

# The Alleviation of Poverty in Kashmir via the Development of Rural Tourism

Shafida Akhter<sup>1</sup> and Dr. Yogesh Singh<sup>2</sup>

Research Scholar, Department of Sociology<sup>1</sup>

Research Guide, Department of Sociology<sup>2</sup>

Shri JJJ University, Jhunjhunu, Rajasthan, India

**Abstract:** A relatively new development and offshoot of the tourism industry is rural tourism. All around the world, it has been seen as a useful concept for sustainable development. This kind of nature-based tourism showcases rural life, culture, art, and tradition in rural areas, helping the people who live there both economically and socially. This type of tourism offers opportunities for the rural population on the one hand, and has had a significant impact on the socio-cultural development and rural economics of the place in question on the other. In recent years, rural tourism has grown in popularity in developing nations and is often regarded as a crucial instrument for rural development, particularly in these nations. For a nation like India, where about 75% of the population lives in 7 million villages, the development and growth of rural tourism is undoubtedly beneficial. The economy of the state of Jammu and Kashmir is centred on agriculture, horticulture, tourism, handicrafts, handlooms, forests, sericulture, and hydroelectric projects. Approximately 70% of the state's population lives in rural areas. The Kashmir Valley, one of the three meso regions of the state of Jammu and Kashmir, offers a plethora of well-known tourist attractions, including stunning hill stations, landscapes, horticultural products, evergreen forests, wildlife, historical and architectural monuments, culture, art, crafts, fairs, festivals, and more. As such, it has enormous potential for the development of rural tourism. Rural tourism is still in its infancy, despite being the centre of diversity in natural resources, customs, and culture. In addition to attempting to explore various opportunities for the growth and development of rural tourism in Kashmir, which could play a significant role in the sustainable development of rural societies, the current study looks at and analyses the significant rural areas of Kashmir that have enough potential as tourist destinations. The outcomes of this study would benefit both policy makers and tourism sector stakeholders in designing an efficient road map for promoting rural tourism in Kashmir. The majority of the data used in this study came from secondary sources that were gathered from different organisations in an effort to produce useful findings.

**Keywords:** Rural tourism, Development, Challenges, Opportunities and Kashmir

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