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Topic of Research : An empirical study of Accounting and Reporting practices in tourism Industry of Jammu and Kashmir

FINDINGS

The overall finding of the study is that the country has emerged as a favorite tourism destination along all countries due to its geographical diversity, medical facilities, and other religious and cultural diversity, The Jammu and Kashmir tourism has been boosted by factors such as pleasant geographical location, wide adventure tourism, presence of variety of hotels, low-cost carriers and good road network. The role of information and communication technology is growing significantly. Significant attention is required in the development of ICT infrastructure in the country. The findings impact of voluntary disclosure practices on a firm's performance conclude that only auditor size and firm size are significant at 10 percent level of significance and remaining variables are insignificant at all levels. The study further analyzed the extent of the tourism companies reporting the CSR performance using the Global Report Initiative (GRI) Independent t-tests were implemented to evaluate the difference in CSR reporting by industry, ownership structure, and economic performance. The findings indicate the positive shift towards CSR communication and communities' welfare. Environmental sustainability has been noticed to be highest reported issue on the corporate websites. As a matter of fact, environment is one of the most focused areas under the revised company act 2013 that require all the companies to necessarily contribute toward it. This explains why most of the Indian tourist companies have report environmental sustainability issues on their websites. Lastly, we find that large cap companies display more compliance in communication in the GRI guidelines than the small cap companies.

