

Effect of Peace and Disturbances on Tourist Influx and Tourism in Jammu and Kashmir.

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Abstract

J&K is one of the country's most popular tourist destinations, and has been a tourist draw across the globe for centuries. The lush green forests, springs of land escapes, seasonal rivers, picturesque, alpine scenery, pilgrimage destinations and the nice environment of the Kashmir valley have remained an internationally attractive tourist destination, while the Jammu region-the city of temples attracts a large number of pilgrim tourists and the most desirable destination has been Shri Mata Vaishno Devi (SMVD). Tourism tag has always taken J&K's state to the forefront of both the national and international scene. Efforts were made to increase tourist arrivals in the state. In the last thirty years of instability, however, state has experienced ups & downs. The state saw the worst days in its history and the tourism industry was greatly damaged both by armed struggle and by security forces counter operations. There was hardly any tourist who once lauded as heaven on earth would visit the state particularly valley of Kashmir. However, it was only in the last decade that state saw its tourism industry revival phenomena. But, with the growing violence and instability in the Kashmir since 2008, this industry has once again been put in the bad shape. The goal of this paper is to accentuate tourism growth in two separate circumstances, i.e. peace and disturbance. Under this paper the effect of peace and disturbance is demonstrated by showing tourism production.

***Keywords:* Effect, Peace, Disturbance, Tourism Industry and Tourist Influx**

INTRODUCTION

Jammu and Kashmir is situated geographically on the top and north side of the country's map, with bordering Pakistan, Tibet and China. There are three culturally distinct regions in the state, i.e. Kashmir, Jammu and Ladakh. Every area has its own unique base of resources. This has a mountainous climate, with the exception of a part of Jammu region and Kashmir valley. Jammu and Kashmir hold a special economic characteristic. It has as many inherent economic disadvantages as remoteness and weak connectivity, hilly and sometimes inhospitable terrain, natural disaster vulnerability, poor infrastructure, low population density, etc. All of these variables in J&K resulted in a classic backwardness arising from low economic development resulting in low job prospects and consequently low revenue generation. Despite all these drawbacks, the economy has suffered badly for more than two decades now due to the extremely adverse financial, law and order situation prevailing in the state. Together with disrupted environmental conditions, these economic disadvantages have an enormous impact on the nature of the developmental problem which influences the approach to be taken in the state. The rise of a wide variety of terrorism in the state has left the people insecure in all the manners. Whatever aim or motivation terrorists carry in their mind is not for the welfare of humanity because it just kills people without seeing age, gender, religion or colour. Violent wars are just socially, historically, economically and politically devastating. In addition to a few beneficiaries in the weapon industry, economic instability is an integral part of wars, adversely impacting people's livelihoods and the long term cycle of growth. With aggression becoming part of daily life, the whole environment is habitualized in confrontation, with the focus on having an advantage on both sides, and in this case, resulting in tremendous developmental devastation. This has led some to doubt the feasibility of advancing sustainable development amid prolonged armed conflict. Most frequently in many cases, the cause or spur of conflict is lack of progress - economic, political or social - or a combination of both. Conflict to development relationship is solid and is a two-way process: conflict retards growth; and likewise, development failures significantly increase conflict-proneness. Tourism, one of the J&K's biggest industries, suffered immensely from violent attacks. After the late 1980s when militancy gained traction, it deteriorated dramatically. The number of visitors visiting the state every year had fallen drastically. The state is reported to have lost 27 million visitors from 1989-2002 resulting in a loss of \$3.6 billion in tourism revenue. Although as many as 557974 tourists visited the state in

1989, the number decreased to 8026 in 1993, according to the records. 27358 tourists visited the state during the year 2002. Since then, the number of visitors at that specific point of time continues to increase or decrease depending on the degree in crime. The key problem is not militancy but the cause of militancy that is our centered political system in which hundreds of our youth are indulging in it, which has an enormous effect on tourism and other development processes.

THE LINK BETWEEN PEACE AND THE DEVELOPEMENT

We also saw the rise of a wide variety of violent conflicts across the globe in recent times. Whatever the aims or motivations, violent wars are generally socially, historically, economically and politically devastating. In addition to a few beneficiaries in the weapons industry, economic instability is an integral part of wars, adversely impacting people's livelihoods and the long-term cycle of growth. With aggression becoming part of daily life, the whole environment is "habitualized in confrontation," with the focus on having an advantage on both sides, and in this case, resulting in tremendous developmental devastation. This has led some to doubt the feasibility of advancing sustainable development amid prolonged armed conflict. Most frequently in many cases the cause or spur of conflict is lack of progress – economic, political, or social – or a combination of both. Conflict-to-development relationship is solid, and is a two-way process: conflict retards growth; and, likewise, development failures significantly increase conflict-proneness. Tourism, one of the Kashmir Valley's biggest industries and Jammu, has suffered immensely from violent attacks. After the late 1980s when militancy gained traction, it's deteriorated dramatically. The number of visitors visiting the state every year had fallen from about 7,000,000 in the days of pre-militancy to a few thousand in the years that followed. The State is reported to have lost 27 million visitors from 1989-2002 resulting in a loss of \$3.6 billion in tourism revenue. Although as many as 557974 tourists visited the state in 1989, the number decreased to 8026 in 1993, according to the records. 27358 tourists visited the state during the year 2002. Since then, the number of visitors at that specific point in time continues to increase or decrease, depending on the degree in crime. However, the number of tourists in the pre-militancy era has never come anywhere near the amount of tourists who visited the State. The question that remains almost enigmatic in the sense of the tourism sector in the state is that,

while the favorite destination in the pre-militancy period was the beautiful Kashmir Valley, there has been a rise in the number of tourists in the Vaishno Devi Shrine, Jammu Region and Leh in Ladakh. The authors interacted with many local and international tourists who frequently visit the region during their surveys in Leh, and are keen to visit Srinagar but choose not to go (Personal Communications, May 21-June 1, 2007). Though with the start of the peace process the number of tourists to Srinagar increased. Through their contact with local citizens, the writers said that due to ongoing instability, the "local economy has been absolutely shattered. While earlier thousands of outsiders were thronging into the region, now only hundreds are visiting the valley. "They also added that the key problem is not militancy, but the cause of militancy, that is, our self-centered political system in which hundreds of our youth are indulging in it, which has enormous effect on tourism and other development processes.

OBJECTIVES OF THE STUDY

The present study has different objectives for analysis. The following are:

1. To evaluate the effect of peace and conflict on tourism growth in J&K.
2. To find out what role tourism plays in J&K economy's GDP.
3. To evaluate employment development in the tourism sector.
4. To find out about the key problems of tourism growth in Jammu and Kashmir.
5. Finally, provide the feasible suggestion for a sustainable tourism development.

RESEARCH METHODOLOGY

The secondary data has been included in the present analysis. Secondary data were gathered from Jammu and Kashmir Tourism Department and Economic Survey. The methodology's underlying idea is to know the impact of peace and disturbance on tourism and Tourist influx in Jammu and Kashmir.

IMPACT OF PEACE AND DISTURBANCE ON TOURISM IN JAMMU AND KASHMIR.

The travel industry comprises one of the fundamental wellsprings of salary for immense areas of the Kashmiri populace. Visitor goals like Sonmarg and Gulmarg are referred to universally for winter games, for example, skiing. Gulmarg is too known as the most noteworthy green fairway on the planet, and flaunts the world's biggest link vehicle lift. The popular Dal Lake in the Kashmir valley needs extraordinary notice in this unique situation. Experience sports in J&K incorporate trekking, mountaineering, winter sports, water sports, golf and angling. Many of those tourist attractions, however, remain underdeveloped. Several other tourist destinations in the state were left partially untapped due to the war. As in the Kashmir valley, the Jammu and Ladakh regions also have a lot of scope for tourism. Some of the tourist spots in Jammu that need to be built are Patni Peak, the Ramnagar Forts, the temples of Babor and Krimchi, Sudh Mahadev and Mantalai, Shiv Khori, the memorial of the saint-soldier Banda Bairagi, as well as the hills of Kishtwar and Bhandarwah, all of which can be built with modern facilities to draw a wider cross-section of the population from different parts of the world. Tourism is one of the main sources of income for large parts of the Kashmiri population. Tourist destinations such as Sonmarg and Gulmarg are globally renowned for such winter sports as skiing. Gulmarg is also regarded as the world's highest green golf course, and boasts the biggest cable car lift in the world. The popular tourism sector in Jammu and Kashmir accounts for 5.92 per cent of Indian GDP. Tourism is a labor intensive sector and according to worldwide projections of the World Travel and Tourism Council (WTTC 2010), it is projected to contribute 8.1 per cent to total jobs. WTTC(2010) projects that will produce 2nd largest employment in travel and tourism by 2010 and 2020 at 49 and 58 million jobs respectively, finishing second only after China. It is a clear fact that the J&K state used to draw huge numbers of domestic as well as international visitors until the late 1980s, but the tourism sector received a serious jolt with the outbreak of militancy in 1989. The influx of visitors decreased considerably until 2002, during which the state suffered heavily due to militancy and insurgency in this region. Tourist rush was reported as the highest in the year 1988. The Govt. has made every effort and has taken all possible measures to revive the tourism sector by increasing the infrastructure needed to restore the pristine glory of tourist attractions and the average tourist flow between 1990 and 1996 was only about 10,000 per year.

ECONOMIC BENEFITS BY TOURISM IN J&K

In Jammu and Kashmir State the extent of enormous scope mechanical advancement is restricted to desires for the state economy; the travel industry is viewed as a monetary bonanza. Being a work escalated industry the extent of business is shifting immense. It requires extremely low degree of speculation and occupations gave under this industry are relatively higher than numerous different enterprises. The travel industry is respected multi-segmental industry, in this way, gives various sorts of occupations like lodging chiefs, assistant, accountant's representatives, guides, visit conductors, trip specialists, transport administrators, culinary specialist and so on and numerous different employments which are required to fortify the travel industry. The positive monetary advantages of the travel industry are given underneath.

1. Commitment to State's salary ages. 2. Extension of work openings.
3. Raising Tax Revenue.
4. Age of Foreign Exchange.
5. Change of territorial economy
6. Social Effects
7. Culture impact 8. Effect on condition

ISSUES FACED BY TOURISM AND SECTOR IN J&K

1. Mismanagement
2. Issues of Infrastructure
3. Absence of Transport Facilities
4. Absence of Basic Facilities
5. Worst world of politics which give rise Militancy in the State
6. Characteristic elements
7. Absence of coordination

SUGGESTIONS FOR SUSTAINABLE TOURISM DEVELOPMENT

The primary concern to remember is the between relationship of maintainability, arranging, improvement and the travel industry. Incorporated arranging in the travel industry segment ought to incorporate thought of the accompanying issues:

1. Effect on the regular habitat, the host networks, the nearby (local, national) economy, the indigenous culture;
2. Requests made on HR, including information, abilities, aptitudes, and numbers;
3. Effect of and on transport and framework frameworks, provincial turn of events, asset use and appropriation;
4. Obligations got from universal understandings, accords and conventions;
5. Effect of and on different areas of the economy, particularly the essential divisions of horticulture, ranger service, mining and angling, yet in addition some modern segments, transportation and different parts of trade;
6. Ramifications of the travel industry improvement for land possession and land residency, land and property estimations, option or substitute employments;
7. Linkages through the various degrees of arranging; and
8. Linkages with governments and offices, the travel industry, intrigue gatherings, have networks, indigenous networks, improvement industry (other than in the travel industry).

These issues can be managed when creating the travel industry strategies and plans at different levels as long as the accompanying key components are likewise included:

1. The travel industry related framework – transportation, water flexibly, vitality and force gracefully, squander removal, contamination control, broadcast communications;
2. The travel industry explicit turn of events – lodging of different kinds, coordinated hotels, cafés, shopping, bolster administrations, travel administrations, amusement and diversion, wellbeing and crisis administrations, security frameworks and guest attractions.
3. Examinations and effects (counting conveying limit appraisals) of the travel industry advancement on, for instance, the economy, the earth, the host network, culture and legacy;
4. Financing, advertising, advancement and data frameworks;
5. The travel industry mindfulness in the host network and HR improvement programs. Coordinated the travel industry arranging likewise implies incorporation of objectives, destinations, programs, activities, venture, and asset use. Asset use is of focal significance, especially for supportable turn of events, since it includes the connection between monetary turn of events and the preservation of common assets. As of late, protection of social and HR has been included.

CONCLUSION

Taking everything into account, coordinated making arrangements for practical the travel industry and improvement should be considered as one significant part inside an expansive strategy system. In this circumstance, the travel industry is one method for accomplishing reasonable turn of events. Accomplishment will be impacted by how much getting ready for the travel industry is incorporated both on a level plane and vertically. Incorporated the travel industry arranging ought to be viewed as an activity in the imaginative and creative administration of assets to accomplish feasible results.

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