

## VALUATE JAMMU & KASHMIR TOURISM IN BREADTH OF MEDIA DAILIES AND TIME PERIOD: A CONTENT ANALYSIS

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### Cover Page Footnote

I sincerely acknowledge that every endeavor demands the effort of many people to accomplish so is the case with said piece of work. The substantial research matter has been accessed from the archives Allama Iqbal Library, Kashmir University. In this regard I am inclined to reveal an immense appreciation to those I am indebted of to assisted me on scholastic basis and as well as who contribute in this work even anonymously. Specially, I would like to articulate benign thanks to Dr. Shahnawaz Ahmad (Faculty, Deptt of Management Studies, University of Kashmir) who injected me a spirit of research attitude so I shall remain obliged for setting the foundation in me explicitly towards drafting such intellect works. He has been a source of inspiration and guidance to me whether it is dawn or dusk. I also acknowledge, extending a special thanks to Dr. O.P Kandari and Dr. Sunil Kumar Kabia (Faculty, ITHM Bundhelkhand University) to teach me the techniques of phrasing out research problems. Today, this research paper, I would reiterate is the output merely because of all these adroit personalities to inculcate me the culture of scholastics and research.

## **VALUATE JAMMU & KASHMIR TOURISM IN BREADTH OF MEDIA DAILIES AND TIME PERIOD: A CONTENT ANALYSIS**

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## **ABSTRACT**

**Background:** The study takes in to consideration Jammu & Kashmir tourism industry from media's point of view; quantitative cum qualitative content analysis for articles has been carried out to evaluate different trends and aspects.

**Objectives:** Firstly, to analyze reportages in the index of assigned nomenclatures regarding Jammu & Kashmir tourism among selected local and national dailies. Secondly, measure the average mean values and their variance in respect to number of contents and classified themes.

**Sampling selection:** Four renowned media dailies have been selected conveniently for content analysis on the basis of their circulation. Systematic random sampling framework has been carried out on rotational manner each year, since every month would have equal chance of being analyzed systematically.

**Methods/Statistical analysis:** Articles has been classified as one of representative areas according to proper codes assigned. Some articles could have been in two of categories but it was decided to classify the articles themes into the category they regarded as most representative through induction process to reach on point of conversion/deduction. To analyze average mean values and deviation/variance about different classified themes and contents covered in selected dailies during 2014-18 'ANOVA technique (One way ANOVA)' has been employed to bring validity. To achieve reliability in the results advanced analytical software MINITAB-18 has been used.

**Findings:** The major findings of the study show that Rising Kashmir leads at (166) 33.35% proceeded by Greater Kashmir (150) 30.24%, Hindustan Times (116) 23.38% and Times of India (64) 12.90% perch on 3<sup>rd</sup> and 4<sup>th</sup> places in respect to news-bites. During last 5 year study period the highest frequency estimated to 'MICE Tourism' (85) comprises 17.13% 'tourism promotion' (57) constitutes 11.49% and 'Business tourism' (56) 11.29% inclusively. The dimension 'Political instability' has zero percent of coverage in Rising Kashmir. Eventhough highest concentration of articles associated with 'winter tourism' rather reflected in Times of India.

**Keywords:** Content-analysis, Media, reportage, Nomenclatures, Tourism, Themes

## 1. Introduction

Media has emerged as a powerful social institution. It has played an important role in setting the trends, breaking some myths, establishing some others, and also opening up the mind of people to larger issues. The rich content flowed through the newspapers into the general as well as particular public pool over the period of time has helped to shape the society as its best. According to Naik (2017), the media has been providing a “predominant coverage” to the issues, links to the tourism business, agriculture, polity etc of the state. Accordingly media also can be said the “most prominent source of information” throughout nooks and corners of the globe. Kumar (2014), the powerful effects of media communications can bring sweeping changes of attitudes and behavior among the key actors in local, national and global tourism for peace, security and sustainable development. The social, cultural, economic, political and environmental benefits of tourism would usher in monumental and historic changes in the country. In this regard we are trying to analyze how media dailies (local /National) reports and articles were representing the tourism sector in Jammu & Kashmir union territory of India. Media has made an enormous impact on the tourism industry. Consumers engage with news media in order to make informed decisions about their travels and share their personal experiences by writing articles which they had at a particular hotel, exotic places, archaeological sites, rural landscapes, climatologically varied geographical zones, restaurant or airline. As a customer service channel media is simply impossible to ignore. People are using media before, during and after they travel to share experiences, bad or good. It has facilitated and expanded people’s ability to share travel experiences with a larger and wider audience up to great extent. Notwithstanding, Jammu and Kashmir embellished with unique geomorphology, climatic conditions, cultural landscapes showcases quintessence propositions for potential customers to visit valley. This dimension has been observed to catalyze market round the year towards vale from different corners of world. Visitors are often bound to ‘motivators’ which are needed to put before the eye of prospective market in order to garner their attention and induce them towards a particular destination, usually it demands an obvious competitive advantages rather it may be primary experiential or secondary image formation sources like printed or non-printed media.

According to Akmal (3-Jan, 2019), newspapers at times disseminate the awareness and following the pronouncement of state government in order to streamline future condition of tourism industry. As per one of the local daily, “Kashmir witness a bad tourism year in 2018 with only 8.5 lakh domestic and foreign tourist visiting valley, a figure lowest in the last seven years and showing a decline of 23% from 2017. Kashmir received 11 lakh tourist in 2017, 12.12 lakh in 2016, in 2015 the number was 9.27 lakh, in 2014, the year Kashmir witnessed devastated floods causing one lakh crore losses, that year the number of tourist was 11.67, in 2013 the number was 11.71 lakh, while in 2012, 13,08,765 tourist including both domestic and foreign visited Kashmir the number has gone down to mere 8.5 lakh in 2018 despite a number of promotional events by the tourism department within India as well as in some foreign countries as well. Keeping in view the prevailing scenario and aforementioned fluctuations in state travel business the quantitative content analysis of articles covered in the 2 local and 2 national media dailies has been carried out to examine the different trends and issues. Media content analysis can be an economical form of data collection, since much media data is available online or, for the academic researcher, through subscription search services.

The study focuses on the analysis of traditional print media (newspapers), in both their print and electronic forms, as these media have been the most verdant source of tourism business activities to date. Nevertheless, the media has the power to influence the tourism sector at large scale in one hand and can detriment it viciously on the other hand if news bites were circulated with negative perspective of a particular destination. In this connection the research study has been intended to analyze the prospectus of Jammu & Kashmir tourism industry for the period of last 5 years (2014-18) in the mirror of content analysis. Because, it is examined that such type of study in association to media dailies has not yet carried out by any organization, scholar, and institution till date in travel sector of Jammu & Kashmir. Since it is obvious that media play a dominant role in influencing public and policy-makers’ attention upon tourism issues and their setoffs. The newspapers and other print media have the promising threshold to cater the visitor attitude, perceptions and perspectives by means of developing the positive image of a destination

in the eye of national and international client generation areas. Still assists to divert the attention of prospective market by communicating message of travel existential and experiential in the form of adventure, cultural landscape, biodiversity, film tours, aesthetics of performing art, communal harmony through the prism of tourism.

## 2. Review of Literature

Macnamara (2005), content analysis is used to study a broad range of 'texts' from transcripts of interviews and discussions in clinical and social research to the narrative and form of films, TV programs and the editorial and advertising content of newspapers and magazines. According to Gabor (2015), content analysis is a quantitative method for the study of texts. It analyses texts "regarding the presence and frequency of specific terms, narratives or concepts". It may include the counting of the number of lines or the quantity of space various issues take. In the past, it has been used in psychology and communicative research. But it is often used in text analysis by the media (newspaper and magazine articles, electronic media shows, as well as in visual content). Kerlinger (1973), however, reminds researchers' that focusing even on manifest content does not free the researcher from a need to explicate carefully the relationship of content to underlying, often abstract theoretical concepts. "Content analysis is a method of studying and analyzing communications in a systematic, objective, and quantitative manner to measure variables"; most content analysis, by contrast, has been used simply "to determine the relative emphasis or frequency of various communication phenomena" and not to infer to important theoretical concepts.

According to Kulatunga (2007), Content analysis is a research technique used to organize large amounts of textual data into standardized formats which allows arriving at suggestions/conclusions. Content analysis can be carried out quantitatively by counting the words or qualitatively by coding. The former approach refers to counting the frequency of the keywords and the later refers to identifying similar themes or concepts from the data set. Content analysis is a research tool used to determine the presence of certain words or concepts within texts or sets of texts. Researchers quantify and analyze the presence, meanings and relationships of such words and concepts, then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are a part. Texts can be defined broadly as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theater, informal conversation, or really any occurrence of communicative language. Texts in a single study may also represent a variety of different types of occurrences, such as Palmquist's (1990) study of two composition classes, in which he analyzed student and teacher interviews, writing journals, classroom discussions and lectures, and out-of-class interaction sheets. To conduct a content analysis on any such text, the text is coded or broken down, into manageable categories on a variety of levels, word sense, phrase, sentence, or theme--and then examined using one of content analysis' basic methods; conceptual analysis or relational analysis. Chen (2001), one hundred articles published in six major hospitality and tourism research journals for seventeen-year period of 1983-1999 were analyzed using the content analysis method. The six journals were selected in the research because they are most influential hospitality and tourism research journals according to the findings of previous research. Holsti (1968), a systematic analysis means determining consistent criteria to include and exclude content or categories. Fass and Turner (2014), the study uses a double-step content analysis and does not focus on one method of content analysis only. The reason for choosing this approach is to combine the advantages of both quantitative and qualitative content analysis. Insch and Moore (1997), content analysis is capable of capturing a richer sense of concepts within the data due to its qualitative basis and, at the same time, can be subjected to quantitative data-analysis techniques.

From the philosophical perspective, Newbold (2002), quantitative tradition of content analysis is based on the positivist premise that "there is something like an objective reality (social facts) 'out there' that can be observed, measured, analyzed and thus understood". Denzin and Lincoln (1994), therefore, decontextualization of the textual material and selection of the outsider variables for analysis of social

phenomena are the main issues in quantitative paradigm. In contrast, the qualitative epistemologies share the view that “reality” is a social and cultural creation, which can only be interpreted, approximated but not fully apprehended; thus, in qualitative tradition, the focus is on complexity, context, and detail. A central idea of quantitative content analysis is that “many words of text can be classified into much fewer content categories”. Hall and Valentin (2005), state that the application of the method depends on the skills and appropriate exercise of judgment on the part of the researcher and appropriate reflection on the research process. Therefore, this means that if rules are not completely clear and shared by the judges who intervene during the coding process, bias can reduce the reliability of the study.

### 3. Setting of Objectives

- To evaluate the reports/news-bites in the index of classified/assigned nomenclatures regarding Jammu & Kashmir tourism among selected local and national dailies.
- To identify the subject areas/contents covered in the selected dailies relating to tourism.
- To assess the frequency of each content and classified themes as per their circulations in the selected dailies.
- To analyze the average mean values and their variance in the number of contents and themes from the last 5 years published in the selected dailies.

### 4. Research Methodology

#### 4.1 Description of the study area

The study was conducted in Jammu and Kashmir also sobriquet as ‘Paradise on earth’. And the Mughal Emperor exclaimed the land as, “*Agar Firdaus Bar-roo-e Zameen Ast, Hameen Asto, Hameen Asto, Hameen Ast*”. Meaning if there is paradise on this earth: This is it, this is it, and this is it. This is the northern most state of India shares its international borders with three neighboring countries, namely, People’s Republic of China in the north and east, by Afghanistan in the north-west while Line of control separates it from Pakistan controlled territories of Azad Kashmir and Gilgit-Baltistan in the west and northwest respectively. Furthermore, the Jammu & Kashmir is sharing its borders with two Indian states, i.e., Punjab and Himachal Pradesh in the south. Total area of Jammu and Kashmir union territory is 222236 sq. km. The union territory is located between 32.17° North and 37.6° North latitude and 73.26° East and 80.30° East longitudes.

#### 4.2 Sampling

In the present study, the four renowned media news papers have been selected for content analysis. The two local dailies namely; Greater Kashmir, Rising Kashmir and two national dailies i.e.; Times of India and The Hindustan Times, or a combination of these, as the leading in terms of print per day (circulation) as well as in the field of Jammu and Kashmir tourism coverage. As per the referenced sources the highest rank of local dailies in terms of circulation is shown in hierarchical pattern here as; 1] Greater Kashmir-1,220,000 (English), 2] Kashmir Uzma-165,000 (Urdu), 3] Daily Excelsior-74,000 (English), 4] Rising Kashmir-40,500 (English); although, at national level the leading news dailies in terms of print per day (circulation) can be depicted as; 3] Times of India- 2,826,164 (English), 16] Hindustan Times- 1,004,110 (English) respectively.

In case of local dailies the 2<sup>nd</sup> and 3<sup>rd</sup> media dailies has been narrowed down keeping in view the reasons; (i) language script of media daily (Kashmir Uzma), (ii) availability, Readership, distribution concern and the ease of access (like, Excelsior). In correspondence to selecting national dailies most of them fall in the leading hierarchy has been skipped in concern to reasons like; (i) Language/script barrier (like, *Dainik jagran*, *Baskar*, Hindustan times) (ii) Weekly Basis of circulation (like, The Hindu, otherwise ranks on 9 rung with C/W-1397944) (iii) concerning to zone/centre of publication. For the purposes of identifying a clearly delineated sampling framework for this study, the selection of the current

four leading newspapers were deemed appropriate and consistent with framing out reports and articles about the J&K tourism industry.

The sampling framework was based on a period of 5 year that is of (2014-18) and circular systematic random sampling has been carried out on rotational manner each year, since every month would have equal chance of being analyzing systematically throughout study. Through the 5 year period each year was studied in the purview of 4 media dailies consisting of 3 months from each daily. Each daily has been selected for sampling in manner of 3 months every successive year. Notwithstanding, via this systematic process each media daily were executed for being sampled five times on rotation basis. In this way each sample taken from the media population were analyzed once a year, hence every daily/sample has equal chance of being studied once every year throughout the period chosen in the similar month (3 months of each year). Therefore the sampling error may be narrow-down and omit the bias. For the purpose of circular systematic sampling the below procedure/formulae has been applied.

The procedure consists in selecting a unit, by a random start, from 1 to  $N$  and then after selecting every  $k$ th unit,  $k$  being an integer nearest to  $N/n$ , in a circular manner, until a sample of ( $n$ ) unit is obtained (Singh and Choudhary,2019). Suppose that a unit with random number ( $i$ ) is selected. The sample will then consist of the units corresponding to the serial numbers;

i) $I + jk$ ;	if $I + jk \leq N$
ii) $I + jk - N$ ;	if $I + jk > N$

here;

$I$ =No. of possible samples (i.e., 1,...3)

$j$ =No. of total units (i.e., 0,1,...12)

$k$ = No. of clusters ( $N/n = 12/3 = 4$ )

#### 4.3 Measures

The study uses a qualitative approach and is an exploratory research that tries to assess and gives insight to the state of potential attributes/contents of Jammu & Kashmir. Besides, quantitative method was employed to address some research objectives. The study pursued secondary sources of data collected from the selected 4 new dailies (2 local/2 national) which serve as the basis for discussion and analysis of investigating media reports about the tourist destination i.e. study area of J&K.

The analysis dealt with articles, same has been classified as one of representative areas according the proper codes assigned. Some articles could have been in two of the categories but the present authors decided to classify the articles themes into the category they regarded as most representative through induction process to reach on point of conversion/deduction. The subject heading is supposed to give a more precise indication of the article concerned. This exercise was settled with the framework of 'substitution/conceptual method and correlation/relational method. Scale of Percentage for the articles as well as contents has been acquired with total summation of frequencies in successive years.

To evaluate the average mean values and the deviation/variance about different contents covered in selected media dailies during the specified period of time 2014-18 ANOVA technique (One Way ANOVA)' has been employed to bring validity. To achieve the reliability in the results the advanced analytical software MINITAB-18 has been inculcate for the purpose. Finally the trends in articles-classified were observed through 'time series analysis' rendering Line-graph for the purpose to highlight distribution of the news bites in respect to last 5 year period corresponding to assigned classifications.

### Classification Framework

After the collection and verification of articles, a classification framework was formulated to conduct the descriptive analysis. The classification framework provides guidelines for categorization of the selected articles. Major themes involved in the framework were grouped under thirteen categories (A-M), and articles were grouped under major themes (Clement Cabral, 2019). For the purpose, thematic analysis is used to identify patterns in the selected articles through coding, development of theme and refining the themes. The classification framework is presented in tables following.

## 5. Overview of Jammu & Kashmir tourism sector from context of present study

Tourism is rightly one of the growing sectors of the J&K which helps to provide round the year employment opportunities to the people of the territory. The people living in far-flung areas of the study area i.e. Jammu and Kashmir have the tremendous influence of the industry because the inhabitants of the region are the primary service facilitator to the market there. Bhat (2016), tourism acts as a catalyst in the development of backward and far flung regions of a particular area. Development of tourism will lead to the progress in rural / backward regions. It is often seen that most of the scenic & beautiful destinations of a country are located in the backward areas which have a significant contribution in the economic development of these areas through the development of local industries. Same is the case of J&K where tourists are attracted towards the areas which are located in remoteness of state like Daksum valley in Anantnag, *Lolab* and *Bangus* valley in *Kupwara*, *Suru* valley in *Kargil*, *Gurez* valley in *Baramulla*, *Chinta* and *Jai Valley* in *Baderwah*, which are known for their scenic beauty and charming climate and for greater tourist potential than those offered by famous destinations like *Gulmarg*, *Pahalgam* and *Mughal gardens* among the likewise. Tourists visiting such unexplored attractive spots can give fillip to the economic condition of the residents by promoting local art like Handicrafts, Handlooms, industry etc.

The tourist is the mainstay of the tourism industry who is the prime indicator to determine the robust growth and development of such travel business. Yet throughout the study area whirl stile tourist attractions that can readily meet identified demand of potential customers. However, it is need to ascertain that the period of 90s was nastiest for the tourism industry in especially Kashmir province, but after the year 2000, the horrible political standoff and fermentation in the Vale was pacified some extent and the situation was routinized. The number of tourist arrivals started to increase swiftly; everything is going well, now. The tourists are visiting to their favorite destination again and are getting the hospitality from the local people of Jammu & Kashmir. The Govt. NGOs, private parties and locals have contributed a lot in the development of tourism in region under study; the way of employment opportunities opened now, trade developed again in J&K and the most important thing that peace is restored there in Kashmir province; that is the reason, why Vale received the one million tourists in 2011. Kashmir is not less than the magnet to iron for the tourists.

In pretext of cumbersome socio-political disturbance in study area (J&K) since 1989 up to 2011 the tourism industry has gone through nocuous circumstances and rendered almost dysfunctional tourism business hence resulted poor media coverage towards industry. Subsequently, the situation has been observed normalized and media reports progressively reflected by time on the media pages. Secondly, the spectacular arrivals of tourists have been focused from the various fragmented secondary sources like; paper publications, journals, newspapers, articles, govt/official reports etc. The increasing trend of statistical figures associated to foreign market during 2010-13 pointed out in comparison to rest of the previous and post corresponding period. Kashmir province accounts 25984 foreign arrivals during 2010 and tremendously augmented the footfall in the region by 2015 but suddenly shows the downward trend in 2016 with mere 24516 arrivals then again the figures examined in upward scale.

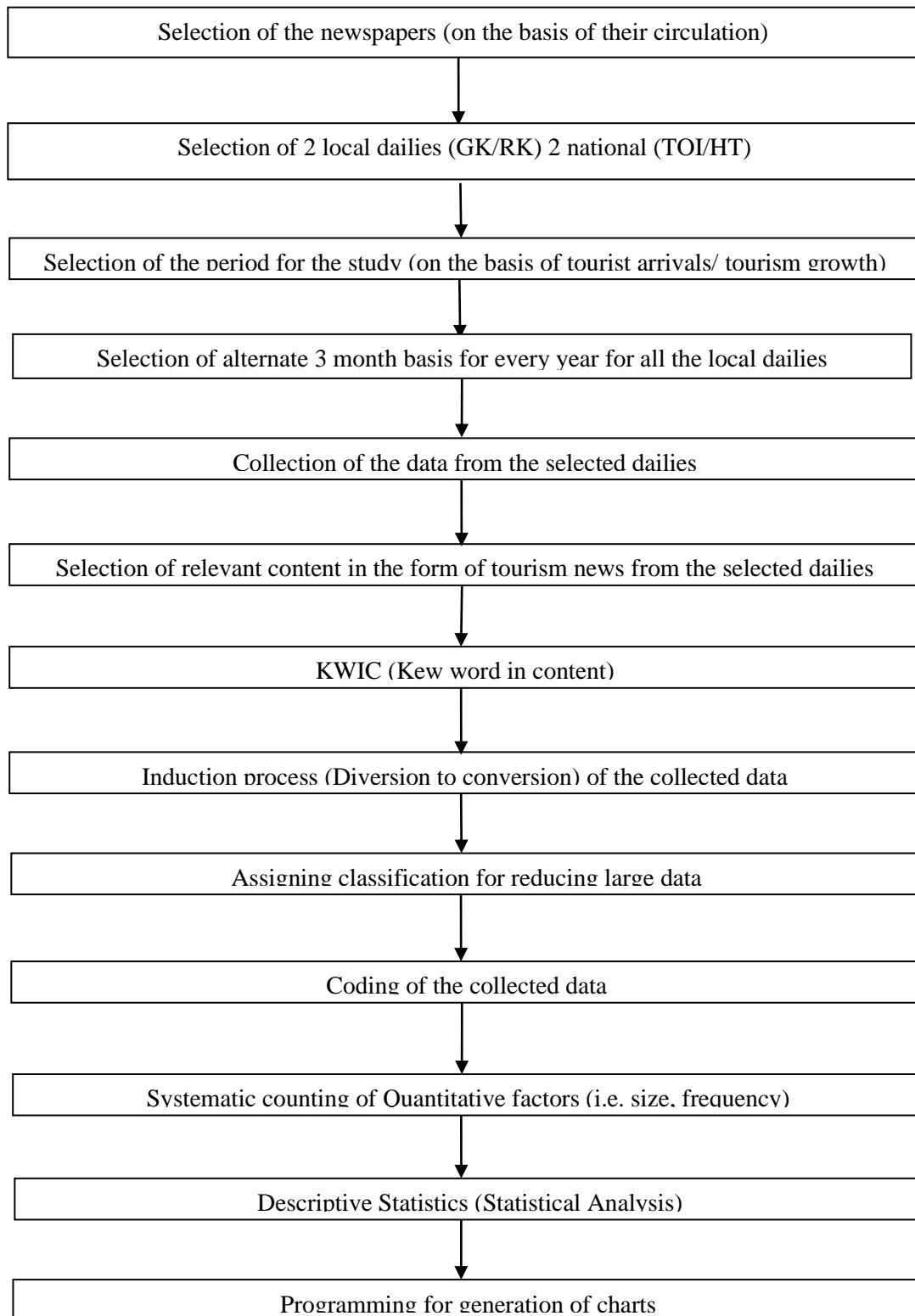
Similarly the congruent scenario has been espied in Ladakh region even estimated 22115 foreign arrivals during 2010 the statistical figures hyped by 2015, unfortunately trails took the downward trend in 2016 which accounts 38005 foreign tourist. The trends has been analyzed deeply correlated with the scenario of the study area, the political oscillations seemed to be directly influencing the arrivals to Jammu & Kashmir. Instead the surprising shifts were noticed since 2014 onwards in connection to both domestic cum foreign footfalls in study area. In this correspondence the aggregate arrival during 2014 numbers 11537119 and depicted a gradual increase by 2017 then abruptly swelled to 17215468 in 2018 respectively. Therefore such aspects induced present authors to take under consideration and evaluate the period 2014-18 reasonably for the research purpose.

**Table 1. Tourist Arrivals/Growth of Tourism for the period under study**

<b>2010-2018 Domestic/Foreign Arrival (Jammu &amp; Kashmir)</b>								
<b>Kashmir Division</b>				<b>Ladakh Division</b>			<b>Jammu Division</b>	<b>JKL</b>
<b>Year</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>	<b>Domestic/Foreign</b>	<b>Total</b>
<b>2010</b>	710504	25984	736488	55685	22115	77800	116,34000	12448288
<b>2011</b>	1282360	32110	1314470	142829	36662	179491	134,85000	14978961
<b>2012</b>	1274674	37166	1311840	140460	38510	178970	142,63000	15753810
<b>2013</b>	1142865	29143	1172008	106559	31143	137702	124,33300	13743010
<b>2014</b>	1140446	27172	1167618	121996	51305	173301	101,96200	11537119
<b>2015</b>	898861	28954	927815	116887	29614	146501	123,85300	13459616
<b>2016</b>	1274596	24516	1299112	197693	38005	235698	122,83500	13818310
<b>2017</b>	1196067	31697	1227764	230662	46593	277255	133,18100	14823119
<b>2018</b>	785173	56029	841202	277889	49477	327366	160,46900	17215468

**Source:** Directorate of Tourism Kashmir (Official), Directorate of Tourism Ladakh (Official), Directorate of Tourism Jammu (Official)

## 6. Flowchart for the typical process of Content Analysis



Source: Drafted on basis of 'Neuendorf Media content Analysis' (2002)

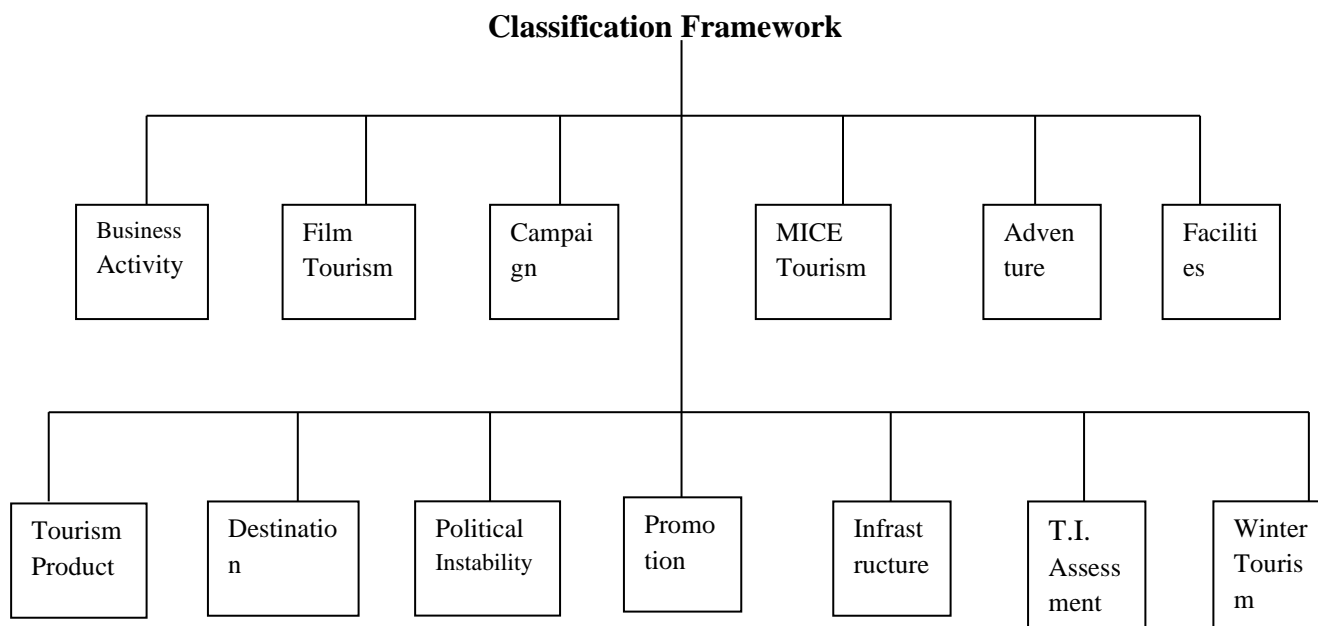
For the purpose of conducting a Media content analysis in context to tourism news bites carried in different selected news dailies. The news dailies have been chosen on the criterion basis number of circulation as well as their availability at the study area. In this connection 2 local dailies namely, Greater Kashmir/Rising Kashmir and 2 national dailies Times of India/Hindustan were taken from the population for the period of 2014-18 respectively. Selection of alternate 3 month basis for every year for all the local dailies has been taken into consideration throughout study period in a systematic way for the convenience of data collection.

Therefore the work has been rendered thoroughly for selection of relevant content in the form of tourism news from the selected dailies to bring validity in studying data. Hence the varying news-themes as well as the sporadic attributes or key words in content (KWIC) would be gathered out of media reports comprehensively. This laborious effort was inculcated with execution of induction approach since the vast diverse data could be put in conversion systematically. Henceforth the themes observed have been proper assigning classification in different corresponding nomenclatures for reducing large data. However few themes could have been two or three of the categories but the authors decided they were classify in such segments that they regards most representative with the help of assigning thorough coding associated to actual nomenclatures.

After the endeavoring the coding processes to the different themes a systematic counting of Quantitative factors like, their frequency distribution were estimated step-wise. The results of the study i.e. to analyze the average mean values and the variance about different themes and contents/attributes covered in selected media dailies during the specified period of time 2014-18 the statistical analysis such as ANOVA technique (One way ANOVA) has been employed to bring validity. Finally the graphical illustrations (pie-charts, column chart, line-graph, pool interval) to the distribution as well as deviation of different nomenclatures and attributes were generated with the execution of proper programming.

## 7. Classification Framework incorporated in the Analysis of Study

Based on the number of articles collected from the selected dailies published during the study period, the articles were classified into 13 domains shown in the fig.1. The increase or decrease in article publications associated with assigned classifications indicates the tendency of engagement on part of each news-daily towards the development of tourism sector in study area.



**Figure 1:** Classification Framework

## 8. Data collection Descriptive Analysis

The year wise distribution as well as the percentage of the articles reflected in different news mediums for the last 5 years in the context of 13 categories assigned to them. Notwithstanding the frequency distribution of 25 attributes compiled out of the 4 selected dailies can be analyze from the tables of 2.3.4. 5.6.7.8 and 9 respectively.

**Table 2. Year-wise distribution of classified-Articles covered in Daily Greater Kashmir period of 2014-18**

Classification	Year/ Media Daily Greater Kashmir					Frequency	N=150(%)
	2014	2015	2016	2017	2018		
A. Business Activities	5	5	1	1	6	18	12%
B. Film Tourism	1	1	***	1	***	3	2%
C. Tourism campaign	3	4	***	3	***	10	6.6%
D .MICE Tourism	3	9	***	9	11	32	21.33%
E. Adventure Tourism	4	4	***	1	3	12	8%
F. Facilities	3	5	3	1	3	15	10%
G. Tourism Product	2	***	1	***	2	5	3.33%
H. Tourism Destination	1	8	***	***	8	17	11.33%
I. Political Instability	***	5	3	2	1	11	7.33%
J. Tourism Promotion	***	6	3	9	3	21	14%
K. Infrastructure Development	***	***	1	1	4	6	4%
Total	<b>22</b>	<b>47</b>	<b>12</b>	<b>28</b>	<b>41</b>	<b>=(150)</b>	<b>=100%</b>

Source: Greater Kashmir (Archives Alama Iqbal Library University of Kashmir)

The primary data for the study is gathered from the 2 local and 2 national dailies for the specific period of 2014-18. The above data collected from local daily Greater Kashmir for said period which depicts that there has been a spectacular coverage of tourism related activities concerning to different areas. There has been collected total of 150 articles of various themes published throughout the period specified. The articles of different themes systematically classified in various categories/nomenclatures which regarded them most representatives. The total of 22 articles covered in 2014, 47 in 2015, on eve of the disturbed circumstances in state the frequency seems very poor merely of 12 in 2016, 28 in 2017 and 41 in 2018.

The highest distribution of frequency has been measured to the nomenclature of 'Mice Tourism' which consists 32 articles with 21.33% coverage, subsequently 'tourism promotion' consist 21 with 14%, 'Business activities' 18 articles (12%), 'tourism destination' 17 articles (11.33%), Facilities 15 articles (10%), adventure tourism 12 articles (8%), political instability 11 articles with (7.33%), tourism campaign 10 articles of (6.6%), infrastructure development 6 articles of (4%), tourism product 5 articles (3.33%) and film tourism 3 articles with (2%) coverage. The study area (Jammu and Kashmir) being a hotbed of multi-varied attractions for the bollywood production houses, unfortunately could not exploited fully to provide flicks for their films due to prevailing tense situations, which aftermaths weak coverage to this segment (Film tourism) in local daily Greater Kashmir.

**Table 3. Percentage of Subject area associated with Articles' titles/Themes period of 2014-18-(GK)**

Subject Area	Year/ Media Daily Greater Kashmir					Frequency	N=1238 (%)
	2014	2015	2016	2017	2018		
Adventure Tourism	32	41	11	8	6	98	7.91%
Infrastructure Development	8	35	6	4	18	71	5.73%
Cultural Heritage	2	25	9	24	19	79	6.38%
Handicraft	25	7	5	6	13	58	4.68%
Hospitality	7	18	6	14	7	52	4.20%
Winter Tourism	8	6	****	9	12	35	2.82%
Transportation	18	5	6	3	2	37	2.98%
Destinations	30	43	9	23	16	121	9.77%
Political instability	5	2	6	***	***	13	1.05%
Tourism stakeholders	50	115	5	31	12	213	17.20%
Film tourism	6	8	***	****	1	15	1.21%
Travel Market	21	41	8	8	7	85	6.86%
Tourism promotion	5	46	8	27	6	92	7.43%
Scenic beauty	5	10	2	8	11	36	2.90%
MICE	7	27	5	21	19	79	6.38%
Pilgrimage	**	3	4	1	10	18	1.45%
Tourism product	**	4	5	11	9	29	2.34%
Tourism Campaigns	**	13	1	7	6	27	2.18%
Rural activity	1	6	2	**	**	9	0.72%
Travel Business	**	10	7	5	7	29	2.34%
Sustainable tourism	**	7	1	**	6	14	1.13%
Eco-Tourism	**	**	3	**	2	5	0.40%
Border tourism	**	2	3	**	1	6	0.48%
Negative Publicity	**	**	**	15	5	20	1.61%
Spiritual tourism	**	2	**	**	1	3	0.24
Total=	<b>230</b>	<b>476</b>	<b>111</b>	<b>225</b>	<b>196</b>	<b>=(1238)</b>	<b>=100%</b>

Source: Greater Kashmir (Archives Alama Iqbal Library University of Kashmir)

In another aspect the daily Greater Kashmir promulgated the attributes reflected in the articles related to tourism industry of Jammu and Kashmir incessantly. There has been enumerated the total distribution of 1244 frequencies associated with 25 different contents. The individual frequency incase of each content varies tremendously in respect to one another analyzed from the data collected. The highest number of frequency were found in the account of contents namely; 'Tourism stakeholders' which estimates 213 with 17.20% of total coverage, subsequently 'Destinations' 121 with 9.77%, 'Adventure' 98 of 7.91% , 'Tourism promotion' 92 of (7.43%), Travel market 85 of 6.86%, MICE 79 with 8.38% respectively. The lowest frequencies found in account of 'Rural activity, Border tourism, Eco-tourism, Spiritual tourism ( 9,6,5,3) with 0.72%, 0.48%, 0.40%, 0.24% obviously is a point of concern.

During the time of 2015 the aggregate coverage of 25 specific contents was analyzed at large scale with mean average rate of 19.04 in comparison to remaining 4 years of the study period (2014-18). Though during 2016 in eve of the prolonged political standoff most of the tourism activities has been abandoned in the study area consequently the coverage to the related aspects negatively influenced at an alarming rate with mean average of 4.44 respectively. Since there come to the notice that several contents even does not exist once-at-least in daily Greater Kashmir in one or the other years, viz; Pilgrimage, Sustainable tourism, Rural tourism etc. where could be seen were an obvious examples. However it is observed that this local daily has endeavored valuable sum of advisories over highlighting content 'Negative publicity' (20) 1.61% by population of the news dailies in the countrywide.

**Table 4. Year-wise distribution of classified-Articles covered in Daily Rising Kashmir period of 2014-18**

Classification	Year/ Media Daily Rising Kashmir					Frequency	N=166(%)
	2014	2015	2016	2017	2018		
A. Business Activities	11	4	0	1	5	21	12.65%
B. Film Tourism	1	2	1	0	0	4	2.40%
C. Tourism campaign	2	5	0	3	0	10	6.02%
D .MICE Tourism	9	5	3	13	9	39	23.49%
E. Adventure Tourism	2	2	0	7	3	14	8.43%
F. Facilities	4	2	1	4	5	16	9.63%
G. Tourism Product	3	0	0	2	7	12	7.22%
H. Tourism Destination	3	5	0	3	4	15	9.03%
I. Political Instability	0	0	0	0	0	0	0%
J. Tourism Promotion	1	6	1	12	3	23	13.85%
K. Infrastructure Development	3	4	0	0	3	10	6.02%
L. Tourism impact assessment	0	1	0	0	1	2	1.20%
Total	<b>39</b>	<b>36</b>	<b>06</b>	<b>45</b>	<b>40</b>	<b>=(166)</b>	<b>=100%</b>

Source: Rising Kashmir (Archives Alama Iqbal Library University of Kashmir)

In case of local daily Rising Kashmir there has been focused slight increasing scale of articles 166 covered over tourism sector in contrary to other dailies taken under research purpose. The articles were classified under similar nomenclatures extended from other dailies of the study because most of the articles were identified representing the cited classifications/nomenclatures. But few articles were found in Rising Kashmir which were regarded most representing to the nomenclature namely; ‘Tourism impact assessment’ hence conversion to such classification after exercised method of induction. In this daily the highest distribution of articles during the period has been analyzed in the segment of ‘MICE Tourism’ 39 constitute 23.49% this can be said the healthy sign for the growth and development of this type of tourism in Jammu and Kashmir.

Though ‘Tourism promotion’ and ‘Business activities’ has a marginal difference of frequency distributions with 23 articles (13.85%), 21 (12.65%) respectively during 2014-18. Subsequently the other classifications such as, Facilities (16), Tourism product (12), Tourism campaign (10), Infrastructure development (10), Film Tourism (4), Tourism impact assessment (2) constitutes 9.63%, 7.22%, 6.02%, 6.02%, 2.40%, 1.20% of the total percentage of articles covered in the media daily. However, an exceptional variation was assessed in news-bites connected to the segment of ‘Political instability’ which has not been reflected by media Rising Kashmir during the time period of study and constitutes zero type of frequency with 0% coverage.

Instead a significant fluctuation in media coverage of articles of various stated nomenclatures has come in the notice during research. In 2014 the concentration of articles was 39 with mean average of 4.25 which hereafter shows a slight decline to 36 by 2015 and subsequently a tremendous slump in 2016 constitutes merely 6 articles. Then the coverage again depicts increasing trend by 2017 of 45 with mean average 3.68 articles and in 2018 again shows downward trend and resorts to 40 articles.

**Table 5. Percentage of Subject area associated with Article's titles/Themes period of 2014-18 (RK)**

Subject Area	Year/ Media Daily Rising Kashmir					Frequency	N=1572 (%)
	2014	2015	2016	2017	2018		
Adventure Tourism	26	25	*	28	20	99	6.29%
Infrastructure Development	25	24	14	24	26	113	7.18%
Cultural Heritage	31	24	*	32	28	115	7.31%
Handicraft	21	25	*	21	17	84	5.34%
Hospitality	9	13	*	9	7	38	2.41%
Winter Tourism	23	15	*	30	25	93	5.91%
Transportation	5	12	*	6	5	24	1.52%
Destinations	29	29	10	29	30	127	8.07%
Political instability	1	1	4	*	2	8	0.50%
Tourism stakeholders	28	25	5	31	29	118	7.50%
Film tourism	9	18	*	10	10	47	2.98%
Travel Market	20	24	8	22	22	98	6.23%
Tourism promotion	24	31	7	35	26	123	7.82%
Scenic beauty	3	17	*	11	6	37	2.35%
MICE	34	30	9	26	28	127	8.07%
Pilgrimage	7	11	*	14	10	42	2.67%
Tourism product	19	28	5	20	23	93	5.91%
Tourism Campaigns	4	3	*	5	3	15	0.95%
Rural activity	2	7	*	8	5	22	1.32%
Travel Business	20	24	1	18	19	82	5.21%
Sustainable tourism	1	1	*	1	1	4	0.25%
Eco-Tourism	6	6	*	7	5	24	1.52%
Border tourism	1	2	*	1	2	6	0.38%
Negative Publicity	2	5	*	3	3	13	0.82%
Spiritual tourism	2	1	*	3	2	7	0.44%
Total=	<b>358</b>	<b>403</b>	<b>63</b>	<b>394</b>	<b>354</b>	<b>=(1572)</b>	<b>=100%</b>

Source: Rising Kashmir (Archives Alama Iqbal Library University of Kashmir)

After obtaining the results regarding articles classified under different segments from Tab.3 the execution of analysis has been inclined towards various attributes/contents gathered from circulated articles in Rising Kashmir. In this connection Rising Kashmir has a significant coverage of contents associated with tourism of Jammu and Kashmir with the aggregate frequency distribution of 1572 during the study period. In this context the 2 subject areas such as, 'Destinations' and 'MICE' has similar coverage in the daily with 8.07% each.

The psychological apprehensions among the people towards a particular destination could be drastic to the development of tourism. Such apprehension might be evolving in the tourists mind through induced or organic image coverage of dailies. In this regard Rising Kashmir slightly rendered towards the publication of contents like 'Political instability 0.50%' and circulated various advisories against highlighting news reports of 'Negative publicity' by different media dailies with least percentage(13) 0.82% out of total frequencies during period of 2014-18 in relation to Greater Kashmir.

The other contents as per their frequency distribution found in the news-bites of local daily can be hierarchically illustrated as; Tourism promotion 123 (7.82%), stakeholders 118 (7.50%), cultural heritage 115 (7.31%), infrastructure 113 (7.18%), adventure 99 (6.29%), travel market 9 (6.23%), respectively. It is unfortunately instead that study area vested with enormous potential of natural resources still lacks the promising coverage concerning to content 'Scenic beauty' in local daily Rising Kashmir stands merely on 37 frequencies constitutes 2.35% to the aggregate percentage.

**Table 6. Year-wise distribution of classified-Articles covered in Daily Times of India period of 2014-18(TOI)**

Classification	Year/ Media Daily Times of India					Frequency	N=64(%)
	2014	2015	2016	2017	2018		
A. Business Activities	*	*	*	2	2	4	6.25%
B. Film Tourism	1	1	*	4	*	6	9.37%
C. Tourism campaign	*		*	*	*	*	**
D .MICE Tourism	*	1	*	1	*	2	3.12%
E. Adventure Tourism	2	*	*	*	1	3	4.68%
F. Facilities	*	*	*	3	*	3	4.68%
G. Tourism Product	1	1	2	7	2	13	20.31%
H. Tourism Destination	*	1	*	1	2	4	6.25%
I. Political Instability	*	*	*	*	3	3	4.68%
J. Tourism Promotion	*	*	*	1	2	3	4.68%
K. Infrastructure Development	*	1	*	4	1	6	9.37%
L. Tourism impact assessment	*	*	*	1	1	2	3.12%
M. Winter Tourism	3	*	*	10	2	15	23.43%
Total	<b>7</b>	<b>5</b>	<b>2</b>	<b>34</b>	<b>16</b>	<b>=(64)</b>	<b>=100%</b>

Source: Times of India (Archives Alama Iqbal Library University of Kashmir)

Examine the distribution of frequencies out of the print media news bites from local daily Rising Kashmir which can be shown in *table 5*. The news articles communicate the up to date insights about tourism trends and aspects prevail at different destination of study area. In this interconnection print news plays an important role in the making of a destination prosperous and progressive in all domestic, national as well as international level.

In this regard national news daily 'Times of India' (TOI) has a tremendous reach at nationwide that can be prompt an energetic mode of generating motivation amidst general and travel oriented people towards Jammu and Kashmir. Since this national daily has contributed at little quantity upon divergent tourism aspects of study region through the reportages. The total articles published over Jammu and Kashmir on various nomenclatures can be estimated 64 during the whole period of study. These constitute 'Winter tourism' 13 articles with 23.43%, 'Tourism product' 13 articles (20.31%), 'infrastructure' and 'Film tourism' 6 articles each with 9.37%.

It is analyzed during study that 'TOI' has given a negligible place to tourism related activities of Jammu and Kashmir on its pages in comparison to tourism industry of Himachal Pradesh, which can be said a competitive advantage to boomeranging the market towards destinations of Himachal. In 2014 hardly 7, 2015 (5), 2016 (2), articles were found covered in the pages of TOI, although in 2017 the tendency of frequency distribution seemed magnified by large margin (34) articles with 53.12% and by 2018 again shows downward shift in the number of annual coverage (25) 15% of total published articles. But it cannot be ignored that TOI provide an advantageous fillip to tourism industry of study area through promulgating the articles in the paradigm of 'winter tourism' in comparison to local dailies at large extent which aftermaths further addition to the catalogue of nomenclatures.

**Table 7. Percentage of Subject area associated with Article's titles/Themes period of 2014-18(TOI)**

Subject Area	Year/ Media Daily Times of India					Frequency	N=265 (%)
	2014	2015	2016	2017	2018		
Adventure Tourism	*	*	*	5	3	8	3.01%
Infrastructure Development	3	3	*	10	3	19	7.16%
Cultural Heritage	3	2	3	9	6	23	8.67%
Handicraft	*	*	*	*	5	5	1.88%
Hospitality	3	*	*	2	*	5	1.88%
Winter Tourism	15	3	*	12	6	36	13.58%
Transportation	*	*	*	5	*	5	1.88%
Destinations	7	8	1	16	6	38	14.33%
Political instability	*	1	*	*	3	4	1.50%
Tourism stakeholders	3		*	6	7	16	6.03%
Film tourism	3	2	*	4	*	9	3.39%
Travel Market	*	*	*	5	4	9	3.39%
Tourism promotion	*	*	*	4	6	10	3.77%
Scenic beauty	2	1	2	3	5	13	4.90%
MICE	*	3	*	4	4	4	1.50%
Pilgrimage	*	*	*	2	3	5	1.88%
Tourism product	7	5	3	10	5	30	11.32%
Tourism Campaigns	*	*	*	*	*	*	***
Rural activity	*	*	*	2	*	2	0.75%
Travel Business	*	*	*	6	4	10	3.77%
Sustainable tourism	*	*	*	*	*	*	**
Eco-Tourism	*	*	*	*	*	*	**
Border tourism	*	*	*	1	*	1	0.37%
Negative Publicity	*	1	*		3	4	1.50%
Spiritual tourism	*	*	*	*	*	*	**
Total=	<b>46</b>	<b>29</b>	<b>9</b>	<b>108</b>	<b>73</b>	<b>=265</b>	<b>=100%</b>

Source: Times of India (Archives Alama Iqbal Library University of Kashmir)

The examination of themes associated to different developed categories in respect to national daily 'Times of India' (TOI) from *table 7* it has been realized that print media has the prominent contribution to circulate the tourism news bites in different nooks and corners of globe. In the correspondence the print type media is a deciding factor for the progression and relegation of any destination and attract or distract the interest of travelers towards a given region. The modern age is prominently dominated by media especially when it is referred to travel business the major proportion of selection to tour are taken from the index of media reports published over a particular destination.

So TOI can be said vital determinant especially for Jammu and Kashmir tourism promotion in different areas but unfortunately the specific 'contents' frequency distribution throughout study period (2014-18) does not meet the level of expectancy. The analysis of data revealed that among the 25 contents with grand frequency distribution of 265 'Destination' and 'Winter tourism' figures the highest score i.e.; 38 (14.33%) and 36 (13.58%) respectively. Among rest of the contents there are 'tourism product with 30 (11.32%), cultural heritage 23(8.67%), Infrastructure 19 (7.16%) figures in the texts of national media daily.

Even there has been assessed few contents like, 'tourism campaign' sustainable tourism, eco-tourism, and 'spiritual tourism' which doesn't make their place once at least during the whole period of 2014-18 in TOI daily hence estimates at zero frequency scale. In addition the remaining contents had touched scarcely by this media daily which can be prompt an unhygienic indicator for robust tourism development of study area at national level before the competitive destinations like Uttrakhand,

Himachal, Kerala, Rajasthan, Meghalaya, etc. The large frequency of contents were observed for the year 2017 with 108 constitute 40.75% that reveals a vast margin of difference against the rest of years, i.e.; 2016 with merely 8 frequencies sum up only 3.01% out of total.

**Table 8. Year-wise distribution of classified-Articles covered in Daily Hindustan Times period of 2014-18(HT)**

Classification	Year/ Media Daily Hindustan Times					Frequency	N=116(%)
	2014	2015	2016	2017	2018		
A. Business Activities	6	5	***	1	1	13	11.20%
B. Film Tourism	1	9	1	1	*	12	10.34%
C. Tourism campaign	*	*	*	*	*	*	0%
D .MICE Tourism	6	3	*	2	1	12	10.34%
E. Adventure Tourism	6	*	1	1	*	8	6.89%
F. Facilities	4	4	2	*	1	11	9.48%
G. Tourism Product	7	3	1	1	4	16	13.79%
H. Tourism Destination	3	2	2	1	*	8	6.89%
I. Political Instability	1	5	*	*	*	6	5.17%
J. Tourism Promotion	1	5	1	1	2	10	8.62%
K. Infrastructure Development	3	1	*	1	1	6	5.17%
L. Tourism impact assessment	1	1	5	*	*	7	6.03%
M. Winter Tourism	1	1	*	3	2	7	6.03%
Total	<b>40</b>	<b>39</b>	<b>8</b>	<b>17</b>	<b>12</b>	<b>=(116)</b>	<b>=100%</b>

Source: Hindustan Times (Archives Alama Iqbal Library University of Kashmir)

Keeping in view the coverage of attributes circulated under national daily TOI it is estimated in table 8 that this media has adequate engagement towards tourism activities being exercised in study area of Jammu and Kashmir. Notwithstanding another national media daily 'Hindustan Times' (HT) provides a magnified coverage of tourism related articles in contrast to TOI and accounts aggregate 116 frequency distribution reveals by study.

The major quantity of articles published in the daily has been observed in the 2014 (40) which estimates 34.48%, 2015 (39), 33.62%, since a drastic downfall found in coverage of articles publishes on various nomenclatures by 2016 (8) 6.89%, 2017(17) 14.65%, 2018 (12) 10.34%, during the analysis of data. Highest concentration of the articles were published over the classified nomenclature 'tourism product, which constitute (16) 13.79%, 'Business activities' (13) 11.20% during study period 2014-18, while 'MICE' and 'Film tourism' shares the equal percentage of (12) 1.34% each.

The nomenclature 'Infrastructure' has meager coverage of (6) 5.17% reports in HT daily media which illustrates that most of the tourist support amenities and developmental activities could not touch the eyes of potential markets of different destinations. Although 'Political instability' concern articles analyzed from data are at par to 'infrastructure' which can be presumed a negative sign for the image of Jammu and Kashmir in the national and foreign eyes. Such an acknowledged sum of articles published over 'political instability' would hamper the prospective tourist footfall towards the study area.

**Table 9. Percentage of Subject area associated with Article's titles/Themes period of 2014-18 (HT)**

Subject Area	Year/ Media Daily Hindustan Times					Frequency	N=1249(%)
	2014	2015	2016	2017	2018		
Adventure Tourism	26	25	7	3	1	62	4.96%
Infrastructure Development	23	32	5	7	3	70	5.60%
Cultural Heritage	32	36	11	12	11	102	8.16%
Handicraft	15	22	*	*	*	37	2.96%
Hospitality	9	21	5	*	*	35	2.80%
Winter Tourism	27	21	*	7	2	57	4.56%
Transportation	20	22	4	5	*	51	4.08%
Destinations	31	39	13	6	3	92	7.36%
Political instability	6	13	4	*	4	27	2.16%
Tourism stakeholders	24	32	7	5	5	73	5.84%
Film tourism	15	32	4	2	*	53	4.24%
Travel Market	16	31	2		7	56	4.48%
Tourism promotion	26	36	6	4	4	76	6.08%
Scenic beauty	9	16	7	*	2	34	2.72%
MICE	33	30	5	4	3	75	6.0%
Pilgrimage	19	34	10	13	11	87	6.96%
Tourism product	28	34	7	5	3	77	6.16%
Tourism Campaigns	1	7	*	*	2	10	0.80%
Rural activity	10	6	5	*	2	23	1.84%
Travel Business	24	31	5	6	10	76	6.08%
Sustainable tourism	*	5	1	8	3	17	1.36%
Eco-Tourism	*	5	1	7	1	14	1.12%
Border tourism	*	4	5	*	2	11	0.88%
Negative Publicity	1	4	2	*	2	9	0.72%
Spiritual tourism	8	8	2	4	1	23	1.84%
Total=	<b>403</b>	<b>547</b>	<b>119</b>	<b>98</b>	<b>82</b>	<b>=(1249)</b>	<b>=100%</b>

Source: Hindustan Times (Archives Alama Iqbal Library University of Kashmir)

Evaluated from the data 'Hindustan Times' has given a spectacular coverage to 25 contents with the total distribution of frequency 1249 in relation to TOI, which comprises 403 total frequencies by 2014 constitute 32.26%, in 2015 (547) 43.79%, 2016 (119) 21.67%, 2017 (98)17.85%, and (82) 14.93% in 2018.

However it is obvious that for the growth of tourism industry there media shall circulate diverse attributes of a destination in their news-bites. So in this regard HT has put forth the remarkable coverage to the content of 'cultural heritage' among different attributes prevails in the catalogue, figures 102 frequencies of 8.16%. This intends to dominate the rest of attributes analyzed in the data collected from HT through 2014-18. Among other contents 'Destination' spots at 2<sup>nd</sup> place proceeded by 'Pilgrimage' which figures 92 (7.36%), and 87 (6.96%) respectively.

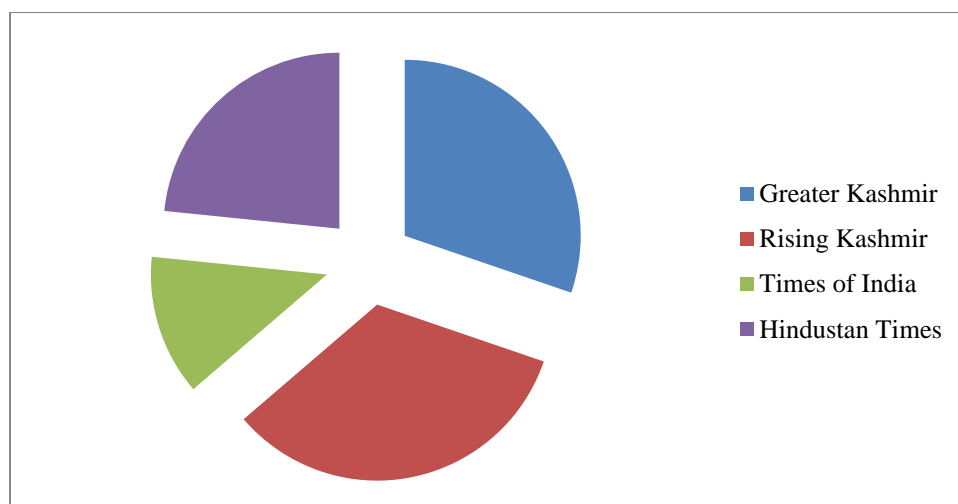
One of the significant point come into notice that few of contents like, 'Sustainable tourism', Eco-tourism 14 (1.12%), Border tourism 11 (0.88%), Spiritual tourism 23 (1.84%), that were neglected harshly in other dailies has taken stampede in terms of frequencies reflected amidst news-bites of HT in comparison to rest of dailies. There is a vital focus on sustainable tourism in the contemporary world in

concern to pass-on a prosperous tourism and uncompromising opportunities to succeeding generations. Therefore it could be caution through the ambit of HT to develop and manage J&K tourism industry in a sustainable way. Notwithstanding it is assumed that another threshold has been initiated in the form of 'Border tourism' via media coverage which indeed have better prospectus for the tourism business of study region.

**Table 10. Distribution of articles coverage by newspaper/Dailies for year 2014-18**

Year	Publication/Dailies	Article	
		N	%
2014-18	Greater Kashmir	150	30.24%
	Rising Kashmir	166	33.46%
	Times of India	64	12.90%
	Hindustan Times	116	23.38%
	Total	=496	=100%

**Data Illustrated through Pie Chart- Year 2014-18 (GK/RK/TOI/HT)**



**Figure 2:** Data Illustrated through Pie Chart

Source: Self constructed on the basis of Primary data

**Table 11. Distribution of classified-Articles covered in Media-Dailies period of 2014-18 (GK/RK/TOI/HT)**

Classification	2014-2018				Frequency	N=496(%)
	GK	RK	TOI	HT		
A. Business Activities	18	21	4	13	56	11.29%
B. Film Tourism	3	4	6	12	25	5.04%
C. Tourism campaign	10	10	*	*	20	4.03%
D .MICE Tourism	32	39	2	12	85	17.13%
E. Adventure Tourism	12	14	3	8	37	7.45%
F. Facilities	15	16	3	11	45	9.07%
G. Tourism Product	5	12	13	16	46	9.27%
H. Tourism Destination	17	15	4	8	54	10.88%
I. Political Instability	11	*	3	6	19	3.83%
J. Tourism Promotion	21	23	3	10	57	11.49%
K. Infrastructure Development	6	10	6	6	28	5.64%
L. Tourism impact assessment	*	2	2	7	11	2.21%
M. Winter Tourism	*	*	15	7	22	4.43%
Total	<b>=(150)</b>	<b>=(166)</b>	<b>=(64)</b>	<b>=(116)</b>	<b>=496</b>	<b>=100%</b>

## Means (Factor tab.1)

Factor	N	Mean	StDev	95% CI
GK	13	11.54	9.16	(7.25, 15.83)
RK	13	12.77	10.85	(8.48, 17.06)
TOI	13	4.92	4.35	(0.63, 9.22)
HT	13	8.92	4.05	(4.63, 13.22)

Pooled StDev = 7.69657

### Interval Plot of Valuated Media Dailies

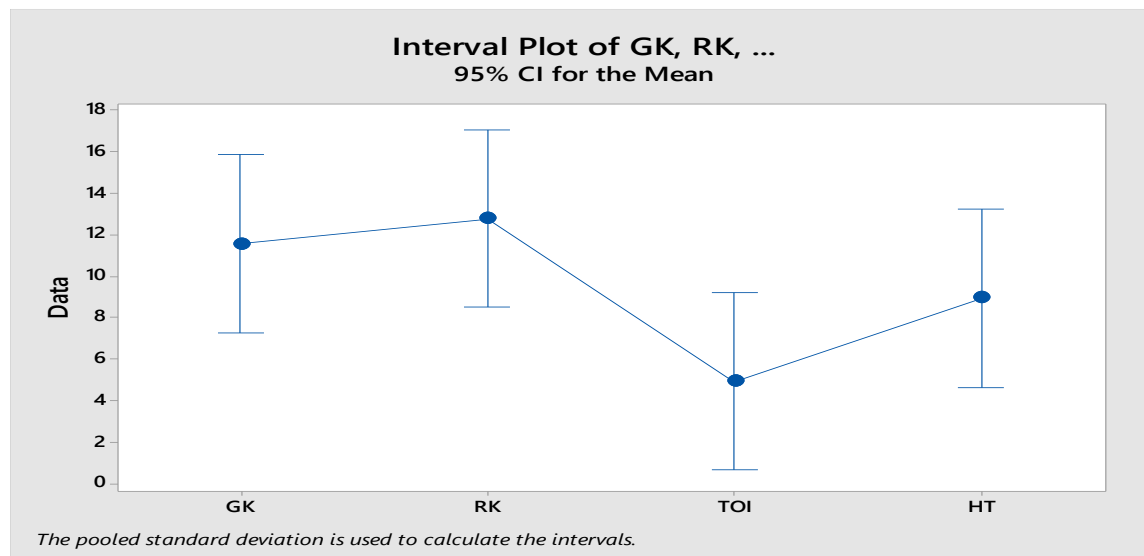


Figure 3: Interval Plot graph

### Data Represented through Column-Chart 2014-18 (GK/RK/TOI/HT)

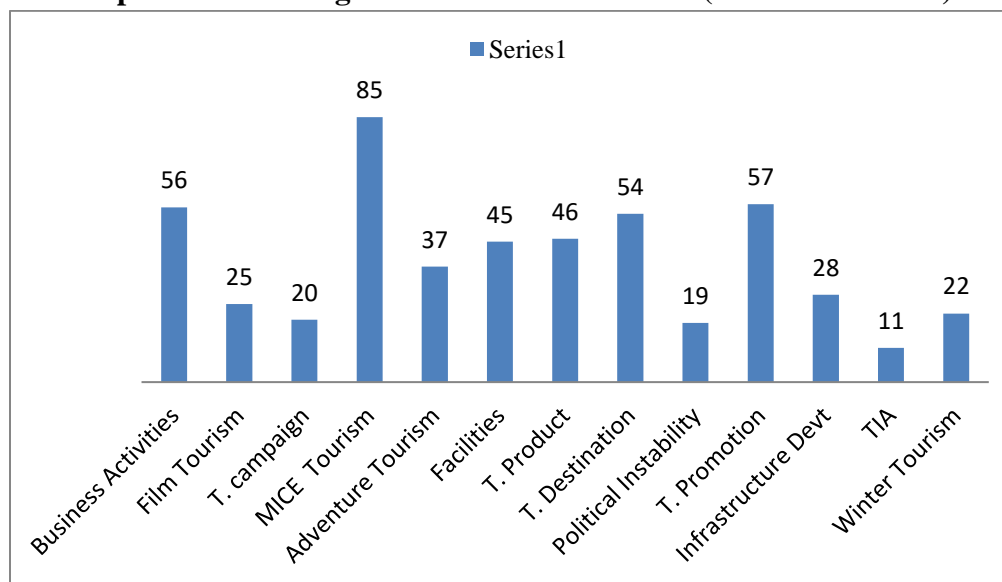


Figure 4: Data Represented through Column-Chart

Source: Self constructed on the basis of Primary data

The substantial variations were examined among the four media dailies executed for the purpose of study in context of the news-bites covered during 2014-18. The RK leads at (166) 33.35% proceeded by GK (150) 30.24%, HT (116) 23.38% and TOI (64) 12.90% perch on 3<sup>rd</sup> and 4<sup>th</sup> places respectively. As per the data illustrated through column-chart a vast differentiation could be analyzed in articles of cited nomenclatures. Throughout study of 5 years the highest frequency figures in respect of 'MICE Tourism' (85) comprises 17.13% where tower depicts the tallest sign that exhibits the data is robust at such point against other nomenclatures. The chart shows next building slightly of short heights at points 'tourism promotion' (57) constitutes 11.49% and 'Business tourism' (56) 11.29%. There has been analyzed fall in the reportages correlated to assigned classifications 'Destinations' (54) 10.88%

‘Tourism product’ (46) 9.27% which resembles comparatively further shortening of towers on such points.

Nevertheless, at certain points the concentration of news bites slumps drastically at nomenclatures of ‘Film tourism 5.04%, Winter tourism (4.43%), Political instability (3.83%), and Tourism impact assessment (2.21%), consequently here the poles further reduces at large extent. Subsequently the frequencies of reportages allied to nomenclature ‘Adventure’ progressed with minute margin (37) 7.45% where the building demonstrated a soaring sign in chart during the last 5 years period of study.

Therefore it is analyzed through the measure of ANOVA (One way ANOVA) the total mean average of the articles-classified acknowledging under different nomenclatures for local daily GK where estimated 11.54 obtained standard deviation of 9.16. Since the average mean for the news-bites of RK associated with various assigned classifications has been investigated 12.77 with their standard deviation 10.85, accordingly TOI realized mean average 4.92 with St. Dev 4.35 and HT 8.92 of St. Dev 4.05. The variance of the 4 selected media dailies GK (83.90) RK (117.72), TOI (18.92) and HT recognized (16.40) respectively for the study period of last 5 years. Hence the pooled standard deviation obtained by the summation of standard values of selected media divided by the *nth* factors and results 7.69, which illustrated in the interval plot.

**Table 12. Distribution of Subject area associated with Article’s titles/Themes period of 2014-18 (GK/RK/TOI/HT)**

Subject Area	Year 2014-18				Frequency	%
	GK	RK	TOI	HT		
Adventure Tourism	98	99	8	62	267	6.17%
Infrastructure Development	71	113	19	70	273	6.31%
Cultural Heritage	79	115	23	102	319	7.37%
Handicraft	58	84	5	37	184	4.25%
Hospitality	52	38	5	35	130	3.00%
Winter Tourism	35	93	36	57	221	5.11%
Transportation	37	24	5	51	117	2.70%
Destinations	121	127	38	92	378	8.74%
Political instability	13	8	4	27	52	1.20%
Tourism stakeholders	213	118	16	73	420	9.71%
Film tourism	15	47	9	53	124	2.86%
Travel Market	85	98	9	56	248	5.73%
Tourism promotion	92	123	10	76	301	6.96%
Scenic beauty	36	37	13	34	120	2.77%
MICE	79	127	4	75	285	6.59%
Pilgrimage	18	42	5	87	152	3.51%
Tourism product	29	93	30	77	229	5.29%
Tourism Campaigns	27	15	**	10	52	1.20%
Rural activity	9	22	2	23	56	1.29%
Travel Business	29	82	10	76	197	4.55%
Sustainable tourism	14	4	**	17	35	0.80%
Eco-Tourism	5	24	**	14	43	0.99%
Border tourism	6	6	1	11	24	0.55%
Negative Publicity	20	13	4	9	46	1.06%
Spiritual tourism	3	7	**	23	33	0.76%
Total=	=(1244)	=(1572)	=265	=(1249)	=4324	=100%

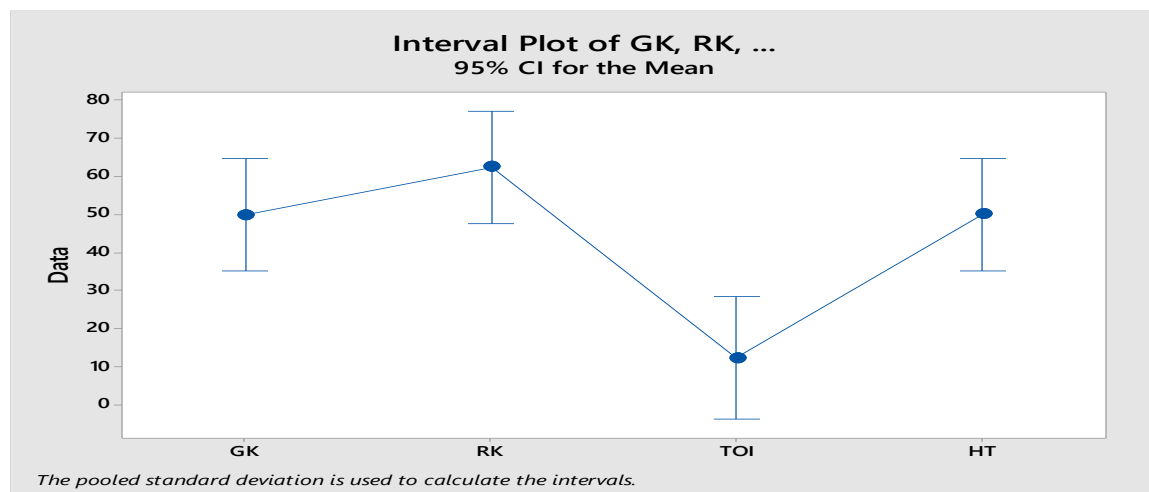
## Means (Factor tab.2)

Factor	N	Mean	StDev	95% CI
GK	25	49.76	47.77	(35.04, 64.48)
RK	25	62.36	45.44	(47.64, 77.08)
TOI	21	12.19	10.98	(-3.86, 28.25)
HT	25	49.88	28.53	(35.16, 64.60)

*Pooled StDev = 37.0452*

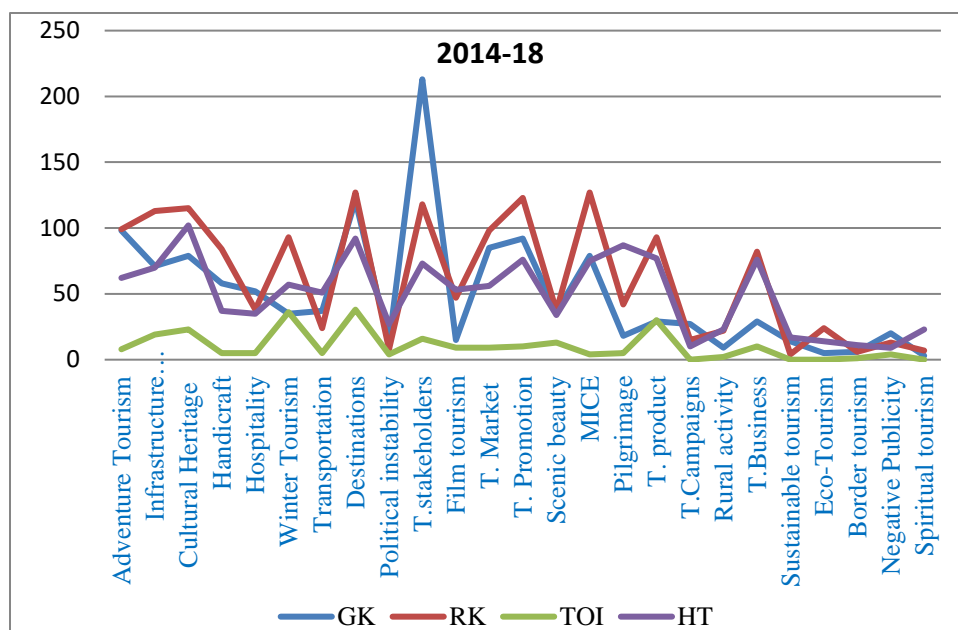
Evaluated the data of 4 selected media dailies for the period of 2014-18 employing the measure of ANOVA the results depicted that mean average proved 49.76 for contents/attributes covered in GK with standard deviation of 47.77. While as RK accounts mean average 62.36, Standard Deviation 45.44, TOI Mean 12.19, Standard Deviation 10.98 and HT Mean of 49.88 with Standard Deviation 28.59 respectively. The individual variance of the 4 selected media dailies GK (2281.97) RK (2064.79), TOI (120.96) and HT recognized (813.53) respectively for the study period of last 5 years. The pooled deviation has been attained by the summation of 4 media standard deviations divided by the nth factors and figures 37.04 which were represented by way of interval-plot graph.

## Interval Plot of Valuated Media Dailies



**Figure 5:** Interval Plot graph

### Trends illustrated through Line graph for year 2014-18 (GK/RK/TOI/HT)



**Figure 6:** Trends illustrated through Line graph

## 9. Results and Discussion

Data taken from the texts of 4 news dailies for the period of 5 years from 2014-18 it has been analyzed through above illustration pie-chart (*Fig.2*) that the significant coverage of articles over various classified nomenclatures figures in local daily Rising Kashmir. The daily comprises as per the data evaluated total 166 articles out of 496 in aggregate which constitutes 33.46% .where most of the articles representing the area of ‘MICE tourism’ (39) constitutes 23.49% and the segment of ‘Business activities’ (21) comprises 12.65%, which can be positive indicator for the growth of tourism sector. Still it is observed during the analysis that classification ‘Political instability’ has zero percent of coverage in the RK which can be assumed beneficial for the present and future prospectus of industry in J&K , because otherwise it would hamper the footfall of market if untoward political circumstance struck their eyes especially to apprehensive type of travelers.

Although limited number of reports were identified during the study on most of the demanding spheres like; winter tourism (0%), film (4.20%), tourism impact assessment (1.20%), infrastructure (6.02%), etc. Nevertheless, on the 2<sup>nd</sup> rung of hierarchy it is GK with 150 total frequencies which shares 30.24% coverage of articles associated with various areas of tourism business. Among these the highest score has been examined in the articles classified in the domains of nomenclatures i.e. MICE (32) of 21.33%, ‘Tourism promotion’ (21) 14%, ‘Business activities’ (18) 12%, ‘Destination’ (17) 11.33% respectively. One of the trending aspect in contemporary tourism industry rightly said ‘Film Tourism/culture’ which threshold the travel business to large extent in rest of the states of India. Albeit, it is investigated that there has been a scarce publication of reports on such realm in local daily (Greater Kashmir) constantly during 2014-18 in study area which measures (3) 2% only with huge margin of difference against other nomenclatures in the catalogue. This indicates that meager footfall of

bollywood crews were catered by the Kashmir which is rather sobriquet as land of 'Davos' in Switzerland.

While as incase of national daily 'Times of India' huge down-trending were observed during cited study period that encompasses (64) 12.90% articles over different aspects. Out of the total 12.90% the lions share vests in the disposal of 'Winter tourism' 23.43% with distributed frequency 15 articles, proceeding by 'Tourism product' (13) 20.31%, since reports fall in the sphere of 'Film Tourism' and 'Destinations' aspects, claims (6) 9.37% share each. However, 'film Tourism' has the adequate promulgations in national daily TOI in relation to local dailies (GK- (3)2%, (RK-(4) 4.40%) to induce the actual and prospective markets from other destinations towards 'Land of Paradise'.

The next important national media namely 'Hindustan Times' was taken as sample from population of dailies. The data shows that there is good number of tourism reportage bites over JK in relation to TOI. Illustrated from the pie-chart HT reveals magnified share of 23.38% counts 116 articles of distributed frequencies in period of 5 year study. In the present study it has been evaluated as per the distribution of frequencies the prominent share goes in the baskets of 'Tourism product' (16) estimates 13.79%, 'Business activities (13) 11.20%, 'MICE' (12) 10.34%. Nevertheless 'Film Tourism' accounts the lion's share of (12) 10.34% in comparison to rest of the selected dailies throughout course of study period. The major coverage of articles in HT were assessed in 2014 (40) 34.48 % and 2015 (39)33.62% then a sudden slump realized in the remaining years at substantial margin.

Valuated from the aggregate data of 5 years the highest coverage of 25 tourism attributes/contents has been examined in local daily Rising Kashmir with 1572 total frequencies constitutes share of 36.35% while as HT marks 2<sup>nd</sup> podium that figures 1249 frequencies and shares 28.88% (*Tab.12*). To illustrated from column chart the tallest tower representing content 'Tourism stakeholders' with score of 420 including with figures located in rest 3 dailies and constitutes 9.71%. Notwithstanding, the line graph (*Fig.6*) reveals giant upward draft in case of Greater Kashmir on eve of significant coverage about it. This exhibits that there has been substantial activities associated to these attributes. The subject area 'Destinations' accounts 378 frequencies from the distribution which manifests 2<sup>nd</sup> rank in the peakedness of curve (*Fig.6*) with 8.74% hence shows the upward shift in the line graph at this point. Consequently the series depicts various oscillations up to attribute 'cultural heritage' 319 with (7.37%) and likely take upward movement at similar point respectively.

The global tourism industry is transforming with great acceleration because of providing diversifying products/activities before the market to augment the footfall. In this regard J&K tourism sector has tremendous competitive advantage, provided the activities related to subject area like, 'Rural tourism', 'spiritual tourism', 'Border tourism', 'eco-tourism' Film tourism', etc. observes the inadequate percentage of coverage in both local and national dailies. Unfortunately during the study period 2014-18 a scarce volume of these cited attributes/contents has been espied in concerned media dailies which estimates merely (56) 1.29%, (33) 0.76%, (24) 0.55%, (43) 0.99%, (124) 2.86%, respectively.

Consequently, the curve drastically realized declining trails along the line-graph in corresponding to all media dailies viz, GK, RK, TOI and HT during the whole course of study period towards above five reflected attributes. However, content of 'Political instability' accounts (52) 1.20%, figures a promising proportion of coverage during period of 5 years which would be a bane rather a boon for the image branding of Jammu and Kashmir tourism (*Tab.12*). The ample sum of such an attribute published would render harsh challenges to the magnification of tourist footfall towards the destinations of study area. Fortunately, 'Negative publicity' (46) constitutes 1.06% for the whole period is a healthy indicator for the betterment, promotion and removing travel apprehensions towards Jammu and Kashmir, because GK has reflected awesome quantity of advisories over the circulation of 'negativity' against population of the media dailies. Notwithstanding, the highest coverage of subject area 'negative

publicity' earmarked 20 frequencies has been analyzed in local daily Greater Kashmir in comparison to rest 3 selected dailies. Subsequently the quantifiable number of contents in the context of 'Political instability' were scrutinize in the national media daily HT and comprises total 27 frequencies.

The analysis made by way of statistical technique ANOVA the individual variance in case of articles circulated for the 4 selected media dailies likely; GK (83.90) RK (117.72), TOI (18.92) and HT recognized (16.40) respectively during the study period of last 5 years. The pooled standard deviation obtained by the summation of standard values of selected media divided by the *nth* factors and results 7.69 (*Fig.3*). While as the individual variance in correspondence to contents published for dailies GK is (2281.97) RK (2064.79), TOI (120.96) and HT recognized (813.53) with the pooled deviation of 37.04 among cited 4 opted news dailies (*Fig.5*). Therefore the variance draw a comparison among means drawn from the data of these 4 populations and uncovered the interaction effects of classification as well as different contents on these news dailies. Instead from the perspective of 'One Way ANOVA' we investigated the differences among various categories (Nomenclatures/Contents) having numerous possible values.

## Suggestions Forwarded

- ❖ Jammu and Kashmir being one of the competitive destinations endeavors diversifying adventure activities sporadically but still Rising Kashmir and Greater Kashmir took least coverage on this domain. It is recommended that both local daily RK and GK shall carry remarkable coverage of news bites connected to events of adventure, so that such media representation would tend attentive and motivate niche market towards study area.
- ❖ Winter tourism can be said a threshold to Jammu and Kashmir in respect to travel business has a tremendous scope in the aspect of a novel experience in the snow-valleys. In view of its dearth report coverage on the pages of Rising Kashmir cum Greater Kashmir it is opined that the coverage shall be accelerated at alarming rate though travel market get attracted towards the region.
- ❖ Film tourism a trending factor in the contemporary tourism industry of country where most of the states identified benefited from the fringes of bollywood crew footfalls. While as Jammu and Kashmir endowed with mesmerizing panorama keep providing flicks to bollywood films, still the coverage of such news bites were found at the bottom. Therefore local dailies Greater Kashmir and Rising Kashmir shall focus on the proper coverage of the events associated with films in the area.
- ❖ Jammu and Kashmir tourism department has given the prioritizing focus towards the realms like 'MICE' and 'Tourism business activities' as per the reportage observed in local dailies, so it is needed to provide attention upon other sub-domains of the industry in order to avail opportunities of alternative experiences to market.
- ❖ Articles related to 'destinations' and 'tourism promotions' no doubt hails the prime slot on the hierarchy in comparison to other respective nomenclatures but in fact the report coverage of said themes in local media dailies don't meet the expected level. Hence the authorities shall organize more and more destination events and tourism promotional programs consequently there would magnification of coverage in dailies to boomerang the actual as well as prospective market.
- ❖ Considerably there has been analyzed very little news bites on identified domains of the study area in national daily Times of India but the significant proportion out of them has been identified over 'winter tourism' which is healthy sign for industry. Therefore it is dire-some requirement

that there ought to be prominent report coverage upon rest of stated nomenclatures through window of TOI.

- ❖ National daily Hindustan Times given adequate coverage articles related to ‘tourism product, MICE and Film’ still it is suggested there shall be proper attention upon other travel segments of the study area like, destinations, adventure, Promotions, etc. to brand the image of region.
- ❖ The tourism authorities of Jammu and Kashmir shall get engage national dailies like Times of India, Hindustan times etc. in all kinds of events, programs, ventures at large extent. Because these are the ideal and visual advertising mediums to reach at the portals of national, international boundaries which have spectacular influence to induce the market to travel cited territory.
- ❖ The small concentration of media reflection over ‘contents’ like; ‘rural tourism, spiritual tourism, border, eco-tourism, and sustainable tourism’ during study period in 4 selected media dailies need to be further multiplied similarly to the attributes like ‘stakeholder, destinations, cultural heritage.
- ❖ The highest number of advisories against content ‘negative publicity’ pointed out in media daily Greater Kashmir for the hygienic growth of tourism, corresponding to this the said daily as well as rest of the national and local dailies shall come forth in respect to restricting the flourishing of untoward and ‘negative’ reportages on the tourism sector of study region.
- ❖ Among the dailies selected for research purpose the national daily ‘Times of India’ reflected quantum number of frequency apropos to the content ‘Political instability’ amidst news-bites and aftermaths the engulfing of worthwhile shares by competitive destinations across country. In this regard it is suggested TOI shall prompt to confine the publication of discomfited news-bites upon Jammu and Kashmir tourism industry.

## Conclusion

The powerful effects of media communications can bring sweeping changes of attitudes and behavior among the key actors in local, national and global tourism for peace, security and sustainable development. The social, cultural, economic, political and environmental benefits of tourism would usher in monumental and historic changes in the country. The media play an influential character in influencing public and policy-makers’ attention upon tourism issues and their setoffs. A prominent form of content analysis is media analysis because media are generally acknowledged to play a key functionary in interpreting and disseminating ideas about public policy, programs and discussions. In this regard we are trying to analyze how media dailies (local /National) reports and articles were representing the tourism sector in J&K state of India.

Throughout study it is examined that news dailies has emerged an alternative channel to the advertisement and growth of tourist destinations. Through the mirror of content analysis it is evaluated that print media has tremendous command to make or mar the image of any destination at local, national as well as international level. Major articles found to associate with classified nomenclatures ‘MICE Tourism, Tourism promotion, tourism business, Tourism destination and Tourism product which inferences that the magnificent proportion of activities could be allied to such areas respectively in Jammu and Kashmir.

However, the rest of the nomenclatures have been observed with meager concentration of reportages covered under 4 selected media dailies such as, Greater Kashmir, Rising Kashmir, Times of India, and Hindustan Times, during the study period of last 5 years. The largest fraction of articles was analyzed in the basket Rising Kashmir which estimates 33.46% in comparison to rest of the dailies. The lion share out of sought 25 contents was measured in the basket of ‘stakeholders’ with 9.71%, ‘Destinations’ 8.74%, and ‘cultural heritage’ 7.37%. Local news daily ‘Rising Kashmir’ here again

surpassed other 3 chosen dailies in the arena of attributes with highest percentage of 36.35%. Still there are various ‘contents’ and articles interrelated to rest of the nomenclatures being highlighted by these selected dailies in negligible quantities.

Corresponding to the apropos analysis it can be concluded that these media dailies were found in one hand flourishing the different aspects of tourism sector from the perspective of advertising, marketing, image building, promoting, publicizing, etc. On the other hand aversive reportage were been observed in ample capacity that might be unhygienic for the growth of tourist footfall towards study area and consequently would hamper the development of industry. Explicitly media in all forms has an outstanding contribution in representations and constructing image of places and tourist destinations of any region, state or country.\_

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