



A STUDY OF MARKETING STRATEGY OF POTENTIAL TOURISM PRODUCTS IN JAMMU AND KASHMIR

**ABSTRACT
THESIS**

SUBMITTED FOR THE AWARD OF THE DEGREE OF

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**IN
COMMERCE**

By

ASIF IQBAL FAZILI

Under the Supervision of

Dr. S. HUSAIN ASHRAF
(Reader)

**DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY
ALIGARH (INDIA)**

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Socio-economic development is the primary concern of all and as such nation states around the world are in constant endeavour to deliver on these fronts. There is a continuous search for ways and means through which economic development and the well being of people can be brought upon. This has resulted in mass production and higher consumption levels lead to the industrial revolution that brought in its fold heavy work load. To escape from this heavy workload and ensure human well being people were encouraged to move to calm and tranquil places in times of leisure. This along with the people's quest for knowledge resulted in heavy movement of people from one place to another. This overtime developed into a phenomenon called tourism. Thus it can be said that tourism arises out of temporary short term movement of people to destinations outside their normal domicile and workplaces, motivated by urges leading to activities except those that guarantee remuneration. Gradually its economic potential gained momentum and nation-states around the world devised ways and means through which the phenomenon was put to maximum use and promoted fervently. This led to the use of marketing management as an important tool for promoting tourism. In the backdrop of above considerations it was felt that tourism in the state of Jammu & Kashmir holds good and has a very long history. However, its growth and development has not matched global standards and as such is a cause of worry. Keeping this in view the present study titled '*A Study of Marketing Strategy of Potential Tourism Products in Jammu and Kashmir*' was taken up. The idea was to examine the matter in the sense that in-spite of immense tourism potential, why the state of Jammu & Kashmir has failed to deliver on the expected lines. The objective of the present study was to discuss the tourist product of Jammu & Kashmir in the light of the marketing strategies adopted. The motive was to focus on different aspects of marketing and their instrumentality in promoting Jammu and Kashmir as a destination for tourists from India and abroad. The related micro objectives of the study were

- To examine the composition, characteristics, growth and development of tourism industry at international, national and state level with particular reference to Jammu & Kashmir.
- To examine the tourist inflow, trends and patterns of tourists in the state.
- To examine the loss incurred in terms of income generation and tourist traffic on account of turmoil in the valley.

- To examine and classify the tourist product of the state with an emphasis on the resource potential the state possesses in terms of tourism.
- To examine the state's tourism potential through SWOT analysis.
- To identify those areas that, have lead to the decelerated growth of the industry.
- To suggest remedies for an accelerated growth of tourism in the state so as to make it economically more viable.

In the light of the above mentioned objectives following hypothesis was set for the study:

- Jammu & Kashmir has a vague tourism marketing strategy.
- The marketing strategies adopted have failed to exploit the true potential of tourism industry in the state.
- The marketing strategies adopted are not in tune with the principles of societal marketing.

To give credence to the above mentioned objectives and hypothesis data from various sources was analyzed and evaluated. This included data compiled by Department of Tourism, Government of Jammu and Kashmir; Jammu & Kashmir Tourism Development Corporation; Department of Tourism, Government of India; Indian Tourism Development Corporation; Jammu & Kashmir Directorate of Economics and Statistics etc. In addition various books, journals, newspapers and magazines were used as reference material. Moreover, additional information was collected directly from the tourists.

For effective and enumerative analysis the study was divided into seven chapters.

Chapter 1 deals with the introductory part of the thesis and gives an insight of tourism and highlights its growing importance. It correlates tourism with marketing management and brings out the essentials of marketing strategy for tourism. It carries out a survey of the available literature and also covers the objectives, hypothesis, and the design of the study.

Chapter 2 explains the concept of tourism, its definitions and classification. It throws an insight on the approaches adopted for the study of tourism and recognizes systems approach to be the most fitting approach that encompasses all the known approaches into a single entity. It analyses tourist inflow and finds that globally tourism has grown at a phenomenal rate. From 25.3 million tourists in

1950, the figure rose up to 700 million in 2003. Moreover, it was observed that the sector accounts for 10.7 percent of global GDP, 12.8 percent of global exports, 8.2 percent of global employment and 9.4 percent of global investment. However, in India rise in numbers can be termed as minor when compared with the global standards. It was found that India's share in the global tourism remained more or less static hovering between 0.3 to 0.4 percent. In terms of the earnings the figure has risen from Rs.4318 crore in 1991 to Rs.16249 crore in 2003.

Chapter 3 discusses the domain of marketing in all its manifestations. Starting from the conceptual framework, the chapter discusses the definitions of marketing and brings out the difference between general marketing and tourism marketing. It explains the various facets of tourism marketing and thereafter touches upon tourism marketing planning and tourism marketing strategy. It analyses that tourism marketing mix strategy is based on a 7P concept instead of the usual 4p concept. The 7P variables identified for tourism marketing mix strategy include product, price, place, promotion, physical evidence, people and process.

Chapter 4 brings out the essentials of a tourism product. While defining tourism product it takes note of the nature and characteristics of a tourism product. It identifies tourism product as an amalgam of various sub products and classifies it into three basic compartments namely Tourist Oriented Products (TOPs), Resident Oriented Products (ROPs) and Background Tourism Products (BTPs). It further classifies BTPs into natural and manmade resources. Thereafter it gives comprehensive information about the tourism resources of Jammu & Kashmir and uses above mentioned classification pattern. The scheme followed has been channeled through various districts of Jammu and Kashmir. It brings out some of the potential tourist resources, which due to government apathy have been neglected and need special attention. Some of these resources do not figure anywhere on tourism map of the state and need to be identified for developmental purpose.

Chapter 5 explains the inflow of tourists in the state both at domestic and international level. While analyzing tourist trends it also gives an account of the

income creation effects of tourism in the state. It takes note of the decline of tourist traffic in the state during the turmoil period and makes an assessment of loss thus incurred. It was observed that the number of tourist has increased from 1212958 in 1980 to 6109895 in 2004. However, the increase does not show any specific pattern and the flow has been adversely affected by disturbed political conditions. In terms of income generation, it was observed that that tourism accounted for 10 to 15 percent of the total income of the state. The receipts from tourism in 1980 were estimated to be Rs. 51.35 crores and in 1987 the figure crossed 100 crore mark and reached to a maximum of Rs.114 crores in 1988. Since then the figures have decreased considerably. The survey conducted puts estimated figures at Rs 103.66 crore for the year 2004. The effect of armed violence on tourism in the state was quantified through time series analysis and it was observed that the expected figures for the year 2004 should have been 742837 arrivals as against the recorded figure of 376729 arrivals. Similarly income generation for the year was estimated to be Rs 177.28 crores against the actual calculated figure of RS. 103.66 crores

Chapter 6 gives a detailed account of various kinds of marketing strategies adopted for the promotion and development of tourism in Jammu & Kashmir. The chapter is based on a thorough analytical review of all the strategies involved and uses 7Ps of the tourism marketing mix as parameters. It takes into account the prevailing political situation and contributes to the study by having an in-depth situational and SWOT analysis of the whole planning process. On the product development front it was observed ~~that~~ that various new areas have been identified as potential tourist spots. Similarly government has identified four forms of tourism as the most productive ones. These are nature tourism, adventure and sports tourism, heritage tourism, and religious and pilgrimage tourism. Moreover incentives have been granted to various sick and new units involved in the development of tourist product. Diversification of the tourist product has been taken on a big scale, but the process is devoid of any homework and lacks commitment. On the accommodation front, the state is far behind than some of its counterparts within the Indian union and there is immediate need of hotels catering to different budget categories.

On the distribution front it was observed that two main agencies responsible for the distribution of the tourism product in the state were Department of Tourism and Jammu & Kashmir Tourism Development Corporation (JKTDC). In the accessibility arena there has been up-gradation and open sky policy has improved the air connectivity but rail and road remain a cause of concern. The planned rail and road projects have been too much time consuming and have often outlived their importance.

It was further observed that pricing remains to be a cause of concern for planners in Jammu & Kashmir tourism. The state's tourism product comes at a very heavy price and as such it is one of the costliest destinations in the country. With no virtual control on the pricing mechanism the planners remain to be mute spectators and as such state continues to suffer on this front. On the Promotional front it was found that extensive advertising and publicity campaigns were at place. In this regard various festivals, exhibitions and familiarization tours are organized and as such internet and mass media remains to be the most important promotional tools. However it was observed that the main focus of the promotional campaign was on domestic tourism and the promotion of international tourism was not taken extensively.

On the physical front it was found that various destination development plans are afoot. These plans have been devised in such a way so as to give these destinations a new and attractive look. But what is worrying is that there is no coordination between the tourism destination development plans and overall developmental plans. This often nullifies the whole developmental process and as such objectives remain unaccomplished. It was further observed that peoples participation in the decision making process was limited and this often hinders the developmental process. Human resource development for tourism in the state was found to be insignificant and as such it was observed that there are no specified tourism training and development institutes in the state.

From the process perspective it was observed that there is lack of coordination among different agencies and as such the planning process suffers on this front. Moreover, there are no clear cut ideas as to the identification of tourism product,

market segment, tourist inflow and income generation. In the final analysis following conclusions were drawn

- Planning process suffers from various discrepancies.
- Planning process also suffers on account of absolute control. When it comes to planning, the state's role becomes ambiguous and there is too much interference from the center.
- There is no clear cut policy.
- The state is devoid of any policy document on tourism.
- The state has a vague tourism marketing strategy. The strategies adopted are in fragmented form with minimal inter-linkages. There is no concern for societal marketing concept and the measures adopted lack permanence. These ad-hoc measures result in short term gains but prove faulty in the long run.
- Politicization of tourism was found to be another area of concern. It was emphasized that tourism is a mere economic activity and using it for political gains has disastrous consequences.



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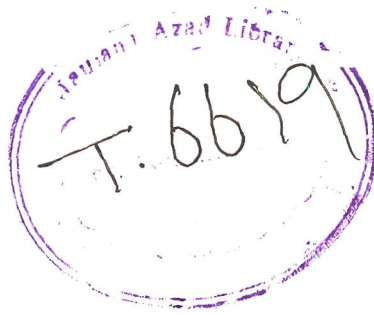
Under the Supervision of

Dr. S. HUSAIN ASHRAF

(Reader)

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ALIGARH MUSLIM UNIVERSITY
ALIGARH (INDIA)**

2006



T6619

Dr. S Husain Ashraf
Reader



External: 91-571-2703661
Internal: 3010/3505/3506

Department of Commerce,
Aligarh Muslim University,
Aligarh – 202002 (U.P.) India.

Dated: -----

Certificate

This is to certify that **Mr. Asif Iqbal Fazili** has completed his thesis entitled ***A Study of Marketing Strategy of Potential Tourism Products of Jammu & Kashmir*** under my supervision. To the best of my knowledge and belief, the work is of original nature and is suitable for submission for the award of the degree of Doctor of Philosophy (PhD) at the Aligarh Muslim University, Aligarh., India

A blue ink signature of S. Husain Ashraf, written in a cursive style, with a long horizontal stroke extending to the right.

S. Husain Ashraf

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I bow in reverence to Almighty Allah whose gracious blessings gave me the required devotion for the completion of this work.

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Chapter – 1

Introduction

Tourism differentiates itself from other forms of journey as it is traveling for pleasure. Travel has been there for ages but the concept of 'pleasure travel', that is tourism, can be attributed to Romans. Its roots can be associated with the human desire to know about other people, distant lands and the instant urge of fulfilling needs and wants. Food and shelter, the two primary requirements, prompted human beings to move from one place to another. This made human beings mobile and as such traveling became an essential aspect of human survival. However, with the passage of time motivations for travel changed from a need-based activity to an activity associated with trade, commerce, knowledge and religion. Industrial Revolution further substantiated the process and as such advancements in science and technology revolutionized the whole phenomenon. Distances became shorter and with faster modes of transport, the whole globe squeezed in size and metaphor. Suddenly it was realized that in addition to social and other benefits, movement of people also brings additional income. This additional income associated with the movement of people gave rise to a new travel phenomenon which was termed as tourism. Gradually tourism became an important aspect of the economic activity and received worldwide recognition. While realizing its socio-economic importance tourism was discussed in various world forums and as such a World Tourism Conference was held at Manila in 1980. As part of the proceedings following resolutions were adopted at the conference¹:

1. Tourism is considered an activity essential to the life of nations because of its direct effects of social, cultural, educational and economic sectors of nations, societies and their international relations. Its development is linked to the social and economic development of nations and can only be possible if man has access to creative rest and holidays and enjoys the freedom to travel within the framework of free time and leisure whose profoundly human character it undermines. Its very existence and development depends entirely on the existence of a state of lasting peace, to which tourism itself is required to contribute.
2. On the threshold of the twenty-first century and in view of the problems facing mankind, it seems timely and necessary to analyze

the phenomenon of tourism, in relation fundamentally to the dimensions it has assumed since the granting to workers of the right to annual paid holidays moved tourism from a restricted elitist activity to a wider activity into social and economic life.

3. As a result of people's aspirations to tourism, the initiative taken by states regarding legislation and institutions, the permanent activities of the voluntary bodies representing the various strata of the population and the technical contribution made by specialized professionals, modern tourism has come to play an important role within the range of human activities. States have recognized this fact and the great majority of them have entrusted the World Tourism Organization with the task of ensuring the harmonious and sustained development of tourism, in cooperation, in appropriate cases, with the specialized agencies of the United Nations and the other international organizations concerned.
4. There are many constraints on the development of tourism, and groups of nations should determine and study those constraints and adopt measures aimed at removing their negative influence.
5. The share tourism represents in national economies and in international trade makes it significant factor in world development. Its consistent major role in national economic activity, in international transactions and in securing balance of payments equilibrium makes it one of the main activities of the world economy.
6. Within each country domestic tourism contributes to an improved balance of the national economy through a redistribution of the national income. Domestic tourism also heightens the awareness of common interest and contributes to the development of activities favourable to the general economy of the country. Thus the development of tourism from abroad should be accompanied by similar efforts to expand domestic tourism.
7. The economic returns of tourism however real and significant they may be, do not and cannot constitute the only criterion for the decision by the states to encourage this activity. The right to holiday, the opportunity for the citizens to get to know his own environment, a

- deeper awareness of his national identity and of the solidarity that links him to his compatriots in the sense of belonging to a culture and to a people are all major reasons for stimulating the individual's participation in domestic and international tourism through access to holidays and travels
8. Social tourism is an objective which society must pursue in the interest of those citizens who are least privileged in the exercise of their right to rest.
 9. Tourism is a factor that favours social stability, improves the working capacity of communities and promotes individual as well as collective well-being
 10. Through the wide range of services needed to satisfy its requirements tourism creates new activities of considerable importance, which are a source of new employment.
 11. Youth tourism requires the most active attention since young people have less adequate income than others for traveling or taking holidays.
 12. Tourism plays an important role in international relations, cooperation, mutual understanding and solidarity among all countries.

In the light of the above declaration, it becomes imperative to ascertain the role that tourism plays in the development of the state of Jammu & Kashmir. On account of rough terrain, this traditional tourist state is devoid of any significant industrial activity and is situated in the extreme north of the Indian union between $32^{\circ}17'$ and $36^{\circ}58'$ north latitude and $73^{\circ}26'$ and $83^{\circ}30'$ east longitude. Geographically, the State can be divided into four zones. First, the mountainous and semi-mountainous plain commonly known as Kandi belt; second, the hills including Siwalik ranges; third, the mountains of Kashmir Valley and Pir Panchal range; and fourth is the Tibetan tract of Ladakh and Kargil.²

The most affluent part of the State of Jammu & Kashmir is the Kashmir Valley. In the 6th century A.D. Nilamatpurana describes Kashmir Valley as a land, 'full of gardens and pleasure grooves resounding with the sounds of drums and lutes'. Kalhana, a great historian of Kashmir, writes in Rajtarangi about Kashmir that it has been a meeting ground of several ancient cultures and civilizations, evincing

interest of great historians, eminent scholars, travelers, poets and writers throughout the ages. Jawaharlal Nehru ascribes Kashmir to be one of the biggest seats of Indian culture and learning through history.

During various periods of history Kashmir came under the influence of Buddhism, Hinduism, and Islam and under their impact Kashmir has become a confluence of many cultures, religious and ethnic groups. Kashmir has been appropriately described as the heart of Asia. Over the centuries, a rich and rare tapestry of civilizations has been woven, old traditions and customs nurtured making the Kashmir of today a fascinating amalgam of lifestyles each with its unique culture. This composite culture has given birth to distant folklore poetry, dance drama, arts and crafts. The people of Kashmir belong to the Aryan race, and are tall and fair with regular features. They are tolerant, intelligent, kindly and hospitable. They have a keen sense of colour, harmony and make excellent craftsmen. Their moral sense is fairly developed. Their character and qualities are in keeping with the natural and poetic surroundings. They have always clung to their land and their traditions represent to this day a people historically older than any to be found in Northern India, still associated with the land of their ancestors.

All these characteristics make Kashmir of today an area of perennial interest both to the scholar and the layman. The scenic beauty and grandeur of its surroundings have invited interest since time immemorial. A tourist's dream this north Indian state has remained the traditional tourist hub of India and in a sense can be attributed to be one of the symbols of India's tourist attractions. But what remains to be seen is that how far the state has been able to consolidate its share in the tourism market of the country.

Advancements in technology and new evolutionary ideas have changed the course of various forms of trade or have made a profound effect on the methods adopted for carrying out these forms of trade and as such tourism has been no exception.

One such notion that has evolved over a period of time is the subject of 'Marketing Management'. Marketing helps in creating a customer base by fulfilling the needs of the customers to their maximum satisfaction with the basic

idea of consolidating ones position in the market by gaining an increased market share. When applied to tourism, the basic aim is to attract more and more number of tourists, however, this can only be achieved by designing the product in accordance with the needs and wants of the tourist. This calls for a thorough analysis of the tourist generating markets by looking at all those factors that have the potential to attract or distract tourists from a particular destination. In the final analysis, the planners come out with a certain course of action that helps in market consolidation. This course of action is what is termed as “marketing strategy”.

1.1 The Present Study

In the light of the above discussion, it is now appropriate to introduce the present study titled *A STUDY OF MARKETING STRATEGY OF POTENTIAL TOURISM PRODUCTS IN JAMMU AND KASHMIR*. The study is being carried out to ascertain the position of the tourism industry in the state. It will look into all aspects of trade with special emphasis on marketing strategy using seven ‘P’s of marketing mix as variables. These variables are product, price, place, promotion, people, process and physical evidence. This will include an explicit analysis of the fact that how tourism industry has evolved in the state, what new techniques have been used and developed to strengthen tourism and how far success has been achieved.

1.2 Objectives of the Study

As is evident from the title of the thesis, major objective of the present study is aimed at discussing the tourist product of Jammu & Kashmir in the light of the marketing strategies adopted. The motive is to focus on different aspects of marketing and their instrumentality in promoting Jammu and Kashmir as a destination for tourists from India and abroad. The related micro objectives of the study are:

1. To examine the composition, characteristics, growth and development of tourism industry at international, national and state level with particular reference to Jammu & Kashmir.

2. To examine the tourist inflow, trends and patterns of tourists in the state.
3. To examine the loss incurred in terms of income generation and tourist traffic on account of turmoil in the valley.
4. To examine and classify the tourist product of the state with an emphasis on the resource potential the state possesses in terms of tourism.
5. To examine the state's tourism potential through SWOT analysis.
6. To identify those areas that have lead to the decelerated growth of the industry.
7. To suggest remedies for an accelerated growth of tourism in the state so as to make it economically more viable.

1.3 Importance of Study

1. The study will be a model for similar researches in the field of tourism,
2. It will help in improving the image of Jammu & Kashmir as a tourist destination.
3. It will help in the identification of new tourist spots in the state.
4. It will help planners and policy makers in adopting the course of action that will yield best possible results keeping in view the present position of Jammu and Kashmir state.

1.4 Scope of Study

Although in Jammu & Kashmir, tourism is considered to be an industry with immense potential for income generation, yet the pace of development has been very slow. This can be best explained as follows: In India tourism was declared an industry as early as in 1983, however, for the state of Jammu and Kashmir it took 12 long years to come in line with center and declare tourism as an industry. This lack of development and resolve to strengthen the industry can be observed on all fronts be it human resource, infrastructure development, marketing techniques, professionalism, and research etc.

There have been very few researches on the subject of tourism in the state and as such the present study will try to fill this lacuna. It is a step in the direction of academic pursuit as far as tourism in the state is concerned. The study examines all the governmental policies that have a profound effect in the formulation of sound marketing strategies for the development of tourism in the state.

1.5 Hypothesis

In accordance with the above-mentioned objectives, following hypothesis has been laid down for verification:

1. Jammu & Kashmir has a vague tourism marketing strategy.
2. The marketing strategies adopted have failed to exploit the true potential of tourism industry in the state.
3. The marketing strategies adopted are not in tune with the principles of societal marketing.

1.6 Research Methodology

The present study has its roots both in primary as well as secondary data. However, due to certain limitations secondary data has been used for most part of the study. The data compiled by Department of Tourism, Government of Jammu and Kashmir; Jammu & Kashmir Tourism Development Corporation; Department of Tourism, Government of India; Indian Tourism Development Corporation; Jammu & Kashmir Directorate of Economics and Statistics and various other state and central agencies have been used to draw the relevant conclusions. In addition to this, information has also been collected from various newspapers, magazines, journals, survey reports, brochures, booklets and tourism literature published by various organizations. Moreover, relevant data from various tourism-related websites has also been utilized at certain places.

To give more satisfaction and reliability to the above mentioned data, additional information was collected directly from the tourists. This was done through a set of questionnaires.

The questionnaire was developed in a manner so as to get comprehensive information about tourist profile, their likes and dislikes, motivations for travel, feedback about various facilities, place they enjoyed the most, expenditure levels and suggestions for improvement. The questioner was administered to a random group of tourists throughout the valley.

The data thus collected was analyzed and interpreted and on the basis of which relevant conclusions were drawn. This was done through basic and simple statistical tools of percentages, means and averages. Moreover, time series analysis was carried out for ascertaining the loss of tourist traffic and income generation during the turmoil period. This is further supplemented by illustrations based on graphical representations such as line graphs, bar graphs, pie charts etc.

Major part of the study based on marketing strategy has been carried out through a set of analysis involving:

- **Situational analysis** which includes environmental appraisal and **PEST analysis** comprising of political, economic, social and technological analysis.
- **SWOT analysis** on the basis of strengths, weakness, opportunities and threats.
- **Strategic analysis** on the basis of 7 'P' marketing mix concept.

1.7 Literature Review

In order to achieve progress and prosperity, nation states around the world are in constant endeavor to increase their Gross Domestic Product (GDP) which is considered to be the right measure of a country's prosperity. However, the concept has been modified a bit with the notion that it is the Gross Well Being (GWB) that is a better measure for a country's progress and prosperity. This has resulted in establishing socio-economic development of a country at the forefront rather than the economic development alone. As such there are a number of industries that play a pivotal role in the socio-economic development of nations. Tourism is one such industry which is being increasingly recognized as one of the major industries that can commendably transform the socio-economic condition

of nations. It emerged as the largest global industry in 20th century and is projected to grow even faster. Its increasing importance has led to efforts for its planned development due to which it has caught the attention of researchers and scholars from various disciplines such as management, commerce, economics, geography, sociology and history. As a result many studies have been conducted with different and demarcating approaches. However, there have been very few studies on Jammu & Kashmir tourism.

In order to comprehend the present study to its logical conclusion following studies deserve attention:

Ashraf M's article "Retrieving Kashmir Tourism" highlights the bane of politicizing tourism in Kashmir. He emphasizes that Jammu & Kashmir must be the only place in the world where tourism is used as a barometer for political normalcy and has been turned into a political constituency. This has created a furor and invited attention from various political forces with varying interests. Moreover the article castigates the role of media for blowing the incidents of violence out of proportion. The article suggests that tourism should be used for mere economic gains with no political connotations.

Ashraf S. Husain's book titled "Strategic Tourism Management" (2003) reflects the significance of strategic management in the context of tourism industry. It incorporates all those principles that are mandatory in the policymaking process and correlates them with the phenomenon of tourism.

Bezabruah M P in his research article "Tourism Technology and the Future" advocates that technology will revolutionize the travel and tourism sector and will play an important role in its growth and development. He demarcates two probable sectors which when coupled with technological innovations will play an exuberant role in the development of tourism. These two sectors are civil aviation and information technology. Technological revolution (Future Air Navigation Systems) in civil aviation will iron out all the world's airways so that one can fly in straight lines making great savings in time and cost. Similarly the effective use of information technology will make the consumer the king and it

will change the pattern of consumer demand in ticketing, a trend which is now visible in the Indian skies

Bhat M Yosuf's PhD thesis titled "Environmental Impact of Tourism in Kashmir Valley" (1991) gives stress on sustainable mode of tourism. It highlights the ill effects of tourism and castigates its haphazard growth. It advocates a three-tier strategy that involves a blend of economy, society and ecology for harmonious growth of tourism in the state.

Bhatia A K in his book "International Tourism-Fundamentals and Practices" (1991) explains the phenomenon in detail. Starting from the historical perspective of tourism to its evolution as one of the largest global industry, the book touches all those gestations that are in some way correlated with the phenomenon of tourism. This includes conceptual framework, motivations, marketing, international organizations, accommodation and transport industry as well.

Cooper Chris et al have created a niche for themselves among the great scholars of tourism through their book "Tourism – Principles and Practices" (1993). The book is divided into four parts. The 1st part deals with the demand of tourism and includes concept, definition, consumer behaviour, various determinants and demand patterns. The 2nd part deals with tourist destination and includes supply patterns, carrying capacity and above all the impacts of tourism. Third part deals with the role of government organizations in the development of tourism and the last part of the book is about tourism marketing. It gives a detailed account of tourism marketing, its history, planning, marketing mix and lastly the future of tourism.

Escott David's article titled "Need for Planned Development" gives a brief outline of strategic planning for Jammu & Kashmir's tourist industry. While quoting Drucker, he advocates the need for Jammu & Kashmir to move from a pre-industrial society to a post-industrial knowledge society. He emphasizes that for any strategic planning to take its route, first there is a need of rigorous analysis of the real situation on the ground. He argues that if Jammu & Kashmir has to succeed as a tourist destination then certain myths about its touristry appeal and tourist inflow will have to be wiped out. While criticizing the role of

government and other planning agencies, the article supports the view that this can only be done by a cosmopolitan who has the knowledge and expertise gained from other tourist markets and who cross refers and checks the available local statistics.

Hammed Ahmed's article "Tourism and Kashmir – The land which nature has gifted with a great bounty" advocates that there is a need for highlighting to the world and especially to the new generation that why visitors have been attracted to Kashmir, it being the first region in this entire subcontinent to have caught attention of early visitors. He is of the view that for promotional purposes it is very important to trace the historical background of the tourism industry in this Himalayan region, its attractions, the instinctual urge of its early visitors and their contributions. He corroborates his view by giving a detailed account of the early visitors and their writings about this beautiful land.

Jeelani W Din's research thesis titled "Problems and Prospects of Tourism in Jammu & Kashmir" (1976 Agra University) gives a historical account of tourism in the state. It highlights certain problems faced by the industry, but fails to address its importance and its role in the economic development of the state.

Jha S M in his book "Tourism Marketing" (1995) discusses the aspects of tourism industry in the Indian context. The book argues about the fact that why is tourism marketing necessary and how it can be made possible and applicable in India. It discusses in length the Users' behavioural profile and follows it with tourism product planning, development and research. This is further followed by market segmentation and marketing strategy, which has been described on the basis of 4 'P' parameters of marketing mix, that is, product, price, place and promotion.

Kamra K K and Chand Mohinder's book "Basics of Tourism – Theory, Operation and Practice" (2002) enlightens the readers in detail about the tourism phenomenon. Starting from its dictionary meaning they go through its historical background and explain its meaning through different approaches. While examining the motivations for travel they describe the tourist product and its

typology in detail. They also touch upon travel intermediaries and tourism packaging.

Kazmi Azhar's book "Business Policy" (1992) is an innovative work in the sense that it gets inspiration from the fact that there has been a dearth of books on strategic management from the Indian point of view. The book has been so neatly crafted that it fills the lacuna to successful limits. Every effort is there to link the fundamentals of policy making with the prevalent Indian milieu. Based on case studies it is a comprehensive study that starts with an introduction to Business Policy, its conceptual framework and an overview of Strategic Management. Thereafter it goes deep into strategy formulation, implementation and evaluation. It takes account of environmental and organizational appraisal, strategic alternatives and choice.

Kotler Philip, Bowen John and Makens Janes have authored an interesting book titled "Marketing for Hospitality and Tourism" (2004). The book adopts a novel approach that makes it readable and easily understandable. Each chapter is supported by real life examples and the whole book revolves around case studies. It touches all those areas, which are in someway related to marketing. It emphasizes that the aim of marketing is to create and deliver superior customer value and satisfaction. While quoting Professor Stephen Bernet, the book advocates that it should be really difficult to identify the marketing department in a tourist enterprise, as aim of each and every employee associated with the enterprise should be to bring maximum customer satisfaction, that is, everyone in the organization should embrace marketing as a business philosophy. The book has been written in accordance with the present times and brings out a new and innovative marketing concept called "Societal Marketing Concept". It further elaborates that in travel & tourism marketing functions through three different mediums namely, internal marketing, external marketing and interactive marketing. A separate section has been devoted to 'Electronic Marketing' and at the end each chapter is supported by addresses from the 'World Wide Web' (www).

M A Sahaf's "Principles of Marketing" (2001) is an organized text and has been beautifully arranged according to the sequence of analysis and decision-making.

It gives an overview of the marketing concept and discusses in brief its various components such as marketing environment, strategies, forecasting, opportunities, planning, segmentation, marketing mix, information management and consumer behaviour.

Minhaj Iqbal Ahmed in his thesis titled “Tourism Development in Agra – A critical analysis of Marketing Strategies” (2002) gives a historical account of tourism and its development in India. It makes an analysis of tourism in Agra, and makes an assessment of the fact that why the home of one of the wonders of the world, Taj Mahal, is nowhere to be seen on the world tourism map in terms of numbers. It gives an account of the marketing strategies adopted for the promotion of tourism in Agra but lacks comprehensive data such as tourist arrivals, income creation effects and overall impact of tourism on socio-economic development of Agra.

Mirza Nazir Ahmed’s research publication titled “Management of Tourism in Jammu & Kashmir” (2000) takes into account the historical perspective of tourism in the state. It gives a detailed account of its income and employment generation effects. While highlighting certain constraints in the speedy development of tourism in the state, the study fails to address the real managerial issues that hinder growth of tourism in the state.

Nair Rajan’s book “Marketing” (1987) is a well thought analysis of marketing in general. The book very firmly fits into the mind of a reader as it has been drafted in such a manner that makes it very simple and specific. It has been divided into three major parts and the first part titled functions of marketing includes concept definition, its evolution, exchange, distribution, financing and marketing research. Second part deals with Marketing Management and includes topics such as marketing planning, product planning, pricing, promotion, channels of distribution and consumer behaviour. The last part titled ‘Marketing: Product Approach’ has been dedicated to the techniques used for marketing different products such as industrial products, consumer products, services, securities and agricultural products.

Pompl W. and Lavery P's edited book "Tourism in Europe, Structures and Development" (1993) has many contributors, deliberating on certain specific aspect of tourism within the continent of Europe. The book is divided into two parts namely Developments in Tourism in Europe and Structures and Trends in Different European Countries. Part 1st includes general aspects of European tourism such as history, culture, policy, education and liberalization and the single European market. Part 2nd integrates various countries of Europe through a well-drafted research analysis on tourism for each country.

R K Pruthi's "International Tourism – Potentials, Measurement and Prospects" (2004) is remarkable in the sense that it gives an insight of the phenomenon of tourism by discussing all those methods that are involved in measuring the phenomenon to considerable heights. It includes impact assessment measurements, scaling, attitude and motivation measurements, tourism supply and demand measurements and model building and simulation.

Raina A K and Agarwal S K's book titled "The Essence of Tourism Development" (2005) is thought provoking. The central aspect of the book revolves around planning, promotion, strategies and human resource development. It takes note of the sustainable patterns of tourism development through studies on travel motivations, financial viability and effectiveness of tourism and its socio economic impacts. The last chapter makes an analysis of the future of tourism and its growth aspects. It identifies all those constraints, which if not removed have the potential to harm the industry considerably.

Raina A K's book "Tourism Industry in Kashmir" (2002) is Kashmir specific and gives an account of the tourism industry in Kashmir by giving a brief description of organizational setup of tourism in Kashmir, boarding and lodging facilities and economic impact of tourism in Kashmir Valley. Outlining the problems and prospects of tourism in Kashmir Valley, the study in its final conclusion suggests some remedial measures for its speedy development.

Raza Monis et al in their book "Valley of Kashmir – A Geographical Interpretation" (1978) explore the valley of Kashmir in terms of its geography. The book is in three volumes and deals with the land, people and the economy.

Volume 1st presents a systematic account of physical setting of the valley. In exploring the physical setting the volume comes across some of the major peaks, scenic spots, network of streams, the complexities of weather along with the magnificence of its flora.

S.R. Bakshi's book "Kashmir Tourism, Monuments and Folklore" (1997) discusses tourism in terms of the crowning glory it possesses. It gives an account of various tourist attractions including scenic beauty, lakes, temples, monuments and culture.

Sankhala Pradeep in his research article titled "India, a Fabulous Country but Needs Basics" highlights India's vast tourism potential and examines her record of a poor tourist destination in terms of the tourist flow. He argues that lack of professionalism and skill are the factors responsible that hinder India's growth as a successful tourist destination. He further reasons that the tourist sites are poorly managed and all this when coupled with poor infrastructure results in a low turnout of tourists.

Sarkar Arun Kumar and Dhar Premnath's book titled "Indian Tourism Economic Planning and Strategies" (1998) can be considered as an analytical study of the nature and motivation of Indian Tourism and its impact on national economy. The book develops a relationship between tourism and Indian economy through the expenditure and distribution pattern of tourists throughout the country. Income creation effects along with the multiplier effect have been described at large and lastly a thought has also been provided to marketing techniques used and the role of government agencies in the development of tourism in the country.

Seth Pran Nath Seth and Bhat Sushma Seth in their book titled "An Introduction to Travel and Tourism" (1993) have briefly touched all those aspects that play a pivotal role in running the affairs of tourism industry. This includes travel agencies, tourism marketing, tourist transport, air travel & tourism, hotels, and lastly impact assessment.

Seth Pran Nath's book "Successful Tourism Management" speaks volumes about tourism, its fundamentals, history, impacts, planning and role played by the state for its development. There is a section on tourism geography that connotes a relationship between tourist generating regions and destination areas. Last chapter has been dedicated to India as a destination signifying her tourist products in all their manifestations.

Shafi Mahmuda's research publication "Tourism Dynamics in a Developing Economy" (1994) makes an analysis of the role of tourism in the economic development of Jammu & Kashmir. It takes into account the income generation effect of tourism along with its multiplier effect but fails to address the problems of tourism infrastructure in the state.

Singh Percy K's book "Fifty Years of Indian Tourism" (1998) looks at the phenomenon of tourism in the post-independence period. It takes note of the budgetary allocations for tourism and studies policies and programmes adopted by the government of India for the development of tourism in the country. A case study of ITDC and Goa Tourism adds to the flair of the book.

Singh Ratandeep's book "Infrastructure of Tourism in India" (1996) is significant in the sense that it recognizes tourism as an industry with the potential to earn highest foreign exchange for India. Revolving around the infrastructure of tourism in India the book touches various themes such as human resource development, planning and policy making, marketing and promotional techniques, hospitality industry, wildlife and lastly the regional tourism potential.

Sinha P.C's book "Tourism Marketing" (1998) focuses on tourism as a service industry, its marketing and the techniques used for promotion, advertising and public relations. It further looks into the role played by guides and information systems. It takes account of visitor attractions and hotel accommodation and follows it with deliberations on tourist resource identification and evaluation.

Srakar Arun Kumar's another book "Action Plan and Priorities in Tourism Development" (1998) is based on the idea that tourism helps in extending interregional economic ties through developments in basic infrastructure,

transport system, roads, and above all is a force that imparts national cohesion. It takes account of tourism marketing, product development, financial requirements and their fulfillment and lastly co-relates the development of all those industries that have a direct effect on tourism.

Subramaniam Prem's research article titled "Planning for Tomorrow's Visitor" castigates the attitude that the Indian tourism industry adopts for its growth and development. He argues that very often a tourist attraction is being looked after by more than one agency each working at loggerheads with one another. While quoting McKinsey report he adds that Indian organizations are good in strategy but lacking in execution. He further elaborates that for growth and development to take place, change is a must. Changes incorporated to enhance the visitor experience must be made bearing in mind the expectation of the visitors of tomorrow who are likely to be more demanding than the visitors of yesterday.

T Rajan's research publication titled "Impact of Terrorism on J & K Tourism" (2006) takes into account the historical perspective of J & K state, post-independence era. It then gives a detailed account of global terrorism followed by incidents of insurgency in Jammu & Kashmir state. Thereafter it correlates violence with tourism in the state but fails to impress upon the real impact of armed violence on tourism in terms of magnitude and income creation effects.

Theuns H Leo in his research paper titled "Coping with Tourism in Third World Development: A Plea for Indigenization and De-Massification" emphasizes the heterogeneity in the concepts of tourism, the third world and development. The paper advocates that developing countries are characterized by a relatively high degree of institutional integration, and development should be defined as realizing an increase in social welfare. The basic idea behind the paper is to negate the views of those who argue that tourism is always and everywhere the foe of authenticity and cultural identity. The paper highlights its positive effects and advocates that for developing countries it is better to concentrate on small scale developments for individual travelers, thereby pursuing indigenous development which will limit their dependence on west based multinational companies and as a result they will be able to maintain local control, loss of which is a matter of discontent.

Wahab Saleh et al's "Tourism Marketing" (1976) is a pioneering work, organized and conceptually arranged in accordance with the demands of tourism as an industry that needs special marketing techniques different from other forms of industry. It starts with the principles of general marketing and compares them with tourism marketing bringing out the difference between the two in clear and conspicuous terms. It gives a clear idea about tourism markets and the information systems needed for successful accomplishment of objectives. A good thought has been provided to tourism marketing research that includes forecasting, planning and strategy.

Zahid G Muhammad's article "Kashmir Tourism" argues that tourism is not a source of sustainable economy. He says that it is a myth that tourism is a major source of GDP and 90 percent of GDP comes from sectors other than tourism. He concludes that tourism may be a source of economic development but we need to explore other options too.

"Tourism Policy of India: An Exploratory Study" commissioned by **EQUATIONS Bangalore** assesses the impact of tourism policy on the tourism sector and makes a preliminary study of its possible impact on the socio-economic fabric of the country. It takes account of the historical perspective of tourism in the country and analyses all the major tourism policy decisions in the light of their impact on tourism development.

1.8 Design of Study

The study has been divided into seven chapters

Chapter 1: Introduction

The first chapter deals with the introductory background and the framework of the study. It gives an insight of tourism and highlights its growing importance. It correlates tourism with marketing management and brings out the essentials of marketing strategy for tourism. It carries out a survey of the available literature and also covers the objectives, hypothesis, and the design of the study.

Chapter 2: Tourism: Concept and Development

The chapter explains the concept of tourism, its classification, approach to the study of tourism, tourist inflow both globally and nationally along with its income generating and employment effects.

Chapter 3: Marketing: A Conceptual Framework

This chapter is dedicated to marketing and discusses the domain of marketing in all its manifestations. Starting from the conceptual framework, the chapter discusses the definitions of marketing and brings out the difference between general marketing and tourism marketing. It explains the various facets of tourism marketing and thereafter touches topics like tourism marketing planning, tourism marketing strategy etc.

Chapter 4: Tourist Product and Resource Potential of Tourism in Jammu & Kashmir

The chapter using thorough analysis and classification gives comprehensive information about the tourism resources of Jammu & Kashmir. It makes a classification of tourism resources on the basis of natural and manmade resources. The scheme followed has been channeled through various districts of Jammu and Kashmir. It brings out some of the potential tourist resources, which due to government apathy have been neglected and need special attention. Some of these resources do not figure anywhere on tourism map of the state and need to be identified for developmental purpose.

Chapter 5: Tourist Inflow, Income Creation and Generation of Resources

This chapter explains the inflow of tourists in the state both at domestic and international level. While analyzing tourist trends it also gives an account of the income creation effects of tourism in the state. It takes note of the decline of tourist traffic in the state during the turmoil period and makes an assessment of loss thus incurred.

Chapter 6: Marketing Strategies of Jammu & Kashmir Tourism – Analysis and Evaluation

This main chapter of the thesis gives a detailed account of various kinds of marketing strategies adopted for the promotion and development of tourism in Jammu & Kashmir. The chapter is based on a thorough analytical review of all the strategies involved and uses 7 ‘P’s of the tourism marketing mix as parameters. It takes into account the prevailing political situation and contributes to the study by having an in-depth situational analysis of the whole process. It takes note of the discrepancies involved in the planning process and castigates the whole planning process for adopting fragmented and ad hoc measures.

Chapter 7: Conclusion and Suggestions

This last chapter of the thesis is a summation of the previous chapters. It encompasses some main findings of the study in a summarized form. On the basis of these conclusions appropriate suggestions have been chalked out and put forward in the form of recommendations having policy implications.

References

- ¹ Bhatia A K., 1994, 'International Tourism – Fundamentals & Practices', Sterling Publishers Pvt. Ltd., New Delhi pp. 464 - 469
- ² India 2000: A Reference Annual, Research, Reference and Training Division, Ministry of Information & Broadcasting, Government of India, p. 756

Chapter – 2

Tourism: Concept and Development

The phenomenon of tourism has received world wide recognition and is growing by leaps and bounds. Till recently considered as a pastime and thus a trivial activity, it has developed into a highly complex phenomena with multifarious and multidimensional economic, socio-cultural and environmental effects. It has emerged as one of the world's largest industry with latent vast growth potential and by 1990; it had established itself as world's third most important industry behind oil and motor cars. Being an important facet of socio-economic development, it has become one of the crucial concerns of not only the nations but also of the international community as a whole. Most countries are using tourism as an important facet of economic and social development. To achieve this, they are exploiting their historical, social, cultural and environmental resources. Today tourism forms an important part of all developmental strategies and is often present on top of the priority list among the "hierarchy of priorities". Its potential to generate employment and earn foreign exchange for the host country has made this industry, the concern of all governments, planners, entrepreneurs and the people in general. As a result countries around the world are pumping resources for an effective and planned development of the industry. This chimney less industry is in essence a software product and is in the tertiary service sector with relatively high value addition.¹ The pace of growth in demand is such that it has given tourism a Cinderella like existence². In addition to the economic benefits it adheres, there are various social, political and developmental benefits for which it has received world wide recognition. Today tourism is perceived as a contributor for:

- Peace and development
- Image building
- Mixing people and culture
- Development of international relations
- Infrastructure development
- Achieving sustainable patterns of environmental up-gradation
- Upliftment of the society
- Global integration

2.1 Concept and Definitions

2.1.1 Tourism: - The Conceptual Framework

“Tourism” as we know today is relatively of new origin and only recently has it been considered worthy enough for serious academic importance. As for as the origin of the word *Tourism* is concerned, Leiper has given an interesting hypothesis called the *de la tour* hypothesis. According to it the word *Tourism* was evolved from a family name *de la tour*. In 1516 the Duke of Burgundy signed a business treaty with England. The treaty resulted in an increasing number of people traveling across the channel. The Duke favoured a family named “*de la tour*” by granting it rights for arrangements of provisions of travel and accommodation. Shortly after English travelers were found giving voice to *taking a tour* which overtime turned into *tour-ist* and *tour-ism*³.

One of the basic elements of tourism is travel and both are often used interchangeably. However, travel is deep seated in old civilization and tourism is a relatively new phenomena. In essence tourism is more than what travel stands for. Without travel there can be no tourism, but without tourism travel is possible.

Wahab (1975) has pin pointed that there are three elements for the process of tourism phenomenon to occur. They are Man, Space and Time. These three elements must occur together for the tourism phenomenon to take place. This can be explained as follows: Man is the human element which acts as the author of the act of tourism; space is the physical element, to be necessarily covered by the act itself and time - the temporal element which is consumed by the trip itself and the stay at the destination. The fourth element is the pro tempore which is related to the purpose (Here today and Gone tomorrow)

2.1.2 Definitions

Tourism being a very complex phenomenon and is multidisciplinary in nature as far as the subject matter is concerned. Therefore, it is very difficult to define tourism coherently. Instead definitions have been created to cater for particular needs and situations. It can be defined purely on technical terms, or the purpose

may relate to statistical connotations or the reason may be that of demand and supply. As such various definitions have been coined from time to time to describe the phenomenon of tourism. Some of these definitions are:

One of the earliest efforts to define tourism was made by Professor Hunriker and Krapf in 1942. They defined tourism as *"The sum of the phenomenon and relationship arising from the travel and stay of non-residents in so far as they do not lead to permanent residence, and are not connected with any earning activity."*⁴

According to L.J. Lickonish *"Tourism embraces all movement of people outside their community for all purpose except migration or regular daily works. The most frequent reason for this movement is for holiday but it will also include, for example attendance at conference and movement on sporadic or infrequent business purpose."*⁵

According to Burkard and Medhick *"Tourism denotes the temporary short term movement of people to destinations outside the place where they normally reside and work and their activities during their stay at these destinations."*⁶

Mathieson and Will have defined tourism in following terms *"Temporary movement to destinations outside the normal home and work place, the activities under taken during the stay and the facilities created to cater for the needs of tourists."*⁷

Macintosh defines tourism as *"the sum of phenomenon and relationship arising from the interaction of tourist's business suppliers, host communities in the process of attracting and hosting these tourists and other visitors."*⁸

Schullard defines tourism *"as an industry that comprises the sum total of operations mainly of an economic nature which directly relate to entry, stay or movement of foreigners inside and outside a certain country or region."*⁹

Jha has defined tourism *"as a pleasure activity in which money earned in one's normal domicile is spent in the place visited."*¹⁰ .

Foster Douglas puts tourism “as an activity involving a complex mixture of material and psychological elements. The material ones are accommodation, transportation, the attraction and entertainment available, whereas the psychological factors include a wide spectrum of attitudes and expectations.”¹¹

According to WTO recommendations *Tourism comprises “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 purpose.”*¹²

Although all these definitions differ in their approach and concentrate on a particular context, however there are certain essential elements that come out from these definitions. In accordance with these elements, the characteristic features of tourism can be summarized as follows.

- Tourism arises out of a movement of people to and their stay in various destinations¹³
- Tourism involves two essential ingredients: one the travel to a destination and two the stay including activities at the destination¹⁴
- The travel and stay occur outside the normal place of residence and work, so that tourism gives rise to activities which are distinct from the residents and working populations on the places through and in which they travel and stay.¹⁵
- The movement to destinations is of temporary nature and short term in character, that is, it is distinct from migration as the aim to all intents and purposes is to be back home within a short span of time – a few days, weeks or months¹⁶
- Destinations are visited for purposes other than taking up permanent residence or employment¹⁷

2.2 Tourism and its Interrelationships

Tourism is closely related with various activities and terms, that are often used interchangeably. These terms although form a part of this globally acclaimed phenomenon, but differ in content and character and are dealt separately as well. Some of these terms are Travel, Leisure, Pleasure and Recreation etc.

Travel is often confused with tourism, as per the Lexicon encyclopedia travel differs from tourism as the word labour differs from pleasure. In essence travel is movement from one place to another with no emphasis on reason or motivation. It can be for any purpose, be it migration, employment etc. In other words it can be said that all tourism is travel but all travel is not tourism. Similarly most tourism in the world is a leisure activity, but again it is not only the leisure that is regarded as tourism and more over all leisure activities can not be classified as tourism. Defining leisure is as problematic as defining tourism. It can be thought as a combined measure of time, and attitude of mind to create periods of time when other obligations are at minimum.¹⁸ In other words it is that period of time, when *mind is free with no set obligations around. This time period can be utilized at will and the utilization will make one feel comfortable. This feeling of comfort is what is termed as pleasure and the activity or the pursuit engaged in this regard is called recreation. Now this activity spectrum can vary from recreation at home to tourism as shown in fig 2.1.*

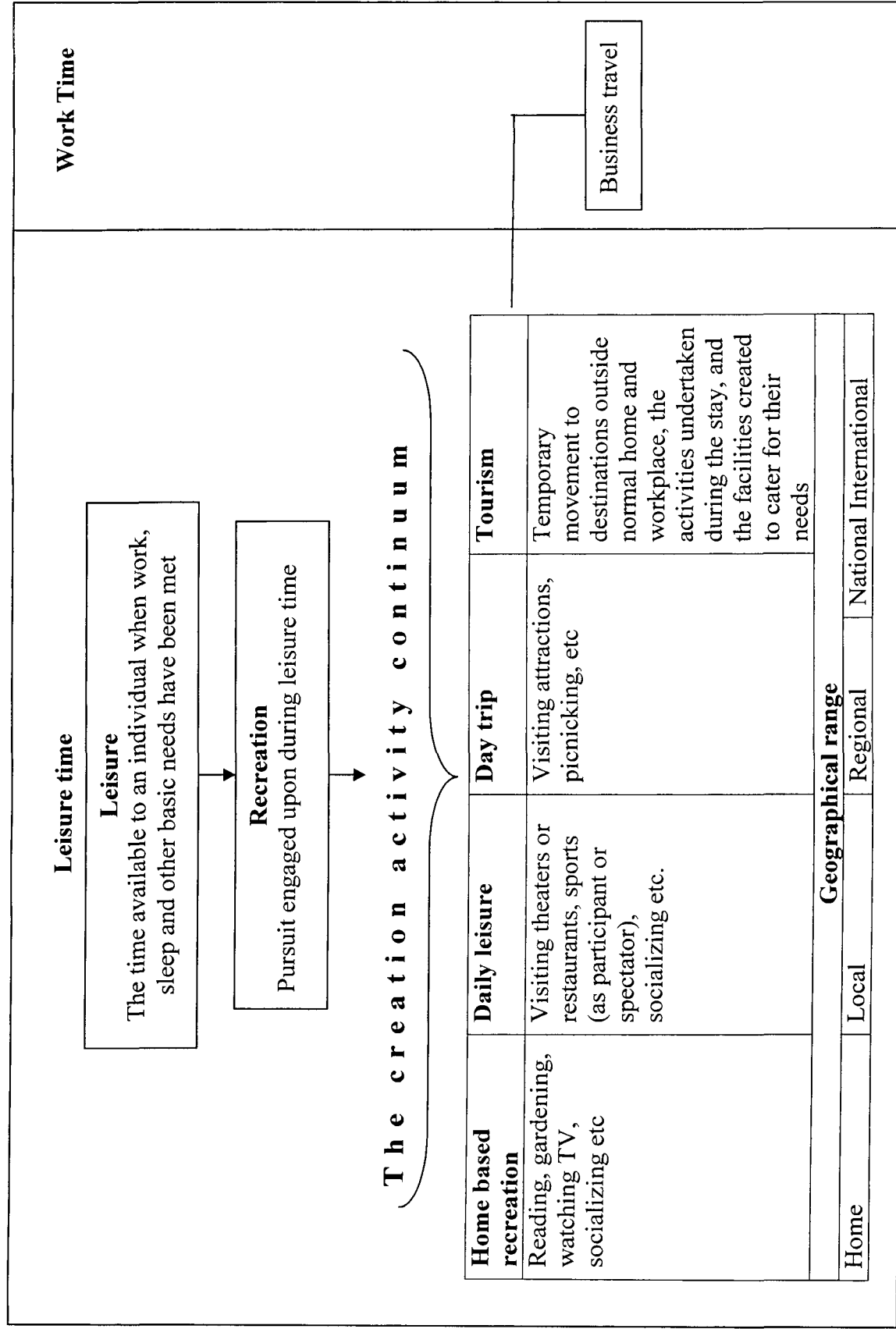
2.2.1 Tourist

The three elements namely man, space and time must conjugate together for the phenomenon of tourism to take place. Out of these three elements the human element “Man” which is regarded as the author of the act is what is termed as “tourist.”

The word has been derived from Latin word “Tornus” which means a tool for describing a circle or a turner’s wheel. In the sense of the word of origin, tourist is a person who undertakes a circular trip that is, ultimately returns back to the place from where he sets about his journey.¹⁹ However according to *Dictionaire Universal*, the term tourist denotes a person who makes a journey for the sake of curiosity or for the fun of traveling or just to tell others that he has traveled. As such in the early 18th century people traveling on a grand tour of the continent came to be known as tourists.

The word tourist in its present sense, was promulgated in 1937, when on January 22, International Union of Official Travel Organizations (IUOTO) recommended, the following definition.

Fig.2.1



Sources: Boniface Cooper, 1987

“The term tourist²⁰ shall in principle be interpreted to mean any person traveling for a period of 24 hours or more in country other than in which he usually resides. As per the interpretation following persons were to be regarded as tourists:

- a) Persons traveling for pleasure, domestic reasons, health
- b) Persons traveling for meetings or in representative capacity of any kind.
- c) Persons traveling for business
- d) Persons arriving in the course of sea cruise, even for less than twenty four hours

However as per the recommendations, the persons belonging to following categories were not to be deemed as tourists:

- a) Persons coming for taking up an occupation, for which they will be paid
- b) Students in boarding schools
- c) Persons working in a country and domiciled in a neighbouring country
- d) Travelers passing through a country without stopping, even if the journey takes more than twenty four hours.

Since then, certain modifications have been made to the definition in terms of additions or deletions. Various other terms which were synonymously used with the term “tourist” have been markedly distinguished from each other. On the basis of various deliberations and WTO recommendations, the following distinguishable definitions were approved by the United Nations Statistical Commission in its 27th session held from February 22 to March 3, 1993.

The Traveler:- The term refers to a person traveling from place to place without any consideration for his motive, duration of stay, the remunerative activity involved and coming back to the place of origin.²¹

The Visitor: - A visitor is a person who travels temporarily outside his normal place of residence for non immigration and non remunerative purposes and finally comes back to the place of origin.²²

The Tourist: - A tourist is a “visitor” who stays for more than twenty four hours at the place of his visit and is involved in activities that are different from the aborigines. The activity may be that of recreation, pleasure, health, study, sports etc.²³

The Excursionist: - An excursionist is a “tourist” whose duration of stay is less than twenty four hours at the place of his visit.²⁴

2.2.2 Definitions Followed in India

The definitions followed in India are as under

Foreign Tourist: -²⁵ A foreign tourist is a person visiting India on a foreign passport, staying at least twenty four hours in the country, the purpose of whose journey can be classified under one of the following heads:

- i) leisure, recreation, holidays, health study, religion, and sports
- ii) business, family, mission and meeting

Domestic Tourist: -²⁶ A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in Darmshalas / Sarais / Musafirkhanas / Agra-shalas / Choultries etc for a duration of not less than twenty four hours or one night, and for not more than twelve months at a time for any of the following purposes:

- i) Pleasure (Holiday, Leisure, Sports etc)
- ii) Pilgrimage (Religious and Special)
- iii) Business, Conferences and meetings
- iv) Study and Health

2.3 Approaches to the Study of Tourism

Tourism being a complex phenomenon with conceptual weakness and fuzziness and as a result there is no agreement over the definitions of tourism. It encompasses a number of diverse sectors and is multidisciplinary in character

from an academic point of view. Being an evolutionary phenomenon, tourism can be evolved from any subject such as Heritage in History, Scenery in Geography, Culture in Sociology, Religion in Anthropology, Museum in Museology, Wildlife from Biology and Environment from Ecology.

Based on the character and the complexities involved in the composition of tourism there are various approaches that are used for the study of tourism. To name some of the approaches we have²⁷

- Product Based Approach
- Institutional Approach
- Managerial Approach
- Geographical Approach
- Sociological Approach
- Historical Approach
- Economic Approach
- Inter-disciplinary Approach
- Systematic Approach

As the names suggests all these approaches emanate from a particular subject, however, it is the systems approach that is able to accommodate all these approaches under one idea. It integrates the different points of view in an all inclusive approach capable of handling most of the complexities involved.

Based on the systems approach Leiper suggested a model in 1979. The model was later updated in 1990.

The model as shown in figure 2.2 has following advantages;

- It incorporates all disciplines and explains tourism in terms of the impacts it has on all these sections.
- It has been drafted in such a way that it can be made applicable at any stage, regardless of the size, distance or volume etc.

- The model relates all the approaches and disciplines and creates a system where all these disciplines are accommodated equally with provisions for interrelationships and interdependence.

2.3.1 A Tourism System – Leiper’s Model

Leiper’s model arranges tourism as a system with three major components. All these three components are organized in such a way within the system that they are interdependent and must occur in a sequential manner for tourism to take place. These three basic elements are:

- 1) Tourists
- 2) Geographical Elements
- 3) Tourism Industry

The figure 2.2 shows the Leiper’s model that takes into account most of the issues involved.

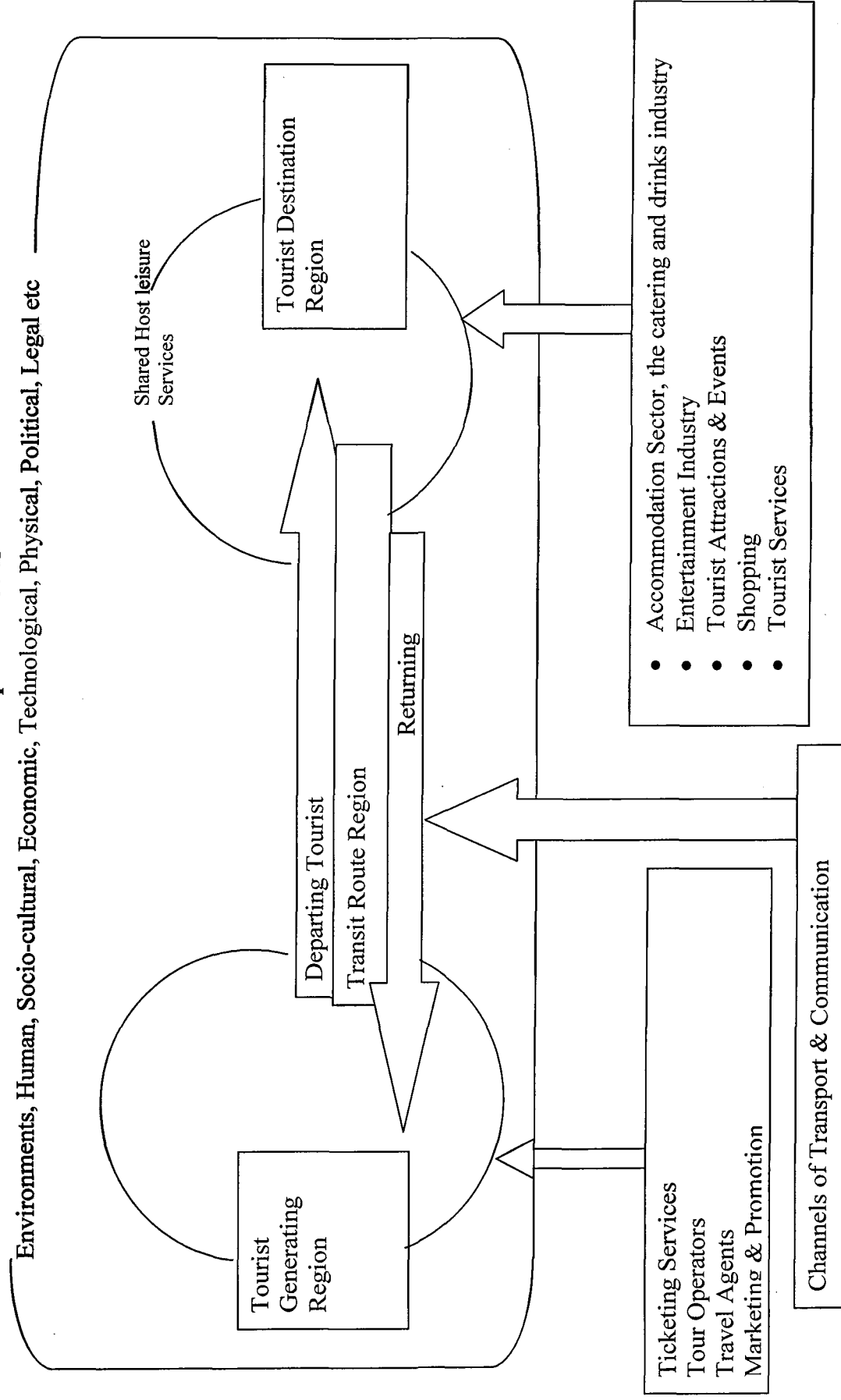
Tourists: - The human element involved in tourism and described as the author of the act is the first essential element in Leiper’s model. Without human participation, no tourism is possible and the participants involved are what Leiper describes as tourists.

Geographical Elements: - Leiper identifies three geographical elements namely;

- Traveler Generating Regions
- Tourist Destination Regions
- Transit Route Regions

Traveler Generating Regions (TGR) represents that part in the tourism system from where people travel to another region of their choice. In essence it is the generating market for tourism and acts as a push force to stimulate and motivate travel. It is from here that the tourist searches for information, makes reservations and ultimately departs.

Fig. 2.2
Leiper's Model
 Environments, Human, Socio-cultural, Economic, Technological, Physical, Political, Legal etc



Tourist Destination Region is the ultimate place for where a tourist is headed. It is in essence the pull force and attracts tourists towards its territory. It is the place where the ultimate impact of tourism is felt. All the planning and management strategies are implemented here and it is the place where most noticeable and dramatic consequences of the system occur²⁸

The Transit Route Region represents not only the short period of travel to reach the destination, but also the intermediate places, which may be visited en-route. There is always an interval in the trip when the traveler feels they have not yet arrived, where they choose to visit.²⁹

Tourism Industry: - The third element of Leiper's model is the tourism industry which we can think of as the range of businesses and organizations involved in delivering the tourism product.

Through the model it is possible to identify the location of various industrial sectors involved in tourism. Services such as Ticketing, Tour operations, Travel agents, Marketing and promotion are found in the traveler generating regions and at the tourist destination region, services located include Accommodation, Food and Beverages Industry, Entertainment Industry, Tourist Attractions and Events, Shopping and other forms of Amenities. The Transport industry and other channels of communication are found in the transit route region

2.4 Tourism Growth – The Global Scenario

Internationally tourism occupies a very important place in the economies of several countries. Governments all over the world are competing with each other in selling tourism. It is the world's largest industry which is forecasted to grow at 4 percent per year till 2010.³⁰ However as per the WTTCs vision the estimated growth rate over the coming decade has been put at 4.6 percent per annum.³¹

Tourism, the fastest growing sector of the global trade, accounts for 10.7% of Global Gross Domestic Product (GDP), 12.8% of Global Exports, 8.2% of Global Employment and 9.4% Global Investment³² .

The global market trends in tourism are changing due to the change in living standards, free time for leisure, advancements in transportation and development of information technology etc.

2.4.1 Tourist Trends

Since 1950 international tourism is growing at a colossal rate. From a mere 25.3 million figure in 1950 the volume of international tourists touched the magic figure of 700 million in 2003. Table (2.1) and Figure 2.3 give a clear idea of international tourist trends.

Table 2.1

International Tourist Arrivals Worldwide (In million)

Year	Arrivals	Year	Arrivals
1950	25.3	1998	626.5
1960	69.3	1999	652.5
1970	159.7	2000	685.5
1980	284.3	2001	683.8
1990	451.3	2002	703.0
1995	545.4	2003	690.9

It is clear from the table that the phenomenon has always been increasing at an admirable rate.

Fig 2.3

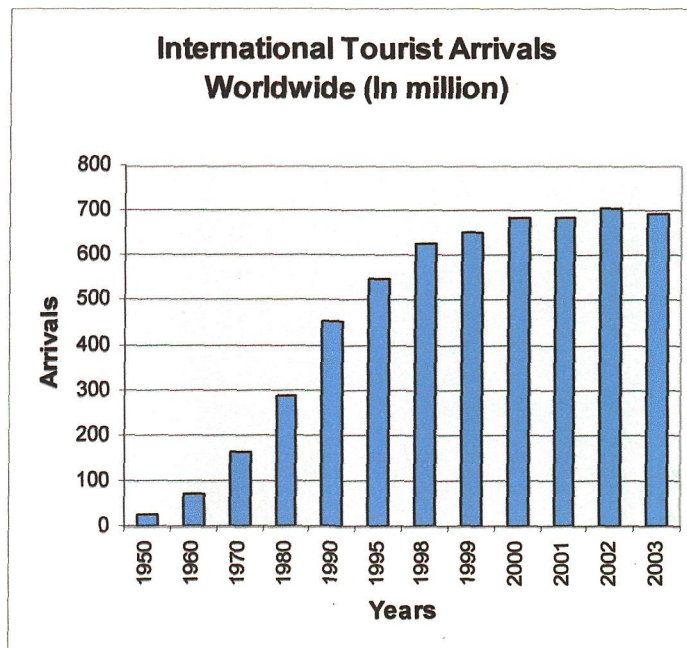
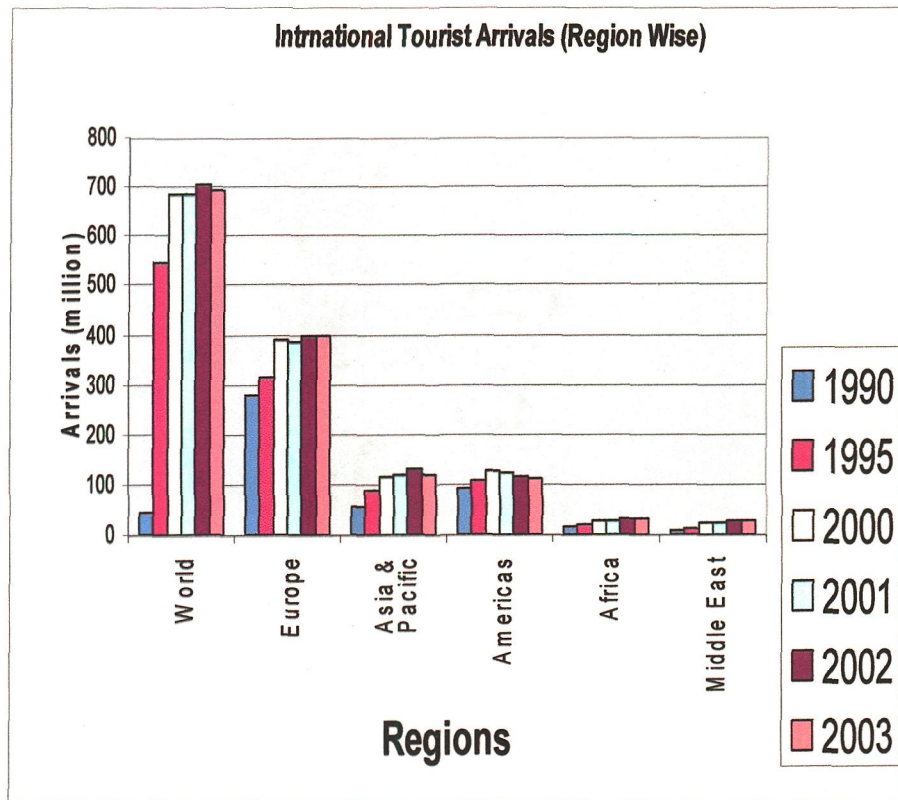


Fig 2.4



A region wise classification of the international tourist arrivals reveals Europe to be the region with highest arrivals. Table (2.2) and Fig (2.4) gives a clear idea about the region wise classification of international tourist arrivals worldwide.

Further a country wise breakdown of tourist arrivals reveals France to be the country with the highest number of tourist arrivals, a position that was previously held by United States of America.

Table 2.2

International Tourist Arrivals (Region Wise)

Region	International Tourist Arrivals (million)						Share %	Change %	
	1990	1995	2000	2001	2002	2003		02/01	03/02
World	45.1	545	686	684	703	691	100	2.8	-1.7
Europe	277.2	316.3	389.6	387.8	397.3	398.8	57.7	2.4	0.4
N. Europe	32.4	41.5	46.9	44.9	46.4	47.4	6.9	3.5	2.1
W. Europe	113.8	112.2	139.7	135.8	138.0	136.1	19.7	1.6	-1.4
C/E Europe	37.1	60.0	62.3	63.5	65.3	67.8	9.8	3.0	3.7
S/Mediterranean Europe	93.9	102.6	140.8	143.7	147.6	147.6	21.4	2.7	0
Asia & Pacific	57.7	85.6	114.9	120.5	131.1	119.3	17.3	8.8	-9.0
NE Asia	28.0	44.1	62.5	65.9	74.1	67.6	9.8	12.6	-8.8
SE Asia	21.5	29.9	37.0	39.8	42.0	36.3	5.3	5.6	-13.7
Oceania	5.2	8.1	9.2	9.1	9.1	9.0	1.3	0.8	-1.0
S Asia	3.2	4.2	6.1	5.8	5.8	6.4	0.9	0.4	9.4
Americas	91.7	109.0	128.2	122.2	116.6	113.0	16.4	-4.5	-3.1
N America	71.7	80.7	91.5	86.4	83.2	77.4	11.2	-3.6	-7.0
Caribbean	11.4	14.0	17.2	16.9	16.1	17.1	2.5	-4.8	6.1
C America	1.9	2.6	4.3	4.4	4.7	4.9	0.7	6.5	4.2
S America	6.6	11.7	15.2	14.5	12.6	13.6	2.0	-12.8	7.9
Africa	15.0	20.7	28.6	29.2	29.9	30.8	4.5	2.2	3.1
N Africa	8.4	7.3	10.2	10.7	10.4	10.9	1.6	-2.6	4.6
Sub-Saharan Africa	6.6	13.4	18.4	18.6	19.5	20.0	2.9	5.0	2.3
Middle East	9.8	13.8	24.3	24.0	27.9	28.8	4.2	16.1	3.4

* Source: WTO, 2004.

Table (2.3) gives a country wise breakdown of international tourist arrivals worldwide showing the top ten countries in terms of the tourist arrivals during 2000, 2001, and table (2.4) shows the same during 2002 & 2003

Table 2.3

International Tourist Arrivals for Top 10 countries (2000 & 2001)

Rank	Country	Tourist Arrivals in (000) 2000	Rank	Country	Tourist Arrivals in (000) 2001
1	France	75580	1	France	76506
2	USA	50945	2	Spain	49519
3	Spain	47898	3	USA	45490
4	Italy	41181	4	Italy	39055
5	China	31229	5	China	33167
6	U.K	25211	6	U.K	22833
7	Russian Fed	21169	7	Russian Fed	21169
8	Mexico	20641	8	Mexico	19811
9	Canada	19663	9	Canada	19697
10	Germany	18983	10	Austria	18180

Source: WTO, 2004

Table 2.4

International Tourist Arrivals for Top 10 countries (2002 & 2003)

Rank	Country	Tourist Arrivals in (000) 2002	Rank	Country	Tourist Arrivals in (000) 2003*
1	France	77012	1	France	75000
2	Spain	51748	2	Spain	51800
3	USA	41892	3	USA	41200
4	Italy	39799	4	Italy	39600
5	China	36803	5	China	39000
6	U.K	24180	6	U.K	24700
7	Canada	20057	7	Austria	19100
8	Mexico	19667	8	Mexico	18700
9	Austria	18611	9	Germany	18400
10	Germany	17969	10	Canada	17500

Source: WTO, 2004

**Figures are provisional.*

Fig 2.5

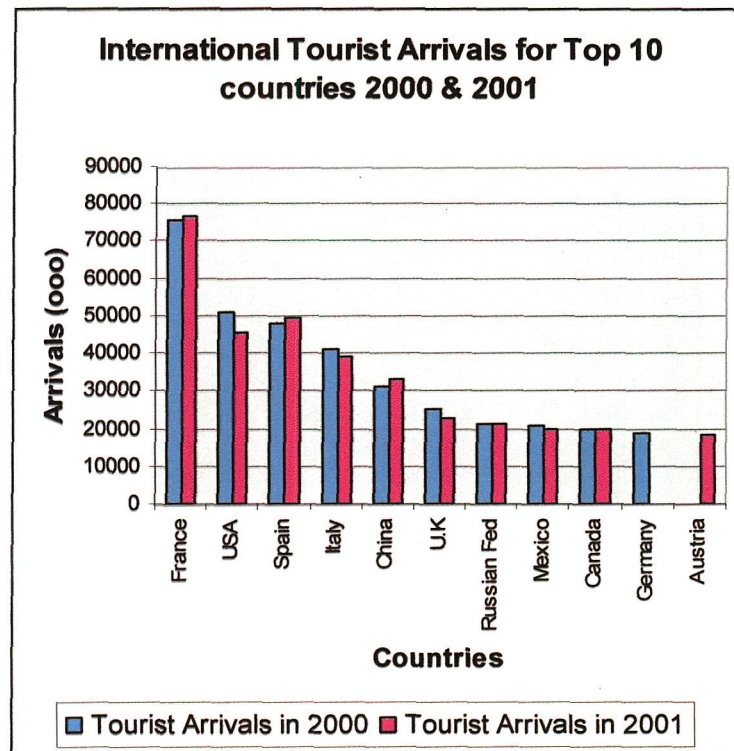
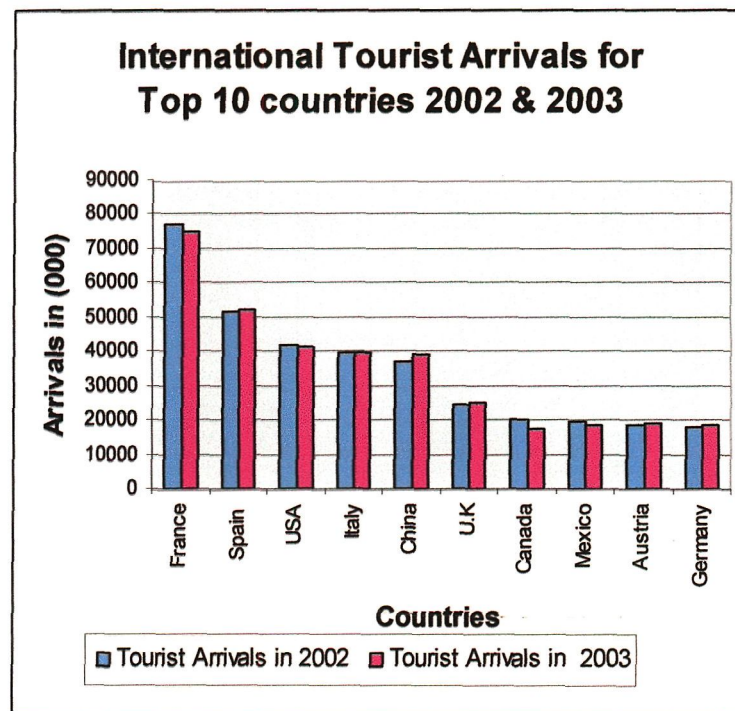


Fig 2.6



2.4.2 Tourism Receipts

Globally international tourism has always shown an increase in terms of the receipts it generates. Europe dominates the list in terms of the volume of the receipts and accounts for a major share of the total global receipts through tourism. Table 2.5 and Figure 2.7 give a clear picture of the receipts on a regional basis.

Table 2.5

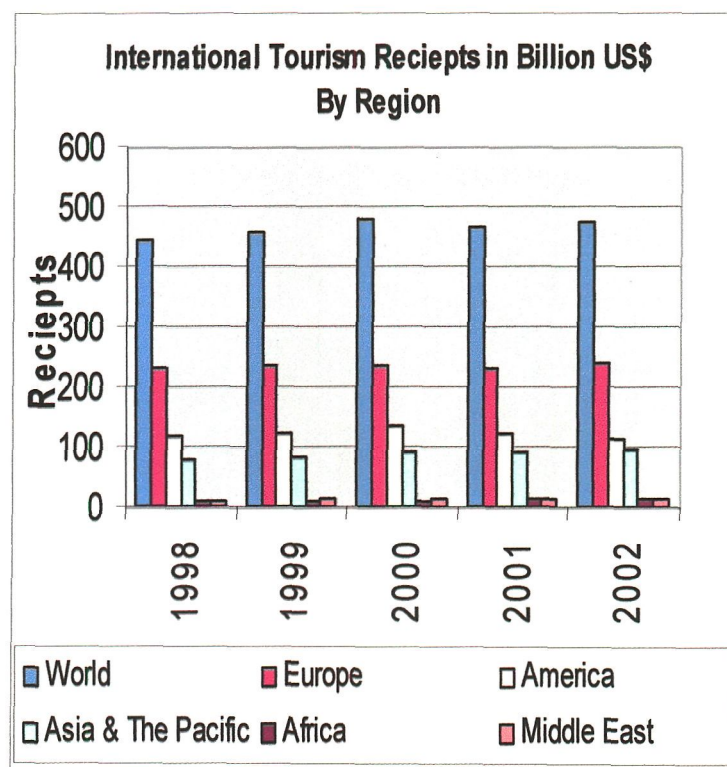
International Tourism Receipts in Billion US\$ (By Regions)

Region	1998	1999	2000	2001	2002
World	442.5	457.2 (3.3)	477.0 (4.3)	463.6 (-2.3)	474.0 (2.2)
Europe	231.7	233.9 (0.9)	234.5(0.3)	230.4(-1.7)	240.5(4.4)
America	116.9	122.1(4.4)	132.8(8.8)	122.5(-7.8)	114.3(-6.7)
Asia & The Pacific	77.9	82.6 (6.03)	89.9 (8.8)	90.2 (0.4)	97.6 (8.2)
Africa	9.9	10.5(6.1)	10.8(2.9)	11.7(3.3)	11.8(0.9)
Middle East	8.8	11.2(27.3)	12.2(8.9)	11.8(-3.3)	13.0(10.2)

Source: WTO, 2004.

Figures in brackets indicate percentage change over the previous year.

Fig 2.7



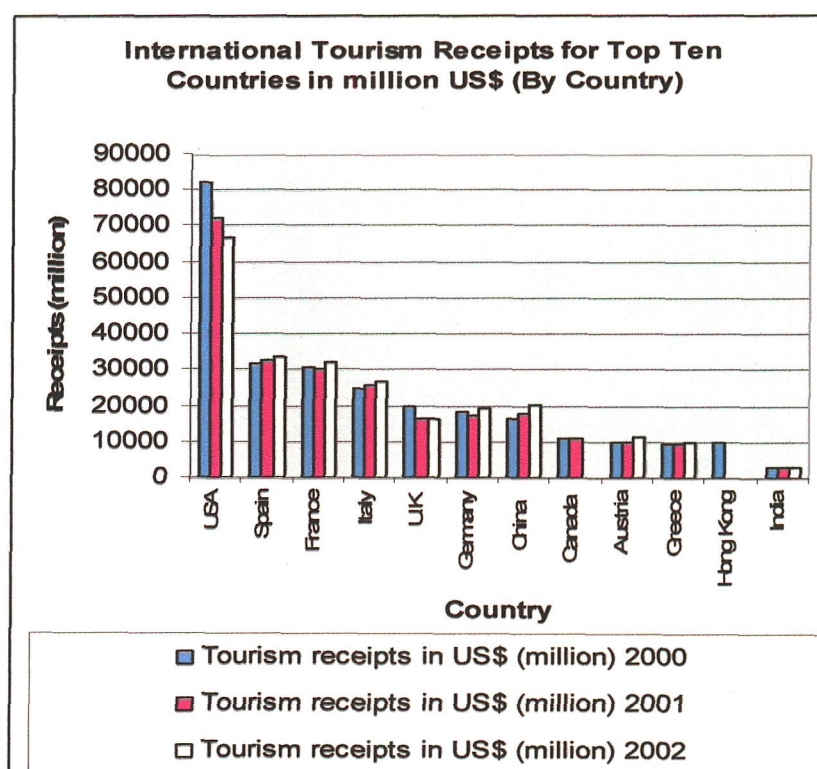
In terms of the receipts by individual countries United States of America tops the list with a total share of 14 percent in the overall global receipts through tourism. Table (2.6) and fig (2.8) reveals top ten countries in terms of the global receipts generated through tourism in 2002.

Table 2.6
International Tourism Receipts for Top Ten Countries in Million US\$

Rank	Country	Tourism receipts in US\$ (million) 2000	Rank	Country	Tourism receipts in US\$ (million) 2001	Rank	Country	Tourism receipts in US\$ (million) 2002
1	USA	82042	1	USA	72295	1	USA	66547
2	Spain	31454	2	Spain	32873	2	Spain	33609
3	France	30754	3	France	29979	3	France	32329
4	Italy	24500	4	Italy	25787	4	Italy	26915
5	U.K	19544	5	China	17792	5	China	20385
6	Germany	18483	6	Germany	17255	6	Germany	19158
7	China	16224	7	U.K	16283	7	U.K	16283
8	Canada	10704	8	Canada	10774	8	Austria	11237
9	Austria	9931	9	Austria	10118	9	Hong Kong	10117
10	Greece	9219	10	Greece	9219	10	Greece	9741
36	India	3168	36	India	3042	38	India	2923

Source: WTO, 2004.

Fig 2.8



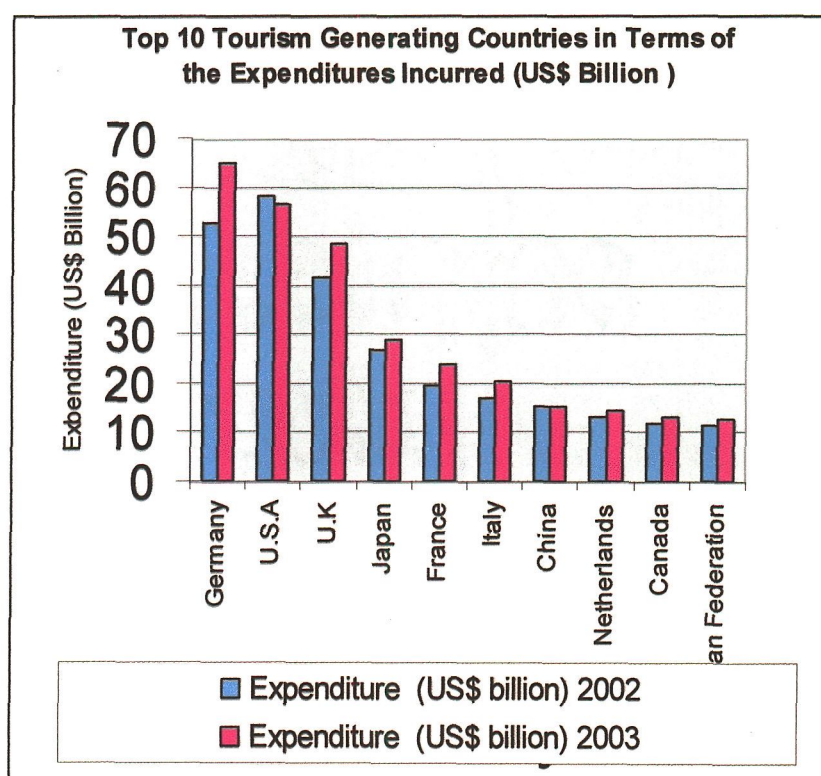
Among the top tourism generating markets, Germany tops the list, a position that it had lost to United States of America in 1998. Table (2.7) and figure (2.9) gives a clear picture about the top ten tourism generating countries in terms of the expenditure incurred on tourism.

Table 2.7
Top 10 Tourism Generating Countries in Terms of the Expenditures Incurred

Country	Expenditure (US\$ billion) 2002	Expenditure (US\$ billion) 2003	Change %	Share % 2003
World	480	523	8.9	100
Germany	52.5	64.7	29.3	12.4
U.S.A	58.0	56.6	-2.5	10.8
U.K	41.7	48.5	16.1	9.3
Japan	26.7	29.0	8.6	5.5
France	19.7	23.6	19.6	4.5
Italy	16.9	20.5	21.3	3.9
China	15.4	15.2	-1.4	2.9
Netherlands	13.1	14.6	11.2	2.79
Canada	11.7	13.3	13.5	2.54
Russian Federation	11.3	12.9	14.1	2.47

Source: WTO, 2004.

Fig 2.9



2.4.3 Long Term Prospects

From the foregoing discussion it is clear that tourism is one of the largest industries of the world, with a gross output of US\$ 4 trillion. In 2001 its share in the export value was US\$ 1063.8 billion and during the same year its share in the capital investment was US\$ 657.7 billion. It accounted for an estimated 207.1 million jobs worldwide in 2001 and one out of every nine jobs was a tourism job³³

As per the WTTC forecasts tourism is estimated to grow considerably well and by 2011, its contribution to the global -

- Gross domestic product (GDP) will increase from 10.7 percent to 11 percent.
- Employment will increase from 207 million to 260.4 million.
- Exports will increase from US\$ 1063.8 billion to 2583.3 billion or 12.8 percent of the total global export value.
- capital investment will increase from US\$ 657.7 billion to US\$ 1434 billion or 9.3 percent of the total

However vision 2020 of WTO, forecasts that international tourist arrivals will reach 1.56 billion by 2020. Figure (2.10) shows international tourist arrivals from 1950 to 2020. The forecast for 2020 has been estimated with 1995 as the base year. A region wise classification of forecasts for international tourist arrivals worldwide is given in table (2.8)

Table 2.8
Forecasts for International Tourist Arrivals by Region (Millions)

	Base Year	Forecasts		Average Annual Growth Rate	Share %	
	1995	2010	2020	1995-2020	1995	2020
Total	565.4	1,006.4	1,561.4	4.1	100	100
Africa	20.2	47.0	77.3	5.5	3.6	5.0
Americas	108.9	190.4	282.3	3.9	19.3	18.1
East Asia/Pacific	81.4	195.2	397.2	6.5	14.4	25.4
Europe	338.4	527.3	717.0	3.0	59.8	45.9
Middle East	12.4	35.9	68.5	7.1	5.2	4.4
South Asia	4.2	10.6	18.8	6.2	0.7	1.2

Source: WTO, 2004.

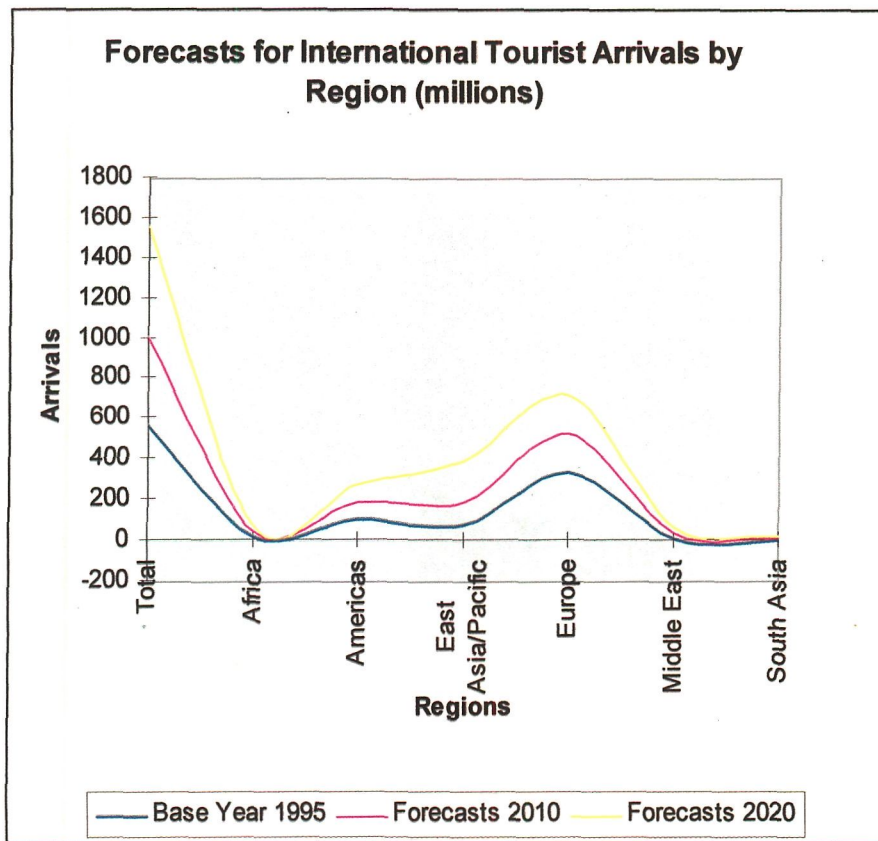


Fig 2.10

2.5 Tourism Growth – Indian Scenario

India's size, geography, terrain, history and people make it a country with immense resource potential, as far as tourism is concerned. The resources are so vast that India is often referred as country of all seasons and all reasons³⁴

India's tourism potential has been acknowledged by many writers and travelers.

Mark Twain says: So far as I am able to judge, nothing has been left undone, whether by man or nature, to make India the most extraordinary country that the sun visits on its rounds. Nothing seems to have forgotten nothing overlooked.³⁵ .He further says

“India is one country under the sun that is endowed with an imperishable interest for alien prince and alien peasant, for lettered and ignorant, wise and fool, rich and poor, bonded or free, and no land that all men desire to have seen and having seen once by even a glimpse would not give that glimpse for shows of all the globe combined.³⁶

Famous American traveler and writer Max Muller has adored India in the following words,

“If we were to look over the whole world to find out the countries mostly richly endowed with all the wealth, power and beauty which nature can bestow in some parts a veritable paradise on earth – I should point to India, if I were asked under what sky the human mind has most fully developed some of its choicest gifts, I should point to India”³⁷

The British Historian Arnold Toynbee referred India “as a society of the same magnitude as western Europe - a whole world in herself.”³⁸

In the Chief Ministers Conference held on October 20, 2001, the then Prime Minister of India ‘Mr. Atal Bihari Vajpayee’ stated

“Tourism is a major engine of economic growth in most parts of the world. Several countries have transformed their economies using the tourism potential the fullest. Tourism has great capacity to create large scale employment of diverse kind from the most specialized to the unskilled and all of us know that generation of massive productive employment opportunities is what India needs”³⁹

The potential of tourism in India can be judged from the following quote by Allan Baines of British Airways in

“1.3 million Visitors in a year for this greatest show on earth, does not make any sense. It has a potential of five million”⁴⁰

2.5.1 Tourism India - Facts and Figures

With the phenomenon of tourism growing worldwide, India has been no exception. From a mere 16, 829 international tourists in 1950, the figure grew up to 2.6 million in the year 2000. Thereafter there was a slight recession and the figures dropped down to 2.38 million during the year 2002. However year 2003 again saw an increase and figures recorded were 2.75 million. Years 2003, 2004 and 2005 have shown tremendous increase and in the figures crossed the three million mark in 2004 and the recorded figures for the year were 3.46 million.

Table (2.9) and figure (2.11) gives a clear idea about the increase in the number of international tourist arrivals into India. With certain exceptions, the figures show an increasing trend. However, when these figures are compared with India's share in the international tourism market, there seems to be a little change, with the share

Table 2.9
Summary of International Tourist Traffic to India

Year	Arrival	
	Number	% Change
1951	16829	-
1960	1230395	24.7*
1970	280821	8.6*
1980	1253694	16.1*
1990	1707158	3.1*
1991	1677508	-1.7
1992	1867651	11.3
1993	1764830	-5.5
1994	1886433	6.9
1995	2123683	12.6
1996	2287860	7.7
1997	2374094	3.8
1998	2358629	-0.7
1999	2481928	5.2
2000	2649378	6.7
2001	2537282	-4.2
2002	2384364	-6.2
2003	2726214	14.3
2004	3457477	26.3
2005		

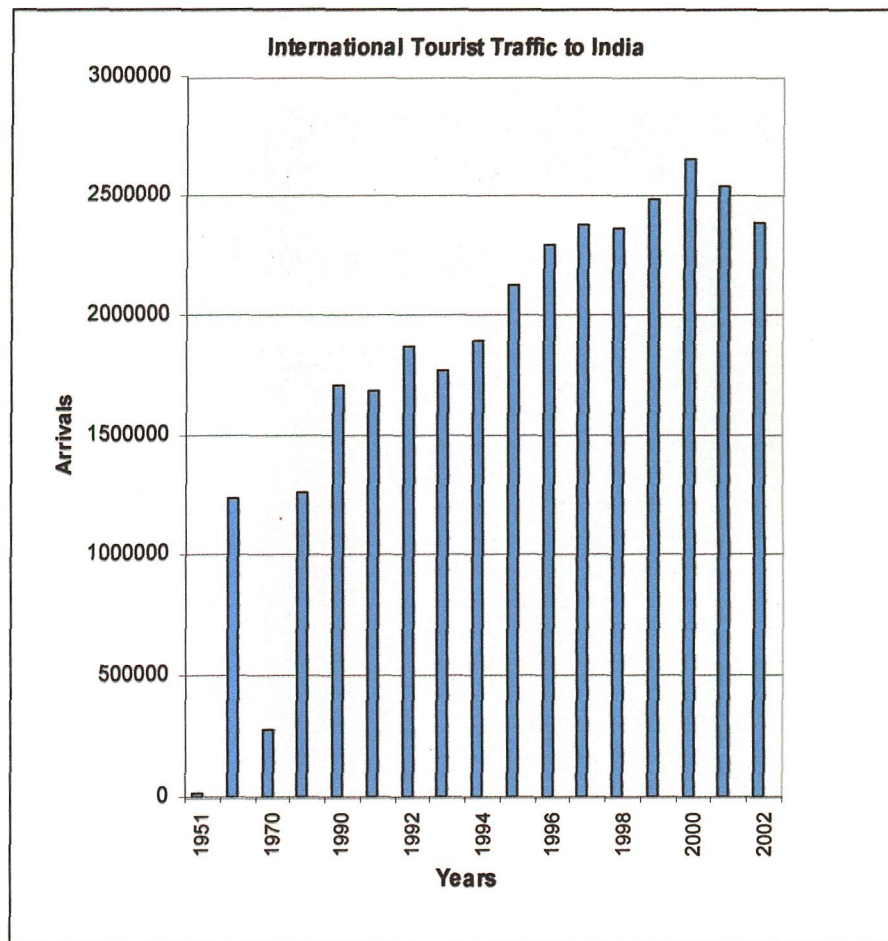
* Average Annual Growth Source: Ministry of Home Affairs (Immigration)

Table 2.10
India's share in International Tourist Arrivals Worldwide (Arrivals in Million)

Year	World	India	Share %
1993	515.7	1.8	0.34
1994	550.3	1.9	0.34
1995	550.4	2.1	0.39
1996	597.4	2.3	0.38
1997	618.2	2.4	0.38
1998	626.5	2.4	0.38
1999	652.3	2.5	0.38
2000	687.3	2.6	0.39
2001	684.1	2.5	0.37
2002	702.6	2.4	0.34
2003	694.9	2.8	0.40

Source: WTO

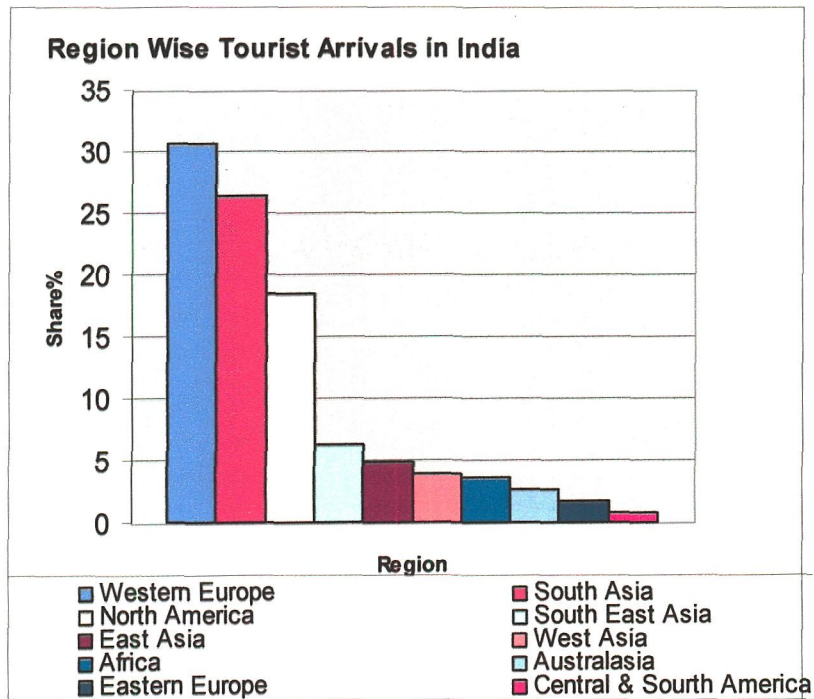
Fig 2.11



In terms of the place that India occupies among the list of tourist receiving countries, its position was 50th in 2000, 51st in 2001 and 53rd in 2002.⁴¹

A region-wise breakdown of tourism generating markets for India indicates Western Europe to be the region that sends highest number of tourist to India. A region wise distribution of tourist arrivals into India is shown in Figure (2.12).

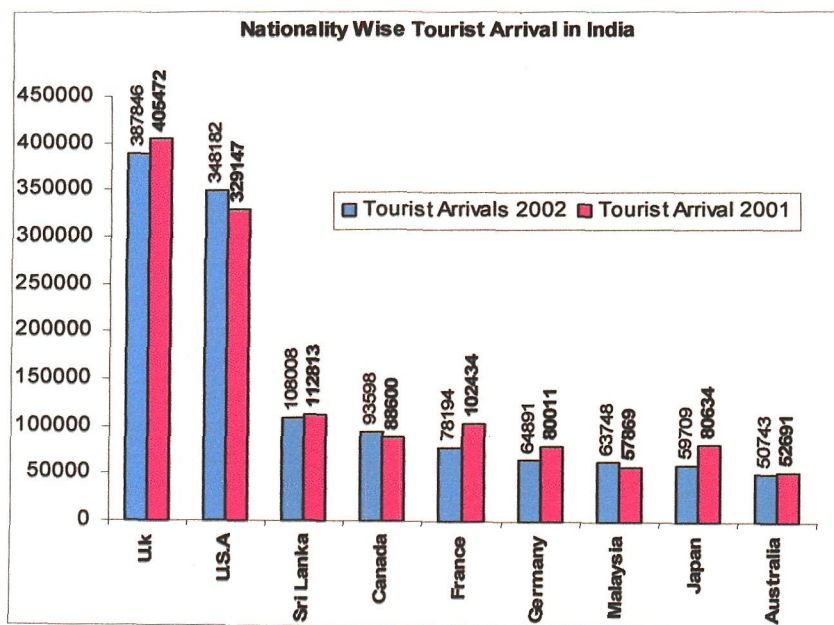
Fig 2.12



A country wise breakdown of tourist arrivals reveals United Kingdom to be the country that generates the highest number of tourists for the Indian Market.

Figure (2.13) shows the top fifteen countries in terms of the tourists generated for India.

Fig 2.13



2.5.2 Best Time of Visit

Statistical data available shows that the best time to visit India is from October to December, followed by January to March, July to September and April to June. Figure (2.14) gives break down of tourist arrival into India in terms of the season as given above.

A month wise distribution of tourist arrivals in India is shown in table (2.11)

Fig 2.14

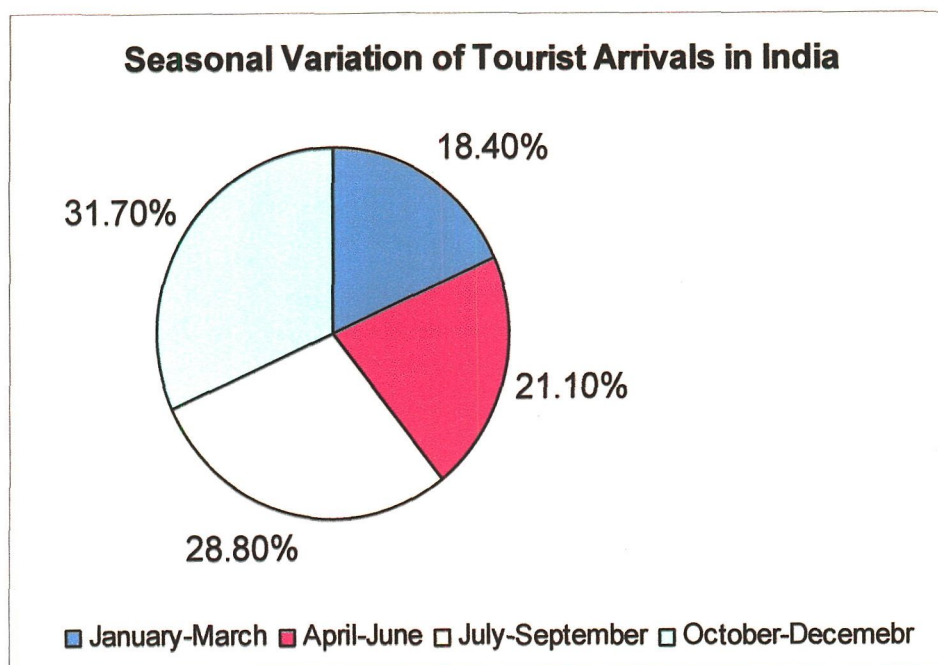


Table 2.11

Month Wise Distribution of Tourist Arrivals in India

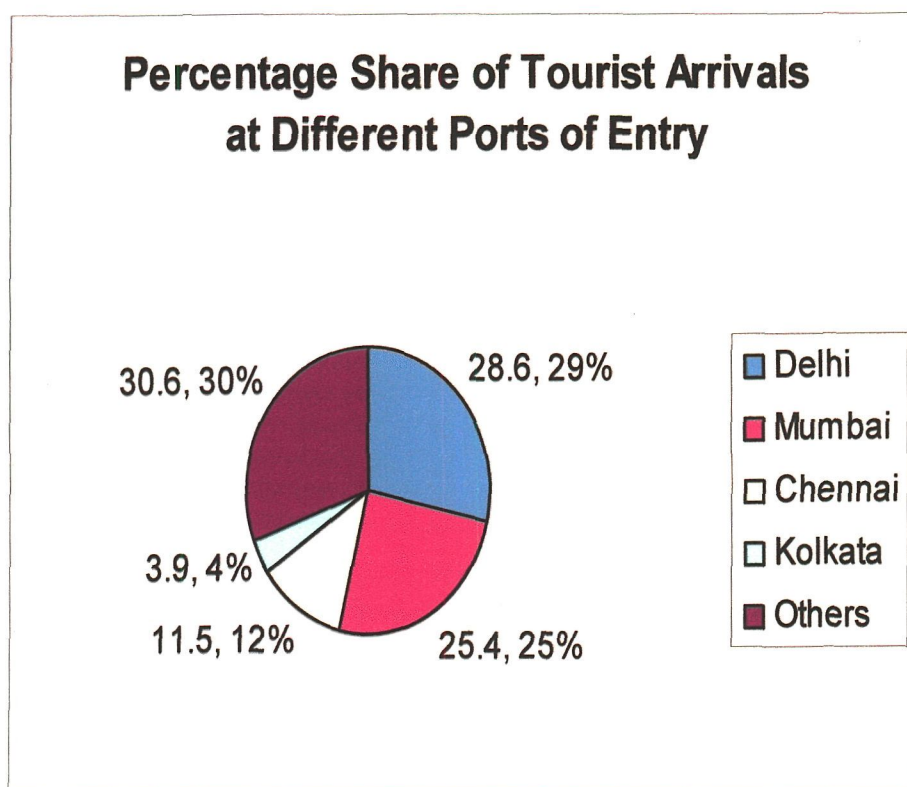
Month	Tourist Arrivals 2001	Tourist Arrivals 2002
January	283750	228150
February	262306	241133
March	248965	216839
April	185338	159789
May	151098	144571
June	176716	134566
July	224432	186482
August	196517	161477
September	162326	151721
October	181605	212191
November	209685	243566
December	254544	281102

Source: Annual Report, India Tourism Govt. of India 2002-03, Page 11

2.5.3 Port of Entry

The predominant mode of travel for tourist visiting India has always been Air with Delhi recording the highest number of arrivals followed by Mumbai, Chennai and Kolkata. Figure (2.15) shows arrivals by port of entry during the year 2001.

Fig 2.15



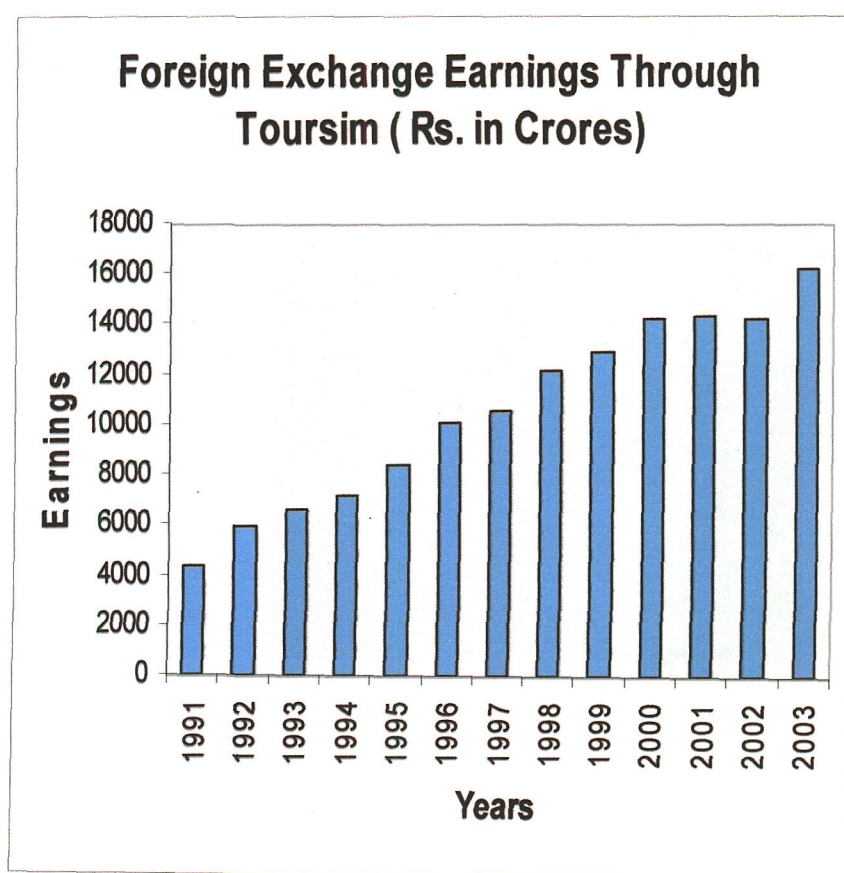
2.5.4 Foreign Exchange Earnings

With the increase in the number of international tourist to India, the foreign exchange earnings have also increased manifold. From a figure of Rs. 4318 crore in 1991, the foreign exchange earnings have grown up to Rs. 16429 crore in 2003. Table (1.12) and Figure (1.16) shows the foreign exchange earnings of the country since 1991.

Table 2.12
Foreign Exchange Earnings through Tourism (Rs. Crores)

Years	Rs. In Crores
1991	4318
1992	5951
1993	6611
1994	7129
1995	8430
1996	10046
1997	10511
1998	12150
1999	12951
2000	14238
2001	14344
2002	14195
2003	16249

Fig 2.16



As far as the share of India in the world tourism receipts is concerned, it has remained more or less static, ranging between 0.6 to 0.69 percent of the total.

Table (2.13) gives a clear idea about the share of India in the world tourism receipts.

Table 2.13

Share of India in World Tourism Receipts

Year	World Tourism Receipts ⁺ (Billion US\$)	Travel Receipts in India* (Million US\$)	% Share
1991	276.9	1,861	0.67
1992	315.4	2,126	0.67
1993	321.9	2,124	0.66
1994	354.9	2,272	0.64
1995	405.3	2,583	0.64
1996	436.5	2,832	0.65
1997	439.7	2,889	0.66
1998	442.5	2,948	0.67
1999	457.2	3,009	0.66
2000	477.0	3,168	0.67
2001	463.6	3,042	0.66
2002	474.0	2,923	0.62

Source: + WTO, * Reserve Bank of India

2.5.5 Domestic Tourism in India

Domestic tourism in India is also growing rapidly. With globalization and liberalization setting its root in India, there has been a flow of multinational or transnational companies who have established there businesses here. This has given rise to better and improved means of income generation, thereby increasing the living standard of the society. As a result more and more people are taking to tourism in times of leisure or under the concept of paid holidays. The figures available for 2002 indicate an increase of 15.6 percent in the domestic tourism over that in the previous year. Table (2.14) and figure 2.17 shows the figures for domestic tourism in India.

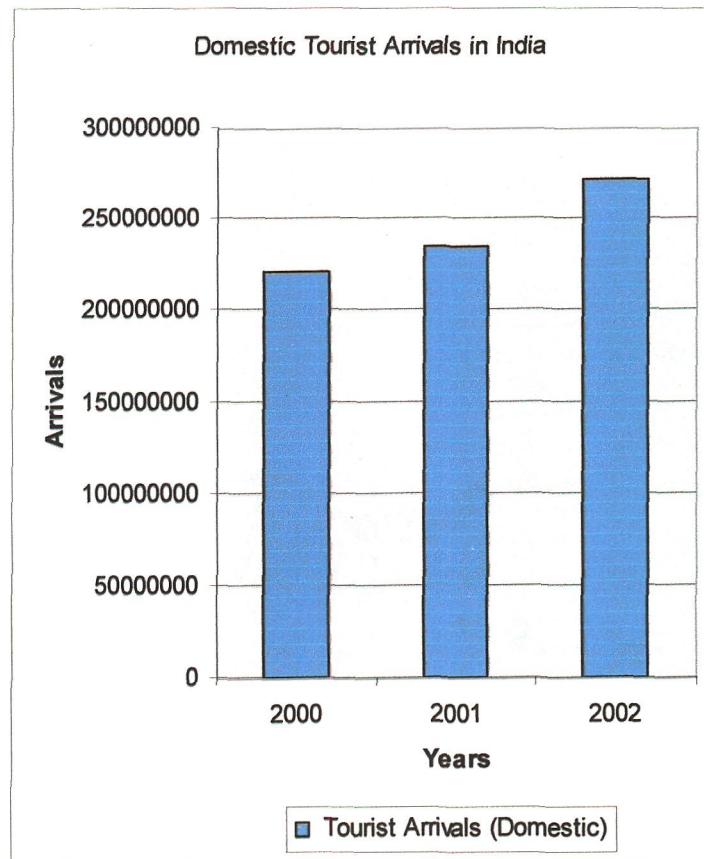
Table 2.14

Domestic Tourist Arrivals in India

Year	Tourist Arrivals (Domestic)
2000	220106941
2001	234781257
2002	271328180

Source: Tourism Statistics Government of India

Fig 2.17



2.5.6 Long Term Prospects

It is clear that the tourism in India is growing, but the figures available do not make any sense, as far as the potential of the country is concerned. Although tourism has been positioned among the top priority of the government and it is the third largest foreign exchange earner.⁴² Presently contribution of Tourism and Travel Economy to GDP in India is 5.3% with a global rank of 140. However, the contribution is reduced to 2.5% and the rank is 124, when only direct impact is taken into consideration.⁴³ In India contribution of tourism and travel economy to employment is 5.6% with a global rank of 140 and the direct impact of the industry accounts for 2.9% with a global rank of 111⁴⁴. In essence tourism supported about 15.50 million jobs in 2001⁴⁵ and the figure is estimated to grow up to 17.70 million by 2020. In 2010 it is estimated that one out of every 15 job will be from tourism.

The projected rate of growth for tourism in India has been put at 8.4% per annum and as such forecasts of WTTC indicate that by 2010 tourism for India

- Can attract Rs. 1,30,000 crore in capital investment
- Can attract Rs. 1,60,000 crore in export earnings and
- Will contribute up to Rs 5 lakh crore to the GDP.

2.6 Conclusion

From the above discussion it is clear that how tourism arises and how it has grown over the years. With the advancements in technology it has grown manifold and is now being increasingly recognized as an important instrument for economic development. Globally it has grown at a colossal rate and accounts for 10.7 percent of global GDP, 12.8 percent of global exports, 8.2 percent of global employment and 9.4 percent of global investment. In India Tourism is supposed to be the third largest foreign exchange earner and contributes about 5.3 percent to GDP, and 5.6 percent to employment.

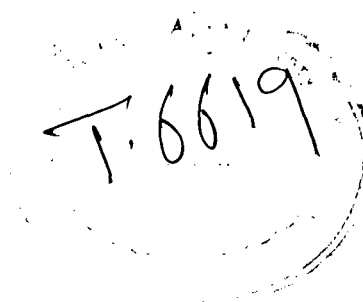
This growing economic importance of tourism has prompted nation states around the world to devise ways and means through which its effective and speedy development can be accomplished. As such Marketing Strategy has been one such area which is being increasingly used as an important instrument for accomplishing these objectives. This will be discussed in detail in the next chapter.

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Chapter – 3

Marketing: A Conceptual Framework

Human nature is very complex and is driven by mere psychosis. Thus Psychology plays a pivotal role in every sphere of human life and makes human beings behave differently in different situations. Behind every human activity there is always a “reason”. Most of the inventions and discoveries till date are a result of human psychoanalysis in the sense that the whole process starts with quite an irritant but inevitable question, that is “How or Why” This question often arises out of a human need, want or demand. Likewise as in the other spheres of life this need, want or demand has an equal application in Business Management. The whole process of production, distribution and dissemination is there because of human needs and wants. Realizing the importance of this need and want in business, a separate area of business management evolved over a period of time. This area has come to be known as Marketing Management. In essence the whole notion of marketing is based on needs, wants or demands. To have a better understanding of marketing it seems obligatory to know and understand these terms.

Needs: - A human need is a state of felt deprivation. These needs can be physical or social. Included in the needs are food, clothing, warmth, safety, belonging, affection, fun and relaxation etc. Other needs include those of esteem that is needs for prestige, recognition, fame, knowledge and self-expression. All these needs are not created marketers, but are part of the human makeup¹

Wants: - Wants can be described as expression of a human need influenced by culture and individual personality. In other words, it can be said that wants are those objects that satisfy needs. It is basically, how people communicate there needs.

Wants for a same need may differ from person to person. This can be explained as follows:

A hungry person in France may want a hamburger to satisfy his hunger while as a hungry person in India may want a Dosa to satisfy his hunger.

Demands: - Demands are wants for specific products that are backed by ability and willingness to buy them. In other words we can say that wants become demands when they are backed by purchasing power.²

Hence, demand is a point where one can say that they can be generated by obtaining or by following different tools in a society, system or environment. This may include the tools of sales, promotion and marketing. Further these demands are controlled and monitored by various other factors such as production, supply, value, satisfaction and quality etc.

3.1 Marketing- As a Concept

3.1.1 Evolution

Marketing as we know today is a recent development. Historical accounts show that trade always existed, but the term marketing was first used as a 'noun' in the first part of 20th century.³ According to Keth it was in the 1950's that the consumer orientation found acceptance as a business concept, which in turn resulted in more emphasis on marketing.⁴

Marketing has evolved against a background of economic and business pressures. As a result there has been an increased focus on managerial measures so as to satisfy consumer needs. After the World War II, the rapid developmental process has resulted in higher economic growth rate. This in turn has led to the improvements in living standards and an increase in discretionary time. To counter these fast changing and growing societal needs, there has been an emphasis on developing a full understanding of dynamics of consumer behaviour. This has been mostly achieved through market research, which has prompted the business enterprises in adopting marketing as an important tool or technique so as to meet the ends.

A survey of literature reveals that there are five concepts under which organizations conduct their marketing activity.⁵ These concepts have evolved over a period of time and in a way are research oriented improvements over one another. The five concepts are

1. Manufacturing Concept
2. Product Concept
3. Selling Concept
4. Marketing Concept
5. Societal Marketing Concept

3.1.2 Manufacturing Concept

Manufacturing Concept is also known as production concept. It is one of the oldest philosophies and holds that consumers will favour products that are available and easily affordable. It therefore propagates that management should focus on production and distribution efficiency. This involves an inward-product oriented emphasis rather than an outward market oriented emphasis. However, the problem with this concept is that the management may become so focused on manufacturing system that they forget the customer.

3.1.3 Product Concept

The product concept holds that consumers prefer existing products and product forms and the job of the management is to develop good version of these products. This misses the point that consumers are trying to satisfy needs and might turn to entirely different products to better satisfy those need such as motels instead of hotels⁶

3.1.4 Selling Concept

The selling concept works on the principle that sales can be improved through extensive sales and promotional efforts. The philosophy is to get every possible sale regardless the amount of satisfaction it brings or the revenue contribution of the sale. It thus fails to establish a long term relationship as the focus is on getting rid of what one has rather than creating a product to meet the needs of the consumer.⁷

3.1.5 Marketing Concept

Marketing concept revolutionized the whole business philosophy. The concept emphasizes on the adoption of a consumer led approach and recognizes that the

consumer needs and satisfactions are the most effective basis for planning, so as to achieve organizational objective. This means that the business enterprise should be outward looking in order to be successful⁸. The whole concept can be summarized in following words:

The company coordinates all the activities that will affect customer satisfaction and makes its profit by creating and maintaining customer satisfaction.⁹

3.1.6 Societal Marketing Concept

Societal Marketing concept is the newest marketing concept. The concept holds that the organizations should determine needs, wants and interests of target markets and deliver the desired satisfactions more effectively and efficiently than competitors in a way that maintains and improves the well being of the consumer as well as the society.

The societal marketing concept questions the viability of the marketing concept in an age of environmental problems, resource shortage, rapid population growth, worldwide inflation and neglected social services.¹⁰

3.2 Definitions

Marketing encompasses the entire business. It is basically the whole business seen from the point of view of the final result that is from the customer's point of view.¹¹

There are various misconceptions about marketing. Most often it is confused with selling and advertising, which in essence are components of marketing. Marketing includes product or service development, distribution policy and research. Based on this concept Paul Mazer has defined marketing as "delivery of a standard of living to the society" Malcolm McNair of Howard improves the above definition by adding the word 'creation' and he defines marketing as "the creation and delivery of standard of living to the society."

According to **British Institute of Marketing** "Marketing is the management function, which organizes and directs all those business activities involved in

assessing and converting customer purchasing power into effective demand for a specific product or service and in moving the product or service to the final consumer or user so as to achieve the profit target or other objectives set by the company”¹²

The American Marketing association defines marketing as “The identification or creation of consumer needs and the motivation and coordinated use of all functions within a business that can fill those needs with benefit to the buyer and seller”¹³

One of the definitions given by **Hansen** says that “Marketing is the process of discovering and translating consumer needs and wants into product and service specifications, creating demand for those products and services and then in turn expanding this demand.”¹⁴

Dr. William H. Kaven defines marketing as “The business process by which the existing and potential demand for goods and services is determined, cultivated and then supplied by the seller. The process includes the efforts of all the functional areas of the seller working in concert to produce at the right price, time and place the service or product that meets the market’s demand and the marketer’s profit goal.”¹⁵

E.F.L Berch defines marketing as the process of determining consumer demand for a product or service, motivating its sales and distribution in into ultimate consumption at a profit.¹⁶

William J. Stanton defines marketing as “total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and services to potential customers.”¹⁷

In 1984, the **British Chartered Institute of Marketing defined marketing as** the management process responsible for identifying, anticipating and satisfying customer’s requirements profitably.¹⁸

Philip Kotler a pioneer of marketing **defines marketing as** “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.”¹⁹

He further elaborates that marketing is getting the right goods and services to the right people at the right the right place, at the right time and at the right price, with right communication and promotion.²⁰

Going a bit further Kotler elaborates the definition by adding the word management, and defines **Marketing Management** as the analysis, planning, implementation and control of programs designed to create, build and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives.²¹

A summation of the above definitions reveals that marketing is basically associated with:

1. Exploration, identification and analysis of consumer need and wants,
2. Creation or modification of the product or service to match such needs and wants, that is providing the product or service, which is required instead of proving what is available,
3. Love the customer and not the product. The philosophy should be that the customers should have it their way and they are the bosses,
4. Development of a strategy that satisfies both customer needs and business objectives and thereby widens the scope for reciprocal interaction and as a result develops a strong relationship between the customer and seller.

3.3 Difference between Marketing and Selling

There has always been a misconception that marketing and selling are same, but it is not the case and both are different from each other. In essence both are antithetical, rather than synonymous or even complementary.

Sales concept focuses on products and uses selling to achieve profits through sales volume, regardless of the fact whether the consumer is satisfied or not. It may result in short term company success rather than long term. In contrast, the whole focus of marketing is on consumer needs and involves integrated and interwoven process so as to achieve profits through customer satisfaction. The aim of marketing is to make selling superfluous.²²

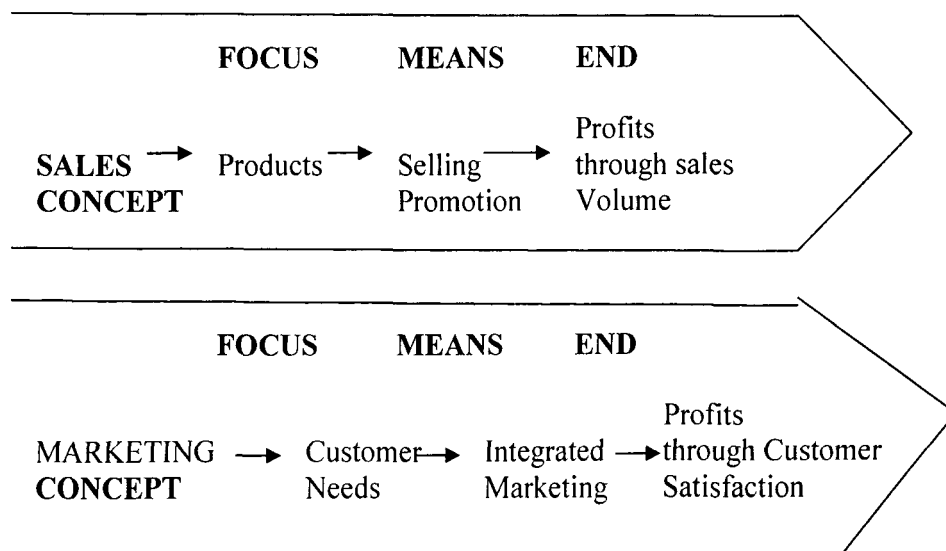
In the words of Levitt, the difference between the two can be had from following points:²³

Selling focuses on the needs of the seller, while as marketing focuses on the needs of the buyer.

1. Selling is preoccupied with the sellers need to convert his product into cash and marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering and finally consuming

The difference between the two concepts can be had from the diagram shown in fig 3.1

Figure 3.1



3.4 Tourism Marketing

There are various peculiarities associated with the tourism industry, which makes it different from the other conventional forms of industry. This gives tourism marketing a distinctive character based on tourist's behaviour, which is a type of non-conventional user. The first effort to define tourism marketing was made by **Krippendorf in 1971. He defined tourism marketing as,**

“ The systematic and coordinated adaptation of the policy of tourist enterprise as well as the tourist policy of the state, on local, regional, national and international levels to achieve an optimal satisfaction of the needs of certain determined groups of consumers along with reaching an appropriate profit”.²⁴ However **Wahab** points out that the definitions fail to address upon the consumer information that includes consumer identification, their needs, desires, tastes and expectations. It is on this information that a tourist supply development plan can be laid, which can lead to the adoption of a policy that is always tourist-oriented. He further elaborates that marketing should be viewed as orienting the management of tourism within the state policy or the management of tourism enterprise. **His definition of tourism marketing reads as,**

“The management process through which the national tourist organizations and/or tourist enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, likes and dislikes on local, regional, national and international levels and to formulate and adapt their tourist products accordingly in view of achieving optimal tourist satisfaction thereby fulfilling their objectives”.²⁵

Burkart and Medlik define tourism marketing as systematic and coordinated effort extended by national tourism organizations and/or tourist enterprises at national and local levels to optimize the satisfaction of tourist groups and individuals in view of sustained tourism growth.²⁶

In the **WTO seminar, held at Ottawa in 1975, tourism marketing was defined** as a management philosophy, which in light of tourist demand makes it possible

through research, forecasting and selection to place tourism products on the market most in line with the organizations purpose for the greatest benefit.²⁷

A summation of all these definitions reveals that tourism marketing

- Is a process of identifying tourists, potential and actual, and know about their needs, wants, desires and demands
- Involves an integrated effort to satisfy these tourist demands by making available, the desired product.
- Involves fulfillment of objectives through optimal tourist satisfaction
- Makes it necessary for all the stakeholders to work in coordination with each other so as to achieve maximum benefits.
- Helps in generating demand.
- Makes it possible to develop products that are in harmony with social and environmental interests.
- Ensures optimum utilization of resources.

3.4.1 Purpose & Objectives of Tourism Marketing

There are various facets of management involved in running the affairs of a business organization. All these facets are carried out through a set of well-defined objectives. In recent times marketing has emerged as one of the important disciplines of a business organization and like all other disciplines marketing too is guided by a set of well-defined objectives.

While establishing these objectives it should be noted that they are different from marketing goals or targets. Objectives are the expression of philosophy adopted by the business organization, while the targets are the quantitative estimations of the results expected to be achieved usually according to a time schedule.²⁸

While formulating marketing objectives, it should be fully understood that the objectives are realistic, comprehensive, flexible and specific.

Over the years marketing has emerged as a business philosophy, which places the consumer and his or her needs at the forefront of all activities. In the words of Barker and Anshen, the end of all the marketing activities is the satisfaction of human wants. This makes it clear that the basic objective of tourism marketing is

the satisfaction of tourists. Based on this philosophy the objectives of tourism marketing can be opined as under:

3.4.1.1 Customer Satisfaction

Customer satisfaction runs at the forefront of any marketing activity. It is the basic philosophy on which marketing works. In today's world no business can succeed with a dissatisfied, group of customers. Customer satisfaction in tourism is so important that it can be addressed as the heart of tourism business. Tourism is a kind of business where relationships play a very important role and as such relationship marketing can be ascribed as the most important ingredient of tourism business. The operating assumption is that 'build good relationships and the profitable transactions will follow'²⁹. In tourism it is often seen that the organizations receive repeat customers or customers through word of mouth, on the basis of services rendered to their friends or relatives. Moreover, it is worth mentioning that in travel and tourism industry there are various agencies involved which are in a way interdependent on each other. These agencies include wholesalers, retailers, hotel airlines, travel agencies etc. The key to their business success is the development of mutual trust and relationship that makes their business grow.

3.4.1.2 Profit Maximization

The basic objective of any business is to earn profit and maximize it. Thus profit maximization runs at the core of marketing philosophy. Marketing helps in devising ways and means through which profits can be maximized. Thus in tourism organizations amalgamating the tourist product have to act in a planned way, so that users continue to use their services without any break. This continuity paves way for profit generation and its maximization.

3.4.1.3 Balanced Tourist Growth

One of the important objectives of tourism marketing is to make a candid estimation of tourist arrivals. This makes it possible for the organizations involved to correlate the supply position with that of the demand position. This in turn helps in the optimal utilization of resources leading to a balanced tourist growth and makes headways towards the reinforcement of the economic impact of tourists³⁰, thereby maintaining a balance in the social and economic development plan.

3.4.1.4 To Excel Competition

Attaining market leadership is at the core of marketing. In the fast changing global scenario there is always a possibility of an increase in the competition. Each passing day, sees entry of new players in the market, who have the potential to change market equations resulting in higher levels of completion. This can be cornered through organizational effectiveness brought about by marketing. Thus marketing helps in achieving product leadership and the moment this leadership is established, it becomes increasingly difficult for competitors to compete.³¹

3.4.1.5 Enhancement of a Fair Image

Tourism inflow has a direct relationship with the image of a destination. Therefore enhancement or projection of a fair image forms one of the basic objectives of tourism marketing. Effective communication devices simplify the task of transmitting positive points to the users. The advertisement, publicity, public relations and sales promotion activities become instrumental in publicizing the positive points and ultimately succeed in influencing target users. It is the beauty of marketing that alone has the capacity of negating ill effects associated with a particular product. This is achieved through fast and persistent exploitation of positive resources in a manner that paves the way for outsourcing the anti-incumbency factor to the maximum possible limit.

However, it will be imperative to point that there is a difference between the marketing objectives of a national, regional or local tourist organization with that of a tourist business concern. The first category operating at an official level would have more of prestige and image building objectives. Business objectives nevertheless are very much warranted to create for the country at large, the region or locality in particular, a value in exchange that is greater than the intrinsic cost of goods and services contributing to shape the tourist product.³² These business objectives however are not to be overemphasized in the case of official tourist organization as other socio-cultural and political considerations might have equal weightage. On the other hand in the case of tourist enterprises the approach limits itself and profit maximization remains at the core of all the marketing activities.

3.5 Marketing Orientation

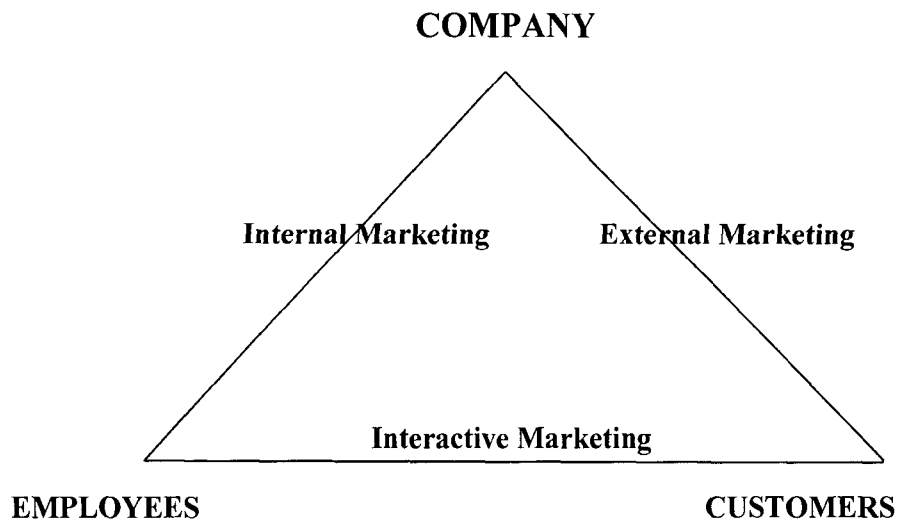
Tourism being a service industry and as such the marketing techniques employed have evolved to new heights. Many of the traditional approaches have been thrown off giving way to new approaches that are more effective and efficient.

Interaction with customers has been recognized as one of the basic areas for a successful business strategy. A positive and an effective interaction create superior value and maximize profits. This is being achieved by giving attention to employees as well as customers. A skillful and satisfied employee has the potential of creating a customer base that can work wonders and through which companies can earn their profits handsomely. Based on this philosophy, it has come to the fore that in order to accomplish the objectives of tourism marketing, certain additional marketing approaches or techniques are adopted. Thus, in the explicit sense, it can be said that tourism marketing is carried out through three different but interrelated approaches namely the traditional external marketing approach, internal marketing approach and interactive marketing approach. Fig 3.2- illustrates the relationship in a better way.

3.5.1 Internal Marketing

Internal Marketing means that the firm must effectively train and motivate its customer-contact employees and all the supporting service people to work as a team so as to provide customer satisfaction. For the firm to deliver consistently high service quality everyone must practice a customer orientation. It is therefore the job of the marketers to get everyone else in the organization to practice marketing.³³

Fig 3.2



3.5.2 Interactive Marketing

Interactive Marketing means that perceived service quality depends heavily on the quality of the buyer-seller interaction during the service encounter. In product marketing product quality least depends on how the product is obtained, but in tourism marketing service quality depends on both the service deliverer and the quality of the delivery. The customer judges the quality not just on technical aspects but on functional aspects as well. This can be illustrated by following example

“The quality of food in a restaurant is not only judged by its technical aspects, that is taste of food, its appearance but what also accounts is the mode of delivery, that is the behaviour of the waiter, service time etc.”.³⁴In addition, tourism marketing calls for steps that guarantee competitive advantage. This is achieved through service differentiation, service quality and productivity.

3.5.2.1 Service Differentiation

Service differentiation is achieved through innovative methods of thinking and planning so that new ideas are generated to take advantage of opportunities or to existing methods of marketing. The innovations can be brought about in terms of delivery and image. Examples include Tele-Check in facilities by Airlines, In Flight Movies, fly anytime with us, zero cancellation charges, etc. The problem

with this methodology is that all innovations can be copied easily and the solution lies in a continuous process of innovations, thereby by building an innovative image for the company.³⁵

3.5.2.2 Managing Service Quality

Managing service quality is being increasingly recognized as one of the major ways through which a service firm can differentiate itself from its competitors. Managing an outstanding service quality can give companies a potent competitive advantage that will lead to higher sales and profits. However it is difficult to define and assess a good service quality. The best measure of a good service quality is customer retention. For a manufacturer good quality goal might be zero defects. Service provider's goal in this contention will be zero customer defection. Therefore for a service firm to succeed effectively it is imperative that it should promise only what it can deliver and deliver more than what it has promised. Unlike product manufacturers service providers cannot adjust their defects before the delivery is made. The solution lies in immediate recovery of service mistakes, when and wherever they occur. This calls for empowering frontline service employees with the authority and responsibility. They should have an on spot assessment of the problem and decide accordingly what is best for the customer, keeping the interest of the company in tact with no compromise on the quality.³⁶

3.5.2.3 Managing Productivity

While maintaining service quality the management of a service firm has the ample task of managing the productivity as well. It seems quite obvious that while maintaining service quality there is a good chance that the productivity may suffer. This calls for innovative methods of maintaining and increasing the productivity, while managing the high standards of service quality. This can be achieved by designing more effective services. As part of this process many restaurants encourage self-service and many hotels, restaurants and amusement parks provide their employees with handsets so that they can remain in touch with each other while providing the services.³⁷

3.6 Tourism Marketing Planning

Planning is the most essential aspect of success and is being imparted in every sphere of life. Planning helps in the successful accomplishment of objectives, goals, desires and events etc. There are several reasons why planning is needed.

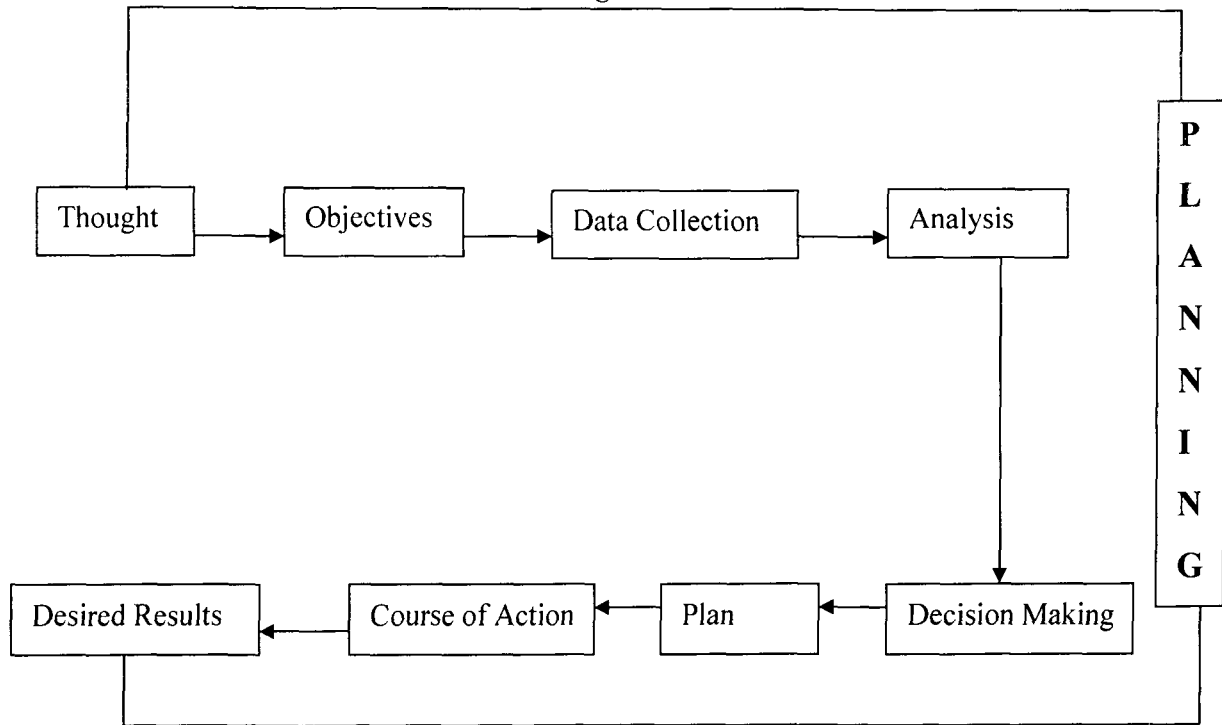
To name some we have

1. It imparts a sense of direction thereby giving a feeling to the workers that the leaders know where they are going and their own efforts help in achieving the results.
2. It imparts a sense of cohesion that creates a sense of belonging to a team of workers where each job is defined. All the jobs are interdependent and only a collective effort helps in achieving the desired results.
3. It helps in minimizing risk through market research
4. It ensures progress with time-bound constraints and controls. As a result the difference between what was planned and what actually was achieved can be measured. The reasons can be identified and removed accordingly through corrective measures.
5. It helps in action and not reaction meaning by that an organization advances systematically towards the end result it wants through its own initiatives rather than reacting to emergencies, misfortunes or the actions of competitors.³⁸

3.6.1 Marketing Planning-The Conceptual Framework

Marketing planning helps in improving the effectiveness and efficiency of the marketing efforts of a tourist enterprise. A marketing plan essentially involves the establishment of objectives, followed by identification of ways and means through which these objectives can be achieved. Figure 3.3 gives a clear idea of a marketing plan. A marketing plan essentially starts with a thought that gives rise to objectives. Objectives in turn lead to the exercise of data collection and risk analysis that helps in decision-making process. Decisions give rise to a plan that involves a programme of action through which results are achieved. Thus the linkage between thought and action through these steps is what is termed as planning.

Figure 3.3
Marketing Plan



3.6.2 Structure of a Marketing Plan

Planning as a concept involves the definition or setting up of objectives followed by the identification of methods whereby these can be achieved.³⁹ The planning process starts with the establishment of a well-defined structure that tries to answer following questions in a stepwise manner.⁴⁰

1. What we want?
2. Where are we now?
3. Where do we want to go?
4. How do we get there
5. Where did we get?

The steps involved in carrying out the marketing plan can be described through following heads and is represented in (fig 2.4)⁴¹

1. Corporate Mission and Goals
2. External and Internal Audit
3. Business Situation Analysis
4. Creating the Objectives

5. Marketing Mix Strategies
6. An Implementation Plan
7. Marketing Budget
8. Monitoring the Plan

3.6.2.1 Corporate Mission and Goals

Business organizations often define their role through a statement, which indicates the organizational philosophy, identity, character and image. This type of statement is called a mission statement and as such it reflects the basic reason for which an organization stands for, and emphasizes the role or value of the organization for the society at large. In order to be successful and effective a mission statement should be feasible, precise, clear, motivating and distinctive. It should also indicate the major components of strategy with ways and means of how the desired objectives are to be accomplished. The best example of a mission statement can be had from the National Tourism Policy of India 2002. The mission statement reads as under.

“Achieve a superior quality of life for India’s peoples through Tourism, which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation”

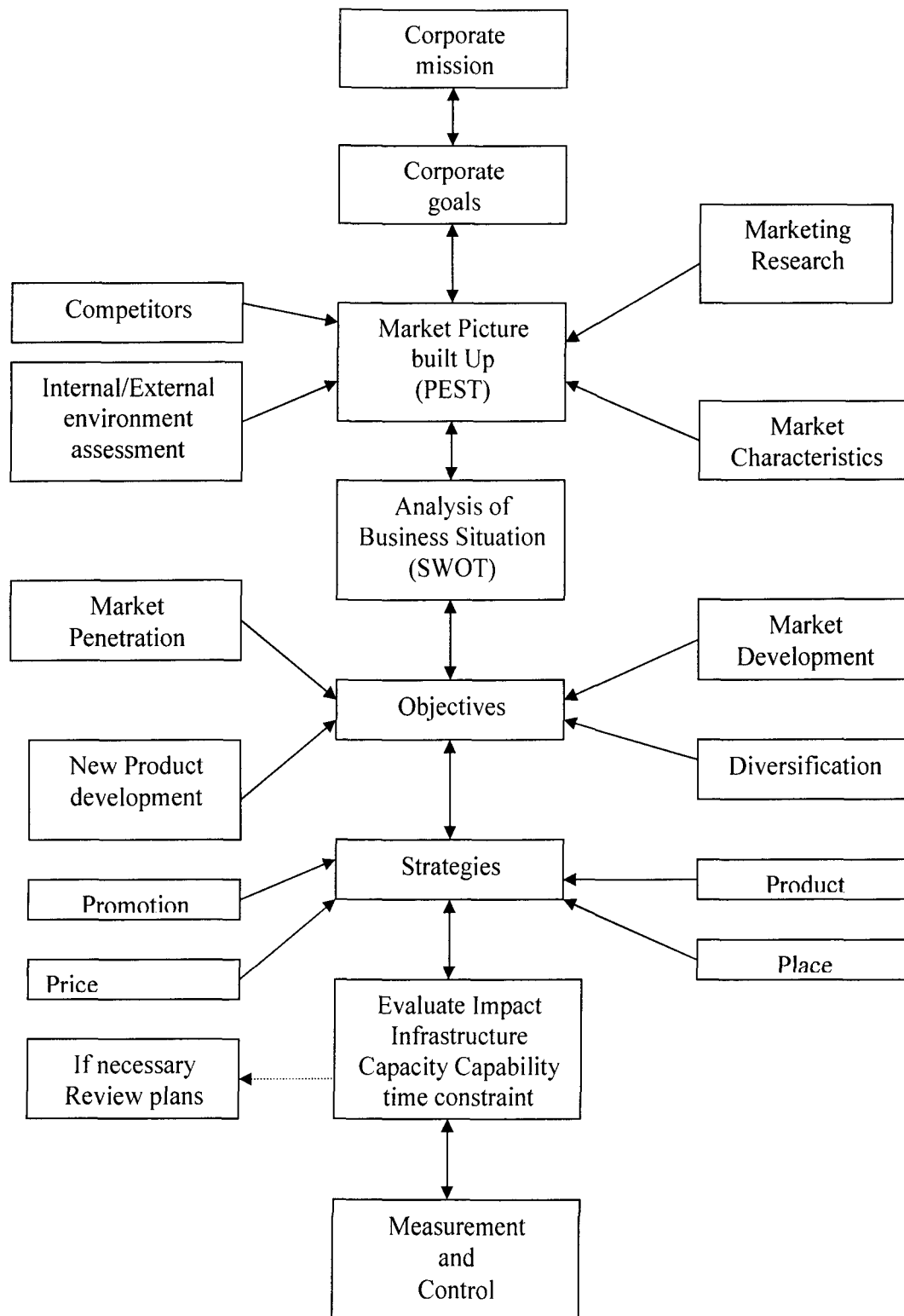
The organizational goals are derived from the set objectives. Goals can be described as close ended attributes, which are precise and expressed in specific terms, whereas objectives are open ended attributes that denote the future states of outcome.⁴²

Tourist organizations objectives can be stated as “Growth, Innovativeness and High Profits.

Growth can be achieved in terms of numbers, Innovation can be reflected through distinctive packages and high profits can be ascribed to more sales volume. This set of quantum numbers, distinctive packages or sales volumes is what is termed as “Goals”

Steps involved in a Marketing Plan

Figure 2.4



3.6.2.2 External and Internal Audit

The next step in developing a marketing plan is to assess the impact of environmental factors on company's policies with an emphasis on present and future markets. This calls for a thorough analysis of the external and internal environment of the company. This is achieved through PEST analysis⁴³ that involves an examination of political, economic social and technological changes that may affect the company and the market. Changes in any of these factors can create marketing opportunities as well as problems. Some of the important trends that are worth watching and work as parameters for PEST analysis include:-

- | | |
|---|---------------------------------|
| a. Inflation | b. Unemployment |
| c. Fuel Costs | d. Average Salaries |
| e. Population Growth | f. Urbanization |
| g. Rural Communities Growth | h. Lifestyle |
| i. No. of Female Employees | j. Family Size |
| k. Delay in the First Child | l. No. of Retired Persons |
| m. Two Wage Earner Households | n. Technology Innovations |
| o. Taxations | p. Regulations |
| q. Tourism Policies | r. Investment Levels |
| s. Constraints by Local Authorities | t. Visa Procedures |
| u. Organizational Mergers/Takeovers | v. Market Size, Growth & Trends |
| w. Product Development & Price Distribution | x. Promotional Methods |

3.6.2.2 Business Situation Analysis

The third step in planning involves a thorough analysis of the business situation. For successful planning one must have the information about the resources available, image and customer satisfaction. This calls for SWOT analysis of the situation in which the company is operating. SWOT analysis should be carried out while taking feedback from PEST analysis.

The systematic analysis should include things as recreational and entertainment facilities, cultural and historical sites, overnight accommodation, restaurants, shopping opportunities, special events and activities, staff size and transportation

etc. Each item is to be assessed in terms of quality and availability. This systematic analysis gives way to the formulation of a number of assumptions about past performance, future conditions; product opportunities, resources and service priorities, which all lead to a range of strategic options for the organization. A brief description of SWOT analysis in tourism is as under⁴⁴

3.6.2.3 Strength and Weakness

Strengths include those parts of the operation which contribute to the success of an organization, while as factors that have the potential to hinder organizational growth account for the weaknesses. These factors are evaluated in terms of marketing, financial, manufacturing and organizational outburst.

Factors in marketing include

- | | |
|-----------------------------|-------------------------------|
| a. Company Reputation | b. Market Share |
| c. Product Quality | d. Service Quality |
| e. Pricing Effectiveness | f. Distribution Effectiveness |
| g. Promotion Effectiveness | h. Sales force Effectiveness |
| i. Innovative Effectiveness | j. Geographical Coverage |

Factors in finance will include

- | | |
|----------------------------|--------------|
| a. Availability of Capital | b. Cash Flow |
| c. Financial Stability | |

Factors in manufacturing will include

- | | |
|-----------------------------------|-----------------------|
| a. Facilities | b. Economies of Scale |
| c. Able Dedicated Workforce | d. Capacity |
| e. Technical Manufacturing Skills | |
| f. Ability to Produce on Time | |

Factors in Organizational analysis will include

- | | |
|--------------------------------|----------------------------|
| a. Vision | b. Leadership Capability |
| c. Employee Dedication | d. Flexible Responsibility |
| e. Entrepreneurial Orientation | |

3.6.2.5 Opportunities

A marketing opportunity may be defined as an area of need in which a company can perform profitably.⁴⁵ Various changes and trends can result in opening up of

new avenues in which organizations can perform better. These new avenues are termed as opportunities.⁴⁶

The concept of incorporating recreation clubs into resorts might be an opportunity for some resorts; such programs are aimed at local markets, allowing members to enjoy the resort facilities and sometimes even stay in rooms. Membership programs offer opportunities for increased revenue but the impact can be negative if it is not well managed. For example, guests who pay for full rack rates may not appreciate the competition for tennis or golf timings from the local residents.⁴⁷ Similarly cheaper cost of treatment and quicker remedial access time in India offers opportunities for the country to become a hub in medical tourism.⁴⁸

3.6.2.6 Threats

Threats can be defined as unfavorable trends or developments that would lead to loss of sales and profit deterioration in the absence of defensive marketing action. These can be classified on the basis of their seriousness and probability of occurrence. Such threats might comprise of negative social attitudes, deteriorating air services, growing population hazards, new competitors and loss of key staff. Low fares on international sectors and high aviation costs on the domestic sectors is proving a major threat for domestic tourism in India resulting in the leakage of foreign exchange.⁴⁹

3.6.2.7 Creating the Objectives

On the basis of the evaluation of the first three stages of planning process, the next stage involves the creation of objectives. Juck and Glueck define objectives as “those ends, which the organization seeks to achieve by its existence and operations.”⁵⁰ Usually objectives of a company are expressed in terms of the maximization of wealth of stakeholders and the best way for this to achieve is by enhancing ROI, which indicates an overall efficiency of the company. In addition to the maximization of ROI, Peter F Ducker advocates adoption of secondary objectives, which include:

1.	Marketing-	Increase in Sales Volume, Market Development for Existing Products Reduction in Marketing Cost
11.	Innovation-	New Product Development Improvements in Customer Service
111.	Productivity-	Output Sales Turnovers
IV.	Physical & Financial Resources-	Capital Requirements Investments Assets Technical Requirements
V.	Performance & Attitude-	Industrial Relations Welfare and Development
VI.	Social Responsibility-	Community Service Rural Development Auxiliary Industry Development Family Welfare

While establishing objectives it must be kept in mind that the objectives are

1. Easily Understandable
2. Concrete and Specific
3. Time Bound and Periodical
4. Challenging
5. Inter-related with one another
6. Verifiable
7. Real in Character.

3.6.2.8 Monitoring the Plan

The next stage in the development of a plan is based on strategy formulation and implementation. A detailed description of the marketing strategy will follow in the next section. The last stage in planning involves the evaluation process whereby plans are monitored in a way so that tactical action is taken in case of any discrepancies. This way the plan is brought back on the track or any possible

deviations are made so that the objectives are achieved in a much befitting manner. This allows for a review and amendment of a plan on a continuous basis.

3.7 Marketing Strategy

3.7.1 Concept of Strategy

The word 'strategy' was applied by, the ancient Greeks to generals and generalship. It is derived from the Greek word " STRATEGOS" which means generalship i.e. the actual direction of military force as distinct from the policy governing the deployment.

Therefore, the word 'strategy' means the art of general that is how to make a plan in most effective action. However in business parlance there is no definite meaning assigned to strategy. It is often used to mean a number of things. Many experts have defined the concept of strategy differently. Some of the definitions are:

Alfred D. Chandler (1962) defines strategy as the determination of the basic long term goals and objectives of an enterprise and the adoption of the course of action and allocation of resources necessary for carrying out their goal."⁵¹

This definition by Chandler refers to three main aspects:

- (i) Determination of long term goals and objectives,
- (ii) Adoption of course of action to achieve these objectives and
- (iii) Allocation of necessary resources for the adoption of these courses.

Kenneth Andrew (1965) defines strategy as the pattern of objectives, purposes, goals and the major policies and plans for achieving these goals stated in such a way so as to define what business the company is in or is to be and the kind of company it is or is to be.⁵²

The point raised in this definition is the term business definition, which states the current and desired position of the company and the objectives, purposes, goals, major policies and plans required for taking the company from the present position to the position where its aim is.

According to Professor Igor Anosaff (1965), strategy is the common thread among the organization's activities and product-markets as above that define the essential nature of business that the organization was or planned to be in future.⁵³ However in 1984 he explained the concept of strategy as a set of decision-making rules for guidance of organizational behaviour.⁵⁴

William F. Glueck (1972) defines strategy as a unified, comprehensive and integrated plan designed to assure that the basic objectives of the enterprise are achieved. The definition seems adequate as it incorporates all the things by including the three adjectives namely unified, comprehensive and integrated.⁵⁵

Unified indicates that the plan joins all the parts of an enterprise together, comprehensive indicates that the plan covers all the major aspects of an enterprise while as integrated means that all parts of the plan are well-matched and run in cohesion with each other.

Arthur Sharplin (1985) defines strategy as “ A plan or course of action which is of vital, pervasive, or continuing importance to the organization as a whole”⁵⁶

From the above definitions we can conclude that a strategy

- is a plan or course of action,
- is a set of decision making rules,
- is a blueprint or model for organizational activities in terms of objectives, policies and procedures,
- is concerned with resources required to move an organization from its present state to a position of want.

3.8 Tourism Marketing Strategy

Tourism marketing strategy being an important part of the marketing planning process and by the time this stage is reached in planning process; marketing manager is well equipped with a number of information inputs, which he would evaluate to produce his plan.

At this stage the objectives of the marketing plan are already defined and as such strategy is all about the methods of achieving these objectives and cost benefit of actions planned.

The methods involved are based on tourist buying profile, which comes into play on the basis of a thorough observation and evaluation of a number of factors that have the ability to influence buying decisions. These factors are classified as marketing mix elements and include product, price, place and promotion. This '4P' concept of marketing mix was given by McCarthy in 1978 and various authors commented this to be insufficient for tourism marketing. As a result in 1981 Boomi and Bitner adopted a '7P' concept for tourism marketing. They added three more variables namely physical evidence, people and process.⁵⁷

All these P's of the marketing mix call for a separate strategy based on the individual aspect of each variable. However, it is imperative that the strategies thus formulated should be interdependent and interconnected with productive results. Moreover, while formulating the strategies, one of the important aspects that is to be kept in mind and which works as a necessary follow-up action, is the cost-benefit analysis of all the actions planned. This takes into account both the capital costs and running costs as well, which are involved in carrying out the strategic perspectives. The strategic perspectives include;

1. Product Perspective.
2. Pricing Perspective.
3. Place (Distribution) Perspective.
4. Promotion and Publicity Perspective.
5. Physical Evidence Perspective.
6. People's Perspective.
7. Process Perspective.

3.8.1 Product Perspective

The product Perspective involves quite a range of things that have a bearing effect on the buying decision. It involves product range, quality of product, product level, brand name, new product design, new product development and launching of the new product

3.8.2 Pricing Perspective

The Pricing of the product is of paramount importance as far as the buying decisions are concerned. Pricing policy involves a wide variety of parleys that have an impounded effect on the decision-making capabilities of the buyer, i.e. the tourist. Price may often decide the destination for a tourist whose main motive is holiday or leisure. Thus in pricing policy a quantum of decisions are taken in terms of

- a. Price level
- b. Discounts
- c. Allowances
- d. Commissions
- e. Payment Terms
- f. Customers Perceived Value
- g. Price Differentiation
- h. Quality of Price
- i. Inflation

3.8.3 Place (Distribution) Perspective

A sound distribution policy involves the determination of the best possible channels through which the industry will be able to sell its products in the desired market. For a sound distribution policy in tourism, it is imperative to have a clear cut analysis of the market with a view to identify the market segment that suits the product most.

Distribution policy includes the policy matters as regarding the

- a. Accessibility
- b. Locale
- c. Channels of Distribution
- d. Distributions Coverage Area
- e. Direct Communication with Prospective Customers

3.8.4 Promotion and Publicity Perspective

The main aim of this part is to make the potential customers aware of all the elements and features of the tourist product. The decisions in this regard are to be taken carefully in terms of the type of media to be utilized for a particular market segment, so as to have the maximum effect and attract a good number of tourists.

The tools in the promotional policy include

1. Advertising
2. Personal Selling
3. Sales Promotion
4. Publicity
5. Public Relations

Thus promotional policy in tourism calls for a thorough analysis of the situation and decides accordingly in terms of the promotional tools to be utilized in a given situation. It may identify different stages and apply different tools at each stage.

3.8.5 Physical Evidence Perspective

Physical evidence being one of the three additional variables identified for tourism marketing calls for strategies as regarding the environment, furnishing, colour, layout and noise levels etc. In essence it accounts for strategies for those aspects of the tourism product, which have some kind of tangible nature associated with them.

3.8.6 People's Perspective

Tourism being a labour intensive industry makes it a people's product in the sense that at every stage of its production, delivery and consumption, there is a human aspect associated with it. People's participation is so pertinent that the two cannot be dealt separately. Marketing the tourist product makes it imperative to give due consideration for the role that people play in the successful running of affairs. It calls for a thorough behavioural analysis with impetus on training, commitments, discretion and appearance. In addition customer relationship, customer-customer contacts also play their part.

3.8.7 Process Perspective

One of the seven P's in tourism marketing mix, process involves the study and assignment of policies, procedures and mechanization. While formulating plans and policies, feedback is taken from a number of factors. These factors include:

1. Tourist inflow,
2. Direction of the flow,
3. Involvement of tourist with the destination region,
4. Tourist's Impression about the destination region,
5. Tourist Experiences at the destination region,
6. Tourist Motivations,

On the basis of this feedback, the plans and policies thus formulated prove more productive in terms of tourist growth and development.

3.9 Steps in Determining Marketing strategy

There are various steps involved in determining the marketing strategy for a tourist product. The steps involved include:

1. Identification of the market segment at which the strategy is aimed.,
2. Find out what the segment likes and is like,
3. Find out what influences the segment most,
4. Recognize that there are generally two clients, not one and cater for the both,
5. Align elements of marketing mix with the clients buying decision factors,
6. Decide a pricing strategy, bearing in mind the factors, which influence it,

3.9.1 Identification of the Market Segment

Identification of the market segment must result in answering following questions:

- a. The country or region of origin from where the major number of tourist are expected,
- b. Type of tourist expected in terms of their social class, educational background and lifestyle.,

- c. What amount of disposable levels of income is available with the expected class of tourists?
- d. During which part of the year the class of tourists identified will embark on a holiday. What is the average time available with them?
- e. What is the average age of tourist expected, whether married or single, their family size?
- f. What motivates the segment most?
- g. What are their likes and dislikes?
- h. What are their product preferences?

3.9.2 Find out what the segment likes and is like?

Once the market segment has been identified, the next logical step that should follow must involve the creation of the product in accordance with the requirements of the market segment. In other words, the strategy calls for aligning the client profile with that of the product profile.

3.9.3 Find out what influences the segment most?

The third step involves the determination of those factors, which have a marked effect on the buying decision of the tourists. The factors might include:

- 1. Price in relation to expected satisfaction
- 2. Product-as regards to quality
- 3. Image of the product
- 4. Sales persuasion- whether the segment will be affected through persuasion or not
- 5. Customer Service- How much role the customer service will play on the buying decision.
- 6. Product Availability- What effect the product availability have on customer buying decision, that is if a product is not available will the customer go for an alternate product or not?
- 7. The segment may be influenced by any one or more of the above-mentioned factors, that the segment may be product conscious, image conscious or status conscious.

3.9.4 Recognize that there are generally two clients, not one and cater for the both:

The fourth step in the determination of the marketing strategy calls for the recognition of at least two types of clients, with an emphasis on the fact that one must cater to both the types of clients. Both types of clients may differ in approach, with different degrees of motivations, but the classic nature of a good marketing strategy is that it caters to both of them.

3.9.5 Align elements of marketing mix with the clients buying decision factors:

The fifth step in the establishment of a successful marketing strategy calls for the alignment of the elements of marketing mix with the clients buying decision factors. In other words it means that relative importance of the elements of marketing mix must be studied in relation to the clients buying profile. This will result in giving less importance to those elements of the marketing mix, which are irrelevant or less important as far as the clients buying decisions are concerned. In essence the elements of the marketing mix are arranged in order of their relative importance to the clients buying decisions. Thus more important the element, higher it is on the hierarchy list.

3.9.6 Decide a pricing strategy bearing in mind the factors, which influence it:

The sixth and the last step in the establishment of a marketing strategy calls for a pricing mechanism, bearing in mind all those factors, which influence it. One of the major factors that can influence pricing is volume sensitivity.

‘Volume Sensitivity’ denotes a term whereby profits are very sensitive to sales volume. A decrease in sales volume may decrease the profits enormously. This is particularly applicable in travel and tourism and can be explained through following example;

A two nights three days package tour for Delhi-Agra-Delhi priced at Rs. 500 includes

- 10% commission to travel agent,
- Rs 100 as hotels charges per person per day
- Rs 3300 Coach charges
- Rs 1000 Guide charges

Let the total no of persons be 20

$$\begin{aligned}
 \text{Total sales will be} &= \text{No. of persons} * \text{Cost of Package} \\
 &= 20 * 500 \\
 &= \text{Rs.10000} \\
 \text{10\% Commission} &= \text{Rs.1000} \\
 \text{Net Sales} &= \text{Total Sales} - \text{Commission} \\
 &= 10,000 - 1000 \\
 &= \text{Rs.9000} \\
 \text{Variable Cost for the tour} &= \text{No. of Person} * \text{Hotel} \\
 &\quad \text{Charges/night} * \text{No. of nights} \\
 &= 20 * 100 * 2 \\
 &= \text{Rs.4000} \\
 \text{Fixed Cost} &= \text{Coach Cost} + \text{Guide Charges} \\
 &= \text{Rs.3300} + \text{Rs.1000} = \text{Rs.4300} \\
 \text{Therefore, Profit} &= \text{Net Sales} - (\text{Variable Cost} + \text{fixed Cost}) \\
 &= 9000 - (4000 + 4300) \\
 &= 9000 - 8300 \\
 &= \text{Rs.700}
 \end{aligned}$$

Suppose the total no. of person falls to 16, the equations will change as under

$$\begin{aligned}
 \text{Total sales will be} &= 16 * 500 \\
 &= \text{Rs.8000} \\
 \text{10\% Commission} &= \text{Rs.800} \\
 \text{Net Sales} &= 8000 - 800 \\
 &= \text{Rs.7200} \\
 \text{Variable Cost} &= 16 * 100 * 2 \\
 &= \text{Rs.3200} \\
 \text{Fixed Cost} &= \text{Rs.4300} \\
 \text{Therefore, profit} &= 7200 - (3200 + 4300) \\
 &= 7200 - 7500
 \end{aligned}$$

$$\begin{array}{rcl} & = & -\text{Rs.}300 \\ \text{i.e. loss} & = & \text{Rs.}300 \end{array}$$

Thus, it is clear that with a decrease in the number of tourist from 20 to 16 a profit of Rs. 500 turns into a loss of Rs.300. This makes it ample clear that the price-volume relationship is crucial in travel and tourism and before pricing a product; a thorough analysis of the equation is necessary.

As regarding the pricing system, some of the pricing strategies adopted in travel and tourism are

3.9.6.1 Optimum Pricing

Optimum price is that price at which the total 'contribution' is maximum. Contribution is a term in pricing system which is defined as the difference between sales income and the cost of sales.

3.9.6.2 Penetrating Pricing

In this pricing strategy, the product is offered at a very low price so as to penetrate into the market and create a clientele for the product. Gradually the prices are raised in a manner so as to not lose the loyalty of the clientele

3.9.6.3 Differential Pricing

Differential pricing is a pricing strategy whereby the product is priced differently on different days of the week or on different times of the year. It is basically related to the demand. Greater the demand more is the price and vice-versa. It is often seen that airlines have different prices on Saturdays and Sundays. Owing to more demand on these days the prices are higher. This is a clear case of differential pricing.

3.9.6.4 Dual Pricing

Dual pricing is a price mechanism whereby the same product is priced differently. This involves inclusion or addition of certain supporting products with the original product brand. The best example of dual pricing mechanism can be had from the Indian Railways where people pay differently for the

same journey by opting for different classes within the same train on the same day at the same time.

3.9.6.5 Loss Leader Pricing

This is a concept, which involves selling one product usually cheaply so as to develop clientele for the rest.

3.9.6.6 Skimming Pricing

Skimming pricing strategy involves a pricing mechanism whereby the product is priced at an exuberantly high cost. A higher cost has the ability to create a good impression and thus can help in increased sales volume.

3.10 Ten Possible Marketing Strategies

The situations and the environment vary from organization to organization, or from time to time. Based on the environmental situation and the inputs gathered it therefore becomes imperative to develop marketing strategies accordingly. As such no marketing situation repeats itself and therefore calls for a distinct marketing strategy. But there are certain classic marketing strategies, which are worth exploring. Some of them are ⁵⁸

3.10.1 Push and Pull marketing Strategy

In the push marketing strategy most of the marketing effort will fall on the channels of distribution, which will be encouraged to push the product through to the consumer. It also involves big discounts for the wholesalers. However, in the pull marketing strategy, most of the marketing effort is focused on consumers through advertising campaigns. In this type of strategy consumers are targeted in such a way that they demand the product from the channels of distribution.

3.10.2 Go for Growth Sectors

In this type of marketing strategy the emphasis is on those products that have a potential to grow more as compared to other products. For example in recent times it has been observed that Medical & Health tourism has the

potential to grow at a much faster rate than the other forms of tourism, so the marketing effort should be focused towards Medical and Health tourism⁵⁹

3.10.3 Specialize

In this type of strategy the agency first equips itself with qualities that make it special in the sense that it can cater to a particular type of market segment. For example, a tour operator specializing in Adventure tourism will attract only those types of tourists whose sole motivation is adventure.

3.10.4 Develop a Vigorous New Product Policy

This type of marketing strategy calls for the development of a new product that has the potential to attract tourists.

3.10.5 Concentrate on Building a Brand Name

This type of marketing strategy calls for efforts that can earn a name for the product in the market. A mere good image in the market has the potential to pull tourists. For example; Taj Group of Hotels have build such an image that any tourist looking for comfort and quality will opt for it.

3.10.6 Tap an Undiscovered Goldmine

In this type of strategy, the marketing manager advocates alternative usage of a particular product. For example; a convention hall in a hotel with less conference frequency can be offered for marriage ceremonies for the local people.

3.10.7 Renovate a Decaying Product

This type of marketing strategy calls for a programme where by a product of the past is re-invented through certain modifications. For example; historical Palace Buildings have been renovated and turned into good quality hotels.

3.10.8 Turn Clients from Ciphers into Human Beings

This type of marketing strategy is based on relationship marketing where a relationship is developed with the client. For example: sending greeting cards to past clients on Xmas, New Year etc.

3.10.9 Go for Quality

In this type of Marketing strategy the utmost thing to be taken care off is the quality of the product. Here, the emphasis is on quality and no compromise is possible, come what may.

3.10.10 Offer the Widest Possible Product Range

In this type of marketing strategy the focus is to offer the widest possible range of products and diversify as far as you can. This will help in attracting all kinds of tourist with varied degrees of motivations

3.11 Conclusion

From the above discussion it is clear that 'Marketing' has emerged as one of the important aspects of trade. It helps in exploration, identification and analysis of consumer needs and thereafter suggests ways and means through which these needs can be fulfilled. When applied to tourism, in addition to the above mentioned factors it also helps in better coordination of all the stakeholders and ensures that the products developed are in harmony with nature and society. It emphasizes the need for planning and helps in strategy formulation, implementation and evaluation. Its basic emphasis is on the product, which will be dealt in detail in the next chapter.

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Chapter – 4

Tourist Product and Resource Potential of Tourism in Jammu & Kashmir

4.1 Product

Product is the key element of any marketing programme. Before making any decisions about pricing, promotion, strategy and distribution a business enterprise has to determine what exactly it is going to present in the market. This makes it imperative to define this exact thing, which is termed as a “product”.

In the simplest of ways a product could be defined as “everything the purchaser gets in exchange for his money¹. This includes the physical as well as the mental element. The mere existence of a certain thing or object that one possesses on exchange denotes the physical element and the want satisfaction that it brings is the mental element. Basically it is this want-satisfaction that the consumer desires and not the thing or object.² However it is the object alone that has the capability of fulfilling a particular need or want. In some cases a single product may be used differently, fulfilling different needs. Take the case of tea, some people may take tea to cherish, some others may take it to kill sleep, some may take it to get fresh, taste may be consideration for some others. Thus, it is clear that the product is basically a bundle of physical services and symbolic attributes, expected to yield satisfaction or benefits to the buyers. This concept has actually led to defining the product as “total product”. Thus, total product is more than just a physical product with its related functional and aesthetic features. It is a bundle of tangible and intangible features, which together with the services and symbolic characteristics is meant to satisfy consumer wants³ Certifying the idea, George Field attributes the product to be like an onion with several layers.⁴

In the words of Philip Kotler, a product may be defined as anything that can be offered to a market for attention, acquisition, use or consumption capable of satisfying a want or a need. It includes physical objects, services, places, organizations and ideas⁵. Kotler too advocates the idea of a “Total Product” and explains it in terms of the hospitality industry. He further elaborates that there are four levels in such a product. They are:⁶

1. Core Product
2. Facilitating Products
3. Supporting Products
4. Augmented Products.

4.1.1 Core Product

Core Product forms the basis of a total product and answers the basic question that is what the buyer is really buying? In essence every product is a package of problem solving services. Therefore, it can be pointed out that to escape leisure a person goes on a tour. As such the core product brought will be a tour package, but the basic benefit sought is “escape from leisure”. Therefore, for marketers it becomes imperative to uncover the core benefit of every product for the consumer and sell these benefits accordingly rather than merely selling features.

4.1.2 Facilitating Products

Facilitating Products are those services or goods that must be present for the guest to use the product. For example; a first-class hotel must have telephone and laundry services. One of the most important facilitating products in hospitality industry is “accessibility” to a core product.

4.1.3 Supporting products

Supporting Products are extra products offered to add value to the core product and help to differentiate it from the competition. For example; provision of towel, soap and shampoo in a hotel bathroom can be regarded as supporting products for the core product, which in this case is a hotel room.

4.1.4 Augmented Products

Augmented Products includes accessibility, atmosphere, customer participation, and customer interaction with the service organization and with each other. According to Christian Grnorous, the core, facilitating and supporting products determine what the customer receives but not how they receive it⁷. This how, i.e. is the mode of delivery is determined through the augmented product.

4.2 Services

The next logical step that should follow is the definition of the tourism product and its distinction from the general product. However in defining the tourism product one comes across its nature and concludes that it is essentially a service that is delivered to a customer at a cost. It has all the characteristics of a service and therefore should be dealt in the same manner.

Services have been defined differently. Some of the most accepted definitions are:

- 4.2.1 American Marketing Association defines services as “activities, benefits or satisfactions, which are offered for sale or are provided in connection with the sale of goods.”⁸
- 4.2.2 W.J.Watson defines services, as “separately identifiable and intangible activities which provide want satisfactions when marketed to consumers and/or industrial users and which are not necessarily tied to the sale of a product or another service”⁹
- 4.2.3 Kotler defines the concept of service as any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything.¹⁰

4.3 Tourist Product

Tourist product is a complex thing and is an amalgam of different elements. These elements are often described in terms of four “A’s” namely Attraction, Accessibility, Accommodation and Amenities. The amalgam makes it obligatory to refer tourism product as the “Total Tourism Product”. Thus, total tourism product may be termed as consisting of a combination of all the service elements consumed by the tourist from the time he/She sets off home till the time of his return. This can be an idea, an expectation or a frame of mind at the point of sale.¹¹ The service elements include attraction, accommodation, transport and other facilities. According to Middleton, the total tourism product is a bundle or package of tangible and intangible components, based on activity at a destination.¹²

Meinung classifies the elements of total tourism product into three categories, which are:¹³

1. Primary Elements
2. Secondary Elements
3. Territory Elements

Primary elements are the elements, which are of unchangeable kind. They are also called as static factors. These elements mainly include the attraction of a destination.

Secondary elements are those elements, which are partially variable. They are also called dynamic factors. Examples include Transport, Package Tour, Hotel accommodation etc.

Tertiary elements are those elements, which are of unstable kind. They are also known as current decision factors and include political conditions, weather, price etc.

However, it may be said that there exists an interrelationship amongst all the elements of primary, secondary and tertiary category. In a way they are interdependent on each other as far as tourism is concerned.

The main components of the total tourism product are described as under:

4.3.1 Attractions

This forms the backbone of tourism and can be termed as the basic unit on which the whole phenomenon of tourism is based. Ideally attractions are the basic resources that make the activity of tourism a possibility. Attractions can vary from natural to manmade resources. Among the natural resources we have landscape, beaches, lakes and climate. Manmade attractions include historical places of architectural importance, religious sites, museums, theme parks, sports and entertainment activities etc.

4.3.2 Accessibility

The second most important element of the total tourist product is accessibility. Accessibility denotes the access and connectivity to a tourist attraction in terms of the possible modes of transport available. This includes transport infrastructure as well as the transport technology. Transport infrastructure includes airports, motorways, and rail-network while as transport technology accounts for the cost of travel and the time consumed in reaching the destination of choice. Thus, it can be said that there are three critical factors in transportation namely cost, convenience and speed¹⁴. These three actors play an important role in the success of any tourist destination.

4.3.3 Amenities

Amenities account for the facilities that are necessary for tourist at a tourist destination. This may include accommodation facilities of all types and budgets, restaurant facilities, transport within the destination, communication facilities, banks and other ancillary services such as retailing and visitor information.

4.3.4 Images

Images account for the intrinsic quality of a tourism product that includes the design of the product, its quality, style of attraction and social environment. In tourism image of a product indicates the perception, ideas and beliefs the tourists hold about the product they invest in. The image of a tourist product is not something that a tourist can experience before buying the product. In contrast it is based on the information gathered from the tourist organizations and from those tourists who have experienced it earlier¹⁵

4.3.5 Price

Price is the sum total of all costs on product element such as travel, accommodation and involvement in a range of selected services at the destination. Price of tourism product is not static but changes by the physical distance traveled, nature of accommodation and season of the year etc¹⁶.

4.4 Characteristics of a Tourism Product

Tourism product has a number of characteristics that make it different from the normal product. Some of these characteristic features are

4.4.1 Cultural Evaluations

The main element of the “total tourist product” is a destination. There is always some kind of attractiveness associated with a destination that makes people visit that destination. In order to retain appeal it is important that attractiveness remains there and lasts for long. To add upon this, planners and policy makers are in constant search of ways and means through which these attractive attributes of a destination can be raised. This whole exercise of maintenance of attractive attributes associated with a tourist destination and the everlasting appeal is a measure of cultural evaluation of that particular destination.

4.4.2 Intangibility

Tourist product is intangible in the sense that it is impossible to illustrate, demonstrate or display the product. While selling a tourist product one is basically selling an idea and it is impossible to give a sample. Thus, it is not possible for buyers to judge quality and value prior to purchase as there is no physical existence of the product.

4.4.3 Inseparability

There is an element of inseparability in the tourism product meaning by that the production and consumption take place simultaneously and are thus inseparable from each other.

4.4.4 Perishability

The perishability factor implies that the product cannot be stored for periods of high demand. A product not sold on a particular day means loss of revenue and there is no way to recoup it.

4.4.5 Seasonality

The seasonality feature of tourism is one of its most widely recognized characteristics. Boyer indicates that tourism was born seasonal and in this inheritance lies its original sin.¹⁷ Seasonality is a characteristic that indicates tourist flows have a tendency to become concentrated into relatively short periods of the year. Baron classifies seasonality as being natural and institutional¹⁸. Natural Seasonality refers to the impact of natural features such as climate on the demand and supply of tourism product. For example; it is impossible to have Ski tourism in the absence of snowfall. Institutional Seasonality on the other hand is influenced through man made reasons, which may be of cultural, religious or business background. For example; Pilgrimage to Mecca for Haj, or Pilgrimage for Amarnath Yatra in Kashmir. Hartman puts it slightly in a different way and advocates, "Tourism has been developed under seasonal auspices". He further emphasizes that the conceptualization of time in seasonal terms is itself a cultural and not a natural fact. In fact time is evaluated with respect to some set of human designs and cycles of activities rather than naturally occurring events.¹⁹

4.4.6 Heterogeneity

Like all other services tourism product has also a heterogeneous nature and no precise standardization is possible. The experience of staying at the same hotel, in the same room on two different occasions may be different. Similarly experience of enjoying the same food in the same restaurant on different occasions may be different. Likewise visits to a tourist destination on different occasions can bring out different experiences.

4.4.7 No Ownership Transfer

There is no transfer of ownership in tourism. Tourist product is sold many a times, each customer experiencing it and leaving it for others to experience.

4.4.8 Consumer Involvement

The consumer is part of the production process, so the delivery system must go to the market or the customer must come to the delivery system. The product is only produced when demanded by a customer, i.e. the tourist.

4.4.9 Customer Relationship

Customer relationship forms an important part of tourism product. It can be regarded as one of the selling attributes and a healthy relationship with customer can work wonders as far as tourism product is concerned. In such cases the tourist places himself in the hands of the travel agent or tour operator and abides by the suggestion and advice provided..

4.4.10 Patent

Tourism services cannot be patented. This calls for a continuous innovation of the tourism product so as to stay in competition and be a step ahead. Others can easily copy your product attributes and there is no question of monopoly or copyright.

4.4.11 Complementarity

Tourism product emanates from the fusion of a number of individual elements. Each individual element may be of a different quality but it is always beneficial to carve a “Tourist Product” whose all elements are more or less of equal quality. This co-existence of homogeneous quality elements is called the attribute of ‘complimentarity’. Although it is difficult to achieve such complimentarity with each element of the production process being controlled by different sources. However, in case of big tour operators holding transport carriers and hotels, the achievement of complimentarity is a possibility.

4.4.12 Multiple Use

The total tourist product consists of a number of elements including some amenities and facilities. A number of such amenities and facilities of the tourist

product may be equally used by the local population or vice-versa. This alternative usage of elements of the tourist product by the local population can be attributed to the multiple usages of such amenities. Examples of such a usage may be the working of a bank within a tourist complex whose services may be utilized equally well by the resident population.

4.5 Tourism Product Types

Tourism product being an amalgam of various elements makes it difficult to judge its true nature and orientation. In the words of Jafari, tourism market is a basket of goods and services and it is the “experience” that a tourist purchases at the destination.²⁰ This experience is derived from accommodation, transport, food, information network, other amenities and above all from the tourist attraction enjoyed at the destination. With so much of complexity involved in the formation of a tourist product, it can be categorized into following types:

4.5.1 Tourist Oriented Products (TOPs)

Tourist oriented products are those products, which come into force mainly for the consumption of tourists. This may include accommodation units, transport facilities, food, entertainment, recreation facilities and other travel related services.

4.5.2 Resident Oriented Products (ROPs)

Resident oriented products are those products, which are mainly in the market for the consumption of local population but are equally important for tourism and in the absence of these products tourism can not be successful. Such products or services include communication facilities, banking, healthcare, safety and security, water and electricity etc.

4.5.3 Basic Tourism Products or Background Tourism Products

One of the basic elements of the “Total Tourist Product” is the attraction. In essence attractions form the basis of tourism. Therefore, any form of attraction whether natural or manmade is called a ‘Basic Tourism Product’ or ‘Background

Tourism Element'. In other words these attractions- the background tourism elements can be considered as tourist resources or the input that is the raw material of the tourism industry, which with the help of human efforts are transformed into products. The tourism resources or Background Tourism Elements can be classified as in table 4.1

Table 4.1
Classification of Tourism Resources

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Snow Peaks, Mountains, Valleys, Glaciers, Green Slopes, Natural Caves, Deserts, Sea Beaches, Islands, Outstanding Sun Rise and Sun Set Scenes
	Water Bodies	Rivers, Lakes, Waterfalls, Sea waters, Hot and Cold Water Springs
	Climate	Sunshine, Temperature, Rainfall, Snowfall, Humidity, Wind
Biotic Resources		
	Wildlife	Wild Mammals, Birds, Unique Animals, Fishes, Reptiles Flora and Fauna etc.
	Vegetation	Forests, Grasslands, High Altitude Meadows, Rare Plants, Plants of aesthetic value,
Manmade Resources		
	Religious	Religious Centers, Mosques, Temples etc
	Artistic and Architectural	Performing Arts, Music, Dances, handicrafts, Architecture, Art Galleries, Museums,
	Local Features	Cuisines, Folk Dress, Settlement Patterns, Socio-Cultural Values, Traditions,
	Fairs and Festivals	Social, Cultural, Commercial and Religious Fairs and Festivals of local, regional or national significance.
	Objects of History	Historical Monuments, Historical Sites, Excavation Sites
	Leading Organizations and Institutions,	Prominent Academic, Scientific and other Institutions
	Special Land Use Patterns	Agriculture, Horticulture Etc
Recreation and Shopping Facilities	Sports Facilities	Rafting, Canoeing, Kayaking, Ballooning, Skiing, Sailing, Golfing, Mountaineering, Trekking etc.
	Shopping Facilities	Souvenir and Gift Shops, Handicraft Shops
	Entertainment	Theatres, Cinemas, Light and Sound Shows etc

4.6 Resource Potential of Tourism in Jammu & Kashmir

The state of Jammu and Kashmir is one of the economically backward states of India, devoid of any large-scale industrial activity. Although it was the largest princely state of undivided India, industrial activity has somehow failed to take cognizance, owing to its difficult terrain, lack of resources and the distance from the mainland India. As such the potent growth potential of tourism industry has made it the most revered activity in the state, in terms of income generation and development.

From the tourism point of view Jammu and Kashmir has in her everything that is known to attract tourists. Nature has gifted it with bountiful beauties in the shape of its dusk green meadows, high snowcapped mountains, garrulous streams, budding springs, a salubrious climate along with sacred places of solace and mental peace.

The state is like a three storeyed house²¹ with three distinct physiographic divisions. The first storey is the coverage given to Jammu by the Shivalik range of hills and the outer hills. The middle storey of the state can be ascribed to Pir Panjal range, which is at a height of 7200 feet. The upper storey is the valley of Kashmir surrounded by high mountains. Beyond the valley of Kashmir, the inner Himalayas rise in the north and east where Ladakh lies. Administratively the state is divided into three divisions of Jammu, Kashmir and Ladakh, which represent a synthesis of diverse ethnic, religious, cultural and linguistic strands. This diversity in character and socio-cultural structure makes the state a rich reservoir for recreation. To have a first hand account of tourism resources in the state, a district wise description follows. Before that it is imperative to note that there are 14 districts in all, 6 in Jammu, 6 in Kashmir and 2 in Ladakh.

Districts of Jammu division are

1. Jammu
2. Udhampur
3. Doda
4. Kathua

5. Rajouri
6. Poonch.

Districts of Kashmir division are

1. Srinagar
2. Badgam
3. Anantnag
4. Pulwama
5. Baramulla
6. Kupwara

Districts of Ladakh are

1. Leh
2. Kargil

4.6.1 Tourism Resources of District Jammu

A city of flyovers with natural bases, the city is famous for temples and Gurudwaras. Till recently it was the only point of entry into the state of Jammu and Kashmir via rail, but now the rail link has been extended up to Udhampur. The city acts as a base camp for pilgrims to the famous Vaishnu -Devi Shrine and is also the winter capital of the state.

The main tourist attractions of Jammu are as under, and the classification of these tourist resources is given in table 4.2

Table 4.2**Tourism Resources of District Jammu**

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	
	Water Bodies	Ranbir Canal, Mansar Lake, Surinsar Lake,
Biotic Resources		
	Wildlife	
	Vegetation	
Manmade Resources		
	Religious	Peer Khoh, Ranbireshwar Temple, Raghunath Temple, Peer Baba Dargah, Mahamaya Temple, Dera Baba Banda, Purmandal,
	Artistic and Architectural	Bahu Fort, Mubarak Mandi Palace,
	Local Features	
	Fairs and Festivals	Lohri, Baisakhi, Bahu Mela, Chaitre Chaudash, Purmandal Mela, Jhiri Mela, Mansar Food And Craft Mela,
	Objects of History/Museums	Amar Mahal Palace Museum, Dogra Art Gallery,
	Special Land Use Patterns	Bagh-E-Bahu, Bus Stand,
Recreation and Shopping Facilities	Sports Facilities	Trekking, Skiing, Aero-Sports, Paragliding,
	Shopping Facilities	
	Entertainment	

Peer Khoh: - Peer Khoh is a cave shrine located on the Circular Road, 3.5 Km.. from the heart of the town. There is a Shiva Lingam formed naturally in the cave; neither its antiquity nor its cause is known. The legend has it that the cave leads underground to many other cave shrines and even out of the country.

Ranbireshwar Temple: - Ranbireshwar Temple is on Shalimar Road near the New Secretariat. The temple was built by Maharaja Ranbir Singh in 1883 AD. Ranbireshwar Temple is dedicated to Lord Shiva. It has one central 'Lingam' measuring seven and half feet in height (7.5 ft.) with twelve Shiva 'Lingam' of

crystal measuring from 15 cm. and galleries with thousands of Shiva 'Lingams' fixed on stone slabs.

Raghunath Temple: - Raghunath temple is situated in the heart of the city, surrounded by a group of other temples. This temple dedicated to Lord Rama is outstanding and unique in northern India. Work on the temple was started by Maharaja Gulab Singh, founder of the kingdom of J&K in 1853 AD and was completed by his son, Maharaja Ranbir Singh in 1860 AD. The inner walls of the main temple are covered with gold sheet on three sides. There are many galleries with lakhs of 'Saligrams'. The surrounding temples are dedicated to various Gods and Goddesses connected with the epic Ramayana.

Ranbir Canal: - A small garden along the Ranbir Canal, 2 Km. from the heart of the town, is a cool picnic spot during the summer. The Canal branches off from the River Chenab at Akhnoor, 32 Km. away. Its water remains ice cold throughout the year. Its banks serve as good viewpoints and walkways.

Bahu Fort: - Bahu fort is 5 Km from the city center and is situated on a rock face on the left bank of the river Tawi, The fort was originally constructed by Raja Bahulochan over 3,000 years ago but the existing fort was more recently improved and built by the Dogra rulers. There is a temple dedicated to Goddess Kali inside the fort.

Bagh-E-Bahu: - These extensive gardens, laid around the Bahu Fort provide a pleasant view of the city.

Peer Baba: - On the back side of the Civil Airport is famous Dargah of the Muslim Saint, Peer Budhan Ali Shah.

Mahamaya Temple and City Forest: - On the By-pass Road, behind Bahu Fort city forest surrounds the ancient Mahamaya Temple overlooking the river Tawi. A small garden surrounded by acres of woods provides best view of the city.

Mubarak Mandi Palace: - The oldest building in this palace complex dates back to 1824. The architecture is a blend of Rajasthani, Mughal and even Baroque European influences. The most stunning segment is the Sheesh Mahal.

The Pink Hall now houses the Dogra Art Museum, which has miniature painting of the various Hill Schools.

Amar Mahal Palace Museum: - Amar Palace museum is housed in a Palace, which is designed like a French Chateau. It houses Pahari Paintings, family portraits of rulers of J&K and a library.

Dogra Art Gallery: - This is located in the erstwhile pink Hall of the old Mubarak Mandi Palace It exhibits fine miniatures of the Jammu and Basohli Schools.

4.6.2 Tourism Resources of District Udhampur

The main tourist resources of district Udhampur are given below and their classification is shown in table 4.3:

Table 4.3

Tourism Resources of District Udhampur

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Patni Top, Sanansar, Kud,
	Water Bodies	Mansar Lake,
Biotic Resources		
	Wildlife	Nandni Wildlife Sanctuary, Ramnagar Wildlife Sanctuary
Manmade Resources		
	Religious	Shri Mata Vasihno Devi Shrine, Sudh Mahadev Temple, Shiv Khori, Pingla Devi Shrine, Shri Parvati Cave Shrine, Shri Kalka Mata Shrine, Kansar Devta Shrine, Babore Temples, Kirmachi Temples,
	Artistic and Architectural	Ramnagar Fort, Bhim Garh Fort,
	Leading Organizations and Institutions,	Shri Mata Vasihno Devi University, Northern Head Quarter of Indian Army, Jammu & Kashmir Police Training Institute.

Mansar Lake: - Mansar Lake is situated around 40 Km. from Udhampur town and is also linked to Jammu City by a 62 Km. road. Apart from the picnic spot, Mansar Lake has religious importance as well. On the Eastern Bank of the Lake there is a shrine of Sheshnag, a mythological snake with six heads. The shrine comprises a big boulder on which are placed a number of iron chains perhaps representing the small serpents waiting on the tutelary deity of the Sheshnag. Two ancient temples of Umapati Mahadev & Narsimha as also a temple of Durga are situated in the vicinity of the Mansar Lake. People take a holy dip in the water of the lake on festive occasions. Certain communities of Hindus perform Mundan ceremony (First hair cut) of their male children here.

Mansar Lake is also rich in flora & fauna. Birds, Tortoise and fishes of different species are found here. There is a wild life Sanctuary housing jungle life like Spotted Deer, Neelgai etc. besides other water birds such as Cranes, Ducks etc. One can also witness the traditional and typical distinct life style of Gujjar & Backarwals wearing ethnic costumes, living in open Kullhas around the hills of Mansar Lake

Patni Top: - This famous hill resort is perched on a beautiful plateau at an altitude of 2024 meters (6400 feet) on Jammu-Srinagar National Highway about 40 Km. from Udhampur. Enveloped by thick wooded forests, Patnitop offers beautiful spots, peaceful walks and breathtaking views of mountain scope of the Chenab basin. In winter, the resort is generally covered with a thick mantle of snow thus providing opportunities for various snow games including skiing.

Sanasar: - Sanasar is 60 Km. away from Udhampur and 19 Km. from Patnitop. Sanasar is a Saucer shaped meadow surrounded by gigantic conifers and graceful deodars. A place with beautiful blue skies is perfect for a quiet and calm holiday. A nine hole Golf Course adds to the flair of Sanasar.

Kud: - This popular tourist resort is situated on the Jammu Srinagar National Highway at an altitude of 1738 meters (5500 feet) in the lap of lofty mountains and is surrounded by picturesque hills. A most developed hill station of

Udhampur District Kud has been blessed with good soothing and pleasant weather and has immense natural beauty.

Shri Mata Vaishno Devi Shrine: - Shri Mata Vaishno Devi Shrine is one of the oldest shrines of India, located at a height of 5300 feet on the holy Trikuta Hills of the Shivalik Hill Range in Katra. The Town Katra is 50 Km. away from Jammu and 35 Km. from Udhampur and is linked by road. The Mata Vaishno Devi Shrine is one of the most popular shrines of India. In early 80's the number of pilgrims was just more than 10 lakhs annually but their number increased steeply after the historic reforms initiated with the formation of a statutory independent board under the Chairmanship of the then Governor Sh Jagmohan, on August 30, 1986.

The Bhawan, the Sacred Sanctum of Shri Mata Vaishno Devi Ji is about 13 Km. away from the base camp Katra and is linked with a hilly track. Mostly the journey is made during the night and as such the entire route has ample illumination.

The Goddess Vaishno Devi's abode is in 100 feet long cave with a narrow opening. The holy cold and crystal clear water washes the lotus feet of the Mata's "Pindian". There are three natural pindies representing Maha Sarswati, Maha Lakshmi and Maha Kali, which represent creative, preservative, and destructive aspects of the Super Power. It is an ancient shrine whose reference is found in the Vedas and ancient scripture

Sudh Mahadev: - 2800 years old historic temple Sudhmahadev is situated in the Chenani Tehsil of District Udhampur. The temple is one the oldest Shiva Temples and is 50 Km. away from the District Headquarter

The temple has a Dhooni (Eternal Flame) to commemorate the spiritual attainments of Baba Roop Nath who is said to have attained Samadhi here about several thousands years ago. Thousands of pilgrims visit the temple especially during the three day fair held on the occasion of Jeshta Purnima (i.e. Full Moon of June). The beautiful location of Sudhmahadev temple and Mantalai Ashram adds to the beauty of the place

Shiv Khori: - The Shiv Khori Shrine, one the natural wonders of the region, is considered second only to the Holy Shrine of Mata Vaishno Devi. This supernatural cave is situated in a hillock in Runsoo, a small village in Reasi Tehsil at a distance of about 112 Km. from Udhampur. The holy cave of Shiv Khori was discovered about 100 years ago by the local shepherds known as 'Gaddies'. The cave of the Shiv Khori is about half kilometer long with very narrow, low entrance, but about 250 feet of the narrow, zigzag passage leads to the very large, high hall inside the cave with the capacity of 500 people at a time. On the ceiling of the cave there are the impressions of Sheshnag. The cave has a hollow Shivling in the middle giving an impression of the Lord Shiva's "Jatta", (long hair of a saint). Self made "Sale grams"(small black stones) also encircle the Shivling.

Every year a major fair is held here on the occasions of Maha Shivratri festival. Thousands of devotees from all corners visit here on the occasion. The shrine is thronged by about two lakhs devotees throughout the year.

Pingla Devi Shrine: - Pingla Mata is situated at a small hillock in village Pinger in Ramnagar Tehsil about 20 Km. from Udhampur on Udhampur-Ramnagar Road and has been gaining popularity since last few years. The base camp of this Holy Shrine is a small village Kaua on the Domail-Ramnagar Road. The Holy Shrine is about 6 Km. away from the base camp and is linked with the track. The Shrine consists of small cave where the divine power lies in the shape of Pindies. The cave of Pingla Mata seems a small hole from outside but it has as much space inside as to accommodate at least 500 people at a time. Though the journey is tough yet it does not tire the devotees because of scenic beauty throughout. The entire track consists of lush green pine trees which inspire the devotees to move on.

Babore Temples: - Babore is one of the most impressive sites of archaeological importance in the District Udhampur. Now a protected monument, there exist several temples of ancient time. Ruins of six temples in an area of one Kilometer have been found.

The village Babore is situated about 50 Km. from Udhampur on the Udhampur-Dhar road near Manwal village. The temples are stone structures resembling the one at Wangal in the foothills of Harmukh Mountain in Kashmir which is an 8th century A.D temple and was built by Lalitaditya, the Great Kashmir ruler.

Kirmachi Temples: - Another splendid ancient stone temple complex is in village Krimchi, North-West of Udhampur town. The village Krimchi is about 10 Km. away from Udhampur town on the Udhampur-Panchari road. One of the hills is crowned with a fort. A small stream is following below it. Three old temples stand in a row facing east. One of the temples is completely of rubble.

These temples resembles in shape and pattern to Baij Nath and Linga Raj temples at Bhuvneshwar, Orissa. The main temple which is 50 feet high is decorated with abstract designs and its porch bears a close resemblance to ancient stone temples of Kashmir valley. Some beam like stone slabs used in construction rest on massive pillars. The other temple has high plinths with spacious mandaps in front. Pieces of sculpture found in the debris have images of Ganesh, Shiva, Trimurti and Vishnu.

Bhim Garh Fort: - The Bhimgarh fort is another protected monument of District Udhampur. The fort is located on a hillock in Reasi Town on the bank of river Anji. The fort was built by the famous Dogra General, Zorawar Singh, who repelled the Chinese from Ladakh. The fort has a commanding view of Reasi town. The fort was in a state of total neglect before 1988. In the year 1988, the then Governor decided to take up its beautification out of Vaishno Devi Shrine Board funds to make it a picnic spot for the pilgrims of Vaishno Devi. Since then the fort has acquired a new look with many people visiting Sheesh Mahal.

Ramnagar Fort: - Another historic building in the area just near the Sheesh Mahal is the Ramnagar Fort overlooking Mansa Devi Nallah which was built by Raja Suchet Singh. The fort is square on plan with polygonal bastions rising to three stories on four corners. The parapet walls having machicolation in three tiers all along is further strengthened by bastions in the middle of its back and inside are images of Ganesha, Durga and Hanuman.

After the death of Raja Suchet Singh in March 1844, his wife performed sati near the fort. The place where the Rani Sati took place is marked by a large platform known as samadhi of Maharani. The walls of the Samadhi are decorated with the Pehari paintings

4.6.3 Tourism Resources of District Doda

Doda District was carved out from the Udhampur in 1948. It is the third largest in terms of area after Leh and Kargil. Spread over an area of 11,691 sq. km, the district has a population of 5.25 lakhs (1991 census). It has four Sub divisions namely Doda, Ramban, Bhaderwah and Kishtwar.

District Headquarter Doda is located about 175 Km. from Jammu and about 200 Km. from Srinagar. There are two National Highways connecting the district. These national highways are NH-1A and NH-1 B.

The District is endowed with vast wealth of natural beauty and resources. The District has good potential for tourism including pilgrim and adventure tourism owing to its captivating scenic splendour, pilgrim centers and lofty mountain peaks. Some of the famous mountain peaks in the district are Marble Pass, Nunkun on the Suru Border (which rises to a height of 2300 ft. above sea level), Brahma and Moon Sikle.

The tourism resources of the district are given as under and the classification is shown in table 4.4:

Table 4.4**Tourism Resources in District Doda**

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Sanasar, Lal Draman, Dal Draman, Bataote, Baderwah-Chinta Valley, Nalthi Basti, Sartinagal, Khani Top, Padri, Bal Padri, Seoj Meadow, Jai Valley, Kishtiwari-Naqseen, Dachhan, Warwan, Ramban, Shivgarh, Surlikund,
	Water Bodies	Mathrala,
Biotic Resources		
	Wildlife	Paddar, Kishtiwari High Altitude National Park,
Manmade Resources		
	Religious	Gupt Ganga Temple, Vasukinag, Reushara (Goddess Durga Temple), Zen Shah Sahib, Sarthal Temple, Machail Temple, Chandi Mata Temple, Zumum Palmar,
	Fairs and Festivals	Kaulash Yatra, Mela Pat,
	Objects of History	Mughal Maidan,
Recreation and Shopping Facilities	Sports Facilities	Paragliding, Trekking, Mountaineering, Rock Climbing-Bhandarkot

Doda Sub-Division

With large forest area, snow-clad peaks, virgin trekking routes and majestic Chenab, river passing through it, the division offers a variety of tourist spots, health resorts and enthralling trekking routes. Some of the major tourist attractions are:

Lal Draman: -Lal Draman is a beautiful spot 15 Km. northwest of Doda, amidst lofty deodar and fir trees is one of the best tourist sites of the district.

Dal Draman: - It is about 20 Km. in the northeast of Doda. There is a motorable road from Doda to Udhyampur and from here one has to walk about 5Km so as to reach Lal Draman.

Kishtwar Sub-Division

Located about 232 Km. from Jammu at a height of 5,360 feet, Kishtwar is a treasure of scenic beauty endowed with dense forests of deodar, fir and pine. The place has rich wildlife like snow-deer, leopard, Neel Gai and musk-deer. There are high altitude mountains ranging between 20,000 feet to 21,000 feet like Num Kum, Burmah and Barnag. In addition to their scenic value these mountains offer tremendous scope for pilgrim tourism as some of the most important religious shrines are located in the area. These include Ziarat Zain-Shah-Sahib, Farid-ud-Din Sahib, Hazrat Asrar-ud-Din Sahib, Athara Bhujia Devi temple and Chandi Mata temple. Some of the major attractions of the area are:

Naqseen: - Naqseen, full of scenic beauty, is located on the east of Kishtwar town, which is surrounded by forests. This place has been named after the **Buddhist Preacher Naqseen**

Warwan: - Warwan is a beautiful valley adjoining Dachhan. It spreads from villages Hanzi to Inshan. The valley has good spots like Tuiller, Nopachi, Marwah, Tata Pani, Dashbal and Inshan and it is connected with Kashmir via Margan top (13,000 feet) which leads to village Inshan from a track that also goes to Pahalgam. These areas are rich in trout fish having unique rainbow colour, and each weighing 2kg to 6 kg. Nopachi serves as a base camp for expeditions to Nunkun via Tata Pani which has a hot water spring and is good to have bath in sulphur containing water for skin diseases and rheumatic pains. Marwah river passes just in the center of the valley, which otherwise contains meadows.

Mughal Maidan: - Mughal Maidan is situated on the bank of Chhatroo river and is at a distance of 24 Km. from Kishtwar. It is believed that Mughals had suffered heavy casualties at this place when they attacked Kishtwar. One of the beautiful trek starts from here which goes to Kashmir valley via Singhpura. It passes through a height of 11,570 feet and culminates at Wello near Kokarnag. The

slopes adjacent to Mughal Maidan are full of thick forests, which are rich in wildlife.

Bhandarkot: - Bhandarkot is an ideal place for rock climbing. The confluence of the rivers Chander and Bhaga take place here and from here onwards the river is called as Chenab River. This spot also serves as a take off point for treks to Dachhan, Nunkun, Bramah, Marwah and Warwan.

Zumum Palmar: - Zumum-Palmar located five Km. on hillside from Kuriya-Palmar, is a beautiful spot amidst natural scenery, lush green meadows and dense forests. **Ziarat Sharief of Zen Shah Shaib** is situated near this spot, which is visited, by a large number of devotees

Paddar: - Paddar, the area with rich wildlife is full of natural beauty. The famous sapphire/ruby mines are located in this area. It has hot springs and a river which is ideal for canoeing.

Kailash Yatra: - A famous pilgrimage of the area, Kailash Yatra is considered an important Hindu pilgrimage. Mela Pat symbolizes victory of local Raja over Emperor Akbar. Local folk and talent is displayed at this festival.

Reushra: - Reushra is a majestic peak having a height of 11,000 feet. On one side is situated the sleepy valley of Jai and humming valley of China while on other side is the hitherto unexplored region of Chiralla. Reushira peak is beset with ancient temple of **Goddess Durga**. Thousands of devotees visit the temple to offer prayers, especially during Navratras

Sarthal Temple: - Sarthal Temple situated 18 Km. from Kishtwar, has a famous temple of Devi Athara Bhuja in a cave. It is believed that the Goddess had come from Hari Parbat (Kashmir) via Singhpora pass and took rest in the cave. The fire dance or waling on fire, which is held in July and August is unique in it-self and is a treat to watch.

Machail Temple: - Machail is a two-day journey from Atholi (Paddar) via Gulabgarh with a night halt at Chashoti. The famous Machail Yatra from Bhadarwah ends here at Machail Famous shrine of Chandi Mata is located here.

Trekkers can continue their journey ahead of Machail with a night halt at Rujwass of Zaskar, Paddam and Kargil.

Bhadarwah Sub-Division

Popularly called Chhota-Kashmir or Mini Kashmir, Bhaderwah has bewitching natural beauty, which enralls any visitor. Stroll amidst thick coniferous forests Bhadarwah valley is predominantly a mountainous torrid town situated 80 Km. from Batote. This sub-division is full of virgin beauty.

Bhadarwah offers to the tourists a variety of beautiful landscapes, colourful local fairs, important festivals with festive mood and unique mosaic culture along with an extremely soothing and pleasant summer. There are numerous spots of scenic splendour and snow winter. Moreover, all the places of tourist-interest are at an arms length. A full and majestic view of Bhadarwah valley with snow-capped Ashapati and Kailash peaks in background makes a visitor wonder struck and amazed.

The festive mood in the district begins with the melting of snow in April and the sprouting of greenery all round. The fire activity starts with funfair from the famous temple of Subarnag. Shiva devotees assemble here for 2-3 days and celebrate the occasion with high fervor and gaiety. It is followed by weeklong celebrations at neighboring majestic peak-Reushira

The area is also known for the richness of its cultural heritage, which is frequently reflected in its fairs and festivals. The characteristics of Bhadarwah fairs and festivals are its main originality. Almost round the year a fair called Kud in the local dialect is held at different places. The fair commences on the first of Baisakh every year and continues up to the last day of the month.

The most important fairs of the area are those of Subardhar and Vasak Dehra, Gatha, Malothi, Trown, Jora, Renkha, Bheja, Manthla, Alabani, Cheka, Gwalo, Chagsu, Gugsu, Nandna and Khangal. But the historic fair of Mela Pat (or Pateru Kud) dominates the area. It takes place on the day of Nag panchmi (August or

September) seven to fifteen days after "Kailash Yatra" and lasts for three days. It also symbolizes victory of the local Raja over Emperor Akbar.

The local dance is the main dance of Bhadarwah. Multitudes of people dance in a circle or circles, with elaborate movements and twists of the whole body and measured steps forward and backward. There is complete uniformity and rhythm among the dancers. The Dholak (Chorus Dance) is a dance for all times. The Churie dance is for women folk and stands in contrast to Dhaku-Dholak dances. Women with living husbands alone can participate in this dance.

Some of the major tourist resources of Bhadarwah are:

Chinta Valley: - Chinta Valley is a picturesque valley located at a height of 6,500 feet with thick coniferous forests on all its sides and Chinta Nallah (Stream) flowing through it. Many scenic spots are situated around this place. One such place is known as Thuba, which is situated across Chinta Nallah. Horse ride from Baggan to Thuba is enjoyable. Thuba is the highest point, which separates the Chinta valley from Bhadarwah. This place also has an ancient temple of Lord Shiva.

On Bhadarwah-Chinta road, 6 kilometers short of Chinta Valley, a bridle path takes off for famous Subarnag Peak (10,200 feet). One can have a full view of Bhadarwah and Chinta Valley from this peak.

Nalthi- Basti: - Nalthi- Basti 0 Km. from Bhadarwah serves as a base camp for trekkers. It serves as a junction point on Bhadarwah-Bani-Basholi road.

Trekkers from Sarthal (Bani) and Bhadarwah take rest at this beautiful place after descending from or ascending to 10,500 feet height. Apart from dense deodar forests, it has been gifted with lush green patches of grasslands studded with blooming flowering plants of different colours. The cool breeze flowing across snow-clad mountains makes the place all the more fascinating in summer months.

Padri: - Padri is a "Gali" of undulating landscape, located 40 Km. from Bhadarwah on Bhadarwah-Chamba road, at a height of 10,500 feet. It experiences heavy snowfall up to 5 meters and snow melting continues right up

to mid June. Being one of the most sought picnic spots the gentle curves and slopes of hills inundated with lush green carpet of grass give this place an exquisite look.

Seoj Meadow: - If Gulmarg and Pahalgam are jewels of "Paradise" on earth, Seoj Meadow is diamond in the crown of Bhadarwah, and can very easily be ascribed as pride of Jammu region. The amazing beauty is found in plenty. On the south is the sacred Kailash Kund, surrounded by snow-capped mountains. On way to Kailash Kund, there is unique landscape at Shankh Paddar. A beautiful river on its west which emanates from hills surrounding Kailash Kund, flanks the meadow of Seoj. The landscape across the river is replica of the beauty of Pahalgam whereas on the eastern side there are long stretches of grasslands. On the western side meadows take a descent along crystalline water of Seoj rivulet and run towards Ramnagar area of Udhampur district. It is locally known as Seoj Dhar and acts as a camping ground for thousands of yatris to Kailash Kund.

Jai Valley: - Jai Valley is a picturesque valley, 35 Km. from Bhadarwah. It is an extremely beautiful valley spread over 6 Km. Another nearby attraction is a beautiful sprawling meadow.

Batote: - Batote is a well-known tourist spot on Jammu-Srinagar national highway, which attracts tourists in large numbers. 125 Km. from Jammu situated at an altitude of 1560 meters, this resort straddles the forested slopes of the Patnitop Mountain range, overlooking the spectacular lie of the Chenab gorge.

Trekking at District Doda

Since the district is mountainous, it has umpteen numbers of trekking routes, which pass through places with unbelievable captivating scenic beauty. It is usually during the summer season that all trekking routes are open however some trekking routes are open in winter also. Some of the major trekking routes are:

Dessa Anantnag Trekking: - It is a four days trek. It starts from Bhagwah, which is around 25 Km. from Doda. It goes up to Kapran in Anantnag.

Barath Trekking: - It is about four days trek from Doda to Anantnag via Bharath, passes from green lovely valleys

Kishtwar Daksum: - It is a four-day trek covering 41 Km. Taking off from Kishtwar, it ends at Daksum a beautiful site in the Anantnag district of Kashmir Valley. The trek moves from Kishtwar to Mughal Maidan (8Km), Mughal Maidan to Chhatroo (9Km) Chahatoo to Sinthan Pass (8 Km.) and from Sinthan Pass to Daksum (16 Km.)

Kishtwar Padam: - It is a seven days trek. Every stretch of it, as indicated below is covered in a day. It passes through an altitude of 17,000 feet at Bhuswas Kishtwar-Shasho, Shasho-Atholi, Atholi-Matsal, Mastal-Bhuswas, Bhuswas Ratrat, Ratrat-Ating and Ating-Padam.

Synthan Trek: - It is 85 Km. trek which passes through 12,450 feet It starts from Kishtwar to Bhadarwah to Dedpath to Mugal-Maidan to Chharoo to Chungam to Synthan.

Padder Killer: - This 43 Km. trek is from Kishtwar to Dool (4 Km.) to Galhar (15 Km.) to Shantoo (10 Km.) to Atholi-Ishtyari (4 Km.) to Dar wass (10 Km.) to Killar.

4.6.4 Tourism Resources of District Kathua

Kathua has got its name from Kathai. It is believed that nearly 2000 years ago a famous Rajput, Jodh Singh migrated here from Hastinapur. His three sons later on established three hamlets namely Taraf Tajwal, Taraf Manjali and Taraf Bhajwal. The conglomeration of these three hamlets was loosely called “Kathai” in earlier times, which with the passage of time turned into Kathua.

The district headquarter is Kathua which is around 60 Km. from Jammu. The town offers a blend of past and present with remarkable industrial activity. It houses the Chenab Textiles Mills, A Birla Group Concern.

Kathua has a lot to offer as far as tourism is concerned. Its main tourist resources are:

Table 4.5**Tourism Resources of District Kathua**

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Bani, Banjal, Chandel, Panyalag, Dullangal, Sarthal, Duggan, Dhar Mahanpur, Sanan Ghat, Machhedi, Trekking
	Water Bodies	Ujh River,
Biotic Resources		
	Wildlife	Ujh Barrage, Jasrota Wildlife Sanctuary
Manmade Resources		
	Religious	Narsingh Ji Temple, Jodia Di Mata, Dhoola Wali Mata, Chamunda Devi Temple, Mahabilvakeshwar Temple, Sukrala Devi Shrine, Shiva Temple Bilawar, Jasrota Temple, Shree Matabala Sundari, Airwan Temple, Asha Purani Mandir, Sapt Sarober Mandir, Peer Chattershah, Gurdwara Singh Saba,
	Artistic and Architectural	Jasmergarh Fort, Ranit Sagar Dam, Jasrota Fort,
	Objects of History	Basohli Paintings,
Recreation and Shopping Facilities		
	Entertainment	Dream - the Recreational Park,

Dream - The Recreation Park, Kathua: - Dream is a beautiful recreation park, spread over 24 canals of Land. It was inaugurated by his Excellency, The Governor of J&K State Gen. (Retd) K.V. Krishna Rao on July 14, 1994. It has been linked with a 1.5 Km. long black topped road which takes off from Canal ridge, near District offices Complex. One of the most activities here is water rafting.

Ujh Barrage: - A beautiful picnic spot about 20 Km. from Kathua. It houses a bird sanctuary along the banks of Ujh River.

Jasrota Temple: - The ancient temple of Maha Kali reconstructed a few years back has also emerged as a famous pilgrimage center. The shrine of holy Goddess is situated on a hillock on the outskirts of old jasrota village, 5 Km. from rajbagh on Jaammu-Kathua road (National Highway) and 20 Km. from Kathua.

Mata Sundrikote: - The holy ancient shrine of Shree Matabala Sundari Ji is situated on Shivalik hills at a height of 1000 mtr. Situated on Old Kathua-Billawar mule track, It is nearly 22 Km. from Kathua and 7 Km. from Parnalla (Billawar) on Dhar-Udhampur Road. The route passes through picturesque pine forests and wild bushy plants. The pilgrims have to negotiate 107 steps to reach the shrine.

Matabala Sundari: - The Historic holy shrine of Bala ji Sundri is situated on the outskirts of Village Parole, 13 Km. from Kathua. The temple is situated amidst a grove of mango trees. According to legend, one Brahmin was cutting grass and his sickle struck with a stone which started oozing blood. A dream at night commanded him to place the stone under a Banyan tree for worship. The stone considered to be re-incarnation of holy goddess was later on enshrined in the temple. A fair is also held during Navratras.

Airwan Temple: - It is a famous Shiva Temple located at village Airwan near Parole about 15 Km. from Kathua. This 4th century temple is believed to have been constructed by King Vikramditya. The Airwan village bears its name after the River Ravi. Fairs are held here on Shivratri and Baisakhi. There are a large number of Bowlies near the temple where the pilgrims take bath before worship. People who cannot afford to visit Haridwar immerse ashes of the dead in the holy water known as GUPT GANGA

Asha Purani Mandhir, Kathua: - This “Prachin Mandir of Kathua” is situated in the Main Bazar, the heart of city. It was built by Bhagat Chajju Ram in 1949 AD and is about 30 ft. in height. On its top is a 10ft. idol of Mata Durga Ji. The legend has it that this temple is located on that place where the aash (Veins) of

Mata Durga were thrown out by the Sudershan Chakra of Lord Vishnu. From there, the Name Asha Purani originated and the temple became famous as Asha Purani Mandhir.

Peer Chattershah (Nagri-Parole): - It is located near Parole about 13 Km. from kathua. A bath in the spring near the Shrine (Bolies) is considered to cure skin diseases.

Bani: - Bani famous as 'mini Kashmir' is a small-glaciated valley located at a height of 4200 ft in the lap of lofty mountains. It flourishes along the river 'Sewa'.and acts as a base camp of trekkers for Bhaderwah, Chamba etc. Bani is marked by waterfalls, thick forest patches, gushing streams and meadows. Some of the famous tourist spots round Bani are Banjal, Chandel Bhoond.

Banjal: - It is a colourful area with lot of flowers blooming also known as "Garden Of Natural Flowers".

Chandel: - Chandel 10 Km. from Bani is a small valley having spring by the name of 'Chande'. There are small orchards of apple, almonds and walnuts.

Panyalag: - About 7 Km. from Bani is Panyalag. This small town on top of the hills is marked by beautiful waterfalls, thick forest patches, gushing streams and green meadows.

Dullangal: - This small valley is about 12 Km. from Bani on Bani - Billawar trek.

Sarthal: - About 20 Km. From Bani, Sarthal is a beautiful meadow situated at a height of 7000 ft Bounded by snow-clad mountains, Sarthal remains covered with snow for six months. The virgin and beauty of the area casts a fascinating spell to any visitor.

Chhatargalla: - Chhatargala is about 15 Km. from Sarthal and is the highest point on the Basohli-Bani Bhaderwah road.

Duggan: - Situated at a height of 7000 ft. on the Banni - Dhaggar route, Duggan is a charming valley with fresh water streams flowing from both sides.It spreads

to one Km. in width and 5 Km. in length and is blanked with thick Chir, Deodhar and Shrubs. Cold winter and pleasant summer are the main attractions of this place.

In this area is also located one Old Nag Temple from where annual Yatra goes to Kailash Kund.

Jodia Di Mata: - Situated at an altitude of 7000 ft. Jodia Di Mata is a religious center visited by hundreds of pilgrims during Navratras. It is also a beautiful place full of natural beauty.

Dhoula Wali Mata: - Dhoula Wali Mata is a religious center situated 10 Km. from Jodia Di Mata at a height of 6000 ft. A large number of pilgrims come and offer their prayers especially during Navratras. People have to trek to reach this beautiful spot.

Basohli: - Famous for miniature paintings Basohli is a small town situated on the right bank of River Ravi at an altitude of 1876 ft. It was founded by Raja Bhupat Pal in 1635.

Dhar Mahanpur: - A new emerging tourist spot in middle of Himalayas around 27 Km. from Basohli and 87 Km. from Kathua. It is a ridge blanked with thick Chir, Deodhar and Shrubs. It experiences temperate type of climate. Its main attractions are pleasant summer and cold winter.

Chamunda Devi: - Chamunda Devi Temple is located near the main chowk in Basohli town. The goddess is worshiped here in the shape of Natural rock. It is highly venerated by the people.

Billawar: - Situated on the Bank of Naaz and Bhinni Nallahs, Billawar was founded by Raja Bhopat Pal in 1598-1614. The town has some ancient monuments. One of these is Mahabilvakeshwar Temple, one of the most revered Shiva temples of the area. It was known as Hari Hara Temple and it is believed that Pandavs worshipped here.

Machhedi: - Situated at a height of 5000 ft, this beautiful hill station is about 30 Km. from Billawar. It is a ridge blanked with thick Chir, Deodhar and Shrubs. It experiences moderate type of climate. Cold winter and pleasant summer are the main attractinns of this place. The water of this place can be compared with that of Cheshma Sahi (Kashmir).

Mankote (Presently Called Ramkote): - Mankote was founded by Raja Manak Dev, a contemporary of Raja Narsingh Dev of Jammu (1272-1314 AD). It was renamed by Raja Suchet Singh (1822-43 AD) as Ramkote. It is situated on a hillock on the bank of Basanter Stream on Dhar-Udhampur road.

Sukrala Mata: - Sukrala Devi Shrine is a famous shrine dedicated to mother goddess. It is at a distance of 9.60 Km. from Billawar and about 75 Km. from Kathua. The Shrine is located at a height of 3500 ft on a hillock. The white line coated imposing edifice of the temple stands erect majestically. The pilgrims have to scale flights of many steps to reach venerated temple. The holy shrine is the abode of goddess Mal Devi, the re-incarnation of Sharda Devi. The goddess has manifested herself here in the shape of a Shilla (Stone Slab) seated on a brass lion with a silver mounted head. Behind it is also an image of Mahishasur Murdini (re-incarnation of Maha-Luxmi) standing on the body of Mahishasur, the Demon King. The Goddess is four armed with a sword in one of her hands.

Shiv Temple Billawar (Mahabilva Keshwar Temple): - This most famous Shiva Shrine is an antiquity of the past. Located in the Heart of Billawar Town, the temple is called Mahabilvaveshwar in view of abundance of Bilva trees in the area. It is believed that God Shiva is highly pleased when Bilva leaves, known as Bil-patri in local parlance, are offered to him. The temple spire is about 60 Ft high over a square sanctum,. The temple has a number of other images like that of Brahma, Vishnu and Shiva (5-headed), Ganesh and Bhairav. The temple edifice has been built with chiseled and dressed stones, which have been crumbling of late.

Narsingh Ji Temple, Ghagwal: - Narsingh (The Narshima), the reincarnation of Bhagwan Vishnu in his unified form of lion and man has been artistically idolized in a temple at Ghagwal. This is an anicient temple built in 1600 B.C. It is

the only temple in India where the three idols of Narsingh-Avtaar, Narsingh-Roop and Annpurana are located together. It is most popular and rare temple of its type with a huge water pond near it.

Shree Anand Asharam: - Founded by “Swamy Dr Omanand Mahara”, .Shree Anand Asharam is situated in Suba Chak near Hiranagar. The Asharam is a lovely mystic place that seems to radiate-happiness. The Ashram is situated at the foot of small hills with a vast landscape on its north, hills on its southeast and old fort behind it. It still has an irresistible freshness and purity. Here the surroundings echo's lets go back to nature. The religious aura of this lovely mystic place makes one feel at peace and seems to radiate happiness.

Trekking Routes

There are numerous thrilling trekking routes mostly in and around BANI area which pass through virgin mountain areas of beauty. Some of these routes are:

Bani – Sarthal – Bhaderwah Trek

Bani (ht. 4200 ft) – Lowang (12 Km.) – Sarthal (10 Km.) – Chattargalla (12 Km., ht 1000 ft.) – Sirtingal (9 Km.) – Bhaderwah (DODA District)

Bani – Dhaggan – Machhedi Trek

Bani – Khajar (3 Km., ht 5000 ft.) – Duggan (4 Km., ht. 4500 ft.) – Dullangal (6 Km., ht 5000 ft.) – Dhaggan (6 Km., ht 7000 ft.) – Sarola (3 Km.) Kmlogh Ghalla (4 Km., ht 10000 ft.) – Badnota (6 Km., ht 6000 ft.) – Machhedi (6 Km., ht 5000 ft.).

Bani – Dhaggar – Kailash Trek

Bani – Dhaggar – Baskund (ht 17000 ft.) or To Mandi Dhar (ht 10000 ft.) – Kailash (10 hours trek from Dhaggar)

Bani – Khajar – Bani

It is three hours trek starting from bani. It is a local trek and also has certain view points enroute.

Bani-Sundroon – Bani

It is soft trek upto Sundroon 12 Km. away.

Bani-Chattar Galla – Baskund Trek

This is a comparatively Tuff trek. It is 8 Km. distance from Chatter Galla (ht.1000 ft) to Baskund (ht.17000 ft.)

Siara-Banjai-Khajar-Bani Trek

Siara – Challa (4 Km., Ht 7000 ft.) – Banjal (2 Km.) – Jodian Mata (2 Km.)- Dhoul Mata (10 Km.) – Khajar (6 Km., ht 5000 ft.) – BANI

4.6.5 Tourism Resources of District Rajouri

Though presently the district is not on the Tourist Map of the State, the district authorities have started exerting themselves to gain that status and for gaining such status efforts are afoot to create infrastructural facilities for the tourists at Chingus, Rajouri, Dera-ki-Gali, etc. The efforts of the Special Commissioner, Rajouri-Poonch, in the matter are commendable as he personally visited the higher reaches of Pir Panjal and got prepared a video film on the lakes and meadows of that area. This film is so beautiful that it was twice telecasted by Door-Darshan.

Potential Tourist Places

Rajouri district has quite a good number of charming spots. Places worth seeing near Rajouri town or Rajouri fort, Gurudwara Chhati Padshahi, Balidan Bhavan, Rama Temple, Jamia Masjid and Shiv Mandir. The other important Places of tourist interest in Rajouri district are as follows:

Table 4.6

Tourism Resources of Rajouri District

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Dehra Ki Gali, Darhal Malkan, Kotranka ,
	Water Bodies	Law Bawli Spring, River Ans,
Manmade Resources		
	Religious	Gurudwara Chhati Padshahi, Ziarat Shahdhra Shareif, Mangla Mata Dev Asthan, Peer Badesar, Ziarat Sain Ganji Sahib, Dera Baba Beram Shah, Panj Pir, Baba Sakhi Sultan, Naogazi Ziarat, Chani Prat Temple, Manma Mata Temple, Baanpuri Temple, Ziarat Sain Walidad,
	Artistic and Architectural	Muradpur Sarai & Moque, Chingas Sarai & Bawli, Thanamandi sarai & Bawli, Nowshera Sarai, Mosque & Hamam, Nadpur Sarai, Mangla Devi Fort, Dhani Dhar Fort,
	Fairs and Festivals	
	Objects of History	Kheora- Kushan Site,
	Leading Organizations and Institutions,	Baba Ghulam Shah Badshah University,
Recreation and Shopping Facilities	Sports Facilities	Trekking,

Dehra Ki Gali: - This beautiful scenic spot is situated at a height of plus 6600 feet above sea level in the Pir Panjal Range and is one of the passes connecting Rajouri and Poonch districts. It experiences heavy snowfall during winter months. Thick vegetation cover attracts and charms the visitor. Famous shrine of Rattan Pir is also situated nearby.

Thannmandi: - This is an important historical place right from the time of Mughals who used to stay there during their journey from Delhi to Kashmir and vice-versa. An old Mughal Sarai still exists there which speaks of its glorious time. The climate of this place is very charming and in fact is a health resort. It is

also famous for its artistic wooden products. The famous Shrine of Shahdara Sharief is just 6-7 Km from this place.

Darhal Malkan: - In the northeast of Rajouri town at a distance of 25 Km. Darhal Malkan, a bowl shaped valley surrounded by gentle sloping mountains on all sides, is situated. Nature seems to have carved a stadium for the prospective sport lovers, who could be attracted here in thousands, if sport facilities were created. Enroute to Darhal is the Khanghah of Sain Ganj Baba which accords religious importance to this area. The perennial flow of limpid water in Darhal Tawi adds more charm to its beauty.

Kotranka Budhal: - Kotranka at the distance of 40 km is an attractive tourist spot situated on the right bank of River Ans. During summer this spot offers a great attraction to the nature lovers and tourists. This is a picturesque charming and peaceful spot to retire to in the summer heat. This coldest place of the district Rajouri, remains under the blanket of snow for more than four months. This town serves as base camp for the long and arduous journey to Arnasand Sedhue for trekkers as well as the nomads and their flocks. This spot remain a source of special attraction for those who intend to track though this way to the Kashmir valley.

Klhad: - Khald is another beautiful place near Budhal. It is a small beautiful plateau, the waters at Kihad remains cold in summer and hot in winter.

Nambal: - Nambal is yet another beautiful place 6 Km. from Budhal and famous for its natural scenery.

Dhanidhar Fort Rajouri: - Dhannidhar Fort was constructed by Mian Hathu in 1855 AD. He was the Governor of Rajouri from 1846-1856 AD. One can have a full view of Rajouri valley from this fort.

Gurudwara Chatti Patshahi Bangla Sahib, Rajouri: - Gurudwara Chhati Padshahi Rajouri is very important religious place which was constructed in the memory of 6th Guru Hargobind Sahib Ji (1595-1646 AD) who stayed at this

place in 1616 AD when he was on the way to Kashmir along with Emperor Jahangir.

The present Gurudwara was reconstructed in 1964 in the form a four-story building. It houses 15 rooms for yatrics apart from a big Diwan Hall and a Pathshalla comprising of 8 rooms.

Ziarat Shahdara Sharief: - Ziarat Shahdara Sharief is about 35 Km. in the north of Rajouri and 5 Km. from Thannamandi. The famous Ziarat is surrounded by beautiful high mountain peaks, thick belt of forests, green pastures, springs and strings.

Thousands of people from all religions visit the shrine every year and offer prayers. The Urs of Hazrat Ghulam Shah Baadshah is celebrated on 10th of Muharram every year. During 1998-99 about 13,00,000 pilgrims visited Shahdara Sharief while the cash offering received during the year was Rs.2.05 crores.

Mangla Mata: - Mangla Mata Dev Asthan is located near village Bhawani in Nowshera Tehsil of district Rajouri. It was discovered by late Pandit Nihal Chand in the form of pindies (a shape of Devta made by natural stone) of Mangal Mai in the cave. After performing the havans and other rituals, he established an asthan of Mangla Mai at this very place and people started coming for darshan.

It is a beautiful cave with the pindies of Mangla Mata. Apart from the main cave, there are two other caves also namely Vaishnoo Cave and Naina Mata Cave.

Peer Badesar: - About 60 Km. to the west of Rajouri town a small village known as Veer Vadweshavar is situated just on the border between Rajouri and the Pak Occupied Kashmir. On the top of this hill at a height of plus 5000 ft. above sea level there exists an ancient temple after the name of Veer Vadweshavar (the son of Lord Shiva.). The temple was constructed by King Kaniishka in the year 142 A.D.

All the four sides of the temple and both the sides of the passage to the temple are covered with numerous bells, which on shaking produce melodious sound.

Ziarat Sainganji Sahib: - One of the important place of pilgrimage is the shrine of Sain Ganji Sahib Qadri located about 10 Km. from Rajouri town over-looking Darhal nallah. The Shrine is regarded as a symbol of purity and tolerance and it is because of the sanctity of the place that a large number of people belonging to different religions visit there to seek the blessings of the Saint. Born in a Gujjar family at Fatehpur near Rajouri, the Baba was a mystic who become a legend in his lifetime and devoted his entire life for the betterment of mankind. In 2006 about 10 thousand devotees visited the shrine on the occasion of the annual Urs celebrations on 4th and 5th of October.

Panji Pir: - A few Km. away from Rajouri town is the shrine named Panch Pir. The shrine houses the graves of five saint brothers and a sister who had come here from Punjab.

Chani Prat Temple: - About 10 Km. from Sunderbani is located the majestic two storeyed Raghunath temple at an isolated place near village Chani Prat.

The structure and design of the temple is unique because there is no temple of such structure in this region. It contains the images of Lord Rama, Goddess Sita, Lakshman and Hanuman. Miniature paintings on the walls depict various episodes of Mahabarata and Ramayana epics. A grand yagya is arranged at the temple on 6th and 7th of June every year.

Manma Mata Temple: - The Shrine of Manma Mata is about 6Km from Kalakote town. There is a cave at site and legend goes that Lord Shiva had gone to Kashmir via this cave. Later on Manma Mata Devi had come to this place and meditated for several years in the cave. There exists a beautiful temple near the cave.

Monuments of Rajouri

Rajouri town lies on the imperial Mughal road leading to Kashmir. Here few architectural fragments of early medieval temple of Kashmir style are seen in Andarkot Mohalla which are the only relics of ancient Hindu rule.

The Mughal remains scattered on either banks of the Tawi River comprise of forts cum palaces, sarais, mosques and gardens etc. These buildings are now occupied by Civil Hospital, police and forest departments and almost stand renovated leaving only a portion of these in their original position. The ruins of a small mosque in the market are still extant. The garden situated on the slope of a plateau is most interesting of all the Mughal remains in Rajouri. It consists of a walled enclosure divided into four parts by two channels with a fountain at the centre. A double storied baradari stands in the middle of west wall overlooking the river. The garden wall has bastions at the corners. The main entrance to the garden is on the south side but there also exist two entrances in the west wall and one in the north wall.

On an elevated hill northeast of the town, there is a fort, which commands a panoramic view of the valley. It is locally known as Dani Dhar.

Some of the main monuments of architectural importance include

Muradpur -Sarai and Mosque

Chingas-Sarai and Bawli

Kheora-Kushan Site

Thannamandi Sarai and Baoli

Nowshera Sarai, Mosque and Hammam

Nadpur Sarai

Mangaladevi Fort

Trekking Routes of Rajouri

Rajouri town is situated at the foothills of Pir Panjal Range. The snow-clad Pir Panjal Range has its own attraction. In fact it stands out more prominent than the Himalayas as it is nearer to the plains and its majestic slopes are awe-inspiring. The crest of Pir Panjal is covered with snow and there are several climbed and

virgin peaks between 15290 ft. to 16000 ft. like Dhakyar-15290 ft., Kotoria-15000 ft., Budhal Pir-15170 feet. Brahma-15400 ft., Tatakuti-15557 ft., Sun set-15510 ft., Kagha Alana and Handoo Peak near Chamcchi Sar lake calling for the mountaineer's attention.

There are bewitching lakes like Simar Sar, Kotoria Sar, Dhakyar Sar, Bhag Sar, Neel Sar, Nandan Sar, Chandan Sar, and many others at an altitude of 13000 ft. to 14500 ft. and almost surrounded by towering snowy peaks.

There exist more than twelve passes on the Pir Panjal Range between the Rajouri-Poonch Valleys and the Kashmir Valley. These are Galli Medhan pass, Jamina pass, Noor Pur Galli, Chor Galli, Choti Galli, Pir Galli, Handoo Pass, Ruperi Pass, Budhal Pir Pass and Pir Panjal near Konsarnag lake (between 11500 ft. to 15000 ft.) which one can cross from one side to the other.

The trails over these passes also provide great opportunities to watch and study the different tribes living in the lower valley and on higher slopes of the Pir Panjal Range one can see the Bakerwal, Gujjar and Hindu Gaddi with their buffaloes and flocks of sheep.

This whole region has remained almost untouched by out sides and offers opportunities to trek on saw and unspoilt trails of the Northern Himalayas. All the trails have certain common characteristics. The passes remain covered with snow during winter and the snow starts melting in April or May. The passes are open from the first week of October and the Gujjar and Bakerwal shepherds start moving up along with their sheep.

Ascent on a pass is always very steep and over the snow in the month of June, the snow is deep and slippery and the approach is harder. It is easier to cross in the post-monsoon period.

Trekking Bases

Base: Rajouri

Rajouri - Kandi - Kesri Hill - Kenaki Water Fall - Dada nar - Talyani - Talyani Galli - Marguri - Bela - Simar Sar Lake - Bela Top - Dhakyar Peak - Rupri Galli Pass.

Rajouri - Thannamandi - Dehra Kee Gaali - Girjan - Panjtari - Khuha Gum Sar - Nandan Pass - Nandan Sar Lake and 6 Other Lakes - Jaldi - Aliabad - Hirpur - Srinagar.

Base: Darhal

Darhal - Kanda -Shaker Marg - Cha Sari - Dood Wali - Chamber - Chamchi Sar Lake - Handoo Pass - Bhagh Sar - Sarota Valley of Flower - Neel Sar - Panjtari - Girjin - Noori Chamb - Bheram Galla - and Back to Rajouri.

Base: Budhal

Budhal - Saveri Marg - Khodra - Simar Sar Lake - Bella - Kotoria Sar Lake - Dhakyar Peak

Base: Rajouri

Rajouri - Budhal - Sar sot - Reta Wali - Harshou - Goray wan - Parhi Wali Marg - Konsar nag lake - Mahinag - Kungwattan - Aharbal (water fall) - Srinagar.

Base: Thannamandi

Thannamandi - Noori Chanbv - Chandi Marh - Poshina - Bagla - pir Pass - Aliabad - Mirpur - Suphian - Srinagar.

Choti Thannamandi - Chandi Marh - Kabar Pathran - Bagla - Ganga Choti - Choti Marg - Choti Galli Pass - Kundhlan - Yous Marg - Srinagar.

Base: Rajouri

Rajouri Girjan - Panjtari - Khuya - Sarota - Shaker Marg -Roopri Pass Bela - Khodra - Budhal.

Lakes of Pir Panjal- Rajouri

The Pir Panjal falling under the jurisdiction of Rajouri-Poonch districts is a repository of beautiful lakes situated at an altitude between 13000 ft. to 14500 ft. In the local parlance lake is called "Sar" and meadow is called "Marg". This stretch of Pir Panjal is full of lakes and meadows and a place to be well enjoyed by the tourists. There are more than 27 lakes between Simar Sar to Nandan Sar in an area of 30x30 sq.Km. Of these, seven lakes are big in size and rest are smaller. Next to Kaunsar Nag, Bhag Sar is the biggest lake. Most of the big lakes are situated at the boundary line between Jammu division and the Kashmir valley and drain into the Kashmir valley. The important lakes are Sukh Sar, Akal Dakshni, Nandan Sar, Chandan Sar, Katori Sar, Raviwalli marg group of lakes, Chamar Sar, Bhag Sar, Diya Sar, Padyaran Sar I and II, Katori Sar in Bela Marg and Smat Sar. All the above lakes are situated in the highlands of Pir Panjal Range and freeze during winter and become available for rafting or boating only during summer season i.e. during the months from June to October.

Sukh Sar: - This is an oval shaped lake situated at an elevation of about 3000 meters and is very small in size.

Akal Darshni: - At a diostance of about 1 Km. from Sukh Sar is Akal Darshani. The Bakerwals consider it very sacred. The lake is triangular in shape and the colour of water is black. It is located slightly at higher altitude to that of Sukh Sar at an elevation of about 3300 meters. This lake is about 200 meters wide and 400 meters long.

Nandan Sar: - This lake is oval shaped and is one of the biggest and beautiful lakes located at an altitude 3500 meters, about 1 Km. long the water is deep blue in colour. To approach this lake one has to ascend the slope from Akal Dakshni and then descend towards Kashmir watershed.

Chandan Sar: - At half an hour trekking distance from Nandan Sar is located Chandan Sar amidst a depression formed by lofty mountains. Chandan Sar is located at an elevation of about 3600 meters and is as big as Nandan Sar.

Katori Sar: - Katori Sar is an irregular shaped lake at an elevation of 3550 meters near Chandan Sar.

Ravi Walli Marg Group of Lakes: - From Katori Sar as one descends down towards west, water of four lakes gives a panoramic view of Ravi Walli Marg. The four lakes located in this Marg are Kokar Sar, Neel Sar, Bhag Sar and Ding Sar. Altitude of this place is about 3300 meters and is one of the best camping sites at this altitude.

Chamar Sar: - Chamar Sar is bean shaped like located at an altitude of 3300 meters. The lake is full of icebergs till late July. Circumference of this lake is more than 12 Km. .This lake is source of chamar Nala, which ultimately joins Bafliaz Nala near Behram Gala.

Bhag Sar: - Bhag Sar is the highest lake situated in this series of lakes in atapani/Budhal mountains at an elevation of about 3700 meters. It is an oval shaped lake, enclosed from all the four sides and is always full of icebergs. To approach this lake one has to skirt around the chamar Sar from left side and then ascend the glacier up to 4000 meters from where the lake is visible.

Diya Sar: - This lake is also accessible from Sarota Marg located due west from Chamar Sar. Shape of the lake is typical like an Indian earthen lamp and so named as Diya Sar. This lake is about one Km. long and located at an elevation of about 3600 meters.

Padyaran Sar (I & II): - Padyaran Sar (I & II) are bean shaped lakes at an elevation of 3400 meters, about 1 Km. from Diya Sar. Padyaran I is slightly bigger than Padyaran II. Moreover, these lakes remain under snow cover for most part of the year.

Katori Sar In Bela Marg: - This is a saucer shaped lake located on western end of Bela Marg at an altitude of 3300 meters. It is one of the smallest lakes formed due to pooling of water from melting snow and dries out till end of September.

Gum Sar: - This is another small lake at the foot of Dhakyar peak at an elevation of 3600 meters. Dhakyar peak is pyramidal mountain with height of about 4660 meters.

Samot Sar: - Samot Sar is located on northern end of Badjari Marg, at an elevation of about 3550 meters. This is an oval shaped blue water lake with maximum length of about one Km.

4.6.6 Tourism Resources of District Poonch

Poonch district is the smallest of the 14 districts of J&K State. It falls between 33 degree-25' to 34 degree-01' north latitude and 73 degree-58' to 74 degree-35' east longitude. Poonch is bounded by the districts of Baramulla and Pulwama of Kashmir Valley in the northeast, illegally occupied areas of the State by Pakistan in the North West and by the Rajouri district in the south. Spread over an area of 1,674 Sq. Km., Poonch district is totally hilly and mountainous barring few low lying vales. It has varied climate depending upon altitude of the place. Some of the important tourist resources of district Poonch are given below:

Table 4.7

Tourism Resources in District Poonch

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Behramgala, Buffliaz, Loran, Surankote, Krishna Gati,
	Water Bodies	Noori Chamb, Girgen (Valley of seven Lakes)
Biotic Resources	Wildlife	Surinsar Wildlife Sanctuary
Manmade Resources		
	Religious	Buddha Amarnath, Ram Kund, Ziarat Sain, Nangali Sahib, Ziarat Chotey Sahib
	Artistic and Architectural	Lohar Kote Fort, Poonch Fort

Buddha Amarnath: - Twenty-five Km. in the north east of Poonch town is situated an ancient temple of Lord Shiva on the left bank of Pulsta stream. The area is known as Rajpura mandi two Km. above mandi village. This is a unique Shiva Temple which is located on the foothill and not on the hill top and secondly the Shivaling of white stone is not self-made. The stream which flows near it is Loran stream but it is believed by the locals the Ravan's grand father Pulasta Rishi performed his tapasya and thus is known as Pulsta stream. This shrine is said to be older than of Amarnathji of Kashmir. Thousands of people visit on Rakhsa Bandhan.

Ramkund: - Another well-known shrine located about 68 Km. from Poonch town is that of Ram Kund. Believed to be of Mahabharat period, it is just 11 Km. away from Mendhar.

Ziarat Sain: - Situated in village Guntrian, 10 Km. from Poonch, the Ziarat of saint Sain Mira Sahib is a popular pilgrim centre. Thousands of devotees visit this Ziarat.

Nangali Sahib: - Nangali Sahib Gurudwara is situated on the left bank of Drungli Nallah, which is four Km. away from Poonch City. This, Gurudwara was established by Sant Bhai Mela Singh who is said to have visited this shrine in 1810 A.D. when he was on his way to conquer Kashmir.

Ziarat Chhotay Sahib: - Located 58 Km. away from Poonch and 4 Km from Mendhar this Ziarat is situated in the village Sakhimaidan. Hundreds of pilgrims come to this place every day.

Behramgala: - Behramgala is situated at the foothill of 8,600 ft. high Rattan peak on the historic Mughal Road about 45 Km. from Poonch Town. It is small picturesque spot in a deep gorge. It is small plateau surrounded by mountains and forests. Just near to it is the confluence of Thatta pani and Parnai streams which further adds to its otherwise scenic and natural beauty.

Noori Chamb: - A famous waterfall in the district also connected with the Mughal Emperors is located in the north east of Behram Gala. The fall of the

stream gives rise to dense clouds of water vapours, which engulf the area and spread all over. The Emperor Jahangir had developed so much fancy and liking for this fall that he named it Noori Chamb after the name of his beloved queen Noorjahan.

Buffliaz: - Another beautiful hilly spot situated on the foothill of Peer Rattan range is Buffliaz, 39 Km. east of Poonch town. The village named after the horse of Alexander the great (Bunifales) who is said to have died there, is situated on both the banks of Poonch river.

Loran: - A small town situated 34 Km north of Poonch town was once the capital of Poonch State under Hindu ruler up to 1542. According to Rajatarangini, it was then known as Lohar Kote. There are ruins of the Lohar Kote Fort which was called as Gateway of Kashmir but now it is destroyed. At this fort, Raja Trilochan Pal defeated Sultan Mahmood Gazanavi. This spot is surrounded by forests and some snow clad peaks.

Surankote: - In Rajatarangini, this town was described as Sawernik. In 1036 A.D. there was a big fort called kote. Combining the name of the town with the fort, it became Sawernik Kote which ultimately changed to its present name of Surankote. It is very charming valley surrounded by snow clad peaks and is known as Pahalgam of Poonch.

Krishna Ghati: - This beautiful hilly and forest area is located 24 Km. from Poonch town. The hilltop, known as Krishna Ghati gives a commanding view of natural scenic beauty. **Girgen:** - It is bewitching valley of seven lakes. This valley is located about 70 Km. from Poonch town. This area is also important from trekking point of view. Neel Sar, Nandan Sar, Katora Sar are among the fascinating high altitude lakes. Several trekking expeditions used to come in this valley and trek to these lakes.

Poonch Fort: - The foundation of historic fort building in the capital truncated Poonch district was laid by Raja Abdul Razak Khan in 1713 A.D.

Kashmir

An emerald set in pearls Kashmir the northern part of the state, is to Himalayas what Switzerland is to Alps. Often called as Switzerland of Asia or Paradise on earth, the valley of Kashmir has an area of 112902.7 Sq. Km. and constitutes about 53 percent of the state's population. Bounded by two mountain ranges, it is a region of antiquity that possesses everything to make visits enjoyable and unforgettable. There is awesome grandeur serenity, a wild profusion of colour with spots of variable excellence. There is scenery for the artist and layman, mountain for the mountaineer, flower for the botanist, vast field for the geologist and magnificent units for the archeologist. It is a commodity that is scarce in the fume of fraught cities. It really is a place where one can find book in books, tongues in trees and sermon in stones and good in everything.

The tourism resources of this beautiful land are described as under.

4.6.7 Tourism Resources of District Srinagar

District Srinagar is situated in the center of Kashmir valley. The district has a population of around 9,00,000 souls²² and is spread over an area of 2228 Sq. Km. It comprises three Tehsils/ towns viz Srinagar, Ganderbal and Kangan. The population density of the district Srinagar is 401 per Square Kilometer which is highest in the state.

The capital city of Srinagar is located 1730 meters above sea level. This beautiful city is bifurcated almost into two halves by the river Jehlum and is very rightly referred as the "Venice of the East" with river Jehlum acting as its Arno.

Srinagar district is full of tourist resources. From religious centers of importance and historical Mughal gardens, it incorporates all types of tourist attractions. Some of the major tourist resources of Srinagar district are as under.

Table 4.8**Tourism Resources in District Srinagar**

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Sonmarg, Prang, Nara Nag,
	Water Bodies	Dal Lake, Anchar Lake, River Jehlum, Sindh, Cheshma Shahi,
Biotic Resources		
	Wildlife	Dachigam wildlife sanctuary,
	Vegetation	Vegetable Gardens,
Manmade Resources		
	Religious	Hazrathalbal Shirne, Shankaracharya Temple, Khanqah-e-Moulla, Jama Masjid, Pather Masjid, Maqdoom Sahib, Bul Bul Sahib, Rozabal, Dastageer Sahib, Batmool Sahib, Khir Bhawani Temple, Chatti Padshahi, bala Devi Mandir
	Artistic and Architectural	Badshah Tomb, Hari Parbhat Fort, Pari Mahal.
	Local Features	Bhand Pather, Chakri, Sufiana Music, Rouff,
	Leading Organizations and Institutions,	Sher Kashmir Institute of Medical Sciences, University of Kashmir, National Institute of Technology, National Institute of Aquatic Ecology,
Recreation and Shopping Facilities	Gardens	Pari Mahal, Nishat Garden, Shalimar Garden, Harwan, Nehru Park, Naseem Bagh, Iqbal Park,
	Sports Facilities	Srinagar Golf Club, River Rafting,
	Shopping Facilities	Lal Chowk,

Cheshma Shahi and Pari Mahal: - Cheshma Shahi, the Royal Spring was laid by, Shah Jahan in 1632 A.D. It is 9 Km. from the city center and is famous for a spring of refreshing digestive water. Two kilometers uphill from Cheshma Shahi is situated the Pari Mahal, a school of astrology founded by Prince Dara Shikoh, Emperor Shah Jahan's eldest son who was killed in the war of succession.

Nishat Garden: - Queen Nur Jahan's brother, Asif Khan laid the Garden in 1633 A.D. It is situated on the banks of the Dal Lake in the backdrop of the Zabbarwan hills. 11 Km. from the district headquarter of Srinagar, the Garden commands a magnificent view of the lake.

Shalimar Garden: - 15 Km. from the city center, emperor Jahangir built Shalimar Garden for his beloved wife, Nurjahan. The garden with four terraces is 539 by 182 meters and gets water from Harwan through a canal lined with fountains. The fourth terrace was once reserved for royal ladies.

Harwan: - Close to Shalimar Garden is Harwan. Besides a garden, the place is famous for reservoir that supplies drinking water to the whole of Srinagar city. The water is stored in an artificial reservoir which was built in 1901.²³ Harwan also houses a trout hatchery form, which was established with ova imported from Europe.

Dal Lake: - Half a Km. from Srinagar city is the world famous Dal Lake. It is like a jewel in the crown of Kashmir praised by the poets and abundantly admired by the travelers and tourists. Unfortunately in recent times the lake has considerably shrunk in size causing concern to environmentalists. The Government has chalked out various plans to save the lake from extinction. World Bank and the Austrian Government are assisting the Government of Jammu & Kashmir in her efforts of saving the lake from extinction. The lake is six by three km and is divided by causeways into four parts, Gagribal, Lokut Dal, Bod Dal and Nagin. Sona Lank and Ropa Lank the two islands add to the glory of the lake along with Char Chinari and various vegetable gardens. Nagin is the loveliest part of the Dal Lake separated by a causeway. Moreover, it is undoubtedly a bird watchers paradise.

Dachigam: - Dachigam wildlife sanctuary is home to the endangered Hangul species of Deer in the country. It is also host to other wildlife that includes Black/Brown Bear, Musk Deer, Leopards and migratory birds. Moreover, it houses a Trout fish farm. It is big natural reserve which requires permissions from the Wildlife authorities for exploration. The dense forests of Dachigam offer a brilliant view along with a glacier fed brook flowing right through the middle.

Sonamarg: - Sonamarg is about 87 Km. northeast of Srinagar, at an altitude of 3,000 meters above sea level. The drive to Sonamarg is though a spectacular facet of countryside in Kashmir along the Sindh Valley which is the largest tributary of the valley of Kashmir.

Sonamarg, means ‘meadow of gold’, has as its backdrop snowy mountains against a cerulean sky. The Sindh meanders along and thrives with trout and mahseer. Snow trout can be caught in the main river.

The climate of Sonamarg is very bracing but the rainfall is frequent though not heavy except for two or three days at a time in July and August with fine spell in between.

One of the major attractions here is Thajwal glacier. This can be reached on foot or through ponies.

Sonamarg acts as a base camp for major trek that leads to the Himalayan lakes of Vishansar (4084 msl), Krishnasar (3810 msl) and Gangabal (3658 msl). Other lakes in the region are Gadsar and Satsar. Gadsar is stocked with snow trout and Satsar is a glacier-fed and surrounded by banks of alpine flowers.

15 Km. north of Sonamarg is Baltal. This little valley lies at the foot of the Zojila, only a day's journey away from the sacred cave of Amarnath. Moreover, Sonamarg is the last halt on the Kashmir side for the drive from Srinagar to Leh.

Hazratbal Shrine: - The Hazratbal Shrine is situated on the left bank of the famous Dal Lake. The shrine is known by many names including Assar-e-Sharief, Madinat-us-Sani and Dargah Sharief. It was in 1623 that Sadiq Khan laid out a garden here and constructed a palatial building Ishrat mahal or Pleasure House. However, the present day marble structure was constructed by Sheikh Mohammad Abdullah under the aegis of Muslim Auqaf Trust. The construction work started in 1968 and was completed in 1979. The shrine is famous as it houses the Moi-e-Muqqadas (the sacred hair) of Prophet Mohammad (PBUH). Moi-e-Muqqadas is displayed on various occasions related with the life of the Prophet and his four holy companions.

Shankaracharya Temple: - Shankaracharya Temple is located at a height of 1100 ft. from the main city on the Shankaracharya hill also known as Takht-e-Suleiman. According to Kalhana, this Siva temple was constructed by Raja Gopadatya in 371 B.C. and as such is the oldest shrine in Kashmir. Dogra ruler Maharaja Gulab Singh constructed stone stairs up to the temple. In 1925 the temple was electrified. Besides being a prominent religious place, the temple is of great archaeological importance. The temple commands a magnificent panoramic view of the Srinagar city.

Khanqah-e-Molla: - Situated on the banks of river Jehlum this famous Muslim Shrine is one of the oldest shrines of Kashmir. It has been built in memory of Hazrat Mir Syed Ali Hamdani, popularly known as Shahi Hamdan, who came here from Hamdan and preached Islam. He was accompanied by about 700 devotees and history has it that his teachings were so productive that most of the Kashmir embraced Islam.

Jama Masjid: - It is one of the oldest and the most spacious of all the mosques in Kashmir, situated in the heart of the city. The foundation of the mosque was laid by, Sultan Sikander in 1398 A.D. The area of the mosque is 384 ft. by 381 ft., spacious enough for over thirty thousand people to offer prayers at a time. It is an architectural wonder and has the distinction of being one of the very few mosques with no steps.

Khair Bhawani Temple: - Khair Bhawani Temple an important Hindu shrine is situated at Tullamula in the Srinagar district. The temple is associated with the Hindu goddess, Ragnya Devi. Every year an annual festival is held here in May-June on the occasion of Janam Ashtami. During the festival people visit the place in large numbers to offer prayers and seek the blessings of the deity.

Chatti Padshahi: - Chatti Padshahi, one of the most important Sikh Gurudwaras in Kashmir is situated just outside the southern gate of Hari Parbhat fort. The sixth guru of Sikhism traveled through Kashmir, stopping to preach occasionally.

Pather Masjid: - Situated on the riverbank, opposite Khan Khai Moulla, this stone mosque was built by Nur Jahan. Its plinth is underground with stone façades and arches giving it an imposing appearance.

Badshah's Dome: - Situated on the riverbank between fourth and fifth bridge, the dome is wholly made up of bricks. It has five domes ornamentally decorated with blue bricks. It houses the tomb of Zainul Abidin's mother.

Pandrethan: - A well-preserved medieval temple situated around 4 Km. from Srinagar. The temple is 17'6" square with projecting stone portico on either side with string course of elephants running round it. The domed roof of the temple is a fine piece of 10th century sculpture.

Hari Parbat Fort: - A stunning example of secularism, the fort has shrines of Hindus, Muslims and Sikhs around it. Located in the center of the city, the fort was built by Akbar along with a town around it.

House Boat: - One of the famous and unique attractions of Srinagar city is a Houseboat. Houseboats are houses on water which are moved along the shores of Dal Lake, Nagin Lake and river Jehlum. Being homely, delightful and comfortable houseboats are basically meant for accommodation purposes but being so unique and different it is a tourists dream to stay in a houseboat. They in-fact are a source of attraction for many tourists. They usually have one to three bedrooms with a drawing and dinning room as well. The interiors are furnished with embroidered rugs and fabrics. The walnut furniture further adds to the mosaic along with all the modern facilities including telephone, T.V etc.

4.6.8 Tourism Resources of District Anantnag

District Anantnag, the gateway of Kashmir valley has its headquarters at Anantnag which is about 54 Km. from Srinagar and 254 Km. from Jammu. The district is well connected with other districts and National Highway NA-1A passes through the district.

Spread over an area of 3984 Sq. Km. district Anantnag lies between 33°-20' to 34°-15' north latitude and 74°-30' to 75°-35' east longitude. The population of the district is 11.70 Lacks (2001 Census)

Table 4.9
Tourism Resources in District Anantnag

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Pahalgam, Hajan, Chandanwari, Baisaran, Daksum,
	Water Bodies	Lidder, Jehlum, Veshow,
	Springs	Verinag, Kokernag, Achabal, Nagbal, Sulphur Spring of Malaknag, Sheeshnag,
Biotic Resources		
	Wildlife	Overa Biospher Reserve
	Vegetation	Fruits, Chinar,
Manmade Resources		
	Religious	Nagbal, Mattan (Bawan) Temple, Martand Temple, Ziarat Hazrat Zain-Ud-Din Wali, Ziarat Baba Hyder Reshi, Ziarat Syed Samnanain, Ziarat Baba Nasib-ud-Din Gazi, Masjid Syed Sahib, Masjid Syed Baba Daood Khaki, Khir Bhawani Asthapan Devibal, Chapel of John Bishop, Uma Devi Temple, Baba Ramdin Reshi Shrine,
	Artistic and Architectural	
	Local Features/Cultural Symbols	Band Pather, Chakri, Kanger, Samarwar, Tash Neer, Wazwan, Kehwa,
	Fairs and Festivals	Amarnath Yatra,
	Objects of History/Caves	Bhumjo or Bumzo Caves,
	Ashram	Ramakrishnan Mahasammelan Ashram,
	Gardens	Badshah Bagh, Bulbagh,
Recreation and Shopping Facilities	Sports Facilities	Golf,

Anantnag, the second largest city of Kashmir Valley derives its name from the great spring Ananta Naga, land of countless springs. The district as well as its headquarter town are also called Islamabad. Regarding this second name no mention is to be found in the old chronicles of Kashmir. It is however, said that the name of Islamabad was assigned to the town by one Islam Khan who was the Governor of Kashmir during the Mughal rule in 1663 A.D. but the change in its nomenclature proved temporary and during the reign of Gulab Singh the town was renamed as Anantnag but the name Islamabad is still popular among common masses, though officially the name Anantnag is used at large.

District Anantnag is full of tourist resources in the form of valleys, scenery, religious places and above all the springs. A brief description of tourist resources of Anantnag is given below.

Anantnag- the land of Springs

Anantnag is rich in springs, all associated with the quaint old snake-worship. The people recognize the springs of great sanctity by the fact that their water is cold in the summer and warm in the winter. All these springs are full of sacred fish, a kind of carp. These springs have been developed into fascinating tourist places.

Achabal: - Perhaps the most beautiful of all springs is Achabal, which gushes out of the Sosanwar hill and was once enlisted by the emperor Jehangir in the service of beauty and pleasure. It is said that the Breng River which disappears at Dewalgam in the fissures of the limestone is the real source of the Achabal spring.

Situated around 8 Km. away from Anantnag, the place has been developed into an important tourist spot. This ancient spring is surrounded by a garden terraced and developed by the Mughals. The place has got some historical background also. The upper portion of the garden is called 'Bag-e-Begum Abad' developed by Malika Noor Jehan Begum in 1620 A.D. and renowned as Sahib Abad in which there was a Hamam (treasure of water) getting heat from a logical lamp (Tosng).

Cascades and fountains erected by Mughal Emperors enhance the beauty of the spot. A mosque standing in the garden is believed to have been constructed by Mughal Prince Dara Shikwah. Achabal was once the pleasure retreat of Empress Noor Jehan. A trout hatchery is also located nearby.

Verinag: -Verinag spring is of great importance and beauty having deep blue waters. The spring is about 26 kilometers away from Anantnag and is considered as the original source of river Jehlum. The spring is situated at the bottom of hill covered by pine trees and evergreen plants. A garden built by Emperor Jehangir adds to the flair. The construction dates back to 1029 Hijri that is duly inscribed on a stone installed at the western gate of entry towards the spring.

Daksum: -About 40 Km. from the district headquarters, Daksum is located in the dense forests on the Anantnag-Symthan-Kishtwar road. A gushing stream flows through Daksum which is rich in trout fish. It is a forest retreat girdled by mountains. The surrounding forests are famous for flora and fauna.

Kokernag: -Basically the real name of Kokernag is Bindoo Zalangam.²⁴ It is situated at a distance of about 17 Km. from district headquarters. Kokernag is a collection of many small springs and their collective appearance resembles to the claws of a Koker (cock). Kokernag is the largest fresh water spring of Kashmir and its water has many curative and digestive properties.

This largest freshwater spring in Kashmir is famous for its trout streams. Department of fisheries has constructed a series pools for nurturing trout fish hatchery. Each pool has got trout with different weights and ages. Kokernag is eight miles from Achabal. The total area of Kokernag is 300 Kanals of which 129 kanals is for the purpose of gardens and the rest is forest area.

Kokernag has some historical importance also. It has been mentioned in Ain-e-Akbari, where in it has been mentioned that the water of Kokernag satisfies both hunger and thirst and is also a remedy for indigestion. The author of Ain - e - Akbari notices that touchstone is found in Kokernag.

Nagbal: -The entire complex is popularly known as Nagabal and is famous Hindu religious center in Anantnag District. It is situated in the east corner of the town. The holy spring which originates from here and the formation of which is attributed to Vishno or Narayana is said to be a Vedic 'tirath'. The spring rises beautifully from the foot of a small hill-lock and is dedicated to the worship of Ananta or Vishno. It enjoys a commanding position having a big tank which encloses the spring. Lower down another tank dotted with the temple in its center is built. There are long shady Chinnars which stand guard round the tank. These tanks are full of sacred fish and the place also serves as shelter and shade for many weary pilgrims who visit it from different places in and out side the State. By the left side of the holy spring a small temple now partly in dilapidated condition had been constructed in Maharaja Rambir Singh reign, the second Dogra Ruler of Kashmir. The deity of Ananta Baghwan has been installed in a small temple just at the outlet of the spring. The Naghbal complex has also other temples built in its premises. The oldest among them, being Shiv Ji temple in which the deity of lord Shiva was installed during the reign of Maharaja Partap Singh somewhere in 1885 to 1925 A.D. There is also a sulphur spring in the Naghbal complex which is visited by persons suffering from skin diseases. A Gurdwara has also been built in the same complex. Down this temple-cum spring complex is another tank with a large number of fish. A small garden popularly known as Sher Bagh surrounds this fish tank. Sher Bagh also houses a small mosque.

Pahalgam: Valley of Shepherds

This world famous hill station is 45 Km. from the District Head Quarters and is located on the banks of river Lidder at an altitude of 7200 ft. from sea level. A favourite place for shooting of Bollywood films, Pahalgam is perhaps the best health resort in the country. It also serves as base camp for the famous Amarnath Ji Yatra. The Pahalgam Valley presents glamorous look due to its pine forests, snow clad mountains, healthy climate and vast meadows and pastures. Pahalgam skirts Lidder river and torrential flow of water in Lidder river enriches the awesome beauty of the Valley. A number of treks in this region also begin from

Pahalgam, as the 35 km trail traverses through pinewoods to the spectacular Kolahoi Glacier.

The Village of nomad is un-spoilt by the ravages of progress. This place is an angler's delight and even an amateur can catch a rainbow trout from the rushing streams. The large brown bear is a natural inhabitant of the thick Pine and Cedar forests. Pahalgam has a golf course at 2400 meters above the sea level. Kolahoi is a popular destination via Aru a charming meadow.

Around Pahalgam are many places of interest; the most beautiful of these is the huge, undulating meadow of Baisaran, surrounded by thickly wooded forests of pine. Hajan, on the way to Chandanwari is an idyllic spot for picnic. Filmgoers can recognize it instantly as it has been the location of several movie scenes. Pahalgam has within it no fewer than eight tiny villages, one of which is Mamal. There is a Shiva temple here, generally considered to be Kashmir's oldest existing temple, dating to the 5th century.

Moreover environs of Pahalgam also offer exciting trekking opportunities, the best-known being: Pahalgam - Chandanwari- Sheshnag- Panchtarni- Amarnath Cave Temple- Sonamarg. Trekking can also be undertaken to **Kolahoi Glacier**, which is very beautiful via **Aru** village.

Overa- Aru Biosphere Reserve

Aru Biosphere reserve is located at a distance of 76 Km. from Srinagar and 55 Km. from Annatnag. It has an area of 400 Sq. Km. and the altitude ranges from 3050 to 5425 meters above sea level. It is famous for retaining several rare and endangered species like the Hangul, Musk Deer, Brown Bear, and Leopard. In addition, the area houses a good population of pheasants and upland birds apart from other species, both resident and migratory. The common birds are Griffon Vulture, Monal, Snow Cock, Koklas, Blue Rock Pigeon, Kashmir Roller, European Hoopoe and Jungle Crow etc

The area holds a rich cover of vegetation, the dominant forest consisting of conifers which account for over 90%. The principal species are Cedrus deodara,

Pinus griffithii, *Abies pindrow*, *Aesculus indica* etc. The major shrubs are *Indigofera heterantha*, *Viburnum* spp., *Sorbaria tomentosa* etc. the ground cover is very rich and dicotyledonous herbs dominate, comprising of *Rumex patientia*, *Primula* spp., *anemone* spp., etc.

Other Places of tourist interest

Among other places there are many other springs like Sulphur Spring of **Malaknag**. **Badshah Bagh** (a Mughal garden) is another beautiful garden situated near the historical town of Bijbehara. **Bunbagh** is another charming garden located in the Anantnag town.

Shrines and Historical Places

District Anantnag is bestowed with religious wealth in the form of numerous shrines and places of worship enjoying reverence and allegiance of people professing different faiths. Some of the shrines have historical importance in addition to religious significance attached to them. In addition to the world famous shrine of Amarnath Ji, the other shrines in the district include the shrine of Baba-Zain-ud-Din Wali (Aishmuqam), Baba Hyder Reshi (Anantnag), the last of the giants of the Rishi order in Kashmir about whose resting place the Alamdar-i-Kashmir (Flag Bearer of Kashmir) Sheikh Noor-ud-Din Rishi had foretold his disciples, Baba Dawood Ghoni (Vailoo), Hazrat Noor Shah Bagdadi (Kund), Hazrat Sheikh Syed Samnani (Kulgam) and Baba Naseeb-ud-Din Ghazi (Bijbehara). Besides, the shrines at Kabamarg and Khiram share the distinction of possessing the Holy relic of Prophet Mohammad (PBUH). A brief description of some of the important shrines and historical places of the district is given here.

Mattan (Bawan) Temple: - Bawan temple is 8 Km. from Anantnag town. There is a very sacred spring near a small village called Bawan, a name derived from the water, which gushes out from a fissure in the limestone rock.

Martand Temple: - Of all the interesting sights in the vicinity of Anantnag, the ruins of Martand hold the first place and they are easy to access, being just 10 Km. from the main town Anantnag. The temple has a height of about 40 feet with

solid walls and bold outlines, towering over the fluted pillars of the surrounding colonnade, giving it a most imposing appearance.

This sun temple consists of one lofty central edifice with a small-detached wing on each side of the entrance, the whole standing is a large quadrangle surrounded by a colonnade of fluted pillars with intervening and trefoil headed recesses. The length of the outer side of the wall, which is blank, is about 90 yards; that of the front is about 56. There are in all eighty-four columns—a singularly appropriate number in a temple of the sun. The remains of three gateways opening into the court are now standing and the central building is about 63 feet long and 36 feet wide

Ziarat Hazrat Zain-ud-Din Wali: - The shrine of Hazrat Zain-ud-Din Wali is situated in village Aishmuqam on a hill lock, about 20 Km. short of the famous hill resort of Pahalgam overlooking the bewitching Lidder Valley. The mausoleum located inside a deep cave atop the hill is about 100 meters high than the main road. There are two mosques attached to the shrine as well. The shrine also houses the relics of the saint which are held in highest esteem. These consist of a bow, a patten, wooden bread, a rosary, a wooden club and a copy of Quran

Annual Urs or anniversary is celebrated on the 13th day of Basakh corresponding to 25th of April.

Ziarat Baba Hyder Reshi (Reshi Maloo): - The tomb of Baba Hyder Reshi popularly known as Harda Reshi or Reshi Molu is situated in Mohalla Reshi Sahib in Anantnag Town. The tomb houses the body of the saint along with his 21disciples.

Born on 29th Rajab, 909 Hijri (17-1-1504) A.D. in village Dandar of Tehsil Anantnag in the house of Sheikh Abdulla a blacksmith by profession, the saint lived for 67 years and passed away in 976 Hijri (1568 A.D.) in deep meditation.

Rehsi Saheb possessed great spiritual powers and abstained throughout his life from eating meat and onions. A rosery and a walking stick of the saint remains

preserved in the shrine of Reshi Sahib. The shrine is being visited, by, people of all faith.

Ziarat Syed Samnani: - Hazrat Syed Simnani RA came to Kashmir from Simnan along with his family members and other disciples in 750-H. After staying for some time in village Hurpora Shopain, Harzat Syed Simnani left the village and settled at Pargana Devsar Kulgam on the bank of river Veshow. Hazrat Samnani started preaching Islam, the Salarsanz father of Shiekh-UL-Alaam embrassed Islam at the hands of Hazrat Samnani and was renamed as Sheikh Salar-ud-Din. Later Sheikh Noor-ud-din Noorani used to attend the majlis of Hazrat Samnani (RA) for getting enlightened about spiritual teachings of Islam from the Sofi Saint.

There exists a grand mausoleum at Kulgam over the grave of Hazrat Samnani. The Shrine is seen always full of devotees.

Ziarat Baba Naseeb-ud-Din Gazi: - Hazrat Nassar-Din (RA) popularly known as Naseeb-ud-din Gazi (RA) was basically from Rawalpendi and has come with his father Mr.Hassan Eazi to Kashmir.²⁵ But Baba Naseeb described himself as 'Naseeb Kashmiri' which indicates that Baba Naseeb was perhaps born in Kashmir when his father came to Kashmir from Rawalpendi. At the age of 7 years Baba Naseeb went to Hazrat Sheikh Hamza Makhdoomi for attaining spiritual teachings, later Hazrat Makhdoomi handed over Baba Naseeb to Hazrat Sheikh Dawood Khaki. Baba Naseeb was an able Kashmiri and Persian writer. According to Prof. Ghulam Mohamad Shah, Mugal King Jahangir on hearing about the pious life of Baba Naseeb Gazi invited him to his kingdom. The invitation was turned down by Baba Naseeb and a poetic letter was sent back to the King. During preaching of Islam, Baba Naseeb Gazi visited most inaccessible areas at that time which include Tibet, Karnah, Iskardu, Dardistan, Baltistan, Kishtiwari, Doda, Bhaderwah, Poonch, Rajouri, Nowshera etc. He constructed 1200 mosques, bathrooms, Musafir Khanas, bridges and planted trees on both sides of roads wherever he went to apprise people about the teaching of Islam.

Baba Naseeb-ud-din Gazi left for abode at the age of 82 years on 13th Muhhram 1047 Hijri and was buried at Bijbehara, 7 kilometers from Anantnag town. A mausoleum was constructed there by Haji Baba (Sheikh Fateh-ud-din Abdual Rehman) but later it was reconstructed by his son Baba Mohd Zahid in 1715.

According to reports, Baba Naseeb Gazi has written about 22 books mostly in Arabic and Persian. Baba Naseeb Gazi had several disciples the famous among them are: Sheikh Momin, Haaj Baba, Baba Abdullah Guzaryali, Mohd Amin Sofi, Mula Zehri Kashmiri, Khawaja Mohd Amin Gazi, Mulla Tayub Tahiri etc.²⁶

Masjid Baba Dawood Khaki: - Masjid Khaki is one of the oldest mosques in the town and is situated in Reshi Bazar of mohalla Kakhi sahiban in Anantnag town. It is more than 600 years old and is named after Hazarat Sheikh Baba Dawood Khaki, the chief disciple of Hazarat Sheikh Hamaza Makhdoom. Sahib Baba Dawood Khaki was the chief Qazi of Kashmir and a scholar of great repute. It is said that Shah Hamdan, the great saint of Hamdan in Iran who had come to Kashmir about 600 years back, visited the town and offered prayers at a platform where now the present mosque of Hazrat Sheikh Baba Dawood Khaki stands.

The ground floor of the mosque was completed in 800 Hijri (1397 A.D) by Mir Mohd Hamdani, the son of Shah Hamdan. It is reported that Baba Dawood Khaki undertook the construction of the first floor of the mosque in 987 Hijri (1579 A.D) while the second floor of the mosque was completed in 990 Hijri (1582 A.D) under his own supervision. The saint propagated the ideology of Islam and constructed number of mosques in different villages of Anantnag district, which even now remain named after him. The saint died in 995 hijri (1587 A.D) after staying in the district for about ten years.

Khair Bhawani Asthapan (Devibal): - Devibal temple is situated in mohalla Khaki Sahiban and is just adjacent to the mosque of Hazrat Sheikh Baba Dawood Khaki. It is dedicated to the holy spring of Khair Bhawani, which oozes here and is now enshrined in a small stone-built one-storey temple. It attracts a large number of devotees and is said to have the same importance as that of Khair Bawani temple in Tulamula of Srinagar district.

Uma Devi of Uma Nagri: - Goddess Uma is said to have selected her abode in the lap of great Himalayas in Kashmir in Umanagri, Uttersoo in Anantnag. She is believed to have manifested herself in the form of a stream and appeared in the shape of "Omkar" in five springs. Out of these springs, 2 merge into a single spring thereby signifying the communion of Shiva and Shakti. The sacred shrine attracts large pilgrims and is revered by all faiths.

Nagdandi: - About two kilometers away from the historical and picturesque town of Achabal, on the right side of the road to Uma Devi (Brari-Aangan), there is the Ramakrishnan Mahasammelan Ashram which was founded by late Swami Ashokananda more than forty years ago. It is a fairly big Ashram now and consists of a compact complex of some buildings and a small temple dedicated to Ramakrishna Paramahansa, at the foot of wooded Achabal hills. The Samadhi of Swami Ashokananda is within the precincts of the Ashram.

4.6.9 Tourism Resources of District Baramulla

Baramulla, the largest District of Kashmir valley has an area of 4588 Sq.Km. and the population is 11,50,652 (census 2001). Some of the major towns of Baramulla district are Uri, Sopore, Baramulla, Sumbal, Bandipora, Gurez and Pattan.

The city center of Baramulla where the district headquarter is located is about 60 Km. from Srinagar. National Highway (NH-1A) connects the district to the rest of the country.

The city of Baramulla, founded by Raja Bhimsina in 2306 B.C held the position of a gateway to the valley, as it was located on the route to the Valley from Muzaffarabad (now in POK) and Rawalpindi (now in Pakistan). As such, a number of prominent visitors have been to Baramulla. These include the famous Chinese visitor Heiun T'Sang and Moorcraft, the British historian. Mughal Emperors had special fascination for Baramulla. Being the gateway of the valley, it was a halting station for them during their visits to the Valley. In 1508 A.D. Emperor Akbar who entered the Valley via Pakhil spent a few days at Baramulla and according to "Tarikh-e-Hassan" the city had been decorated like a bride.

during Akbar's stay. Jahangir also stayed at Baramulla during his visit to Kashmir in 1620 A.D.

From the very beginning, Baramulla has enjoyed religious importance. The construction of Hindu Teeratha and Buddhist Vihars made the city scared to Hindus as well as Buddhists. In the 15th Century the place became important to Muslims also, as the famous Muslim saint Syed Janbaz Wali, who visited the valley along with his companions in 1421 A.D. chose Baramulla as the center of his mission and after death, the saint was buried here. His shrine attracts Pilgrims from all over the Valley. In 1894, the sixth Sikh Guru Shri Hargobind Ji visited the city and Gurdawara "Chatti Padshahi" was constructed in his memory, Baramulla thus became an abode of Hindus, Muslims, Buddhists and Sikhs living in harmony and contributing to a rich composite culture.

Table 4.10

Tourism Resources in District Baramulla

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Tangmarg, Gulamrg, Khilan Marg, Manimarg, Vijimarg, Mahalishamarg., Uri,
	Water Bodies	Wular Lake, Mansbal Lake,
Biotic Resources		
	Wildlife	Gulmarg Biosphere Reserve
Manmade Resources		
	Religious	Ziarat Baba Reshi Tangmarg, Zeyarat Baba Shakoor-ud-din, Watlab Zeyarat Ahim Sharief, Bandipora, Zeyarat Tujjar Sharief, Sopore, Zeyarat Janbaz Wali, Imambara Goom, Ahmadpora, Zeyarat Dastigeer Sahib
	Artistic and Architectural	Parihaspora, Pattan,
	Institutions	Angooria Rabbit Farm, Indian Institute of Skiing & Mountaineering,
Recreation and Shopping Facilities	Sports Facilities	Skiing, Para Gliding, Golf, Winter Sports,

Baramulla has some very unique features. It is the largest producer of fruits in the valley. Moreover, it houses the Angooria rabbit farm, which is only the second rabbit farm in the whole of north India, the other one being in Himachal Pradesh.

Gulmarg

Universally known as queen of hill stations, this picturesque beautiful spot is 50 Km. from Srinagar, and is situated at an altitude of 2, 730 m. It is a huge cup shaped meadow, lush and green with slopes all around. It is so calm and cool that the silence is broken only by the tinkle of cowbells.

Originally called Gaurimarg, by shepherds Gulmarg was discovered in the 16th century by Sultan Yusuf Shah, who was inspired by the sight of its grassy slopes adorned with wild flowers. It was also a favorite resort of the Mughal Emperor Jahangir.

Gulmarg a breathtaking valley is an idyllic summer resort in the clouds, and is the country's premier ski resort in winter.

From Gulmarg, a pony track leads upwards to Khilanmarg, Kangdori and seven springs. Across the Apharwat peak is Alpather Lake, a picturesque alpine lake which remains frozen till late June.

Skiing and Winter Sports at Gulmarg: - Having slopes varying between 8700ft. and 10500 ft. Gulmarg is having the highest ski-runs in India which range from 200 to 900 Km. It was first established as a ski resort by the British who had set up Ski club of India here in 1927. Skiing at Gulmarg was very famous during the pre-independence era and history has that the resort used to host two major skiing events, one each during Christmas and Easter. The facilities for skiing were improved in 1998 when the national winter games were held here, and it further received a boost when for the second time in 2003-04, national games were held here again. In addition to skiing other winter sports are also played here, which include Tobogganing and Snowboarding.

Gondola Cable Car: -With the setting up of the Gondola Cable Car, Gulmarg has become one of the highest lift-served ski resorts in the world. For the purpose of Gondola cable Car, government of Jammu & Kashmir has established a corporation in the name of Jammu & Kashmir Cable Car Corporation whose sole function is to look after the project. At present the cable car goes up to Kangdori at a height of 10,200 ft. providing a downhill ski run of about 3Km However the final phase of the cable car project will enable skiers to ride a height of 14, 000 ft. in the Apharwat range. This will make Gulmarg the highest hill ski resort of the world.²⁷

Heli-skiing: - Heli-skiing was introduced for the first time in India in mid 1980s and the place was Gulmarg. It was done in collaboration with the world renowned French Skier, Sylvain Saudan of Himalaya Heli Ski Club of France. For this highly exciting sport skiers are taken to the top of mountain ridges by helicopters from where they ski down the hilly slopes.

Wular Lake

This largest fresh water lake of Asia is about 60 Km. from Srinagar.. It is about 13 miles long and 6 miles broad, covering an area of 78 Sq. miles. However, in recent times the lake has shrunk in size considerably. The lake is also important for hydrographic system of the valley and it acts as a huge absorption basin for annual floods. Moreover, it accounts for about 60 percent of the total fish production in the state.²⁸

Manasbal Lake: - It is 3 2 Km. from Srinagar with a panoramic view and can be described as a paradise for bird watching. It is famous for lotus during summers, and a beautiful garden adds to the touristic flavour.

Historical Places in Baramulla:

Archaeological Monument at Parihaspora Pattan: - The architectural remains are a testimony to a rich historical past. The town of Parihaspora was founded by Lalita Datya in 725 AD. The town was built at a height so as to save it from the floods, owing its close proximity to the River Jehlum. Lalita Datya constructed

beautiful buildings, palaces and temples. His rule lasted for 15 years and later on his successors shifted their capital to Srinagar.

Religious Places in Baramulla: Some of the important religious places of district Baramullah are Zeyarat Baba Reshi, Tangmarg, Zeyarat Baba Shakoord-din, Watlab, Zeyarat Ahim Sharief, Bandipora, Zeyarat Tujjar Sharief, Sopore, Zeyarat Janbaz Wali, Baramulla, Imambara Goom, Ahmadpora, Zeyarat Dastigeer Sahib, Baramulla and Khan Kahi Moulla.Sopore.

4.6.10 Tourism Resources of District Budgam

Covering an area of 1,371 sq. km, Budgam is the smallest district of Jammu and Kashmir Its population is 5,93,768 and area is 1.24 lakh hectares. It was carved out from District Srinagar in 1979. Situated at an average height of 5,281 ft above sea-level and at 75 degree E longitude and 34 degree N latitude, the district was known as Deedmarbag in ancient times. It comprises three tehsils namely Budgam, Beerwah and Chadoora

The topography of the district is mixed with both mountainous and plain areas. The district is home to some of the most exotic tourist locales where one finds himself in close communion with nature. Some of these places include:

Table 4.11

Tourism Resources in District Badgam

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Yousmarg, Liddermar, Sange-Safed, Tosa Maidan, Danwar, Bari Pathar, Young Patahar, Pehjan, Nakwaer Pal (Nostrill Rock), Khag, Gogji Pather, Muj Pather,
	Water Bodies	Nilnag, Mount Tatakuti, Dood Ganga, Mala Kol, Lear Kol, Ahij Kol, Laen, Zaen, Mean , Sona Mean.
	Springs	Sut Haran, Nara Nag, Sukh Nag, Pushkar Nag, Ghandak Nag (Sulphur)
	Climate	Temperate, Av.Annual Rainfall 585 mm.
Biotic Resources		
	Vegetation	Saussuera lappa (kath)

Yousmarg: - One of the captivating meadows of Kashmir, Yousmarg is situated 50 Km. to the southwest of Srinagar at an elevation of 7,500 ft above sea level. Yousmarg is not just a meadow but a cluster of meadows bounded by magnificent trees in the lap of Pir Panjal mountain range. The place is simply bewitching where one is lost in nature and awed with its beauty.

Nilnag: - It is a beautiful blue-water lake situated 4 km downhill from Yousmarg, connected by a bridle path through dense forests. The place is a wonderful picnic spot where tourists are mesmerized by wonderful natural surroundings. Nilnag is also approachable from Nowgam village. The 13-km uphill journey is a superb trek that brings many other beauty spots to limelight.

Mount Tatakuti: - The source of the famous Dood Ganga stream, Mt. Tatakoti is at an elevation of 15,500 ft above sea level. The stream, a tributary of the River Jhelum is famous for trout fish. Dood Ganga is just one km away from Yousmarg where one can go on pony or enjoy the environs by footing the distance.

Sang-e-Safed (White Rocks): - Ten Km. uphill from Yousmarg, one can go trekking to Sang-e-Safed, which serves as base for Mt. Tatakoti. En-route there are many meadows like Liddermar, where one could have a night's halt. Sang-e-Safed is an oval-shaped meadow bisected by the Dood Ganga stream. Mornings and evenings are very refreshing here. Another enchanting meadow in the area is Haigin, 4 Km. from Yousmarg. Surrounded by dense pine trees, the place is a famous picnic spot.

Tosamaidan: - Tosamaidan is not only famous as a pasture but also for its historical background. Bounded by dense forests, it is situated about 10 Km. from Khag in the mountains of the Himalayan range. After crossing the upper mountain reaches of Drang, Zakhora and other small villages, one reaches the pasture of Tosamaidan. It is one of those pastures, which the shepherds of other countries also used to visit in ancient times. The Mughals used to go to Poonch using this route. It is said that they had constructed a seven-storeyed building 'Dam Dam' here. The Basmai Gali (13,000 ft) is the pass which leads into Tosamaidan. On its right side is another pass Poonch Gali which leads to the valley of Poonch. This pass was deemed to be the safest, easiest, and nearest to

reach Punjab in ancient times. From here a path also leads to Nilnag. Tosamaidan is the largest pasture in its surrounding areas, 3 miles in length and 1.5 miles in width. Sky touching deodars fences this pasture presenting a view of a green carpet during summers and the fragrance of wild flowers refreshes the environment.

Pehjan: - To reach this alpine pasture, one has to cross the green slopes of Donwar, Brari Pather and Yanga Pather. A little higher from these slopes, the entire place is covered with various kinds of asters and several plants of *Saussuera lappa* (Kuth). Immediately afterwards, the area of "Rachi Parhan" (Pasture of Parhan) commences. In clear blue sky, the view of the area is ravishing. One can view the famous Wular Lake from here which resembles a silver-sheet. One can also enjoy the most charming view of one of the highest peaks in the world - Nanga Parbat (26,696 ft) from here.

Nakwaer Pal: - Before Pehjan, there is the famous 14,000 ft-high Nakwaer Pal (the nostril rock) on the way. It is the highest peak of this range. About this famous rock it is said that when Kashmir valley was a lake (Sati Sar), boats used to be anchored with this rock. Today there is an iron hook within it (Ded Bal) also known as (Lal Khanen Gher).

Khag: - Situated 8,000 to 14,000 ft. above sea-level in the lap of dense woods, bounded by mountains whose average height reaches 17,000 ft, Khag block in the Beerwah tehsil of Budgam district is a place of breathtaking beauty in the southwest of Kashmir. The area is rich in green pastures where, with the onset of summer, the caravans of nomad Bakerwals arrive along with their cattle to graze in the meadows. The atmosphere turns romantic when a shepherd, while guarding his herd of sheep, plays flute and fills the air with magic. During early winter, these nomads along with their cattle move from various mountain passes to warm places before the area is covered with snow. The return of summer, however, simply transforms the place into a dreamland.

Springs

Across the length and breadth of the district, there are many springs. In Khag alone, there are at least 30 springs providing fresh water round the year. However, during summers, the number increases to over 50. For this reason, the area could as well be called the land of Springs. Some of these historically important springs are

Sut Haran: - A little away from the famous meadow of Tosamaidan and close to the line of actual control in the midst of thick forest is situated this enchanting spring. The legend has it that during his 12-year long exile (Vanvas) Ram Chander passed through these woods and stayed here along with Lakshman and Sita. Sita, it is said, would bath in the spring which consequently got its name from her as Sita Haran. The name got later changed to Sut Haran. Close to the spring is a rock, which, according to the legend, was used by Sita to sit on. The spring is also said to be the origin of a small lake, Tosamaidan. The water of the spring is very sweet.

Nara Nag: - Naranag spring is also known as Narain Nag. The spring is close to the Khag village. The origin of the spring is believed to be the Tosamaidan Lake which after flowing several miles beneath the soil, resurfaces in the form of Naranag. It is said that long ago an ascetic was once going through this place. He was carrying a bagful of sheep dung that fell from his hand into the lake. Several days later, when he reached this place in Khag, he saw the dung floating on the surface of the Naranag. To convince himself, the ascetic returned to Tosamaidan and this time sprinkled some turmeric powder in to the lake. A couple of days later, the water in the Naranag carried a tinge of turmeric colour.

Sukh Nag: - Of the many round-the-year-flowing springs, the Sukhnag originally Sokhanag (the spring of solace) is the fountainhead of the Ahij Brook. Flowing through the mountain terrain, the spring water transforms into a 20 ft high-roaring waterfall at Kanj Zubji, few miles from Tosamaidan, before mingling with other small streams to form the Ahij Brook. Downwards, the Ahij is further divided into many streams, like Mala Kol, Lar Kol and Sona Maen Kol,

Pushkar Nag: - Pushkar Nag is in the east of Poshker village between Khag and Ferozpora. This historical spring is surrounded by, several villages on its three sides while it flows to the east. The spring owes its name to the village of its origin. It is said that during the month of Sawan, Kashmiri Pandits would offer prayers known as Diavai Paath here and the devotees would take a dip in the spring. Some devotees perform the ritual today as well. The spring finds a mention in the chronicle, Neelamat Purana, according to which a devotee was spiritually as much benefited by taking a dip in the spring as by a nightlong recitation of the Vedas.

Gandhak Nag: - This is a spring in Darang Khaipora village of Khag block with sulphur contents in its water. Hence the name Ghandak Nag. People with skin ailments take a bath in the spring and are said to get cured.

4.6.11 Tourism Resources of District Kupwara

This backward frontier boarder district of Kashmir was carved out form district Baramulla in 1979. The District Headquarter "Kupwara" is situated at a distance of 90 Km. from Srinagar. The District is situated at an average altitude of 5300 feet from the sea level. The geographical area of the District is 2379 sq. Km. The district has three tehsil namely Kupwara, Handwara and Karnah. The famous river Kishan Ganga separates Pakistan occupied Kashmir and Jammu and Kashmir in Machil, Keran and Teetwal areas of this district.

The district is full of scenic beauty, dense forests, wild life, mountains, rivers and valleys. Some of the major tourist resources of Kupwara district are:

Table 4.12

Tourism Resources in District Kupwara

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Ainch Behak, Badi Bahak, Bangus, Budnambal, Burzala , Churu Nad, Drangyari Behak, Duda., Gogal Niyoor, Harwan, Helem Da Bela, Jabdi, Kaja Behak, Kumkadi, Lash Koot, Machil, Mariyan, Nadian, Naga Marg, Nowgam, Rangwar, Ring Bala

		& Ring Payeen, Sor Puth, Shundi, Tilpatra, Trimakh, Jabdi, Keran valley, Lolab, Redi, Reshwari,
	Water Bodies	Springs-Bubar, Chaunheri, Chin Chin, Durga, Gash, Girchan, Gotum Rishi, Ladar, Lov, Kaji, Nanaga Baji Nag, Nara Nag, Nat Reshi, Sita Sari, Shafa, Shiv, Shum, Tuli, Sundher Nath, Kishan Ganga River,
Biotic Resources		
Manmade Resources		
	Religious	<p>SHRINES-Abdul Wahab Sahib , Asthan Wali , Baba Abdullah Gazi , Baba Fatehullah , Baba Gani ,Dedi Mooji , Haji Bahadoor Shrine, Haji Behram Puhru Peth</p> <p>Hazrat Mehmood Shah, Hazrat Mohammad Joo Jandal, Hingan Koot, Kashat Baba,</p> <p>Kraldervash, Lank Reshi Sahib, Malcha Khan Badshah, Mir Azhar Sahib, Mir Sadradin Sahib, Mir Mohammad Ibrahim</p> <p>Mir Baba Nazuk, Mir Mohammad Ibrahim</p> <p>Mir Sadradin Sahib, Natarishi Sahib, Prakash Akhoon, Qamar Reshi Sahib, Rasool Shah Sahib, Rehman Sahib Chera. Koo, Said Maliun or Sadhu Ganga,</p> <p>Sheikh Baba Behram, Sheikh Baba Shumnagi, Amin Owasi, Siyan Sahib, Kachil Wale, Kundyan Wale, Sheer Dil Ziyarat, Shahid Sahib Deiri Wale, Diziya.</p> <p>Syed Bengal Sahib, Syed Mohammad Gabi, Zaiti Shah, Badra Kali Atapan, Kheer Bawani Asthapan, Kheer Bawani Temple, Badra Kali Temple, Gazi Masjid, Jama Masjid Kupwara, Jama Masjid Tangdar,</p>

Badrakali: - Badrakali is an ancient holy place of Hindus located on a motorable road leading from Handwara to Rajwar. There is a dormant volcano in the vicinity and Hindus revere it and is known by the name Soyamj

Bangus: - Bangus is situated 12 Km. from Handwara. This enchanting and fascinating 20 x 15 Km. plain is full of wild orchids with carpet of green grass surrounded by high snow clad mountains, rivulets in cascades flowing from the mountains. This gives the semblance of a dream world.

Drangyari: - This attractive worth seeing place is located in the west of Chowkibal on the way to Karnah.

Jabdi: - It is 5 km in the South of Tangdar. One can have a view of Shamsbari Mountain from this place.

Keran Valley: - It is a charming valley located on the banks of sacred river Kishan Ganga. To reach the valley one has to cross 8000 feet high pass of Farkyan. Kishan Ganga forms the actual line of control between India and POK at Keran.

Lolab Valley: - This attractive and beautiful valley full of magnificent blue prints has been praised by many poets. Dr. Allama Iqbal says,

"pani teray chashmoon ka tadapta hua seemab,"

murgani sahar teray fizawoon main hai beetab

aye wadiya Lolab'',

Varnow village in the Lolab valley is home to renowned Kashmiri Islamic scholar Allama Anwar Shah.^{RA} One of the most attractive places in the area is a cave located in the jungles of Madmadow. It is believed that the cave known as Kalaroos leads to Russia.

Machil: - The Machil valley is to the east of Kupwara. To reach there one has to cross the Noonwani Gully which is motorable in summer but cut off in winter.

Redi: - It is situated near Chowkibal on the way to Karnah.

Reshwari: - This charming place is located in Nowgam area about 25 Km. from Handwara

Ainch Behak: - A cluster of meadows located in Ainch Mountain in the west of Ramhall area. Deep within the meadows there is a shrine known as Char Yar. It is said that some of the pillars in Jamia Masjid Srinagar have been taken from Ainch.

Budnambal: - It is a charming meadow on the top of Balbeer Mountain in Chowkibal area.

Kumkadi Meadow: - It is located in the north of Haihama and is very beautiful.

Naga Marg: - This beautiful meadow is located on the hills between Bandipore and Lolab via Diver.

Kishan Ganga: - This River is revered by Hindus and mainly forms the line of control in Keran and Karnah areas. It comes from the Himalayas and flows into Dumail Pakistan.

Spiritual Places

Shrines of saints and holy men are located almost in all the areas of the district. Most of the saints and holy men have chosen the forests and hills of this district to pursue their spiritual goals. Famous shrines are detailed as under:

Shahi Hamdan Mosque: - Shahi Hamdan had offered a chilla in this mosque. The people of the area have reserved a corner in the Mosque and have fenced it beautifully as chilla Kothri of Shahi Hamdan.

Baba Abdullah Gazi Shrine: - His tomb is in Gaziriyal. He was among the first caliphs of Sultunal- Arifeen, Baba Nasru-ud-din Gazi has been his spiritual

teacher. He was a great scholar, social worker and a man of great spirituality. Reportedly he constructed 360 gardens, 360 mosques, 360 inns, 360 small bridges and 360 springs in various areas of the valley. Some springs and mosques still exist in Gurez, Shooloora, Gazriyal and other places. The Historian Hassan Shah had seen one of his gardens in Khumriyal and eaten its strange fruits.

Badra Kali Atapan: - It is also a Kher Bawani Astapan located in village Badra Kali in Handwara Tehsil. It is a place of pilgrimage for the Hindus. There stands a dormant volcano nearby which is also sacred for Hindus. It is situated in Rajwar. The area has picturesque beauty and great pilgrim tourism potential.

Hazrat Mehmood Shah Shrine: - The shrine is situated in Bubarang and is also known as Khoja Sahib. It also houses a spring. Both the spring and the Shrine are much revered. People bathe in the water of the spring for cure of skin diseases.

Kashat Baba Shrine: - This shrine is located in Lolab. Eleven springs ooze out from the roots of eleven trees near the shrine. Both Hindus and Muslims have deep faith in the Shrine.

Kheer Bawani Asthapan: - This asthapan is in village Tikker and attributed to Devi Kheer Bawani. There is a sacred spring, a Devi's temple and some inns for the visitors. Mela is celebrated here every year wherein thousands of Hindus, Muslims and Sikhs join. Hindus throw cloths and ornaments in the spring and have a bath therein. Hindus believe that if the colour of water in the spring on 8th of Jeth is blue the people will live a prosperous life and if it is black there will be disasters.

Mir Baba Nazuk Shrine: - This Shrine is located in village Diver. It is said that he was a religious preacher and had converted all the Hindus of Diver to Islam.

Syed Mohammad Gabi Shrine: - This shrine is located in the heart of Kupwara and is equally respected by Hindus, Muslims and Sikhs, it is believed that Syed Mohammad was one of the Sadats who came to Kashmir with Shah Hamdan.

Muqam Shah Wali

The shrine of famous Saint Zaiti Shah Wali located in village known after him, as Muqam Shah Wali is a famous pilgrimage spot. Zaiti Shah had been an army commandant of famous Chak ruler, Ali Shah Chak and a disciple of Hazrat Hamza Makdoomi. Zaiti Shah's spring of historical importance and a splendid Jamia Masjid are in the compound of the shrine. A three-day mela is held at the Shrine in May every year in which Hindus, Muslims and Sikhs participate.

4.6.12 Tourism Resources of District Pulwama

Table 4.13

Tourism Resources of District Pulwama

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Kungwatan, Nagberan, Shikargaha, Hurpora, Mughal Road,
	Water Bodies	Aharbal Water Fall, Tarsar & Marsar Lake, Apal Nag,
Manmade Resources		
	Religious	Avantishwar Temple, Payer Temple, Asar Sharief Pinjora, Shah Hamdan Shrine, Syed Hassan Mantaqui Shrine, Jama Masjid Shopian,

Tourism resources of district Pulwama are given as under:

Aharbal Waterfall

35 Km. from Shopian Aharba; is famous for an impressive waterfall formed by river Vishav. The fall has a height of 24.4 meters. The waterfall is bewitchingly beautiful and is surrounded by Fir forests at the scenic spot.

Kungwattan: - A charming and enchanting meadow, Kungwattan is eight Km. away from Aharbal waterfall. There is no motorable road to the meadow however ponies can be hired to reach to the lap of nature.

Nagberan: - Situated about 2 Km. from the town of Tral, Nagberan is place of scenic beauty visited by the lovers of nature.

Shikargah: - Developed as an attractive tourist spot Shikargah is situated about 3 Km. from Tral. Maharaja Hari Singh used to visit the place for wildlife watching.

Hurpora: - About 12 Km. from Shopian, Hurpora commands a beautiful scenic view. The place is situated on the historical Mughal road and is accessible by car or a bus.

Tarsar and Marsar: - Tarsar and Marsar are two legendry lakes in district Pulwama. These lakes are situated in the high mountains about 3 and 5 Km., from Nagberan respectively. These two lakes have a close association with the folk of Kashmir.

Apal Nag: - Apal Nag a famous natural water spring is situated about 11 Km. from Tral town. It oozes out from the corner of Wastoor-Wan, a small hill. The water is abundant and is used for irrigation and drinking water supply to the entire Tral area.

The Avantishwar Temple: - The Awantishwar temple is a 9th Century A.D temple situated at Jawbrari in Awantipora. The temple was built by Raja Awanti Varma who established his capital here. The temple is dedicated to Vishnu and Shiva.

The Payer Temple: - The legend has it that the temple has been carved out of a single stone. Situated about 3Km in the south of Pulwama district, the temple is known after the village, Payer.

Asar Sharief Pinjoora: - The shrine is the most revered religious place in the district situated 12 Km. from Pulwama. The shrine houses the holy relic of Prophet Mohammed (PBUH), which is displayed on special occasions, associated with the life of the Prophet

Jama Masjid Shopian: - During the Mughal period Shopian was an important stopover on the Mughal road across the Pir Panjal. The road was used by the Mughals to visit Kashmir. It was during this period that this mosque was built.

The Shrine of Syed Hassan Mantaqui: - The shrine is situated on the national highway near Awantipora and is considered a very sacred place.

The other important Muslim shrines in the district are the shrines of Mir Mohammed Hamdani and Namat Ullah Shog, Baba Sahab

Ladakh

Ladakh is a part of Jammu & Kashmir State in north of India consisting of two districts Leh and Kargil. It is bounded by two of the world's mightiest mountain ranges, the great Himalaya and the Karakoram.

Ladakh lies on the rain shadow side of the Himalayas where dry monsoon winds reach after being robbed of moisture in plains. The place combines the condition of both arctic and desert climate. Therefore, Ladakh is often called "**Cold Desert**". It is also called the **Hermit Kingdom** due to its remoteness and inaccessibility.

4.6.13 Tourism Resources of District Leh

Leh with an area of 45110 Sq Km. is the largest district in the country in terms of area. It is situated between 32-degree to 36-degree north latitude and 75-degree to 80-degree east longitude.

It is at distance 434 Km. from Srinagar and 474 Km. from Manali. Leh district comprises of Leh town and 112 inhabited villages and one un-inhabited village. The total projected population of Leh is 1.17 lacs²⁹

It is connected to the main land through two roads namely Leh-Srinagar highway and Leh-Manali road. These two roads remain open only during summer months and during the winter it remains closed for more than 7 months due to closure of passes (Zojila, Rohtang Pass, Baralacha, Changla). As such in winters Ladakh can only be accessed by air.

Leh is famous for Buddhist monasteries and trekking. Tourism resources of Leh district are given as under:

Table 4.14
Tourism Resources in District Leh

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Nun-Kun Peak,
	Water Bodies	Zaskar River, Indus River,
	Climate	
Manmade Resources		
	Religious	Hemis , Alchi, Spituk, Phyang, Shey, Thikse Monasteries, Jama Masjid, Leh, Masjid-e-Shah-e-Hamdan, J0-Khang,
	Artistic and Architectural	Leh Palace,
	Local Features	Kesar Saga-The Tibetan National Epic
	Fairs and Festivals	Hemis Festival, Archery Festivals,
	Objects of History	Shey, Basgo, Tingmosgang, Stok,
	Leading Organizations and Institutions,	Ladakh Ecological Center,
Recreation and Shopping Facilities	Sports Facilities	River Rafting, Mountain Climbing, Trekking, Polo,

Leh Palace: - The palace is distinguished monument and a historical building. The nine-storey palace was built by the 17th century illustrious ruler of Ladakh, Sengge Namgyal. It is an imposing structure, though in ruins now, situated on a hill and commands a grand view of the Leh town. The building in grand Tibetan architecture is said to have inspired the famous Potala of Lahasa, built half a century later. Namgyal Tsemo, the peak overlooking the town, are the ruins of the fort built, by the king Tashi Namgyal in the 16th century, as a royal residence.

Religious and Historical Places

Buddhism is the religion of the majority of Leh District's population. The most attractive features of the Landscape of Leh are the Buddhists Gompas and Monastries. The Gompas are situated on the highest points of the mountain spurs or sprawl over cliff sides, located in vicinity of villages and provide focus for the faith of Buddhists. These many Gompas celebrate their annual festivals in winter marked by gay mask dances. Gompas have a wreath of artifacts. There are also some religious places of Muslims, which constitute slightly more than 15% of the district's population.

The famous religious places include:

Monasteries

Hemis: - Situated 40 Km. from Leh, Hemis is the wealthiest, best-known and biggest Gompa of Ladakh. The annual festival of the Gompa is held in the summer in honour of Guru Padma Sambhav's birth anniversary. It also has the largest thanka (scroll painting in silk or brocade) in Ladakh which is unfurled once in 12 years. Hemis was built in 1630 A.D. during the reign of Sengge Namgyal and flourished under the Namgyal dynasty.

Alchi: - The Gompa is situated on the banks of the Indus, 70 Km. from Leh and dates a thousand years back. One of its wall features thousands of miniature sized pictures of the Buddha. The focal attractions of the Gompa are three large sized images. The Gompa is no longer an active religious center and is looked after by monks from the Likir Monastery.

Spituk: - The Gompa stands prominently on the top of the hillock, 8 km from Leh and commands a panoramic view of the Indus valley for miles. Many icons of Buddha and five thankas are found in this 15th century monastery. There is also a collection of ancient masks, antique arms, and an awe inspiring of Mahakaal.

Phyang: - The monastery is situated 17 Km. from Leh on the Leh- Kargil road. It was built by Tashi Namgyal in the later half of the 16th century A.D. and looks

like a palace from a distance. The Gompa belongs to the Red Cap sect of the Buddhists. Hundreds of icons of Buddha are kept on wooden shelves.

Shey: - 15 Km. upstream from Leh, the palace was once residence of the royal family. The palace is believed to have been the seat of power of the pre-Tibetan kings. A 7.5-meter high copper statue of Buddha, plated with Gold, the largest of its kind, is installed in the palace.

Thikse: - The Thikse monastery is spectacularly situated 19 Km. from Leh. It is one of the largest and architecturally most impressive Gompas. The Gompa has images of Stupas and wall paintings of Buddha which are exquisite.

Other monasteries of equal importance include Chemrey 45 Km. from Leh, Stakna, Matho, Sankar, Stok and above all Lamayuru, the oldest religious center of Ladakh.

Jama Masjid, Leh: - The historical mosque is situated in the heart of Leh town. It was built in 1666-67 A.D. consequent to an agreement between the Mugal Emperor Aurangzeb and the then ruler of Ladakh, Deldan Namgyal. Since then, it has been repaired and extended several times. The Mugals had facilitated withdrawal of Mongol army from Ladakh. Although Muslims had arrived in Ladakh as early as in 15th century, the Muslim shrines were constructed later than that. In the recent past, the Jama Masjid was dismantled and a new mosque was constructed in its place using modern masonry skills.

Masjid-e-Shah-e-Hamdan: - In Shey village, 15 km upstream from Leh, there is a small mosque of great historical value. The mosque was built by one of the greatest preachers of Islam in Kashmir, Mir Syad Ali Hamdani, popularly known as Shah-e-Hamdan. He had arrived in Ladakh about seven centuries ago.

4.6.14 Tourism Resources of Kargil

Kargil District is situated at a distance of 205 Km. from Srinagar and 230 Km. from Leh. It is connected to Srinagar and Leh through National Highway. The District remains cut off with rest of the world during the winter season for more than seven months. But Leh - Kargil road remains open throughout the year.

During the winters there is an alternative means of transportation to and from the District that is by air link via Leh.

The District is divided into four high level natural Valleys namely the Suru Valley, the Drass Valley, the Indus Valley and the Upper Sindh Valley of Kanji Nallah Valley. However, administratively Kargil is divided into 7 blocks, namely Kargil, Drass, Sankoo, Taisuru, Shargole, Shakar-Chiktan and Zaskar. The district comprises of Kargil town, 127 inhabited villages and 2 un-inhabited villages. The population of the district is 1.25 lakhs, scattered over an area of 14,086 Sq. Km.. Mostly inhabited by Shia Muslims. The whole District is of high Rocky Mountains, desert arid, snow bound and devoid of natural vegetation. It occupies unique position because of its high altitude area in the country which ranges from 8000 to 23000 ft. above the sea level.

The lowest pass to Ladakh is Zojila which is at 11,500'. It has an area of 4036 Sq. Km. and is situated between 30 to 35 degree North latitude and 75 to 77 degree East West longitude.

Zojila and Fotulla passes situated at the height of 3567 and 4192 meters above the sea level are called gateways for Kashmir Valley and Leh District. High peaks of Namikala and Penzila are called the sky pillars of the District.

Two small turquoise, high altitude lakes with camping sites and views of the surrounding permafrost mountains are the highlights of the Penzi La pass which is 160 Km. from Kargil and at an altitude of 4,401 to 4,450 meters, the highest point on the Kargil – Zaskar road. This pass is more of a tableland and unlike Zojila has plenty of flat spaces and things to see, the Drang-Drung, for instance. Kishtwar is behind the mountains on the right.

Zaskar being half way through the pass, some 35 km, after Rangdum, is spread over more than 5,000 Sq.Km. Zaskar remains cut off from the rest of the world for more than eight months a year due to blockade of the Penzi La. Besides, there are no air services.

From the tourist point view Kargil is home to many monasteries. Some of the well-known monasteries in the district are:

Table 4.15
Tourism Resources in District Kargil

Category	Criterion	Consideration
Natural Resources		
Physical Resources	Landforms and Landscape	Zanskar, Penzi-la Pass, Drang-Drung Glacier, Zangla, Phokar Rizong, Zojila, Fotulla, Drass, Mushkoo Valley, Tiger Hills, Wakha River Valley, Suru Valley, Safi-la, Rusi-la, Sankoo, Kartse Valley, Nakpochu valley, Uмба, Mt. Nun, Parkachik Glacier,
	Water Bodies	Zanskar River, Penzi La Pass(2 Lakes), Dropodi Kund,
Manmade Resources		
	Religious	Sani, Rangdum, Zongkhul, Karsha, Stongday, Bardan, Phugthal, Shargole, Mulbhek Chamba, Trespone Imamabara, Shrine of Sayed Mir Hashim,
	Artistic and Architectural	Padum , Mud Palace,
	Settlements	Wakha Rgyal,
Recreation and Shopping Facilities	Sports Facilities	Trekking,

Monasteries in Zanskar and Shargole

Sani: - Emperor Kanishka (Aka Kanika) had got 108 Chortens constructed in the first century AD. One of them is in Sani. The holy site at Sani is called Turtot Gyat and is one of the 8 holiest Buddhist sites in the world. That is why most of the Luminaries of Himalayan Buddhism including Padma Sambhava, Naropa and Marpa have visited Sani. This venerable monastery had ancient and medieval frescoes.

Rangdum Monastery: - Rangdum is at an altitude of 3,657 meters, 130 km from Kargil town and 65 Km. from Panikhar. The Rangdum monastery has tiny

“museum” with interesting Tibetan and other artifacts. Around forty monks live in the gompa.

Zongkhul: - This monastery is built in a spectacular cave, lies on the Padum-Kishtwar trekking route, just before the ascent to the Omasi-La Pass begins. Situated like a swallow's nest on the rock face of the Ating Gorge, the monastery is associated with Naropa, a famous Indian Yogi. The two caves around which the present monastery exists are said to have been, used by Naropa for solitary mediation. The frescos on the cave walls are very old and reflect a high degree of artistic achievement

Karsha: - The largest monastic establishment of Zanskar, Karsha Gompa is an imposing complex of neatly whitewashed adobe blocks comprising several chapels, besides residential rooms for its nearly 150 resident monks. Karsha is 4-6 Km. from Padum. Built picturesquely along the steep gradient of the mountainside above the Stod River, the monastery can be seen from far and wide. The Gompa founded by Phagspa Sherab in the 11th century has the largest library (Kahgyur Khang) in Zanskar and even beyond. There are eight temples and two assembly halls in the complex which also houses a famous, large and priceless Thangka and smaller but valuable scrolls and precious idols. The Thabrang (room of God and religion) has frescoes dating back to around 15th century. There is a 14th century Chomo Gompa (Nunnery) called the Dorje Dzong at the other end of Karsha. It is the biggest and richest monastery in all Zanskar.

Stongday: - Stongday Gompa is built on a rocky outcrop overlooking the oasis-like village below. It lies 20 Km. to the north of Padum, on the road leading to Zangla. Stongday is now the second largest monastic establishment of Zanskar with 60 resident monks. The highlight of this monastery is its Gon Khang (temple of guardian deities).

Phugthal: - Phugthal is the most spectacularly located monastic establishment anywhere in Ladakh. The Phugthal complex spills out of the mouth of a huge cave high up in the sheer mountain face of a lateral gorge through which a major tributary of the Lungnak River flows. Perhaps the most isolated monastery in Zanskar, its foundation dates back to the early 12th century. The monastery has

frescos and ceiling decorations reflecting strong Indian artistic and oceanographic influence.

Padum: - Padum, once the capital of the ancient kingdom of Zaskar is at an altitude of 3,505 meters and presently serves as the administrative headquarter of the region. Padum is 240 Km. from Kargil and almost 80 Km. from the Penzila. The Town's highlights include the mud "Palace" of the local "Raja". There is also small monastery in the town. There are 8th century rock carvings near the riverbank. Across the expanse of cultivation lies the old village of Pibiting, dominated by its picturesque hilltop monastery, a superb manifestation of Stupa architecture.

Zangla: - Zangla is 35 km from Padum. The Zaskar River which leads from Padum to Zangla and then Leh, freezes so hard in winters that for a few weeks one can walk on it. This is known as the chaadar. There are little caves by the frozen river in which travelers camp at night.

Mulbekh Chamba & Monastery: - Mulbekh is 25 Km. ahead of Bodh Kharboo, 45 Km. from Kargil and 190 Km., from Leh

The monastery itself has been built atop at high rock 200 meters above the main road. It contains precious relics; however, right next to the road there is a 9 meter deep relief idol of the Maitreya Buddha, carved out of a rock, also known as Chamba

There is a monastery at the other end of the valley. It is at the bottom of a large phallus-shaped rock

Wakha (Rigyal) is a twin village of Mulbekh. It has nunnery (Chomo-Gompa) called the Jungchup Chosling monastery, very close to the highway.

Shargole: - 10 Km. ahead of Mulbekh is Shargole Monastery. It is small but has interesting frescoes. Inside the Gompa is an icon of an Avalokiteswar along with three images of Tara, carved in wood by Tibetan artists. It is made of brown, granite cliff and appears as if it is suspended in the middle of the mountain. This architectural quirk makes it an object of curiosity among local people as well.

The panoramic view from the verandah of the “cantilever monastery” is stunning and helps the worshipper concentrate better. There is also a tiny Buddhist nunnery.

Phoker: - Phokar, (also Fokar) is 4 Km. ahead of the Shargole Monastery. A tall hill rises from the Phokar plain. One has to climb it to get to the Phokar Rizong / Urgyang Dzong. Apparently at the Rizong one can meditate with greater concentration because that spot has some special qualities. It consists of a flat, circular plain, surrounded by hills and caves, there is a tiny temple in the middle, eminent Buddhist saints, including the great Padma Sambhava, are said to have meditated in these caves. There are two routes from the plain to the Rizong. The cave route at around 1 Km. is much shorter, however in June and July, when the snow melts, it is not possible to use this route and one has to take the longer (3-4 Km.) route instead.

Mountain Climbing: - The Suru and Zaskar valleys are adorned with a number of majestic mountain peaks which attract climbers from all over the world. The area most frequented by foreign climbers is the **Nun-Kun Massif** in the Great Himalayan Range. Its easy accessibility from the Kargil- Padum road and the shortest possible approach to reach to the base camps makes this massif the most attractive climbing destination in the Great Himalayas. Among its six known Peaks accessible from the Suru Valley, Nun (7,135 m) and Kun (7,087 m) are the highest summits. Other known peaks in the massif are Pinnacle (6,930 m), White-Needle (5,600 m), Z-1 (6,400 m) and D-41 (5,600 m).

The area nearest to Leh is the Stok-Kangri Massif in the Zaskar Mountains, South of Leh. The base camp for the various peaks of this massif is about two days trek from the village of Stok. Among its known peaks, Stok-Khangri (6,150 m) is the highest; it offers a spectacular perspective to the Central expanse of the Indus valley which it dominates. Other peaks in the area include Gulap Khangri (5,900 m), Matho West (5,950 m) and Kantaka (5,275 m). The much higher Konglacha Peak (6,700 m) lies southwest of Leh and is reached via Rumbak on the first leg of the Markha Valley trek from Stok. Many un-named peaks in the altitude range of 5,500 metres and 6,400 metres are also available for climbing in the same region. This entire area falls well outside the Inner line, or restricted

area. North of Leh, across the Ladakh Range and the Nubra valley lies the Karakoram range. It soars to a number of known peaks which are, however, within the restricted area and so not freely accessible to foreign climbers except with special permission from the Government of India. The most prominent summits in this range, which are accessible from various parts of the Nubra Valley include, Saser-I (7,415 m), Saser II (7,513 m) and Saser III (7,495 m).

River Rafting: - A range of rafting options is available on the Indus and its major tributaries. The best stretch for professionally guided runs in white water is on the Indus between Spituk and Saspol.

The most difficult but exciting option for river running is on the Zaskar along its spectacular course through the gorge in the Zaskar Mountain between Padum and Nimo.

Trekking in Ladakh

Ladakh offers very interesting trekking routes for trekkers. Trekking possibilities include short - day walks up and down mountain slopes to visit isolated villages or monastic settlements, or across a ridge to enjoy the sheer beauty of the lunar mountainscape or long, trans-mountain treks involving weeks of walking and camping the wilderness.

Some of the popular treks are

Padam - Manali: 8 Days Trek³⁰: -

- The details of the trek are as under.
- 1st Day Padam – Muney/Raru 6 Hours.
- 2nd Day Raru - Purney 6 Hours.
- 3rd Day Purney – Phugthal Gompa-Purney 5 Hours.
- 4th Day Purney – Kargyak 6 Hours
- 5th Day Kargyak – Lakhang Pulu 7 Hours.
- 6th Day Lakhang Pulu- Ramjak 7 Hours.
- 7th Day Ramjak – Darcha Sumdo 8 Hours.
- 8th Day Darcha –Manali By Bus 7 Hours.

Spituk - Stok: 3 Days Trek: -

The details of the trek are as under.

Ist Day	Spituk - Zingchen	5 Hours.
2nd Day	Zingchan - Rumbak	4 Hours
3rd Day	Rumbak - Stok	7 Hours

Markha Valley Trek: 9 Days Trek.

This trek is possible from mid April to mid November. The details of the trek are as under.

➤ Ist Day	Spituk - Zingchan	5 Hours
➤ 2nd Day	Zingchan - Yurutse	6 Hours
➤ 3rd Day	Yurutse - Sku	6 Hours
➤ 4th Day	Sku - Markha	5 Hours
➤ 5th Day	Markha - Hankar	6 Hours
➤ 6th Day	Hankar - Nimaling	5 Hours
➤ 7th Day	Nimaling - Shang Sumdo	7 Hours
➤ 8th Day	Shang Sumdo - Martselang	5 Hours
➤ 9th Day	Martselang - Hemis	3 Hours.

Leh - Padum Trekking Via Junglam: 11 Days Trek.

The details of the trek are as under.

➤ Ist Day	Spituk - Zingchan	5 Hours
➤ 2nd Day	Zingchan - Yurutse	6 Hours
➤ 3rd Day	Yurutse - Sku	6 Hours
➤ 4th Day	Sku - Markha	5 Hours
➤ 5th Day	Markha - Bairpa Kyanchik.	6 Hours
➤ 6th Day	Bairpa Kyanchik - Tilat Sumdo	5 Hours.
➤ 7th Day	Stapdongsa - Stashong Gamishong.	5 Hours.
➤ 8th Day	Stashong Gamishong - Char Char La	6 Hours.
➤ 9th Day	South Base Of Char- Charla - Zangla	5 Hours.
➤ 10th Day	Zangla - Stongday	5 Hours.

4.7 Conclusion

From the above discussion it becomes clear that how tourism product differs from other products. Its characteristics make it complex in the sense that it is an amalgam of various elements. These elements are often described through 4 A's namely attraction, accessibility, accommodation and amenities. Moreover, a tourism product can be classified into three basic compartments namely TOP's, ROP' and BTP's. Out of these three essentials BTP's form the basis of a tourism product which are mainly described in the form tourism resources. The above chapter takes account of BTP's and discusses tourism resources of Jammu & Kashmir in detail. It gives a district wise classification of tourism resources and highlights the potential of tourism in the state. But what remains to be ascertained is the role played by tourism in the economic development of Jammu & Kashmir. Next chapter of thesis will therefore deal with this aspect of tourism in Jammu & Kashmir.

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Chapter – 5

Tourist Inflow, Income Creation and Generation of Resources

The description and classification of tourism resources of Jammu & Kashmir in the previous chapter makes it evident that the state receives tourists with varied degrees of motivations. It is clear that the state has in its repertoire all those resources that are known to attract tourists worldwide. Be it scenic tourism, religious tourism, cultural tourism, sports tourism, convention or any other form of tourism, the state has the potential to host all these kinds of tourists making it a destination for all reasons and for all seasons. All the three regions of the state receive tourists of different kinds and classes.

5.1 Jammu

The main attraction of the Jammu region is Mata Vaishno Devi shrine, which has the distinction of having the longest flight of steps in the world (10,000 Steps).¹ This shrine is also biggest of all hill shrines in the country where lakhs of people from all over the country come every year for Darshan. The number of pilgrims visiting the shrine has increased manifold since 1980. In 1980 the total number of pilgrims who visited the shrine was 1212958, which rose up to 2169202 in 1990 and in 2000 the figure was 5109575.² Table (5.1) indicates the growing religious importance of the shrine and its significance to the states economy.

After 1986 the number of visitors to the Mata Vaishno Devi shrine started increasing abruptly because of the reason that the valley was hit by violence. As a result there was a diversion of tourist traffic from Kashmir valley to Jammu region. Moreover after this period the state government also started making more investments in the development of tourism in Jammu region. However 1990 again saw a fall in tourist arrivals to the shrine on account of large-scale violence in the valley. The number declined from 2312001 to 216902, but in 1991 the situation in the valley improved a bit and there was a tremendous increase in the number of pilgrims to the shrine. The figure rose up to 3151310 showing an increase of 982108 pilgrims over that of the previous year. Since then the figures have shown a continuous annual increase except in the year 1993 and 2002. During these two years the number of Yatris visiting the shrine fell from that in the previous year. In 1993 the main cause of the decline was large scale secessionist violence in the state while as in 2002 global war on terror was the

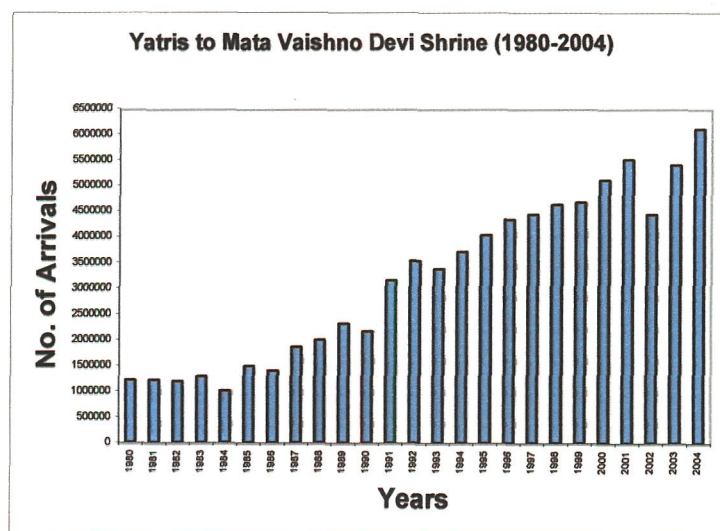
primary cause responsible for the decline. However in 2004 the figures crossed the magic number of 60 lakhs, a record number.

Table 5.1
Yatris to Mata Vaishno Devi Shrine

Year	Within State	Outside State	Total
1980	11081	1102777	1212958
1981	205105	1008377	1213482
1982	129250	1059607	1188857
1983	143208	1140132	1283340
1984	152358	856122	1008480
1985	179517	1305467	1484984
1986	193604	1203132	1396736
1987	222426	1635182	1857608
1988	259891	1732764	1992595
1989	262691	2049310	2312001
1990	395202	1774000	2169202
1991	439722	2711588	3151310
1992	445580	3081709	3527289
1993	461433	2907302	3368735
1994	471101	3234844	3705945
1995	549778	3482349	4032127
1996	582213	3753319	4335532
1997	495168	3939065	4434233
1998	540453	4081639	4622097
1999	635042	4303298	4668340
2000	657408	4452167	5109575
2001	-	-	5506919
2002	-	-	4432176
2003	-	-	5400296
2004	-	-	6109895

Source: - Office Records of Jammu & Kashmir Tourism Department.

Fig 5.1



5.2 Kashmir

The main attraction of the state is the valley of Kashmir. This worldly famous tourist destination has been a meeting ground of several ancient cultures and civilizations, evincing interest of great historians, eminent scholars, travelers, poets and writers throughout the ages. Its long and rich past with a proud intellectual heritage has been admitted by Jawaharlal Nehru who says Kashmir has been one of the biggest seats of Indian culture.³ Mughals who celebrated beauty had a special fascination for Kashmir. They planted their symmetrical gardens and added a further dimension to the vale of Kashmir. They also left behind a heritage of exquisite artisanship among the people, making handicrafts of the land prized gifts world over.

Kashmir is like a many faceted diamond changing its character, with the seasons always extravagantly beautiful, a land where myriad holiday ideas take shape. In winter when snow carpets the mountains, skiing, tobogganing and sled riding are popular sports. In spring and summer the honey dewed orchards, rippling lakes and blue skies beckon every soul to sample the many delights that mountains and valleys have to offer. One can enjoy the Golf at 3,000 meters above the sea, water skiing, sailing and angling for prized rainbow trout, or one can simply drift into dreams down the willow fringed alleys of lakes in gorgeous houseboats.⁴

Expansion in tourism infrastructure, identification of new tourist spots, reorganization of tourism industry and new thrust in management have heralded a new era of tourism in the state. As a consequence of these measures tourism is regaining its lost ground and is making headways in the right direction. The overall tourist trends to the valley can be observed from table 5.2 and 5.3. Figures 5.2 and 5.3 give a better understanding of these trends.

Table 5.2

Decade Wise Number of Tourists Who Visited the Valley Since 1950

Year	Home	Foreign	Total
1950	5885	898	6783
1960	63373	11187	74560
1970	105420	15737	121153
1980	548491	46026	594517
1990	6085	4627	10712
2000	104337	7575	111912

Table 5.3

Year Wise Number of Tourists Who Visited the Valley From 1980

Year	Home	Foreign	Total
1980	548491	46026	594514
1981	598555	43745	642300
1982	560987	42851	603838
1983	398428	41101	439529
1984	192684	36458	229142
1985	465599	38015	503614
1986	536598	53118	589716
1987	664081	57537	721654
1988	662097	59938	722035
1989	490212	67762	557977
1990	6095	4627	10722
1991	1400	4887	6287
1992	1175	9149	10324
1993	-	8026	8026
1994	500	9314	9814
1995	322	8198	8520
1996	375	9592	9967
1997	7027	9111	16131
1998	99636	10247	109883
1999	200162	17130	217292
2000	104337	7575	111912
2001	66732	5859	72591
2002	24670	2686	27356
2003	182205	8959	191164
2004	358095	18634	376729
2005*	496314	16416	512730

* figures are up to 20th October

Source: - Office Records of Jammu & Kashmir Tourism Department.

Fig 5.2

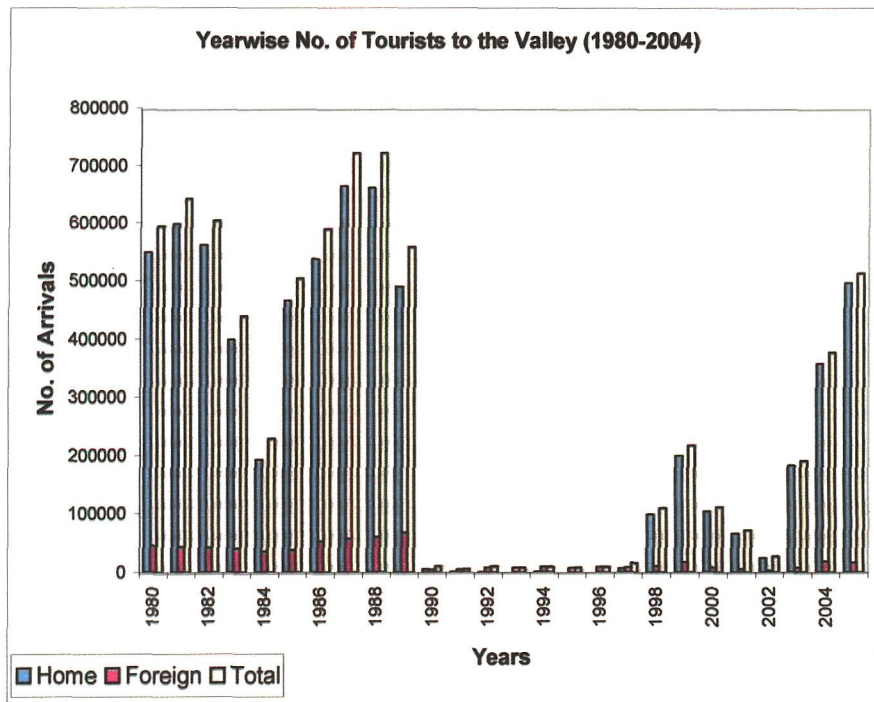
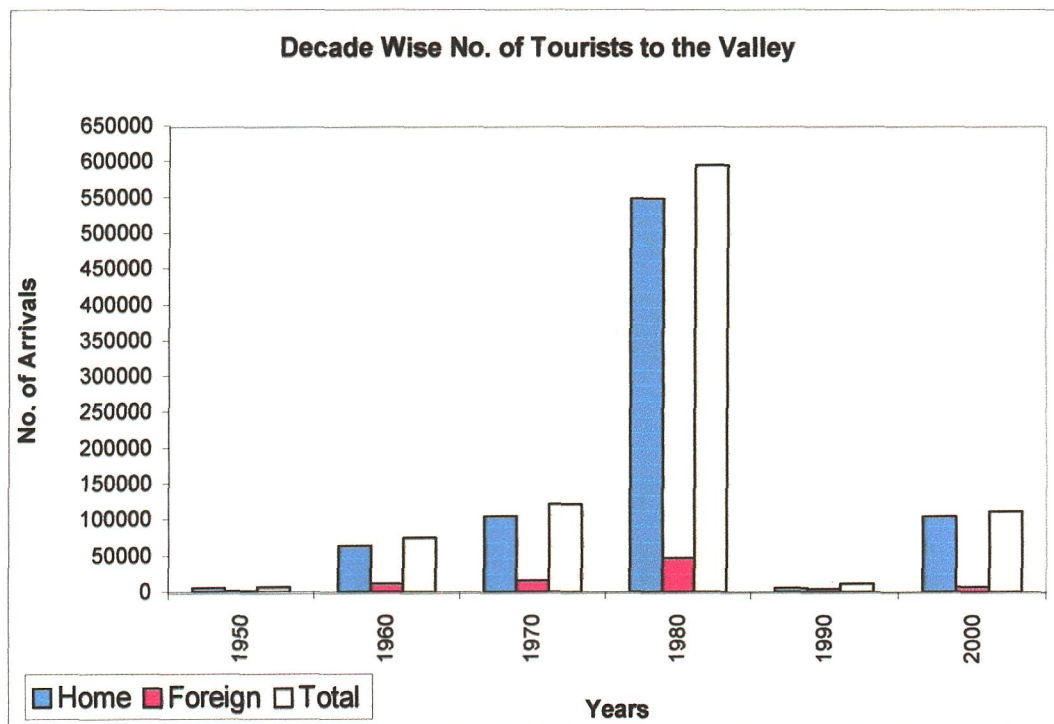


Fig 5.3



Analysis of the data given in table (5.2) reveals that there has occurred a spectacular increase in tourist arrivals from 594517 in 1980 to 722035 in 1988. From 1970 onwards the increase in the tourist traffic has been tremendous. The total number of home tourists in 1950 was 67815, which increased up to 549517 in 1980, as can be observed from table (5.2). It was after 1970 when the arrivals showed a spectacular increase and as such this period from 1970 to 1988 can be termed as the golden period in the history of Jammu & Kashmir Tourism. The number of domestic tourists increased from 105420 in 1970 to 548491 in 1980, which in turn increased to 662097 in 1988, so the percentage increase over the period was 420% in 1980 from that in 1970, while it was 528% when compared with 1988 to that in 1970. The percentage increase in the tourist traffic from 1980 to 1988 was 20.71%. Moreover, the number of foreign tourists increased from 15737 in 1970 to 46026 in 1980 to 67762 in 1989. The increase in the tourist number stood at 30289 in 1980 and 52025 in 1989 against 15737 in 1970 showing a percentage increase of 192.4% and 330% respectively. The percentage increase in the tourist traffic in 1989 from that in 1980 was 47.2%.

The increase/decrease in the total tourist traffic to the state is depicted in table 5.4

Table 5.4
Year wise Percentage Change in the Tourist Traffic to the Valley

Year	Total	Change over The Previous Year	Change %
1980	594514	-	
1981	642300	47783	8.03
1982	603838	-38462	-5.98
1983	439529	-164309	-27.2
1984	229142	-210387	-47.8
1985	503614	274472	119
1986	589716	86102	17
1987	721654	131938	22
1988	722035	381	0.05
1989	557977	-164058	-22.7
1990	10722	-547265	-98
1991	6287	-4425	-41.3
1992	10324	-4037	-64
1993	8026	-2298	-22.2
1994	9814	1788	22.2
1995	8520	-1294	-13.18
1996	9967	1447	16.98
1997	16131	6164	61.84
1998	109883	93752	581.19
1999	217292	107409	97.74
2000	111912	-105380	-48.49
2001	72591	-39321	-35.13
2002	27356	-45235	-62.31
2003	191164	163808	598.80
2004	376729	185565	97.07

Source: Calculated from the secondary data.

Table 5.5**Decade wise Percentage Change in the Tourist Traffic to the Valley**

Year	Total	Change over The Previous Year	Change %
1950	6783	-	-
1960	74560	67777	999.22
1970	121153	46593	62.49
1980	594517	473364	390.72
1990	10712	-583805	98.19
2000	111912	101200	944.7

Source: Calculated from the secondary data.

Table 5.6**Share of Foreign Tourist in Total Tourist Arrivals**

Year	Total	Foreign	Share %
1980	594514	46026	7.74
1981	642300	43745	6.80
1982	603838	42851	7.09
1983	439529	41101	9.35
1984	229142	36458	15.91
1985	503614	38015	7.54
1986	589716	53118	9.00
1987	721654	57537	7.97
1988	722035	59938	8.30
1989	557977	67762	12.14
1990	10722	4627	43.19
1991	6287	4887	77.73
1992	10324	9149	88.61
1993	8026	8026	100
1994	9814	9314	91.6
1995	8520	8198	96.22
1996	9967	9592	96.23
1997	16131	9111	56.48
1998	109883	10247	9.32
1999	217292	17130	7.88
2000	111912	7575	6.76
2001	72591	5859	8.07
2002	27356	2686	9.81
2003	191164	8959	4.68
2004	376729	18634	0.049

Source: Calculated from the secondary data.

The share of foreign tourists to the valley in terms of numbers is shown in table 5.6. It was between 6 to 16 percent till 1989 and after that the share has increased

considerably. In 1993 only foreign tourists visited the valley. From table 5.7 it is clear that the share of domestic tourism to the total tourist traffic is much more than that of foreign tourists. Moreover, number of domestic tourists has increased at a much faster rate when compared to that of foreign tourists. From 1998 onwards, domestic tourism has regained its past position and its share in the total tourist arrivals has increased enormously, ranging between 90 to 95 percent of the total arrivals.

Table 5.7

Share of Domestic Tourists in Total Tourist Arrivals

Year	Total	Domestic	Share %
1980	594514	548491	92.25
1981	642300	598555	93.19
1982	603838	560987	92.90
1983	439529	398428	90.65
1984	229142	192684	84.09
1985	503614	465599	92.45
1986	589716	536598	90.99
1987	721654	664081	92.02
1988	722035	662097	91.70
1989	557977	490212	87.85
1990	10722	6095	56.84
1991	6287	1400	22.27
1992	10324	1175	11.38
1993	8026	-	0.0
1994	9814	500	5.09
1995	8520	322	3.78
1996	9967	375	3.76
1997	16131	7027	43.56
1998	109883	99636	90.67
1999	217292	200162	92.12
2000	111912	104337	93.23
2001	72591	66732	91.93
2002	27356	24670	90.18
2003	191164	182205	95.31
2004	376729	358095	95.05

Source: Calculated from the secondary data.

5.2.1 Shri Amarnath Ji

Another important source of tourist attraction in Kashmir Valley is the holy shrine of Lord Shiva at Amarnath. Every year pilgrimage to the holy shrine takes place in the month of July-August. Devotees from all parts of the globe come

here and pay their homage to one of nature's wonders, a lingam that is made of ice and that reflects the collective voice of a religious faith that says 'miracles do happen'.

Table 5.8
Yatris to Shri Amarnath Ji

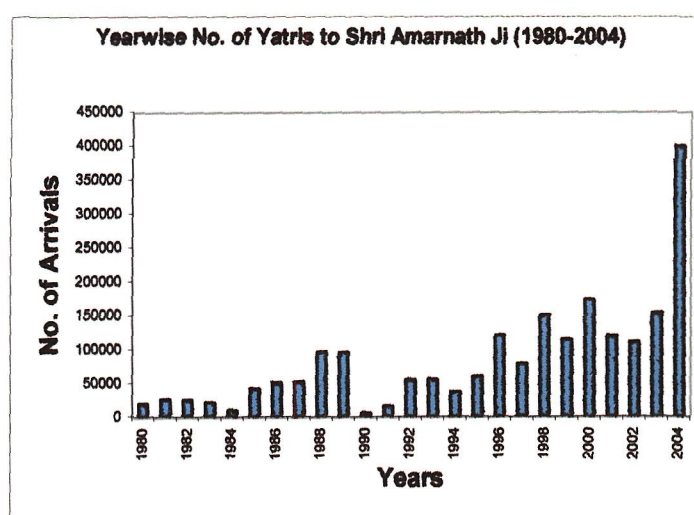
Year	No. of Yatris	Change over the previous year	Change %
1980	19578		
1981	26000	6442	32.87
1982	25000	-1000	-308
1983	21021	-3979	-15.91
1984	9483	-11538	-54.88
1985	42000	32517	344.53
1986	51000	9000	21.42
1987	52000	1000	1.96
1988	96055	44055	-84.72
1989	95238	-817	0.85
1990	4824	-90414	94.93
1991	15599	10775	223.3
1992	54638	39039	250.26
1993	56000	1362	2.49
1994	37000	-19000	-33.92
1995	60000	23000	62.16
1996	120000	60000	100
1997	79035	-67035	-55.86
1998	149920	70885	89.68
1999	114366	-35554	-23.71
2000	173334	58998	51.58
2001	119037	-54297	-31.32
2002	110793	-8244	-7.44
2003	153314	42521	38.37
2004	400000	246686	160.90
2005			

Source: - Office Records of Jammu & Kashmir Tourism Department.

Starting from 1980, a year wise display of number of Yatris (Visitors on a pilgrimage) to the shrine is shown in table 5.7. During the decade from 1980 to 1990, it was in the year 1988 that maximum number of Yatris visited the shrine. The figures reached up to 96055, showing an increase of 390.6% over that of 1980. The number of Yatris started declining from 1982, and in 1984 it reached to a negligible number of 9483. The reason for this decline were unstable political conditions in the state where curfew was in operation for most part of

1983 and later in 1984 there were anti Sikh riots in the country following the assassination of the then Prime Minister Mrs. Indira Gandhi. In 1985 there was an increase of 344.53 per cent in the number of Yatris as against the previous year and from there onwards the number of Yatris went on increasing until 1988. After 1988 the number again started declining following the outbreak of armed violence in the state. In 1990 the total number of Yatris visiting the shrine fell to minimum level and only a meager number of 4824 Yatris visited the shrine. Despite the ban imposed by the militant organizations on the Yatra the turnover for the Yatra has not been so badly affected. Baring certain exceptions the numbers have shown a constant increase and in 2004 a record 400000 Yatris visited the shrine.

Fig 5.4



5.2.2 Country Wise Breakdown of Tourists to the Valley

From table 5.9 it is clear that U.K & U.S.A have the highest share in the number of tourists to the valley. Moreover the share of eleven countries of the world, that is U.K, U.S.A, France, Spain, Germany, Australia, Canada, South Africa, Italy, Japan and Switzerland is much more than three fourth of the total. The total share of these eleven countries is 79.83, 80.41, 74.00, 64.44 and 45.05 percent of the total for the year 1984, 1985, 1989, 1995 and 2001 respectively. On account of September 11, incident and the subsequent war on terror the share dropped considerably in 2001. Moreover, from 1989 onwards a new entrant in the form of

Malaysia is observed in the list. During the turmoil years Malaysia and other parts of South-East Asia have contributed considerably well to the tourism in the valley.

Table 5.9
Country Wise Breakdown of Tourists to the Valley

Country	1984	1985	1989	1995	2001
U.K	6272(17.20)	7078(18.62)	9590 (14.15)	1610(19.64)	420 (7.17)
U.S.A	6435(17.65)	7239(19.04)	8750 (12.91)	520 (6.34)	510 (8.70)
Germany	2935 (8.05)	2915 (7.67)	5710 (8.43)	520 (6.34)	290 (4.95)
France	3407 (9.34)	3634 (9.56)	6250 (9.22)	470 (5.73)	180 (3.07)
Italy	1739 (4.77)	1475 (3.88)	3400 (5.02)	650 (7.93)	220 (3.75)
Japan	984 (2.70)	1032 (2.71)	2900 (4.28)	360 (4.39)	290 (4.95)
Canada	967 (2.65)	1103 (2.90)	1860 (2.25)	150 (1.83)	80 (1.36)
Australia	3777(10.36)	3568 (9.39)	5400 (7.97)	260(3.17)	170(2.90)
Switzerland	810(2.22)	803(2.11)	850(1.26)	350(4.27)	290(4.95)
Malaysia			2090(3.08)	370(4.51)	110(1.88)
Spain	753(2.07)	1406(3.70)	4630(6.83)	120(1.46)	100(1.71)
S. Africa	1028(2.82)	316(0.83)	1140(1.68)	110(1.34)	90(1.54)
Belgium	625 (1.71)	740 (1.95)	670 (0.99)	190(2.32)	180 (3.07)
Others	6726(18.44)	6708(17.64)	14520(21.43)	2520(30.73)	2930(50.00)

Figures in brackets indicate percentage of the total arrivals

Source: Economic Review of Jammu & Kashmir 1986 & 2003

Fig 5.5

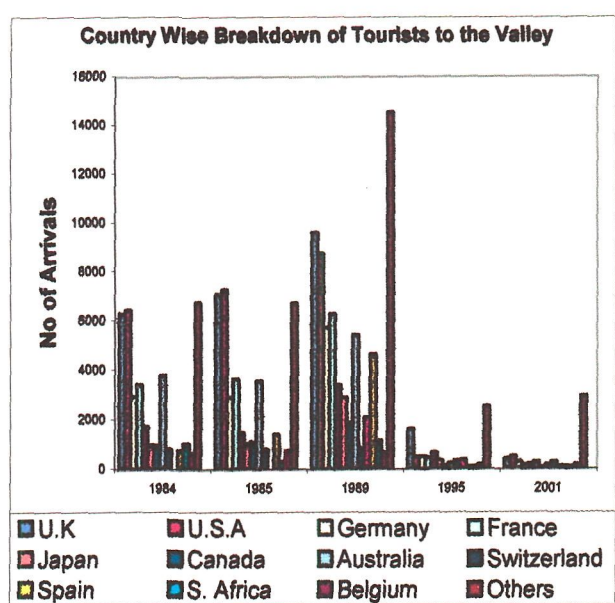


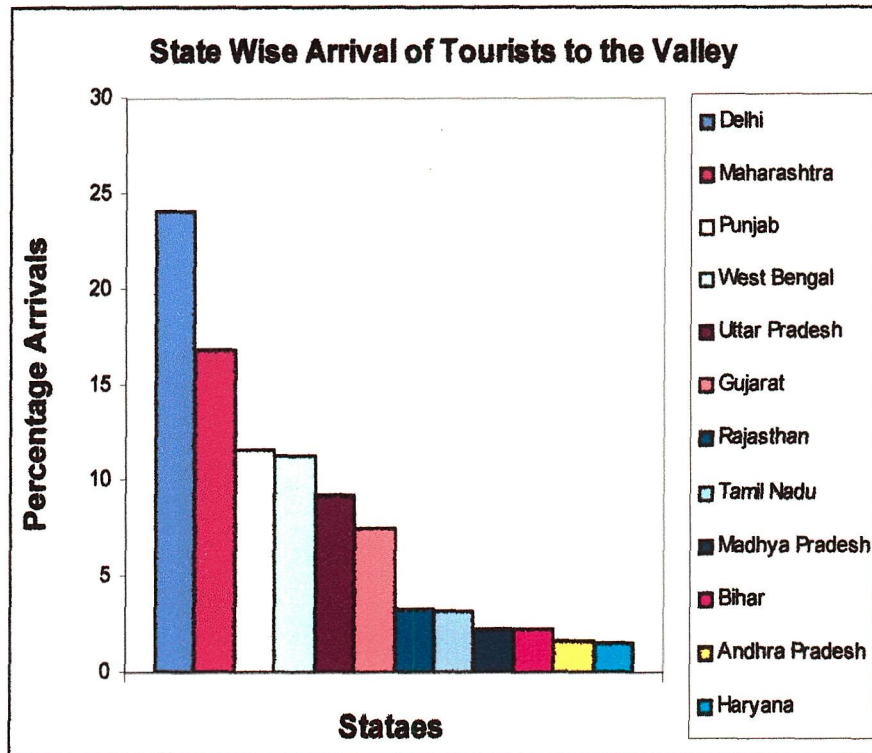
Table 5.10

Tourists by State of Origin

State	Winter Phase %	Summer Phase	Total
Delhi	22.3	24.7	24.1
Maharashtra	12.9	18.2	16.8
Punjab	10.5	12.2	11.6
West Bengal	18.5	8.7	11.3
Uttar Pradesh	11.9	8.3	9.2
Gujarat	5.9	8.1	7.5
Rajasthan	3.1	3.3	3.3
Tamil Nadu	2.4	3.4	3.2
Madhya Pradesh	2.8	3.2	2.3
Bihar	4.2	1.8	2.3
Andhra Pradesh	1.1	1.8	1.6
Haryana	0.7	1.8	1.5
Himachal Pradesh	0.7	0.9	0.9
Kerala	0.3	0.7	0.6
Orissa	1.7	0.1	0.5
Assam	0.3	0.5	0.4
Unspecified	-	0.7	0.5

Source: Tourism & Economic Review of Jammu & Kashmir 1986.

Fig 5.6



5.2.3 Seasonal Variation in Tourist Arrivals

Seasonal changes play an important role in the tourist traffic through out the world. Like everywhere, in Kashmir also the seasonal variation plays an important role in the tourist traffic and these are much more pronounced when compared with other parts of the world. The month-wise distribution of tourist traffic is given in table 5.11. The table clearly indicates that the most number of tourists visit the valley in the month of May, June, July and August. The total percentage of the tourist traffic in the said period is 48.21, 52.14, 57.5 and 59.9 for the year 1984, 1985 and 1987. The table also indicates October to be one of the busiest months as far as the tourist traffic is concerned. The least number of tourists visit the state in the winter months of November, December, January, February and March. From April onwards the tourist season starts gaining momentum and reaches to maximum in the months from May – August.

Domestic tourist arrivals show a greater flow during the month of May, June and July. These are the periods of scorching heat in India and in October also large numbers of domestic tourists visit the valley. The peak month of foreign tourist arrivals are April and August. However the percentage of foreign tourists in the winter months outnumbers the domestic tourists, because of winter sports.

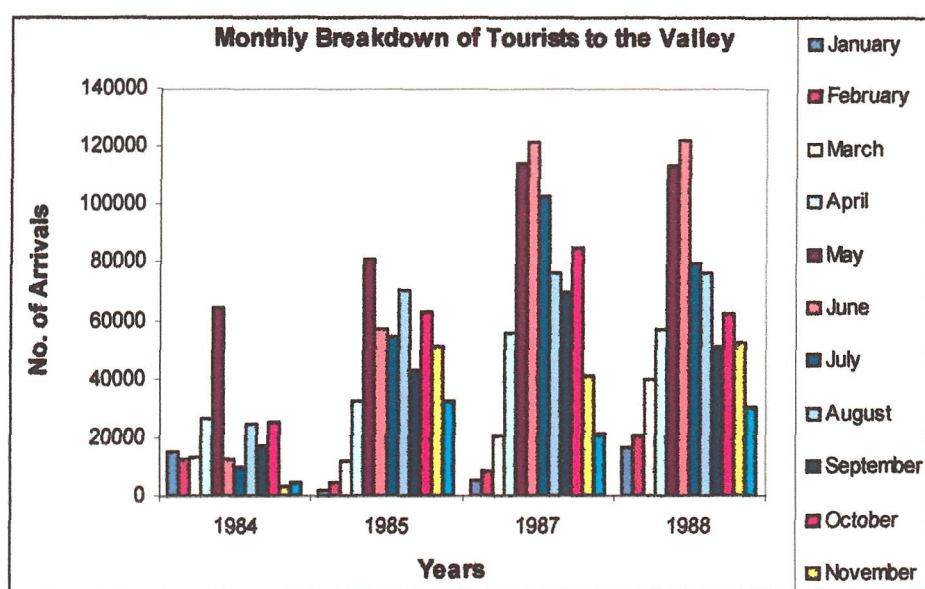
Table 5.11
Monthly Breakdown of Total Tourist Arrivals

Month	1984	1985	1987	1988
January	14958 (6.52)	2147 (0.43)	4988 (0.69)	16548(2.29)
February	12886 (5.62)	4507 (0.89)	8793 (1.21)	20636(2.27)
March	13294 (5.80)	12068 (2.4)	20401 (2.82)	39766(5.51)
April	26833(11.71)	32501 (6.45)	55432 (7.68)	56994(7.89)
May	64081 (27.96)	81225 (16.12)	114284 (15.83)	113467(15.71)
June	12506 (5.45)	56873 (11.29)	121512 (16.83)	122024(16.90)
July	9663 (4.21)	54106 (10.74)	102818 (14.24)	79637(11.03)
August	24272 (10.59)	70452 (13.99)	76468 (10.60)	76210 (10.55)
September	17386 (7.59)	43260 (8.58)	69818 (9.67)	50925(7.05)
October	25265 (11.02)	62836 (12.47)	84752 (11.74)	62661 (8.68)
November	3588 (1.56)	51328 (10.19)	41330 (5.72)	52598(7.28)
December	4410 (0.021)	32311 (6.41)	21057 (2.11)	30569(4.23)

Figures in brackets indicate percentage of the total arrivals

Source: Office records of J & K Tourism

Fig 5.7



5.3 Ladakh

Ladakh, the roof of the world houses India's largest district Leh that has the largest concentration of Buddhist population in the country. Ladakh was opened to tourism in 1974. As a result large number of tourists from all parts of the globe started visiting Ladakh. To further boost tourism the Government of India allowed air services to Ladakh and on December 10, 1978 the first Indian Airlines flight landed in Ladakh at a height of 10,400 ft.⁵ above sea level. In 1980 Zaskar was also opened to tourism and this brought a new era in the tourism of Ladakh. Lately Ladkh has been connected by road with Manali (Himachal Pradesh) via Rohtang Pass.

Major tourist attractions of Ladakh include Gompas, Monasteries, Lakes and Glaciers. Ladakh has to its credit the most beautiful lakes of the country. One such lake is Pangong Tso. It is 150 Km. long and 4 Km. wide and is nearly an inland sea at a height of 14000 ft. with intensely clear waters of an incredible range.

An idea of tourist inflow to Ladakh can be had from table 5.12. It is clear from the table that Ladakh has become a novel destination for foreigners and in recent times the number of home grown tourists has also shown a spectacular increase.

Starting from a meager 527 tourist in 1974, the figure reached 35291 in 2004. However from the table it can also be concluded that no specific trend is evident in terms of the increase or decrease in the number of tourists. Figure 5.8 gives a clear idea about the mismatch. This mismatch can be attributed to various reasons including disturbance, political instability, Kargil war, and lack of proper accessibility and concentration of tourists within a particular time span

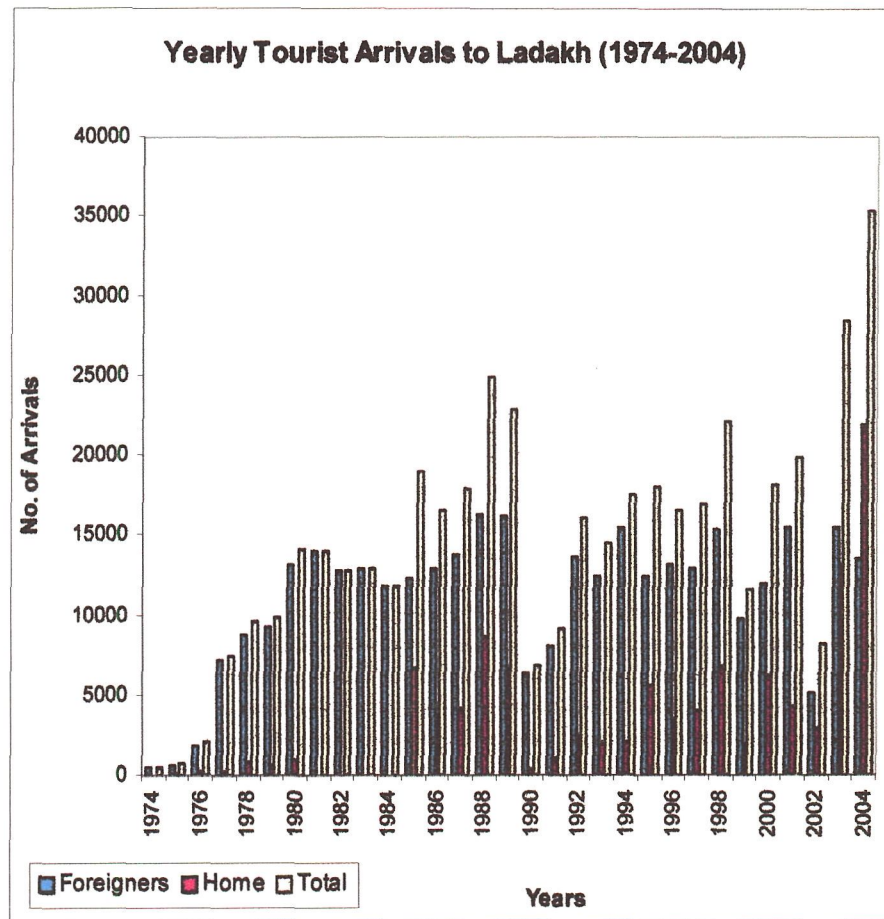
Table 5.12

Tourist Arrivals to Ladakh

Year	Foreigners	Home	Total
1974	500	27	527
1975	650	128	778
1976	1798	253	2051
1977	7126	266	7392
1978	8748	873	9621
1979	9213	621	9834
1980	13104	1013	14117
1981	14000	-	14000
1982	12786	-	12786
1983	12833	-	12833
1984	11785	-	11785
1985	12245	6666	18911
1986	12828	3683	16511
1987	13668	4114	17802
1988	16256	8608	24864
1989	16079	6669	22748
1990	6342	396	6738
1991	8014	1041	9055
1992	13580	2438	16018
1993	12401	2000	14401
1994	15369	2080	17449
1995	12391	5594	17985
1996	13036	3537	16537
1997	12810	3991	16801
1998	15238	6792	22030
1999	9669	1905	11574
2000	11825	6217	18042
2001	15439	4260	19699
2002	5120	2959	8079
2003	15371	13031	28402
2004	13483	21808	35291

Source: Office Records of Jammu & Kashmir Tourism

Fig 5.8



5.4 Income Creation and Generation of Resources

Tourism has been identified as an activity that affects the economy of a nation to a larger extent. Tourism has social as well as economic significance both in magnitude and direction due to the vertical and horizontal expansion of its marketing. Tourism being a multifaceted activity dealing with people than with commodities it is hard to quantify its economic importance. The economic value of tourism is often measured by estimating its contribution to national income, and by studying generation of employment and tax revenue.

Peter Michael in his study on economic aspects of tourism makes an assessment of the industry through the following points⁶

1. Effects on balance of Payments
2. Effect on national income
3. Revenue earned by the Government through taxes
4. Effect on Jobs and salary

Tourist market is the aggregate of decisions about consumption made by large number of persons across the globe. There are two pressures on this expenditure. On the one hand tourists through out the world have become conscious of good value of their money and on the other hand people in the destination area want tourists to spend more and more. Interaction between these two propensities determines the economic impact of tourism in the tourist generating and tourist receiving areas. Thus an analysis of tourist expenditure pattern along with its implications determines the economic gain from tourist industry.

5.4.1 Pattern of Tourist Expenditure

The structure of the tourist expenditure is of greater economic importance because of its direct relationship with the different facets of economy. Expenditure by the tourist has also got a direct relationship with the demand supply theory. More the expenditure more is the demand, more will be the supply and this will result in more economic boost.

Peter Michael gave the following pattern of tourist expenditure using IUTO data world over.

Table 5.13
Pattern of Tourist Expenditure World Over

S.NO	Item of Expenditure	Percentage
1	Accommodation	30
2	Food & Beverage	25
3	Local Transportation	05
4	Recreation and Entertainment	10
5	Purchases	25
6	Other Expenditure	05
	Total	100

Source: Peter Michael-International Tourism

Fig 5.10

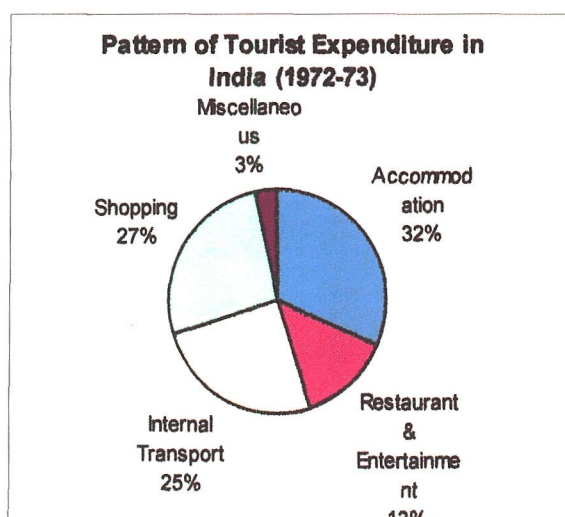
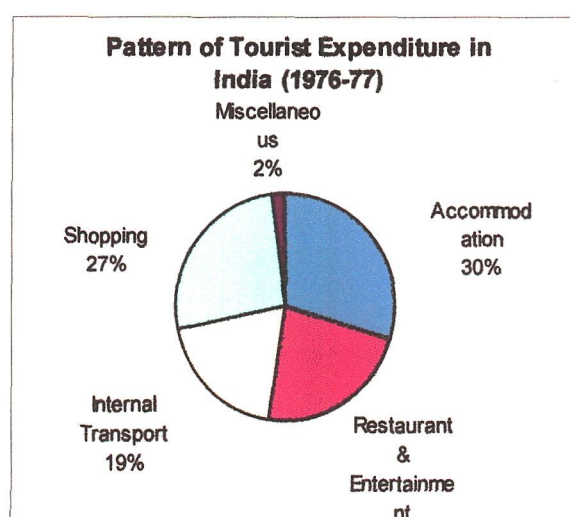


Fig 5.11



It is clear from table 4.14 that the pattern of expenditure is more or less same with certain increase in Accommodation and Food & Beverage sector and decrease in the transport sector

For the state of Jammu & Kashmir the plan of expenditure can be visualized from table 5.15

Table 5.15

Pattern of Expenditure by Tourists in Jammu & Kashmir

S. No	Item	Percentage 1975		Percentage 1980	
		Foreign	Domestic	Foreign	Domestic
1	Accommodation	35.9	35.1	48.8	47.6
2	Restaurant & Entertainment	1.1	3.5	3.5	1.7
3	Internal Transport	16.2	17.4	13.5	20.1
4	Shopping	46.3	42.6	33.5	30.2
5	Miscellaneous	0.5	1.3	1.3	0.4
	Total	100	100	100	100

Source: - Survey of Jammu & Kashmir Tourism

Fig 5.12

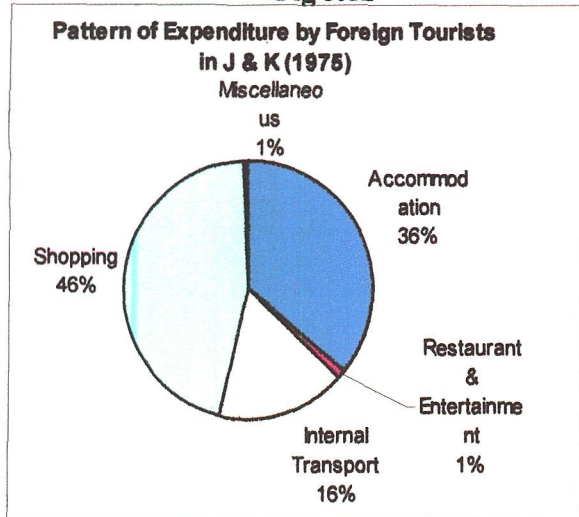


Fig 5.13

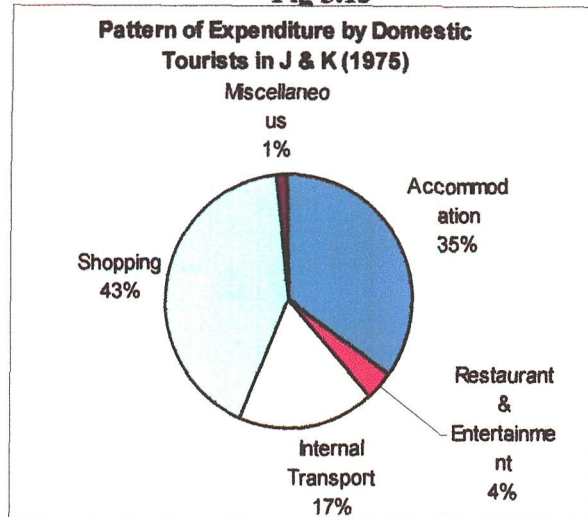


Fig 5.14

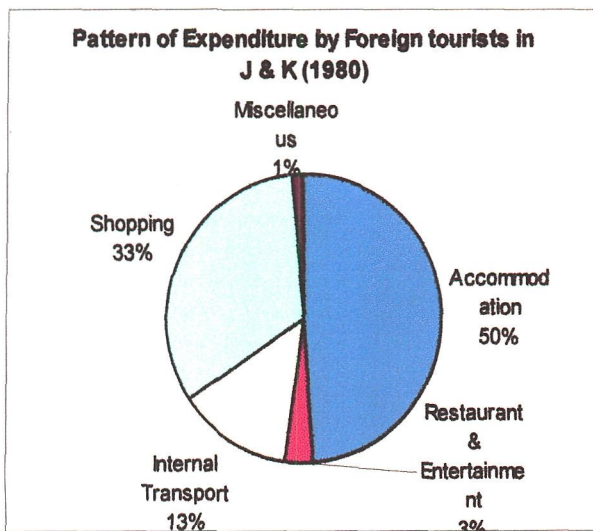
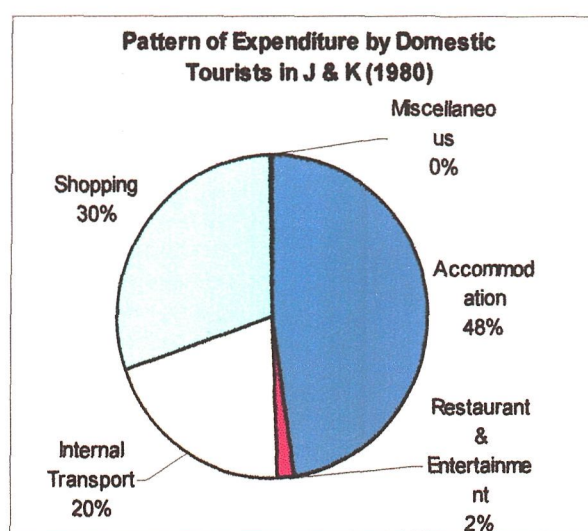


Fig 5.15



The table indicates that the expenditure of foreign tourists on shopping is slightly higher than that of domestic tourists. This is because of the fact that foreigners are more art-loving and they assign the value to the Kashmiri Handicrafts etc, which are famous worldwide. Another survey conducted by Jammu & Kashmir Tourism in 1982-83 reveals that 44 percent of tourist expenditure was incurred on shopping while as 56 percent accounted for boarding and lodging ⁷

Expenditure incurred by tourists has its ramifications on different sectors of economy in varied degrees. It is distributed in the form of salaries and wages for

persons employed and the profit for management engaged in tourist business. Moreover persons engaged in recreation activities, handicrafts, handlooms, etc also get a wage share of tourist expenditure.

The indirect beneficiaries of tourist expenditure include the suppliers of food and raw materials to the tourist-servicing sector. They are thus linked to the industry through a backward linkage. Thus the tourism industry has a multiplier effect on the economy of a country. The income generated through tourism thus changes hands continuously and it is spent and re-spent again and again.

5.4.2 Income Creation

Studies indicate that income created through tourism is about 10 to 15 percent of the total income of the state of Jammu & Kashmir. In 1970-71 tourism sector accounted for more than 1.50 lakh employees and the revenue was about 12 to 14 percent of states total tax receipts.⁸

The state government's receipts at the end of the 5th five-year plan from tourism were RS. 25 crores.⁹ The income created through tourism in the state of Jammu & Kashmir from 1970-1979 is given in table 5.16

Table 5.16

Gross Receipts from Tourism in Jammu & Kashmir 1970-1979

<i>RS. In Lakhs</i>			
Year	Home Tourists	Foreign Tourists	Total
1970	570.07	131.84	638.91
1971	382.93	127.71	510.64
1972	521.62	149.51	617.13
1973	845.74	167.64	1013.48
1974	713042	161.73	875.15
1975	1009.60	216.14	1225.74
1976	1778.62	370.50	2149.12
1977	2408.34	527.39	2935.93
1978	2753.15	577.21	333.36
1979	3093.00	541.76	3634.76

Source: - 1970-74- Findings of the survey report of Indian Institute of Public Opinion
1975-79- Findings of Survey Report of State Directorate of tourism Jammu & Kashmir 1979.

The receipts from tourism in 1980 were estimated to be RS. 51.35 crores, and in 1987 the figure crossed the 100 crore mark and reached to a maximum of RS. 114. Crores in 1988. Thereafter the figure started declining. The estimated earnings from tourism for the period 1980-1989 are given in table 5.17

Table 4.17
Gross Receipts from Tourism in Jammu & Kashmir
1980-1989

<i>RS. In crores</i>			
Year	Home Tourists	Foreign Tourists	Total
1980	39.93	11.42	51.35
1981	46.77	11.72	58.49
1982	46.91	12.27	59.18
1983	35.56	12.50	48.06
1984	18.31	11.66	29.97
1985	48.46	13.49	61.95
1986	60.64	20.81	81.45
1987	81.40	23.81	105.21
1988	87.18	26.96	114.14
1989	68.29	32.34	100.63

Source: - Mirza Nazir Ahmed , 'Management of Tourism in Jammu & Kashmir'.

Fig 5.16

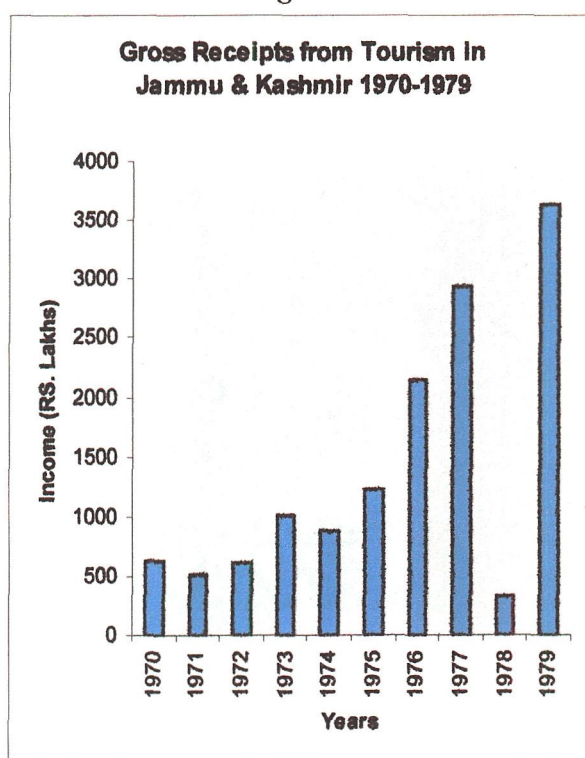
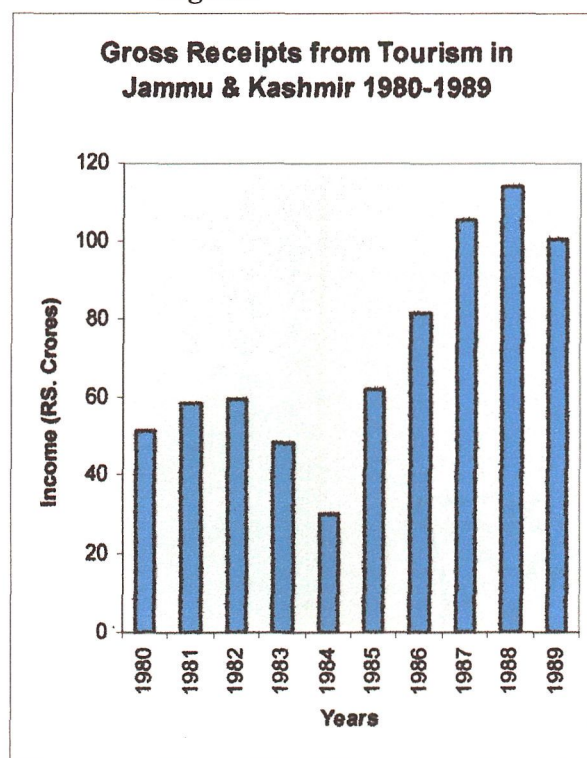


Fig 5.17



From 1989 onwards a period of turmoil started and the valley was hit by armed violence. This resulted in the drop of tourist figures and as such income created from tourism was severally affected. Estimated expenditure made by the tourists from 1990 to 2000 are shown in table 5.18

Table 5.18

Estimated Expenditure made by Tourists at 1982-83 prices

Gross Receipts from Tourism

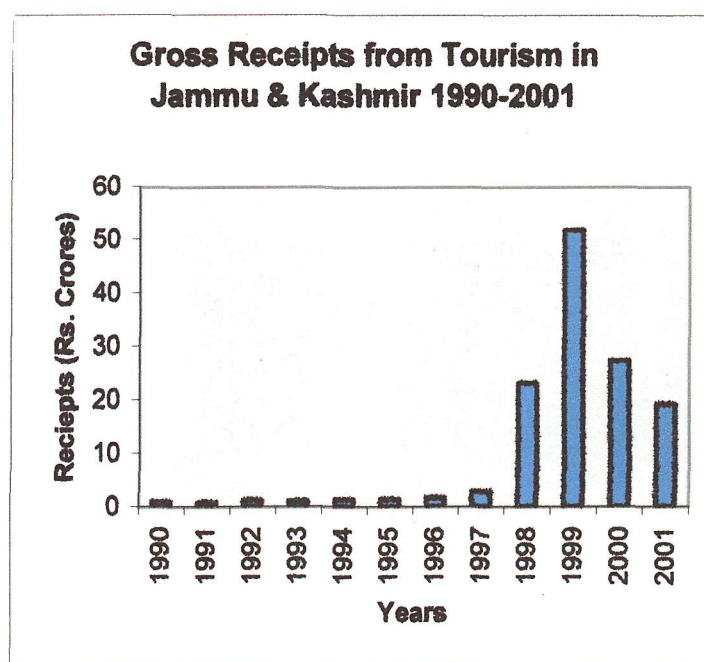
For the Year 1990-2001 in Jammu & Kashmir

RS. In crores

Year	Total No. of tourists visiting	Total
1990	10.72	0.98
1991	6.29	0.69
1992	10.33	1.22
1993	8.03	1.04
1994	9.81	1.35
1995	8.52	1.32
1996	9.96	1.63
1997	16.13	2.84
1998	109.89	23.20
1999	215.89	51.83
2000	111.92	27.38
2001	72.59	19.24

Source: - Economic Review of Jammu & Kashmir 2001

Fig. 5.18



Thus it is clear that on account of the armed violence in the state, tourist receipts declined enormously in 1990 and the estimated figure was RS. 0.98 crores as against the RS.100 crore mark of 1989. However the efforts of the state government for the revival of tourism yielded positive results in 1999 and the figure crossed RS.50 crores. In the year 200-2001 on account of international security concerns tourism was a big loser worldwide and Jammu & Kashmir was no exception. As a result tourism receipts for the state declined to 27.38 crores in 2000 and 2001 saw a further slump and the estimated figures for the year were RS. 19.24 crore.

To ascertain the income creation through tourism for the state during 2002, 2003 and 2004 a number of surveys were conducted and the results thus obtained are shown in table 5.19, 5.20 and 5.21

Table 5.19**Respondents by duration of stay in 2002**

Stay Days	Home Respondents	Percentage	Foreign Respondents	Percentage
2-3	12	17.14	10	25
4-6	50	71.43	27	67.5
7-9	6	8.57	3	7.5
10 and more	2	2.86	0	0
Total	70	100	40	100

Table 5.20**Respondents by duration of stay in 2003**

Stay Days	Home Respondents	Percentage	Foreign Respondents	Percentage
2-3	9	18	8	20
4-6	35	70	28	70
7-9	4	8	2	5
10 and more	2	4	2	5
Total	50	100	40	100

Table 5.21**Respondents by duration of stay in 2004**

Stay Days	Home Respondents	Percentage	Foreign Respondents	Percentage
2-3	12	20	11	24.44
4-6	41	68.33	29	64.44
7-9	5	8.33	3	6.67
10 and more	2	3.34	2	4.45
Total	60	100	45	100

It is clear from the tables that the maximum no of tourists have stayed in the valley for 4 to 6 days regardless of their origin. Thus it can be concluded that average duration of stay for both home & foreign tourists is 5 days.

As regarding the per capita expenditure by tourists, the results obtained are shown in table 5.22 and 5.23

Table 5.22
Sector-Wise Per capita expenditure by Home Tourists

Sector	2002		2003		2004	
	Expenditure	Percent	Expenditure	Percent	Expenditure	Percent
Accommodation	1436	55.27	1418	54.29	1470	54.6
Transport	352	13.55	372	14.24	386	14.34
Shopping	738	28.41	756	28.94	768	28.53
Any Other	72	2.77	66	2.53	68	2.53
Total	2598	100	2612	100	2692	100

Table 5.23
Sector-Wise Per capita expenditure by Foreign Tourists

Sector	2002		2003		2004	
	Expenditure	Percent	Expenditure	Percent	Expenditure	Percent
Accommodation	1998	54.93	1946	53.87	2136	54.78
Transport	488	13.41	516	14.29	578	14.83
Shopping	1074	29.52	1088	30.12	1119	28.72
Any Other	78	2.14	62	1.72	65	1.67
Total	3638	100	3612	100	3898	100

Tables 5.22 & 5.23 reveal that the highest number of expenditure incurred by tourists is on accommodation followed by shopping and transport.

Income generated through tourism in Jammu & Kashmir from 2002 to 2004 is shown in table 5.24. This has been calculated by multiplying the per capita expenditure by tourist with the number of tourists that visited the valley in that

particular year. From the table it is clear that the income generated through tourism has shown a tremendous increase since 2002. From RS.7.39 crores in 2002, the income generated in 2003 was RS. 50.84 crores and in 2004 the figure was RS. 103.66 crores, showing an increase of 587.96%, and 103.89% respectively

Table 5.24

Income Generation through tourism from 2002-2004

Year	Home			Foreign			Total (RS. Crores)
	No. of Tourists	Per Capita Expenditure (RS.)	Income Generation (RS. Crores)	No. of Tourists	Per Capita Expenditure (RS.)	Income Generation (RS. Crores)	
2002	24670	2598	6.41	2686	3638	0.98	7.39
2003	182205	2612	47.6	8959	3612	3.24	50.84
2004	358095	2692	96.4	18634	3898	7.26	103.66

Fig 5.19

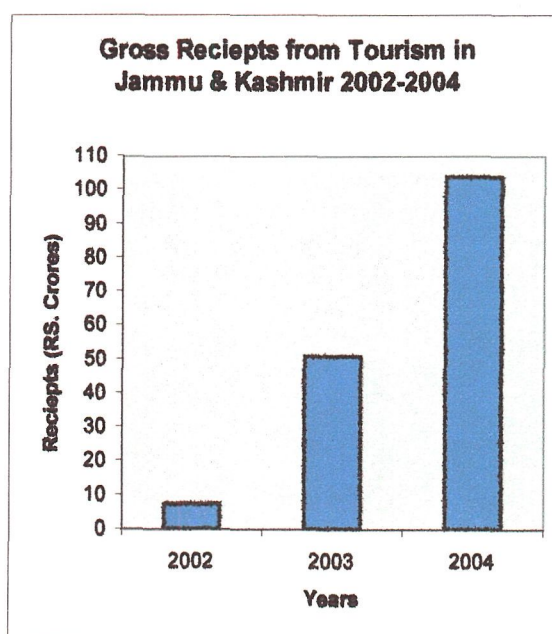
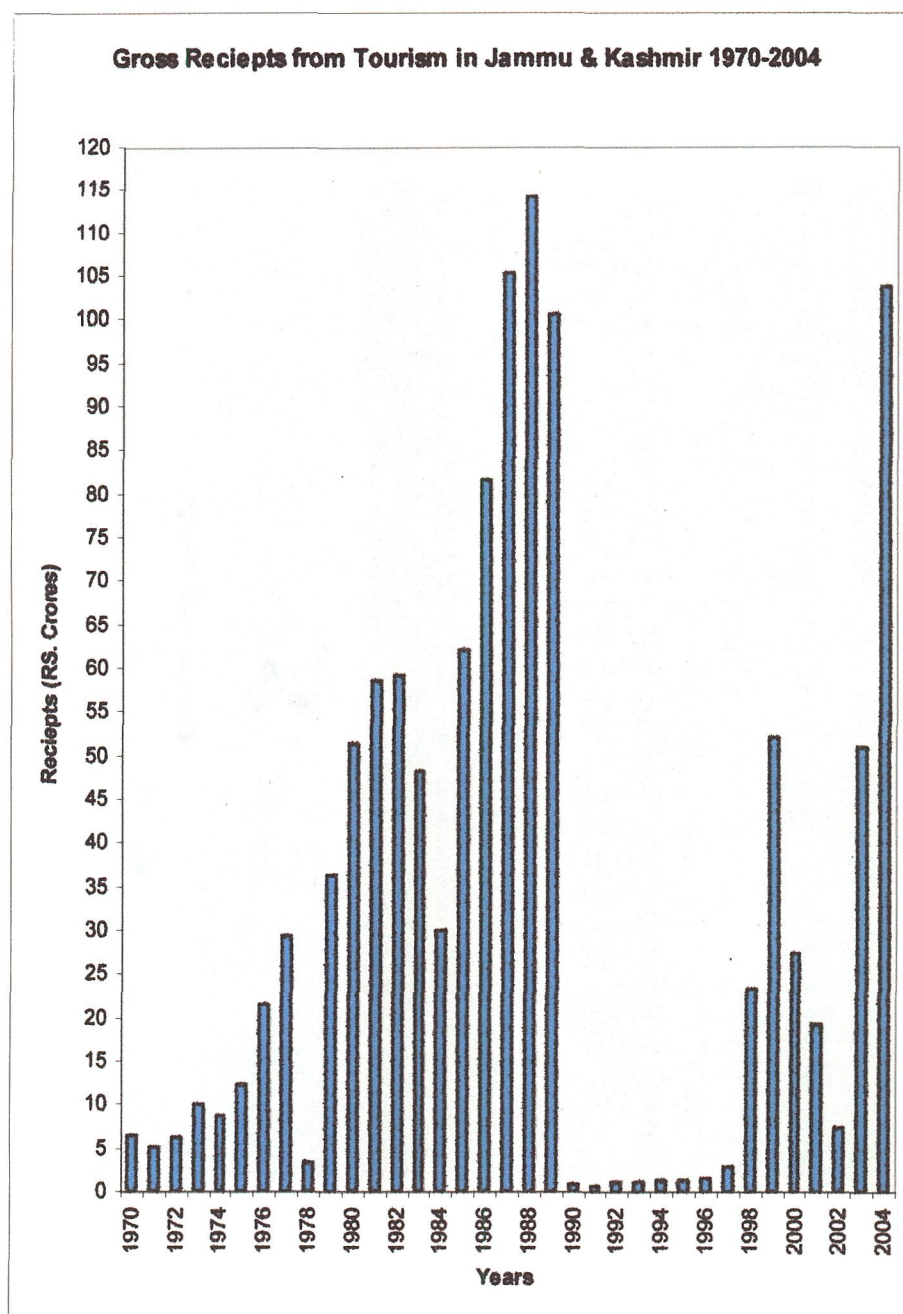


Fig 5.20



5.5 Turmoil, Tourism and Loss

Table 5.2 clearly indicates that valley has suffered severely during the turmoil period. From 1989 onwards the table shows an unusual trend in tourist numbers. Similar trend can be observed in the income creation effects. A testimony to this fact is apparent from table 5.17 & 5.18. To have a clear idea about the losses incurred, data available has been put through time series analysis. Taking, 1989 as the base year following conclusions were drawn.

- Against an actual figure of 27356 tourists in 2002, the expected figure should have been 724128.
- Against an actual figure of Rs. 7.39 crores as earnings from tourism during the year 2002, the figure should have been Rs. 166.27 crores.

The detailed analysis regarding the actual and expected figures can be best had from tables 5.25 & 5.26 and figures 5.21, 5.22, 5.23 and 5.24

Fig 5.21

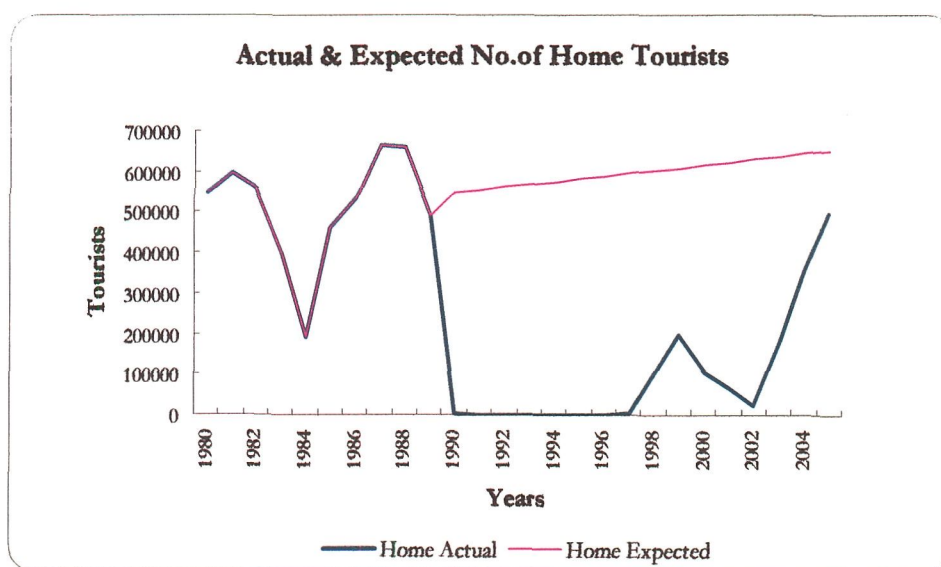


Table 5.25
Actual & Expected no. of Tourists

Year	Home Actual	Home Expected	Foreign Actual	Foreign Expected	Total Actual	Total Expected
1980	548491	548491	46026	46026	594514	594514
1981	598555	598555	43745	43745	642300	642300
1982	560987	560987	42851	42851	603838	603838
1983	398428	398428	41101	41101	439529	439529
1984	192684	192684	36458	36458	229142	229142
1985	465599	465599	38015	38015	503614	503614
1986	536598	536598	53118	53118	589716	589716
1987	664081	664081	57537	57537	721654	721654
1988	662097	662097	59938	59938	722035	722035
1989	490212	490212	67762	67762	557977	557977
1990	6095	549212	4627	62656	10722	611879
1991	1400	556020	4887	65201	6287	621233
1992	1175	562827	9149	67746.6	10324	630588
1993	-	569634	8026	70292	8026	639942
1994	500	576441	9314	72838	9814	649296
1995	322	583248	8198	75383	8520	658650
1996	375	590055	9592	77929	9967	668004
1997	7027	596862	9111	80474	16131	677358
1998	99636	603670	10247	83020	109883	686712
1999	200162	610477	17130	85565	217292	696066
2000	104337	617284	7575	88111	111912	705420
2001	66732	624091	5859	90656.4	72591	714774
2002	24670	630898	2686	93202	27356	724128
2003	182205	637705	8959	95747	191164	733483
2004	358095	644512	18634	98293	376729	742837
2005*	496314	651320	16416	100839	512730	752191

Fig 5.22

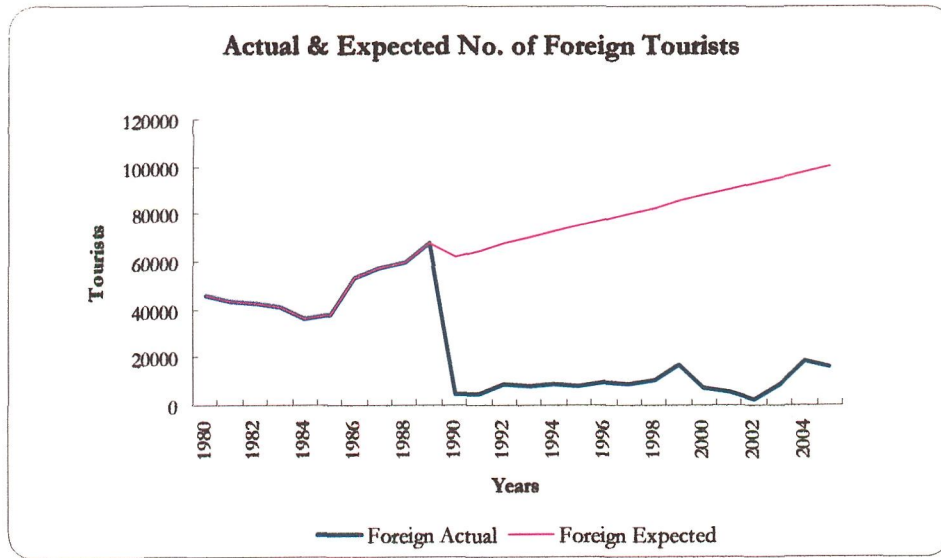


Fig 5.23

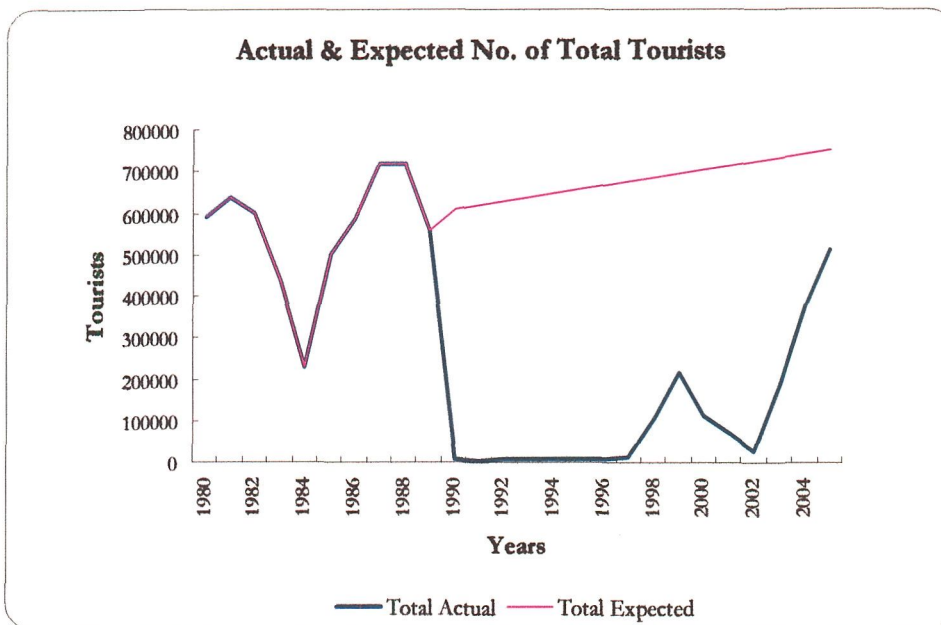
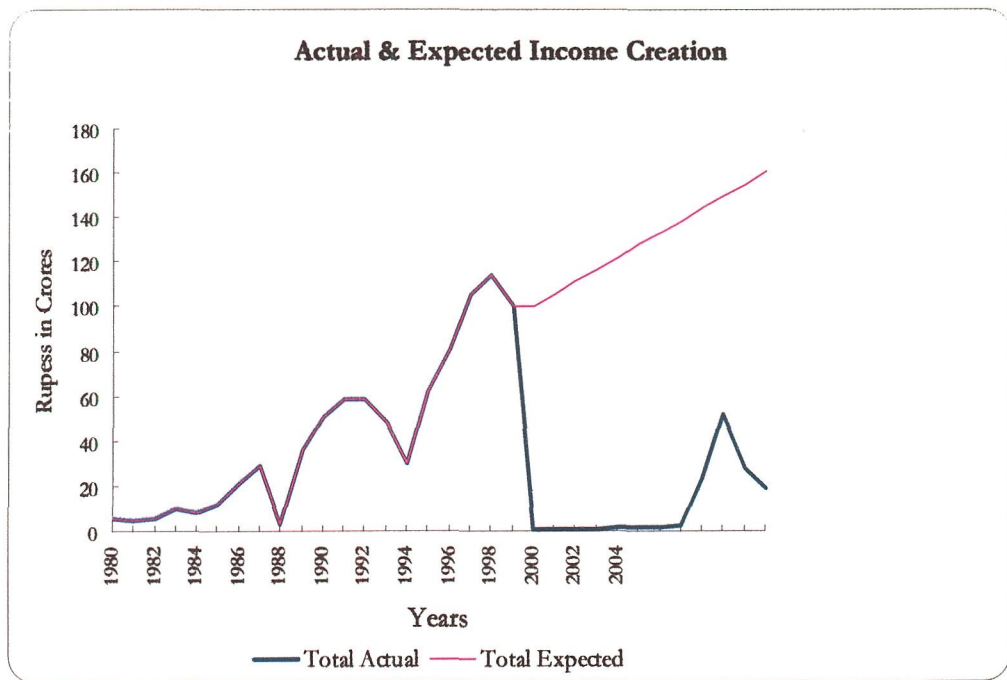


Table 5.26

Actual & Expected Income Creation

Year	Total Actual	Total Expected
1970	6.39	6.39
1971	5.11	5.11
1972	6.17	6.17
1973	10.13	10.13
1974	8.75	8.75
1975	12.26	12.26
1976	21.49	21.49
1977	29.36	29.36
1978	3.33	3.33
1979	36.35	36.35
1980	51.35	51.35
1981	58.49	58.49
1982	59.18	59.18
1983	48.06	48.06
1984	29.97	29.97
1985	61.95	61.95
1986	81.45	81.45
1987	105.21	105.21
1988	114.14	114.14
1989	100.63	100.63
1990	0.98	100.25
1991	0.69	105.76
1992	1.22	111.26
1993	1.04	116.76
1994	1.35	122.26
1995	1.32	127.76
1996	1.63	133.26
1997	2.84	138.76
1998	23.2	144.27
1999	51.83	149.77
2000	27.38	155.27
2001	19.14	160.77
2002	7.39	166.27
2003	50.84	171.77
2004	103.66	177.28
2005	NA	182.78

Fig 5.24



5.6 Conclusion

From the above discussion it is clear that tourism has a vast potential in the state and can be made a year round activity. However, the inflow shows no specific trends and it has either increased or decreased, depending upon the prevailing circumstances. In terms of the economic generation it was observed that tourism accounts for 10 to 15 percent of the total income of the state. Considering the vast potential of tourism in the state, it seems imperative to point out that the available figures are not justifiable. So there is definitely something wrong somewhere. Improper marketing can be one of the main reasons for this apparent assertion. Next chapter of the study will look into all aspects of marketing and will analyze in detail, the strategies adopted

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Chapter – 6

Marketing Strategies of Jammu & Kashmir Tourism: Analysis and Evaluation

The previous chapters of the study have dealt in detail with the tourism potential of the state. This has been carried out through an in-depth analysis of the state's tourism product that involves a detailed description of the state's tourism resources. This has been further substantiated by a thorough study of tourist inflow and its impact on the economy of Jammu and Kashmir. Impact of tourism on the economy of the state has been studied through income creation effects of tourism. For the accomplishment of the objectives of the study, now we shall discuss Tourism Marketing Planning and Strategy for Jammu & Kashmir. But on this front very little has been done in the state. It seems to be a tragedy for this traditional tourist state that it has failed to develop itself into a planned tourism system. Plagued by political and social misfortunes along with an inept administrative set up, this traditional tourist state has failed to keep pace with other Indian states. As a result there is not a single policy document dealing with 'planned development of tourism'. For the development of tourism in their respective states, most of the Indian states have formulated detailed tourism plans and policies but Jammu and Kashmir has no policy document of this sort. Most of the policies and plans associated with tourism in the state are carried out in a haphazard manner, often at cross-purposes with each other. There is no coordination between the executing agencies and as a result problems surface continuously.

In accordance with the marketing plans and policies adopted by the state government for the development and promotion of tourism, the present study will follow a stepwise path and make an analysis of these plans and policies with emphasis on what has been done, or what is in the pipeline and what measures should be adopted for better results. This will be examined on the basis of the seven parameters of marketing mix namely, Product Perspective, Price Perspective, Place (distribution) perspective, Promotion Perspective, People's perspective, Process perspective and Physical evidence perspective. However before that a diagnostic review of the structure and objectives of a marketing plan along with business situation analysis seems to be of paramount importance. Business situation analysis is quite dependent on the prevailing environmental, social, political, economic and technological aspects. Therefore it becomes imperative to carry out a PEST analysis followed by SWOT analysis. PEST

analysis helps in correlating tourism with the conditions in which it has to operate and survive. The analysis gives a brief idea of political, economic, social and technological conditions, while as SWOT analysis is directly related to the product and incorporates things such as strengths, weaknesses, opportunities and threats.

6.1 PEST Analysis

6.1.1 Political

Ever since India won her independence Kashmir has remained a cause of worry. Politically very fragile and volatile, this princely state of the erstwhile British India has remained a bone of contention between India and Pakistan. Its status has been hotly debated and has prompted several wars between India and Pakistan, the most recent being the Kargil war of 1999.

The political history of Kashmir is a sordid saga of errors and misadventures. Its miseries start from the very inception of British Raj in India, when the British rulers sold the territory of Kashmir to Maharaja Gulab Singh for a meager sum of Rs. 7500000¹

Thereafter on the eve of independence India was partitioned into two sovereign nations, India and Pakistan. At that time the ruler of Jammu and Kashmir Maharaja Hari Singh was facilitated by Radcliff Award, which allowed him to accede to India. Along with the Maharaja of Kashmir, Sheikh Mohammad Abdullah the then Kashmiri leader also signed the treaty of accession on October 26, 1947². The treaty allowed certain special concessions to the state and as part of the deal Sheikh Mohammad Abdullah was sworn in as the first Prime Minister of Jammu and Kashmir. This whole exercise was not taken well by the people across the boarder in Pakistan who thought it to be a betrayal and against the very principle of two nation theory. This led to the first war between India and Pakistan in 1948 and as a result, a part of Kashmir was annexed by Pakistan. For the resolution of the conflict the then Indian Prime Minister Shri Jawaharlal Lal Nehru approached the United Nations and as a result of which United Nations established their office in both parts of the Kashmir. It is only one of those few

zones in the world that remains under the constant vigil of United Nations through a United Nations Monitoring Group housed in Srinagar and Muzaffarabad. While describing the conflict Joseph Korb, the then chairman of the United Nations Commission on India and Pakistan (UNCIP) writes in his book *Danger in Kashmir* that “the real cause of all the bitterness and bloodshed, all the venomous speech, rebellion and the distrust that have characterized the Kashmir dispute is the uncompromising and perhaps uncompromisable struggle of two ways of life, two concepts of political organization, two scales of values, two spiritual attitudes, that find themselves locked in a deadly conflict, a conflict in which Kashmir has become both symbol and battleground.

In 1953 due to internal skirmishes the government of Sheikh Mohammad Abdullah was dethroned. He was a popular leader and his dethronement led to an era of chaos and confusion. He struggled for 22 years and in 1975 the Indira-Abdullah accord paved the way for his reinstatement as the Chief Minister of Jammu and Kashmir. Meanwhile Pakistan’s intentions of grasping Kashmir never died down and as part of the process they made an abortive attempt in 1965 when they attacked India through operation Gilbatyar. However it ended in a stalemate with the signing of Tashkent agreement between the then Indian Prime Minister Lal Bahadur Shastri and Pakistan President Field Marshal Ayoub Khan.

While in the local setup the squalid saga of Kashmir continued. The nefarious designs of the local administration led to the mass rigging of 1987 general elections. This proved to be the last nail in the coffin and as such it turned out to be a watershed moment in the history of Kashmir. Since people’s aspirations were thrown to naught, they resorted to armed violence as an alternative and thus began a period of chaos and confusion. The situation worsened in 1999 when India and Pakistan declared themselves nuclear. This made Kashmir a nuclear flash point in South Asia and thus caught the attention of international community. Since then the sufferings of Kashmiri people have eroded to a certain extent and as such under intense international pressure India and Pakistan have signed various agreements paving way for a number of confidence building measures. An era of peace and prosperity has returned to Kashmir and the state is well on its path towards growth and development. In this regard former Prime

Minister Atal Bihari Vajpayee's promise that 'spring will return to the beautiful Valley soon' holds significance. While addressing a Srinagar audience in April 2002 he quoted a passage from the Kashmiri poet Ghulam Ahmed Mehjoor, "the flowers will bloom again and the nightingales will return, chirping."

6.1.2 Economic

The economy of the state is in doldrums. Its resources are devastated and if not taken care of will vanish soon. There is an element of chaos and confusion. Unemployment is rising and the avenues are limited. More than fifteen years long insurgency has left the state's infrastructure devastated. An estimated infrastructure worth Rs. 250 crores has been razed to ground.³

The state's economic woes can be corroborated with the fact that overall human development has reached to the lowest position in the country. The state ranked sixth in 1988 on the basis of per capita income and it has dipped down to a pathetic 24th position in 2002. According to the state development report of the Planning Commission the state's human development rank has gone down from 19 in 1981 to 25 in 1991. The per capita state domestic product has registered the country's lowest growth rate: it was 1800 rupees in 1981-82 and became 1932 rupees in 1998. Since then this figure has remained constant. Similarly growth of employment has also dipped down. It was 2.9 percent from 1983 to 1994 and came down to 1.1 per cent during 1994 to 2000. During the said period the rate of employment growth in women was in negative, i.e. 1.2 per cent.

Given the present scenario the state can hardly survive for few days with its own resources. Out of the total plan allocation of Rs. 2200 crore in 2002-03, Rs. 1600 crore went into debt servicing alone leaving a meager Rs. 400 crore as capital component⁴.

This can be contemplated with the fact that the state finds itself plagued by fiscal anarchy. Although other Indian states do also have same kind of problems but Jammu & Kashmir's woes are magnified due to the political economy of the counter-insurgency, which constricts its capacity to manage a burgeoning debt, salaries, pension and security expenditure. From a surplus of Rs. 24 Crores in

1994-95 to zero in 1995-96, the fiscal deficit grew up to Rs. 2032 crore by 2001-02. This means a 10-fold decline in six years. The debt burden has gone up from Rs. 2.8 crore from the market with high interest in 1980-81 to Rs. 300 crore in 2001-02. While the revenue expenditure of the State Government increased from Rs. 3129 crore in 1996-97 to Rs. 6621 crore in 2000-01, an increase of 112 per cent, capital expenditure decreased by 13 per cent from Rs. 1000 crore to Rs. 867 crore during the same period.⁵ This devolution of state's economy from bad to worse can be correlated with the ambiguous nature of central government policies towards Jammu & Kashmir. In 1969 when most of the backward states were given the special state status, Jammu & Kashmir failed to find its name in the list. It took central government 30 long years to realize that the state of Jammu & Kashmir deserved a better deal and finally in 1999 the state was categorized as a special state. This enabled the state to receive central assistance in the form of 90 percent as grants and only 10 percent as loans. The apathy of the state's economic mess also lies in the fact that in 1990 when an uprising took place and the conditions got disturbed, the central government curtailed its grants to Jammu & Kashmir. To cover its fiscal deficit the state government chose to borrow from other resources.⁶ Centers step-motherly treatment with the state does not end here. There may be hundreds of arguments that have discouraged private sector to invest in the state, but what about the public sector enterprises. In about 60 years of independent history, out of a total investment of about Rs. 180 lakh crores made in the public sector, the share of J&K has been hovering under 20 crores in two units, out of which the major one has become defunct and almost closed its activities.⁷

Moreover alongside the political difficulties witnessed by the State during the last 16 years, the liberalization of the economy, ironically, pushed the state economy down due to the loss of entitlements granted under various regulatory policies of the Central Government aimed at the equitable growth of all the regions of the country. Under the liberalized regime, this state, unfortunately, could not benefit from the upsurge in economic growth and enhanced capital flow both from within and outside the country.

Leaving aside the above inquest of Jammu & Kashmir's economic woes, it seems inappropriate to blame the central government for all this economic mess. It is imperative to suggest that the solution lies in the policy shift from dependence to self-dependence. This can be achieved through effective use of state's natural resources, which have the capacity to fetch around Rs. 10,000 crores.⁸ Thus a greater policy focus and political will is required so as to link the state's economy with its ecology such as tourism, handicrafts, agriculture, forests and lakes.

6.1.3 Social

The state of Jammu and Kashmir has its own distinct and peculiar cultural ethos. The mosaic of the ethnicity of Jammu and Kashmir is quite complex and people belonging to various ethnic groups inhabit it. These groups, though intermingled, are often concentrated in specific areas. For example, Kashmiris are mainly concentrated in the bottom of the valley; Dards occupy the valley of Gurez, Hanjis are confined to water bodies of Kashmir; Gujjars and Bakarwals are living and oscillating in the Kandi areas; Dogras occupy the outskirts of the Punjab plain, while Chibhalis and Paharis live between Chenab and Jhelum rivers. Moreover, there are numerous small ethnic groups like Rhotas, Gaddis and Sikhs, which have significant concentration in isolated pockets of the state.⁹

The total population of the state is 10,069,917 which accounts for 0.98 per cent of the all India figure of 1,027,015,247.¹⁰ Its geographical area is 222,236 sq. km.¹¹ (Includes 78,114 sq. km under occupation of Pakistan; 5180 sq. km. handed over to China by Pakistan; 37,555 sq. km. under occupation of China in Leh district.) and accounts for 6.76 per cent of the country's size. The state has witnessed a fluctuating population growth rate since 1901. It reveals that throughout the period 1901-2001 population growth of the state has been quite low. The average annual growth rate of population has gone up from 0.69 percent in 1911 to 2.69 percent in 2001.¹²

The urban population of the state stands at 2505309, which accounts for 24.88 per cent of the total state's population.¹³ The slow rate of urbanization in the state can be correlated with the fact that till 1961 a large portion of about 83 percent of the population was rural. Since then urban population has increased. In

1971, 18.59 per cent of the total population was living in the urban areas and in terms of growth from 1961 to 1971 it was 44.65 per cent, which increased to 46.86 per cent from 1971 to 1981. Between 1981 and 2001 the growth rate of urban population was as high as 98.77 per cent.

From the social point of view Jammu and Kashmir has some remarkable figures to cheer. In a recently concluded survey by India Today, Jammu and Kashmir in spite of all its drawbacks on the political, economic and social front ranks at number 10 among the 20 bigger states of India, in the overall performance that includes health, education, water sanitation, poverty etc

Poverty: - Jammu and Kashmir has defied conventional wisdom that there is a strong linkage between peace and prosperity and as such it has the distinction of being the least poor state in India. Its poverty has reduced from 24 percent in 1987-88 to 3.5 percent in 1999. It has the best performance in terms of poverty reduction and pro-poor economic growth. With an index figure of 9.7 Jammu & Kashmir has the least percentage of poor people in the country.¹⁴

Law & Order: - Ever since the eruption of militancy, the position of the state in terms of law and order has remained grim. Among all the states, Jammu and Kashmir has the largest police force relative to its population that is 3740 policemen per million people.¹⁵

Primary Health: - In accordance with the National Health Policy 1983, the state government enunciated a number of policy measures for the improvement of healthcare in the state. In a national survey conducted by India Today in 2004, Jammu & Kashmir ranks among the top four states in terms of proper healthcare facilities¹⁶, however in 2006 the rank has dipped down to 7th position.¹⁷ The state has a crude birth rate of 19.9, crude death rate of 5.4 and an infant mortality rate of 45 per 1000 of population. All these rates are well below the national average of 26.5, 9.0 and 72 respectively.¹⁸

As far as the infrastructure of healthcare in the state is concerned it has always remained a priority area and from a percentage outlay of 3.5 percent during the

first five year plan, the figure rose up to 6.56 percent during the ninth plan, and by 2001 the state had 3190 health institutions¹⁹

Education: - The state is one of the most educationally backward states of India and its literacy rate stands at 54.2 percent²⁰. The state lags far behind in terms of the educational infrastructure available. However in recent times government has initiated certain revolutionary steps and as part of the drive a good number of new degree colleges and three new universities have been established in the state.

6.1.4 Technological

At a time when the whole world was growing to the challenges of information technology and was under the carpet of a technological revolution, the state of Jammu and Kashmir was noosing

At a time when the whole world was rambling with technological innovations and as such a technological revolution spearheaded by information technology was at place, the state of Jammu and Kashmir was enraged with the constant sounds of guns flowing vociferously in multiple directions from every nook and corner of the state. In this technological revolution India emerged as one of the frontline states and as such the whole of India was swept by its tides. India assumed the position of a leader and became a hub for outsourcing human resources. However, owing to the security reasons Jammu & Kashmir was denied its right to participate in this technological revolution. Till some years back, people of Jammu & Kashmir were unaware of these technological innovations and as such Internet, Email, Software Development etc were anonymous terms for the common man. However owing to its natural character and feasibility one of the great assets that the state possesses is its fertile brain and this resulted in the migration of many young people to other states of India for getting themselves trained and acquainted with information technology. Ultimately the good sense prevailed and Jammu & Kashmir was thrown open to the challenges of information technology. Since then the state has received a boom in the technology arena and the prospects seem very bright.

District information centers have been created which work under the aegis of a full time district information officer. These centers have been entrusted with the responsibility of maintaining information pertaining to the particular district. It includes district profile, district plans, budgets, allocations, developmental strategy, education, population statistics, unemployment statistics, investment opportunities, subsidies, tourism potential etc. Moreover, with the assistance of Government of India the state has already created a software technology park in Srinagar with adequate bandwidth and connectivity. Another project awaiting approval is that of providing IT services at the block level. As regarding the manpower availability in the technology arena the state has an estimated number of 10,000 highly trained and skilled professionals available for employment.²¹

In 2004 the state government announced its first information technology policy. The broad objectives of the policy included use of IT in governance, industry, education, healthcare, tourism, and overall social equity and above all employment generation.

It was emphasized that the use of IT in governance will be made in such a way so as to provide the citizen with a SMART (Simple, Moral, Accountable Responsive and Transparent) government. Similarly in the industrial sector use of IT will enable the state to maintain its competitive advantage in certain industries of repute. This way the monopolized product will be diversified and investments will be attracted from other parts of the country and the world.

The policy document also advocates the role of IT in the promotion and development of tourism in the state. In this regard the main focus area will be E-tourism along with virtual reality programs and production of electronic promotional material in the form of CDs and via the net.

For successful implementation and achievement of objectives, the policy document has outlined a number of measures, which include bank loans, subsidies, zero percent sales tax, single window clearance system, and setting up of IT units in residential areas etc.

6.1.5 Environmental Appraisal

The fragile ecology of the state inhibits setting up of large industries based on minerals. The social costs involved, in the form of environmental degradation, pollution, soil erosion, would be much higher than the benefits, which would accrue to the people. As such, ecology remains the only hope for the state to revive its economy. In this regard one important document that needs to be mentioned is the New Kashmir Manifesto of 1953, when the state started its first planned development. The document advocated that the economic viability of the state would be based on sustainable use of its ecology. However due to political disturbances it was dumped within few years of its commencement.²² The ecological resources that the state can use to enhance its economy include forests, agriculture, horticulture, water and above all tourism. However due to poor ecological management all these resources are in shambles. In the last two decades the forest cover has been reduced by 20 percent and the water resources are becoming scarce with every passing day. State's main lakes have diminished in size considerably and so is the case with rivers and irrigation canals. Agricultural productivity has been reduced to a minimal with an estimated depletion of 50 percent. Position of tourism is no different with the industry being held hostage to peace. Having said that, the future of the state seems bright in the sense that there is improvement in the situation and a greater political will with a sound ecological and man management will help the state come out of its economic mess.

6.2 SWOT Analysis of Jammu & Kashmir Tourism

6.2.1 Strengths

- Traditional tourist state with good reputation;
- Tourism recognized as key economic sector;
- Regarded as a single-stay holiday destination;
- Wide-open skies, sense of space;
- Less hectic, calmer way of life;
- Un-spoilt and extensive countryside with numerous cultural activities;
- High quality tourism products;
- Good range of quality visitor attractions, offering a multitude of different tourism experiences and environments;

- Rich cultural heritage and history;
- Home to world famous Dal Lake;
- International convention center with integrated capacity of over 2000;
- Houseboat accommodation;
- Good and famous cuisine, the Kashmiri *Wazwan*;
- Local community cooperative, hospitable, kind, tourist-friendly and perceived with warmth and welcome;
- High repeat visitation and customer retention;
- Good customer satisfaction ratings;
- Good communication links giving access to a large catchment area;
- Crime rate of 174.7, below an all India average of 178.9 and far less than that of Rajasthan, which is 317.7²³

6.2.2 Weaknesses

- Poor public transport within the region and limited road network
- Fragmented product with limited bookability
- Perceived duplication of tourism marketing activities, leading to consumer confusion and waste of resources in some areas
- Some sub-regions have poor image or lack of recognition as tourism destinations
- River bodies unused and poorly maintained.
- One way in and out, is the end of the road; only major access is by road and air. Railway links absent
- Lack of tourism plan that meets the standards of guided tourism needs
- Little or no packaging of products
- Unsafe image
- Seasonal arrivals
- Public transport, especially in rural areas
- Accommodation still in need of upgrading
- Levels of customer care and professionalism need improvement
- Lack of serviced accommodation at highest quality level; i.e. five star hotel accommodation

6.2.3 Opportunities

- Growing interest in local distinctiveness and places, which have not become over-developed;
- The ability of the area to appeal to the various market segments by providing appropriate ‘attractors’, accommodation and services in order to compete effectively with other destinations;
- The competitiveness of the area in terms of value based quality delivered for the price paid by the visitor; and marketing effectiveness in attracting visitors to the area;
- Partnerships with the private industry, government and stakeholders
- Winter Sports;
- National Winter Games;
- Development of new roads and Railways;

- Improved air connectivity with the introduction of low-cost airlines;
- Expansion of number of air routes within the state;
- Declaration of Srinagar Airport as an international airport;
- Improved relationship between India and Pakistan;
- High value destination for Bollywood (Indian Cinema);
- Development of activity based tourism;
- Development of more five star hotels and other forms of accommodation;

6.2.4 Threats

- Violence, level of political instability, safety and security situation;
- Loss of confidence due to armed violence;
- Unplanned growth;
- Product development patterns in the recent past are against the principles of sustainable tourism development;
- Danger that visitors will eventually destroy the natural beauty they currently come to enjoy;
- Mass promotion of Amarnath Yatra;
- Many layers of involvement, strategies and partnerships with danger of inertia;
- Lack of resources compared with some competing states;
- Failure to keep abreast of IT developments in marketing communications;
- Failure to embrace best value;
- Relying on government input and funding;
- Government regulations, red tape and the level of corruption;
- Level of involvement of central government in the developmental projects.

Having spelled out the background on the basis of PEST and SWOT analysis we are now in a position to examine the marketing developmental process in terms of the seven P's of tourism marketing mix, that is Product Perspective, Place Perspective, Price Perspective, Promotion Perspective, People Perspective, Process Perspective and Physical Evidence Perspective

6.3 Product Perspective

A detailed description of the tourism products that the state has to offer has been given in chapter three. However what remains to be ascertained is to study about the fact that, how far these products have been developed, what steps have been taken for the development of these products or what steps are planned for the developmental process, What kind of products are on the developmental agenda. This section will help us in finding answers to all these questions.

Political skirmishes and a period of long insurgency had left the state tourism in awful conditions. Immediately after the improvements in situation, tourism was put on the priority list of the government and plans were set afoot for the revival of the industry in the state. Initially the revival plans were mostly concerned with the redevelopment or reestablishment of the devastated tourism infrastructure. As part of the process the planners initiated a drive whereby the whole devastated infrastructure was revived and made compatible with modern requirements. This included the reconstruction of hotels, tourist huts, tourist cafeterias and above all refurbishment of the tourism resources such as scenic spots, water bodies and gardens etc. Most of these hotels and cafeterias had been gutted down in militancy related violence and needed huge amounts of money for their reconstruction. Table 6.1 gives an idea about the gutted structures and the amount needed for their reconstruction

Table 6.1
Gutted Structures & Amount needed for their reconstruction.

Name of Gutted Structure	Amount required for reconstruction	Year of Gutting
Budshah Hotel	6.50 Cr	1987
Cafeteria at	Rs. in Lakhs	
Watlab	75.00	1990
Handgam	65.00	1990
Mansbal	85.00	1990
Avantipura	40.00	1991
Bijhbhera	50.00	1991
Nishat	45.00	1990
Pahalgam	110.00	1994
Achabal	60.00	1990
Kokernag	180.00	1991-1994
Daksum	65.00	1993
Verinag	80.00	1992
Aharbal	90.00	1993-1995
Qazigund	50.00	1992
Sonalank	50.00	1990
Athwatoo	55.00	1993

Source: JKTDC

Table gives a clear idea about the status of tourism infrastructure in the state, when the revival plans were set afoot. Moreover with negligible tourist inflow during the nineties, most of the private tourist operators had shut down their shops and moved to other forms of trade. Some of these operators had lost their

livelihood and were residing in miserable conditions. Their involvement in the tourist infrastructure of the state was of paramount importance as they were the mainstay of tourist trade. As part of the process the revival plans included attractive incentives for such sick tourist business units. This included provision of soft loans for reactivating tourism units such as hotels, restaurants and houseboats etc. Provisions were also laid down for an outright investment subsidy for setting up tourist business units at lesser-known places.²⁴ Some of the major projects and incentives announced by the state government for the development of infrastructure were:

- A grant of 30 per cent capital outright investment subsidy on the fixed assets including cost of land for new tourism units. This subsidy was also made available for expansion of the existing units with restrictions on investments made for the extension of existing units only.
- If a new unit invests Rs. 25.00 crore or more in fixed assets including the cost of land in any area of the state, it will be treated as a prestigious unit; a capital outright investment subsidy of Rs. 60.00 lakh would be given to it at the time of commissioning.

The following items were earmarked for capital outright investment subsidy: -

- Cost of land and its development
- Civil Works including sanitary fitting plumbing and internal electrification
- Modern kitchen equipment and refrigeration units
- Sewage disposal system
- Air conditioning and central heating units
- Geysers and boilers.

The efforts for product development have witnessed a sea change, with certain forms of tourism being identified as most potential areas. These include Nature Tourism, Adventure Tourism, Pilgrimage or Religious Tourism, Ethnic Tourism, Heritage Tourism, Convention Tourism, Sports Tourism and Rural Tourism.

Nature tourism has always remained the mainstay of Kashmir Tourism. Beautiful lakes, mountains, waterfalls, forests with wildlife and an abundance of flora and fauna make it an ideal place for nature lovers. For the development of nature tourism the government has initiated various projects and as part of the program an amount of US\$ 55.8 million has been approved for the restoration of Dal Lake²⁵. Similarly Rs. 180 crore plan project is in the pipeline for the preservation of Wullar Lake.²⁶ Drass the second coldest place in the world after Siberia has been earmarked for development as a tourist village at an estimated cost of Rs. 1.80 crores.²⁷ Rajouri and Poonch districts have been identified as two most potential districts for the development of nature tourism in the state. For this purpose Rs. 20 crores will be spent over a period of four years²⁸. Under Prime Minister's financial package 50 villages are to be developed as model tourist villages²⁹. Various new scenic spots identified in the state have been earmarked for tourism development. For proper, effective and sustainable tourism development of natural resorts, government created a number of developmental authorities. These authorities have been constituted for places like Gulmarg, Pahalgam, Sonmarg, Patnitop, Verinag, Ahrabal, Doodpathri, Yusmarg, Wullar-Manasbal, Kokernag, Kargil, Zanaskar, Leh, Bhaderwah, Kishtwar, Rajouri, Poonch, Lakhanpur-Sarthal and Surinsar-Mansar. These development authorities have been entrusted with the responsibility of taking up tourism related developmental activities including construction of parks, roads, tourist huts at main tourist places, conservation of natural resources, adventure tourism and development of pilgrim spots. Most of these development authorities will be financed by the central government and their autonomous nature of functioning speaks volumes about the seriousness and flexibility shown by the government for the development of tourism in the state.

In terms of adventure and sports tourism the state has immense potential and as such the segment is being given the required thrust through various policy initiatives. Paragliding, water rafting and golf are important features in terms of the summer activities while as in winters there is potential for skiing, ice hockey, sledging and other winter games. The state has the potential of turning into a golfers' paradise as it is home to some of the very beautiful and choicest golf courses known world over. The Royal Springs Golf Course at Srinagar is known

for its beauty as it is situated on the banks of the Dal lake while as Gulmarg Golf Course is famous for its altitude, which is 2730 meters. The valley has the distinction of hosting the country's highest priced golf tournament known as Kashmir Open Golf Tournament that has prize money of Rs. 18 lakh. The plans are afoot for constructing new golf courses at Sonamarg and Patnitop.³⁰

Gulmarg's wonderful ski slopes make it an ideal venue for winter games and in the recent decade it has played host to the National Winter Games twice, once in 1998 and more recently in 2004. These ski slopes make Gulmarg an ideal place for world class skiers. Gulmarg's clear skies and its proximity to the Srinagar Airport make it more attractive for the international skiers. Gulmarg is also home to Asia's highest ropeway taking tourists from 8,900 feet above sea level to 13,500 feet high in about 20 minutes³¹. The ropeway makes it more convenient for skiers as this gives them a ski run of nearly 3 kilometers. This gondola cable car has become a craze with visitors and its earnings for the first five months of 2004 were a record Rs. 2 crores, which exceeded the total earnings during 2003.³² For giving boost to sports tourism Jammu & Kashmir has been selected to host the 2010 Commonwealth Winter Games.³³

Another adventurous activity that is being promoted in the state is fishing. In this regard various trout fish farms have been established throughout the state and as such trout fishing in Kashmir is far cheaper than it is in any other part of the world.

From the developmental perspective heritage tourism has been coupled with religious and pilgrimage tourism and this is foreseen as an activity that has the potential to generate immense tourist traffic. In this regard the emphasis is being put on an amalgam of monasteries and paintings in Ladakh, palaces and temples of Jammu and monuments and Sufi shrines of Kashmir. In addition to the religious flair all these attractions are of monumental importance. These attractions differ in architecture and have distinct histories. For the promotion and development of religious tourism the government has initiated various plans for renovation and conservation of religious and historical buildings like Hazratbal, Jamia Masjid, Khanqah-e-Moulla, Baba Rishi, Aishmuqam and Mubarak Mandi.

Mention needs to be made of the two most important religious sites in the state namely Mata Vaishno Devi Shrine and Shri Amarnath Ji. These two shrines have the highest touristry value in terms of the number of pilgrims they attract. Accordingly for better man management the government has established two shrine boards to look after the development of these two holy places.

Convention tourism is another area which is being given impetus. In this regard the facilities at SKICC convention complex are being improved up to international standards. One of the biggest and most beautiful convention complexes, SKICC played host to some of the major events in the country. In the recent past about 250 conferences³⁴ were held in Kashmir valley that includes the eighth interstate council meeting which was for the first time held outside New Delhi. In addition to this the state has played host to the conclave of 15 congress Chief Ministers, various standing committee meetings of MPs and annual general meeting of the World Travel and Tourism Council (WTTC).³⁵

For the development of rural and ethnic tourism the state government plans certain tourist villages with emphasis on ethnicity. The developmental aspect in this regard will be local traditions and varied crafts of world fame. Kashmir valley is known for handicrafts worldwide and in this regard government is planning to setup craft manufacturing centers en-route or near some important tourist centers so that their proximity will help tourists, visiting these centers in great numbers. In this regard Budget 2006 announced that about 50 villages with handicraft base will be developed as tourist spots so as to promote the real India and fetch the fruits of globalization to rural people as well.³⁶

6.4 Place Perspective

The place perspective in essence is a relational term for distribution network. An effective distribution of the tourism product is carried out through different considerations that involve policy matters as regarding the accessibility, local channels of distribution and distribution coverage area.

The nineties decade began with a policy shift from a closed economy to a more liberalized economy and this brought in its fore the open sky policy. The policy

revolutionized the Indian skies and as such a sea change was witnessed in the accessibility arena within the fabric of the Indian union. However not much of it was noticeable as far as the state of Jammu & Kashmir was concerned. It was largely due to the prevailing violent situation in the state. With the improvement in situation more and more private airlines started their operations to the state and today the capital cities of Srinagar and Jammu are connected with the rest of the country on a quantum basis. Both these cities almost receive ten flights daily and in addition to Delhi there are direct flights to Mumbai, Ahmedabad and Pune as well. The other city that has air connection with the rest of the country is the famous tourist destination Leh.

This has improved the accessibility to the state as far as the major gateways are concerned and in a sense has boosted the tourism industry. The declaration of Srinagar Airport as an international Airport has added more feather to the kite and this enunciated a large scale improvement in the infrastructural facilities at the airport.

The next important thing that happened in the accessibility arena was the extension of railway line from Jammu to Udhampur. This has reduced the travel time by at-least two hours leaving aside the comfort that it brings when compared to travel by road. The construction of railway line beyond Udhampur is in full swing and the time is not far when the valley will be connected with the rest of the country by rail. The construction of the railway line will bring in its fold some of the rarest adventures that have the potential of turning into tourism resources. Two such quests will be a bridge over river Chinab and the tunnel connecting Banihal with lower Munda. The bridge with a height of 362 meters will be the tallest in the world and its length measuring 1315 meters makes it the world's third longest railway bridge. The tunnel with a length of 10.96 Km will be longest in India.³⁷

Road transport is another option that connects the state with the rest of the country. In this regard the increasing traffic rush is causing ripples and to counter this increasing menace the state and the central government is working on various new projects. One such important project is the road link from Manali to Leh. This 474 Km. ambitious project will be an all-weather road and is expected to be

completed by 2010 at an estimated cost of Rs. 1335 crore.³⁸ Another ambitious project is the Mughal Road. Government is also determined to provide an all weather link between Jammu and Srinagar. For this purpose government in association with an Austrian consultancy firm has prepared a project plan. The plan envisages a link between the two capital cities that would be shorter in length by about 80 to 90 Km. than the existing National Highway. It will also have 40 to 50 tunnels so as to make it free from any vulnerability. The plan is pending with the central government for approval.

In addition to these major projects the government has some minor road projects within the state territory. These road projects have been designed to reduce the traffic rush on the otherwise very congested roads. The road projects mainly include widening of roads and at some places alternate road links have been designed. Some of these road projects are:³⁹

1) North South Corridor Road which is an alternate link between Soura and Pandach in Srinagar city. This is a four lane project and is stated to be completed at an estimated cost of Rs. 939 lakh.

(2) Four-laning of National Highway bypass from Pandchowk to Parimpora at an estimated cost of Rs. 168 crore.

(3) Strengthening and upgradation of Khanbal-Pahalgam road at an estimated cost of Rs. 167 crore.

Under the Pradhan Mantri Gram Sadak Yojna Phase III and IV, 10 new road projects are in the offing, 5 each in Kashmir and Jammu region respectively. Moreover under the village connectivity programme 20 villages are connected.⁴⁰

As far as transport is concerned the state has one of the efficient transport mechanisms in the country. Jammu & Kashmir State Road Transport Corporation is at the center stage of all transport needs, however many private operators do also provide strength to the system. Moreover taxis and 'Sumo services' (Jeeps plying between different destinations as public transport) operate between all major towns and important tourist places. However during heavy tourist traffic,

the mechanism is thrown out of gear as it fails to cope with the demanding situation.

Locale is an area that has been discussed extensively in the previous chapters. However what needs to be mentioned is that the government in the backdrop of violent guns has worked emphatically with zest and courage. The devastated government infrastructure is being redeveloped at an extensive pace and the state is once again seeing the tourist boom at its different locales. For better facilities most of these tourist destinations are being equipped with proper and necessary features, so as to meet the demands of the visiting tourists. For this purpose Jammu & Kashmir Tourism Development Corporation has established units at all important tourist destinations. These units provide accommodation, food and other necessary services. Moreover the organization has set up cafeterias and Dak Bungalows at different places throughout the highways leading to important tourist destinations or for that matter on the national highway from Jammu to Srinagar and from Srinagar to Leh.

The distribution of the tourist product of Jammu & Kashmir is being carried out through two primary organizations namely, Department of Tourism, Government of Jammu & Kashmir and Jammu & Kashmir Tourism Development Corporation (JKTDC). For proper and effective distribution mechanism these two primary organizations have established a number of offices both within the state and outside of it. The two organizations have their offices at almost all the major tourist destinations within the state and for a wide distribution coverage area Department of Tourism, Government of Jammu & Kashmir has set up offices in all the major cities of the country including Chandigarh, Delhi, Ahmedabad, Mumbai, Chennai, Bangalore, Hyderabad etc. In addition to these two primary organizations, distribution of the tourist product is also carried out through various travel agencies and tour operators spread across the length and breadth of the country. Some multinational tourist organizations have also been vowed to carry out the distribution work.

6.5 Pricing Perspective

Pricing is an area in tourism industry where government has no or very little control. Although the government department of tourism acts as a regulatory body but pricing is an area that falls beyond the scope of regulatory mechanism. However in the recent times globalization and liberalization patterns have revolutionized the pricing systems and today consumer is stated to be the king. Globalization and liberalization has lead to the entry of more and more players into the market that has resulted in an increased competition. Pertaining to this theory the tourism market has been influenced to a great deal and the consumer which in this case is the tourist has got a greater say when it comes to pricing a product. The apparent difference marked in the skies has been phenomenal. With the entry of a large number of low-cost airlines into the market the prices have gone down considerably and today air travel no longer remains the luxury associated with the affluent class only. There has been such reduction in prices that one can very easily compare them with the rail and road prices. Jammu & Kashmir has been no exception and there have been instances when people have flown from Srinagar to Delhi, costing as low as Rs. 1 plus taxes. However the same cannot be said about the accommodation industry. Although the process of globalization and liberalization has paid its dividends in the accommodation industry as well but pricing has remained unaltered. It is basically a question related to demand and supply patterns and it can be said clearly that in-spite of a large number of new entrants in the accommodation sector the supply pattern hardly meets the demand pattern.

Surface transport is an area that is of growing concern for the planners and policy makers. The escalating oil prices can in no way hold the transport prices at bay, and both proportionately influence each other. As a result transport prices are increasing at an alarming rate and this is proving fatal for the tourism industry. Baring a couple of entry points Jammu & Kashmir is a state that increasingly depends on the surface transport for connectivity between various tourist destinations. Thus the increasing transport prices are a cause of worry for the planners and this can prove devastating for the tourism industry in the state.

6.6 Promotion and Publicity Perspective

Promotion of the tourist product is carried out through advertising, personal selling, sales promotion, publicity and public relations. All these aspects of the promotional perspective play a vital role in the overall performance of the industry. These aspects are so intermingled with each other that it is often very difficult to distinguish between them. However the distinction between all these terms can be put forth in the following terms.

“It is alleged that when a public relations man was once asked by a pretty girl to define his job, he said: If I tell you I am handsome, intelligent, that is advertising. If somebody else tells you that I am handsome and intelligent, that is sales promotion. But if you come and tell me that you have heard that I am handsome and intelligent, that is public relations.”⁴¹

In Jammu & Kashmir the two most important agencies engaged in the promotion of tourism are the state Department of Tourism, Government of Jammu & Kashmir, and Jammu & Kashmir Tourism Development Corporation. Department of Tourism has two separate divisions for the purpose namely the marketing division and the publicity division, while as JKTDC has a travel division that incorporates all these tasks. The marketing campaign of Jammu & Kashmir’s tourism has seen many slogans and it started in the early sixties with the slogan:

“You can not have enough of it”

This has been followed by many slogans and some of them are:

“If there is a paradise on earth, it is this, it is this, it is this”

(Translation of a famous couplet by Mughal Emperor Jahangir)

More recently the government is promoting tourism in the state under the brand slogan:

“Make Kashmir your winter playground”

With all these and many more slogans there has been an extensive advertising campaign, for the promotion of tourism in the state. The state is very rich in terms of the publicity material it produces for the promotion of its tourist product. Broachers are available on almost every tourist destination. These broachers give firsthand information about the destination, which encompasses all facts including places to see, where to stay, how to reach and what kind of activities to enjoy. There are columns regarding the historical and cultural importance as well. In addition to broachers the publicity material includes maps, photo-cards and small but well informative booklets. Photographic exhibitions highlighting the natural and scenic beauty are proving to be successful promotional tools.

Another important medium used for the promotion of the tourist product is the mass media. Advertisement campaigns are carried out in leading newspapers, magazines and electronic media. Use of information technology has added another feather to the promotional process. Production of films through CD ROMs and multimedia technology is being increasingly used as an important facet for the promotion of tourism in the state. Virtual reality shows are a big success in this regard.

In its endeavour to promote tourism in the state, the Department of Tourism, Government of Jammu & Kashmir also organizes familiarization tours for travel agents, tour operators, journalists and officers of various foreign missions. Besides popular TV channels are encouraged to shoot their episodes in Kashmir. In this regard subsidies were announced by the state government for the Bollywood films shot in Srinagar.⁴² For its efforts to promote tourism the state government was awarded 'Outlook Traveller-TAAI award for excellence' in 2001.⁴³ The strategies adopted for the promotion of tourism in the state received a boost in 2003 when the state was selected for the coveted National Tourism Award.⁴⁴

The promotional task is also carried out through the organization of various festivals, such as Ladakh Festival, Jammu Festival (Jashn-e-Jammu)⁴⁵, Festival of South Asian Universities in Jammu etc.⁴⁶ Moreover to woo domestic tourists, the state plans to hold a series of Kashmir festivals and exhibitions of seven to fifteen

days duration at Delhi, Mumbai, Bangalore, Chennai, Hyderabad and Ahmedabad.⁴⁷

Another innovative promotional technique adopted has been the selection of US varsity students as the Kashmir brand ambassadors.⁴⁸ On its part JKTDC helps in the promotion of tourism in the state by participating in various national and international Travel Marts and Fairs.

6.7 Physical Evidence Perspective

Physical evidence is a term, generally associated with the layout of a product. In tourism physical evidence is corroborated with those aspects of the tourism product whose existence gives a sense of wellbeing. In other words there are such things associated with a tourist destination, which give tourists a sense of belonging, freshness, joy, flamboyance and splendour. In essence these factors have a degree of tangibility associated with them. Their tangible nature when coupled with the intangible aspects of a tourist product gives the product an entirely different shape and value. It adds to the flair and quality of the product and makes it more convenient and attractive.

Thus physical evidence is an important aspect of the planning process and can be related from an architectural marvel to the basic amenities that are meant to be provided to the tourists at a tourist destination. Thus while planning a tourist destination it becomes imperative to create a structure that fits best into the environs of nature, i.e. it is to be developed in such a manner that it must look like a part and parcel of the settings in which it is created. In other words it can be attributed to the planning and development of accommodation units, restaurants, market place, sports facilities and other amenities. The major consideration that is of paramount importance in this case is as regards to the position and place where they are created. Their accessibility and connectivity from the main tourist destination is to be taken care of. Besides being enjoyable, it should be at ease with the tourists. In this regard the second most important thing is the internal layout of hotel lobby, hotel rooms, restaurants, bars and market place etc. The layout of all these places should be attractive with special care for individual privacy.

Physical evidence perspective is a recent addition to the tourism marketing strategy and as such is in its very nascent stage. It has failed to find favour from the planners as far as the tourism marketing strategy of Jammu & Kashmir is concerned. To put it correctly, it can be argued that planners have failed to recognize it as a separate attribute of the tourism marketing mix. In contrast it has been partially covered under different heads.

Department of Tourism, Government of Jammu & Kashmir is the nodal agency for all the activities related to planning process. The department acts as a regulatory authority and has the sole discretion of selecting the physical layout of a tourist place. It is the prerogative of the department to decide about the place and position of market place, hotel, restaurant, golf course or other sports related activities etc. In recent times the planning process has received a boost by giving a new look to some of the world famous tourist destinations in Jammu & Kashmir. In this regard mention may be made of Pahalgam, Gulmarg and some of the newly identified tourist spots. The planners have tried to add to the touristic value of Pahalgam by managing to create an amusement park for children. In Gulmarg about 5000 canals of land has been identified which is to be leased to private developers in a phased manner. The idea is to create an infrastructure of international standards, so that Gulmarg can be sold as an international winter tourist destination. The identified area includes some of the sloped paths as well, which are to be developed as slopes meant for international skiers. Similarly from 2006 the government has thrown open slopes at Yousmarg and a large number of skiers are expected to ski on these slopes.⁴⁹ Among new identified tourist areas, Gogji pathar, Mujipathar and Badherwah are being developed and for this the plans are already afoot as regarding the physical layout of the tourist infrastructure at these places.

The other agency that plays an important role in the physical layout of tourist infrastructure is Jammu & Kashmir Tourism Development Corporation (JKTDC). JKTDC is responsible for providing facilities to the tourists in terms of food, accommodation and other amenities. Their units have been developed in such a manner that they provide a homely atmosphere to the tourists. The physical layout of their accommodation units and restaurants is taken special care of. Their

accommodation units often referred to as ‘huts’ are like homes with two to three bedrooms, lobby and a kitchen where a visiting family or group can stay at ease on their own preferences. The visitors can have food of their choice and they can even cook it themselves. Moreover JKTDC has rest-houses and Dak Bungalows at various places on all important highways. These rest houses and Dak Bungalows are well equipped with all the modern facilities and in addition to the delicious food, traveling tourists can benefit from other recreational measures.

Moreover for smooth and effective operational benefits, government has outlined certain regulations for the private operators. These regulations play an important role as regards to the physical layout of the service providers. These regulations include the office or restaurant space area with specific dimensions, facilities for toilets and change rooms within the premises and other important measures that have a bearing effect on the physical layout of the area. Thus as part of this regulatory mechanism only those service providers receive government recognition who fulfill the prescribed criteria. This helps in giving the tourist product a more respectable shape which in turn results in better, effective, attractive and impressive operational services.

6.8 People’s Perspective

From an era where tourism belonged to the rich and affluent sections of the society, the phenomenon has changed progressively and today tourism is recognized as an activity for all, regardless of their social class or status in the society. Governments’ world over are trying to engage more and more people in the industry so as the benefits trickle down to the masses. This has made tourism a peoples’ product and more and more people are showing concern about the growth and development of the industry. However it is the prerogative of the respective governments’ to make people participate in the developmental process. Having, said that however it is imperative to note that without the people’s participation no government can succeed in running the tourism affairs successfully.

Participation of local communities in tourism development remains a challenge with the planners. This has been strongly associated with the growth and

development of sustainable and eco-tourism which are being advocated as those forms of tourism that hold future. Thus the key to any successful tourism development plan lies in the fact that how emphatically it advocates the role of local community in the overall developmental process

Pertinent to the fact that people of Jammu & Kashmir are very hospitable and skillful, their participation in the affairs of the industry is of paramount importance. These two characteristics make people of Jammu & Kashmir an important instrument in the growth and development of tourism industry in the state. In this regard one of the advantages that remains with the local populace is that it is impossible for non-state subjects (people who are not the permanent residents of Jammu & Kashmir) to invest in the state as far as holding property is concerned. This has allowed the local residents to establish an uninterrupted and unchallenged control over the affairs of the travel trade. This at times hinders the growth but in the long run is in the best interest of the local population. As part of her efforts, the government of Jammu & Kashmir has come out with various schemes that encourage the participation of local people in tourism related activities. One such effort is the provision of soft loans for establishing tourism trade related units. This includes loans for accommodation units, restaurants, travel agencies, tour operators, adventure sports equipment providers and the trade related to other basic amenities. The diversification of the tourism product is another part of the planning process that aims to benefit maximum number of residents through tourism. The philosophy behind the plan is that by diversifying the tourism product, the area of influence will increase which in turn will require more hands and as such more and more people will participate.

6.9 Process Perspective

‘Process perspective’ has emerged as one of the very important P’s of tourism marketing mix as it accentuates such characteristics that have a befitting effect on the overall planning process. It epitomizes all these characters in such a manner that their knowledge becomes essential in deciding about the planning process. In effect it is the study of all those procedural implications that are adopted in running the affairs of tourism business. Some of the essential parts of this study

include tourist inflow, direction of the flow, tourist motivations, impression of tourists about the destination region, tourist experiences and feedback from the tourists.

In this regard the state of tourism in Jammu & Kashmir is no different. Partly there are such procedures at place that accentuate some necessary characteristics which are important in the planning process. As part of this exercise all the entry points in the state house offices which are responsible for registering the entry and exit of all international tourists. This way the data about the international tourist arrivals is maintained. The data collected gives a clear cut idea about the nationality, age-group and gender of the tourists. Similarly data is maintained for pilgrims visiting Mata Vaishno Devi Shrine and Shri Amarnath Ji. However the same cannot be said about all the domestic tourists.

Further the state holds a pioneering position in terms of the facilities it provides to its tourists. The tourist reception centers at Srinagar and Jammu are of the state of art as multiple facilities are provided to the tourists under one roof.⁵⁰ In addition to the offices of the Department of Tourism and Jammu & Kashmir Tourism Development Corporation, both these centers house offices of airlines, banks, post offices, hotel reservation counters, internet parlours and other communication facilities. This facilitates tourists with free access to information and helps them in planning their tour itineraries accordingly. Moreover these reception centers act as knowledge houses for the planners as one can gain a fair idea about the tourist motivations and can also borrow feedback from the tourists. To streamline the process government initiated various steps for the speedy development of tourism in the state. In this regard a separate body was constituted for the cable car project at Gulmarg and at other places in the state. This body was given the status of a corporation and was named as Jammu & Kashmir Cable Car Corporation. In addition to this 20 autonomous developmental authorities were constituted. As part of the process these developmental authorities were entrusted with the task of developing tourism in their respective areas. This was done to make the process more fast, smooth, effective and transparent. Moreover it was felt that this will help in involving the local communities more vigorously.

The state was one of the pioneering states which introduced the concept of tourist police. This was done in order to have fast redressal of tourist complaints. For this purpose, tourist police stations were established at all important tourist destinations. Initially the concept was a big success and it proved to be a great confidence building measure among tourists, but later on the concept got defunct in the administrative hackles of power, lost its significance and ultimately died down.

6.10 Analysis and Evaluation

The above discussion highlighting the 7P tourism marketing mix concept of Jammu & Kashmir Tourism has been put together in bits and pieces from different resources. In essence there is no clear cut policy document on Jammu & Kashmir tourism. From time to time government comes out with fragmented plans directed towards development of certain particular areas or fields of touristy importance. From the developmental perspective these plans often obliterate from the seen as they are immaterial and are at variance with other planned projects. These plans are either replaced by a new set of plans or are simply abandoned. Moreover their completion does not always result in perceived gains. A stepwise detailed analysis of the 7P tourism marketing mix strategy will help in assimilating the pitfalls of the strategic process.

6.10.1 Product Perspective Analysis

Product development is an important aspect of the strategic process. Although after the ferocious decade from 1989 to 1999, tourism panacea was on the top of the government's agenda. The initial plans were designed towards the revival of the decaying tourism products in the state. In such a chaotic situation these plans were both courageous and exciting. As a result of these plans the tourist inflow to the state improved to a certain extent. However with the situation improving rapidly the revival plans were at once replaced by certain other plans. These plans were laid down without any specific inputs. This can be explained as follows.

Diversification was identified as an important aspect of the planning process. This involved the diversification of both the tourist product and operational

tourist area. The distinction between the tourist product and the operational tourist area is being made here on the pretext that as part of the diversification plans government identified various forms of tourism which were to be taken for tourism development in the state. In addition to this government identified more areas or destinations that were to be added to the existing tourist map of the state. In this way both the product forms and operational tourist area were to be augmented to productive heights. Although this may seem prudent in a normal situation but in the prevailing circumstances this was an uphill task meant to please certain corridors of political power. Diversification is an area that calls for an in depth analysis of the market forces and is taken only after thorough market research. Therefore, before going for any diversification drive, the planners must have a thorough knowledge of the prevailing market conditions and as such they must emphatically be able to answer questions like:

- Who our customers are
- Their country, region or state of origin
- Their social class, educational background and lifestyle
- Amount of disposable income available with them for tourism
- Most appropriate time of their visit
- Their age-group, gender and marital status
- Their motivations, likes, and dislikes
- Their product preferences

However in Jammu and Kashmir no such exercise was planned. The diversification of the tourism product was taken without any answers to the above mentioned questions. Such a kind of flawed attitude is rebellious and the policy thus formulated is bound to flop. Thus devising a product without having any proper classification of the target market is in no way advantageous for the overall development of tourism in the state. Such a kind of policy can not make any headway unless and until one has prior knowledge of the above mentioned parameters which are essential in designing and developing the new product. By inducting places like Rajouri, Poonch and Baderwah on the tourist map of the state, the government made its diversification plans clear but the planning seemed out of place as there was no proper identification of the market segment that planners saw visiting these places. Secondly all these places lie on a different

route than the Kashmir valley and as such the developmental process calls for massive infrastructural development. This means diversion of budgetary resources from the mainland tourist area to these exterior and far away newly identified tourist places. Such an approach will squeeze the budgetary resources for mainland tourist areas which still starve for infrastructural upliftment. These mainland tourist areas still have ample carrying capacity and as such there is very little scope for diversifying to other areas keeping in view the costs involved for developing new tourist destinations.

Another important aspect of the product development is creation of proper and world class infrastructural facilities. Kashmir's traditional tourist image calls for such infrastructural facilities which are comparable to any world class tourist destination, but alas on this front the state lags far behind than its counterparts within the Indian union. It is amazing but true that in addition to a Palace hotel, there is only one five star hotel in Kashmir and that too is a government owned property. Although as part of its revival drive, government announced various incentives and schemes for the development of sick units, but more needs to be done so as to cater to the higher budget category of tourists. There is need for a number of five star hotels at Srinagar, Jammu, Pahalgam, Gulmarg, Leh and other new destinations within the Kashmir valley which have been earmarked for tourism development. Government's planning process for the product development has failed on this front also and as such no plans are in the offing to cater to this segment of the product development process.

Gulmarg has been identified as a winter destination with immense potential. It is supposed that its ski slopes are one of the best in the world and its proximity to the airport makes it an ideal destination for world skiers. But on the accommodation front Gulmarg lags far behind. There is not a single hotel with international standards and the apathy is that it does not figure anywhere in the planning process.

6.10.2 Place perspective Analysis

In its long history, Jammu and Kashmir tourism has failed to take cognizance of its counterparts and as such no productive changes can be visualized in terms of the accessibility, locale, distribution network and distribution coverage area. After more than half a century of planned tourism development in the country, the distribution network of the Jammu & Kashmir tourism is still being lead by two government organizations namely Department of Tourism and Jammu & Kashmir Tourism Development Corporation. There are no traces of public-private partnership and in recent times two leading travel companies namely Sita World Travels and Travel Corporation of India have closed their offices in the valley. There is not a single standard private tour or travel operator who is widely engaged in marketing Jammu & Kashmir as a tourist destination. Most of the local private tour operators have either moved out of the valley or have shifted to other forms of trade. This being widely accepted that most of the public sector enterprises are white elephants and as such Jammu & Kashmir's case is no different. Both these government organizations have failed in their resolve to develop tourism in the state in such a manner that in addition to economic development it leads to national integration and better quality of life for the people. In the absence of a thorough market research there is no clear cut idea about the market analysis and market segmentation. This lacuna makes it very difficult for the planners to work towards a progressive distribution network and as a result the distribution coverage area remains limited.

The irony of the situation can be visualized from the fact that in spite of having such a long history of tourism, there is not a single IATA recognized travel agent in Jammu & Kashmir. It is always a mess for international travelers to book or alter their travel plans once they enter into the territory. They have to either contact their agents in Delhi or abroad or work through middle men who charge hefty sums of money for the purpose.

As far as accessibility to Jammu & Kashmir is concerned, it is only in very recent times that some positive developments have taken place. However it is imperative to point out that the process of making Jammu & Kashmir easily accessible has been very slow. Although Jammu & Kashmir was not far behind

when open sky policy revolutionized the Indian skies and made destinations easily accessible, but it can not be said about the Indian Railways which in a sense can be termed as the nerve center of the Indian union. Till recently the only gateway for Indian Railways into Jammu & Kashmir was at Jammu, which has now been extended up to Udhampur. Jammu-Udhampur rail link was one of the ambitious projects of Indian Railways announced way back in 1980 and which was to be completed in 1984. However this ambitious project fell prey to political upheavals and it took 25 long years to complete the project. The absence of a complete rail link between the various parts of the state has proved to be a big hindrance in the growth and development of tourism in the state. On account of this a large number of visitors to Mata Vaishno Devi shrine halt their travel plans at the shrine itself and from here they return back to their respective homes. The story of road projects has been no different. Most of the road projects are vying for completion. The delays have been enormous and one such stunning example is the North-South corridor road – an alternate link in the downtown Srinagar on Srinagar-Leh highway. This ambitious project was started in 1980. Since then the project has been modified many a times and is yet to be completed. This delayed completion of road and rail projects has resulted in the failure to improve accessibility options in the state and as a result there has been a deferred tourism growth as well.

Destination development is again an area where state lacks proper planning. Destination development plans in the state are often at loggerheads with the principles of sustainable tourism development. The state's fragile environment and ecology calls for a thorough analysis of all destination developmental plans before they are put to effective use. However past experiences reveal that no such analytical studies have been carried out before executing these ambitious developmental projects. One stunning example is the filling up of water bodies in Srinagar city. These water bodies were filled so as to pave way for the development of new roads. Such new roads have come along the banks of Dal lake and one such road called the Nalai Meur road pierces the Srinagar city. Development of such roads out of water bodies has resulted in a defunct sewage system in Srinagar city and this has created an upheaval in the otherwise green and healthy environs of the city. Moreover, as part of its drive for destination

development government undertook certain plans in Gulmarg and Pahalgam. The projects involved creation of amusement park and children's park at both these places. This seems out of place for such destinations that are worldly famous for their natural beauty. These amusement parks will result in the degradation of natural environment and are in no way going to help tourism in the long run. The need of the hour is to focus on conservation of heritage and natural resources. But baring some bookish features the situation on the ground is pathetic.

Another stunning example is unscrupulous growth and promotion of Amarnath yatra. The yatra is eating out the green environs of the valley and these environmentally fragile pastures which in the past seldom saw human movement are today frequented by large number of visitors. Exposing these pastures beyond their carrying capacity will ultimately have its toll and the day is not far away when these pastures will be left out with out any beauty and charisma. At the first place this mass movement of yatris puts a question mark on the nature and credibility of this activity that whether it qualifies as a tourism activity or not and are there any economic gains or not. It is an obvious fact that the state government is pumping a lot of resources in terms of man and money for making the yatra a success and providing yatris with all the necessary facilities, free of cost. At least for the sake of environment, the planners will have to rise above political compulsions and put a lid on the number of yatris by limiting their numbers within the carrying capacity of the area.

Tourism is not about making quick bucks, but the planners have to learn to make it sustainable in a manner that the fruits are reaped by all, generation after generation.

6.10.3 Pricing Perspective Analysis

Pricing is an absolute parameter that plays a vital role in determining the tourist inflow to a tourist destination. It remains at the back of all motivational factors and ultimately prevails as one of the most important factors in the decision making process. It is on the basis of prices and the overall cost of living at a destination that helps tourists to decide upon their destination of choice. As such

a cheaper destination is going to attract many more tourists than a destination with costly hotels, transport and overall cost of living.

The state of Jammu & Kashmir suffers on this front also. The state ranks among the top most Indian states in terms of higher cost of living and a recent survey reveals that Kashmir is only second to Mumbai in terms of the wages for unskilled workforce.⁵¹ This surely gives a clear-cut idea about the cost of living in the state. Hotels in the state are too costly when compared to international standards. Following views expressed by a tourist in a newspaper article reveal the costly nature of Jammu & Kashmir as a tourist destination:

‘Kashmir is a very expensive destination with low quality on services. Two weeks at a five star hotel in Costa Rica, traveling from Spain, is on offer for €400, Turkey €300 and Croatia €250. Two years ago I was quoted €300 for one night’s trekking by a houseboat owner.’⁵²

The state tourism is also plagued by the dual pricing mechanisms with foreigners being charged a different fare from that of the Indian tourists. Most of the good hotels in the state have a dual tariff system with dollar tariff for foreigners and INR tariff for Indians. The dollar tariff is always much more than the Indian tariff and a huge difference is marked when dollar tariff is converted into Indian rupees. Same is the case with various airlines which opt for a dual pricing mechanism based on nationality variations. Here again the differences between dollar fare and the Indian fare are huge. Moreover most of the airlines operating on domestic sectors facilitate Indian tourists by providing them reservation facilities on the World Wide Web; however the same cannot be said about international passengers as the payments through international credit cards are unacceptable. This dual pricing mechanism is proving to be a great stumbling block in the growth and development of tourism in the state.

The position of road transport in the state is no different. Transporters charge exuberant sums of money from the tourists. A taxi from Srinagar airport to the city center which is at a distance of 8 Km. charges anything between Rs. 400 to Rs 600, while as a taxi in Delhi from IGI airport to New Delhi Railway station which is at a distance of 13 Km. charges Rs. 200.

For proper and successful tourism development the state is in immediate need of a regulatory mechanism that can control the prices of services and commodities meant for tourists. For this to happen, the state tourism administrators will have to come out of the closet and act in a way that is more efficient and effective. Moreover there is an immediate need of removing the disparity barrier in the pricing system whereby both domestic and international tourists are charged equally.

6.10.4 Promotion and Publicity Perspective Analysis

This is one parameter of the marketing mix where it can be said that the planners are up to the task and are promoting Jammu & Kashmir's tourism in the best possible manner. These promotional efforts have been carried out much efficiently but less effectively. Much efficiently denotes that all possible available methods of promotion have been availed and less effectively refers to the fact that the results have not been that encouraging. Although there is no flaw in the promotional efforts, yet the failure to achieve results are subdued in the overall marketing process. This is explainable on account of

- no market segmentation
- no product identification
- no market analysis
- no clear cut agenda as to what is to be promoted and what not

Promotional efforts of Jammu & Kashmir tourism err on two fronts.

Firstly there seems to be some kind of a conscious effort whereby Jammu & Kashmir is being promoted only as a domestic tourist destination and its international appeal is not being exhibited, that vehemently. This pretentious approach of the promotional process is obvious from the various tourism policy documents of Government of India, which seldom refer to Jammu & Kashmir. The state fails to find her name in the identified tourist circuits marked for development. Similarly the extensive 'Incredible India Campaign' fails to project Jammu & Kashmir as a tourist destination with immense potential. Even the government of India's official tourist website has very little information on Jammu & Kashmir. This is partly due to political reasons and the sluggish

approach of the local authorities counts for the rest. These local authorities have failed to come to terms with the fast changing technological outbursts and have thus fallen apart.

Next in line that negates the promotional process is flawed public relations approach. Although the state has a well-established marketing and publicity division but the staff lacks in training and dedication. Years of secessionist violence has plagued the work culture so much that it is hard to find employees sitting at their respective positions. The phone calls often go unheard or the person answering the query is not well-equipped with the information.

Another area of concern that inhibits the promotional process is poor website content. In this regard 'Incredible India' website has very negligible information on Jammu & Kashmir and as such the story of the state's own tourism website is no different. It lacks in content and is not sure about the kind and quality of tourism to be promoted. There is very little information about the hotel accommodation and the accessibility option to different destinations has been kept at a minimal. Various links on the website do not function properly and the photographs highlighting different tourist destinations are of average quality. There is no scope for online reservations and in today's world this single factor is enough reason responsible for diversion of the tourist traffic.

6.10.5 Physical Evidence Perspective Analysis

The tangible features associated with a tourist product work as an important supplement in the overall growth and development of tourism. This relatively new 'P' of the tourism marketing mix is yet to find favour with the planners as a separate marketing tool. However traces of these tangible features are apparent in the procedures adopted for the overall product development process. Having illuminated on the various aspects of these tangible features from the point of view of Jammu & Kashmir tourism, this can be said with certainty that there still exists a dearth in terms of the procedural progressions adopted for the identification and development of these tangible characteristics. This can be explained as follows:

In planning a tourist destination, the physical wellbeing of the destination is a prerequisite. For ensuring this physical wellbeing it is imperative that the overall developmental plans of the destination fall in line with the tourism development plans. In essence it is the general planning process that accounts for the physical wellbeing of a destination. Physical wellbeing of a destination implies the overall look of a destination which includes town planning, roads, sewage system, water and electricity supply etc. This is an area where the state of Jammu & Kashmir fails to impress the visiting tourists in no uncertain terms. Town planning in the state has failed to take its roots. The roads are in pathetic conditions and the sewage system is yet to be modernized. The situation gets grimmer when one enters the Kashmir valley. Let us take the example of Srinagar city. Today's Srinagar city is a shadow of its historic past. With increasing population most of the city roads are ill-maintained and give a gloomy look. These roads are in miserable condition calling for attention. The new city plans have given way to the development of new roads, but most of these new roads have been constructed by filling various water bodies. This has proved to be an environmental hazard and as such these roads are sticky and smell foul. In times of torrential rains the city fails to cope with the situation and most of these roads get flooded with water, thereby cutting links across various parts of the city. The construction of these roads has added woes to the already fragile sewage system of the city. Another aspect that acts as a physical barrier for the Srinagar city is the construction of military bunkers at every 2 to 3 Km. distance. Today, Green Srinagar is a term whose roots can only be found in history. Various green and beautiful parks in the city have given way for big office complexes and the roadsides are devoid of any green plantations. Situation of the traffic is alarming. Vehicular population is on the rise and the traffic is hazardous. The steps taken to contain this menace have not been in the best interests of the city's paradigm. One stunning example of this messy planning is the construction of flyover between Badshah Chowk and Jahangir chowk in Srinagar city. On a number of occasions the plan was abandoned and finally it was bridged in 2004. The flyover has failed to improve upon the traffic chaos in the city and moreover it has reduced the city's appeal and harmed its physical exuberance. Constructions on the roadside are going on in an uncerecermonious way, thereby giving the city a shape that is neither attractive nor plausible. The situation of the electricity in the

valley is alarming. There is hardly a day when there are no power cuts. With immense water resources and the potential to generate electricity this comes as a shock to the visiting tourists. It is a spurious assumption on the part of planners to expect tourists for a destination where nights are dark with no alternate arrangements for illumination. These dark nights coupled with the cold, give the city a look of an odious bastion.

Similarly the restaurants in the city are in disarray. Tourists find it difficult to find food of their choice. The city is devoid of any specialized restaurants. By now, this traditional tourist state should have been full of all kinds of restaurants offering a wide variety of food, but nothing of that sort is visible. Most of the restaurants in the city are of average standards with limited cuisines. It is hard to believe that there is not a single restaurant in the city offering Kashmiri food in the traditional fanfare. An important aspect of the Kashmiri culture, Kashmiri food is famous worldwide but what is more important is the way it is taken and served. The layout of the dinning area along with the arrangement of food plates is a feature that gives the whole exercise entirely a different shape. This has the highest tourist potential and can be sold like hot cakes.

Similarly government's plan to promote Bollywood tourism with no infrastructural inputs seems to be a fuss. This is an area where physical layout matters most and it is fallacious to depend entirely upon the scenic beauty. To be more successful, scenic beauty needs to be coupled with certain infrastructural inputs and that too in a befitting manner. This could have been achieved by supplementing filmmakers with readymade studios at scenic locations. These readymade studios could have been constructed in such a manner so as to leave ample scope for internal modifications. This way the environmental aspect of the area could have been taken care of and more importantly it would have reduced the time required for filming a shot.

6.10.6 People's Perspective Analysis

Planning tourism development is a strenuous job in the sense that it is an activity that embarks on various spheres of the developmental agenda. This complex phenomenon comes into force as a result of an amalgam of various activities

carried out simultaneously in a sequential manner. All these activities are carried out by people - the tourist, through people - the host community. This makes it amply clear that people matter most in this complex phenomenon. Thus involvement of people in the affairs of the tourism business is to be ascertained on all possible counts. As such their role is indispensable for successful and sustainable tourism management. However on account of a fallacious planning approach, Jammu and Kashmir tourism has suffered on this account also. This can be explained as follows:

Although the laws of the land in Jammu & Kashmir make it very difficult for outside investors to invest in tourism and as such this allows local population a kind of monopoly in running the affairs of the business. However the role of the local population has remained limited in the sense that their involvement in the decision making process continues to be minimal. It is an established fact that the involvement of local communities in policy formulation helps in augmenting the performance levels to greater heights and as such the results are more befitting and effective. However in Jammu & Kashmir nothing of this sort is apparent and local communities remain to be mute spectators as far as policy formulation and implementation is concerned. In fact they get to know about the policy initiatives only when implementation part starts. Following example gives credence to the notion:

The condition of the Dal Lake has deteriorated to tragic levels. This deterioration enunciated a number of remedial measure aimed at improving the condition of the lake. However most of these remedial measures have fallen apart and the results have not been encouraging. This failure to achieve results can mainly be attributed to the fact that local inhabitants of this famous water body were never actively involved in the process. This water body is mainly inhabited by a community known as Hanjis. These Dal-dwellers make a living out of the lake and some of them have made big fortunes. However over a period of time the population of the community has increased many a times both in numbers and size. This enormous increase in population has worsened the condition of the lake and has resulted in ecological imbalances. Its size has shrunk immensely and the water is full of moss and algae.

The best part of the planning process should have been involvement of these Dal-dwellers in making the lake clean, moss-free and ecologically viable. For this to achieve what was necessary, was an awareness campaign among these Dal-dwellers informing them about the importance of the lake in terms of source of livelihood, conservation and ecological and biological constraints. Further the campaign should have persuaded them to give up certain errands meant for short term gains as against those where the gains are slow but long term. They should have been made to understand that Dal lake is a source whose sustainable use can assure benefits from generation to generation. But nothing of this sort was done and as such the planners failed to execute their plans successfully. They often came in conflict with these Dal-dwellers and faced enormous opposition. The result is that even after a decade of these conservation projects the situation on the ground remains frail. The Dal continues to suffer from population hazards and ill planning. The situation is not too different at other tourist places of interest, and the local community continues to suffer on account of the attitude shown towards them by planners and policy makers. Their contribution in the policy making is minimal and the plans thus formulated lack absolute vision and suffer from government highhandedness and apathy on the part of local population.

Another area of concern is the ambiguous planning of human resource development. Tourism being a product where repeat customers are common and enhancements in the tourist flow through recommendations and word of mouth are widespread, a skilled labour force becomes a prerequisite for smooth, successful, efficient and effective operational purpose. At every step of the supply chain the qualitative behavior of the supplier is put to test and as such this has an everlasting effect on the future prospects of the industry and is considered to be an important promotional tool. But the state of Jammu & Kashmir lags behind in this aspect as well. The planners have failed to lay emphasis on the development of human resources and the state tourism is deficient in terms of the availability of quality and skilled labour force. This comes as a surprise to many but is true for a state with a very rich touristy past. At the time of independence Jammu & Kashmir was one of the very few Indian states where tourism was an important economic commodity and was somewhat in developed form. However, the state failed to keep pace with other Indian states and till date the state has

only one hotel management institute along with an institute of mountaineering and skiing. In 2002 it was University of Jammu that took the initiative and started a postgraduate course in tourism management, till then no such course was available in the state. Kashmir valley which is famous for her tourism potential worldwide offers no such course at its university known as the University of Kashmir. Moreover there is no provision of training and short term courses for small travel agents, tour operators or persons associated with the trade in any form. The shortage of skilled labour force is a serious drawback and hampers tourist inflow and developmental growth extensively.

6.10.7 Process Perspective Analysis

Process is the ultimate fountain of the 7 'P' tourism marketing mix that portrays tourism in the minds of the visiting as well as prospective tourists. In essence it is the gist of the remaining 6 'P's of tourism marketing mix and decides upon the ways and means through which tasks and objectives outlined in each category are to be carried out. Therefore it encompasses all those activities which otherwise form part of the remaining 6 'P's of tourism marketing mix.

Having spelled out the process involved in carrying out tourism business in Jammu & Kashmir, it becomes imperative to point out that the state tourism is run through 23 government organizations. This may sound awesome but in real sense this is a mess. It is impossible for such a huge number of organizations to come to terms with each other and act in integrity and unanimity. From the functional point of view all these organizations are autonomous and as such act independently. In the absence of any control or accountability, it will be an exaggeration of sorts to expect that these organizations will work in tandem with the Department of Tourism, Government of Jammu & Kashmir, the main agency responsible for the promotion and development of tourism in the state. Most of these organizations are new and in nascent stages of their development. They lack a well-defined infrastructure and as such have failed to make an impeccable impact on the state of affairs of tourism in the state.

One of the main concerns of the tourism developmental process in Jammu & Kashmir is the question of control, i.e. how much control the state planners have

on the affairs of tourism in the state. This is an area which has plagued tourism development process in the state for long. The political impasse in the state has always allowed the central government to interfere in the affairs of the state. This at times has resulted in the highhandedness on the part of the central government and as such has hampered the developmental prospects. An official of the Jammu & Kashmir tourism on the question of anonymity says that the process involved in the formation and execution of project plans for Jammu & Kashmir take a U shape route, i.e. the projects are planned, proposed and budgeted at New Delhi, the executing agency is decided upon by New Delhi, thereafter they come to state government for budget allocations and once the allocations are made they go back to New Delhi for execution. Therefore the state government has no control on such project proposals and remains a mute spectator. This politicization of tourism is in no way helping the industry and moreover using tourism for political gains is as harmful as freezing developmental process. In Jammu & Kashmir, politicization of tourism has come a long way. More recently in 2006, government's plan of developing tourism infrastructure at Gulmarg went into mess when government decided to lease 5000 canals of land to outsiders. This was presented as a big political gimmick and legislation was passed in the state assembly that paved the way for leasing land to outsiders. This created a furor in the corridors of political brass and public opinion was vociferously against the said proposal as it was felt to be a direct attack on the special status enjoyed by the state within the Indian union. This whole exercise had more political motivations than any economic considerations, what was needed was a pragmatic approach whereby it could have been either joint ventures or involving simple franchising on BOT (Build , Operate and Transfer) basis for a specified period of time which is usually 15 or 20 years.⁵³

Politicizing tourism and using it as a barometer for political 'normalcy' has disastrous consequences. This has invited the attention of secessionist elements and as such tourists have become targets of these elements. The planners must keep this in mind and tourism should not be converted into a political constituency and should be purely used for economic gains.

6.11 Conclusion

From the above analytical evaluation of the whole planning process it becomes amply clear that hypothesis suggested at the start of the thesis holds true and as such Jammu & Kashmir has a vague tourism marketing strategy. The strategies adopted have taken a fragmented course and the inter-linkages are flawed and fallacious. There is no single course of action and the strategy adopted often contradicts the strategy that follows. In the absence of clear-cut goals and well-defined objectives the planners seek ad hoc measures. These ad hoc measures result in short term gains but prove faulty in the long run. Such measures are a waste of both resources and money. Moreover these measures often result in duplicity and as such have no effective purpose.

The above analytical discussion also supports the hypothetical view that the marketing strategies adopted are not in tune with the principles of societal marketing. This hypothesis suggested at the start of the thesis gets credence from the fact that community participation in the affairs of Jammu & Kashmir tourism is minimal and public-private partnership is absent. Moreover, a fragile ecosystem, dwindling water bodies and an unplanned growth is a testimony to this fact.

What is needed is a comprehensive long-term tourism plan that incorporates all those essentials required for an action oriented growth. The plan must have a mission statement followed by clear goals. The objectives must be clearly identified and formulated. While formulating objectives needs for both the present and future prospects of tourism are to be kept in mind, i.e. the objectives must foresee the future in accordance with the needs and requirements necessary for the growth and development of the industry. For accomplishing these objectives a well-defined and well-organized strategic course of action is to be identified for adoption. This strategic course of action must be based on facts, which are to be ascertained on the basis of a thorough market research. Moreover the strategic course identified for adoption must follow a sequential pattern. All sequences must be interlinked and duplicity must be avoided at all costs. This strategic course of action must be clear about the time, place and the executing

authority of a particular task or course of action. Above all this, a long term tourism plan must fit in to the overall master plan identified for the development of a particular area, city or state.

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Chapter – 7

Conclusion and Suggestions

7.1 Conclusion

A summation of the whole thesis leads us to following:

1. Tourism refers to short term temporary movement of people to destinations outside their normal place of residence or workplace for taking up activities except those that guarantee remuneration.
2. A tourism system has three basic elements namely Tourists, Geographical Elements and Tourism Industry. Geographical elements incorporate three basic ingredients namely Traveler Generating Regions, Tourist Destination Regions, and Transit Route Regions.
3. Tourism has emerged as one of the important and beneficial sectors of global trade. Today tourism is perceived as an important contributor to global economics. It is supposed to be the fastest growing sector of the global trade.
4. Starting from a mere 25.3 million tourists in 1950, the number of tourists world over grew up to 700 million by 2003.
5. Tourism accounts for 10.7 percent of global GDP, 12.8 percent of global exports, 8.2 percent of global employment and 9.4 percent of global investment.
6. In India number of tourists has grown from 16829 tourists in 1950 to 3.4 million in 2004. However this growth in number is negligible when compared to global standards. The share of India in world tourism has remained more or less static and it hovers between 0.3 to 0.4 percent.
7. In India tourism is the third largest foreign exchange earner.
8. In India earnings through tourism have risen from Rs. 4318 crore in 1991 to Rs. 16249 crore in 2003.
9. In India tourism contributes about 5.3 percent to GDP, and 5.6 percent to employment.
10. With increasing competition, marketing has emerged as one of the important facets of global business. The concept has evolved over a period of time and five evolutionary phases have been identified. These phases are Manufacturing Concept, Product Concept, Selling Concept, Marketing Concept and Societal Marketing Concept. All these phases are research oriented improvements over one another.

11. Marketing is the planning process that helps in identifying consumer needs. Thereafter it devises ways through which these needs are fulfilled at a profit. It differs from selling in the sense that the main focus of selling is on the needs of the seller while as marketing focuses on the needs of the buyer.
12. With the emergence of tourism as an important contributor to global economics, marketing has taken center stage and as such the planners are in constant endeavour of developing their tourism products in accordance with the needs and requirements of the tourists with the basic aim of accomplishing optimum tourist satisfaction. In the process it helps in generating demand and assures optimum utilization of resources through a well-coordinated and organized structure.
13. Tourism Marketing operates at three levels namely 1) Interactive marketing based on relationship between customers and employees, 2) Internal marketing based on relationship between employees and company, 3) External marketing based on relationship between company and customers.
14. The marketing strategic process involves a thorough business situation analysis that is brought about by SWOT and PEST analyses.
15. SWOT analysis denotes strengths, weaknesses, opportunities and threats while as PEST analysis is based on political, economic, social and technological conditions.
16. Tourism marketing mix strategy has 7 parameters instead of the usual 4 in general marketing mix strategy. These seven parameters are identified as 7 'P's and are known as Product, Place, Price, Promotion, People, Physical Evidence and Process.
17. Product in tourism is called as a 'total tourism product', as it is an amalgam of various elements. These elements are described in terms of 4 'A's namely attraction, accessibility, accommodation and amenities.
18. The characteristics that differentiate a tourism product from a normal product include its nature of being heterogeneous, perishable, inseparable and seasonal. It cannot be patented, has a multiple use and there is no ownership transfer.

19. Based on the nature and usage, tourism product can be categorized into three types namely 1) Tourist Oriented Products (TOPs) - those products which come into force mainly for the consumption of tourists, 2) Resident Oriented Products (ROPs) – those products which come into force mainly for residents but are equally important for tourists, 3) Basic Tourism Products - is the basic attraction at a destination.
20. Basic Tourism Products also known as Background Tourism Elements are mainly classified into two categories namely natural products and manmade products. Natural products are those products which nature has promulgated and include resources such as landforms & landscape, water bodies, wild life and vegetation while as manmade resources are those resources which have been created through human effort.
21. On the basis of above classification pattern the study takes a new look at Jammu & Kashmir's tourism resources. It follows a district-wise path and classifies all the available and submerged tourism resources and presents them in tabular form.
22. The classification makes it amply clear that the state has in its repertoire all those resources that are known to attract tourists. All the three regions of the state are known to attract tourists in varying degrees and of different classes.
23. The main attraction of Jammu is Mata Vaishno Devi Shrine. From 1212958 tourists in 1980, the number has grown up to 6109895 in 2004.
24. Kashmir valley forms the main tourist hub of the state. Tourism in the valley has shown a spectacular increase. From 594514 tourists in 1980, the number rose up to 722035 tourists in 1988.
25. From 1970 to 1988 tourist inflow to the valley increased tremendously and as such this era is termed as the golden period of Jammu & Kashmir tourism. The percentage increase of home tourists from 1970 to 1988 was observed to be 528 percent. Similar trends were observed for foreign tourists as well.
26. On account of the armed violence that started in 1989, tourism was affected severely and as such was at its minimal in 1993 when not a single home-tourist visited the valley and the number for foreign tourists stood at 8026.

27. The share of foreign tourists has hovered around 6 to 15 percent for most part of the history of Jammu & Kashmir tourism except during the turmoil period from 1990 to 1997, when it even reached to 100 percent.
28. The holy cave shrine of Shri Amarnath Ji in the hills of Kashmir valley has emerged as an important attraction for pilgrim tourists. The number of pilgrims to this holy shrine has increased from 19578 in 1980 to around 400000 in 2004.
29. It was observed that the state receives its major chunk of foreign tourists from UK, USA, Germany, France and Italy while as the major chunk of tourists is from the states of Delhi, Maharashtra, Punjab, West Bengal, Uttar Pradesh and Gujarat.
30. Seasonal variation plays an important role in the tourist traffic to the valley. It was observed that most number of tourists visit the valley during the months from May to August while as lean season is from November to March.
31. Ladakh, the roof of the world, was opened to tourist traffic in 1974. The place is mostly frequented by foreigners. The number of tourists has grown from 527 in 1974 to 35291 in 2004
32. In terms of the expenditure it was observed that in Jammu & Kashmir tourists mostly spend on accommodation, followed by shopping, internal transport, food and entertainment.
33. In terms of income generation it was observed that tourism accounted for 10 to 15 percent of the total income of the state. The receipts from tourism in 1980 were estimated to be Rs. 51.35 crores and in 1987 the figure crossed 100 crore mark and reached to a maximum of Rs.114 crores in 1988. Since then the figures have decreased considerably. The survey conducted puts estimated figures at Rs. 103.66 crore for the year 2004.
34. The average duration of stay for both home and foreign tourists was found to be 5 days.
35. The loss incurred by the industry on account of turmoil in the valley was calculated through time series analysis and it was observed that in 2002 the expected number of tourists visiting the valley should have been 72428 against the actual recorded figures of 27356. Similarly the expected

earnings through tourism for the year 2002 were put at 166.27 crores against actual figures of RS. 7.39 crores.

36. Political upheavals have severely affected the tourism development process in the state.
37. State is devoid of any policy document on tourism.
38. A SWOT analysis of the state's tourism revealed strengths in the form of a traditional tourist state with good reputation, recognition of tourism as an important economic contributor, single stay holiday destination, wide open skies, un-spoilt and extensive countryside, high repeat visitation and customer retention, local community cooperative, kind, hospitable and tourist friendly and above all a very less crime rate as compared to rest of India. Among the weaknesses the points that were highlighted include poor public transport system, fragmented product, duplication of marketing activities, absence of railway links, seasonal variation, lack of professionalism and world class accommodation. Opportunities were outlined in the form of winter sports, Winter Commonwealth Games 2010, public-private partnership and improved air connectivity. Threats that could jeopardize tourism development include violence, unplanned growth and irresponsible tourism development plans, lack of resources, relying on government input and level of interference of central government in developmental projects.
39. In terms of the product development the government initiated various steps including grant of incentives to various sick units, diversification of the tourism product, identification of nature tourism, heritage tourism, sports tourism and pilgrimage tourism as the most productive forms, and inclusion of various new areas on the tourist map of the state. However most of these policy formulations were carried out without any proper homework. There were no identification parades as regarding the market segment which the planners saw visiting these newly identified tourist places. Moreover development of these new tourist areas resulted in the diversion of budgetary resources from the mainland tourist area to these newly identified areas. The action is uncalled for when the mainland tourist areas still have immense carrying capacity and starve for development. On the accommodation front the state lacks world class

accommodation and as such no plans are at place to improve this drawback.

40. Open sky policy has improved air connectivity to the state, rail link has been extended up to Udhampur and various new road projects are in the offing. However it was observed that all these planned projects take longer than expected when executed in Jammu & Kashmir. Rail link from Jammu to Udhampur which was originally to be completed in 1984 was instead completed about 20 years later. Similar is the case with various road projects in the state. Moreover the distribution of the state's tourism product is mainly carried out by two government agencies namely Jammu & Kashmir Tourism Department and JKTDC. No big private operators have their stakes in Jammu & Kashmir which is a big cause of worry.
41. There is no regulatory pricing mechanism and Jammu & Kashmir is one of the costliest tourist states. Tourist product in Jammu & Kashmir comes at a very high price and this is highly disadvantageous in terms of attracting numbers.
42. Promotion of Jammu & Kashmir tourism errs on two fronts. There seems to be a conscious effort whereby Jammu & Kashmir's international appeal is held back and as such domestic tourism is promoted more emphatically. Secondly there is a flawed public relations approach with little or no information available with the staff. They lack in training and dedication. This coupled with a plagued work culture affects adversely the whole promotional process.
43. The physical well being of this worldly famous tourist destination is a great cause of worry. The overall developmental plans have failed to yield proper results. The roads are in pathetic condition and the sewage system is yet to be modernized. When coupled with tourism marketing this takes its toll and proves to be a big inhibitor in achieving success.
44. Involvement of people in the decision making process has been minimal as far as tourism development plans are concerned. This creates a big problem at the time of execution of planned projects. Moreover there is very little emphasis on the development of human resources. State lacks any specialized institutes and even the prestigious Kashmir University does not offer any tourism course at the postgraduate level.

45. For successful tourism management, coordination between all the stakeholders is a prerequisite. In this regard it was observed that there are about 23 government agencies involved in running the affairs of tourism industry in the state. This at times proves disastrous as it is very difficult for such a large number of organizations to work in unison and avoid duplicity.
46. It was observed that the planning process also suffers on account of absolute control. When it comes to planning the state's role becomes ambiguous and there is too much interference from the center.
47. Politicization of tourism was found to be another area of concern. It was emphasized that tourism is a mere economic activity and using it for political gains has disastrous consequences.
48. In the final analysis it was concluded that Jammu & Kashmir has a vague tourism marketing strategy. The strategies adopted are in fragmented form with minimal inter-linkages. There is no concern for societal marketing concept and the measures adopted lack permanence. These ad-hoc measures result in short term gains but prove faulty in the long run.

7.2 Suggestions

In the backdrop of this study following suggestions are put forward:

7.2.1 Political Stability

Political unrest in the state has always proved to be a stumbling block in the speedy development of tourism in the state. The study calls for efforts that should pave way for political normalcy in no uncertain terms. This should help in improving the situation on the ground by bringing militancy related activities to naught and as such should act as a real confidence building measure.

7.2.2 Tourism Master Plan

The study calls for the development of a comprehensive tourism master plan. The plan must be formulated on a long term basis and should be based on carefully carved out facts as regarding the visitor motivations, their needs, requirements,

satisfaction levels and forecasts in terms of numbers etc. It must take into account all the market forces and must be developed in a way so that it is in cohesion with the overall developmental plans. This tourism policy document must be made readily available with all those agencies which have a part to play in the overall planning process, so that any new plans that are to be formulated do not run the risk of being antithetical to this approved tourism development plan. A comprehensive tourism plan must incorporate following things:

7.2.3 Identification of the Tourism Product

Tourism Product forms the basis of all tourism operations. Therefore it becomes mandatory to identify the tourism product that has the potential of generating demand. While identifying the tourism product it is essential to first identify the resource that has the prospect of turning into a product. Thereafter other necessary ingredients such as infrastructure including hotels, transport and other amenities are to be incorporated.

7.2.4 Identification of the Market Segment

For effective and efficient utilization of tourism resources identification of market segment is a prerequisite. For this to achieve there is need for thorough market research. This will help in the identification of various motivational factors that have potential to generate effective demand. Accordingly tourism product could be devised so as to meet the market requirements. This may also lead to effective diversification patterns as far as tourism product is concerned. Moreover it will enable various market forces to work in cohesion.

7.2.5 Sustainable Tourism Development

Tourism development on a sustainable basis is akin to present day planning in tourism. Sustainable tourism development calls for such planning measures which are responsible, effective and efficient. That is the planning must be carried in such a way that there are least negative impacts and as such the fruits of tourism are reaped by all including present and future generations. All developmental procedures must be in harmony with the local environs and

concerns as regarding the carrying capacity, sewage system, minimal use of non-decomposable material and well-organized disposal of litter must be fully addressed. A zero tolerance limit must be assured at all costs.

7.2.6 Community Participation

Participation of local community in the affairs of the industry must be assured at all costs. They should be allowed to participate in the decision making process and their views should be given due consideration. All decisions as regarding the development of a tourist destination should be brought about by consensus.

7.2.7 Avoid Haphazard Growth

Rapid expansion of tourist infrastructure has the potential of turning into haphazard growth. This must be stopped at all costs. Destination development plans must be well in place. The physical well being of any destination should be fully taken care off. The development plans must be studied thoroughly and modular representations should be made mandatory. The plans must be devised in such a way so that every thing is at its proper place. This includes hotels, transport yards, markets, cinema halls, and restaurants etc. Moreover modern and efficient sewage system should be at place.

7.2.8 Promotion & Publicity

The study calls for effective promotional means. In this regard it was felt that Jammu & Kashmir's international appeal was not being promoted vehemently. This seems to be a great area of concern and there is immediate need for its redressal .This can be brought through the establishment of certain international offices of Jammu & Kashmir Tourism. These offices can be established at places which have the potential to generate tourism for Jammu & Kashmir. Moreover participation in international festivals should be a top priority and special 'Jammu & Kashmir festivals' should be organized in various countries.

7.2.9 Internet Marketing

Internet and IT enabled services should be used at length for promoting tourism in the state. Through the internet a wide range of information can be shared with the prospective customers. This will be less time consuming and more effective. Moreover, website content in different Indian and foreign languages will be more advantageous. This could further be substantiated by online reservation and payment solutions. Further the linkages on the websites must be fast and clear.

7.2.10 Early Visitors

The state has the distinction of being the first region in the entire subcontinent that caught the attention of early visitors. This calls for an extensive campaign highlighting the very causes that attracted early visitors. It must touch upon the historical background of the tourism industry in the state along with the instinctual urge of its early visitors and their contributions.

7.2.11 Tour Packaging

Packaging of tours for special category tourists is another area that has the potential to grow. This may include honeymoon packages, packages for golf tourists, skiers, and tourists interested in camping, trekking and expeditions etc.

7.2.12 Smooth Process

In order to accomplish speedy development, the process of running the affairs of the tourism industry in the state needs an overhaul. Presently there are too many agencies entrusted with the task of running the affairs of the industry. This at times makes the situation messy and crowded. It will be in the scheme of things to establish a National Tourism Authority (NTA) that should function on the lines of British Tourism Authority. NTA should be headed by a full time CEO and its members should not be drawn from the bureaucracy but should have expertise in tourism or other related fields.

7.2.13 Public Private Partnership

This is an area that has plagued Jammu & Kashmir's economy for long. There is very little presence of big private entrepreneurs in the state. This calls for special attention and there is an immediate need for public-private partnership in all facets of the tourism industry. This includes airport infrastructure, transport, hotels, restaurants and other amenities.

7.2.14 Single Window Clearance

To attract more and more private entrepreneurs incentives for investments should be made readily available. Moreover, the process of investment should be made smooth and hassle free. There should be a single window clearance system and one should be saved from the ignominy of running from one office to another.

7.2.15 Infrastructure Development

Infrastructural development forms an integral part of product development process. Identification of the market segment is to be followed by identification of the respective tourism resource. This further calls for studies as regarding the infrastructure requirements at the identified place. These requirements may be of the order of accessibility, transport, accommodation and other amenities.

7.2.16 Accessibility

There is need for extensive studies as regarding the accessibility patterns to different tourist destinations within the state. Road transport remains to be the only option available for movement within the state. With vehicular population in the state on the rise the present day road structure is ill-equipped to meet the increasing demands. Road structure needs to be revamped with addition of more roads and as such there is immediate need of widening the already all important roads connecting Srinagar with Pahalgam, Gulmarg and Sonamarg etc. Roads within the city also call for attention in terms of widening and cleanliness.

7.2.17 Railways

As far as railway is concerned extension of the rail link from Udhampur to Baramullah, for which the work is already in progress, should be on top of the agenda and should be completed at the earliest.

7.2.18 Air Transport

The declaration of Srinagar Airport as an international airport will be a great confidence building measure for international tourists. However mere announcements are not going to help in any way. It must function as an international airport in the real sense and as such international flights should be allowed to land in Srinagar. This calls for a massive overhaul of the airport infrastructure which till date is ill-equipped even for domestic flights whose frequency has increased in the last couple of years.

7.2.19 Charter Flights

Like Agra and Goa government must allow operation of charter flights in and out of Srinagar. This will boost the tourism industry to a large extent and will prove a major confidence building measure in the long run.

7.2.20 Accommodation

Accommodation sector is in need of massive investments. As a matter of fact the state lacks world class accommodation and often falls short of supply than demand. There is need of good five star hotels in Jammu, Srinagar, Gulmarg and Pahalgam. Moreover, accommodation facilities for the domestic and budget category tourists should be uplifted to acceptable standards.

7.2.21 Pricing

There is immediate need for price regulation. With costly hotels and transport the state qualifies to be one of the costliest destinations in the country. High prices prove to be a greater stumbling block in the growth and development of tourism. It affects tourist inflow adversely and there are large numbers of tourists which on account of higher costs divert their travel plans to cheaper destinations. This menace needs to be controlled in all possible terms.

7.2.22 Distribution

Services of the Jammu & Kashmir Bank should be utilized for an extensive and effective distribution of the state's tourism product. Jammu & Kashmir the semi autonomous bank of the state has a wide presence and its network is spread through out the length and breadth of the country. Department of Tourism, Government of Jammu & Kashmir can enter into a MOU with the bank whereby its branches can function as effective sales counters or the bank can come out with its own policies which it finds fit for successful and effective promotion of Jammu & Kashmir tourism.

7.2.23 Human Resource Development

Training and development of manpower is an area that calls for special attention. With the exception of one hotel management institute there is no other institution in the state that imparts tourism training. For successful tourism management government must establish tourism training institutes in the state. In this regard it will be in the scheme of things to open a branch of Indian Institute of Travel & Tourism Management in the state. Moreover, state universities must be encouraged to offer courses in tourism management. There must be provision for short term training courses as well. Guides, travel agents, tour operators and others involved in the trade must be encouraged to take these courses.

7.2.24 Convention & Educational Tourism

On account of its geographical location and tough terrain the state is devoid of any major industrial activity. This makes tourism to be one of the major industrial activities in the state. However this industry suffers on account of seasonal obligations. To make this industry year round activity there are two major forms of tourism that have the potential to remain unaffected on account of seasonal variations. These two forms of tourism are Conventional Tourism and Educational Tourism. For Conventional Tourism government must first build big convention centers in addition to the one already present in the form of SKICC. Thereafter an Event Management organization must be established whose main task will be to promote Jammu & Kashmir as an important conference

destination. The development of Educational Tourism calls for establishment some higher institutes of repute in the state. These institutes should be on the pattern of IIMs (Indian Institute of Management) and IITs (Indian Institute of Technology).

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Appendix

For gathering information regarding the type and quality of tourists, motivations for their travel, their length of stay in the state and costs incurred on the trip 3 surveys were conducted in 2002, 2003 and 2004. This was done through a questionnaire administered to a random group of tourists in the valley. The sample sizes were 70, 50 and 60 home tourists, 40, 40 and 45 foreign tourists during the years 2002, 2003 and 2004 respectively. The findings from the survey have been discussed at length in Chapter 5 of this thesis. The questionnaire developed for the purpose is give below.

Questionnaire for Research Purpose Only

(For Column 1, 3 to 9 and 11-12 please tick the appropriate box. For Column 13-14 please give order of preference in terms numbers 1, 2, 3, and 4 and for columns 2, 10, 15 and 16 write briefly)

- | | | |
|--|---|--|
| 1. Gender | Male | Female |
| 2. Nationality | If Indian national, to which state you belong | |
| 3. Age Group | 18-35 | 35-50 51-Above |
| 4. Travelling with | Alone | Spouse Family Friends |
| 5. Motivations for Travel | Leisure
Sports
Religion | Visiting Family/Friends
Curiosity
Trekking |
| 6. Where from you heard about Kashmir | Friends | Media/Internet
Travel Office |
| 7. Mode of Entry | Rail | Road Air |
| 8. Place of Entry | Jammu | Srinagar Leh |
| 9. Length of Stay(days) | 2-3 4-6 7-9 10 and more | |
| 10. Total Costs Incurred (In Rs./Person) | Accommodation
Transport
Shopping
Any other | |
| 11. Security Scenario in the state | Satisfactory | Bad Very Bad |

12. How long have been you planning for a trip to Kashmir

Immediate to One Year

Dilly dallying for last 2 or more years

13. What fascinated you most: Hospitality of people Beauty of the place
Tranquil Atmosphere

14. Places Enjoyed

Srinagar

Gulmarg

Pahalgam

Jammu

Leh

15. Areas of concern

16. Suggestions