
DEMOGRAPHIC PROFILE OF THE TOURIST: A CASE STUDY OF TOURIST'S PURPOSE OF VISIT TO JAMMU AND KASHMIR STATE

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ABSTRACT

The present study is aimed and enlightening on the demographic profile of the tourists visiting Jammu and Kashmir State. The study further focuses on the tourist's purpose of visit to the region and problems faced by them during their visit. Jammu has a very rich religious as well as historical heritage. We do inherit a distinct culture language and traditions which are though influenced by the neighbouring environments but still they have been able to sustain their original identity. Jammu has a tradition of tolerance, harmony and respect towards humanity and different faiths. Our ancestors were god fearing, brave and religious minded with benevolent hearts. This was a place where Lion and Goat co-existed which may be a symbolic story but the matter of fact is that people of our region believed in co-existence and respect for others faiths.

The State of Jammu & Kashmir is respected and known for its rich culture, natural heritage, art, craft and cuisine from the ancient times. It has become necessary to conserve and project the culture and Heritage of the region in the national as well as in the International Tourism Market which will boost the economy of Jammu region in particular and the State on the whole. The Demographic profile of the tourist help us in building the destination as per tourist preferences. It helps us to understand the tourist perception about the destination and what they actually want at the destination and what is the purpose of their visit to the destination. The present study helps us in understanding the demographic profile of the tourist visiting Jammu and Kashmir state and their purpose of visit to the region.

Key words: Tourist, demographic profile, purpose of visit.

Introduction

Indian culture is unique in several ways. It has an uninterrupted history of evolution dating back in the past to nearly five thousand years. During all this period it has enriched itself by assimilating diverse kinds of influences and impacts. This has given Indian culture a certain vibrance and has saved it from a monotonous uniformity. As you go across the length and breadth of India, you will see different kind of culture i.e. Hindu, Muslim, Sikh, Christian but in spite of all this there is one thing that brings together all these culture that is Indian culture that shows uniformity and continuity.

Tourism is concerned with pleasure, holidays, travel and going or arriving somewhere, or look at a set of different landscapes, cultures and life styles, see different people and hear other languages etc. These are the motivations that make people leave their normal place of work and residence for short-term temporary visits to other places for enjoyment and recreation.

According to WTO “Tourism is the movement of people away from their normal place of residence and work for a period of not less than 24 hours and not more than 1 year”.

Jammu has a very rich religious as well as historical heritage. We do inherit a distinct culture language and traditions which are though influenced by the neighbouring environments but still it have been able to sustain their original Identity. Jammu has a tradition of tolerance, harmony and respect towards humanity and different faiths. Our ancestors were god fearing, brave and religious minded with benevolent hearts. This was a place where Lion and Goat co-existed which may be a symbolic story but the matter of fact is that people of our region believed in co-existence and respect for others faiths.

The State of Jammu & Kashmir is respected and known for its rich culture, Natural Heritage, art, Craft and cuisine from the ancient times. It has become necessary to conserve and project the culture and Heritage of the region in the national as well as in the International Tourism Market which will boost the economy of Jammu region in particular and the State on the whole.

This region is admired all over the country with its ancient temples, Muslim Shrines, Gurudwara, Churches, Forts, Monuments, Palaces, Heritage Buildings of Schools Colleges, Natural Springs, Cheshma's, Bowlies, Sarais. Haltagc Places on old Traditional Mogul Road as well as on the 13.C Road with different kind of people having rich cultural Heritage -Food Habits-Dresses etc.

Tourism potential means identify opportunities for growth in the tourism industry. These include developing tourism businesses, and enhancing the marketing and product development. Tourism Potential means utilization of various spots, resources that are available at particular tourist destination but are not utilized as per tourism point of view / or no attention has been given on these places for tourism promotion. For example Jammu as a tourist destination there are various spots that are available as per tourism point of view like Bagh-e-Bahu, Bahu Fort, Mahamaya temple, Peer Baba, Peer Khoh, Raghunath Temple, Ranbireshwar Temple, Some of important places outside the Jammu are Kud, Patnitop, Sanasar, Batote, Sudh Mahadev, Mansar Lake, Gauri Kund, Mantalaie , Kirmichi, Purmandal, Jajjar Kotli, Akhnoor, Salal Dam and Lake Kishtwar, Bhaderwah, Lal Draman of Doda, Jail of Bhaderwah, Dul Hasti Project of Kistwar, Ziyarts of Shah-i-Asrar-Ud-Din and Shah Farid-ud-Din, Sarthal Mata Shrine, Gulabgarh of Paddar. From the above list only few places are promoted as per tourism point of view while no attention has been given on the others. Only few places are popular to tourists as well as local people while the others places are not utilized for tourism promotion. These spots are the tourism potential of Jammu and these can be utilized for promotion of tourism in Jammu. Now the question arise how we can utilize these places for tourism promotion?

We cannot segregate the importance of pilgrim's tourism from the cultural and Heritage point of view, hence the following ancient shrines, Mosques, Gurudwara & Church of the region is respected by all the religions of the world:

1. RAGHUNATH TEMPLE
2. SUDH MAHA DEV
3. PIR KHOH (Cave Shrine)
4. MAHAKALI TEMPLE
5. VAISHNO DEVI (cave shrine)
6. BUDHE AMARNATH SHRINE
7. CHICHI MATA TEMPLE :
8. SARTHAL DEVI TEMPLE :
9. VISUKI NAG (Naga Shrine) :
10. SURGAL BAWA (Naga shrine)
11. SUKRALA DEVI
12. RIVER DEVIKA & UTTERBEHNI (river shrine)
13. PAAPNASHI (spring shrine)
14. CRIMCHI TEMPLE
15. MAHAMAYA TEMPLE
17. CHONTRHA DEVI
18. CHOND MATA
19. RAHUSHIR DEVI
20. DEVI PINDI
21. SHIV KHOURI CAVE (cave shrine)
22. SURARDHAR (cave shrine)
23. KHARSAR DEVTA
24. LAKDOO DEVTA
25. PURMANDAL- KASHI OF THE DOGRAS
26. ERWAN TEMPLE
27. MAHABILVAKESHWARA TEMPLE
28. BABOR TEMPLE
29. KAMESHWAR TEMPLE
30. MAHESHWARA TEMPLE
31. BALAJI SUNDARI
32. BHADRAKALE TEMPLE
33. KOWL KANDOLI TEMPLE
34. PINGALA DEVI TEMPLE
35. SATI TEMPLE
36. LAKSHMI NARAYAN TEMPLES
37. MANDIR SHIVNABHJI

38. RADHA KRISHNA TEMPLE
39. HANUMAN TEMPLES
40. DEWAN MANDIR
41. RANBIRESHWAR TEMPLE
42. KAILASH (lake shrine)
43. MANSAR (lake shrine)
44. SURINSAR (lake shrine)
45. BAWE KA TALAB (pond shrine)
46. DAATE KA TALAB (pond shrine)
47. GUPT GANGA (spring shrine)
48. TRISANDHYA (spring shrine)
49. CHAMLAYAL (pond shrine)
50. MIRACULOUS SPRING (spring shrine)
51. TAWI (river shrine)
52. VISVESVARA CAVES (cave shrines)
53. NARAYAN KHORI (cave shrine)

These Heritage Monuments are only which are famous and known to everyone, but many more Heritage, Monuments exists in every district which needs to be enlisted and explored on priority. There are more then 53 temples and shrines in the Jammu region but the people coming from outside the state do not have knowledge about these shrines. They visit Jammu to visit Mata Vaishno Devi Shrine and Amar Nath Yatra. Over the years the tourist pilgrimage has been increased from 1 lakh to 60 lakh but no attention has been given for the publicity of these shrines in the state by Government sector and private sector.

Research Methodology

Justification of the Study

Jammu and Kashmir is famous all over the world for its beauty. The development of tourism at the destination depend upon cater the need of the tourists and development of infrastructure as per their preferences. The present study is an empirical investigation to find out the demographic profile of the tourists visiting Jammu and Kashmir State, purpose of their visit to the region, their preferences for stay in the state and to find the various suggestions for development of tourism in the state as per tourist's preferences.

Objectives

1. To study the demographic profile of the tourists visiting Jammu and Kashmir State.
2. To Study the preferences of tourist for stay in the state.
3. To Study the tourist's purpose of visit to Jammu and Kashmir State.

4. To Study the Problems faced by tourists visiting Jammu and Kashmir State.
5. To give various suggestions for development of tourism in the state as per tourist preferences.

Date Collection

The present research is based on both primary data and secondary data. Primary data has been collected with the help of personal interviews conducted on simple random sampling basis. Structured questionnaire was used to elicit information from the respondents. For secondary data various books, journals, PhD. thesis, newspapers, magazines, internet etc. were referred.

Sample Units: Sample units are Tourists

Sample Size

Tourists

600 tourists were contacted for the conduct of the Study. Out of 600 questionnaires, 550 questionnaires were finally analyzed. 50 questionnaires being incomplete were not considered.

Statistical tools used in the Research

1. Cronbach Alpha
2. Mean
3. Standard Deviation

Data Analysis and Interpretation:

Demographic profile of the Tourists

1. **Gender:** A total of 550 tourist participated in the survey. Approximately 69% of the respondents were male and 31% were female, showing that majority of the people visiting Jammu and Kashmir State are males. (Table – 1)
2. **Occupation:** Out of 550 respondents 27% of the respondents were students, 23% were government employees, 22% were businessmen, 19% were private employees, 4% were agriculturists and 5% were from other occupations (which included retired persons, house wives etc.).
3. **Age:** Out of the 550 respondents 31% were in the age group of 21 – 30, 28% were in the age group of 31 – 40, 19% were in the age group of 20 & below, 12% were in the age group of 41 – 50 and 9% were in the age group of 51 & above.
4. **Education:** Out of 550 respondents 47% of the respondents were graduates, 17% had Higher Secondary education, 16% had Secondary School education, 14% had Master / Doctorate Degree, and 7% were having primary school education, that shows that majority of the tourists visiting Jammu and Kashmir are educated – (Table – 1).
5. **Annual Income:** Out of the 550 respondents only 416 respondents could give

their source of income while others did not have any income source, they are students, house wives or unemployed etc. out of 416 respondents 29% belonged to the annual income group of 100000 & above, 26% fell in the annual income group of 50000 – 100000, 24% had annual income less than 30000 and 21 % between 30000 – 50000 which showed that majority of people visiting Jammu and Kashmir state are having annual income 50000 & above depicting that majority of these tourists belong to upper middle income class and high income class families. – (See Table – 1).

6. **Region:** Out of the 550 respondents 43% came from North of India, 20% came from east, 11% from west, 12% were Locals, 9% from south while 3% from other countries, the profile discussed shows that majority of people visiting Jammu and Kashmir State came from North India.

Table – 1
Demographic profile of Respondents

Socio Demographic Variable	Actual Responses	Percentage
Gender		
Male	380	69%
Female	170	31%
Occupation		
Student	148	27%
Business	122	22%
Government Job	126	23%
Private Job	104	19%
Agriculture	20	4%
Any other	30	5%
Age (years)		
20 & below	106	19%
21 – 30	172	31%
31 – 40	156	28%
41 – 50	68	12%
51 & older	48	9%
Education		
Primary Scholl	36	7%
Secondary Scholl	86	16%
Higher Secondary	94	17%
Bachelor's Degree	258	47%
Master or Doctorate Degree	76	14%
Annual Income (Rs.)		

< 30000	98	24%
30000 – 50000	86	21%
50000 – 100000	110	26%
100000 & above	122	29%
Region		
Local (J&K State)	68	12%
Non Local :		
North	238	43%
West	62	11%
East	112	20%
South	52	9%
International	18	3%

Preference for Accommodation

Tourists were asked to rank their first three preferences for accommodation options available in Jammu & Kashmir (Table – 2). The research findings reveal that for **first preference category** Out of 550 respondents 39% preferred Dharamshalas, 28% preferred Budget Hotels, 13% preferred to be with Relatives and Friends, 9% preferred Star category hotels, 5% preferred Guest House, 3% preferred Dakbanglow, 2% preferred Motels while only 1% preferred Lodges. The whole analysis shows that majority of tourists preferred Dharamshalas and gave 2nd preference to Budget Hotels in the first preference column. Hence more and more attention should be given for the construction of Dharamshalas and Budget Hotels in the state and as well as for improving the quality of service to the customers. The data reveals that for second preference category out of 550 respondents 37% preferred Budget hotel, 18% preferred Guest house, 11% preferred Dharamshalas, 11% preferred to be with Relatives and Friends, 8% preferred Star Category hotels, 7% preferred Dakbanglaw, 6% preferred Lodges and 1% preferred Motel. The whole analysis shows that majority of tourists preferred budget hotels and gave 2nd preference to guest house in the second preference column. The data reveals that for third preference category out of 550 respondent's 20% preferred Lodges, 16% preferred to be with Relative and Friends, 15% preferred Guest house, 13% preferred Budget hotels, 12% preferred Dakbanglaw, 11% preferred Dharamshalas, 8% preferred Star Category Hotels and 6% preferred Motels. The whole analysis shows that majority of tourists preferred to stay in lodges and gave 2nd preference to be with Relatives and Friends in the third preference column. From the Table – 2 if we add the first preference, second preference and third preference of different accommodation units then we get Budget hotel comes to first preference, Dharamshalas comes to second preference and Relatives and Friends comes to third preference by the tourists which depicts the tourists' requirement towards the accommodation sector. This analysis indicate that there is need to develop the Budget hotels and Dharamshalas for the tourists in the state instead of Star category hotels, State government must consider it while planning for the construction of hotels in the state.

Table – 2
Accommodation Stay First Three Preferences Actual Responses:

Accommodation	First Preference	2nd Preference	3rd Preference	Total
Dharamshalas	212	60	62	334
Budget Hotel	156	202	72	430
Star Category Hotel	50	46	44	140
Dakbanglaw	16	38	64	118
Relatives & Friends	70	62	86	218
Guest house	28	100	80	208
Lodges	8	34	110	152
Motel	10	8	32	50

Accommodation First Three Preferences Percentage:

Accommodation	First Preference %	2nd Preference %	3rd Preference %	Total %
Dharamshalas	39%	11%	11%	61%
Budget Hotel	28%	37%	13%	78%
Star Category Hotel	9%	8%	8%	25%
Dakbanglaw	3%	7%	12%	21%
Relatives & Friends	13%	11%	16%	40%
Guest house	5%	18%	15%	38%
Lodges	1%	6%	20%	28%
Motel	2%	1%	6%	9%

Purpose of visits to Jammu and Kashmir State

The tourists were asked to give their opinion on the statements related with purpose of their visit to Jammu and Kashmir State. 10 items were used for the same using a 5-point Likert scale ranging from 1 (Strongly disagree) to 5 (Strongly agree) as shown in Table – 3. The statements are as under:

- 1) **To Visit Religious Places:** Out of 550 respondents 87.3% strongly agreed with the statement that they come to Jammu and Kashmir to visit religious places. Table - 4 shows the mean score of the respondents for this statement i.e. 4.70 and Standard deviation as 0.89. Based on this we can say that Jammu is a Pilgrimage Tourism Destination and we should develop the services as per the needs of Pilgrims.
- 2) **To see the scenic beauty of the region:** Out of 550 respondents 74.2% strongly agreed, 11.6% agreed with the statement that they like to see the scenic beauty of the region in Jammu and Kashmir State, while about 8.3% disagreed & strongly disagreed (See Table – 3). Table – 4 shows the mean score for the statement is of 4.47 out of five and the standard deviation is 1.07 which shows that tourists like to see the scenic beauty in the region. From the result it can conclude that effort should be made to promote various places of scenic beauty

in our state. Museums can play vital role in this if the information regarding these places is displayed in the museums with the pictures of such places and details of the data base. All tour operators and travel agents should include visits to these places and museums in their tour packages for tourists so that they can make the tourists aware about different tourist places in our state this can also help to increase the length of stay of the tourists in our state and hence improve the economy of the state.

- 3) **To see snow covered mountains peaks:** Out of 550 respondents 84.40% agreed and strongly agreed with the statement while 13.80% disagreed and strongly disagreed with the statement (See Table – 3). Table – 4 shows the mean score for this statement i.e. 4.24 out of five and the standard deviation is 1.34 supporting the statement that the tourists liked to see snow covered mountain peaks of the region. From this result we can conclude that while promoting the tourism in Jammu and Kashmir State we should highlight the snow covered mountains peaks in the advertisement to attract more and more tourists in the state.
- 4) **To see historical building/sites and monuments of the region:** Out of 550 respondents 73.80% agreed & strongly agreed and while 14.10 disagreed and strongly disagreed that they like to see historical building / sites and monuments in the region in Jammu and Kashmir State (See Table – 3). Table – 4 shows the mean score for the statement i.e. 4.02 out of five and the standard deviation is 1.25 showing that majority of tourists liked to see historical building / sites and monuments of the region. From this result we can conclude that the historical building / sites and monuments can be used as a resource for tourism promotion in the state and museums can play an important role in this if the information regarding various historical building / sites and monuments are displayed in the museums with the pictures of the sites and their location. All tour operators and travel agents should include visits to historical buildings / sites, monuments of the region and museums in their tour packages for tourists so that the length of stay of the tourists in our state can be enhanced that will further add to the economy of the state.
- 5) **To see the culture and history of the area:** Out of 550 respondents 70.90% agreed and strongly agreed while 16% disagreed and strongly disagreed that they like to visit the region under study to know about the culture and history of the area (See Table – 3). Table – 4 shows the mean score for the statement i.e. 3.97 out of five and the standard deviation is 1.34 that shows that maximum number of tourists like to visit Jammu and Kashmir State to know about the culture and history of the state. From this result, it can be concluded that Local culture can become a resource to promote tourism in the state and museums can play an important role in promoting the culture of the area. The government should promote various museums and cultural festivals in the state like Jammu Festival, Navratra Festival etc. The government is trying to promote these festivals but more serious efforts are required because the pilgrimage to Mata Vaishno Devi has increased from 1 lakh to 60 lakh but still tourists are unaware about the holding of these festivals and existence of various museums in the

state. All tour operators and travel agents should include Museums Visits and Cultural Festivals in their tour packages for tourists.

- 6) **To Visit various Museums:** Out of 550 respondents 43.6% strongly agreed with the statement to visit various museums, 15.6% agreed that they like to visit museums covered in the study area (See Table – 3), while about 26% of the respondents disagreed and strongly disagreed. Table – 4 shows the mean score for this statement i.e. 3.61 out of five and the standard deviation is 1.51 showing that majority of tourists like to visit various museums in Jammu and Kashmir State, therefore promotion of various museums in our state should be on the top priority with all agencies relating to tourism. All tour operators and travel agents should include museums in their tour package for tourists. It shall be very useful to enhance the length of the stay of the tourists in the state and shall add to the economy of the state.
- 7) **To see and learn about art and craft of the region:** Out of 550 respondents 52% agreed and strongly agreed while 29.10% disagreed and strongly disagreed with, that they like to visit to see and learn about arts and crafts of the region in Jammu and Kashmir State (See Table – 3). Table – 4 gives the mean score for the statement i.e. of 3.38 out of five and the standard deviation is 1.53 showing that majority of tourists like to see and learn about arts and crafts of the region in Jammu and Kashmir State. Further it can be concluded that arts and crafts can be used as a resource for tourism promotion and Museums can play a vital role in this. All tour operators and travel agents should include art and craft events and museums in their tour packages for tourists.
- 8) **To see and learn about traditional dance & music (folksongs etc.) of the Region:** Out of 550 respondents 44.40% agreed and strongly agreed while 40.3% disagreed and strongly disagreed that they like to visit to see and learn about traditional dance and music (folksongs etc.) of the region in Jammu and Kashmir State (See Table – 3). Table – 4 shows the mean score of the statement i.e. 3.03 out of five and the standard deviation is 1.63. The mean value 3.03 is little above the 3 (cannot say) this shows that tourist are not sure of whether they like to visit or not because of dance and music being an attraction. The reason behind could be the fact that they are not aware of the dance and music of the region. As such various traditional dances and music should become an attraction and music shows should be organized for the tourists so that these dances and music shows can be used as resource for promotion of tourism in our state. All tour operators and travel agents should include Traditional dance and Music shows in their tour packages for tourists.
- 9) **For trekking and hiking tours:** Out of 550 respondents 44% agreed and strongly agreed while 47.6% disagreed and strongly disagreed that they like to visit for trekking and hiking tours in Jammu and Kashmir State (See Table – 3). Table – 4 shows the mean score for the statement i.e. 2.92 out of five and the standard deviation is 1.73 showing that trekking and hiking tours in the state is not an attraction for the tourists. From this result it can be concluded that awareness is required among the tourists for trekking and hiking tours in our state.

- 10) **To participate in adventurous activities / sports:** Out of 550 respondents 43.70 % agreed and strongly agreed while 48.7% disagreed and strongly disagreed that they like to participate in adventurous activities / sports in Jammu and Kashmir State (See Table – 3). Table – 4 shows the mean score for the statement i.e. 2.91 out of five and the standard deviation is 1.72 which shows that tourists do not like to participate in adventurous activities / sports and even they are not aware of the same. Therefore it can be concluded that there is a need of awareness among the tourists about adventure and sports activities. All tour operators and travel agents should include adventure activities and sport events in their tour packages.

Table – 3
Purpose of visit to Jammu and Kashmir State:

S. No	Statements / Dimensions	1 Strongly Disagree	2 Disagree %age	(1+2) Total %age	3 Can- not say %age	4 Agree %age	5 Strongly Agree %age	(4+5) Total %age
1	To visit Religious places	3.30%	1.80%	5.10%	4.00%	3.60%	87.30%	90.90%
2	To see the scenic beauty of the region	4.70%	3.60%	8.30%	5.80%	11.60%	74.20%	85.80%
3	To see snow covered mountain peaks	11.30%	2.50%	13.80%	5.80%	12.00%	68.40%	84.40%
4	To see historical building / sites and monuments of the region	7.60%	6.50%	14.10%	12.00%	23.60%	50.20%	73.80%
5	To see the culture & history of the area	10.20%	5.80%	16%	13.10%	18.90%	52.00%	70.90%
6	To visit various museums	16.00%	10.20%	26.20%	14.50%	15.60%	43.60%	59.20%
7	To see and learn about art & craft of the region	20.40%	8.70%	29.10%	18.90%	16.40%	35.60%	52.00%
8	To see and learn about traditional dance & music (folksongs etc.) of the region	30.50%	9.80%	40.30%	15.30%	14.90%	29.50%	44.40%
9	For trekking & hiking tours	37.10%	10.50%	47.60%	8.40%	11.60%	32.40%	44.00%
10	To participate in adventurous activities / sports	36.00%	12.70%	48.70%	7.60%	11.30%	32.40%	43.70%

Table – 4

S.No	Statements for purpose of the Visit to Jammu & Kashmir State.	Mean	Standard Deviation
1	To visit Religious places	4.70	0.89
2	To see the scenic beauty of the region	4.47	1.07
3	To see snow covered mountain peaks	4.24	1.34
4	To see historical building / sites and monuments of the region	4.02	1.25
5	To see the culture & history of the area	3.97	1.34
6	To visit various museums	3.61	1.51
7	To see and learn about art & craft of the region	3.38	1.53
8	To see and learn about traditional dance & music (folksongs etc.) of the region	3.03	1.63
9	For trekking & hiking tours	2.92	1.73
10	To participate in adventurous activities / sports	2.91	1.72

Table – 5

Statements for various problems related to tourism in Jammu & Kashmir State actual responses, mean, standard deviation and total percentage:

S. No	Statements / Dimensions	Strongly Disagree	Disagree	Cannot say	Agree	Strongly Agree	Mean	Standard Deviation
1	Lack of proper information about various tourist places available in the State	52	34	38	32	394	4.24	1.35
2	Cheating by the service providers such as extra charges by shopkeepers, taxi drivers etc at the destination	106	28	50	52	314	3.80	1.60
3	Price of the food	110	30	176	74	160	3.26	1.44
4	Lack of medical facilities at the destination	142	36	110	96	166	3.20	1.56
5	Terrorism / Militants activities in J&K	132	42	124	90	162	3.20	1.53
6	Transportation	186	28	72	42	222	3.16	1.75
7	Food quality	112	56	192	56	134	3.08	1.41

8	Problem caused by lack of cleanliness at various tourist places in the Jammu and Kashmir State	136	64	128	84	138	3.04	1.50
9	Behavior of the Government official	170	46	94	74	166	3.04	1.63
10	Accommodation	210	34	96	64	146	2.82	1.66
11	Traffic Problem	204	46	122	70	108	2.69	1.55
12	Facilitation by travel agent	220	34	170	56	70	2.49	1.42
13	Attitude of the local people	276	52	72	38	112	2.38	1.61
14	Lack of way side facilities such as Dhaba's, Fast Food, Restaurants etc at various places in the destination	312	42	58	42	96	2.21	1.58
15	Lack of communication facilities like STD etc	360	36	42	24	88	1.99	1.53
	Total	2728	608	1544	894	2476		
	Total Percentage	33.07%	7.37%	18.72%	10.84%	30.01%		

Note: The questionnaire was tested to check the reliability and validity for entire sample of 550 tourists using Cronbach Alpha. Its value is 0.826 which shows that the questionnaire is reliable and valid statically.

Parameters for various problems related to tourism in Jammu & Kashmir State

It has been revealed through research that following are the main problems in Jammu and Kashmir State these problems are arranged in descending order as per the mean score of the respondent tourist (see Table – 5) :

1. Lack of proper information about various tourist places available in the State.
2. Cheating by the service providers such as extra charges by shopkeepers, taxi drivers etc at the destination.
3. Price of the food is high at some tourist places in the state.
4. Lack of medical facilities available at the destination.
5. Terrorism / Militants activities in J&K: Tourist afraid to visit Jammu and Kashmir State due to terrorist activities in the State.
6. Transportation problem: There are poor quality transportation facilities available in the state. More over no tourist bus is available in the state which covers the major tourist spots at the same time in one trip.
7. Poor quality of food: There is poor quality food available at some tourist spots.
8. Problem caused by lack of cleanliness at various tourist places in the Jammu and Kashmir State.

9. Behavior of the Government official is not friendly towards the tourists.

From this it can be concluded that to promote Jammu and Kashmir as a tourist destination there should be proper publicity of the State. There should be information centres for tourists at railway station, air port, bus stand etc. There should be check on the service providers so that tourist should not be cheated by extra charges and other mal practices. There should be complaint box / suggestion box available for the tourists.

General Problems and Suggestions Given by Respondent Tourists:

1. **Transportation:** There is an immense need for adequate transportation facility between the terminals of airport; railway station and bus stand to various tourist spots, museums and religious places of the state. There is lot of rush in the buses and matadors in the state.
2. **Information dissemination:** There must be well managed information counter giving information of the tourist's interest which must be available at the right places like transportation terminals, accommodation units, museums and at the major tourist destinations.
3. **Cheating:** The nexus among the various services providers like taxi drivers, shopkeepers, accommodation providers etc. for commission purpose many a time tends to misguide the tourist. When tourist get to know that he has been misguided he feels cheated and this feeling turn him off to visit the place again. So the people in the tourism trade i.e the service providers must be educated that their dishonest practice give them only short term benefits and harms them in the long run.
4. **Exorbitant Prices:** Tourist when find that they have been charged highly they spread negative word of mouth publicity which is against the promotion of tourism so government should take all efforts to restrain such practices of charging high from the tourist. Some of the respondent tourists say that gift items price are not fixed so consumer always hesitate to purchase the gift items.
5. **Fares:** Most of the tourist complains that auto riksha driver do not charge them from the meter reading. This makes them feel of being charged wrongly. In order to avoid this situation this conduct of drivers should be made punishable under the rule of government.
6. **Mobile Services:** Jammu and Kashmir State is providing the services of BSNL, Air cell, Airtell and not providing the services of other companies and this non availability of other services disconnect the visitors with others through their mobile and this brings to them a lot of irritation, Government should try to bring the other mobile services providers in the state.
7. **Cheating in the name of religious places:** The respondent tourists say that the pujaries force them to donate more at some religious places especially at Rangunath temple. There should be a check on it.
8. **Efforts required by Jammu and Kashmir Government:** The respondents say that there is a lot to be done by J&K government for pilgrimage welfare.

According to them there should be some central places where all information must be available for tourists and pilgrims and there should a regulatory body for controlling the high prices of foods, gift items, dry fruits etc. so that tourist should not be cheated by the service providers. Some of the respondent tourists say that parshad shops and food outlets at pilgrimage centres should be run by government.

9. **State wide tourism strategy to be formulated and implemented as soon as possible,** Leverage the rich cultural mix, incorporate it with modern tools and technologies to make it relevant for today generation, Light and sound shows, menu on histories, puppet show etc should be introduced in museums.
10. **Facility of Tourist Guide and Tourist Bus:** The respondent tourists say that there should be a facility of tourist guide, tourist bus etc. for the tourists. No single government or private bus is available which cover all the major museums, tourist places and religious places in a single trip.
11. **Poor Roads:** The respondent tourists say that roads are very poor in the state. There should be well maintenance of the roads in the state by the government so that all the major tourist spots, pilgrimage centres and museums can be easily accessible by the tourists.
12. **Food:** Some of the respondent tourists say that foods is costly and poor in quality in the state. Food should be hygienic and as per the tourist requirement and it should be on nominal price.
13. **Problems at Mata Vaishno Devi Shrine:** Some of the respondent tourists say that there are lot of problems at Mata Vaishno Devi Shrine like no proper display of gurab June timing, cheating by dharamshalas and shopkeepers. Some of the respondent tourists say that at reservation counter, tourists get cheated by the counter employees as many times there is no ticket available and they send the tourist to the travel agent and they take commission from travel agents. They also complain food is costly, behavior of the government official i.e. police persons is not friendly towards tourists, lack of proper medical facility etc. The various suggestions given in case of Mata Vaishno Devi Pilgrimage are:
 - There should be private medical facility at Katra.
 - There should be proper sleeping place for pilgrims.
 - There should be eco-friendly vehicles for the pilgrims.
 - There should be high label railing on the path of shrine.
 - There should be arrangement for power failure,
 - There should be a reservation counter for trains at Katra.
14. **Medical Aid:** Some of the respondent tourists say that there is lack of medical facilities for tourists at major tourist spots, pilgrimage places and museums. There should be medical facility for the tourists at all these spots.
15. **Behavior of local people:** The behavior of local people should be friendly towards the tourists. Awareness should be given to the local people that

tourism has positive impact on the life style of the people of the state by creating employment opportunities, and infrastructure development in the state. They should welcome the tourists and help them by providing the necessary information if any tourist enquire from them.

16. **Behavior of Tourism Professional:** The behaviors of the tourism professional are not up to date. Some time they provide wrong information to the tourist due to which tourists get irritated when they find that they have fallen in trouble due to wrong information.
17. **Peace and Proper Management:** There should be peace and proper management at all the tourist spots, museums and pilgrimage centres. There should be safety and security arrangement for the tourists.
18. **Accommodation Problem:** Some of the respondent tourists say that there is lack of quality accommodation available in the state. The Jammu and Kashmir government should make special arrangement for the tourists and pilgrims during the navratras and Amar Nath yatra to the state.
19. **Lack of Publicity by Government:** The respondent tourists say that there is lack of effort on the part of Jammu and Kashmir government in promoting tourism in the state. No proper advertisements are given for major tourist spots, museums, various temples and shrines in the state. The government should aggressively advertise about the state if they want to promote Jammu and Kashmir as a major tourist destination in the tourist map of India and world.

Recommendations

- n There should be a pass issued to the tourist coming from out side the state. The pass can be issued on fixed charges valid for a specified period and tourist can use this pass to visit the Jammu without giving any fare in the local buses of the Jammu.
- n There should be a documentary movie, which can be displayed at Museum showing different tourist spots of the Jammu Region.
- n There should be an active information center for tourists at bus stand, railway station, air port, and at museums etc
- n There should be 24-hour phone lines service for information available for tourists.
- n There should be proper linkages between Museums and Tourism Department so that both can make jointly efforts to promote tourism in our Jammu region.
- n There should be a Circular transport system run by Tourism Department Which cover all the important tourist spots of the Jammu city and charge a reasonable fare ticket of the bus for local and tourists can add to efficiency to tourism in the city.

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