

A Study on Tourism Potential of Bhaderwah Valley, Jammu, J&K

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ABSTRACT

Bhaderwah is a small valley-town in Doda 210 km away from Jammu. Bhaderwah valley is predominantly a mountainous torrid town situated 80 km from Batote. The festive mood in the district begins with the melting of snow in April and the sprouting of greenery all round. Kailash Yatra is another famous pilgrimage of the area which is considered an important Hindu pilgrimage. Bhaderwah offers to the tourist a variety of beautiful landscape, colourful local fairs, important festival mood and unique mosaic culture, extremely and pleasant summer temperature ranges from 18 degrees to 32 degrees. Popularly called Chhota-Kashmir, has bewitching natural beauty which enthralls any visitor. Kashmir is always a festinating tourist destination and motivates people from all over the world to come to this place as it is known as heaven on earth. Since lot of efforts are done by government to promote Kashmir as a tourist destination but Jammu is still not gain popularity in the tourist map of Jammu and Kashmir State. There are lots of unexplored destinations in the Jammu which are remains unaware from the knowledge of tourists in the state, Bhaderwah is one of them. The present study is an empirical investigation to find the various constraints in the way of tourism promotion in the Bhaderwah. The study further focused on the various tourist spots availability and suggests various policies for the promotion of tourism in the Bhaderwah.

KEYWORDS: Tourism, Bhaderwah, Potential, Survery, Jammu

INTRODUCTION

Jammu and Kashmir is renowned for its natural splendour, kind hospitality, and unity in variety. It has something to offer everyone. The Kashmir valley has countless aspects that are timeless in their appeal, including its rich beauty of its attractions, temperate climate, historic sites, majestic snow-capped mountains, lush grasslands and forests, serene backwaters and beaches, stunning rivers and lakes, and, above all, its well-meaning, endearing people. All of them contribute to the Kashmir Valley being a "land of paradise on earth." The tourism destinations in Kashmir Valley continue to be highly regarded on a global scale, and each year a large number of travellers from all over the world visit these locations. This sector provides a direct source of income for almost 70% of the state's residents.

In the state's economy, tourism plays a significant role. There is a perceived need to expand tourism development in rural regions and to take advantage of J&K's rural attractiveness through nature-based

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programmes. Urban areas are primarily where industrialization and development occur. Stress in cities has increased interest in rural places. Rural tourism is a novel idea that encompasses all travel-related activities, wherein urban travellers can experience rural life and culture. Rural tourism refers to travellers' fascination with the exotic and native cultures. This tourism promotes rural life, culture, heritage and art, and rural residents benefit socially and economically from it. It also facilitates interactions between locals and visitors. It can also be referred to as ecotourism, nature tourism, agriculture tourism, and other terms. Rural tourism has particular features, such as being founded on the preservation of culture, occurring in a natural setting, being sparsely populated, and being experience-oriented. In this type of tourism, visitors stay in locals' houses to learn about their customs, traditions, way of life, eating habits, festivals, folk dances, music, and rituals, among other things. Additionally, it requires

investigation, study, and the acquisition of regional goods. The villages of Jammu and Kashmir have their own distinct characteristics and magnificent natural beauty, which impresses both domestic and foreign tourists interested in rural tourism.

STUDY AREA

Bhaderwah is a beautiful small valley located in the North West Himalayas in the Jammu and Kashmir UT, around 220 kms from Jammu. The altitude of Bhaderwah varies from 5290 feet to 14500 feet due to its rugged nature, and its geographical coordinates are 32° 58' N latitude and 75° 42' E longitude. Summer temperatures range from 26 to 29 degrees Celsius, while winter temperatures range from 2 to 15 degrees Celsius. It is a mountainous valley with magnificent sceneries, surrounded by evergreen forests and snowcapped mountain peaks. Bhaderwah is known as Chhota (small) Kashmir because it has a lot of stunning tourist attractions with breath-taking natural beauty in the Bhaderwah valley, which is particularly popular during the summer season. Bhaderwah valley is drained by a little water stream known as the Neeru River, which adds to its picturesque charm.

RESEARCH METHODOLOGY

This paper is mostly based on the information collected from secondary sources. The primary sources are collected from some of the people who visited these places and they share their experiences and knowledge regarding their visit to these places of attraction. The information for this research paper has also been collected from the government sources available online on their official websites. In addition to this, the data has been collected from journals, articles and newspapers.

OBJECTIVES

To study the in-depth famous tourist places in Bhaderwah.

To provide some feasible suggestions based on the findings which may prove valuable for the future development of tourism in Bhaderwah

RESULT AND DISCUSSION

Famous Tourist Places to Visit in Bhaderwah

Chinta Valley: Chinta valley which is a picturesque valley located at a height of 6,500 feet, has thick coniferous forests on all sides and Chinta nallah flowing through it. Many scenic spots are situated around this place. One such place is known as Thuba, which is situated across Chinta nallah. Horse ride from Baggan to Thuba is enjoyable. Thuba is the highest point which separates the Chinta valley from Bhadarwah. This place also has ancient temple of Lord Shiva. On Bhadarwah-Chinta road, 6 kilometers short of Chinta Valley.

Padri valley: Padri is a "Gali" of undulating landscape, located 40 kms from Bhadarwah on Bhadarwah Chamba road, at a height of 10,500 feet. It is the highest point on Bhadarwah-Chamba road. It experiences heavy snow fall up to 5 metres and snow-melting continues right upto mid June. It is one of the most sought after picnic spot even now, and with the opening of interstate bus service between Bhadarwah and Chamba, its importance will increase. The gentle curves and slopes of hills beset with lushgreen carpet of grass come as surprise. Calm of the meadow is broken when thousands of pilgrims of the famous Mani-Mahesh Yatra pass through Padri in July every year. The site also caters to many adventure activities like skiing during winters and paragliding in the summer months.

Jai valley: The charming Jai Valley is located some 32 km away from Bhaderwah. The way Jai Nallah bifurcates the valley before mixing with Kalgoni Nallah and produces rapid waterfalls results in quite a challenging atmosphere for the rock-climbing. Admire a fascinating group of plant and animal species here as well as the famous herbs of the wilderness that have made a mark here like the Digitalis Pura, Aconitum and Podophyllum. Jai Valley offers nice igloo huts to the tourists visiting Jai valley making it an ideal holiday destination.

Seoj Meadow: Like Gulmarg and Pahalgam, Seoj is also one of the mightly meadows with exciting natural landscape which glorifies Bhadarwah as diamond in its crown. The amazing beauty of the meadow is in its everlasting. It has all variety of natural attraction in its lap. Here the long stretches of green grass lands stretch into miles.

Telli Garh: Tilligarh Tourist Complex is situated on the Chonat hill and is a good place to view Sunset and Bhaderwah in the evening. It has a one rose garden with different varieties of roses. From the top of Telli Garh one can see the whole beautiful Bhaderwah city. A mesmerizing tourist spot on the hill top provides a splendid accommodation to the visiting tourists in the form of huge complex with 9 bedrooms, two VIP Suits, one restaurant and an auditorium surrounded by floral and herbal garden. This place provides the bird view of entire valley.

Fish Pond Bhaderwah: Fish Pond is situated near Gatha, Bhadarwah, It is 1.0 Km. away from heart of the city. The one of the best and beautiful place in Northern India with the view of Kailash, and Asha Pati Glaciers. A beautiful tourist spot at a drive of 5 minutes from the town is famous for an artificial lake, a beautiful park, tourists huts and restaurants, traditional flour mill (Gharat) and sight of mighty Neeru river flowing with gushing water. One could

enjoy boating here. People along with the view of the valley can also enjoy food in the restaurants on the bank of river Neeru in the park there.

Guldanda-sonbain glacier

Towards its left lies the mightily Sonbain Glacier which gives birth to Neeru River where one can feel and play with the snow just having a walk of five-ten minutes even in the peak summers. It is a never ending glacier where even a little rainfall turns into snowfall in the peak summers. At Guldanda, the summer camps are being organised in colorfull tented accommodation, having a glimpse of the ridge and glacier one gets tempted to stay back.

***Nalithi:** It is 7km from Bhaderwah, this beautiful place is situated on the left bank of river Neru. Restaurant, floral park and cool gushing water are the main attraction for tourists there.*

ENVIRONMENTAL CHALLENGES

For any of the spot or destination the first and foremost priority should be the environment. The following points need to be taken care of while promoting any tourist destination.

1. There is a need for policy makers, administrators, & governments to implement the practical steps in order to achieve the balance between tourism and environment.
2. There is a need for sustainable growth in different forms of tourism like eco-tourism, adventure, cultural, mountain, etc. through adherence to international standards/ principles.
3. The top priority should be given to the surrounding environments, flora and fauna while developing infrastructure.
4. There is a need to erect signboards and educate tourists about do's and don'ts of the particular place or destination.
5. There is need to control transport related impacts on the environment of the destination.

Role of Social Media in Promoting Destinations

The world we live is tech savvy. A large number of world populations is using different social media sites. Tourism players and government agencies can social media for the marketing and promotion of destinations and sites. The main benefit of using social media is that we can interact with large population and aware them about the destination

Suggestions/Recommendations

The need of the hour is to work for sustainable tourism planning and development. From the above study, the following suggestions will help in developing and exploring the destination:

1. The destinations should be developed within the environmental limits. Due regard should be given to the natural habitat.
2. Proper infrastructure and basic facilities should be provided at the destinations. No destination should be promoted till the basic infrastructure should be erected so that the tourists can not feel any inconvenience.
3. Cafes with book shops should be opened at each destination and books about art, culture and history should be making available there for tourists- local, national as well as international, so that they can read or buy the books & get the knowledge about art culture and history of the area they visited. It also promoted the reading habits among the tourists.
4. Due consideration should be given in engaging local youth in the employment generating out of tourism activities which helps in making them economically strong and eructating the problem of unemployment.
5. While planning for destinations, local populace should be engaged in knowing their view and taking their suggestions about the destinations.
6. All the concerned agencies, tourist's locals should respect the destinations environment.
7. Continuous research should be done to assess the impact on the environment and try to solve the problems if any a raised out of tourism activities.
8. Separate department of police should be carved out to help and educate the people visiting the areas.
9. Small dispensaries with medical staff should be constructed for the health and medical emergency of the visiting tourists.
10. A limit should be implemented that a tourist can visit only once or twice in a year in order to safeguard the environment.
11. There is a need to identify new tourist attractions that will help in enhancing tourism potential of district Baramulla.
12. Tourism should be shifted from being a seasonal commotion to an all year round activity.
13. The tourism department should make record of all the tourists coming to tourist places in Baramulla district and make data available on their official website that will help policy makers and researchers in getting the data when they need it for different purposes.

CONCLUSIONS

Tourism is such an activity which is dependent on environment. There should be proper link between tourism and environment if planned properly and with the consultation and corporation with other departments. Tourism is one of the prime service sector industries and efforts need to be undertaken for maintaining, sustaining and retaining it

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