and construct loadings—measures of validity—were all assessed. The elements that had been confirmed during the pilot research were among those that remained after "EFA" on the final data. This illustrates the high level of validity of the questionnaire that was used. With the help of AMOS 23.0, a "CFA" was conducted after the "EFA" with the aim of confirming the factor structure that had been established earlier. The results revealed that each variable retained the same components that were gleaned from the earlier EFAs (pilot study and main study). The results that CFA got broadly supported the scale's construction on a smaller sample of people. Strong convergent and discriminant validity was discovered for the factor structure of the scale that was examined. Also, the measurement model's fit indices were satisfactory, indicating that the measurements generated might be used in future research.

After that, a path analysis was performed to determine how the various factors interacted.

5.2.1 Relationship Between Independent and Dependent Variables

In order to determine the nature of the link between the independent and dependent variables, a path analysis was carried out after the CFA. The evidence suggests that all 8 of the study's hypotheses were validated.

5.3 Discussions

Quantitative

5.3.1. Environmental Attitude and Resident's Satisfaction

The findings of this survey demonstrated that environmental attitude strongly influences the resident's satisfaction. Previous research that was carried out were comparable to these results (Khan et al., 2022).

5.3.2 Environmental Attitude and Economic Benefits

The findings of this survey demonstrated that environmental attitude strongly influences the economic benefits. Previous research that was carried out were comparable to these results (Khan et al., 2022).

5.3.3 Social Attitude and Resident's Satisfaction

The findings of this survey demonstrated that social attitude strongly influences the resident's satisfaction. Previous research that was carried out were comparable to these results (Khan et al., 2022).

5.3.4 Social Attitude and Economic Benefits

The findings of this survey demonstrated that social attitude strongly influences the economic benefits. Previous research that was carried out were comparable to these results (Khan et al., 2022).

5.3.5 Moderating Relationships

The findings show that political fear perception negatively moderates the association between environmental attitude and Resident's satisfaction as well as economic benefits. Covid-19 fear perception negatively moderates the association between social attitude and Resident's satisfaction as well as economic benefits.

These are unique findings that show how covid-19 fear and political fear become hurdles in the development of economic benefits due to tourism and sustainable activities.

For the expansion of the tourism industry, sustainability and sustainable development of tourism are becoming increasingly vital for all investors on a daily

basis. The moderating role of covid-19 fear and political fear are important in tourism place which needs consideration. While many earlier studies focused on the tourism industry and client satisfaction, only a limited number of researchers have emphasised the satisfaction of local populations in the development of sustainable tourism. The present study examined the effect of a sustainable factor on anticipating locals' contentment with sustainable tourism development in light of the significance of local community satisfaction in evaluating sustainable tourist development. The findings demonstrated the validity of the measuring model for both the satisfaction of residents and the sustainability dimension. Also, the results demonstrated that the entire sustainability factor significantly influenced residents' contentment.

In keeping with earlier findings, this study emphasises the crucial and important impact that sustainability has on residents' contentment. Environmental, economic, institutional, and socio-cultural factors function as antecedents of inhabitants' satisfaction in the proposed model.

The findings of the current study support the use of prospective research in all its forms when it is undertaken with sustainability in mind. The key to tourism in natural areas growing sustainably is locals' happiness. As a result, it is crucial for community satisfaction that classification and sampling meet certain criteria and parameters. The prism of sustainability is introduced in this perspective; it is a valuable management mechanism that offers a comprehensive framework for developing sustainability through the use of associated metrics and criteria. The study's conclusions point out the need to create metrics and indicators for sustainable tourist destinations that take these dimensions into account. This is the least often utilised strategy to initiating, analysing, and tracking sustainable development. In addition, the local people of Jammu and Kashmir have a good awareness of tourist growth, which stands to benefit the overall society tremendously.

Qualitative

Employment and Income Impact:

The COVID-19 epidemic had a catastrophic impact on employment opportunities available in the region's tourism industry. The decline in tourism has

resulted in the loss of jobs and money for thousands of people whose livelihoods were dependent on the industry. A wide variety of businesses, including those owned by photographers, tour guides, motels, houseboat operators, pony riders, and shop owners, among others, were severely impacted. In order to provide for their families, many of them were forced to significantly alter the course of their professional lives, frequently moving into more physically demanding employment or farming. The hospitality sector was struck particularly hard, with many hotels suffering from low occupancy rates and owners having difficulty meeting their financial obligations to continue business as usual. Only a handful of hotel owners were successful in discovering other avenues of revenue.

Infrastructure Development and Regional Development:

The epidemic caused a disruption in the plans for the development of infrastructure as well as the growth of the regional tourism industry. The economic expansion and improvement of tourism-related amenities that were anticipated to result from investments and developments have been hampered by delays and other obstacles. As a result of the decline in economic activity, regional development suffered, particularly in places that were highly reliant on tourism. Because there were fewer tourists, a variety of businesses and services, from transportation to hospitality, were negatively affected, which contributed to a general slowdown in economic activity.

Conflict Impact:

The region's protracted conflicts and ongoing security worries continued to be a hindrance to the region's tourism economy. Over the course of the years, these variables have frequently caused variations in the number of tourists, which has had an impact on the sector's stability. Some would-be visitors continue to be put off by the fact that the area experiences frequent acts of violence and other security concerns. Additionally, the ongoing violence may result in the temporary suspension of tourist destinations and activities, which will further impede the tourism industry's ability to recover. *Post*-COVID-19 Recovery:

In spite of the difficulties, there has been an uptick in tourism since COVID-19, particularly during vacation seasons and times when exceptional events are taking place.

Places like Gulmarg, which is well-known for its prospects for skiing, as well as holy sites like Shri Amarnath, have seen an increase in the number of visitors, which has contributed to the recovery.

A big contributor to the industry's comeback was the rise in the number of people traveling within their own country, particularly from India. Both the loosening of travel restrictions imposed by COVID-19 and the execution of successful advertising efforts were critical factors in the increase in tourist numbers. The recovery provided respite to the local economy, which helped the transportation and hospitality industries in particular.

Sustainable Tourism:

• The introduction of new trekking routes in wildlife protected areas is aimed at encouraging ecotourism, providing tourists with the opportunity to explore the natural beauty and wildlife of the region while minimizing environmental impact.

• Collaboration between the Wildlife Department and the Tourism Department demonstrates a commitment to balancing tourism growth with ecological preservation.

• Concerns have been raised about the lack of tourism regulation policies to manage the influx of tourists and protect fragile ecosystems. The need for such policies is becoming increasingly apparent.

In conclusion, while the COVID-19 pandemic had a profound negative impact on the tourism sector in Jammu and Kashmir, the region is making strides towards recovery and adopting sustainable tourism practices. These efforts are critical for ensuring that tourism continues to be a viable source of income and development for the region, while also safeguarding its unique natural and cultural heritage. However, challenges such as ongoing conflict and environmental management must be addressed to achieve long-term sustainable growth in tourism.

Efforts have been made to promote sustainable tourism practices in Jammu and Kashmir in order to ensure the long-term well-being of the region. The introduction of new trekking routes in wildlife protected areas is aimed at encouraging ecotourism, providing tourists with the opportunity to explore the natural beauty and wildlife of the region while minimizing the region's impact on the environment. Collaboration between the Wildlife Department and the Tourism Department demonstrates a commitment to the conservation of the region's natural resources. Concerns have been expressed over the absence of tourism regulation legislation, which may help manage the influx of tourists and conserve sensitive habitats. The necessity of implementing such policies is becoming more and more obvious.

Although the COVID-19 pandemic had a profoundly detrimental impact on the tourism sector in Jammu and Kashmir, the region is making advances toward recovery and embracing sustainable tourism practices. In conclusion, the pandemic had a profoundly negative impact on the tourism sector in Jammu and Kashmir. These initiatives are essential for ensuring that tourism will continue to be a viable source of income and growth for the region, while also protecting the distinctive natural and cultural legacy of the area. However, in order to accomplish long-term, sustainable growth in the tourism industry, it is necessary to overcome difficulties such as persistent violence and environmental management.

5.4 Conclusion and Implications

Overall, the study conclusively shows that opinions on how sustainable tourism affects local populations are divided. Regarding the moderating effect of covid-19 and political fear, the study's findings show that caring tourists can have a positive impact on the destination and feel as though they have only been there for a short time, making them inclined to believe that the behaviour of the environment doesn't need to be described. Environmental awareness in connection to tourism is also seen to favourably mitigate the link.

The study's findings, which come from comparatively less-explored Jammu and Kashmir development locales, have both theoretical and practical ramifications. The fact that locals have both positive and negative opinions of tourists illustrates how important sustainability is vital. The sustainability has a substantial impact on

residents' contentment with tourism compared to other less explored regions, according to the results of prior studies and the nature of those investigations. Also, depending on the situation, different aspects of tourism have different effects on people. The study's findings have management implications as well as useful policy recommendations. According to past research findings, the perceptions of locals on the various aspects of sustainable tourism have varying strengths on their pleasure. This is vital for policymakers and the tourist planner to identify sustainable tourism dimensions that people define in their tourism plans and strategies. Moreover, policies must be put in place to boost citizen contentment and support for tourism as well as the impact of tourism on inhabitants' satisfaction with tourism.

Major contributions to tourism literature are made by this study. The fear of COVID-19 is an important construct, this study adds to a model. Human behaviour is significantly influenced by emotion, which influences people's perceptions and behaviours. This component is significant due to both its capacity to influence human behaviour and its ongoing change over time. People will initially assess an occurrence in light of their unique experiences, culture, and religion. On the basis of this assessment, emotion will then develop, and people will react accordingly. As a result, the psychological emotion theory can be used to explain each emotion. This finding explains how, psychologically speaking, emotion influences people's travel decisions.

From the practical point of view, this study provides a good knowledge of how fear of COVID-19 and political fear influences travel intention via anxiety and risk attitude. For marketing a destination, this information is essential. Thus, governments, destination marketing organisations (DMOs), and tourism professionals should concentrate on lowering people's apprehension and fostering a risk-taking mindset. Tourism professionals may make a site more appealing by lowering the impression of risk. To ensure that visitors feel comfortable, service providers in particular need to establish rules on cleanliness and offerings. To make travellers feel at ease, hotels, airlines, and transportation providers should offer specialised services and adhere to strict safety procedures. Conversely, tourism professionals might better communicate their backup plan to visitors so that they see hazards as controllable and in check.

To satisfy the public's need for safety, especially for individuals with low risk tolerance, DMOs and the government should employ several strategies. Many channels, including social media, health information centres, and adverts on public transit, can be used to disseminate information. Also, the public's impression of safety will be improved by these actions to increase it. Local tour operators, guides, news sources, and social media frequently have an impact on how risk is perceived. Local tour companies and guides might overstate how safe something is, but the media and social media might overestimate how dangerous something is. Both types of misdirection have the potential to cause irrational worries. Too much optimism can lead to carelessness, which raises the risk. Yet when individuals are overly pessimistic, they start to worry. Visitors should also be encouraged to gather information from other resources. Accurate information can be provided by reputable and impartial tour operators, which lowers the likelihood of misunderstanding and raises security. As a result, there is a decrease in anxiety.

Moreover, the political fear perceptions should also be managed as the situation has improved since the role of central government in this region. The use of branding and media can help shape perceptions of tourist intending to visit this region. The perception of tourists is also influenced by security forces in the regions. The government should convey this to the intending tourists that they are for their safety.

5.5 Suggestions

(1) All facets of the travel industry should be regulated and enforced to prevent social alienation from the tourist source and at the destination.

(2) There should be travel and entrance restrictions on the number of tourists visiting: I domestic destinations; and (ii) foreign destinations.

(3) The use of personal protective equipment (PPE) should be required for all air, marine, and medical tourism.

(4) In order to ensure safety, the medical and health situation at the travel destination should be managed by:

(i) Implementing thorough and regular monitoring to control diseases and pandemics;

(ii) Identifying early indicators of the risk of resurgence and reinfection;

iii) Designing and implementing health and safety procedures for residents, and visitors; and

(iv) Developing reliable tests for tourists.

(5) Turn any future crisis into a chance for sustainability by:

(i) Tracking potential tourism demand;

(ii) Prioritising segments and anticipating changes in tourist behaviour;

(iii) Ensuring connectivity and fortifying relationships with a variety of distribution companies;

(iv) Ensuring connections between potential visitors and destinations;

(v) Restarting tourism activity to maximise economic, social, and environmental contributions;

(vi) Minimising negative impacts on the environment.

(6) Transport systems (air, sea, railroads, buses, taxis) should enforce updated laws and regulations

In terms of social distance and safety requirements, particularly for:

(i) Tourist sources and destinations;

(ii) Boarding and disembarking;

(iii) Serving meals, on-board activities, and side trips;

(iv) Improved medical facilities and highly trained on-board healthcare staff; and

(v) Seating arrangements on board.

(7) Significant occasions Tourism should apply modernised social distance norms and regulations, particularly for:

(i) Sporting events,

(ii) Musical performances,

(iii) Theatrical performances,

(iv) Concerts,

(v) Fairs, and

(vi) Expositions.

(8) There are certain differences between domestic and international tourism, including:

(i) The possibility of air, land, and sea travel for domestic travel, and

(ii) The possibility of such travel for foreign travel.

(9) Hotel accommodations must consider social distance in the following areas:

(i) The lobby where guests check in and out;

(ii) The dining area; and

(iii) Social activities.

(10) It is important to employ industry expertise and experience to limit increases in:

(i) Insurance rates and

(ii) Pre-existing condition exclusions.

Several recommendations and implications can be made based on the research results and the established correlations between independent and dependent variables:

Promoting Environmental Attitude:

- Encourage and promote among locals and visitors' environmental awareness and ethical behaviour.
- Improve the region's environmental image by putting eco-friendly practices and initiatives into action.

Making Economic Gains from Environmental Attitude:

- Recognize the possible financial gains linked to environmental protection and ecotourism.
- Create tactics to entice eco-conscious travellers and investors to support the local economy.

Encouragement of Social Attitude:

To improve the experiences of locals and visitors, cultivate a friendly and supportive social atmosphere.

To enhance social ties, encourage intercultural dialogue and community involvement.

Using Social Attitude to Your Advantage:

Promote enterprises that are associated to tourism by making use of the favourable social attitudes of the locals.

Encourage economic-boosting local enterprise and cultural activities.

Addressing COVID-19 Fear Perception and Political Fear:

- Consider political influence and COVID-19 fear as potential roadblocks to sustainable travel.
- Implement actions to allay these worries, such as improving safety procedures and addressing worries about political stability.

Supporting Eco-Friendly Tourism:

- Spend money on eco-friendly tourism strategies that put locals' and visitors' wellbeing first.
- Create and implement laws that guarantee the long-term viability of tourism-related activities.

Evaluation and Monitoring:

- Keep a close eye on how sustainable tourism activities affect the happiness of locals and their financial gains.
- In order to make better decisions, gather and analyze data on environmental, economic, social, and cultural factors.

Public Education and Awareness:

- Inform locals and visitors of the advantages of sustainable travel and the necessity of protecting the environment and regional culture.
- Participate in public awareness campaigns and outreach to the community to

increase support for sustainability initiatives.

Collaboration with Stakeholders:

- Encourage cooperation between government organizations, regional groups, private companies, and non-profit organizations to advance sustainable tourism objectives.
- Participate locals in decisions that affect the growth of the tourism industry.

Sustainable Tourism Development:

- Create a thorough management framework for environmentally, economically, socially, and culturally sustainable tourist sites that includes metrics and indicators for gauging sustainability.
- Make sure that the happiness and wellbeing of regional communities are given priority in tourism development plans.

The research's findings emphasize how social, economic, and environmental variables are interrelated when it comes to developing sustainable tourism in Jammu and Kashmir. The area may utilize tourism's potential for economic development while safeguarding the welfare of its citizens and the preservation of its natural and cultural heritage by fostering positive attitudes, resolving fear perceptions, and implementing sustainable practices.

Strategies for Economic Recovery:

- Encourage those whose livelihoods are being negatively impacted by the reduction in tourism to look into alternate revenue streams like online ventures, farming, or other regional sectors.
- Financial Support: To help the tourism industry recover and maintain its operations, offer financial assistance and grants to enterprises in the sector.

Construction of infrastructure:

- Resume Development Plans: To promote economic growth and job creation, expedite infrastructure and tourism-related development projects.
- Encourage public-private collaborations so that infrastructure projects can be

efficiently financed and managed.

Resolution of Conflict and Security Measures:

- To improve security and stability in the area and attract more tourists, look for amicable solutions to any ongoing problems.
- Implement stringent security measures, such as the deployment of law enforcement and strengthened security infrastructure, to guarantee the protection of visitors and locals.

Encourage Sustainable Travel:

- Promotion of Eco-Tourism: To draw in eco-conscious travellers and lessen the influence on the environment, continue to promote eco-tourism projects such as new trekking routes in wildlife protected areas.
- Regulatory Framework: To regulate the influx of tourists, safeguard vulnerable ecosystems, and ensure sustainable tourism practices, develop and implement tourism regulation rules.

Promotion of domestic travel:

- Domestic marketing: Encourage domestic tourists to visit Jammu and Kashmir to experience its natural beauty and rich culture.
- Host special events, festivals, or cultural activities to draw domestic tourists during the busiest times of the year.

Coordination and Collaboration:

- Collaboration between the government and stakeholders: Encourage cooperation between government agencies, regional communities, and stakeholders to coordinate efforts in promoting tourism and addressing issues.
- To reach a larger audience and promote tourism, invest in strong marketing and advertising initiatives.

Data analysis and observation:

- Data Gathering: To help guide decision-making, continuously gather and analyze data on tourist trends, visitor satisfaction, and economic effect.
- Adjust plans: Adapt tourism plans in light of current information and input from visitors and residents.

Training and capacity building:

- Provide training and skill-development programs to workers in the tourism industry to improve their talents and ensure that tourists receive high-quality services and experiences.

Education on Sustainable Practices:

- Conduct educational programs to spread knowledge of the value of sustainable tourism practices among visitors and residents.

Rehab of the Infrastructure:

- Support Affected Businesses: Offer support to hotels and other establishments that are having trouble surviving because of low occupancy rates and financial problems.
- Renovation Incentives: Provide incentives to businesses so they can upgrade their spaces and get more visitors.

In conclusion, even though the COVID-19 pandemic had serious effects on the Jammu and Kashmir tourism sector, a mix of initiatives for economic recovery, environmentally conscious tourism, and efforts to resolve disputes can help it recover. The area may work toward long-term growth and prosperity in the tourism sector by encouraging collaboration, increasing domestic travel, and assuring sustainability.

5.6 Limitations of The Study

This research effort, like all others, had a number of shortcomings, some of which are described here.

i. For this study, a cross-sectional design framework was used. The foundation of this approach is the notion that information from respondents is only ever gathered once. Modern experts believe that this design may not always result in the best outcomes.

ii. The researchers only included respondents from one region of India in this study, but they left out several significant regions.

iii. Because the researchers focused their attention mostly on the younger and middle-aged population group and less on responses from the older population age groups, the results of this study may be skewed.

iv. All of the responses came from a small number of tourist destinations in J&K, which may have influenced the results in some way.

v. It's probable that the sample size employed for this study wasn't big enough to allow for the generalisation of the results to the full apparel sector.

vi. The tourism industry is understudied from the viewpoint of stakeholders besides tourists, which could be a constraint.

This study's weaknesses may be attributed to the fact that it only looked at two outcome variables while ignoring a number of other important aspects.

5.7 Directions for Future Research

This work also provides future academics who are interested in this area of study with some guidance that may be put into practise.

i. Because they eliminate any biases in the data that are gathered, study designs that are based on experimental procedures or longitudinal processes can be used by researchers.

ii. In the future, the researchers might decide to concentrate their efforts on studying the research framework in various regions of India. They may even use online polls to specifically target tourist in other countries.

iii. Future research will be able to target all population segments of the tourism industry by recruiting equal numbers of people from each age group and basing their conclusions on the psychographic distinctions between them.

v. In order to generalise the findings of this study, it is possible that future researchers would want to analyse a bigger sample size.

vi. Possible topics for investigation in forthcoming research include the concept of tourism branding from the perspective of several other stakeholders.

vii. Possible topics for investigation in subsequent research include the connection between mediation and its precursors, as well as any new outcome determinants. In order for them to conduct an adequate investigation into this topic, they need to also take into account the mediating or moderating influence of other psychographic or demographic factors.

viii. Potentially in the future, researchers will look at this issue in a variety of geographic areas pertaining to high-end tourism businesses.

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