

PROJECT PROPOSAL

ON

**“A STUDY ON THE IMPACT OF RECENT
FLOOD-DRIVEN DISASTER ON THE
FLOW OF TOURISTS IN SHINAGAR &
MEASURE TO REVIVE TOURISM”**

By

.....
ENROLLMENT NO.:

UNDER GUIDANCE OF

.....

1. TITLE OF THE PROJECT

“A STUDY ON THE IMPACT OF RECENT FLOOD-DRIVEN
DISASTER ON THE FLOW OF TOURISTS IN SHINAGAR &
MEASURE TO REVIVE TOURISM”

2. INTRODUCTION

As Jammu and Kashmir struggles to deal with floods that have caused havoc and killed nearly 200 people while leaving over half a million stranded, a New Delhi-based think tank has pointed out that climate change may have triggered the sudden, intense rainfall that led to the worst floods that the region is facing in over a century.

3. RATIONALE FOR THE STUDY

This study will analyze the impact of recent flood-driven disaster on the flow of tourist in Shrinagar & measure to revive tourism. So, its help to know how again revive the tourism in Shrinagar. It becomes convenient to understand the prospects of India's tourism after explaining.

PROJECTHELPLINE.IN

4. OBJECTIVES OF THE STUDY

Objectives:

1. To analyze the impact of recent flood-driven disaster in the flow of tourist in Shrinagar & measure to revive tourism.
2. To study how much tourism is affected in the Valley of Sri Nagar.

PROJECTHELPLINE.IN

5. RESEARCH METHODOLOGY

METHODOLOGY ADOPTED:

This research will be aimed at studying, how to increase the tourism potential of the Port Blair at par with Goa.

METHOD WILL USE TO CLASSIFY DATA:

The data will be collected using both by primary data collection methods as well as secondary sources.

DATA COLLECTION APPROACH

The base on which a study rests is the information that is embedded in it. The data for this study will be obtained as a blend of both Secondary and Primary sources

PRIMARY DATA: Most of the information will be gathered through primary source.

The methods that will be collected primary data are:

- Questionnaire (Questionnaire prepared for conducting study will be attached in the final Project Report)
- Structured Interview

Secondary Data: The secondary data will be collected through:

- Official Reports on related matters.
- Books and Journals on Tourism.

6. EXPECTED CONTRIBUTION FROM STUDY

Heavy rains in India's Jammu and Kashmir state have led to the worst floods in decades with many people killed, hundreds trapped and property and crops worth millions destroyed. While it is too early to assess the impact of the recent floods in Jammu & Kashmir on the financials of the state's leading bank, J&K Bank , there may be some effect on its agricultural loan book, which is a small portion of its total credit portfolio.

PROJECTHELPLINE.IN

7. LIMITATIONS OF THE STUDY

- The study will be restricted to the customer satisfaction only.
- The size of the research may not be substantial and it is limited to a specific area.

8. CHAPTERISATION

Project Report will include the following chapters:

1. Introduction of the study
2. Company overview
3. Objective and scope of study
4. Review of Literature
5. Research Methodology
6. Data analysis and interpretation
7. Findings and suggestion
8. Conclusion
9. Limitation of the study
10. References
11. Appendix (Questionnaire prepared for conducting study will be attached and other papers which have not been mentioned above will be included, if required)

9. REFERENCES

1. ["Srinagar among 100 fastest growing cities in world"](#). Greater Kashmir.com. 17 November 2011. Retrieved 2011-11-20.
2. ["Kashmir militants suspend jihad to help flood efforts"](#). Muzaffarabad, Pakistan: [The Daily Star](#). 15 September 2014. Retrieved 15 September 2014.
3. ["Kashmiri: A language of India"](#). Ethnologue. Retrieved 2008-05-14.

10. QUESTIONNAIRE