

AN EVALUATIVE STUDY OF TOURISM INDUSTRY IN JAMMU AND KASHMIR: A NORTHERN STATE OF INDIA.

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Abstract: This paper attempts to make an in-depth study of tourism, which would help in developing the course of tourism industry in the state of Jammu and Kashmir. Tourism is considered as one sector that can propel growth, contribute foreign exchange, and provide employment that too to low skilled persons. One of the important dimensions of tourism is the cultural exchange among various nationalities and also among the people of different states. As on one hand tourism is seen as an economic option and on the other side the greater social and human effect. Jammu and Kashmir offers different types of tourism which are highlighted in this paper, which type of tourism is most liked and is popular among tourists is also presented in this paper for proper development of tourism industry in the state of Jammu and Kashmir.

Key words: In-depth, Foreign exchange, community development, Harmony.

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Introduction: Tourism is travel for leisure, recreational, or business purposes. The World Tourism Organization defines tourists as people “travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. International tourist arrivals globally have increased from 25 million in 1950 to 278 million in 1980, 674 million in 2000, and 1186 million in 2015. International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,186 million in 2015, according to the latest UNWTO. The Travel & Tourism Competitiveness Report 2015 among 141 countries ranks India 52nd. The country also scores high on natural and cultural resources (ranked 12th). However other aspects of tourism infrastructure remain somewhat underdeveloped. The nation has deficiency in hotel rooms as comparison with international standards.

Tourism in India has a wider impact on other economic sectors through both backward and forward linkages such as on agriculture, horticulture, handicrafts, transport, construction, etc. It also leads to additional income generation, generation of employment and poverty eradication. An important aspect of tourism industry in India is that it contributes to national integration and preservation of natural as well as cultural environments and enrichment of the social and cultural lives of people. More than 450 million domestic tourists every year visit different parts of the country which helps in better understanding of the people living in different parts of the country. Those who visit different parts of the country have a better knowledge of the different cultural diversity of India. It generates or encourages feeling among people for preservation of monuments and heritage properties and helps for the survival and refinement of art, music, crafts and culture.

Jammu and Kashmir also known as, “paradise on earth” because of its unmatched scenic beauty, attractive landscapes and is one among the most important tourist destinations of the world. Raj Taringini the chronology of the Kashmir Kings written by Kaihana praises the beauty of Kashmir as follows: “Kasmira Parvati Paroksh; Tat Swami ch Maheswara”. Meaning Kashmir is as beautiful as Goddess Parvati manifest; and its owner is Lord Shiva Himself”. And the Mughal Emperor exclaimed “Gar Firdous Bar-ru-e-Zamin Ast; Hamin Asto, Hamin Asto, Hamin Ast”. Meaning if there is paradise on this earth: This is it, this is it, and this is it.

Figure: Tourist map of Jammu and Kashmir.

Source: Jammu and Kashmir tourist map Google search

Jammu and Kashmir consists of three regions namely Jammu, Kashmir and Ladakh. All these regions are well known for tourism potential all around the world. Jammu is also known as “the city of temples”, Kashmir “Paradise on earth” and Ladakh as “the Land of high passes”.

Objectives: The paper will explore the brief phenomenon of tourism industry in Jammu and Kashmir.

- To analyze the performance of tourism in India.
- To make people aware about different types of tourism in Jammu and Kashmir.
- To explore which type of tourism is most famous among tourists who visit Jammu and Kashmir.
- To provide suggestions for the full exploitation and development of tourism industry in Jammu and Kashmir.

Methodology: The study was based upon the collection of primary as well as secondary data. The primary data was collected by the researcher himself by asking tourists who visit Jammu and Kashmir, through direct personal investigation method. A questioner was prepared for the same. The secondary data was collected from various published and unpublished records of Ministry of Tourism Government of India, J&K tourism. Various sources of publications such as Magazines, journals, Internet, Research articles and Economic surveys of Jammu and Kashmir were also consulted.

Review of literature:

Economist Intelligence Unit (1973) revealed that tourism is the sector which earns foreign exchange and contributes positively to the balance of payments, generates employment, increase standards of living of people and also provide linkage effects with other sectors of the economy. Charles, William and Var (1973) laid stress that among developing countries tourism industries should be developed in order to increase the purchasing power of the people. According to Kumar (1992) tourism play significant role as a medium for social and cultural development and is also the promoter of employment. Tourism also promotes peaceful relations among nations. Today Indian government is trying to exploit its tourism resources by private sector participation and also providing them different incentives. Anand (1976) highlighted the reason for poor traffic in India and that problem is highlighted through tourist interactions, international communications, and consumer preferences. The nature of tourism plant requires marketing efforts. Kapoor (1976) in his study on tourism as an instrument of economic development observed that the tourism presents a vast potential and is considered the industry whose development ensures the simultaneous development of other related industries. Ferrario (1978) pointed out that the ultimate test of what constitutes a tourist resource and the degree of its appeal largely depends on preferences, interests and requirements of the tourists themselves. Mowforth and Munt, (2003) Eco-tourism is the latest trend in the tourism industry, which refers to trend that countries possessing the material world and sustaining the well being of the human cultures that inhabit it. Jang & Wu, (2006) It is necessary to understand the tourists and their motivations in order to understand travelers behaviors, predict future travel patterns and it will also help to develop tourism effectively. Ummat (1979) concluded that Tourism Industry will become the biggest industry of the world with an increase in the Global Gross National Product

(GNP) at 4.8 per cent to US \$ 109, 00,000, and Per capita income will touch US \$ 1,700. Laxman (1980) observed that Indians charge more from tourists than other developing countries. India's share in foreign exchange is only 0.5 to 0.7 per cent which is a proof of an overcharging. Laxman (1980) also observed that tourism is the second largest industry in the world today next to oil. It is a multibillion dollar industry which received US \$ 70 billion annually involving 300 million people in 1980 alone. Bitner and Hubbert (1994) describe customer satisfaction as a feeling or an attitude of a customer towards a service after it has been used. Studies have also confirmed that there is a relationship between service quality, satisfaction and behavioral intention and then service quality and behavioral intention.

Singh (1993) laid stress on planning for sustainable tourism development by providing and maintaining high quality tourist facilities, service attractions and activities, resorts, adequate transportation, enough infrastructure and employee training and facilities should be included in resort development. Huh (2002) observes significant relationship between overall tourists satisfaction and gender only. There was no significant difference within age, state of origin, educational level, and total household income. In terms of behavioral characteristics, Huh (2002) found significance dependence between overall satisfaction and tourists' past experience. No significant difference was found with length of stay, membership of group and distance to destination. Kendell (1993) observed that the role of the government in the tourism sector should be 'laissez faire' "non-interfering" approach.

Tourism in India:

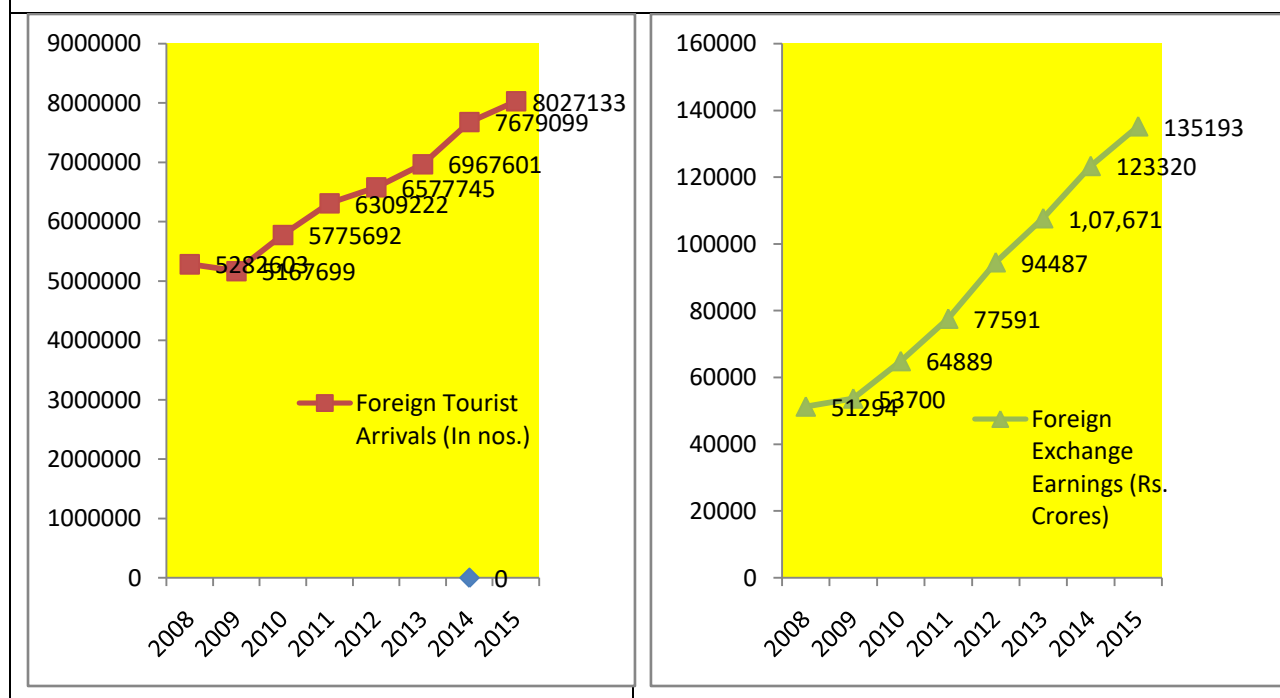
Tourism industry in India has seen tremendous growth in the recent years. India is one among the most preferred destinations for international travelers. Tourism enables the international traveler to understand and experience India's cultural diversity at the first hand. According to official estimates the Indian tourism industry has outperformed the global tourism industry in terms of growth in the volume of foreign tourists as well as in terms of revenue, which can be seen in the following table:

Table: Foreign tourist arrivals and foreign exchange earnings

Year	Foreign Tourists Arrivals in India (In nos.)	Foreign exchange earnings from tourism in India (Rs. crore)
2008	5282603	51294
2009	5167699	53700
2010	5775692	64889 ^(P)
2011	6309222	77591 ^(P)
2012	6577745	94487 ^(P)
2013	6967601	1,07,671 ^(PR)
2014	7679099	123320 ^(PR)
2015	8027133	135193 ^(PR)

(P) Provisional, (PR) Provisionally Revised estimates

Source: Ministry of tourism Govt. of India (2015-2016)

Graph: Foreign Tourist Arrivals and Foreign Exchange Earnings.

Tourism in Jammu and Kashmir:

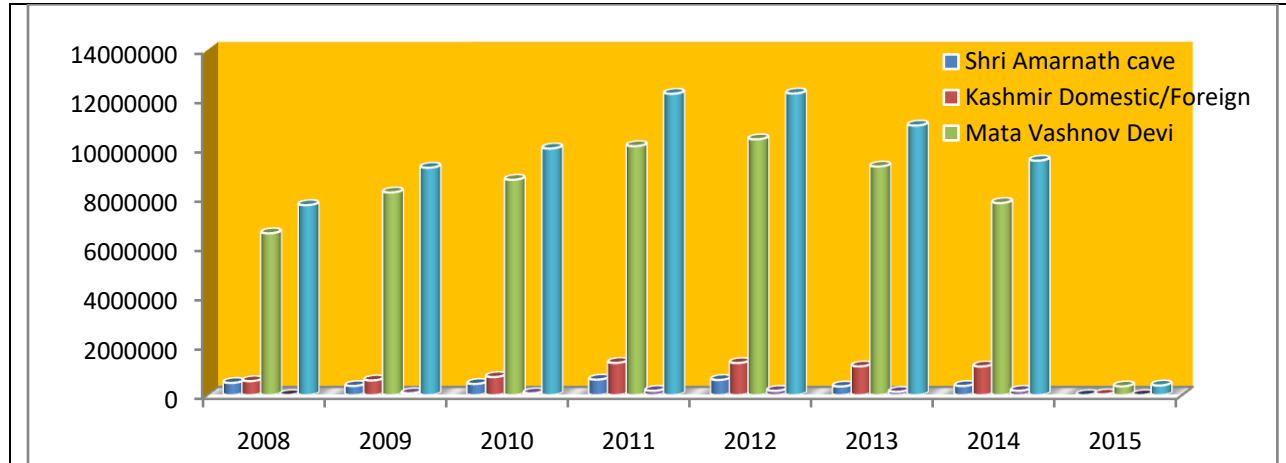
Jammu and Kashmir also known as, “paradise on earth” because of its unmatched scenic beauty, attractive landscapes and is one among the most important tourist destinations of the world. Not only domestic but also foreign tourists visit this tourist friendly state, which can be seen in the following table. However, the trend which was showing an increase has started coming down, which needs to be addressed quickly. Since major junk of Jammu and Kashmir’s population is linked with tourism industry directly or indirectly, it will make them to suffer and in general will make the state to suffer in terms of income that the state was able to reap from this fruitful and smokeless sector.

Table: Tourist arrivals’ from 2008 to Feb. 2015

Year	Kashmir Valley		Jammu Region	Ladakh	Total state
	Shri Amarnath cave	Domestic/Foreign	Mata Vaishnov Devi	Domestic/Foreign	
2008	498075	572100	6576000	72000	7718175
2009	373419	601250	8235064	78573	9238306
2010	458046	736448	8749000	76055	10019549
2011	634000	1314432	10115232	179204	12242868
2012	621000	1308765	10394000	178750	12255015
2013	353969	1171130	9287871	137650	10950620
2014	372909	1167618	7803198	181301	9525021
2015	Nil	34474	359453***	1495 *	395422

*up to 15th Feb-2015, *** up to Jan-2015.

Source: Economic survey (J&K)



Graph: Tourist arrivals' from 2008 to Feb. 2015

Various types of tourism in Jammu and Kashmir:

Adventure tourism: Jammu and Kashmir's different geographical and climatic conditions offer excellent opportunities for adventure tourism. In this present age the popularity of adventure tourism has increased. Different adventurous sports like river rafting, rock climbing, mountaineering, trekking, skiing and snow climbing can be undertaken in the state of Jammu and Kashmir and the state offers multiple locations to choose from. Being the northern state of India, it is blessed with great Himalayan Mountains which gave a great scope for adventure tourism in Jammu and Kashmir. Zaskar river and Indus river for river rafting, Great Karakoram Range and Nun-Kun mountains for trekking, Gulmarg for skiing and snow climbing. The endless scope of adventure tourism in Jammu and Kashmir is largely because of its diverse topography and climate. The forests and the desert region have their own distinct place in providing scope for adventure tourism in Jammu and Kashmir.

Cultural Tourism: Jammu and Kashmir is also regarded as the land of ancient history, heritage, and culture. Jammu and Kashmir has had many rulers over the centuries and all of them made a significant impact on Jammu and Kashmir's culture. One can see the influence of various

cultures in dance, music, festivities, architecture, traditional customs, food, and languages. It is because of the influence of these various cultures that the culture of Jammu and Kashmir is so vast and colorful. This richness and vastness in culture helps in making Jammu and Kashmir as the ultimate cultural tourism destination. Culture of Jammu and Kashmir is therefore an interesting reflection of color, zest and harmony which makes Jammu and Kashmir to stand quite different from other cultural destinations because it is having distinct features of age old tradition and deep ethnicity.

Eco tourism: Eco tourism involves visiting natural areas without disturbing its untouched ecosystem. Eco tourism generates different means to earn wealth for the local people, who in turn make different measures to conserve and protect the environment and natural resources of that place. Jammu and Kashmir with its natural diversity is one of the unspoilt places of the country for eco tourism. Gulmarg, pahalgam, sonmarg, kokarnag are some of the best spots which are visited by tourists for eco tourism in Jammu and Kashmir. Eco- tourism is much more than a phrase for those who love nature for travel and recreation. Eco-tourism also endeavors to encourage and support the diversity of local economies for which the tourism- related income is important. Local families and service providers can support themselves and their families by participating in this type of tourism. Besides all these, the revenue produced from tourism helps and encourages governments to fund conservation projects and training programs. Saving the environment around you and preserving the natural luxuries and forest life, that's what eco-tourism is all about.

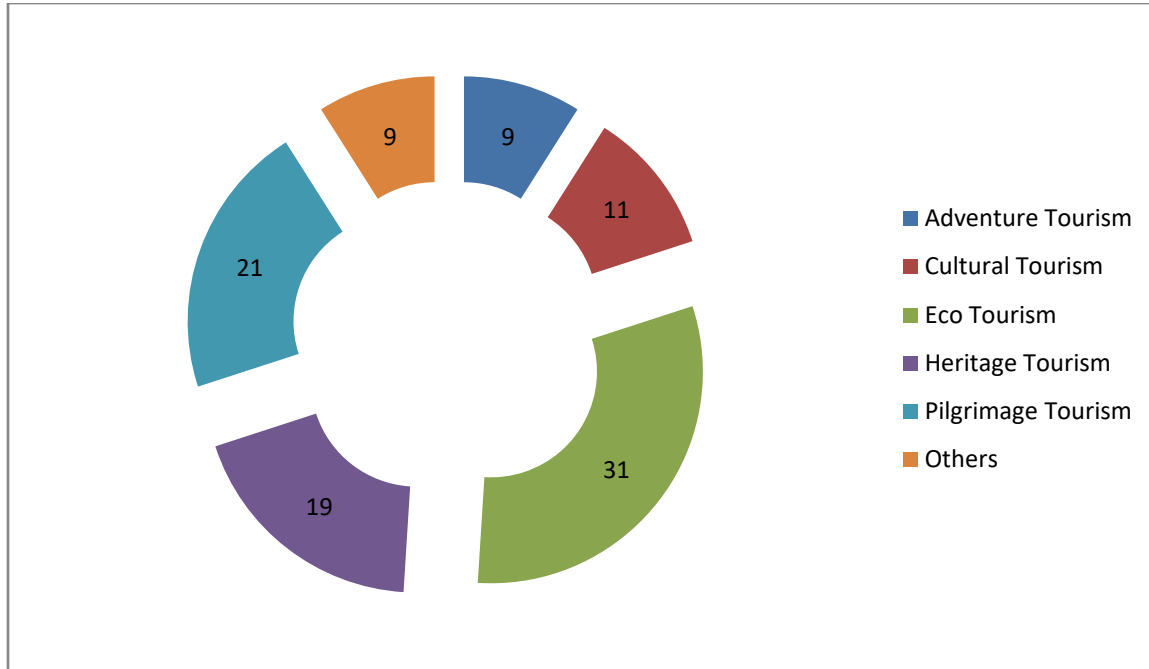
Heritage Tourism: Heritage tourism is one among the profitable segment of Jammu and Kashmir tourism. It is extensively believed that heritage tourism will emerge as the most important type of tourism in terms of tourist's attraction to the state. Jammu and Kashmir has a glorious past which is still visible in its numerous Heritage monuments like Hari Parbat Fort, Mamleshwar Temple, Bohu Fort, Martand Sun Temple, and Fort at Akhnoor etc. The Jammu and Kashmir government must show keen interest in preserving the heritage sites as for as the progress of tourism industry is concerned.

Pilgrimage Tourism: Jammu and Kashmir being a state of pious places and is blessed with many sacred pilgrimage centers. Thus, pilgrimage tourism in Jammu and Kashmir is extremely popular and is increasing most rapidly. Pilgrimage is recognized as widespread religious practice based on the belief that certain places are more powerful than others. Mata Vaishnov Devi is one of the rare places in India where people gather in great number, from various parts of the country and of the world. Shri Amarnath cave is the holy place of Hindus, which is visited by pilgrims just for 30-50 days in a year, usually in the month of July. Another sacred place which is highly popular among tourists is Hazratbal Shrine.

Others: Besides these types of tourism in Jammu and Kashmir, there are other types of tourism which are quite famous among not only among domestic tourists but also among foreign tourists. Noteworthy among them are Leisure tourism, wild life tourism, wellness tourism and cruise tourism.

Findings: This research was conducted to see whether the tourists visiting Jammu and Kashmir were aware about different forms and types of tourism that this state possess, also in this study emphasis was laid on to explore which type of tourism they want to explore during their visit to the selected state. And the findings that I got from such a survey are presented in the following table and graph. Where majority of the tourist's I-e, 31% visited state because of Eco tourism followed by pilgrimage tourism (21%), Heritage tourism (19%), Cultural tourism (11%), Adventure tourism (9%) and others (9) as well.

S. no.	Classification	Frequency	Percentage
1	Adventure tourism	9	9.0
2	Cultural tourism	11	11.0
3	Eco tourism	31	31.0
4	Heritage tourism	19	19.0
5	Pilgrimage tourism	21	21.0
6	Others	9	9.0
	Total	100	100.0



Suggestions:

- The tourism generated funds should be exclusively used for the conservation and development of the sites.
- It is of great need to raise awareness among local especially village people for the betterment and development of tourism in the state.
- Many sacred places in the state attract huge crowds of tourists, but due to the dearth of co curricular activities at these places we are not able to make them to stay for longer. The longer the tourists stay, more beneficial it would be for the state economy. So co curricular activities should be provided and developed near these sacred places.
- Public relation centers should be set up.
- Social media is the cheapest means through which tourism industry of Jammu and Kashmir can be advertised and make more and more tourists to visit the state.

Conclusion:

Jammu and Kashmir is one among the precious states of India as far as the tourism industry is concerned. Tourism is the life line of Jammu and Kashmir, as the major chunk of population is dependent on tourism directly or indirectly. The study has revealed various types of tourism that are liked and are famous among tourists and can help in the development of tourism in the state

of Jammu and Kashmir. It must be also taken into consideration that these various types of tourism are more or less linked to each other. Although the tourists visiting Jammu and Kashmir are familiar with many destinations that this state possess. However there were many tourists who were not aware about many possibilities that this state can offer. If this problem is addressed properly and enough publicity is given to all forms of tourism that this beautiful state possess, only then the fruitful gains can be reaped from this sector of an economy. It is useful to take into account these suggestions, Jammu and Kashmir can be made a top tourist destination spot. However government cannot do it alone, the local community should also join in hands with the government and work for the tourism development in the state.

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