



## VALLEY'S DESTINATIONAL CHALLENGES: A SUSTAINABILITY ANALYSIS THROUGH CUSTOMER SATISFACTION

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### ABSTRACT

Sustainability management is emerging as a global paradigm for understanding the world besieged by grand challenges (GCs). It envisions the 'development' as shifting present unfavorable conditions towards the needs of next generations by providing systematic empirical evidence along policy implications about their formulation, development, and implementation. The present research study is an attempt to address how management philosophy-praxis can be applied to address pertinent such grand challenge contextually.

Sustainability represents the societal development and evolution in the direction of a wealthy and more comfortable world where the natural environment and cultural accomplishments are reserved for future generations (Dyllick, Hockerts, 2002). Sustainability management priorities, the responsible use of natural resources, the socio-environmental impact of activities, and, the management of growth and development. It incorporates the understanding of pressure on the various resources like land, infrastructure, and biodiversity, the protection of heritage and the preservation of indigenous socio-cultural integrity. In addition to benefiting future generations, sustainability delivers value and financial gains in the present.

The emerging paradigm of sustainable development is facing a challenge to keep the balance between economic growth and the imperatives of environment paying equal attention towards social inclusion to boost economy, environmental protection and poverty reduction.

The paradigm of sustainable development is gaining its popularity at a very accelerating pace, and the need for its spatial and sectoral specification, has therefore made its application in development-growth of sustainable tourism imperative and critical. The idea of 'sustainable tourism' has undoubtedly popped up as the most notable influences in the sphere of tourism development, growth and analysis (Bramwell & Lane, 2011).

The tourism industry is usually perceived as an instrument for the development of economy for the indigenous society and rendering the essential elements that can maximize the standard (quality) of life like tax revenues, opportunities regarding employment and investments, services like accommodation, restaurants and outdoor recreation and attractions towards betterment natural and cultural environments. The global tourism industry may prove as a strong engine of economy that can lead to increased welfare at lower social and environmental costs, in contrast other sectors of the economy. The objective is achievable when all the stakeholders in the industry manage all their destination resources efficiently and effectively. Otherwise, it will ruin the resource base of the destination with negative consequences not to the particular region but to the whole world. In every nation the responsibility for sustainable tourism development is shared by various types of actors, foreign and domestic commercial agents, local and tourists communities, public authorities' at all governmental levels – all are actors in the industry governance structure and have impacts on the sustainability performance of the one among the biggest sectors of the world.

Sustainable tourism development needs the firm public policy, and strong democratic leadership of all stakeholders to make sure the wide participation and consensus building. To achieve sustainable tourism growth, it involves regular impact monitoring, introducing the preventive and/or corrective actions/measures whenever/wherever necessary. It must be a memorable experience to the visitors and also sustain a satisfaction of high level and aware them regarding sustainability issues and promoting sustainable tourism practices.

**Keywords:** *Development, Kashmir, Sustainability, Sustainable Tourism Development*