Title: Sustainable Tourism Pathways in the Lolab Valley, Kashmir: Integrating Community Livelihoods With the UN Sustainable Development Goals

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Abastact: The United Nations Sustainable Development Goals (UN-SDGs) are strongly supported by sustainable tourism, which reduces environmental impacts while boosting local economies and social welfare. The Lolab Valley in northern Kashmir, India, presents a unique case study due to its exceptional natural and cultural landscape. Using a literature-based qualitative synthesis of studies published between 2015 and 2024, this study examines the potential of sustainable tourism in Lolab to advance key SDGs, including Decent Work and Economic Growth (SDG 8), Sustainable Cities and Communities (SDG 11), and Life on Land (SDG 15). We evaluate how initiatives such as sacred grove conservation, homestays, guided tours, and craft markets create jobs and enable inclusive growth in support of SDG 8. We also show how tourism can sustain cultural heritage and traditional practices, thereby reinforcing SDG 11. To advance SDG 15, environmental measures, including eco-accommodation, improved waste management, and protection of sacred groves, help maintain ecosystem integrity and biodiversity. By adopting these practices, ecotourism in the Lolab Valley strengthens local livelihood security and offers lessons for other environmentally fragile regions. Overall, the valley exemplifies how tourism can foster a more equitable and sustainable future through community engagement, cultural preservation, and environmental stewardship. This article outlines concrete strategies to support these outcomes.

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