

MARKETING DEVELOPMENT OF TOURISM INDUSTRY IN J&K

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ABSTRACT

The tourism industry in the state plays vital role in the development of the regions of Jammu, Kashmir and Ladakh. The state has been a place of religious activities and shrines having their own religious values, which attract thousands of pilgrims every year. Marketing is not about selling things. It's about making it easy for people to buy.”- Kristin Zhivago Tourism arises from the movement of people to, and their stay in, various destinations; there are two elements in all tourism; the journey to the destination and the stay including activities at the destination. Product marketing can be considered as an integral part of tourism marketing, it is the classification of customers according to the degree that specific types of services could appeal to them. The era of standard products and services is drawing to a close; tourism cannot evade the trend. More and more customers are seeking destinations offering personalized and memorable experiences. Therefore this paper is an attempt to find out the marketing development of tourism industry in J&K. This paper is divided into three parts. Part one represents introduction, research methodology and objectives of the study. Part two review the marketing development of tourism in J&K. The analysis in this paper is qualitative as well as quantitative. This study is based on information obtained from primary sources which includes one hundred tourists which are taken from the different. Final and third part includes findings and conclusion of the study.

KEY WORDS: Marketing, development. Tourism, services.

INTRODUCTION

The tourism industry in the state plays vital role in the development of the regions of Jammu, Kashmir and Ladakh. The state has been a place of religious activities and shrines having their own religious values, which attract thousands of pilgrims every year. With the arrival of winter, the state offers a multitude of options for winter sports activities. According to Centre for Monitoring Indian Economy (CMIE), the tertiary sector in the state contributes nearly 44.2 per cent to the states GSDP (at current prices, 2007-08). Amongst the various sectors coming under tertiary sector, Tourism is a key contributor to the sector growth of 8.7 percent.

Available estimates shows that the number of domestic tourists' arrival in India has increased from 563 million (2008) and 669 million (2009) to 740 million (2010), respectively. According to the statistics shown in the Table 2, the annual growth rate of the domestic tourists is increasing, but, with a declining growth rate i.e. 20.9 percent for 2009 to 8 percent in 2010. On the contrary, figures on foreign tourist arrivals show a major decline in the growth rate, probably due to the security/law and order issues.

MARKETING DEVELOPMENT

Marketing is not about selling things. It's about making it easy for people to buy. Kristin Zhivago Tourism arises from the movement of people to, and their stay in, various destinations; there are two elements in all tourism; the journey to the destination and the stay including activities at the destination. The journey and the stay take place outside the normal place of residence and work, so that tourism gives rise to activities, which are distinct from those of the resident and working populations of the places, through which tourists travel and in which they stay; The movement to destinations is of a temporary, short-term character, with intention to return within a few days, weeks or months. Marketing is a continuous, sequential process through which management in the hospitality and tourism industry plans, researches, implements, controls, and evaluates activities designed to satisfy both customers' needs and wants and their own organization's objectives. To be most effective, marketing requires the efforts of everyone in an organization and can be made more or less effective by the actions of complementary organizations. The six marketing fundamentals are as follows: Satisfaction of customers' needs and wants, Continuous nature of marketing, Sequential steps in marketing, Key role of marketing research, Interdependence of hospitality and travel organizations, Organization-wide and multi department effort. Marketing is *the* overarching management discipline. It informs the development of new products, the enhancement of existing products and the refinement of management practices. It is a tactical tool for adjusting demand to match capacity - all-important where seasonality is a real or potential constraint on tourism. It is a powerful mechanism for ensuring cross-fertilization between profit centers in a single operation, or for identifying symbiotic partnerships in regional strategies. It sets the benchmark for customer relationships - the interaction between the supplier and the supplied (Marketing considerations should be at the core of every aspect of tourism. Similarly, the marketing strategies for Tourism should typically contain recommendations for parallel actions designed to improve the quality of products and service, and bring businesses in closer alignment with consumer/tourists expectations) Successful marketing strategies require a detailed appreciation of the product or products on offer;

accurate identification of markets; an appraisal of the most efficient and effective means of communication with those markets; and knowledge of the media (including the *E* sector), mechanisms and dynamic relationships which provide the vehicles for communication. Product, market and communication are the three defining points of what we term the marketing triangle, and only when these elements are in complete balance can the best results be realized. The ability to manage complex inter relationships requires more than a passing acquaintance with marketing theory. The basic aim of the marketing strategy for tourism is to ensure maximum effectiveness of promotional activity in order to strengthen and enhance J&K's position as an international tourist destination.

PRODUCT MARKETING

Product marketing can be considered as an integral part of tourism marketing, it is the classification of customers according to the degree that specific types of services could appeal to them. The era of standard products and services is drawing to a close; tourism cannot evade the trend. More and more customers are seeking destinations offering personalized and memorable experiences. The range of products promoted by J&K will have to be maintained. However, the emphasis will be placed on customization and theme development so that the organization of lead-in products and related activities and services mirror J&K's determination to offer tourists a visit they are unlikely to forget. These lead-in products have been broken down in response to new customer needs. In years to come, they will be adapted to changes in the supply and demand for tourism products.

To tour is to venture. To tour is a verb that describes an individual's movement from place to place. However, if you add the suffix "ism" to this simple verb, you create a noun of action. It creates the term "tourism," which is more than just an act. As a powerful noun, the word tourism embodies the wide world of people, places and things that come with this function of the English language. With the addition of that small suffix, to tour becomes more than just the act of movement. From a dictionary definition, it becomes "the activity or practice of touring, especially for pleasure" or "the promotion of tourist travel, especially for commercial purposes." In this manual, we will focus on the business or industry of providing information, accommodations, transportation, and other services to tourists and what it means to plan, create and sustain tourism, and the impact tourism can have on your rural community.

TOURISM INDUSTRY IN KASHMIR

Tourism in the state has led to the development of the whole service industry including transport, hospitality, camping, retail shops, horticulture, and in the small-scale sectors, but it has remained quite susceptible to even minor changes in the law and order situation in the state. This is evident since the year 2000-01 when international tensions of the border affected the tourists traffic in both foreign and domestic sectors in the regions of Ladakh and the Valley, it resulted in a severer secession in the whole service industry. Growth of this Industry for developing incomes and employment has remained an unpredictable feature. Growth in tourist traffic also continues to vary year to year in direct relations to the threat perception. To develop the infrastructure for the visitors, advance planning in each sector of the industry for the opening of new facilities is a must. If this is not kept in our perspective, there can be no planning for future. However, most of the departments in the Government of J&K are not practicing advance planning. Since the state is having three distinct regions, these regions have to be looked distinctively. Each region has its own perspective, culture, language, people, attraction, etc. It is very essential to keep this in mind while formulating the

policy, plan, etc. The region of Ladakh is the choice of foreign tourists; Jammu attracts pilgrimage tourists, while the Valley attracts a larger number of domestic tourists and a fair sprinkling of foreign tourists. At the time of writing this report, Ladakh had quite a number of tourists from Israel, Germany and France while in the Valley, a few tourists mostly from Italy and England were present. The Jammu region has foreign tourist only as transit passengers (on their way to the Valley or Ladakh) who are not destined to any tourist spots in the Jammu area; therefore they do not require current mention herein the Consultants had undertaken a survey in which appreciable number of contacts were made with various stakeholders, tourists, who were related directly or indirectly to the various sub sectors of tourism.

GULMARG

Gulmarg is an uphill climb of 3km with well maintained directional signage's and roads. The entire area is very eco-sensitive. In Gulmarg there is no resident population. The villages are at the foothills. The economy of the villagers is dependent on the tourism of Gulmarg.

RESEARCH METHODOLOGY

OBJECTIVE OF THE STUDY

- To understand the customers satisfaction towards Tourism industry
- To identify major issues faced by tourism industry

- To understand and analyze the different products offered by the tourism industry to attracts the tourists
- To explore growth and expansion of tourism industry

RESEARCH DESIGN

Research design specifies the methods and procedures for conducting a particular study. I have chosen the descriptive research design.

DESCRIPTIVE RESEARCH DESIGN:

Descriptive research studies are those studies which are concerned with described the characteristics of particular individual. In descriptive as well as in diagnostic studies, the researcher must be able to define clearly, what he wants to measure and must find adequate methods for measuring it along with a clear cut definition of population he want to study. Since the aim is to obtain complete and accurate information in the said studies, the procedure to be used must be carefully planned. The research design must make enough provision for protection against bias and must maximize reliability, with due concern for the economical completion of the research study.

SAMPLE SIZE: The substantial portions of the target customer that are sampled to achieve reliable result are 50. The cost and time limitation completed me to select 50 respondents as sample size

SAMPLING METHOD:

In this marketing research project, I am using Convenience sampling method

AREA SAMPLING: Baramulla

TOOLS OF ANALYSIS: we have taken the Excel method to analysis and interpretation of the collected data.

DATA COLLECTION

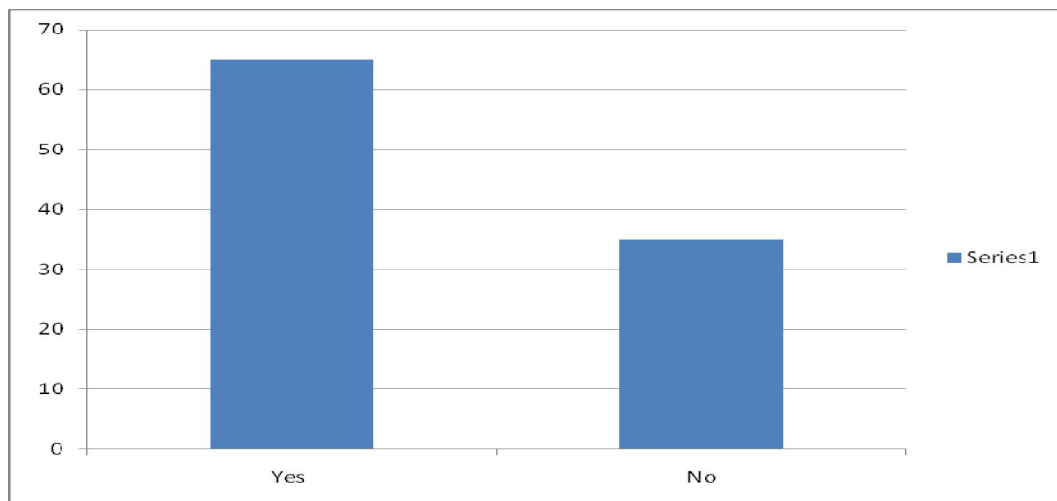
The study was conducted by the means of personal interview with respondents and the information given by they were directly recorded on questionnaire.

COLLECTION TECHNIQUE:

Questionnaire method is used in collection the data.

DATA ANALYSES

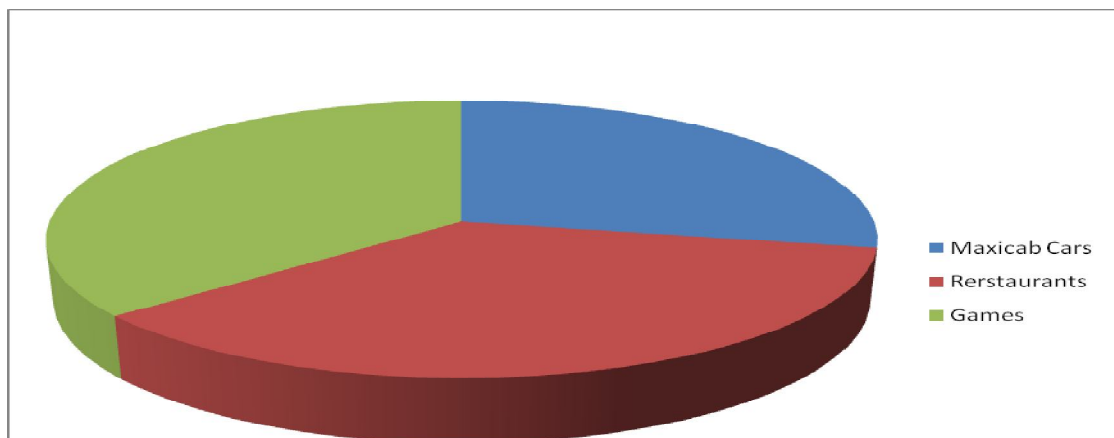
Are you satisfied with the services of tourism industry?



Interpretation

65% people are satisfied with the services of tourism industry and 35% people are dissatisfied with the services of tourism industry

Which one of the service you think is better



Interpretation

28% people think that Maxicab Cars is better,36% people think that the Restaurants service is better ,36% people think that Games is better.

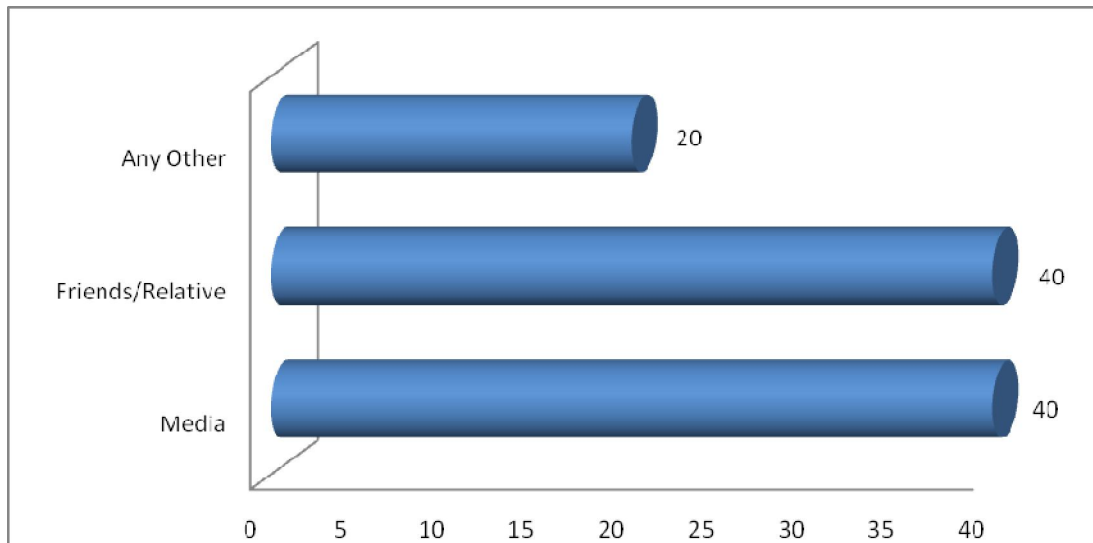
Which services do you think that explore Tourists to visit Kashmir



Interpretation

28% people think the game service explore tourists to visit Kashmir,60% people think that providing better Facilities explore tourists to visit Kashmir,6% people thinks that guiding service explore tourists to visit Kashmir,6% people thinks the Marketing Products servicing explore tourists to visit Kashmir.

Are you aware about the various products or services offered by tourism industry if yes, where from you acquired the knowledge about these...



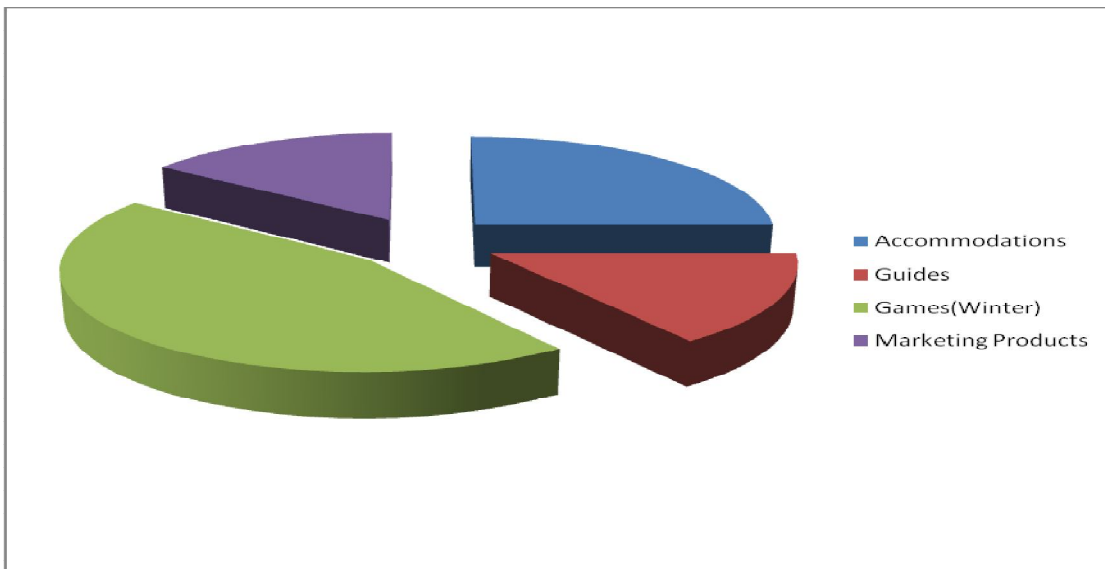
Interpretation

40% people are aware about the various products or services offered by tourism industry and acquired knowledge by Media

40% people are aware about the various products or services offered by tourism industry and acquired knowledge by Friends/Relatives

20% people are aware about the various products or services offered by tourism industry and acquired knowledge by any other sources

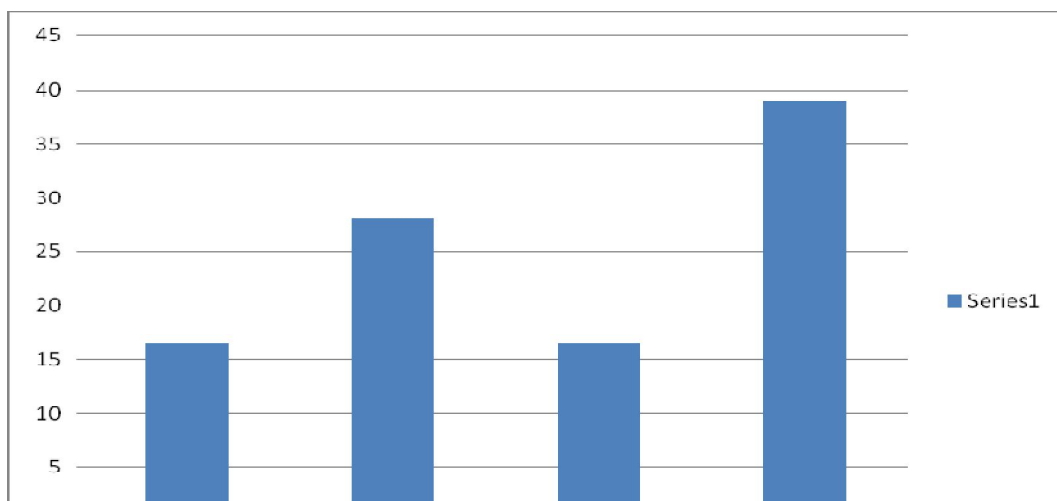
Are you satisfied with the following marketing services namely provided by the tourists



Interpretation

25% people are satisfied with the Accommodations services ,15% people are satisfied with the Guiding services,45% people are satisfied with the Games(winter) services,15% people are satisfied with the Marketing Products of tourism industry

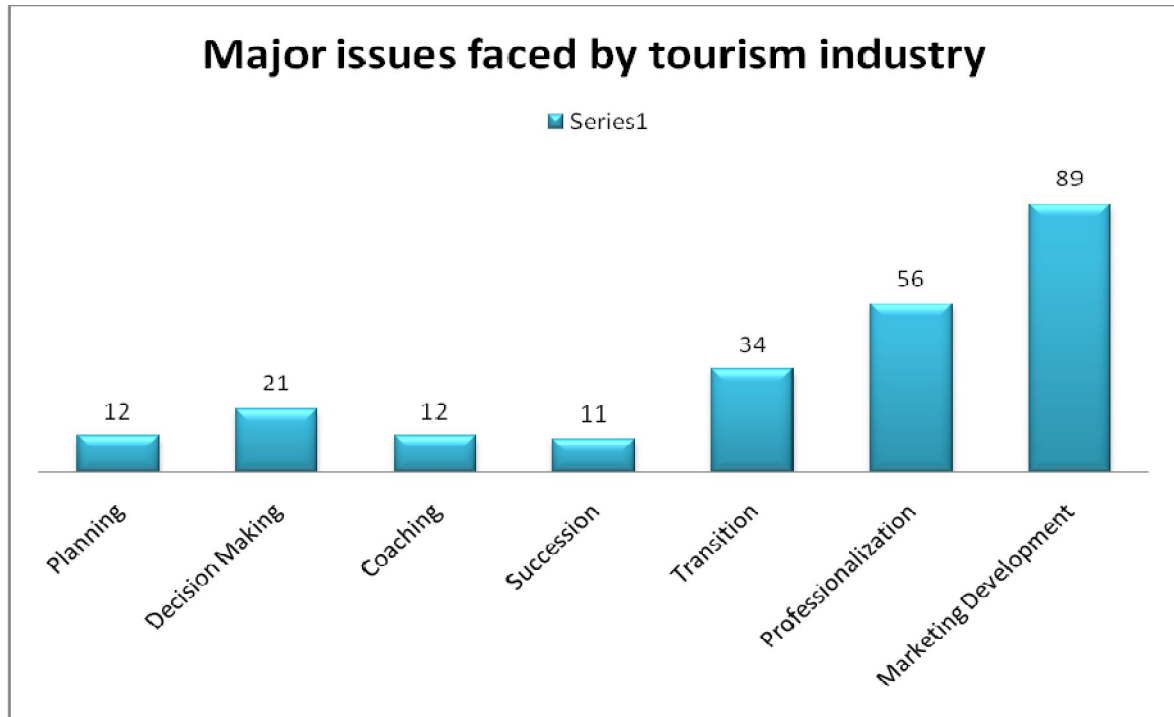
What type of tourism services tourism industry provided to their customers



Interpretation

16.5% people are with the Accommodations services that tourism industry provided to their customers,28% people are with Guiding services that tourism industry provided to their customers,16.5% people are with Gaming services that tourism industry provided to their customers,39% people are with Marketing Product services that tourism industry provided to their customers

Major Issues faced by Tourism Industry

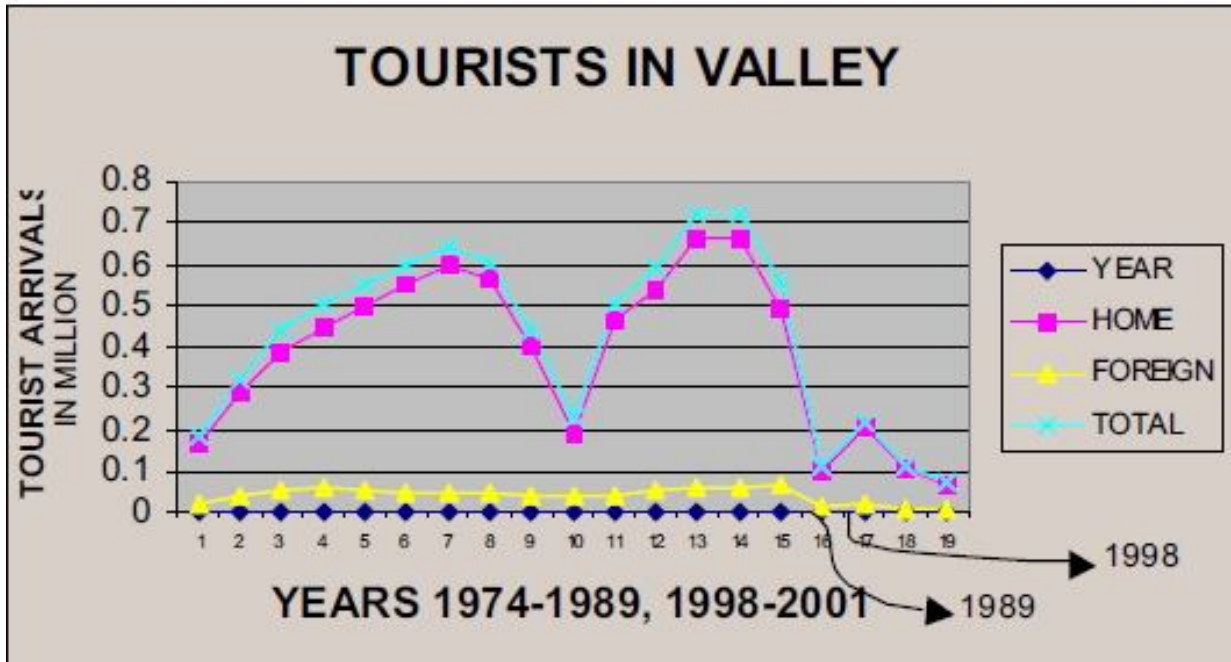


Interpretation

Major issues faced by tourism industry 1st position on marketing Development, Major issues faced by tourism industry 2nd position on Professionalization, Major issues faced by tourism industry 3rd position on Transition, Major issues faced by tourism industry 4th position on Decision making, Major issues faced by tourism industry 5th position on Planning, Major issues faced by tourism industry 6th position on coaching ,Major issues faced by tourism industry 7th position on Succession

TOURISM IN JAMMU AND KASHMIR

Tourism is one of the State's major industries. It has played an important role for developing the economy, particularly in the region of the Valley and Ladakh. The industry has given jobs to a very large number of people, particularly of the younger in the primary, secondary and tertiary sectors in the State, which owes dependence to a large extent to this industry.

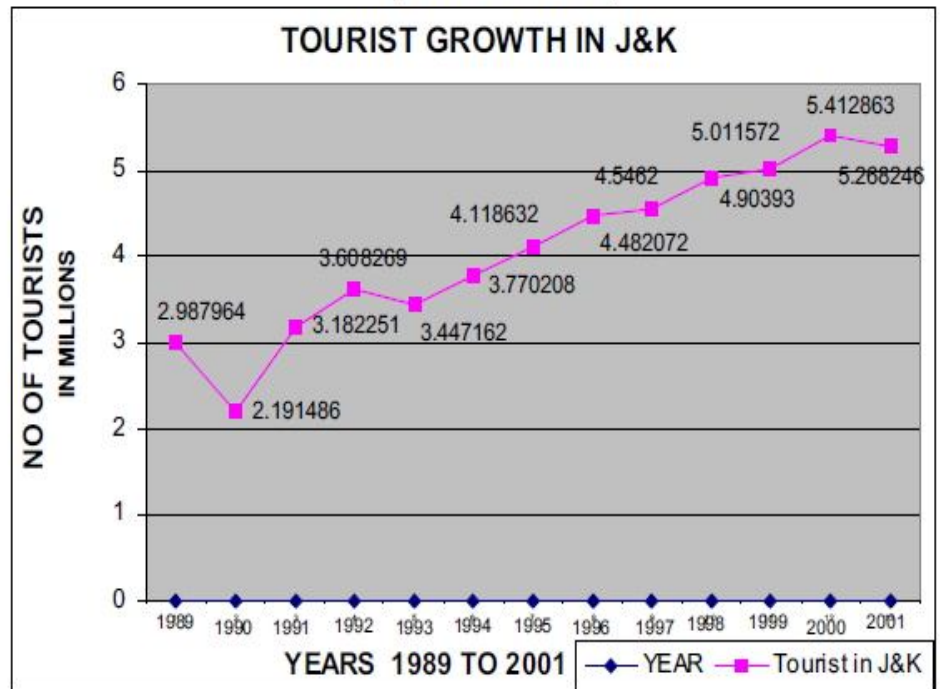


TOURISTS GROWTH IN JAMMU & KASHMIR

TABLE NO. 1

TOURISTS GROWTH JAMMU & KASHMIR	
YEAR	Tourist in J&K
1989	2987964
1990	2191486
1991	3182251
1992	3608269
1993	3447162
1994	3770208
1995	4118632
1996	4482072
1997	4546200
1998	4903930
1999	5013571
2000	5412863
2001	5268246

FIGURE NO. 5



Analysis of the breakup of the tourists in the last decade, shows that almost 90% to 95% of the tourist arrivals in Jammu & Kashmir is because of Gulmarg, Tangmarg, Dal Lake. It is being projected that by the end of 2010 the tourists arrival in Jammu & Kashmir would be around 1, 10, 73,650, considering the fact normalcy will occur in the next 2-3 years which will rise to 2, 27, 08,506 by the end of 2020.

RESULTS AND FINDINGS

65% people are satisfied with the services of tourism industry, 35% people are dissatisfied with the services of tourism industry, 28% people think that Maxicab Cars is better, 36% people think that the Restaurants service is better, 36% people think that Games is better, 28% people think the game service explore tourists to visit Kashmir, 60% people think that providing better Facilities explore tourists to visit Kashmir, 6% people think that guiding service explores tourists to visit Kashmir, 6% people think the Marketing Products servicing explore tourists to visit Kashmir

40% people are aware about the various products or services offered by tourism industry and acquired knowledge by Media, 40% people are aware about the various products or services offered by tourism industry and acquired knowledge by Friends/Relatives

20% people are aware about the various products or services offered by tourism industry and acquired knowledge by any other sources, 25% people are satisfied with the Accommodations services, 15% people are satisfied with the Guiding services, 45% people are satisfied with the Games (winter) services

15% people are satisfied with the Marketing Products of tourism industry, 16.5% people are with the Accommodations services that tourism industry provided to their customers, 28% people are with Guiding services that tourism industry provided to their customers, 16.5% people are with Gaming services that tourism industry provided to their customers, 39% people are with Marketing Product services that tourism industry provided to their customers

CONCLUSION

Part 1

Our research work shows that:-

65% people are satisfied with the services of tourism industry

Part 2

Major issues faced by tourism industry are given below:-

Planning, Decision Making, Coaching, Succession, Transition, Professionalization, Marketing Development

Part 3

Our work shows that tourism industry offers the following types of products and services

Restaurants, Games, Guides, Marketing Products, Accommodations, Games, (winter), Hospitality

Part 4

The final and last part of analyses we did research on Growth of tourists in Jammu & Kashmir. During 1989 it was estimated that the growth of tourists accessed up to 2987964 and in 2001 it crawled up to 5268246. It is being projected that by the end of the 2010 the tourists arrival in Jammu and Kashmir would be around 1, 10, 73,650 considering the fact normalcy will occur in the next 2-3 years which will rise to 2, 27, 08,506 by the end of 2020

SUGGESTIONS

The tourism industry should pay more attention towards their customers to increase customer's satisfaction. They should improve their service to make their business economical. Tourism industry should hire experts from outside to provide effective training, coaching, mentoring to make their fields highly professionally. Tourism industry should design and adopt computable products to attract their customers. Tourism industry should provide the better transport to the tourists and construct the shopping walls on roads etc. The tourism industry should provide the more beautification on resorts, restaurants, parks etc

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