

## Tourism and Tourism Environment- A Study of Kashmir Valley

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### 1.1 Introduction

Tourism is a global phenomenon. In recent years the tourism sector is considered as an important boosting economic factor everywhere in the world (Roday et al., 2009)<sup>1</sup>. In Jammu and Kashmir State, Tourism sector holds key to economic development in almost all seasons in general but in summers particularly it creates a great developmental atmosphere for every section of society living in the tourist area and contributes 6.98% to the GSDP of the state Economic survey (2017-18). The lush green forests, sweet springs, perennial rivers, picturesque scenery, snow-clad mountains, green pastures, roaring waterfalls and pleasant climate of Kashmir valley have continued an internationally commended tourist destination Rai RA (2007). Every year a lot of tourists from all parts of the world are visiting the tourist spots of J&K. In 1987 India received 1.164 million tourists out of which Valley alone accounts for 7.21 lac of it, thereafter the tourist inflow started diminishing and the tourism almost came to a grinding halt from 1990 onwards. From a total of 5.5 lac tourists in 1989, the number had diminished to 10.72 thousand in Kashmir Valley Rathor et al., (2014). From the beginning of the 21<sup>st</sup> century, this sector once again started flourishing in the state. It has been observed that 7.36 lac tourists visited Kashmir Valley in 2010 including 23000 foreigners. Tourist arrivals have crossed the mark of 10 lac in 2011 as 1314470 tourists visited the valley. In 2014, 9525021 tourist visits the state, contributes 8% GSDP to Jammu and Kashmir State. In 2015, 9203691 tourists visit the state and 2768073 Tourists visits the Jammu and Kashmir in 2016. Tourist flow shows a decreasing trend in 1989-

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<sup>1</sup>(Roday et al;2009) mentioned that International tourist arrivals have shown successfully continuous growth from 25 million in 1950 to 278 million in 1980, 528 million in 1995, and 1087 million in 2013 and are expected to reach 1.8 billion by 2030 .Tourism generated 253 million jobs worldwide in 2010.

1990 then again in 2013, 2104, 2015 and in 2016 because of unrest especially in 2016 Nengroo and Bhat GM (2015). At present tourism contributes 7.59% to the GSDP and 9.26% of the total employment of the of the state.

### **1.2 Concept of tourism**

Tourism, “the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (UN/WTO, 1994). According to Jafari (1997) tourism is “the study of man away from his usual habitat, of the industry which responds his needs, and of impacts that both he and the industry have on the host’s socio-cultural, economic and physical environment” Roday et al., (2009). United Nations states that “tourist is a person stayed in a foreign country or outside of his/her state for more than 24 hours and less than six months for any non-immigration purposes” Jayapalan (2013). From these two definitions it can be concluded that “Tourism is an activity of migration of any person from usual or natural environment to tourism environment for a period of more than 24 hours and less than six months for any non-immigration purposes to any country or state, which directly relates to the entry, stay, spending, utility maximization and the benefits of the tourists travelling to a certain destination”. Both of these environs are discussed bellows:

### **1.3 Natural Environment**

Etymologically the term environment means surroundings and aggregate of all external factors, conditions, and influences that affect the life, development, and survival of an organism or a biological community. Oosting (1948) defines environment as a composite of factors include substances (soil, water), conditions (temperature, light), forces (the wind, gravity) and time. *Environment protection act, 1986* stated that environment includes water, air and land and the interrelationship which exists between these components and human beings and other creatures, plants, microorganisms and property Kumar (2007). “Environment is a given set of conditions in which one lives, influenced and intern influences these set of conditions. Natural tourism products are natural attractions found all over the world like beaches, deserts, hills, mountains, climate, flora and fauna, islands etc. These are nature’s free gifts to human beings” Roday et al., (2009). From above all definitions it is clear that the environment includes all those things which are necessary for the existence of life in the world such as air, water, land, etc. Natural

environment which is necessary for the existence of life acts as a base for tourism and is an important resource for tourism as it plays an active role in attracting tourists to the destinations until and unless there is a good quality of environment tourism cannot be flourished.

#### **1.4 Tourism environment**

Tourism is the world's largest and fastest growing industry. Besides including the natural environment, it includes various businesses and organizations such as travel agency, hospitality, transport, entertainment, and recreation. All these components are interconnected and integrated and provide goods and services to fulfill the basic needs of tourists. The correlation of these components related to almost all areas of the economy making an environment for tourism. In fact, tourism and tourism environment is the outcome of the combined efforts of these components.

The popularity of these components depends highly on their infrastructural facilities. In fact, the attraction of tourists to visit a particular destination is influenced by the infrastructural facilities available at the destination. According Roday et al., (2009)infrastructure includes the policies and international relationships that remove the bottlenecks or obstacles and give the tourists freedom to visit a destination. Therefore infrastructure has two aspects. The first aspect relates good international relationships among different countries with minimum restrictions for entry and exit in terms of permits, visas, currency etc. The second aspects include developmental facilities and amenities such as availability of pure water, electricity, roads, accommodation, transport, communication networks, well-developed sewer system, airports, railways, bus terminals, security, etc. This also includes human-made products such as fairs, festivals, cuisine, architecture, monuments shopping, entertainment centers in the form of theme parks, amusement parks etc.; symbiotic tourism products such as marine parks, flower festival, wildlife sanctuary, water sports are few examples of symbiotic tourism products which are a combination of products created by blending of natural attractions and built attractions; event-based tourism products such as world cup cricket matches, khajurao dance festivals etc.; site-based tourism products, it is the site which motivates the tourists to visit the place such as Taj Mahal at Agra and hospitality sector such as hotels, restaurants etc.

In short tourism environment is a broader term includes all natural, manmade and symbiotic products which provide goods and services to fulfill the basic needs of tourists and maximize

their utility at a destination. Tourism environment” is an environment in which “Tourism” exists includes a travel agency, hospitality, transport, entertainment and recreation and the natural environment which is an important source of tourist attraction. Even though the natural environment, the base of tourism is a part tourism environment. Know it is easy to understand that the natural environment and tourism environment are different concepts.

## **2.1 Objectives of Study**

The main objectives of this paper are to provide some policy related suggestions and to identify the tourism industry in Jammu and Kashmir is one of the most flourishing industries in the state.

## **3.1 Methodology**

This study uses both primary and secondary data. Secondary data are collected from various organizations, like the ministry of tourism government of India, Jammu and Kashmir Tourism Development Corporation, Directorate of tourism (Jammu and Kashmir), economic surveys and the articles published in different Journals.

The primary data will be collected through a detailed questionnaire. The questionnaire has been developed by adapting standard measured from various sources. The questionnaire consists of two sections. Section A aimed to gather the information about the socio-demographic background of the respondents. Section B of the questionnaire consisted of questions related to the respondent's travel behavior.

The research was conducted by undertaking a survey of 225 visitors visiting the Kashmir Valley. This study includes domestic and foreign tourists visiting different destinations in Kashmir valley. Respondents of the study include that tourist who have traveled in the previous one month and the tourists who were in Kashmir on a visit of at least 24 hours and has almost complete their tour from the day they participate in this study.

## **4. 1 Literature Review**

According to Sunlu (2003) the quality of both natural and man-made environment is essential to tourism. Tangi (1977) argued that the various developmental initiatives should be undertaken for the protection and preservation of environmental quality. He also mentioned that well-developed planning and better international relations are the two powerful strategies to boost tourism in

near future. According to Cessford&Dingwall (1998) tourism industry completely influences the environment. Its negative impact will be more than positive effects, if unplanned and unchecked. Therefore proper planning and sustainable tourism industry are very crucial factors for the tourism development in the country.

The popularity of these components depends highly on their infrastructural facilities. In fact, the attraction of tourists to visit a particular destination is influenced by the infrastructural facilities available at the destination. (Roday et al., (2009)defines infrastructure as the policies and international relationships that remove the bottlenecks or obstacles and give the tourists freedom to visit a destination. Dayananda &Leelavathi (2016)mentioned that tourism as a boosting economic factor highly depends on tourism policy. Both tourism development and Tourism policy are closely correlated with each other. They also suggested that infrastructural development, development of tourism spots, advancement of new tourism and products Public Private Partnership are important measures for tourism development.

Mbaiwa&Darkoh (2008)argued that advancement in the transport and communication systems, as well as political stability in Southern Africa, have contributed to the rapid growth of tourism in the Okavango Delta. They have also analyzed that the accountability for the development of sustainable tourism was that the Policy was designed and implemented without the involvement of key stakeholders such as the local communities.

Ardah (2011)argued that the sectors mostly related with tourism are hotels and other lodging facilities, eating and drinking establishments, and amusement and recreation facilities such as theme parks and ski resorts should be developed. Therefore, Government, both at national and at the state level should undertake some policy initiatives to attract foreign visitors as well as improve domestic tourism.

Roday et al., (2009)mentioned that the development of an industry requires an organization to plan, develop and monitor its progress and growth and the tourism industry has no exception. The United Nations conference on International Travel and Tourism held in Rome in 1963 mentioned that organizations have an important role in the development of tourism. The conference recommended that it is incumbent on government to stimulate and coordinate national tourist activities through the medium of national tourist organizations. They also recommended that national tourist organizations should be granted the authority and resources necessary to enable them to promote national and international tourism Jayapalan (2013).

National tourism policy (1982 recommends that there should be cooperation among the various public-private sector undertakings. The policy emphasis on the development of cultural tourism and efforts to provide adequate tourist facilities at major cultural center's in a planned manner in coordination with other agencies. Another attention given was to develop backward areas having ancient monuments, natural scenery, festivals, and local arts etc. National tourism policy (2002) recommends that Effective relationships and close coordination should be established with such Departments as Civil Aviation, Environment, Forest, Railways, Home, etc. It also suggested that importance should be given to domestic tourism, particularly tourism connected with pilgrimage, and it should be so designed that the infrastructure created under it serves as a backbone of international tourism in times to come.

Briassoulis (2002) mentioned that if tourism policies are to be sustainable, they should be holistic, balance the interests of multiple uses and users, acknowledge and accommodate the spatial and temporal variability of resources and encourage wide local participation and autonomy in decision making. Murphy (1985) argued that the necessity for communities to relate tourism development to local needs and formed the basis for numerous later studies on the various relationships between tourism and communities.

Jayapalan (2013) mentioned that "Marketing is a human activity directed at satisfying needs and wants through exchange processes". It involves activities which help in evaluating and converting customer purchasing power into the effective demand for tourism products. The tourism industry is a service industry and provides products which are nothing but services. Marketing of services means the marketing of different intangible services that a marketer offers to perform, resulting in satisfaction of a need of the customers or the target market.

(Marios et al., 2006) recommended that in a competitive commercial atmosphere, destination marketers constantly attempt to expand their market share by seeking visitors who are heavy spenders.

According to Perze & Sampol (2000) in a market, the most important variable in assessing economic profitability of the tourism sector is the tourist expenditure. They were analyzing tourism expenditure in the Balearic Islands through a cross-sectional regression model. While analyzing they suggested that for commercial purposes it is necessary to develop a product strategy that takes into account the productivity in terms of expenditure. At the same time, the

public administration, which in many cases makes generic promotion campaigns, should target its promotion to consumers that have a superior level of expenditure.

Lancaster (1966) in his theory of consumer behavior mentioned that consumers do not receive utility directly from goods and services; instead they derive utility from attributes or characteristics of these goods and services.

Hassan (2000) argued that tourism has become sensitive to and depended on a high-quality sustainable environment. Therefore, tourism marketing in the future must focus on forms of tourism that are sensitive to sustain the ecological integrity of natural and cultural heritage resources. He also expects that sustainable tourism will, in the future, make an economic contribution to both the world economy and the economies of the local destination. Richards and Hall (2000) explains the importance of the host community in relation to sustainability: "Human communities represent both a primary resource upon which tourism depends and their existence in a particular place at a particular time may be used to justify the development of tourism itself. Communities are a basic reason for tourists to travel, to experience the way of life and material products of different communities". In Regional TSA (2009-10) it was mentioned that consistent statistics on tourism sector and analysis based on tourism statistics should be available to the policymakers for decision making.

Hunter (2002) mentioned that "For sustainable tourism to occur, it must be closely integrated with all other activities that occur in the host region". According to this statement it can be concluded that there is a responsibility that lies on the industry but also on powerful organizations within the destination. Management and control, therefore, seem necessary to be able to integrate sustainability in tourism development.

Klimek (2014) argued that in order to create effective mechanisms for the implementation of tourism policy, the decentralized model, in which administrative and executive functions are separated, seems to be significantly more effective. The interaction between the public and the private sector becomes particularly significant in the context of creating the global tourist market and increasing competition between tourist destinations. This solution related to the destination management concept based on public-private partnerships seem to be particularly valuable and transferable to polish tourism.

Shaw & Williams (2004) argued that if tourism is properly planned and managed, it can bring several types of socio-cultural benefits. For example, improve the living standards of people and

help pay for improvements to community facilities and services if the economic benefits of tourism are well distributed.

## 5.1 Analysis and Discussion

### 5.1.1 Demographic profile of the respondents

The questionnaire divides the respondents into two groups namely Indian (domestic) and Foreign tourists. Table 1.1 shows that the highest number of respondents are Domestic (Indians) tourists with the percentage of 67.55% and the percentage of foreign tourists is 32.45%. The total number of respondents which have been interviewed is 225 of which 152 are Indians and 73 are foreigners.

**Table 1.1 Nationality**

Nationality		Number of respondents	Percentage
Indian	Male	120	78.94
	Female	32	21.06
	Total	152	67.55
Foreigners	Male	40	54.80
	Female	33	45.20
	Total	73	32.45
Total	Male	160	71.12
	Female	65	28.88
	Total	225	100.00

*Source: Fieldwork*

The gender classification divides the respondents into two categories namely male and female. Table 1.1 also indicates that most of the respondents are male totaled as 160 with a percentage of 71.12% of total number of respondents including 120 domestic and 40 foreigners with a percentage of 78.94% and 54.8% respectively of their totals and the rest is the number of females totaled as 65 with 28.88% of the total number of respondents including 32 domestic and 33 foreign with a percentage of 21.052% and 45.2% of their totals respectively.



**Table 1.2 Marital status**

Marital status	Number of respondents	Percentage
Married	192	85.34
Unmarried	33	16.66

*Source: Field work*

Table 1.2 shows that the maximum numbers of respondents are married totaled as 192 with 85.34% and rest 33 are unmarried with 14.66% of the total number of respondents. That means most respondents are married.

**Table 1.3 Age**

Age	Number of respondents	Percentage
Under 20	11	4.9
20-25	57	25.3
25-35	54	24.0
35-45	47	20.9
45-55	38	14.7
Above	23	10.2
Total	225	100.0

*Source: Field work*

The questionnaire divides the respondents into six age groups namely those who are under the age of 20 years, 20 to 25 of age, 25 to 35, 35 to 45, 45 to 55 and 55 and above. As shown in Table 1.3 most of the respondents are in the age group of 20-25 with 25.3%, followed by the age groups of 25-35 and 35-45 with 24.0% and 20.9% respectively. Those who are in the 45-55 group is made up 14.7% and the 55 and above made up of 10.2%. Therefore, most of the visitors are in the age group of 20-25. This age group made up 25.3% of the respondents. This age group could be the most important market segment for business persons because this age group belongs to very young people who are eager to spend a very good amount of money.

**Table 1.4 Educational Standard**

Educational Standard	Number of respondents	Valid Percent
Illiterate	2	0.9
Primary	4	1.8
Middle	24	10.7
High school	28	12.4
Higher secondary	27	12.0
Graduate	92	40.9
Masters and above	48	21.3
Total	225	100.0

Source: Fieldwork

Table 1.4 shows that the maximum numbers of respondents are Graduates totaled as 92 with the percentage of 40.9% and 21.3% respondents are either post Graduates or above. 10.7% respondents have middle standard or 1.8% respondents have a primary standard. The table also shows that the respondents whose educational standard is up to high school or higher secondary level have almost the same percentage of 12% and 12.4% and rest 0.9% respondents are illiterate.

### 5.1.2 Travel Behavior

**Table 1.5 Mode of travel**

Mode	Number of respondents	Percentage
Air	116	54.7
Land	90	42.5
Both	6	2.8
Total	212	100.0
Missing	13	-
Total	225	100.00

Source: Fieldwork

Table 1.5 above shows that most of the respondents traveled by air. 54.7% of respondents traveled by air and 42.5% by land. 2.8% use both kinds of transport and 13 respondents are

missing from the total of respondents because these are residents of the valley and this question was not related to them.

**Table 1.6 Source of Knowledge**

Source	Number of respondents	Percentage
Radio	7	3.3
Television	14	6.6
Newspapers	17	8.1
Friends	27	12.8
both 2&4	111	52.6
All	18	8.5
Other	17	8.1
Total	211	100.0
Missing	14	-

*Source: Field work*

Table 1.6 shows that 52.6% of respondents totaled as 111 heard about the Kashmir valley as beautiful tourists destination either through television or by the interaction with their friends and 12.6% respondents heard about Kashmir valley as destination only though the interactions with their friends. 3.3% respondents heard from radio only, 6.6% respondents from television only, 8.1 from newspapers, 8.5% from all of the above sources and 8.1% heard from any other sources which are not mentioned in the questionnaire. So it is incumbent upon the government to Promote tourism by Launching a tourism campaign on television and treat tourists very nicely so that after leaving from here, they will inspire other people in their home countries or states to visit Kashmir.

**Table 1.7 Mode of Transport**

Response	Number of respondents	Percentage
Hired	167	74.2
Local	58	25.8
Total	225	100.0

*Source: Field work*

Table 1.7 shows that most of the respondents hired vehicles for sightseeing. The table shows that 74.2% of respondents hired vehicles for sightseeing and 25.8% of respondents use local transport service for sightseeing.

**Table 1.8 Accommodation Used**

Type	Number of respondents	Percentage
A Grade	67	29.8
B Grade	39	17.3
C Grade	66	29.3
D Grade	47	20.9
With Friends	6	2.7
Total	225	100.0

*Source: Fieldwork*

Table 1.8 shows that most of the respondents stayed in A grade hotels. The table shows that 29.8% of respondents stayed in A grade hotel and 29.3% respondents stayed in C grade hotels. 17.3% of respondents stayed in B grade hotels, 20.9% in D grade hotels which includes guest houses, huts and houseboats and 2.75 stayed with friends and relatives.

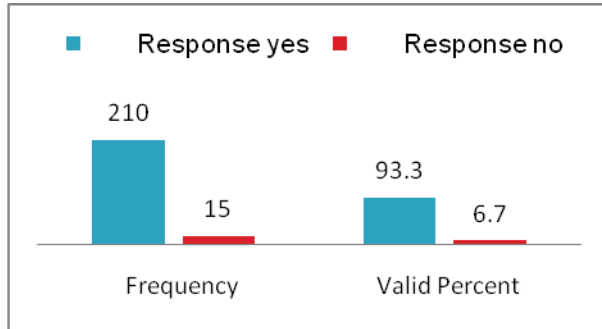
**Table 1.9 Food type used by respondents**

Food type	Number of respondents	Percentage
Veg	125	55.6
non-veg	15	6.7
Both	85	37.8
Total	225	100.0

*Source: Feild work*

Table 1.9 shows that 55.6% totaled as 125 respondents are Vegetarian or Vegans and 6.7% total as 15 are non-vegetarian while 37.8% totaled as respondents use both kinds of food. The table shows most of the respondent are Vegetarian.

**Figure 1.1 Knowledge of destinations**



Source: Field work

Figure 1.1 shows that 93.3 % Respondents totaled as 210 have Knowledge of different destinations in India but still prefer to visit Kashmir and 6.7% totaled as 15 respondents have no knowledge about different destinations in India but still are aware of beautiful Kashmir. Both of these findings are favorable to the tourism of Kashmir valley but it does not mean that tourism department should remain in the dormant state, it still needs to promote tourism in all the states of India and abroad.

**Table 1.10 Preference of Kashmir**

Response	Number of respondents	Percentage
Attraction	170	79.4
Affordable and Accessible	17	7.9
Already visited other places	14	6.5
All the Above	13	6.1
Total	214	100.0
Missing	11	-

Source: Fieldwork

The table 1.10 shows that 79.4% of respondents totaled as 170 visits Kashmir only because of its beauty or attractiveness and 6.5% respondents totaled as 17 visit Kashmir after visiting different destinations in India. 7.9% respondents initiate that it is affordable and accessible to travel Kashmir than other places in India and 6.1% respondents who have already visited different destinations in India visit Kashmir because of its attractiveness, affordability, and accessibility. The response of 11 respondents is missing because they are locals or residents of Kashmir. so this question was not appropriate to them. This shows that most of the respondents visit Kashmir

because of Natural beauty. So it is incumbent upon the government to develop and promote these attractions and explore new ones.

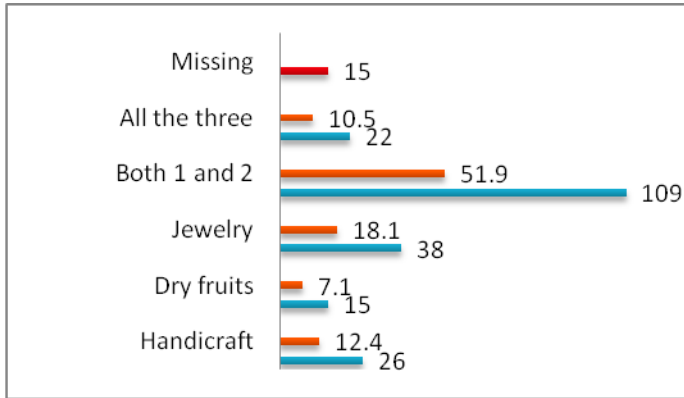
**Table 1.11 Prolonged length of stay**

Response	Number of respondents	Percentage
Yes	25	11.1
No	200	88.9
Total	225	100.0

*Source: Fieldwork*

Table 1.11 shows that only 11.1% totaled as 25 respondents have prolonged their stay and 88.9% respondents have not prolonged their stay and every one among them have prolonged for 5.44 days on an average. However, it was observed during field survey most of respondents shrinkage their length of stay in Kashmir and went to Ladakh from here. This point was also highlighted in a report submitted to the ministry of tourism by Indian Institute of tourism and management in 2017. The report mentioned that tourists to Valley of Kashmir stay on average for 5.5 days in Kasmir and are likely to stay in Ladakh for 2.9 days while tourists visiting Ladakh stays there on average for 9.6 days with less than a days' stay in Kashmir. There are two main reasons behind this: First, there is a limited number of destinations in the valley and it has been analysed that most of the respondents have visited only 4 destinations. Secondly the presence of military or para-military forces at the crossing points of all roads and tourist destinations. It was analyzed that 35 % of respondents face the problems of frisking by the security persons at different tourist destinations and presence of the security personnel's at every crossing point of the roads in the valley ruminates them a sense of threat and they feel that something is going to happen here.

**Figure 1.2 Goods purchased**



Source: Fieldwork

Figure 1.2 shows that 12.4% of respondents buy Handicraft products 7.1% respondents buy dry fruits and 51.9% respondents buy both dry fruits and handicraft products. The table shows that 18.1% of respondents buy jewelry and 10.5% buy all the three items. The table also shows that the response of 15 respondents is missing from the total because of these respondents have not spent anything on shopping.

**Table 1.12 Perception of the respondents**

<b>Before visit</b>	<b>Number of respondents</b>	<b>Percentage</b>
Positive	74	32.9
Negative	151	67.1
<b>After visit</b>	<b>Number of respondents</b>	<b>Percentage</b>
Positive	217	96.4
Negative	8	3.6

Source: Field work

Table 1.12 shows that 67.1% respondents have a negative perception about Kashmir valley and 32.9% respondents have positive perception about Kashmir valley before a visit to the valley. 96.4% respondents have positive perception about Kashmir Valley and only 3.6% respondents have a negative perception about Valley after a visitor during the visit. That means 63.5% respondents have changed their perception about Kashmir Valley from negative to positive and highly recommend that it is media hype which creates such a terror and negative perception in the minds of the people who are excited to travel Kashmir valley.

**Table 1.13 Facilities Lacking**

<b>Facilities Lacking</b>	<b>Number of respondents</b>	<b>Percent</b>
Health hygienic facilities	42	18.7
Internet facilities	25	11.1
Attractions not developed	24	10.7
Sewage system	29	12.9
Garbage dumping system	55	24.4
Tourist guide	2	.9
No	48	21.3
Total	225	100.0

*Source: Fieldwork*

11.1% respondents in table 1.13 recommend that there is a lack of internet system in the valley which connects them with their near and dear ones and 0.9% respondents found the lack of tourist guides which help them explore different destinations easily and freely. 24.4% found no garbage dumping system in the state particularly in the valley and 12.9% respond found the lack of better sewage system in the valley.

The trend of tourist arrivals to the valley from 1975 to 2015 indicates that the tourist arrivals shows an upward trend up to 1983 and decreases in 1984. In 1985, after tourism was described as an industry by the government of India both domestic and foreign tourist arrivals increase intensely up to 1989. After 1989 tourist arrival decreases sharply and was even closer to zero in 1990-1997. During these eight years, Kashmir was transformed from tourist destination to terrorist destination. Total tourist arrival in Kashmir Valley increases dramatically from 16138 in 1997 to 109883 in 1998 and 217292 in 1999. Domestic tourist arrivals increase from 7027 in 1997 to 99636 in 1998 and 200162 in 1999. It also shows that the foreign tourist arrivals increase from 9111 in 1997 to 10247 in 1998 and 17130 in 1999 with a growth rate of 12.46% and 67.17% respectively. After 1999 tourist arrival again decreases due political insurgency, uncertainty and human killings which had crippled the life in the Valley of Kashmir. After 1999 there was a bloodbath in Kashmir Valley. Eight blasts were heard in Jammu on republic day in 2000, 35 Sikhs were massacred in Anantnag on 21 March 2000 and 23 people were killed on 10 April 2000, migration of Sikhs from Valley begins, killing of Amaranth pilgrims in August 2000 and the dead body of German tourist was recovered by Kashmir police, Kargil war etc. are major



causes of decline in tourist inflow in Kashmir valley during this decade. Foreign tourist arrival again shows an upward trend up to 2013. In 2014 there was a flood in Kashmir valley which badly hit the tourist arrivals and tourist infrastructure in Kashmir valley. A tourist arrival in Kashmir valley shows a decreasing trend in 2015-2016 because of uncertainty in Kashmir valley from last two years.

**Table 1.14 Problems Faced by Visitors**

Problems	Number of respondents	Percent
Security frisking in tourist places	59	26.3
Internet problem	34	15.0
Both	81	36.0
Cheating shopkeepers	9	4.0
Sanitation and hygiene	42	18.7
Total	225	100.0

Source: Fieldwork

**Table1.15 Suggestions of the Respondents**

About	Number of respondents	Percent
there should be cleanliness at tourist destinations	38	16.9
No need for security at destinations	50	22.3
Roads should be developed	40	17.8
markets should be developed	33	14.7
attractions should be developed and well maintained	36	16.0
Health and hygiene system should be developed	13	5.6
sewage and drainage system should be developed	15	6.7
Total	225	100.0

Source: Fieldwork

Table 1.14 shows that 26.3% of respondents face the problems of frisking by the security persons at different tourist destinations, 15.0% respondents face the problem of internet services and 36% face both kinds of problems. The table shows that 18.7% of respondents face sanitation and hygiene problems and 4% respondents face the problem of cheating by shopkeepers.

Table 1.15 shows that 16.9% respondents suggest that there should be cleanliness in tourist attractions, 16.0% respondents suggest that attractions should be developed and well maintained, 5.6% respondents suggest that health and hygiene system should be developed and 6.7% respondents suggest that sewage and drainage system should be developed. 14.7% respondents suggested that markets should be --3developed and new products should be introduced and 17.8% respondents suggest that roads should be developed. The table also shows that 22.3% respondents suggest that there is no need of security at destinations because most of the tourists ruminate that there is some kind of threat in that very particular destination visited by them.

**Table 1.16 Quality of Accommodation**

<b>Response</b>	<b>Number of respondents</b>	<b>Percentage</b>
Excellent	106	47.1
Accessible and Affordable	68	30.2
Need Improvement	7	3.1
Not Suitable	30	13.6
Not Developed	14	6.2
<b>Total</b>	<b>225</b>	<b>100</b>

*Source: Fieldwork*

Table 1.16 shows that 47.1% respondents highly praised the accommodation facilities at different destinations, 30.2% respondents among them found it also accessible and affordable 13.3% respondents claimed that the accommodation provided to them was not suitable, 6.2% respondents found that the accommodation facilities are not developed as in the other parts of the country and 3.1% respondents among them highly recommend that these attractions should be developed.

**Table 1. 17 Food and Catering Services**

<b>Response</b>	<b>Number of respondents</b>	<b>Percentage</b>
Excellent	120	53.3
Accessible and Affordable	68	30.2
Not Suitable	36	16.0
Not Developed	10	0.4
<b>Total</b>	<b>225</b>	<b>100</b>

*Source: Fieldwork*

The table 5.17 shows that 55.3% respondents found both food and catering services excellent and 30.2% respondents found them accessible and affordable. The table also shows that 16.0% respondents recommend that food provided to them was not suitable and 0.4% respondents found that catering service is not developed as in the other parts of the country.

**Table 1.18 Physical performance and availability of accommodation facilities**

Year	Rooms/huts available for sale	Rooms/huts rented	%
2011-2012	169725	80130	47%
2012-2013	170329	90819	53%
2013-2014	174690	93427	53%
2014-2015	167538	92559	55%
2015-2016	168286	81686	49%
2016-2017	170786	86787	51%
2017-2018	203391	82615	41%
Mean	174964	86861	50%

Source: JKTDC

Table 1.18 shows the physical performance of availability of accommodation facilities provided by the Jammu and Kashmir tourism development corporation. The table indicates that out of available facilities 47% has been occupied by tourists in 2011-2012. The table shows that 53% accommodation has been occupied in 2012-13, 53% in 2013-14, 55% in 2013-2014, 49% in 2014-2015, 51% in 2016-17, and 41% in in 2017-2018. The table shows that on an average 50% of accommodation facilities has been occupied by the tourists. This indicates that 50% of accommodation facilities have remained vacant during the period of 2011-2017. Therefore authorities should develop and decorate existing accommodation facilities instead of increasing their number.

**Table 1.19 Quality of Roads and Transport**

Response	Number of respondents	Percentage
Excellent	31	13.8
Accessible and Affordable	11	4.9
Not Suitable	12	5.3
Need Improvement	46	20.4

Not Developed	36	16.0
Both 3 & 4	2	0.9
Not Developed and Need Improvement	87	8.7
<b>Total</b>	<b>225</b>	<b>100</b>

Source: Fieldwork

Table 1.19 shows that 13.8% respondents found the roads and transport services excellent, only 4.9% respondents found it accessible affordable to travel, 5.3% respondents found these facilities unstable for traveling, 16.0% respondents found these facilities are not developed as in the other parts of the country and 20.4% respondents highly recommend that these facilities should be developed or improved as soon as possible.

**Table 1. 20 Medicinal and Health Facilities**

<b>Response</b>	<b>Number of respondents</b>	<b>Percentage</b>
Excellent	72	32.0
Accessible and Affordable	15	6.7
Not Suitable	10	4.4
Need Improvement	6	2.7
Not Developed	3	1.3
Not Visited	119	52.9
<b>Total</b>	<b>225</b>	<b>100</b>

Source: Fieldwork

Table 1.20 shows that 52.9% of respondents have not visited any health center for medicine or any kind of health checkup and 32% of respondents who have been visiting different health facilities found these facilities excellent. The table also shows that 6.7% respondents found these facilities accessible and affordable, 1.3% respondents recommend that these facilities are not developed, 2.7% respondents recommend for the improvement of these facilities and 4.4% respondents do not found these facilities suitable for their health checkup and medicinal remedies.

## 7.1 Suggestions

On the basis of above discussion following suggestions have been provided which are very helpful for the development of tourism:-

1. The first and foremost responsibility of every government must be to develop a natural environment at a sustainable rate. Until and unless there is a good quality of environment tourism cannot be flourished. A minimum quantum of investment is necessary to do this.
2. It is incumbent on the government to develop better relationships with their neighboring states and countries. Until and unless there is a political stability, both internal and external, tourism cannot be promoted.
3. Tourism is the consequence of peace. If there is peace, tourism will be an automatic boost to our state. It is a known fact that the economy of Jammu and Kashmir is faced with disturbances and armed conflicts from early 1990. Tourist flow shows a decreasing trend in 1989-1990 then again in 2013, 2014, and 2015 and in 2016 because of unrest especially in 2016. Therefore it is obligatory upon governments to provide a conducive environment for tourism.
4. Infrastructural facilities should be developed on public-private partnership mode. Private sectors should be highly encouraged by providing incentives to them in order to develop hospitality industry and construction of roads.
5. Emphasis should be given to developing the tourism environment at those places where tourists are visiting in order to promote these places as tourist destinations. There can be no tourism without a destination. Therefore, it is essential for both the government and tourist marketers to develop tourism environment with certain essential characteristics such as accessibility, affordability, clean hygienic and well-maintained accommodation, better amenities, etc.
6. A tourism organization should be established. Department of Tourism, department of Floriculture, department of forestry and wildlife and Transport Corporation should be allowed to work together. These departments should work separately as they are working but as an organization, they should be allowed to work together in order to develop tourism environment.

All of these of departments are interconnected and therefore should be integrated to work as an organization.

7. Mbaiwa and Darkoh, (2008) mentioned that the liability for the development of sustainable tourism is that the Policy was designed and implemented without the involvement of key stakeholders such as the local communities. Therefore Local people should be taken into consideration during formulation of the policy framework.

8. Preparing a database of tourism know-how to share knowledge between all actors of the state tourist market. Registration should be done either online or at every entry point with minimum entry fee.

9. Attention should be given to develop cooperation with the national and international organizations such as United Nations World Tourism Organization (UNWTO), European Union, and the ministry of tourism government of India etc. regarding the framework of tourism policy. Developing cooperation and exchange of experience regarding shaping tourism policy with other Alpine countries. Using good practices related to the synergy between European countries' tourism policies and their economic development.

10. Tourism marketing should be promoted by providing such products which are easily available and affordable. It is the responsibility of tourism marketers to develop the characteristics of these products in terms of their quality and facilities in order to fetch higher prices by attracting tourists which are heavy spenders as professor J. Lancaster (1960) in his theory of consumer behavior mentioned that consumers do not receive utility directly from goods and services; instead they derive utility from attributes or characteristics of these goods and services. In a market, the most important variable in assessing economic profitability of tourism sector is the tourist expenditure.

11. Tourist organizations should be granted the authority and resources necessary to enable them to promote national and international tourism. Introducing additional funds for the modernization of the tourist infrastructure and facilitations encouraging hotel owners to finance the modernization of accommodation facilities by means of low-interest credits granted by banks.

12. Attention should be given to developing backward areas having ancient monuments, natural scenery, festivals etc.

13. Domestic tourism should be promoted by encouraging people to visit different destinations. Due importance should be given to domestic tourism, particularly tourist destinations connected with pilgrimage, and it should be so designed that the infrastructure created under it serves as a backbone of international tourism in times to come.

14. There is a need for marketing strategies to promote Kashmir at national and international level. The purpose of promotion is to inform, to persuade, to encourage, or more specifically, to influence the potential customers and promote different products through advertising campaigns. A minimum amount of cost is necessary to do this. Chamberlain called these expenses as selling costs and assumes that these costs will shift the demand by strengthen the preferences of the consumers.

15. Attention should be given to developing a better sewer system. Waste disposal system should be improved in an organizational manner in order to preserve the environment from all kinds of sewage. Waste disposal and sewage treatment plants need to be introduced for the protection of natural and tourism environment.

## **Conclusion**

Tourism industry may help in profit maximization if this precious fruitful resource is utilized effectively and most efficiently. It has a potential to provide employment to the skilled and unskilled labor force of the state. However, proper planning and sustainable tourism industry are very crucial factors for the tourism development in the state. The government, both at national and at the state level should undertake some policy initiatives to attract foreign visitors as well as improve domestic tourism and develop better relationships with their neighboring states and countries. Tourism marketing should be promoted by providing such products which are easily available and affordable. It is the responsibility of tourism marketers to develop the characteristics of these products in terms of their quality and facilities in order to fetch higher prices by attracting tourists which are heavy spenders. For the promotion of tourism in the state, it is incumbent on the government to develop tourism environment in an organized manner.

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