



## Cultural Transmission Through Tourism in the Valley of Kashmir

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### ARTICLE INFO

#### Article History

Received 15<sup>th</sup> April, 2023  
Revised 21<sup>st</sup> April, 2023  
Accepted 23, May, 2023  
Available Online 30, June, 2023

#### ARTICLE ID

HRJHA01020002

#### KEYWORDS

Tourism ,culture, transmission,  
Kashmirs



### ABSTRACT

*Tourism development is an important cultural platform, and cultural transmission is the common thread that runs across the many levels of the tourism industry. Traveling brings individuals into contact with each other and, as tourism has an educational element, it can promote understanding between peoples and cultures and provide cultural exchange between hosts and guests. Kashmiri culture combines traditions from Northern India, Northern Pakistan, and the Chinese area of Aksai Chin. Kashmir is well-known for its cultural history, which stems from the presence of a varied spectrum of religions. It brings together Hindus, Sikhs, Muslims, and Buddhists to beautify Kashmir by incorporating their own culture, which has resulted in numerous modifications to their way of life. Tourism is a major generator of worldwide economic growth, with far-reaching sociological effects. However, tourism's noneconomic and societal benefits are sometimes underestimated. Tourism requires proper planning and administration in order to contribute to long-term socioeconomic development. It is critical to analyze all areas of tourism development, including the economy. The present paper highlights the cultural transmission through tourism in the valley of Kashmir.*

## **INTRODUCTION**

Kashmir is sometimes referred to as "Paradise on Earth" because of its amazing beauty. The region is endowed with lush green valleys, snow-capped mountains, lovely lakes, and picturesque scenery that convey a sense of paradise, earning it a famous nickname for Kashmir. Travelers come to Kashmir in order to gain further insight into the intriguing customs and culture of the region. Indulging in Kashmiri culture is the best method to learn about it. Therefore, if you are considering a trip to Kashmir, make sure you engage with the locals to gain an understanding of their customs and culture. Here's a taste of Kashmiri culture for you.

### **Culture:**

Culture encompasses social behavior, norms, beliefs, and practices within human societies, shaped by factors like location and learning processes. Cultural norms dictate acceptable conduct, guiding behavior, language, and dress. Embracing only one culture can limit adaptability, akin to a species facing environmental change. In military and religious contexts, traits like valor or duty are esteemed. Cultural change involves reconstructing societal concepts, influenced by both internal and external forces. Organizations like UNESCO work to safeguard cultural heritage.

The Kashmiri (Koshur) language is one of the most essential components of the Kashmiri people's cultural identity. Only the Kashmiri Muslims and Pandits speak this language in the Kashmir Valley. Wazwan and Persian culture have had a significant influence on Wazwan culture in addition to language. While Kashmir was the epicenter of Sanskrit and Persian scholarship, the birthplace and flourishing ground of early Indo-Aryan culture, it was also the point of Islam's embrace, bringing with it the best traditions of Persian civilization, tolerance, fraternity, and sacrifice.

### **Kashmiri attire**



Kashmiri clothing is incredibly eye-catching and colorful. Ladies accessorise their loose salwar and kameez with fine jewelry, such as armlets, nose rings, earrings, and necklaces. In order to avoid the heat, summer clothing is loose. Men dress in pajamas, skull hats, and kurtas. In order to

protect themselves from the cold, the people of Kashmir wear pherans during the winter. It's an outerwear with vibrant patches and needlework decoration. In observance of their elders, women typically cover their heads and shoulders. The vibrant clothes of Kashmir accurately reflects the rich traditions and culture of the region.

### **Kashmiri Cuisine**



Kashmiri cuisine offers a rich variety of both vegetarian and non-vegetarian dishes. Non-vegetarians can indulge in delicacies like Rogan Josh, Kashmiri Kebabs, and Yakhni. For vegetarians, there are dishes like Rajma, Shree Pulao, and Ladyar Tsaman, made with fresh vegetables and paneer. Kashmiri Pulao is a staple, while Kahwa tea is a must-try beverage. Popular desserts include Sevaiyaan, barfi, and phirni.

### **Kashmiri Festivals :**

Kashmiris throw lavish celebrations for a number of holidays. Popular festivals celebrated in Kashmir include Eid-ul-Fitr, Hemis festival, Lohri, Baisakhi, Gurez festival, and Shikara festival. These festivals are celebrated by large gatherings of people with dancing, music, and delectable cuisine. During some holidays, fairs are held to showcase Kashmiri culture via handicrafts, paintings, traditional dance, music, and other elements.

### **Kashmiri Handicrafts :**

Handicrafts from Kashmir are well-known worldwide. The Pashmina is a regal emblem. You cannot compare the warmth and softness of this shawl to anything else. Hand-knotted carpets and Kashmiri woolen rugs are also well-liked. Other well-liked products include baskets, papier mache, silverware, and furniture made of walnut wood. Because of the enormous demand from tourists visiting the region, Kashmir's handcraft industry is flourishing.





Every year, thousands of tourists visit Kashmir to see its rich and lively culture. If you are planning a trip to Kashmir, you must stay in the famous Kashmir houseboats in Srinagar. Docked on the picturesque Dal Lake with a view of the Himalayas, it is an experience not to be missed while visiting Kashmir. Plan your stay at Kashmir House Boats, a Club Mahindra affiliate resort in Srinagar, and check off this magical experience on your bucket list.

### **Socio-Cultural Impacts of Tourism on Kashmir Valley**

Tourism is increasingly recognized as a vital driver of economic growth, cultural change, and global understanding, especially in developing nations. The World Tourism Organization predicted 600 million international tourists by 2000, making tourism a leading industry worldwide. In the U.S., all 50 states and 4 territories allocate significant budgets for domestic tourism promotion. Literature often debates the positive and negative impacts of tourism, with positive effects including increased local income, foreign exchange earnings, job creation, and secondary economic growth. Tourism's socio-cultural impact refers to changes in residents' quality of life in tourist destinations, affecting values, behaviors, relationships, and safety. Locals may adopt aspects of tourists' lifestyles, leading to cultural emulation. However, tourism growth can also bring cultural commercialization, increased crime, and social issues like drug abuse and prostitution. It serves as a catalyst for social change, altering cultural values and traditions. In Kashmir Valley, tourism's socio-cultural impacts are significant and varied.

**a. Transformation in Lifestyle:** The rugged and mountainous state of Jammu and Kashmir is known for its conservative and traditional culture. Tourist resort societies have undergone significant changes, although retaining traditional values. Tourism-related attire, customs, and language have been impacted. Horsemen in Phalgam and Gulmarg, who mostly serve international



tourists, have acquired multiple languages. These uneducated horsemen speak English fluently. As a result, their clothing choices and behaviors have changed.

**b. International understanding:** Tourism not only broadens travelers' minds, but also contributes to a more tolerant and open culture. Tourists in Jammu and Kashmir have acquired insight into local culture and traditions, as well as the opportunity to clear any misconceptions or prejudices. They are shocked and dismayed by media portrayals of Kashmir as a violent society. Tourism has helped the globe recognize the humble, welcoming, and endearing nature of the Kashmiri people.

**c. Cultural Exchange:** Tourism is a unique form of cultural interaction and exchange. Tourists serve as ambassadors for their country's civilization, culture, and history. The local culture, traditions, and lifestyles also have an impact on him. His social background, knowledge and dress has a significant impact on locals and vice versa, often bringing new ideas back home. Personal habits and lifestyles. Tourists often bring culturally significant items from Kashmir, such as Kangri (firepot), Pheran (long winter clothing), and Shawls (lengthy woolen dupattas). Travel and tourism fosters unseen connections between individuals from other cultures and societies.

**d. Tourism as a Repository of Cultural Heritage:** Tourism contributes significantly to the preservation of cultural assets around the world. Cultural heritage sites, including monuments and buildings, attract many tourists. Additionally, they provide cash for the government, allowing for their upkeep. Pari Mahal, Hari Parbhat Fort, Vaishnu Devi, Takht-i Sulaman, Pandrathan, and other sites generate significant revenue. These are protected by the government. Tourism promotes traditional Kashmiri arts and crafts, including weaving, woodcarving, papier mache, embroidery, and shawl making.

**e. Tourism and Infrastructure Development:** Tourism is a key economic industry in Jammu and Kashmir. Tourism, the state's largest service business, contributes significantly to GDP, foreign exchange, employment, revenue, and taxation. To attract more tourists, the government prioritizes infrastructure construction in popular tourist destinations. Tourist destinations have convenient access to macadamized roads, telegraph and telephone services, and reliable power and water supply. This has led to increased construction of social amenities in the surrounding areas.

**f. Tourism and Change in Housing Design:** Tourism has significantly influenced the architectural design of the state. As demand for hotels, guest homes, and resorts has grown, they have been constructed to be visually stunning. New colonies in Srinagar, such as Baltic, Alamdar, Kursoo, Raj Bagh, Rawalpura, Shivpora, Hyderpora, and Shah Faisal, and in Jammu, such as Rehari, Resham Ghar, Gandhi Nagar, and Shiv Nagar, have been built using concrete-RCC structures.



**g. Promotion to Local Arts and Crafts:** Tourism contributes significantly to the preservation of social arts and crafts. Tourism in Jammu and Kashmir supports indigenous handicrafts, music, woodwork, carpentry, paper mache, and shawl-making. Kashmiri arts & crafts communicate the language and culture of the region to the outside world. The scenic Art and handicrafts from Jammu & Kashmir showcase the region's beauty and aesthetics.

**h. Tourism and Social Problems and Evils:** Tourism has led to societal issues such as drug addiction, prostitution, unhealthy lifestyles, cultural commercialization, relocation, and deforestation. Slums in Jammu and Srinagar have grown due to the inflow of laborers drawn in by tourism.

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