

## Tourism a Ray of Hope to Peace: Case Study of Kashmir

**Authors :** Khurshid Ahmad Sheikh

**Abstract :** This study describes tourism can be a ray of hope to overcome terrorism, especially in places having great tourism potential but could not successfully market their breathtaking beauty and enormous tourism potential because of terrorism threats. It is not so that the area is dangerous, but it does not look attractive. In Asia, regardless of a famous and most important tourist destination, the growth of tourism in Kashmir is stalled by terrorism in the valley. Kashmir has many seasonal tourist destinations like Walur Lake, Pahalgam, Sonamarg, Gulmarg, Dal Lake and other undiscovered virgin tourist destinations, which makes it the preferred tourist destination throughout the year. This research is based on the ideas of the local people who are suffering because of this social evil and have seen changes happen from prosperity to perish. Tourism can be the right adopted measure that brings back life to its virgin origin and makes it a heaven for the rest of the world. Tourism has the power to heal up all the wounds which have been created in this long gap of war and terrorism. In this paper, we will describe the influence of tourism is be the best solution for the harmony and fortune of Kashmir.

**Keywords :** Kashmir, tourism, solution to peace, culture

**Conference Title :** ICVTHM 2022 : International Conference on Volunteer Tourism and Hospitality Management

**Conference Location :** Montreal, Canada

**Conference Dates :** August 08-09, 2022