

BUSSINESS OPPORTUNITIES IN JAMMU AND KASHMIR TOURISM

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ABSTRACT

Tourism in the modern world recognized as the fastest growing industries not only in India but across the Globe. Tourism across the globe creates a tremendous amount of business opportunities under the shield of various forms of tourism. It promotes economic growth, economic development, social welfare, cultural exchange, mutual benefits and many more with the rest of the world, but It also generates employment, tourist infrastructure, transportation facilities and developing new destinations as well. Most of the counties are in the modern times are dependent upon the inflow and outflow of foreign as well as domestic tourists on their famous tourist destinations. The present paper is based on primary data which is collected through intensive field work and assess the impacts of tourism on the residents of the state. The chi square method is used for the measuring the attitude of the residents for better tourism development in Jammu and Kashmir. It is found that, the overall impact is positive as increases the total income of residents, generate employment and tax revenue and infrastructural facilities need to be improved.

KEYWORDS: Business Opportunities, Economy, Employment, Infrastructure, Jammu And Kashmir, Mutual Benefits, Tourism, ETC

INTRODUCTION

The concept of tourism has been defined in many ways and there is no agreement on the definition of tourism (Amelung, er al., 1999, p. 4). Developing economies are progressively relying on income streams from tourism while the traditional economic sectors have become less potent in contributing to GDP. The economic repercussions of tourism are occurring in extensive latitude, within the evolution of the globalization process (Sugiyarto et al., 2003) that is, in turn, helping the acceleration of this industry's expansion around the globe. According to United Nations World Tourism Organization (UNWTO), tourism is defined as "an activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (UNWTO, 2001). It refers to all activities of visitors, including both "tourists" (overnight visitors) and "same day visitors".

Vaughan *et al.*, 2000) that completes the total economic impact of tourism. As repercussion effects of tourism are being realized by nations, it is now believed to stimulate the economic progress of developing economies and its importance in gaining widespread recognition. The tourism industry has become one of the most vital sectors, drivers and/or engines of growth and development of the economy because of its competitive advantages and potentiality. The tourism industry not only creates considerable high multiplier effects, but also enhances the inter-sectorial linkages in the economy. Through inter-sectorial linkages, impact of international tourist expenditure affects almost all sectors of an economy beside direct tourism related sectors. (Mazumder *et al.*, 2011).

Tourism is the leading source of foreign exchange in at least one of three developing countries that have made it a priority sector, and this holds especially for small islands (see Durbarry (2004) In fact, there are several examples of small islands that depend heavily on international tourism revenue and where the tourism sector has received strong support from the government (see Louca, 2006).

Methodology

The methodology of the present study is based on a sound research design which broadly consists of primary as well as secondary data collection, followed by data processing and report writing. The primary data is collected from the following stakeholders in the tourism set-up:

- Officials / Staff of hotels.
- Visiting tourists in the vicinity both domestic and foreign.
- Local inhabitants / Shopkeepers / Tourist Guides.
- Artisans, Craftsmen.
- Travel Agents / Tour Operators.
- Other related agencies and persons.

The secondary data is collected from various sources, primarily

- Jammu and Kashmir Tourism Development Corporation.
- Tourist Reception Centers.
- Directorate of Tourism, Govt. Of J & K.
- State Directorate of Economics and Statistics.
- Census Reports.

Objectives

- To assess that tourism is the backbone of an economy of the state.
- To highlight the causes of different problems faced by the tourism industry in the Jammu and Kashmir.
- To explain the benefits of the Tourism industry in the state.
- To know the policies regarding tourism development in Jammu and Kashmir state.
- To assess that tourism is the backbone of an economy of the state.
- To show the inflow of tourists from abroad in the state.

Hypothesis

- There is a difference between tourist expenditure in tourist/non tourist seasons.
- Tourism sector creates new business opportunities in the state.

PERCEPTION OF RESIDENTS RESPONSE TO ECONOMIC IMPACT OF TOURISM

Tourism has a major effect on the local economy of the destination. Tourism brings foreign earnings, tax revenue and income of local people, which is beneficial for the development of tourism in the state. The economic impacts of tourism more is known about the economic benefits of tourism than the associated costs. Tourism can create employment opportunities, earn foreign exchange, produce return on investment for emerging economies, bring technology and improve standard of living. Tourism can also help to generate jobs and increase revenue to local people and shopping facilities. Tourism can cause a major effect on economic of destination areas for the price of land to rise rapidly.

ECONOMIC IMPACT INDICATORS

Increase the income of residents, opportunity for shopping, generates jobs, demand for female labor, an increase in general prices of goods and services increased the number of hotels / resorts and commercial view of local people are the few indicators that indicate the economic impact of tourists.

Table: 1. Residents Response to Economic Impact of Tourists on the Residents of J&K State

S.No	Elements	Strongly Disagree	Disagree	No Comment	Agree	Strongly Agree
1	There is a difference between tourist expenditures in tourist/non tourist season	61	46	44	40	59
2	Tourism sector creates new business opportunities in the state..	65	50	43	35	62

Source: Primary Survey, 2013, Conducted by Authors.

- **Testing of Hypothesis**

$$X^2 = \sum (O-E)^2/E$$

$$X^2 = 5.84$$

$$d.f. = n-1$$

H_0 = there is no difference between tourist expenditure in tourist/non tourist seasons

H_1 = there is a difference between tourist expenditure in tourist/non tourist seasons

$$\chi^2 = \sum (O-E)^2/E$$

$$\chi^2 = 77.84$$

$$d.f. = n-1 = 9-1=8$$

From the table value $\chi^2_8 (0.05) = 15.507$

Since the calculated value of (chi square) χ^2 is greater than the tabulated value of χ^2 at the 5 % level of significance for (8) d.f. So we reject our null hypothesis at the 5 % level of significance and conclude that there is a difference between tourist expenditures in tourist/non tourist season.

- **Testing of Hypothesis**

H₀=tourism sector creates new business opportunities in the state.

The H₁ = tourism sector does not create any new business opportunities in the state.

$$\chi^2 = \sum (O-E)^2/E$$

$$\chi^2 = 13.36$$

$$\text{d.f.} = n-1$$

$$\text{d.f.} = 5-1=4$$

From the table value $\chi^2_4 (0.05) = 9.49$

Since the calculated value of (chi square) χ^2 is greater than the tabulated value of χ^2 at 5% level of significance for (4) d.f. So we reject our null hypothesis at the 5 % level of significance and conclude that the tourism sector does not create any new business opportunities in the state.

THINGS LIKED BY TOURISTS (GOOD POINTS)

The majority of the tourists said that they liked the scenic beauty of the region; tourists said that they liked the Mughal gardens, mountains Dal Lake. They said that they liked the Houseboats, Shikaras. The number of tourists said that they liked the climate of the region. Tourists liked the good behavior of the local people and they were very impressed with them.

Those tourists who visited Jammu had the only aim was to visit the Vaishno Devi shrines, their faith out beats everything and they simply responded that they liked the Vaishno Devi Shrine; some of them said that they liked the arrangement done by the shrine boards for the pilgrims. Few tourists said that they liked the temples of Jammu. Tourists said that people of Jammu & Kashmir were cooperative.

Those people who visited the Ladakh region said that they liked the scenic beauty of the place they liked the mountains, Landscape, mountain, snow mountain. Tourists said that they liked the climate of the place of the Ladakh region. Tourists said that they liked the monasteries and Gompas of the region, tourists said that they liked the people and the culture of the Ladakh region.

Things Disliked by Tourists (Bad Points)

Tourists disliked the pollution in the region, they observed pollution in the Dal Lake and they disliked that. Since at the time of survey STD/ISD facility was not there so people didn't like that. Tourists also disliked the local Bus services of Srinagar. Tourists also disliked harassment by Shikara hawkers and Ponywalas of Pahalgam. Lack of good Internet facility and Lack of credit card facility was also disliked by tourists.

Tourists visiting Jammu identified number of things, which they disliked. Tourists disliked the existing security climate in the region. Tourists also disliked the costly food and higher cost of other things, they also disliked the inadequate basic amenities of Jammu like toilets. Tourists disliked the bargaining by shopkeepers in the marketplace.

Tourists in the Ladakh region disliked the filth and garbage in the area, they also disliked the pollution generated by the vehicle. Tourists said that they disliked the traffic system of the leg, tourists complained about the lack of toilet facility for tourists in the region. They said that they disliked the high Internet charges. Few tourists said that they disliked the lack of good hotel facility.

CONCLUSIONS

The research study finds that tourism is playing an important role in the economic development of Jammu and Kashmir. Development of tourism is now accepted everywhere in the world as one of the major means of developing the economy of the country. Studies and researches, both academic and practical, on tourism development and its manifold impacts have now become highly significant in developed as well as developing countries. This is particularly true in the case of Jammu and Kashmir, where industrial development is low. The only sector in the present situation where Kashmir can rely upon with confidence is the development of tourism. Indeed Kashmir have created a brand name in tourism "Paradise on the earth". The significant impact of tourism on Jammu and Kashmir economy justifies the necessity of Public intervention aimed, on one hand, at promoting and increasing tourism demand and on the other hand, providing and fostering the development of tourism supply.

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