



Tourist inflow to various destinations and promotional strategies for developing tourism in J&K based on tourist opinion.

Dr. Sumaira¹, Qazi Ruban²

¹Assistant Professor, Department of Management studies, University of Kashmir

²PG student MTTM Department of Management studies, University of Kashmir.

ABSTRACT

Tourism is emerging as an upcoming industry in Jammu and Kashmir, the northern part of the country that has a huge potential for tourism and J&K is the prime tourist destination in Northern India. Tourism being the rising industry and an important factor in developing the economy of JK, therefore the purpose of present paper is an attempt to study and review current inflow of tourists to the state. The paper is an analysis on the majority of destinations visited by the tourists. The current work is an attempt to suggest tourism promotion strategies for how to increase tourist arrivals in Jammu & Kashmir. The strategies are based on the opinion of tourists interpreted from survey conducted on tourists who visited state recently. Chi-Square was attempted on the responses of tourists to get the results.

Key words: *Tourism; inflow; promotion; strategies; opinion*

1. INTRODUCTION

Tourism is emerging as an upcoming industry in Jammu and Kashmir, the northern part of the country that has a huge potential for tourism and J&K is the prime tourist destination in Northern India. Tourism is the rising industry and an important factor in developing the economy of JK. The state of J&K is divided into three regions i.e. that is Jammu, Kashmir and Ladakh, each of the regions has its own way of attracting tourists. All the three regions have huge potential and are known for their tourism products across the globe. The state is blessed with variety of tourism products that hold capacity of carrying almost all forms of tourism. The fascinating culture, aesthetic scenery, towering hills, water bodies, diversified religious spots make JK a complete package. The unmatched beauty and other topographic features of the state are so much breathtaking that it is often compared with Switzerland. The place is rightly called Paradise on Earth.



The commonly known tourist attractions in JK are places like Pahalgam, Gulmarg, Pangong Lake, Leh, Katra etc but the fact is JK is much more than these few destinations. These parts of the state receive majority of the tourists while there are many other destinations that are unexplored or witness less tourist attractions. Although the tourist arrivals in the state is increasing but it is not at a pace where the potential of state lies. The domestic tourist arrivals is far more than foreign tourist arrivals which is a concern as JK has the potential to cater and provide all forms of tourism. The state has ability to be the most visited place by the foreigners. One of the major reasons that could be ascertained for fewer arrivals can be inadequate or poor marketing strategies. The tourism resources of the state can almost cater all types of tourist but lack of marketing, promotion and awareness has left it as an unknown tourist destination. There is a need to understand the tourist opinions, what attracts them and creating an awareness about the real image of destination (Dann Graham, 2000). If the attractions of the place are managed, marketed and promoted properly, the tourism industry of the particular place will boost (Tyagi 1989, Sharma 1984).

2. REVIEW OF LITERATURE

The literature availability on tourism promotion and marketing in JK is not much. But in general authors have given literature on destination promotion, motivation, image creation in tourist's mind etc.

Motivation is attribute which actually urges a person to do an action Broussard and Garrison (2004). It activates human behaviour and how this behaviour influences to achieve a certain goal. It refers to process of arousing the behaviour of an individual towards doing of certain work Deci (1975). The perception of tourist towards the image of destination for travel is very important. The tourist has to make a call on selection of destination out of various alternatives available and the final decision depends upon various parameters among which the image and awareness of place holds key Lengkeek J (2001). There are many travel motivations that are based on the desires of a person, the motivations can be based on the love or liking for adventure, leisure, pilgrimage and etc. Further the selection of destination is influenced by characteristics of the destination that satisfy these desires. In tourism two mainly used words are Pull and Push factors. Push factors means the factors that urges an individual to leave his usual place of residence and Pull factors are those characteristics of destination that motivates or attracts an individual to visit there Uysal M, Jurowski C (1993). To aware about the awareness of destination and characteristics of destination is where destination marketing or promotion plays a vital role. The motivation is actually based on needs and desires of the tourist and when a tourist finds the ways to satisfy his needs in particular destination he is motivated to visit that place, for which Dann. Ghraham (2000) says that it's highly important to differentiate destinations in the books of tourism and travel. The right and exact marketing and promotion is therefore important and it's getting challenging to perfectly differentiate destinations in present competition.

One of the current issues tourism industry overall is facing that destinations are not able to retain the tourists, there are less no. of chances that a tourist will visit same destination again. To keep the brand loyalty or to keep an individual motivated regarding the re-visit to the destination it's important to market the differences in



destination attractions and to use right promotional strategies. Davidoff (1994) says the right image of attractions of a particular destination matters a lot in terms marketing of destination. To get a competitive advantage as a tourist destination there is a need of superior performance so that destinations compete effectively Cismaru, L (2011). The Destination Management Organisation is link pin tourism and trade of tourism products and it also helps in awareness and promotion of the destination (World Tourism Organization, Survey of destination management organisations. Madrid, Spain, 2004).

The state of Jammu & Kashmir is known for its natural resources and natural beauty across the globe. The tourism is the backbone of the state but over the time has been affected by the political disturbances but still there are areas that are less prone to instability and terrorism that can be further developed for the promotion of tourism Dhotra and Rohmetra (1997). The state needs proper management and marketing so that more tourists are attracted which will lead to development of industry. Along with traditional methods of marketing the technology can be used in marketing and promotion. The internet technology is the best medium to reach the potential customers globally and it can act as vital or important tool for reaching out and creating awareness (Arlt, 2002).

3. TOURIST INFLOW SCENARIO IN JAMMU & KASHMIR

One of the major constraint faces during the data collection was the unavailability of the statistical data. There is very less data available regarding the tourism inflow and outflow due to which the study got restricted to Kashmir province only.

3.1 TOURIST INFLOW IN KASHMIR

Year	Domestic tourists	Foreign tourists	Total (000 NO'S)
2000	104.38	7.58	111.92
2001	66.73	5.86	72.59
2002	24.67	2.69	27.36
2003	182.81	8.96	191.97
2004	358.10	18.63	376.73
2005	587.70	19.68	605.38
2006	412.88	20.01	432.68
2007	417.26	24.58	441.48
2008	551.04	21.58	572.63
2009	577.34	23.91	601.25



2010	710.50	25.98	736.48
2011	1282.36	32.12	1314.47
2012	1274	37.17	1311.84
2013	1142.2	37.1	1172.3

Table 1: Domestic/foreign tourist arrivals in Kashmir from 2000-2011.

(Sources: Department of tourism, Govt of Jammu & Kashmir; exhibiting the figures of foreign/domestic tourist's arrivals in Kashmir from year 2000 to 2013)

3.2 EXISTING STRATEGIES FOR PROMOTION & DEVELOPMENT OF TOURISM IN J&K

The state of Jammu & Kashmir has a huge potential for tourism and Department of Tourism, J&K is the overall regulatory of arm of JK Government for development, up gradation promotion and marketing of tourism in the state. The planning and execution of the schemes for development of tourism is done by DOT, JK. The DOT has 6 wings in the states of Mumbai, New Delhi, Ahmadabad, Chennai, Kolkata and Hyderabad for promotion and creating the awareness of tourism resources of JK. For enhancing and promoting JK as a tourist destination the DOT is continuously extending its support to private sector.

The various strategies adopted by DOT, JK for promotion and marketing of JK tourism are as under:

- Promoting destinations as a tourism product.
- Enforcing of JK travel trade act for safeguarding tourists.
- Authorising the commercial activities to one of public sector cooperation known as Jammu Kashmir Tourism Development Cooperation (JKTDC).
- The department formed Publicity Wing for planning and marketing.
- The DOT frequently goes for road shows outside state.
- FAM tours are frequently organised.
- Infrastructural development at tourist spots.
- More focus on adventure tourism as topography of state supports it.
- Construction of tourist information centre and tourist bungalows.

4. OBJECTIVES OF THE STUDY

State of Jammu & Kashmir is one of the most aesthetic places of India. The state has seen a good no. of tourist inflows over the recent past. Despite having so much of potential for tourism JK has failed to retain the tourist inflow. Thus the main objective of the paper is



- To study tourist arrivals to major destinations of state.
- To study existing tourism marketing and promotion strategies.
- To suggest the promotional strategies for tourism in state; the suggestions are based on the opinion of foreign tourist who recently visited the prime destinations of state.

4.1 NULL HYPOTHESIS

In order to achieve the research objectives of this study, following hypothesis has been drafted for the testing purposes. There exists no significant difference in the opinion of tourists regarding marketing of J&K state.

5. METHODOLOGY

The study covers the prime destinations of Kashmir where foreign tourists visited. The destinations include Gulmarg, Pahalgam, Sonamarg, Srinagar, and etc. More than 400 tourists were selected from the destinations. Ultimate sample was selected on random basis. The total 430 questionnaires distributed among foreign tourists who visited Kashmir, out of which only 413 were returned and final analysis was done with 400 questionnaires which were filled properly and used for final analysis. The response rate was found to be 93.2%. The responses were recorded on 5 point Likert scales and were presented as Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree. The Chi-Square test was attempted on responses from tourists.

Responses from the research study were collected and studied to test whether there exists a significant variance from responses of mean and to find out common responses with respect to marketing and see if they establish a general trend.

A set of questionnaire was administered to the tourists containing 15 statements. The statements were based on various components regarding the marketing and promotion of JK tourism. The statements that were administered to tourists in questionnaire were:

- I.** Tourist information facilities in JK are not adequate.
- II.** JK is being regularly promoted as tourist destination.
- III.** The official website of JK tourism is informative and facilitating.
- IV.** JK is having high class infrastructure.



- V. There are adequate transport facilities within the state.
- VI. The ethnic cuisine of JK attracts the tourists.
- VII. The Dept. Of Tourism is playing a vital role in promoting JK as mix of various forms of tourism.
- VIII. The amenities at tourist destination are meeting the standards of tourists.
- IX. There are enough guides and escort services available at tourist spots.
- X. All the destinations in the state have well established roads.
- XI. There is proper dissemination of information at heritage places regarding their history.
- XII. Mobile network connectivity at tourist destinations is satisfying.
- XIII. There are internet facilities available for tourists in remote tourist places.
- XIV. There is a need to develop more and more tourism oriented activities.
- XV. The art and craft of the state needs to be promoted.

6. ANALYSIS AND INTERPRETATION

Chi square test attempted on the tourist opinion related to statement first reveals that the calculated value of 51.3 is higher than the critical value which is 16.3 at 0.001 level of significance reflects that the responses show significant difference. Thus the null hypothesis of no variance stands rejected. Chi square of statement second shows that there exists a significant variance as the calculated chi square value of 31.5 is more than the critical value of 13.8. So the null hypothesis is rejected. Chi square value of third statement suggests that the null hypothesis is rejected as the critical value of 16.3 is much lesser in comparison to 71.2, suggesting the null hypothesis of no variance to be rejected. Chi square test of fourth statement shows that the critical value of 18.47 is lesser than the calculated value of 35.2, thus showing the significant differences in the opinion of tourists about the infrastructure of the J&K. On fifth statement at 0.001 level of significance and 3 degrees of freedom when chi square test was attempted results showed that calculated value of 25.5 is higher than the critical value of 16.3, null hypothesis stands rejected. Sixth statement depicts significant variance as the calculated value of 16.1 is more than the tabulated value which is 16.3 at 0.001 level of significance and three degrees of freedom. Majority of tourists responded favourable to this statement. Chi square value of seventh



statement reveals that the critical value is 16.3 which is lesser than the calculated value of 41.2, thus at 0.001 level of significance and four degrees of freedom null hypothesis is rejected as there exists a significant difference in the opinion of tourists. On eighth statement chi square reflected that the null hypothesis should be rejected as the calculated value of 35.1 is higher than the tabulated value of 13.8. Chi square on all the responses of tourists on ninth statement revealed that the calculated value of 46.2 is higher than the critical value of 18.5, thus a significant variance is observed and null hypothesis is rejected. Tenth statement chi square test reflects that the calculated value of 32.8 is higher than the tabulated value of 13.8. Thus the test reveals evidence of variance. So, null hypothesis is rejected. Chi square attempted on eleventh statement reveals that the calculated value of 23.1 is higher than the tabulated value of 13.8. Chi square on twelfth statement revealed that the critical value of 16.3 is lower than the calculated value of 45.3, thus null hypothesis stands rejected. For statement number thirteen calculated value of chi square is 64.2 which is much higher than the tabulated value of 18.5, depicts that the variance exists in the opinion of tourists regarding the internet connectivity. Statement fourteen chi square calculated value is 6.1 which is marginally higher than the tabulated value of 5.9 reveals that the responses from tourists show variance. Chi square attempted on statement fifteen shows calculated value is 11.5 and tabulated value is 13.8 0.001 significance level and at three degrees of freedom, null hypothesis for this statement stands accepted.

The most of the responses from tourists show that there is need of infrastructural development in JK. Lack of accessibility to higher regions is a concern which has to be overcome. There state lacks the technology which is a problem for tourist as there is very less communication networking in the most of tourist destinations. The telephone and internet services need to be advanced. The Department of Tourism needs to provide professional guides and escort services to facilitate the tourists. Tourist believe that unexplored destinations must be explored and there must be enhancement in amenities like adequate transport service, tourist information centres, more luxury hotels, proper marketing and etc.

7. SUGGESTIONS BASED ON OPINION OF TOURISTS

1. The information facilities need to be enhanced as most of the tourist responded negatively to availability of information facilities.
2. There is a scope of promoting JK as a holistic tourist destination across the world because of its endless potential.
3. In the present era of technology most of the travellers like to get information from online source and the website of JK tourism is not active, there is a need of regularly updating the website.
4. The infrastructure has to be developed and is required to be upgraded so that the needs of tourist are catered.
5. There are less transport services available as compare to other states which is an issue for tourists, the state can introduce cab services like Uber, Ola and etc so that no transport issue is faced by the tourists.



6. People love food and JK is famous for its ethnic food, therefore the cuisine of JK can be promoted as a tourism product.
7. Government has to play vital role in promoting the tourism and bring together all stakeholders to attract the tourists.
8. As per responses of tourist the amenities in the tourist destination is not meeting the standards of tourist, therefore DOT and private stakeholders need to enhance the standards to keep the interest of tourists maintained.
9. Professional and registered guides and escort services must be provided.
10. Proper roads must be built to all tourist destinations as many of the spots are unexplored.
11. Response of tourist shows that there are no facilities of information dissemination at heritage. The DOT, INTACH and other related organisations must provide proper information facilities to tourists.
12. Enhancement of mobile networklines must be established at tourist spots.
13. Internet facilities must be ensured to all tourist destinations.
14. There must be more tourism oriented activities in state so that more tourists are attracted and also tourist will get more ways of entertainment.
15. Kashmir being rich in art and craft which must be promoted to attract the tourists.

8. CONCLUSION

Tourism in an emerging industry throughout globe and in this part of the world the potential for tourism is very high. The state of JK is blessed with ample tourism resources that attracts the tourists. The resources are so wide that they can almost cater all forms of tourism. Although the potential is not fully used, but if the state is marketed and promoted in a proper manner it will attract more number of tourists. The attractions of state not only cater domestic tourists but have variety of resources that fascinate the foreigners. Overall the foreign tourist arrival to state is less than domestic tourist arrivals but if the marketing and promotional strategies are revived and the development is made as per the needs of tourists, there will be a huge increase in no. of arrivals.

The few core reasons for the poor performance in attracting more tourists are inadequate marketing, promotion and underdeveloped infrastructure. The potential of state is not promoted in the best of the ways leaving the world unaware of the potential of the state. The need of the hour is to devise better marketing strategies, make further developments in infrastructure of the state, as there is a dearth of hotels and transport services. There is a need to have the high end hotels, better transport facilities, enhancement in technology, more focus on adventure tourism and etc. The development in accessibility to higher regions can help in overcoming the seasonality issue as many regions get out of reach during winters. The tourism in the state needs to be diversified so that more interest is created on minds of tourists and more tourists will be attracted.

It's the high time that stakeholders of the tourism in state to plan, develop, promote and market tourism of the state in the efficient and effective manner so that the tourism potential of the state is used at its best, the state witnesses more foreign and domestic inflow and whole of the state benefited.



REFERENCES

1. Arlt, W. (2002). *Internet as a Cross Culture Incoming Tourism Communication Tool for SMEs*, Tourism Research 2002, Proceedings of an International Interdisciplinary Conference in Wales, University of Wales Institute, Cardiff, Cardiff 4th-7th. September 2002.
2. Berthon, P., Pitt, L., and Watson, R. (1996). The WorldWide Web as an Advertising Medium: Towards an Understanding of Conversion Efficiency, *Journal of Advertising Research*, 60, (1), 43-54.
3. Brannback, M. (1997). Is the Internet Changing the Dominant Logic of Marketing? *European Management Journal*, 15(6), 698-707.
4. Bruner, E. (1991). Transformation of Self in Tourism. *Annals of Tourism Research* 18: 238-250.
5. Cohen, E. (1983). *Hill Tribe Tourism*. In J. M. McKinnon and W. Bhruksasri (eds) *Highlanders of Thailand*, Kuala Lumpur: Oxford University Press. p 307-325.
6. Crompton, John L (1979). An Assessment of the Image of Mexico as a Vacation Destination and the Influence of Geographical Location upon that Image; *Journal of Travel Research*, Vol. 18 (4), pp. 18-23
7. Dann, Graham, M.S. (2000). Differentiating Destinations in the Language of Tourism: Harmless Hype or Promotional Irresponsibility; *Tourism Recreation Research* Vol. 25, (2), pp 63-75
8. Davidoff, Philip. G., Doris, G., Davidoff. (1994). *Sales and Marketing for Travel and Tourism*, 2nd ed., New Jersey: Prentice Hall Cerus and Technology, Englewood Cliffs.
9. Deighton, J. (1997). Commentary on "Exploring the Implications of the Internet for consumer Marketing", *Journal of the Academy of Marketing Science*, 25, (4), 347-351.
10. Korres, G.M., 2008. The Role of Innovation Activities in Tourism and Regional Growth in Europe. *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol. 3, No. 1, pp. 135-152.
11. Maslow, A. (1954). *Motivation and Personality*, New York: Harper & Row.
12. McKay, K.J. & Fesenmair, D.R. (1997), Pictorial Elements of Destination Image Formation. *Annals of Tourism Research*, 24, 537-565.
13. Peterson, R., Balasubramanian, S., and Brounenbery, B. (1997). Exploring the Implications of the Internet for Consumer Marketing, *Journal of the Academy of Marketing Science*, 25(4), 329-346.
14. Pike, S.D. (2002). Destination Image Analysis: A Review of 142 Papers from 1973-2000. *Tourism Management*, 541-549.
15. Vengesai, S. (2003). A Conceptual Model of Tourism Destination Competitiveness and Attractiveness. *ANZMAC 2003 Conference Proceedings, Adelaide, 1-3 December 2003* (pp. 637-647).
16. Woodside, A. G., and S. Lysonski. 1989. A general model of traveller destination. *Journal of Travel Research* 27 (4): 8-14.
17. Yoon, Y. & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 45-56.