



E-ISSN: 2706-9591
P-ISSN: 2706-9583
IJTHM 2024; 6(1): 22-24
Received: 24-10-2023
Accepted: 30-11-2023

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The scope of tourism entrepreneurship in Kashmir: A study on speciality restaurants

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Abstract

Tourism Entrepreneurship provides help in overall economic development and a boost for local resources & utilization the local resources to the fullest. The Tourism Entrepreneurship refers to individual or business developing numerous business activities and entertainment to accommodation, food and transport. Tourism Entrepreneurship, as such has a vital role in supporting the growth of the entire sectors. Tourism Entrepreneurship not only eliminate societal problem but also facilitate a Kashmiri's development and facial development, thus helping to improve its GDP. Tourism has become a mass and highly complicated phenomenon with respect to its economic social cultural and political consequences. It has gained status as the fastest growing industry in the world do to its multifarious benefits. It has become an effective tool for the economic development in forms of employment generation in Kashmir. The tourism industry of Kashmir comprises a set of entrepreneurs which facilitates and tries to provide the services to different tourists to fulfil their dreams into a reality.

Keywords: Entrepreneurs, Kashmir, economic development, accommodation & food

Introduction

In Kashmir the term entrepreneurship has become a buzzword from quite a long time now. The government & policy makers have been trying their best to encourage startups related to tourism industry. The entrepreneurship for long has been projected as a weapon to eradicate the ever increasing problems of unemployment in the valley and to arrest this problem the authorities have been rolling out.

Start-wise startup policies

The state of J&K being widely acknowledge for its tourism potential provides massive entrepreneurial opportunities in the sector which majorly have remained untapped for past may decades. Besides, the success stories of the valley entrepreneurs were cherished by the students of the varsity which inspired and encouraged them to take up their own ventures. Tourism entrepreneurship in Kashmir has ample scope to grow and utilize a maximum manpower. But govt should take positive steps towards entrepreneurial skills towards setup new ventures. Tourism entrepreneurship refers to the process of identifying, creating, and developing a new business venture in the tourism industry. It involves recognizing opportunities to provide tourism-related products or services that meet the needs and preferences of travellers and then designing and implementing a strategy to turn those ideas into a profitable and sustainable business. Tourism entrepreneurship can take many forms, from starting a small tour company to launching an online travel booking platform to developing a new tourist attraction or experience. Successful tourism entrepreneurs are often innovative, creative, and customer-focused, and they are able to identify and respond to emerging trends and changing consumer preferences in the tourism industry

Methodology

The study is mainly based upon the collection of secondary data. The secondary data was collected from various sources of publications such as Magazines, journals, Research articles, Internet and published and unpublished records of Ministry of Tourism Government of India, official websites of ministry of tourism, selected State and J&K tourism.

Case Study on Speciality Restaurants

The Kashmir has unique culture and it has unique identity to impress and attract tourists/Visitors from decades our majority has sound system of business skills and promote

originality of service sector. There are hundreds in number of speciality restaurants which serve speciality food mostly 'Kashmiri Wazwan' Kashmir is one of the beautiful states in India and Kashmiri cuisines came out from the land of Kashmir staple food and rice are extremely popular. One thing that you must do a part from shopping and staying in a boat house in Dal Lake is going on a food tour in Kashmir. Explore the classic authentic cuisine of the valley at the diverse restaurants in Kashmir for a blissful food experience.

Ahdoos Restaurant

One of the oldest restaurants in Kashmir where you can experience the Kashmiri flavours at its best is Ahdoos. If Kashmir is a heaven on earth, Ahdoos is a Kashmiri heaven for foodies. Both vegetarians and non-vegetarians have an array of dishes to choose from. This kosher restaurant is 100 years old and serves authentic Kashmiri cuisine with deliciousness and flavor in each bite. Even the ambiance of this place is amazing. The restaurant owners and staff have kept alive the hundred years old tradition and customs in their service It is definitely a must-visit for foodies. Mutton Rogan Josh is exceptional.

Hotel Grand & Restaurant

Hotel Grands restaurant on Residency road is the only place which serves wazwan'. The ceremonious multi course meal in the traditional manner as a whole meal. In the heart of Downtown area.

Volga Restaurant: Volga Restaurant is almost last eatery on the market road serving excellent food especially authentic Kashmiri cuisine which is not easily available in pahalgam. It has a decent restaurant with rich taste, enough space & Parking area.

Dana Pani

If you are looking for vegetarian restaurants in Kashmir that serves typical North Indian food, then you can dine in at Dana Pani in Pahalgam. What makes this a great option is its decent prices. You will find nearby restaurants and eateries selling their food at unreasonably high prices. At Dana Pani, you will find value for money. Even taste-wise, the food is not at all disappointing. From South Indian, North Indian to Kashmir cuisine, you will get everything here.

Shamyana Restaurant

If you are looking for restaurants in Kashmir near Dal Lake, look for Shamyana Restaurant. It is one of the best places to enjoy delectable food and amazing service. Everything on the menu not only seems but even tastes delicious. Some of the Shamyana specials are Reshmi kebab, Trout Fry, Kashmiri kebab, and Galouti kebabs. The place is huge, so you have ample seating space. It is a family-friendly restaurant with nice ambiance and professional service. Ask any local and they will recommend this place for fine dining. However, you may find prices a bit on the higher side. If you're looking for some delicious 'Kashmiri Khana', you know where to go right away.

Lhasa Restaurant

Lhasa is one of the few Asian restaurants in Kashmir where you will have authentic Tibetan and Chinese cuisine. It is a

famous place among tourists for its amazing food and lively ambiance. Right from the entrance to the service, you will be amazed by the entire experience. It is a garden restaurant that is decorated with traditional Chinese lanterns and lights. There is even a variety for vegetarians here. The soups and noodles are absolutely delicious. You can miss this restaurant in the blink of an eye. So, keep an eye out when roaming on Boulevard Road.

Nedous Dining Room

Located in Gulmarg, Nedous is one of the most amazing restaurants in Kashmir with a view. The restaurant is situated in the astounding valley of Gulmarg. That's not all even the interiors of the restaurant are charming and different. Inside Nedous, you will get a feeling you are in a hill station because of the wooden interiors. Not only the food is excellent, but so is the service. Taste the lip-smacking Kashmiri Wazwan and Mughlai dishes for sure. If you are visiting Gulmarg, don't forget to dine in. This place is amongst the new restaurants in Kashmir that you ought to try.

Mughal Darbar

If you're confused and cannot decide where to eat in Kashmir, then visit Mughal Darbar without thinking twice! You'll get some of the best non-vegetarian dishes here and you might as well want to come back to this place to satiate your hunger. At this restaurant, you'll also get to choose from a wide variety of bakery items like cakes and pastries - an ideal place for those with a sweet tooth.

The Chinar

This restaurant in The Lalit is considered to be amongst the best dinner restaurants in Kashmir. If you want to experience fine dining in Kashmir, then do plan a visit to the restaurant of the luxurious resort. The sophisticated setting and vibrant ambiance will have you floored! The menu has a lot to offer and the food is prepared keeping quality as well as taste in mind.

Grand Grills Restaurant

This is one of the best restaurants in Srinagar, Kashmir that is liked for its comprehensively curated menu and spacious dining area with great interiors. Apart from amazing food that serves as the best lunch and dinner, you can also choose from a wide variety of deserts. The food is known for its amazing taste as well as quality.

These were a few of the excellent speciality restaurants in Kashmir where you can dine on your heavenly holiday in Kashmir. It is a superb destination not only in terms of scenic landscapes but also in the cuisine. Take this as an opportunity to explore the authentic Kashmiri flavors that define the royal taste of Kashmir Valley and you will eternally be grateful to Kashmiris for sharing their traditional dishes with you.

Conclusion

It is evident from the above summary that tourism has been an important source of economic development for J&K economy from over several decades and will continue to be a significant contributor in future also because of the changes taking place on both demand and supply sides. Supply side changes are due the growth of new areas like Entrepreneurship, Product Marketing, Sales & Strategies

Adventure tourism, Science tourism, Spiritual tourism and Medical tourism. Moreover the factors which increase its scope from demand side include, change in the standard of living, rise in disposable income, late marriages, long leisure time and better education.

The economy of State J & K has greatly boosted by tourism sector, despite May regional and political issues, but a lot needs to be done to update, sustain, develop and modernize it. Tourism opens new doors for utilization of resources, both revenue and investment generation, motivating to the creation of employment as well as socio economic development of the tourist place by the development of transport, inter connectivity, up gradation of hotels, well-conditioned roads, various recreational utilities, adventure sports etc. There is need to construct alternative roads one to another places to ensure better interconnect. The grander of old monuments should be restored as this State is important for Muslims, Hindu and Buddhist pilgrims. Special care should be taken of these places to boost inflow of pilgrim.

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