

## IMPACT OF DEMONETIZATION ON TOURISM INDUSTRY IN INDIA: AN OVERVIEW

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### Abstract

The importance of tourism as an instrument for economic development and employment generation, mainly in remote and backward areas, has been well documented the world over. Travel and tourism is the largest service industry globally in terms of gross revenue and foreign exchange earnings. It is also one of the largest employment generators in the world. India has significant potential for becoming a major global tourist destination. Tourism is important in many ways- it can be for leisure, business, education, culture and for fun; it is very happiest part of the life. Tourism industry is a fast developing sector for the economy worldwide. Tourism has become a popular global leisure activity. India offers myriad flavours mingling in the steam of a country coming of age. Teeming with over a billion people who voice over a million concerns in fifteen hundred different languages, India is where people live with variety, thrive on diversity and are too familiar with largeness to let it boggle them. Travelers and tourists to India may however not find it so undaunting. Mud huts and mansions face off across city streets and lurid luxury and limp living are inhabitants of the same lane. Just like in the "masala" box in every Indian kitchen, measures of Calm and "Kaam" (work) craft the people of India.

In this beautiful and bountiful land i.e. India events, experiences and sensations heap themselves on the tourist at every step. Tourism is a significant sector of the Indian economy and contributes significantly to the country's Gross Domestic Product (GDP) and Foreign Exchange Earnings (FEE). The Indian tourism sector is also linked with important sectors such as transportation, infrastructure, and handicraft, which further helps in the growth and development of the country. India currently holds the 12th position in Asia and 68th position in the overall list of world's most attractive tourist destinations, as per the Travel and Tourism Competitiveness Report 2016 by the World Economic Forum (WEF). The state of Jammu & Kashmir is rightly called the Paradise for the tourists. The state of Jammu and Kashmir is situated at the top most part of the country. India is a 'Queen' then Jammu & Kashmir surely looks like the 'Crown' on her head. From sun-kissed mountains, lush green valleys, beautiful gardens, to blue lakes, the state of Jammu & Kashmir has it all. The economy of the state depends mainly on tourism. Among the long list of places of tourist interest in the state of Jammu and Kashmir, the most popular destinations are: Vaishno Devi, Sonamarg, Ladakh, Srinagar, Leh, Zaskar, Gulmarg, Zangla, Kargil, and Pahalgam. Apart from sight seeing in and around Jammu and Kashmir, one can also indulge into trekking in the lofty mountains of the paradisiacal state. The state of Jammu and Kashmir is one of the ideal places in India for trekking. Trekking is a kind of adventure tourism that is very popular in the state of Jammu and Kashmir amidst the lofty mountains. A tour to the heavenly beautiful state of Jammu and Kashmir will bring one to experience the different moods and looks of nature. The unique land of Jammu and Kashmir has contrasting landscape and scenes. If one region displays long stretches of fantastic alpine pastures, another area will flaunt desolate and barren lands and rocky and rough mountains. A major attraction of tourism in Jammu and Kashmir consists of places of pilgrimage. The exclusive handicraft of the state is a big draw and appeals to all the tourists.

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