**SYNOPSIS**



ON

A COMPREHENSIVE ASSESSMENT OF TOURISM SECTOR IN JAMMU & KASHMIR

DEVELOPMENT VS DEGRADATION

MASTER OF SCIENCE, ENVIRONMENTAL SCIENCE

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**INTRODUCTION**

Tourism is the fastest growing industry representing a major source of GDP, employment, exports and taxes. In 2011, the World Travel & Tourism Council (WTTC) observed tourism contribution of US$6 trillion to the global economy, or 9% of global gross domestic product (GDP) and supported 260 million jobs worldwide. According to the World Tourism Organization (UNWTO), international arrivals worldwide have more than doubled since1990, rising from 435 million to 675 million in 2000, and to 940 million in 2010. And these figures do not take account of domestic tourism which, by all accounts, generates up to ten times more arrivals than international tourism. In 2011, there were over 983 million international tourist arrivals worldwide, representing a growth of 4.6% when compared to US$ 940 billion in 2010 (UNWTO, 2012).

The tourism industry in India had just 15,000 tourists in 1950 which moved to 2.64 million in 2000. The World Travel and Tourism Council calculated that tourism generated $121 billion or 6.4% of the nation's GDP in 2011. It was responsible for 39, 3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011. The sector is predicted to grow at an average annual rate of 7, 7% in the next decade. Ina a 2011 forecast the World Travel and Tourism Council predicted the annual growth to be 8, 8% between 2011 and 2021. This gave India the fifth rank among countries with the fastest growing tourism industry. In the year 2011, there were nearly 6.29 million foreign tourist arrivals in India, up by over 8% from the year 2010 when 5.78 million foreign tourists arrived in India. Domestic tourist visits to all states and Union Territories numbered 747.70 million.

The majority of foreign tourists come from the United States (16%) and the United Kingdom (12, 6%). In 2011 Maharashtra, Tamil Nadu and Delhi were the most popular states for foreign tourists. Domestic tourists visited the states Uttar Pradesh, Andhra Pradesh and Tamil Nadu most frequently (Government of India, 2012).

Tourism in J&K has undergone fluctuations in the size of tourist arrival. As per available data the number of tourists visiting the state per year had gone down from around 7,000,000 in the late 1980s (pre-militancy period) to a few thousands in the following years. It is estimated that the state lost 27 million tourists from 1989-2002 leading to tourism revenue loss of $3.6 billion. According to the records, while as many as 5, 57, 974 tourists visited the state in 1989, 1989, in 1993 the number reduced to 8, 026. In the year 2002, 2, 73, 58 tourists visited the state. Tourism in the Kashmir valley has rebounded in recent years and in 2009, the state became one of the top tourist destinations of India. It was reported that 7.36 lakh tourists visited Kashmir in 2010 including 23,000 foreigners. In 2011, the number of tourist arrivals in in Kashmir touched the mark of 10 lakh. In total, the domestic and foreign tourists’ arrival in Jammu & Kashmir during 2010 was 99.73 lakhs and 0.48 lakhs respectively (Wikipedia, 2013). The pilgrimage tourism likes Shri Mata Vaishno Devi (SMVD) in Jammu region and Amarnath Yatra (AY) in Kashmir is major domestic tourist attractions.

**LITERATURE REVIEW**

The positive and negative impact of tourism on the host destination’s socio-cultural structure has been an issue for a long time. In this context some notable research has been carried out In the words of Matheison and Wall (1982:24), social impacts refers to, as changes in the lives of people who live in destination communities, which are associated with tourist changes in the arts, traditional ceremonies, customs and rituals and architecture of people that result from tourism activity. This presents a challenge to decision makers in regard to the type of tourism that a destination is trying to attract. The issue becomes even more difficult when the scope of decision making is broadened to include the attitudes of, and benefits accruing to, the tourists‟ themselves. Thus, for example, at the national level a specific development might be justified on the grounds that it is positive for the society as a whole (such as when benefits accrue to domestic tourists) even if on average it is not positive for the host community (Spanou, Elena: 2007). Ostom et al (1999: 280) and Eber (1992) suggest that with the involvement of local participants in decision making there can be sustainable tourism development. All travelers seek tourism experience, yet very different goals and objectives are sought through many different roles and behaviors. This occurs because there are many different types of tourists as Valenene, (1989) states. Different types of tourists have different effect on the social fabric of a destination. Each type of traveler can be expected to behave differently while visiting a destination. For example, the photo taking, souvenir buying, superficial short-term visitor is the tourist of human resentment and stereotype. Certain groups can be seen as more exploitive and less sensitive to social and cultural values. Explorers blend into the community life as local people do and stay longer- but have contact with fewer people than members of a charter tour that moves through a community for shopping or sight-seeing (Spanou, Elena: Ibid). Government should be aware of possible resentment between the local people and the tourists because of the income difference. Cases such as these are seen in the Bahamas, Puerto Rico, Jamaica, and other places.

**TOURISM INDUSTRY IN JAMMU AND KASHMIR**

Jammu and Kashmir is known for its scenic landscape, beautiful valleys, lakes, snowcapped mountains, cool climate, skiing, trekking and fishing opportunities, archaeological, historical, cultural and religious places all over the world. The state of Jammu and Kashmir has three distinct regions, viz, Jammu, Kashmir and Ladakh. All the three regions have immense potential for tourism from both domestic as well as international tourists. While mountainous landscape of Kashmir valley has attracted tourists for centuries across the globe. Some notable tourist places in Kashmir valley are Dal Lake, Mughal gardens, Nishat Bagh, Gulmarg, Yeusmarg, Phalgam etc. Kashmiri’s natural landscape has made it one of the popular destinations for adventure tourism in South Asia. Marked by four distinct seasons, ski enthusiasts can enjoy the exotic Himalayan powder during winters. Jammu is known for its ancient temples, Hindu shrines, gardens and forts. The Hindu holy shrine of Amarnath in Kashmir attracts millions of Hindu devotees every year. Vaishno Devi shrine in Jammu region also attracts tens of thousands of Hindu devotees every year. Jammu’s historic monuments feature a, unique blend of Islamic and Hindu architecture styles. Ladakh, the third and important region of the State has emerged as a major hub for adventure tourism. This part of Greater Himalaya called “Moon on Earth” comprising of naked peaks and deep gorges was once known for the silk route to Asia from subcontinent. Tourism is one of the State’s major industries. It has played an important role for developing the economy, particularly in the valley and Ladakh. Being a labor-intensive industry, it has given different jobs to a very large number of people and generated economic activities in the primary, secondary and tertiary sectors in the state, which owes large dependence on this industry. Kashmir has been a center of attention for different people for different reasons all over the world. There are various places of tourist attraction in the state visited by the tourists. However, most of the places with ample tourism potential are untapped. The state is blessed with a varied topography that is an unusual mix of rugged mountains, green hills, holy caves and rocky deep-water fjords. It is said to be a treasure house of geological information due to the diversity of its geographical features. It represents century’s old heritage of culture, religion, language, traditions, architecture and art forms. All these provide immense potential for developing a fabulous variety of tourist attractions. Its strategic location within India enhances the scope of dual or multiple destinations tour package promotions. Overall, the photographic and verbal stimuli in promotions amplify the geography, nature, culture, life and historical importance of the place. Moreover, the tourist brochures assure world-class hotel facilities, transportation, communication and site-seeing arrangements. At present, the State receives more than half of its guests as pilgrims. Srinagar, the state capital, is the most famous tourist destination in the state. An ancient city, there are many attractions that can attract even the most unwilling of tourists to this magical land. Dal Lake, Nishat Bagh, Shalimar Bagh, and Chashme Shahi are some of the best-known tourist spots in Srinagar. The temple of Maha Kali (better known as Bahu or Bawey Wali Mata), located in the Bahu Fort, is considered second only to Mata Vaishno Devi in terms of mystical power. The temple was built shortly after the coronation of Maharaja Gulab Singh in 1822. Other temples in the city include the Gauri Kund Temple, Shudh Mahadev Temple, Shiva Temple, Peer Khoh Cave Temple, Ranbireshwar Temple, and the Parmandal Temple Complex. Ladakh is home to the minority Buddhist community in the state. They have preserved their unique culture for the past hundreds of years. Leh is the headquarters of this region. The major points of attraction are the Leh Palace, Namgyal Tsemo Gompa, Sankar Gompa, Shanti Stupa, and Soma Gompa. Tourism in Kashmir depends greatly on the natural resources that this place has to offer for economic profitability. Tourism provides good sustenance to the local population and revenue to the State exchequer. The visits from domestic and international tourists provide a valuable source of earning.

Visitors spending generate income for both public and private sectors besides effecting wages and employment opportunities. Till the year 2010 there was a negative growth rate in the tourist arrivals. But during 2011-12 there was a significant increase in volume of domestic as well as foreign tourist arrivals in Kashmir.

**POTENTIAL OF TOURISM SECTOR IN JAMMU AND KASHMIR**

Jammu and Kashmir has tremendous potential in tourism sector. The scope of large-scale industrial development is very limited in the State. Tourism being a labor-intensive industry provides a very vast scope for employment opportunities in Jammu and Kashmir. The employment opportunities provided by this industry are comparatively higher than other industries. Tourism is regarded multi-segmental industry; therefore, it provides different types of jobs like hotel managers, receptionists, accountants, clerks, guides, travel agents, chefs, transport operators etc.

The positive economic benefits of tourism industry in Jammu and Kashmir are:

* Contribution to State’s income generations
* Expansion of employment opportunities in the State
* Tax revenue
* Generation of Foreign exchange
* Transformation of regional economy
* Social and Cultural effect
* Up-gradation and expansion of basic infrastructure.

**TOURISM PRODUCTS OF JAMMU AND KASHMIR**

The State of Jammu and Kashmir offers a very large number of marketable products. While looking from tourist point of view, each district of the State has so much to offer such as: Vast Natural Resources, Adventure Tourism (River Rafting, Mountain climbing), Numerous Trekking routes, Pilgrimage Tourism (Muslim, Hindu, Buddhist), Wildlife Tourism, Heritage Tourism, Springs, Festivals and Cultural activities, Handicrafts etc.

**OPPORTUNITIES OF TOURISM INDUSTRY IN JAMMU AND KASHMIR**

**HERITAGE TOURISM-** The State of Jammu and Kashmir is full of history. Under the Antiques Act, any article that is more than 75 years old is to be declared heritage property. Jammu and Kashmir is a land with more enormous potential for heritage tourism. The land is full of natural beauty that is unique to the state. It is also bestowed with a variety of cultural forms and manifestations that has their distinct flavor. It has diverse practices in religion, rites and rituals, fairs and festivals, landscape and people, language and culture. The valley of Kashmir offers sparkling streams, high mountains and verdant land that has the classic beauty and attracts people from every corner of the world. The Kashmir valley has been the chosen place for many film makers and artists in India. The history of the state still lives in the forts, museums, ancient buildings and other heritage spots within the State. Jammu and Kashmir is home to famous Hindu pilgrimages in India, where thousands of Hindu community people visit the shrine of Amarnath cave and Mata Vaishno Devi every year. Jammu and Kashmir is blessed with both tangible and the intangible heritage which should be incorporated into the wider tourism circuit. The need is to treat heritage tourism in this region as the function of the tourism only then it can thrive in the true tourism sense. First, the heritage tourism assets of the region should be identified and then a proper documentation mechanism has to be devised so that a proper inventory is developed which can be integrated into a well-defined tourism product by employing the proper marketing strategy with the help of the multidisciplinary approach of the varied professionals, who can constitute task force for the application of the mechanism developed from this integrated process. Once this procedure is brought into action it will lead to the heritage tourism development model that will lead to the bright prospects of the overall tourism business in the region.

**PILGRIMAGE TOURISM-** The State of Jammu and Kashmir has been a seat of reference to all major religions of the world. This state is full of holy sites and most of these sites are located in between the scenic surroundings of great Himalayas. This aspect is responsible for attracting large number of tourists every year, which has ultimately led to a boom in the tourism industry of the State. This way, tourists not only just explore the spectacular landscapes but have the opportunity of worshipping at the respective religious shrines. Jammu & Kashmir has various mosques and temples which are just marvel creations. The state stands as an epitome of religious tolerance. Visiting Hari Parbat Pilgrim Center where a temple, a gurudwara and a mosque stand side by side gives a feeling of pure brotherhood in between of major religions of Jammu and Kashmir.

**Jammu & Kashmir has various pilgrim destinations for Muslims, Hindus and Buddhists.**

The very famous Mata Vaishno Devi Shrine and the Amarnath Temple are located in this state. These sites are the most valued and sanctified of Hindu pilgrimage sites where thousands of devotees pay homage every year. For Muslims, there is the Hazratbal Shrine in Srinagar where the sacred hair (Moi-e-Muqqadas ) of Prophet Mohammad (S.A.W) is preserved and the truthful come to pay homage. The Shahdara Sharief located in Rajouri District of the State is like an emblem of communal harmony. Baba Ghulam Shah, who was born in Rawalpindi, Pakistan, made Shahdara his house and Sikhs, Muslims and Hindus visit this shrine for offering prayers and seeking the blessings of Pir (Saint). Ladakh has a captivating barren landscape and attracts innumerable tourists who are keen to experience the lush atmosphere which forms the background to several monasteries and monastic festivals here.

**CHALLENGES OF TOURISM INDUSTRY IN JAMMU AND KASHMIR**

1. **INFRASTRUCTURAL CHALLENGES OF TOURISM INDUSTRY**

To a greater degree than most activities, Travel and tourism depends on a wide range of infrastructure services- airports, roads, railheads and ports, as well as basic infrastructure services required by hotels, restaurants, shops and recreation facilities (e.g. telecommunications and utilities). It is the combination of tourism and good infrastructure that underpins the economic, environmental and social benefits. It is important to balance any decision to develop an area for tourism against the need to preserve fragile or threatened environments and cultures. However, once a decision has been taken where an area is appropriate for near tourism development or that an existing tourist site should be developed further, then good infrastructure will be essential to sustain the quality, economic viability and growth of travel and Tourism. Good infrastructure will also be a key factor in the industry’s ability to manage visitors flow in ways that do not affect the natural or built heritage, nor counteract against local interest. If travel and tourism is not managed well, it can have a detrimental effect- it can damage fragile environments and destroy local cultures. The challenge is to manage the future growth of the industry so as to minimize its negative impacts on the environment and host communities whilst maximizing the benefits it brings in terms of jobs wealth and support for local culture and industry, and protection of the built and natural environment.

1. **ENVIRONMENTAL CHALLENGES OF TOURISM INDUSTRY**

As tourism increases, environmental and socio-economic impacts can also be expected to increase. Environmental pollution poses a serious threat to life on earth not only in industrial areas but also in areas where there is a great concentration of tourists. The areas with tourists’ concentration are dumping ground for municipal and industrial waste. In the tourist areas various diseases are often transmitted by contaminated food. Locals of the area mainly face the severity of problem as during the peak period the demand of public services reaches saturation point, there is generally shortage of water. Thus, unclean environment due to piled garbage and lots of pollution takes place.

Tourism’s potential for improving environmental conservation and community well- being is nevertheless considerable. The key to accessing this potential is the direct involvement of local communities within a climate of supportive regional or national policy. Policy makers, non-governmental organizations, and other stakeholders must therefore work in coordination to create opportunities that center on local communities, promote conservation efforts and link conservation with enterprise development.

**ECONOMY, EMPLOYMENT, AND TOURISM**

Jammu and Kashmir has tremendous potential in tourism sector. Importance of tourism in Jammu and Kashmir economy is known for decades now and its role in economic development has been an area of great interest from policy perspective, which placed Jammu and Kashmir on 17th position where as Andhra Pradesh is ranked no 1 the list of major destinations of India (Ministry of Tourism, GOI). Tourism being a labor-intensive industry provides a very vast scope for employment opportunities in Jammu and Kashmir. Tourism is regarded multi-segmental industry; therefore, it provides different types of jobs like hotel managers, receptionists, accountants, clerks, guides, travel agents, chefs, transport operators etc. Therefore, the policy makers, non-governmental organizations and other stake holders must work in coordination to create opportunities that center on local communities promote conservation efforts and link with enterprise development.

**NEED TO REVIEW TOURISM**

Tourism is perhaps the only sector which starts paying off immediately as it has no gestation period. The other developmental activities like roads, railways, construction, mega projects etc. take time to complete function and payoff. Sometimes these projects are delayed due to displacement, land acquisition, environmental problem etc. The Central and State governments have to form special groups to generate employment and prospects of tourism sector in Jammu and Kashmir and has to work tirelessly to capitalize on this potential sector.

**AREA OF STUDY**

Kashmir is one of the main three divisions of Jammu and Kashmir, a northern most state of India. Strategically, Kashmir valley is located between Pir Panjal and Greater Himalayan ranges. The administered Kashmir is spread over an area of 15,948 km. The Valley is very beautiful and most popular tourist destination. It is known for its natural beauty and cultural heritage. Gardens, hill stations, green fields, meadows, snow clad mountains, handicrafts and so on are the main factors that pull tourists to Kashmir and makes it a round the year destination.

Kashmir is a land locked valley. Srinagar is the main entry point to it. National Highway 1-A is the only route that connects it with rest of the country, India, by road and Sheikh-ul-Alam International Airport in Srinagar connects it with rest of the world by air. Moreover, Jammu Tawi railway station, 305 km, is the nearest railway station of Kashmir in Jammu that joins it with other states of India by train.

Hospitality of Kashmir makes every guest comfortable here. Kind people and varieties of delicious food in Kashmir are acclaimed everywhere. Apart from the modern hotels, resorts and other types of accommodation units, Houseboats are very popular form of floating accommodation in Dal Lake and River Jhelum in the Valley.

Several researchers have studied the tourism policies and developmental facets of different tourist destinations. Following are some of the relevant studies to get insights for the present study.

Chheang (2010) analyzed that since the early 90s tourism has grown rapidly in Cambodia and has become the major contributor to economic development and was the major source of livelihood for Cambodians. The author stated that local communities believed that they acquire huge benefits from tourism, but the real benefits were taken by the big businesses like airline and hoteliers. Outcome of the study revealed that the wrongness and discrimination of income distribution was leading to social tension among the poor local community. Local people couldn’t enjoy their social life due to low-income avenues which became reason of social tension for Cambodians.

Khan (2013) studied the tourism problems and prospects in Kashmir. He observed that the absence of proper tourism development for Kashmir tourism kept tourists’ expectations unfulfilled which leads tourist dissatisfaction.

**TYPES OF TOURISTS IN KASHMIR**

There is no doubt that Kashmir is Heaven on earth. Kashmir is having immense potential from Natural to Cultural attractions. Some of the forms of tourism in Kashmir are as:

**Religious Tourism-** Religious tourism refers to visiting to sacred places for attaining peace of mind and soul. There are a number of Muslim, Hindu, Christian and Sikh sacred places in Kashmir. Along with being spiritual and meditation centers, the pilgrim destinations of Kashmir are also a treat to the eyes. Pilgrimage tourism is gaining very much popularity in Kashmir. Every year, a number of devotees from different corners of the country visit Kashmir for religious purposes at Amarnath, Martand, Kheer Bhawani etc.

**Wildlife Tourism-** Wildlife tourism refers travel to areas to see the flora and fauna in their natural habitat. Kashmir valley is surrounded by mountains on all sides. Here, the popular wildlife attractions are Dachingam National Park, Baltal Wildlife Sanctuary and Gulmarg Biosphere Reserve. Numerous varieties of rare birds can be seen in Kashmir Valley. Nearly 187 species of breeding birds and 42 species of fishes are found in the Valley. The Black Necked Crane is a rare species of crane found in Kashmir Valley apart from Tibet and China.

**Eco Tourism-** Eco tourism is responsible travel to the natural area stresses conservation the environment and wellbeing of local people (Eco Tourism Society, 2015). Kashmir has mammoth potential for ecotourism which provides basic frame for ecologically sustainable tourism with livelihood opportunities for local communities. State government have identified wetlands and protected as the eco-tourism sites for tourists. The major eco-tourism sites in Kashmir valley are Yusmarg, Doodhpathri, Aharbal, Bungus, Lolab, Baramulla Eco Park, Gurez, and so on. The activities for tourists in these areas are: trekking, water rafting, bird watching, fishing, night camps, and forest camps.

**Cultural Tourism-** Cultural tourism can be explained as travel in order to understand the ways of lifestyle and become familiar with history of a specific location (Richards, 2003). Kashmir has a rich cultural identity across the globe. Culture of Kashmir is amalgamation of several ethnic groups of different faiths. Hospitality is one of the core aspects of its culture. People of Kashmir have deep-rooted cultural values which can be seen in the form of their dances and music, festivals, their arts and crafts and their cuisine.

**Events-** Kashmir valley is known for many traditional fair and festival events. Some of them are religious some are season based (Baisakhi, Navratri, Easter, Eid etc.) and some are promotional events that are enlisted in table number 3. State government along with local people and other tourism stake holders celebrate these promotional fairs annually to boost cultural heritage and tourism of Kashmir. Some of the most prominent events are mentioned

|  |  |  |
| --- | --- | --- |
| **NAME** | **MONTH** | **PLACE** |
| Tulip fair | April | Siraj Bagh, Srinagar |
| Arts & Crafts Festival | May –June | Nageen Lake |
| Shikara fair | May-June | Dal lake |
| Fair Gurez | July | Gurez valley |
| Water sports Fair | July | Dal, Nageen & Mansbal lake |
| Garden of paradise fair | August | Mughal garden Srinagar |
| Apple fair | September | Throughout valley |
| Saffron fair | November | Central & south Kashmir |
| Snow Carnival | January – February | Gulmarg |

**OBJECTIVES OF THE STUDY**

* To provide introduction about tourism industry in J&K. To understand potential of tourism industry in J&K.
* To find out the major challenges and opportunities of Tourism Industry in J&K.
* To provide need to review for the full exploitation and development of Tourism Industry in J&K.

**METHODOLOGY**

In the present study mostly, secondary data has been used. Secondary data have been collected from various interim and annual reports presented to the ministry of Tourism, Govt. of India. In addition to this, data have been collected from various journals, articles, newspaper archives. The research is also based on the referred sources published, unpublished and electronic. Tourism Industry in Jammu and Kashmir Jammu and Kashmir is known for its scenic landscape, beautiful valley, lakes, snowcapped mountains, cool climate, skiing, trekking opportunities and religious places all over the world. The state of Jammu and Kashmir has three distinct regions viz., Jammu Kashmir and Ladakh. All the three regions have immense potential for tourism from both domestic as well as international tourists. Its impact is visible in the service industry sectors, such as transport, hospitality, horticulture, handicraft, and small-scale industry.

Tourism and Kashmir protect both as they are not mutually exclusive. Both have an indissoluble relationship that has an age. Some notable tourist places in Kashmir Valley are Dal lake, Mugal gargens, NIshat Bagh,Gulmarg, Yeusmarg, Phalgam etc. Kashmiri’s natural landscape has made it one of the popular destinations for adventure tourism in South Asia. Marked by four distinct seasons, ski enthusiasts can enjoy the exotic Himalayan powder during winters. Jammu is also known for its ancient temples, Hindu shrines, gardens and forts. The Hindu holy shrine of Amarnath in Kashmir attracts millions of Hindu devotees every year and Vaishno Devi shrine in Jammu region also attract tens of thousands of Hindu devotees every year. Jammu’s historic monuments feature a unique blend of Islamic and Hindu architecture styles. Ladakh the third and important region of the State has emerged as a major hub for adventure tourism. This part of Greater Himalaya called ‘Moon on Earth’ comprising of naked peaks and deep gorges was once known for the silk route to Asia from subcontinent. Tourism in Kashmir depends greatly on the natural resources that this place has to offer for economic profitability. The visits from domestic and international tourist provide a valuable source of earning. Visitors spending generate income for both public and private sectors besides effecting wages and employment opportunities. Peace, Conflict and Tourism is conflict sensitive and positively responsive to peace. Conflict decelerates growth of the tourism sector if it leads to violence and threatens peace. Thus, peace conflict and tourism are indisputably linked. Disturbance in any of the three elements, imbalances the other two. Therefore, tourism in general is highly vulnerable to turmoil and can thrive only under peaceful conditions. Perusing the statistics, it can clearly be understood how hard the conflict affected tourism. Tourist arrival was remarkable 7.2 lakh in 1989 but saw a drastic dip in 1991 when it was negligible 6287. 1987, the last big season before the violence started, tourism accounted for approximately 10 per cent of the state’s income. During the next 23 years of unrest, tourism contributed virtually nothing to state’s economy. As a result of this specific incident negative travel advisories to visit Kashmir were issued by various foreign countries. This adversely affected the tourist revenue generated by foreign visitors. Such has been the impact of conflict in the valley that its main city Srinagar was once declared as the most threatened site in India by the World Monuments Fund (WMF), placing it on the 2008 list of Endangered sites (Winter and Punjab, 2010). From 8th May 2016 violent incidents certainly deterred people across India abroad from coming to Kashmir valley, bad mouth about the current situation in the valley to keep the visitors away.

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