

## Tourism of Kashmir and the perception of tourists (A case study of District Anantnag)

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### Abstract:

This paper is going to highlight the tourists' perception towards the Kashmir tourism organization, is really Kashmir is famous for its beauty or not and what they think about the Kashmir and what their perception is about the beauty of Kashmir. As we all know that the Tourism is the main source of the economic development for any state in every aspect, tourism can help the country to develop the infrastructure for the tourists (foreign and domestic) and decorate the natural beauty places, as well this paper is meant to examine the role of tourism department in up gradation of tourist centers in Kashmir. Tourism department is the vital source to generate the income and create employment opportunities in the J&K state. For this purpose I had selected 200 tourists to examine them and to analyze their perception towards the tourism and the tourist places like phalgam, kokerneg, , veerinag, simthan top, Bijbhara Badshah bagh, pandav laden kheribal Anantnag accordingly.

**Keywords:** tourist, tourism, hospitality, perception, food, hotel

### Introduction:

The Jammu and Kashmir Tourism is having greater abilities to become a best tourist destination in all over the world. As we know the tourism is becoming the economic tool of the countries. These days people all around the world are very eager to wander here and there to see the nature and the beauty which lies on nature created places. These days we have seen corers of rupees are investing on the tourist place to attract the more people around the globe for creating the opportunities like job, income and the stability around the area. For keeping in view such opportunities the authorities have to look after the matter and to upgrade the fundamental activities over there like making proper arrangements of availability like, food and shelter, in this era tourism helps the states to upgrade their economic strength in the day to

Day World. As per the estimation of world have seen that the travel and tourism council, travel & tourism's total contributed total towards economy of world in 2014 was US\$7.6 trillion, which equates to 9.8% of total economy GDP in 2014. In 2014, 2.1 million opportunities are being formed, and in total 6.1 million new jobs were also formed as the outcome in nutshell being introduced directly and indirectly. The total contribution of travel & tourism to employment grew 2.3% in 2014, while the total GDP contribution grew 3.6%, faster than wider economy in 2014 and registering positive growth for the 5th successive year. In total, travel & tourism supported 277 million jobs in 2014, 1 in 11 of the world's total.

## Review of Literature:

**Batra & Kaur (1996):** They Have Highlighted The Increasing Conflicts Between Tourism And The Environment And Observed That Increasing Number Of Tourists Arrival At A Destination Leads To Overcrowding Which Further Leads To Supply Of Polluted Water And Causes Damage To The Surroundings. Vegetation Of A Place Suffers From Constant Trampling And Crushing By Feet, Fumes Emitted From The Exhaust Pipes Of Automobiles Also Cause Wanton Destruction To The Fragile Environment Of The Place.

**Batta (2000):** In His Study Has Analyzed That Owing To The Needs Of Developing Nations To Generate Incomes, Such Nations Are Inclined To Tourism-Related Environmental Destructions. The Challenge Therefore Is To Accomplish The Harmony Between Rapidly Growing Demands Of Tourism And Environmental Conservation.

**Motiram (2003):** In His Study Emphasized That No Doubt Tourism Development Has Demonstrated Positive Relationship With Generation Of Employment Earning Foreign Exchange, Alleviation Of Poverty Etc But The Haphazard Development Of Mass Tourism Has Resulted In Spoiling The Fragile Environment Of Mountain Resorts, Landscapes, Parks, Sanctuaries, Archaeological Sites And Natural Habitats Etc In Many Parts Of The Destination Area

**Korstanje & George (2012):** In Their Study Highlighted That The Tourism Industry Is One Of The Major Contributors To Global Warming. The Researchers Revealed That Tourism Industry Draws Heavily On Nature And On Natural Resources And So It Does Have A Responsibility To Ensure That These Resources Are Preserved By Means Of Sustainable Consumption Initiatives. Their Study Also Focused On The Need To Adopt Necessary Effective Measures In Order To Deter Global Warming.

**O (2016):** In His Paper Made An Attempt To Evaluate Negative Impacts Of Tourism On Environment. The Study Concluded That The Impact Of Tourism Is Double Sided. On The One Side It Is

A Source Of International Understanding Peace And Friendship, On The Other Hand It Is A Cause Of Environmental Destruction, A Physical Attack On People's Privacy, Dignity And Authenticity And A Destroyer Of Local Culture.

## Objectives:

- ❖ *To Study About The Perception Of Tourist Toward The Tourism Of Kashmir*
- ❖ *To Know The Reason Of Arrival Of Tourists In District Anantnag.*

## Research Methodology:

Research Is An Original Contribution To The Existing Stock Of Knowledge Making For Its Advancement. It Gives Us The Proper Understanding Regarding The Subject Matter With The Help Of Study, Observation, Comparison And Experiment. In Other Words, Research Is Thus The Search For Knowledge Through Objective And Systematic Method Of Finding Solution To A Problem. This Research Paper Is All Based On The Primary Data And For Its Completion Of The Requirement Of The Stated Objectives Of This Research Paper Are Collected By The Primary Survey Through Well Structured Questionnaire Over The Tourists Places In District Anantnag Kashmir Which Is Based On Some Decided Questions Related With Objectives And Cover All Sampling Are With 200 Respondents Randomly Some Of Them Are Domestic And Other Are Foreigners. I Ask Them Questions And Recorded Their Responses Accordingly And Summaries Them Differently And For This Research Random Sampling Is Used And Percentile Methods Are Also Enacted To Approach The Results Very Good Form For The Best Observations.

## Age of Tourists:

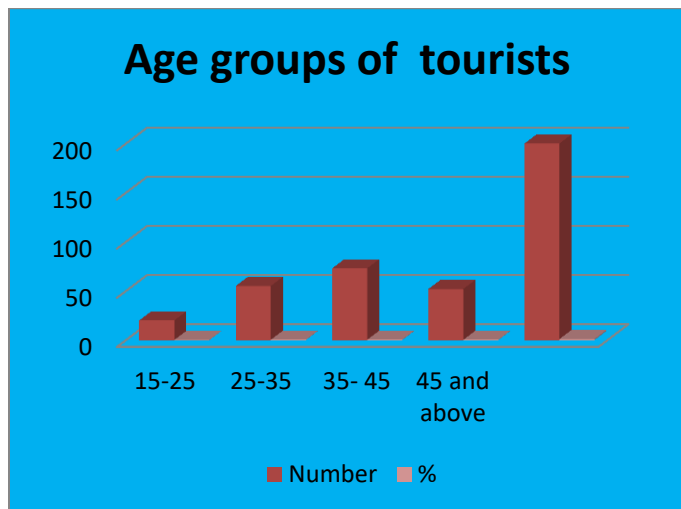
Age Is The Basic Factor Which Can Influence Most Majority Of The Age Can Differ Most. The More Mature And The Sound Person They Can Decide The Place Is Good For Themselves And Safe Too.

S.No.	Variable	Number	%
1	15-25	20	10%
2	25-35	55	27.5%
3	35- 45	73	36.5%
4	45 And Above	52	26%
		200	100%

Source: Primary Survey

**Interpretation:**

The Above Table Is All About The Age Of The Tourists Who Came From Many Pace Of The World Into The Kashmir District Anantnag As I Have Analyses 73 Respondents Tourist Whose Age Is Between 35-45 And Their Percentage Is 36.5% And Followed By The 55 Respondent/ Tourists And Their Age Is In Between 25 To 35 And Their Total Percentage Is 27.5%, And 45 Respondents Whose Age Is Between 45 And Above And Their Percentage Is 26% And Lowest Number Of Respondent Followed By The 15-25 Age Groups And Their Percentage Is 10%



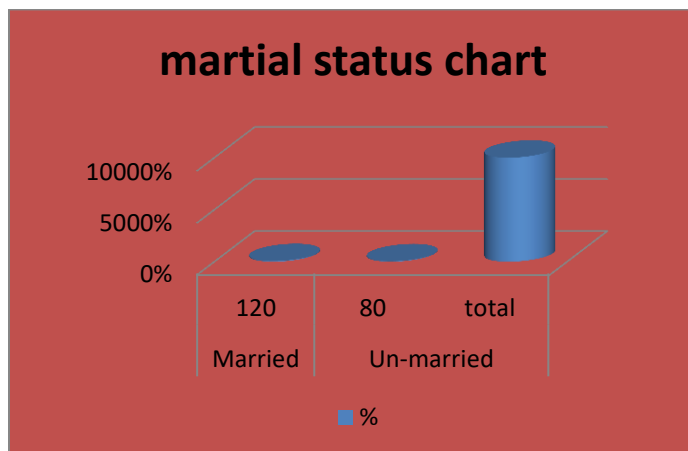
**2. Marital Status:**

S.NO	VARIABLE	TOTAL	%
1	Married	120	60%
	Un-Married	80	40%
	Total	100	

Source: Primary Survey

**Interpretation:**

The Above Table Shows The Data Related To Married Tourists And The Un Married As 120 Respondents Are Recorded As Married And Their Percentage Is 60% And Followed By The Un Married Respondents A 80 Respondents And Their Percentage Is 40%.



**3. Qualification Status**

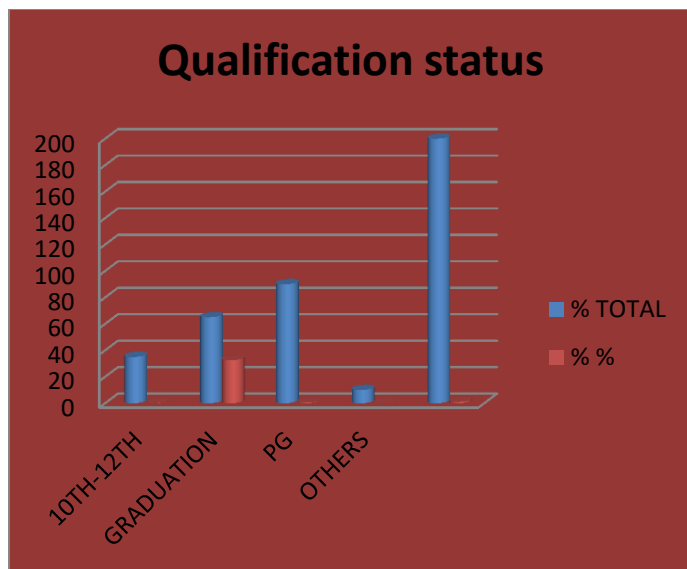
S.NO	VARIABLE	TOTAL	%
1	10 <sup>TH</sup> -12 <sup>TH</sup>	35	17.5%
2	GRADUATION	65	32.5%
3	PG	90	45%
4	OTHERS	10	5%
		200	100%

Source: Primary Survey

**Interpretation:**

The Above Table Shows The Qualification Status Of The Tourists Or Respondents Separately As Follows 10<sup>th</sup> To 12<sup>th</sup> Category Tourist Are 35 In Numbers And Their Percentage Is 17.5%, 65 Respondents Are Those Whose Qualification Is Graduation And Their Percentage Is 32.5%, 90 Respondents Are Those Whose Qualification Is Pg Or Masters In Different Matters And Their Percentage Is 45% And 10 Respondents Are Those Who Qualification Is Different From The Stated Subjects They Are Others And Their Percentage Is 5%.





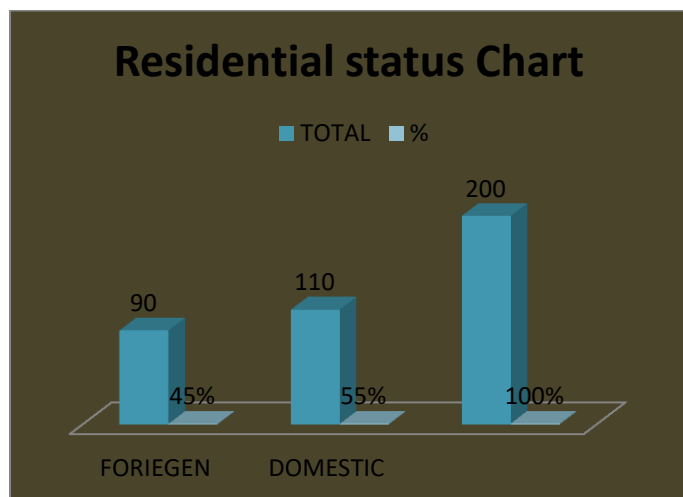
**4. Residential Status:**

S. NO	VARIABLE	TOTAL	%
1	FORIEGEN	90	45%
2	DOMESTIC	110	55%
		200	100%

Source: Primary Survey

**Interpretation**

The Above Table Shows The Residential Status Of The Respondents/ Tourists As 90 Respondents Are Recorded As Foreign And Their Percentage Is 45.0% And Most Of The Respondents Are Recorded As Domestic And Their Numbers Are 110 And Their Percentage Is 55.0%.



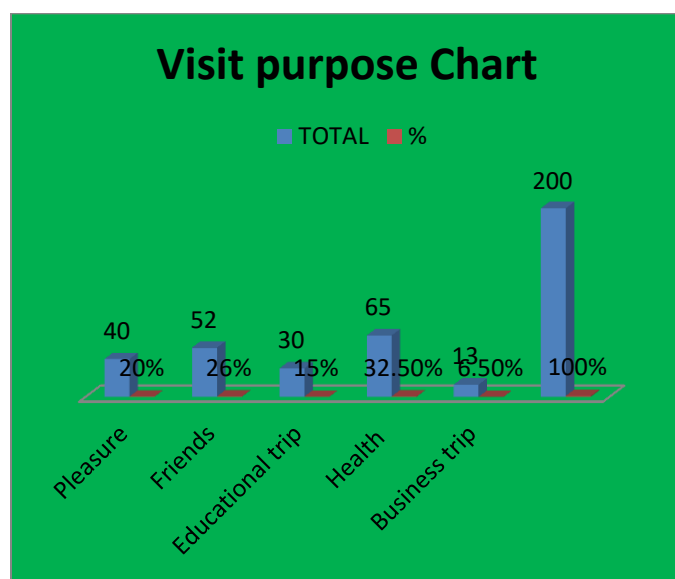
**5. Purpose of Travel:**

S.NO	VARIABLE	TOTAL	%
1	Pleasure	40	20%
2	Friends	52	26.0%
3	Educational Trip	30	15%
4	Health	65	32.5%
5	Business Trip	13	6.5%
		200	100%

Source: Primary Survey

**Interpretation:**

The Above Data Table Shows The Purpose Of Travelling To Kashmir Tourist Places As 40 Respondents Are Those Who Said They Come Pleasure And Their Percentage Is 20.0% , 52 Respondents Are Those Who Said Friends Purpose And Their Percentage Is 26.0%, 30 Respondents Are Those Who Said Educational Purpose Are Their Visit To The Kashmir Stated Area And Their Percentage Is 15.0%, 65 Respondents Are Those Respondents Who Said Health Purpose And Their Percentage Is 32.5% And The Lowest Purpose Respondents Is Business Trip And Their Percentage Is 6.5%.

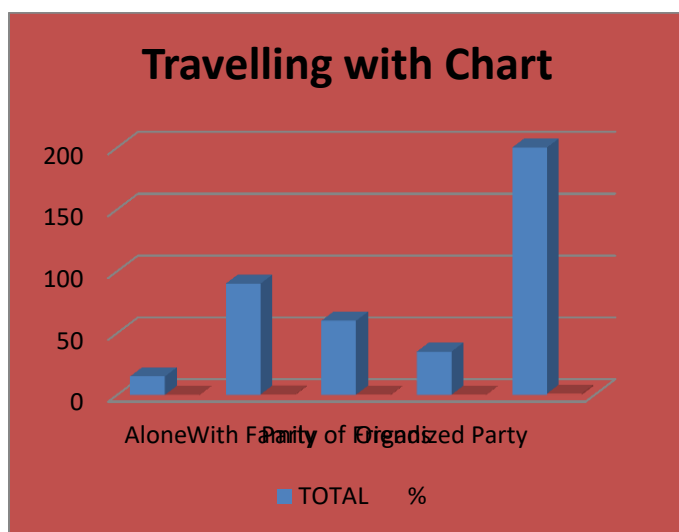


**6. Are You Travelling With:**

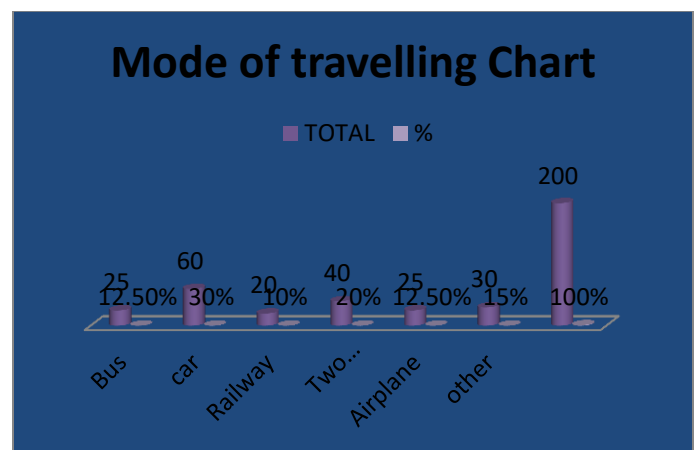
S.NO	VARIABLE	TOTAL	%
1	Alone	15	7.5%
2	With Family	90	45.0%
3	Party Of Friends	60	30.0%
4	Organized Party	35	17.5%
		200	100%

Source: Primary Survey

Interpretation:



The Above Table Shows The Travelling Source From Their Native Places To The Tourist Places As I Have Recorded Like 12.5% Are Those Who Said We Travel By Bus And Their Number Is 25 Out The Total Numbers, As I Had Recorded 60 Respondents Recording And They Said They Travel By Car And Their Percentage Is Found As 30. % And Even Their Numbers Are Most Out Of The Total Sample, 20 Respondent Are Those Who Said They Travel By Railway And Their Percentage Is 10.0%, 40 Respondents Are Those Who Travel By Two Wheeler And Their Percentage Is 20%, 25 Respondent Are Those Who Said They Travel Via Aero Plane And Their Percentage Is 12.50% And Followed By Others Who Said Other Means Of Travel Source Heir And Their Percentage Is 15%.



**7. Mode of Travelling From Your Native Place:**

S.NO	VARIABLE	TOTAL	%
1	Bus	25	12.5%
2	Car	60	30%
3	Railway	20	10%
4	Two Wheeler Vehicle	40	20%
5	Airplane	25	12.5%
6	Other	30	15%
		200	100%

Source: Primary Survey

Interpretation:

**8. Which Place You Visit Most:**

S.NO	VARIABLE	TOTAL	%
1	Phalgam	90	45.5%
2	Kokernag	50	25.0%
3	Achabal Mughal Garden	45	22.5%
4	Veerinag	25	12.5
		200	100%

Source: Primary Survey

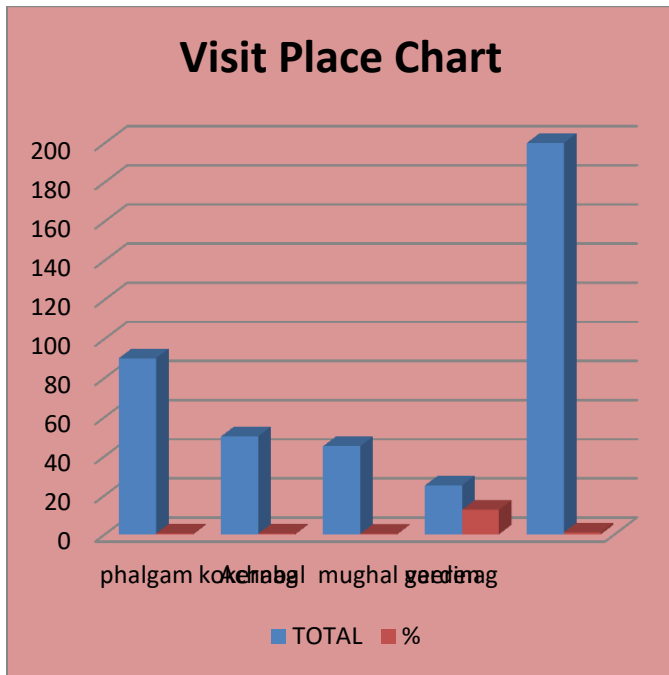
Interpretation:

The Above Table Shows The Respondents Visiting Place As 90 Respondents Are Those Who Said They





Mostly Visit Phalgam And Their Percentage Is 45.50%, 50 Are Those Who Visited Kokernag And Their Percentage Is 25.0%, 45 Respondent Are Those Who Said They Visited Achabal Mughal Garden And Their Percentage Is 22.50% And 25 respondents Are Those Who Said They Visited Veerinig And Their Percentage Is 12.50%.



### Findings

- ❖ Regarding The Age Of The Tourists/ Respondents I Have Found That Most Of The Respondents Are 35-45 Age Groups Who Mostly Went To The Tourist Places And Their Percentage Is 36.50% And Followed By The 25-30 Age Groups Who Went Tourist Places And Their Percentage Is 27.50% And Also Followed By The Other Category Of The Age Groups Like As 45 Age Groups And Their Percentage Is 26.0% And This Research Also Recorded Lowest Age Groups Of 20-25 Between Respondents Who Went Tourists Place But Their Percentage Is Low As Compared To The Stated Ages Groups.
- ❖ Regarding The Marital Status Here We Can Say That Most Of The Respondents Are Married Who Came To Visit The Kashmir

Tourist Places Either They Are Domestic And Foreign; It Seems That Most Of The Respondents Enjoying Their Married Life By Visiting The Tourists Places With Their Families And Their Percentage Recorded Via Sampling Survey Is 60% And Followed By The Unmarried And Their Percentage Is 40%.

- ❖ Related To The Qualification Of The Respondents As I Have Seen That Most Of The Respondents Are Those Who Have Pg Qualification Who Visit Tourist Places And Followed By The Graduation Based Qualification.
- ❖ Regarding The Residential Status Of The Tourists As Most Of The Respondents Are Those Who Are Domestic Respondent And Their Percentage Is 55% And This Study Also Recorded The Lower Level Of Responses Of The Residential Status As 45% Are Foreigners.
- ❖ Regarding Purpose Of The Travel To The Tourist Places As I Have Seen Most Of The Respondents Said Then Come For Health Based Trips And Their Percentage Is 32.5% And Followed By The Respondent Who Said Friends Related Travel To Tourist Places With Percentage Is 26% And Also Followed By The Respondent Who Said Pleasure Is Their Only Purpose To Visit These Tourist Places, As This Research Also Recorded The Lower Level Of Responses As Their Purpose Is Educational Trip And Followed By The Business Trip.
- ❖ Regarding The Mode Of Travelling As I Have Founded The Mostly Respondent Came Via Cars And Their Percentage Is 30% And The Rest Of The Tourists Followed Accordingly
- ❖ I Have Seen The Tourist Are More Crazy About The Food And I Have Seen That They Mostly Like Kashmiri Wazwan Like Rista, Kabab And Yekhni, I Have Found This While I Discuss With Them In Related To The Food.

- ❖ Regarding The Shelter As I Have Observed This While I Was Chating With Them Face To Face And Recorded Their Reading About Way Of Staying Over The Tourist Places And This Is What I Have Found That They Mostly Like Huts To Stay Over For The Nights And Also Followed By The Five Star Hotels With Serving Food Facility.

#### **Suggestions**

- ❖ The Government Of The Stated Area Should Take The Initiatives And To Build The Good And Decent Infrastructure Of The Area Which Will Help The Tourists To The More Out Of Their Desires.
- ❖ Recognize The New Areas Of Tourist And Upgrade The New Areas With New Ideas And Executions That Which Enable The Tourists Attract Towards The Good Looking Spots.
- ❖ Keep Availability Of The All Day To Day Accessories At The Tourist Places.
- ❖ Government Should Encourage The Tourist By Giving Them Bonus On Their Visit.
- ❖ Keep Clean The Area And Provide The Hygienic Foods To The Tourist.
- ❖ Start The Campaign For Making The Advertisement And For Promoting The Tourism Destination Of The Jammu And Kashmir.
- ❖ There Should Be A Well Planned Roads And Transportation System That Can Easily Beneficial For Any One And Can Get Easily Transport Services And To Reach Easily To Their Destinations.

#### **Conclusion**

Jammu And Kashmir Is Popularly Known As Paradise On Earth And Is Counted Among The Popular Places In The Whole World And This Becomes The Genuine Reason For Any Individual To Travel From Their Native Places Round The World To Jammu And Kashmir Like Destinations. Yes This Is True That State Acquire The Favored Destination Status For All Types Of Tourists Likewise Economically, Age Bar And Other Aspects This Is The Only Reason By Which Means It

Attracts Large Number Of Tourists From The All Corners Of The World. Tourism In Itself Lead The State In The Way Of Opportunities Like Generating Employment Providing Contribution To The State Economy Via Generating Revenue And Developing Infrastructure Of The Related Areas. So The Objective Of This Study Is To Provide Fruitful Suggestions Which Will Prove Helpful To The Concerned Authorities Regarding To Take Major Steps And Develop Further Places In The State. Finally, The Discussion Concludes With Some Valuable Recommendations To Assist The Local Government, Policy Makers, Researchers, Ecologists, Environmentalists And Different Interest Groups (Practitioners, Academics, Official, Businessmen, Tourists, And Local Community Members) In Order To Protect The Natural Environment And Maintain The Fair Environment For Tourism Of The State.

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