

## AN EXAMINATION OF THE OBSTACLES WITH STANDING THE INDIAN STATE OF JAMMU AND KASHMIR'S TOURISM INDUSTRY

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### ABSTRACT

One industry that is thought to be able to spur growth, contribute to foreign exchange, and give low-skilled workers employment is tourism. The exchange of cultures between individuals of different nations and states is one of the key aspects of tourism. As tourism is viewed as both an economic alternative and having a significant social and human impact. The state's unrest, especially in the last 20 years, has hampered tourism's expansion and deterred the majority of tourists from visiting India's most well-known tourist destination. Add to that not only tourism but also the indirect effects of tourism on the economy.

**Keywords:** *Foreign exchange, tourist destinations, cultural exchange, and unrest*

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### 1. INTRODUCTION:

Global tourism is seen as a key development instrument, and in recent years it has demonstrated its potential by becoming the industry with the fastest growth rate, contributing around 9% to the global GDP and 8.7% of all employment. Travel for pleasure, recreation, or business is referred to as tourism. Tourists are persons who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes," according to the World Tourism Organisation. From 25 million visitors from outside the country in 1950 to 278 million in 1980, 674 million in 2000, and 1186 million in 2015. Through both backward and forward linkages, such as those with the agricultural sector, tourism in India has a greater impact on other economic sectors. . It also leads to additional income 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. Jammu and Kashmir is among the most popular tourist destinations in the world and is also regarded as "paradise on earth" due to its unrivalled scenic beauty and appealing sceneries. Singh (1993) emphasised the importance of creating and maintaining high-quality tourist facilities, service attractions and activities, resorts, adequate transportation, enough infrastructure, and facilities for employee training in resort development in order to plan for sustainable tourism development. Huh (2002) discovered a substantial link between total tourist satisfaction and simply gender. There was no statistically significant difference in terms of age, state of origin, educational level, or total household income. Huh (2002) discovered a significant relationship between overall satisfaction and tourists' prior experience in terms of behavioural traits. There was no significant difference in length of stay, group composition, or distance to destination. According to Kendell (1993), the government's position in the tourism sector should be a "laissez faire" "non-interfering" attitude.

## 2 .Objectives:

The study will look at the tourism business in Jammu and Kashmir in brief.

1. To assess the performance of Indian tourism.
2. To raise public awareness of the various types of tourism available in Jammu & Kashmir.
3. To determine which types of tourism are most popular among visitors to Jammu and Kashmir.
4. To investigate the role of tourism in the economic growth of Jammu and Kashmir.
5. To make recommendations for the complete development and exploitation of the tourism industry in Jammu & Kashmir.

## 3. Methodology:

The current study relied heavily on secondary data. Secondary data were gathered from several interim and yearly reports submitted to the Ministry of Tourism, Government of India. In addition, data was gathered from numerous journals, publications, periodicals, and newspaper archives. The research is also based on the referred materials, which include published, unpublished, and electronic sources.

## 4.Review of literature:

According to Economist Intelligence Unit (1973), the tourist industry is the one that generates foreign exchange, helps the balance of payments, creates jobs, raises people's quality of life, and has links to other economic sectors. According to Charles, William, and Var (1973), expanding tourism sectors in developing nations is necessary to raise peoples' purchasing power. In addition to being a vital vehicle for social and cultural development, tourism also fosters employment, according to Kumar (1992). Additionally, tourism encourages goodwill among nations. The Indian government is currently working to fully utilise its tourism resources through the involvement of the corporate sector and other incentives. Anand (1976) emphasised the cause of India's poor traffic, and this issue is underlined by contacts with tourists, communications with other countries, and consumer preferences. Tourism is a business that necessitates marketing efforts. In his study on tourism as an instrument of economic development, Kapoor (1976) stated that tourism has a large potential and is regarded as the industry whose development ensures the simultaneous development of other connected businesses. According to Ferrario (1978), the ultimate test of what constitutes a tourist resource and the degree of its attraction is largely determined by the tourists' preferences, interests, and needs. According to Laxman (1980), Indians charge more from tourists than other developing countries. India's share of foreign exchange is merely 0.5 to 0.7 percent, indicating overcharging. According to Laxman (1980), tourism is the world's second largest industry now, behind oil. It is a multibillion-dollar industry worth \$70 billion a year, employing 300 million people in 1980 alone. Customer satisfaction is defined by Bitner and Hubbert (1994) as a customer's feeling or attitude towards a service after using it. Several studies have also found a link between service quality, satisfaction, and behavioural intention, and then between service quality and behavioural intention

## 5.Tourism in India:

In recent years, India's tourism business has grown dramatically. India is one of the most popular international travel destinations. Tourism allows overseas visitors to understand and experience India's cultural variety firsthand. According to official estimates, the Indian tourism industry has surpassed the global tourism industry in terms of growth in both the volume and income of international travellers.

## **6. Tourism in Jammu and Kashmir:**

All throughout the world, Jammu and Kashmir is known for its stunning environment, magnificent valleys, lakes, snowcapped mountains, cool climate, skiing, trekking opportunities, and religious sites. Jammu and Kashmir is divided into three different regions: Jammu, Kashmir, and Ladakh. All three regions have enormous tourism potential from both domestic and foreign visitors. Its impact can be seen in areas of the service industry such as transportation, hospitality, horticulture, crafts, and small-scale industry. Both tourism and Kashmir are protected since they are not mutually exclusive. Both have an irreversible age-related link. Dal Lake, Mughal Gardens, Nishat Bagh, Gulmarg, Yousmarg, Phalgam, and other popular tourist destinations in Kashmir Valley include. The natural scenery of Kashmir has made it one of the most popular adventure tourism destinations in South Asia. Skiers may enjoy the exotic Himalayan powder during the winters, which is distinguished by four distinct seasons. Jammu is also noted for its old temples, Hindu shrines, gardens, and forts. Millions of Hindu worshippers visit the Amarnath sacred site in Kashmir each year, while tens of thousands more visit the Vaishno Devi shrine in the Jammu region. The historical structures of Jammu exhibit a distinctive fusion of Islamic and Hindu architectural influences. Ladakh, the third and most significant region of the State, has become a significant centre for adventure travel. The silk route to Asia from the subcontinent was formerly recognised for passing through this region of the Greater Himalaya dubbed as "Moon on Earth" because of its bare peaks and deep canyons. Kashmir's tourism industry heavily depends on the region's natural resources for economic viability.

## **7. Various types of tourism in Jammu and Kashmir:**

**Adventure tourism:** The unique geographical and climatic features of Jammu and Kashmir provide fantastic chances for adventure tourism. Adventure travel has grown in popularity in the modern era. The state of Jammu and Kashmir permits a variety of adventure activities, including river rafting, rock climbing, mountaineering, trekking, skiing, and snow climbing, and the state has numerous venues to select from. Being the northernmost state of India, Jammu & Kashmir has a lot of opportunity for adventure tourism thanks to the huge Himalayan Mountains. Great Karakoram Range and Nun-Kun Mountains for trekking, Zaskar River and Indus River for river rafting, Gulmarg for skiing and snow climbing. Due in large part to its varied topography and climate, Jammu & Kashmir offers an almost limitless range of adventure tourist opportunities. In Jammu and Kashmir, there are opportunities for adventure tourism in both the forests and the desert.

**Cultural Tourism:** Jammu and Kashmir is also known as the home of rich heritage, culture, and history. Over the years, Jammu and Kashmir was ruled by a number of different people, and each of them had a profound influence on the region's culture. Different cultures have left their mark on dance, music, celebrations, architecture, traditional customs, food, and languages. Jammu & Kashmir's culture is so diverse and vibrant as a result of the influence of these numerous cultures. This cultural diversity contributes to Jammu and Kashmir's status as the top destination for cultural tourism. Jammu and Kashmir's culture is thus an intriguing reflection of colour, zest, and harmony. Because Jammu and Kashmir has unique characteristics of old tradition and deep ethnicity, it stands out as being completely different from other cultural attractions.

**Eco-Tourism:** Ecotourism is the practise of visiting natural regions without affecting the ecosystem. Ecotourism provides locals with many ways to make money, and these individuals then take various steps to preserve and safeguard the environment and local natural resources. With its natural richness, Jammu & Kashmir is one of the nation's untapped destinations for ecotourism. In Jammu and Kashmir, some of the top destinations for ecotourism include Gulmarg, Pahalgam, Sonmarg, and Kokarnag. Eco-tourism is much more than just a catchphrase for people who enjoy travelling and enjoying nature. Additionally, eco-tourism aims to promote and aid the variety of local economies, which depend heavily on tourism-related revenue. By taking part in this kind of tourism, local families and service providers can assist their families. In addition to all of these

things, the money made by tourism aids and encourages governments to sponsor training and conservation projects. Eco-tourism is all about protecting the environment around you, as well as the natural delights and forest life.

**Heritage Tourism:** Heritage tourism is a lucrative component of Jammu and Kashmir tourism. It is widely anticipated that historical tourism would emerge as the most important sort of tourism in terms of attracting tourists to the state. Jammu and Kashmir has a magnificent past that can still be seen in its various Heritage monuments such as Hari Parbat Fort, Mamleshwar Temple, Bohu Fort, Martand Sun Temple, and Akhnoor Fort, among others. In order for the tourism industry to progress, the Jammu and Kashmir government must take a serious interest in conserving heritage sites.

**Pilgrimage Tourism:** Jammu and Kashmir is a religiously significant state with numerous sacred pilgrimage sites. As a result, pilgrimage travel in Jammu & Kashmir is immensely popular and quickly growing. Pilgrimage is a common religious practise based on the assumption that particular locations are more powerful than others. Mata Vaishnov Devi is one of the few spots in India where large crowds come from all over the country and the world. Shri Amarnath cave is a Hindu holy spot that is only visited by pilgrims for 30-50 days per year, generally around July. Hazratbal Shrine is another spiritual site that is popular with travellers.

**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.

## 8. Economic, Employment and Tourism:

Tourism in Jammu and Kashmir has enormous potential. The importance of tourism in the economy of Jammu and Kashmir has been recognised for decades, and its role in economic development has been an area of great interest from a policy standpoint, with Jammu and Kashmir ranked 17th in the list of major Indian destinations, while Andhra Pradesh is ranked first (Ministry of Tourism, GOI). Tourism, as a labor-intensive industry, offers a wide range of job opportunities in Jammu and Kashmir. Tourism is a multi-sector industry, thus it offers a variety of employment such as hotel managers, receptionists, accountants, clerks, guides, travel agents, chefs, transport operators, and so on. As a result, policymakers, non-governmental organisations, and other stakeholders must collaborate to provide possibilities that centre on local communities, promote conservation initiatives, and connect with entrepreneurial growth.

## 9. Need to review Tourism:

Perhaps the only industry that generates revenue right away since there is no gestation phase is tourism. The completion and benefits of other developmental operations such as roads, trains, construction, megaprojects, etc. take time. These projects occasionally have delays because of relocation, land acquisition, environmental issues, etc. The Central and State governments must create specialised teams and work relentlessly to take advantage of this promising industry in order to create jobs and improve the prospects for the tourism sector in Jammu and Kashmir.

## 10.Suggestions:

It is evident from the findings above that the tourist industry is a significant area of economic growth for Jammu and Kashmir. Here are some recommendations for the future growth of Jammu and Kashmir's tourism industry.

- i. Creation of an effective network between the government and a number of organisations that would work to promote Kashmir tourism in a contemporary manner.
- ii. Finding new tourist destinations will significantly increase the valley's tourism potential.
- iii. Tourism in Jammu and Kashmir requires sufficient safeguards to give visitors adequate security and a sense of security.

iv. Jammu and Kashmir is one of the best places to visit in terms of certain new niches that need to be explored, such as adventure tourism, medical tourism, polo tourism, etc., giving the industry new life.

v. It is time for tourism to stop being a seasonal hubbub and become a year-round endeavour. Each season's tourism activity can be multiplied with effective promotion.

### **11. Conclusion:**

Jammu & Kashmir depends on tourism for its livelihood, hence every effort should be made to keep it alive. Incorporating the entire cosmos can be accomplished with the help of tourism. According to the data above, Jammu and Kashmir's tourism industry suffered a dramatic decline as a result of the severe political unrest that gripped the region in the late 1980s. The state has an extremely low rail-road mix of transportation. In some locations, alternative roads must be built immediately to ensure greater connection. It is necessary to take action to bring back the monuments' former splendour. All that is needed is shrewd planning and unwavering determination. The fact that these diverse forms of tourism are somewhat interconnected must also be taken into account. Even though many of the tourist spots in Jammu and Kashmir are well-known to visitors. Many visitors, nevertheless, were unaware of the variety of opportunities that this state might provide. Only until this issue is effectively addressed and all sorts of tourism that our lovely state offers are sufficiently promoted will this sector of the economy see significant returns. If these recommendations are taken into consideration, Jammu & Kashmir can become a popular tourism destination. The local community should engage with the government to promote the growth of tourism in the state because the government cannot do it alone.



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