



Tourism Sustainability and the Problematic Factors which Hinder Tourists to Visit the State of Jammu and Kashmir

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ABSTRACT

Tourism is an economic activity which not just only fosters development process but also at the same time helps in maintaining peace and prosperity among people. It helps to create employment, develop local industries and infrastructure. The headway of Jammu and Kashmir on a wider front depends on the progress of tourism industry. The state of Jammu and Kashmir is blessed with many heart wheeling sightseeing places besides holy destinations and historical monuments, which brings applause to the state not just from other parts of the country but from all over the world. To these places, tourists visit from all around the country and the world. This study was orchestrated to assess the sustainability of tourism and on the factors which hinder the progress of tourism in the state of Jammu and Kashmir.

Key Words: *Headway, Infrastructure, Jammu and Kashmir, Sustainability, Tourism.*

INTRODUCTION

To achieve national growth and development, tourism industry plays an important role in achieving these features. Every country, every space every location has its own identity. As such, every location of Jammu And Kashmir State has its own importance. Jammu And Kashmir State has its unique characteristic with historical values, natural beauty, commercial importance and different cultural heritage and pilgrimage destinations. Tourism activity fosters development process and helps in maintaining peace and prosperity among people. Tourism holds a strategic place in the economy of Jammu and Kashmir. Tourism industry in the state helps in providing benefits like creation of employment, Foreign exchange, Infrastructure development and development of local industries like Handicrafts and Handlooms which has placed Jammu and Kashmir always in the lime light not just only at national and but also at international horizon. The northern most state Jammu and Kashmir is one of the most beautiful states of India, which is also known as paradise on earth, because of its attractive



landscapes, lakes and unmatched scenic beauty. Jammu and Kashmir is also listed among the top tourist destinations of the country and the world.

The state of Jammu and Kashmir has three regions which have their own different identities and these regions are Jammu, Kashmir and Ladakh. All these regions have a potential to be the good tourist areas and are well known all around the world. The Jammu division of Jammu and Kashmir is famous for its temples and is popularly known as “City of temples”. So it can be said that it is an important place or destination for pilgrimage tourism. As for as Kashmir division is concerned, Raj Taringini the chronology of the Kashmiri Kings written by Kalhana 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”. Ladakh is popularly referred by many names such as “Little Tibet”, “The Land of Numerous Passes”, “The Broken moon” etc.

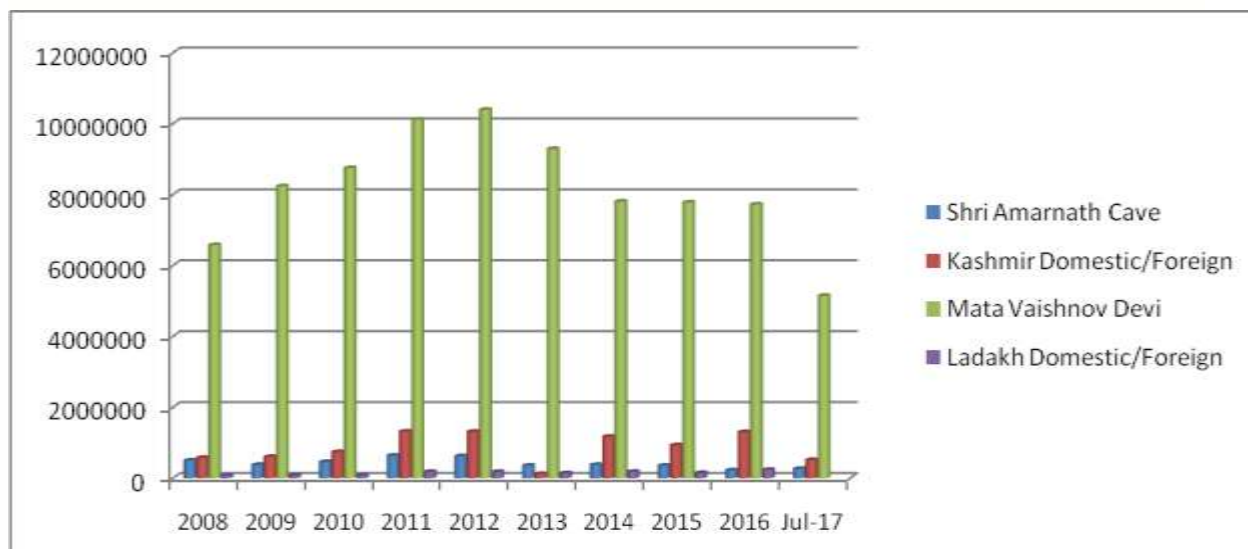
Jammu and Kashmir is without any doubt one among the world’s most favorite tourist destination. People from all over India and abroad visit this beautiful place at least once in their life time. In view of the importance of the place as a major tourist attraction Vis-a-Vis, the onslaught of terrorism that affected the tourist inflow to the state significantly, it was decided to conduct a study to assess the factors which stopped tourists to visit this beautiful state earlier.

Table: Tourist arrivals to Jammu and Kashmir

	Kashmir Valley		Jammu Region	Ladakh
Year	Shri Amarnath cave	Domestic/Foreign	Mata Vaishnov Devi	Domestic/Foreign
2008	498075	572100	6576000	72000
2009	373419	601250	8235064	78573
2010	458046	736448	8749000	76055
2011	634000	1314432	10115232	179204
2012	621000	1308765	10394000	178750
2013	353969	1171130	9287871	137650
2014	372909	1167618	7803193	181301
2015	352771	927815	7776604	146501
2016	220490	1299112	7723000	235698
2017 July	260003	514494	5144998	-

Source: Economic Survey (J&K)

Figure: Tourist arrivals to Jammu and Kashmir



Source: Economic survey (J & K)

II.LITERATURE REVIEW

As a prelude to tourism and pilgrimage tourism, it reviews the important studies conducted in India and abroad. The study of tourism is the study of people who are away from their usual habitat, the requirements of the travelers and the impacts that they have on the social, cultural and economic wellbeing of the hosts **Wall and Matheson** (2006). One of the fastest growing industries in the world is tourism industry as **Elliott** (1997) explained. It has been observed that for many countries tourism represents a significant potential for future development, while for others it offers diversification of national economies. By this fast growing and important industry people of all occupations and at all levels are affected in one way or the other. **Duffy** (2002) thought that tourism raises the specter of destruction of culture and traditional life styles. It initiates neo colonialist relationships of exploitation and causes overdependence upon a single unreliable industry.

Tourist satisfaction had a significant influence on future behavior. It has proved to be a significant mediating variable within the behavioral model. There is causal relationship among tourist attitude, satisfaction and behavioral intentions for nature based tourist. Push motivation did not significantly influence satisfaction while the pull motivation directly and negatively affected it and so did indirectly and negatively affect destination's loyalty' (**Lee**, 2009). In determining the tourism development policy preventive measures should be considered rather than curative for controlling the tourist flow which spoils the destination' (**Alberto A. Lo'pez-Toroa**, 2010). There is influence of non-economic factors on tourism demand. Tourists from different origins have various cultural and nationalistic backgrounds, and so they may interpret visual imagery and experiences differently. Thus there are differences and similarities among the factors in determining the tourism demand at various places' (**Cho**, 2009).



III.OBJECTIVES

The paper will briefly traverse the following objectives:

- The Profile of tourism in the state of Jammu and Kashmir.
- To analyze the factors which hinder tourists to visit the state of Jammu and Kashmir.
- To provide suggestions for the full exploitation and development of tourism industry in J & K.

IV.METHODOLOGY

The methodology of the present study is based on both primary data as well as on Secondary data. The secondary data is collected from various magazines, economic surveys and Tourism Departments of the state. The primary data is collected in the state of Jammu and Kashmir with the help of questionnaire. The questionnaire was framed to know the responses of the respondents who were mainly on a visit to the state of Jammu and Kashmir.

Data Collection: The data was collected from the major tourist destinations of the state of Jammu and Kashmir, which is the Northern most state of India. The notable destinations from where data was collected are Mata Vaishnov Devi (Katra), Mansbal (Ganderbal), Pehalgam, Tulip Garden (Srinagar) and Gulmarg (Baramulla), and Hemis Gompa (Ladakh).

Data Analysis: The data was analyzed with the help of a popular test i-e, Henry Garret Ranking technique. The equation for calculating the percent position in the Henry Garret Ranking Technique is as follows:

$$100 * (R_{ij} - 0.5)$$

Percentage Position = -----

$$N_j$$

Where,

R_{ij} – rank allotted to the i th factor by the j th individual, and

N_j – total number of factors ranked by the j th individual.

V.FINDINGS

To know the exact reasons why pilgrimage tourists have not visited the state of Jammu and Kashmir earlier, the respondents were asked to rank the reasons for not visiting Jammu and Kashmir earlier. To find out the factors that prevented the tourists from visiting Kashmir Valley earlier, Henry Garret Ranking technique was used. As per this method, respondents were asked to assign the rank for several factors and outcome of such rankings were converted into percent position with the help of above formula.



Table Reasons for Tourists Not Visiting Kashmir Valley Earlier

	Factors	Percent Position	Garret Value	Total Score	Average Score	Garret rank
F1	Transportation Problem	5	82	5404	54.04	5
F2	Financial constraint	15	70	5780	57.80	2
F3	Lack of Rail Network	25	63	5567	55.67	3
F4	Bad Road Connectivity	35	58	5437	54.37	4
F5	Lack of Interest.	45	52	4016	40.16	9
F6	Unfavorable climate	55	48	4464	44.64	8
F7	Language Problem	65	42	5272	52.27	7
F8	Fear of terror attacks	75	36	6425	64.25	1
F9	Dearth of Information	85	29	5298	52.98	6
F10	Others	95	18	2217	22.17	10

Source: Primary Data

By Garret's formula shown above the percent position is estimated. After that using Garret ranking conversion chart, Garret value is obtained. Then each rank was multiplied by its Garret value we got the total score. Total score was divided by the number of respondents, due to which we got the Average score. Then the highest average score was ranked as 1 and lowest as 10. By this we got the Garret rank.

The above table exhibits Garret's rankings and scores. Among all the factors it was found that fear of terror attacks tops with an Average score of 64.25. The fear of terror attack was found as primary reason for not visiting Jammu and Kashmir. It shows terrorism incidents have an impact on tourism inflow towards Jammu and Kashmir. Financial constraints with an Average score of 57.80 occupy the second factor which prevented the tourists from visiting Kashmir Valley. Lack of Rail network, bad road connectivity was found as third and fourth factor which hindered the tourists desire to visit Jammu and Kashmir. The factors like: transportation problem, Dearth of information, language problem and unfavorable climate are also faced by the pilgrim tourists. Lack of interest scores the least of all factors after others (Time availability etc) with an Average score of 40.16. It clearly suggests that there is a lot of interest among tourists to visit Jammu and Kashmir, but which stops them to visit this beautiful place on earth is the frequent outbreaks of terror incidents and conflicts.



VI.SUGGESTIONS

With regards to the findings, it is important to suggest some practical measures to inculcate a sense of security among tourist, in order to attract and convince them to visit the state of Jammu and Kashmir. Considering the findings and interpretations it can be said that both government and private entrepreneurs admit that development of tourism in the state of Jammu and Kashmir has created positive attributes. This finding should inspire concerned parties to work side by side with other key organizations to maximize positive impacts and minimize negative ones (Negative factors).

In order to increase the number of tourists to various tourist destinations Government should maintain law and order and should undertake projects for upgrading basic facilities like better road connectivity to tourist destinations, water supply, drainage and health care facilities for most tourist destinations across the state to promote tourism development and private interest.

To suppress the hostility of host community, government can take a handy part in this by ensuring justice and equality before law.

Enriching and upholding cultural originality should be ensured by any means. Access to modern technology and presence of tourists with multicultural ethnicities are influencing the culture of local people. These factors sometimes cause cultural diffusion and borrowing in such a manner that originality and distinctiveness of own cultural pride are perceived in a distorted way.

Amusement parks also facilitate flow of tourists to boost tourism development. So, more and more amusement parks should be opened across the state of Jammu and Kashmir.

The Government of Jammu and Kashmir should open tourist information centers in major cities of India like Delhi, Bangalore, and Mumbai etc to motivate and guide both foreign and domestic tourists to visit the state of Jammu and Kashmir.

Tourist police has to be active at the tourist places as it has been found that the tourists are being cheated. Price control mechanism needs to have monitored as the tourists are being charged high.

Waste Management is essential for maintaining hygiene and attracting tourism. Connectivity is also crucial for major growth of tourism in the state. It has to be achieved by modernization of airport and fast track completion of road and rail projects in the valley.

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