CHAPTER - 7

ANALYSIS OF THE PRIMARY DATA
Survey was undertaken in Jammu and Kashmir to have first hand information from various stakeholders at various levels. The survey was undertaken in a single district. It was preferably done in Kashmir division and it was very easy and convenient to do the survey in this region so far as the limitation of time and resources is concerned. The survey has been done in order to have a fair picture of the status of tourism, requirements for the development of tourism, potential of tourism, etc. the main focus was to have the information on the economic impact of tourism.

7.1. SURVEY DESIGN:

Survey design for conducting this survey has been made keeping in view the single district and the various stakeholders in the tourism industry in Jammu and Kashmir.

A) Universe of the study.

Universe of the study is the whole state of Jammu and Kashmir.

B) Sampling plan.

Jammu and Kashmir consists of three regions namely Jammu, Kashmir and Ladakh. All the three regions are distinct geographically and culturally and all three regions are attracting tourists because of their unique special features. Among the three regions of the state, the Kashmir region has been chosen for the study and again it was very difficult to survey the whole Kashmir region at an individual level, therefore, the district Srinagar has been selected for the survey as it attracts a huge number of tourist and also it being a summer capital city of the J&K.
Sampling frame constituted all the people who are directly or indirectly associated with tourism industry in Srinagar District.

C) Chart 7.1: Sample Size.
D) Data collection.

The primary data has been collected from various stakeholders.

E) Tools used.

The following tools have been used for primary data collection are:

- Questionnaire / Schedules.
- Interviews / Discussions.

F) Sources of Primary data collection.

The primary data has been collected from the following stakeholders in the tourism set-up:-

- Official / Staff of hotels and other boarding and lodging facilities.
- Visiting tourists in the vicinity.
- Prospective tourists.
- Local inhabitants.
- Artisans, Craftsmen.
- Other related agencies and persons.

Interviews were held on a sample basis with the following stakeholders using structured questionnaire / schedule:-

- Tourists both domestic and foreign.
- Hoteliers / Restaurant Owners / Houseboat Owners / Hut Owners etc.
➢ Local inhabitants / Shopkeepers / Tourists Guides.

➢ Travel Agents / Tour Operation, etc.

➢ Employees working in the J&K Tourism Department.

G) Places visited for data collection within district Srinagar.

➢ Ashaie Bagh

➢ Nigeen

➢ Shalimar

➢ Boulward Road

➢ Nishat

➢ Boulward road

➢ Lal Chowk

➢ Dalgate

➢ Khanyar

➢ Harwan

➢ Kon Khan Dalgate

➢ Hazratbal

➢ Tourist Taxi Stand

➢ Rainawari

➢ Pari Mahal

➢ Cheshma Shahi

➢ Botanical Garden

➢ Shankar Acharya

➢ Jamia Masjid Nowhatta
The aforementioned places are the few places within Srinagar district which had been visited and attract tourists and most of the service providers were available at these places. Therefore, during the primary data collection, the information has been collected from these places only.

7.2. SURVEY FINDINGS HAS BEEN DIVIDED INTO THREE SECTIONS AS FOLLOWS:

The impact of tourism on the economic development has been examined in this study. The study has analyzed the secondary data which has found that there is positive impact of tourism on the economic development. In support for this we have also done primary survey, where it was found that tourism has a great impact on the people’s lives. Whenever there has been an increase in tourism activities, there has been found an increase in the standard of living of the people particularly for the people who are working in tourism industry at lower level. Primary survey had given a clear picture of the removal of poverty too which was not so evident from the secondary data analysis. Therefore, the findings of the primary data are being presented in the following sections as follows:
A) SECTION 1 (*Survey findings of tourists*).

<table>
<thead>
<tr>
<th>Age of the respondents</th>
<th>Educational level</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;= 20</td>
<td>Below Matriculation</td>
</tr>
<tr>
<td>21 - 24</td>
<td>Intermediate</td>
</tr>
<tr>
<td>26 - 29</td>
<td>Graduate</td>
</tr>
<tr>
<td>30 - 34</td>
<td>Post graduate or above</td>
</tr>
<tr>
<td>34 - 38</td>
<td></td>
</tr>
<tr>
<td>39 - 42</td>
<td></td>
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<tr>
<td>44 - 47</td>
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<td>48 - 52</td>
<td></td>
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<tr>
<td>52 - 56</td>
<td></td>
</tr>
<tr>
<td>57 - 60</td>
<td></td>
</tr>
<tr>
<td>62+</td>
<td></td>
</tr>
</tbody>
</table>

The tourists coming to Jammu and Kashmir belonging to different age groups. 2% of the tourists were under the age group of less than 20 years of age. 14% of the tourists were the young tourists and comes under the age group of 21 to 24 Years. Only 2% of the tourists were of the age group of 62 years and above. So far as the educational level is concerned, only 2% of the tourists were having the minimum qualification i.e. below matriculation and 38% of the tourists were having the highest qualification of Post graduation and above.
The tourist by occupation has also varied figures here. 33% of the tourists were belonging to the category of the occupation of business/industry, 15% of the tourist was doing some private jobs, 25% of the tourists were doing government service, 15% of the tourists were coming under the category of students/researchers and finally 12% were the house wives.

By gender, male tourists were having the highest percentage of 65% and female tourists were having the percentage of 35% who were consulted during the survey.
There were 85% of the tourists from the domestic tourist category and only 15% of the tourists were International tourists.

The State wise arrival of the tourists shows varied percentages. As the maximum tourists arrival was from the state of West Bengal and the lowest arrival was from Punjab. Only from the ten states the Jammu and Kashmir is receiving the maximum tourist arrival. From Delhi which is the capital city of India, there has been
only 10% of the tourist arrival to Jammu and Kashmir which was found during the survey.

![Frequency of tourists visiting](image)

Most of the tourists have visited the state only once which shows the percentage of 83%. And only 9% of the tourists have visited the state more than thrice. 4% of the tourists have visited twice and also 4% of the tourists have visited thrice to the state.

![Rating by cost for visiting by tourists](image)

![Rating by popularity by tourists](image)
The tourists have also visited the state of Jammu and Kashmir keeping in mind the cost and popularity of this destination. So in this regard, 73% of the tourist has rated the cost as most important factor for visiting the place and 27% of the tourists have given least importance to this factor. Again 81% of the tourists have given most importance to the popularity of the destination and 19% of the tourists have given the least importance to it.

72% of the tourists were spending 5% to 20% of their income for holidays/leisure and 18% of the tourists had reported that they are spending 21% to 50% of their income for holidays/leisure. Only 10% of the tourists were spending the 51% and above of their income for holiday/leisure purposes.
31% of the tourists were staying for 2 to 5 days in Jammu and Kashmir, the maximum of 38% of the tourists were spending 6-10 days. 12% of the tourists were of the opinion that they are spending 11-20 days and 19% of the tourist are of the opinion that they are spending 20 days and above in Jammu and Kashmir.

The 77% of the tourists were coming for the purpose of leisure/holiday and then the second highest percentage of tourists i.e. 9% were having more than one purpose of visiting the place of Jammu and Kashmir. For business purposes only 2%
of the tourists came to this place. There were 2% of the tourists who came for religious/pilgrimage purposes. For social purpose there were only 4% of the tourists and 6% of the tourists had given some other reasons for visiting.

The majority of the tourists as 61% had visited the place with relatives/friends. 31% of the tourists had visited alone. 6% of the respondents were of the opinion that they had visited with groups and 2% were of the opinion to had visited with business partners.
The respondents had given the different references for information source for visiting the place like majority of the 44% of the tourists had opined that they got the information from friends/relatives. And lowest of the 4% of the tourists were of the opinion that they got the information from newspaper about this place.

**Perceptions On Tourism Services:**

<table>
<thead>
<tr>
<th>Perception of tourists on information service providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dissatisfied</td>
</tr>
<tr>
<td>Satisfied</td>
</tr>
<tr>
<td>Neutral</td>
</tr>
<tr>
<td>Very satisfied</td>
</tr>
<tr>
<td>Very dissatisfied</td>
</tr>
</tbody>
</table>

![Perception of tourists on information service providers](image)

The majority of the respondents (27%) were given neutral response to the perception on information service and the minimum of 2% of the respondents were very dissatisfied with the information service available in the state.

<table>
<thead>
<tr>
<th>Perception of tourists on travel service providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dissatisfied</td>
</tr>
<tr>
<td>Satisfied</td>
</tr>
<tr>
<td>Neutral</td>
</tr>
<tr>
<td>Very satisfied</td>
</tr>
</tbody>
</table>

![Perception of tourists on travel service providers](image)

Again the majority of the tourists i.e. 42% were having neutral perception on travel service providers. 31% of the tourists were very satisfied with travel service
providers in the state. And the 14% of the tourists were dissatisfied with this service and 13% of the tourists were satisfied.

17% of the tourists were having neutral perception on hospitality in Jammu and kashmir and 83% of the tourists were very satisfied with the hospitality services in the state.

20% of the tourists were very satisfied with the food services and 16% were very dissatisfaction with the food services. 18% were dissatisfied and 20% were satisfied with the food service. Then 26% of the tourists were having neutral response. 20% of the tourists were very satisfied with the food services and 16% were very dissatisfaction with the food services. 18% were dissatisfied and 20% were satisfied with the food service. Then 26% of the tourists were having neutral response.
Then the perception on other tourism services in the state, the 52% respondents were very dissatisfied, 30% were dissatisfied and 18% of the respondents were satisfied.

The 29% of the tourists had rated the Jammu and Kashmir as an average place for money value and 49% of the respondents had rated it as good and then 22% had rated it as very good place so far as the value of money is concerned.
Majority of the respondents i.e. 98% had given positive response that they will recommend this place to others and only 2% of the tourists had given negative response.
B) SECTION 2 (Survey findings of service providers at higher and lower level).

So far as the service area is concerned, 21% of the respondents were having travel agencies which is the highest percentage among the service providers at higher level in tourism industry of Jammu and Kashmir and 1% for each of the respondents were having Kashmiri Arts Showrooms, cold drink shops, medical shop and also 1%
of the respondents of this level were having some other service areas which is the lowest percentage.

At lower level of the service providers in the tourism industry of Jammu and Kashmir, the highest percentage of the respondents i.e. 57% were working in tourism department itself doing some lower category jobs and the lowest percentage i.e. 2% were working in hotels and restaurants.
Occupation of lower level respondents

- Worker: 12%
- Tea maker: 30%
- Waiter: 5%
- Eatable seller: 13%
- Room delivery boy: 8%
- Ticket collector: 5%
- Casual labor: 3%
- Gardner: 5%
- Head Gardner: 12%
- Sweeper: 2%
- Papermachie worker: 5%
- Shawl maker: 2%
- Others specify: 3%

Occupation of higher level respondents

- Manager: 26%
- Front office (receptionist): 14%
- Catering: 6%
- Travel agent: 2%
- Photographer: 1%
- Ticketing Executive: 2%
- Sale Man: 13%
- Sales Manager: 2%
- Shikara Rider: 8%
- Driver/owner: 8%
- Cook: 5%
- Driver: 4%
- Chemist: 2%
- Others specify: 1%
The comparative figures for the respondents at both lower level and higher level by occupation can be seen from the figures above. The highest i.e. 30% and 26% were working as ticket collector and chemists respectively.

<table>
<thead>
<tr>
<th>Gender of lower level service providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
</tr>
<tr>
<td>87%</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender of higher level service providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
</tr>
<tr>
<td>98%</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>2%</td>
</tr>
</tbody>
</table>

The comparison of the respondents by gender at both level i.e. at lower level and higher level can also be seen from the charts above. 87% of the males were consulted who were as lower level service providers and 98% male respondents were working as higher level service providers in Jammu and Kashmir tourism industry. Among female respondents, 13% were working at lower level and 2% were higher level service providers.
Within the lowest age group of 18 to 24 years, the 7% and 6% respondents were consulted both at lower level and higher level service providers respectively.
And in case of lower level service providers there was none respondent between the
age group of 74 years and above but for the same age group at higher level, there were 25% of the respondents.

The highest percentage i.e. 47% of the respondents was having education level of below matriculation but for the same education level there were 21% of the respondents at higher level. At lower level there was none respondent who were having the educational level of post graduation but in case of the respondents at higher level there were 4% who falls within this level of education.
No respondent was having less than one year of experience at lower level but in case of higher level 3% if the respondents were having same level of experience. And the highest percentage of i.e. 3% respondents at lower level and 5% respondents at higher level were having the 51 years and above experience.
So far as the satisfaction level is concerned, in case of lower level respondents 20% of the respondents were having negative response and 80% were satisfied with the all kind of facilities and other things of tourism industry. In case of higher level service providers, 53% of the respondents were having negative reaction means they were not satisfied but 47% were satisfied.
The 45% of the respondents at lower level has responded that they are earning Rs 50/- to Rs 200/- in a day. Then 47% of the respondents earnings lies between the range of Rs 201/- to Rs 500/-. And finally, 8% of the respondents were earning within the range of rupees 5001 to rupees 1000.

At higher level, 44% of the respondents were of the opinion that the tourists are spending between the range of 100 to 1000 rupees, and 56% respondents were of the opinion that they are spending within the range of 1001 to 10000 rupees.
As per the information given by the respondents at higher level that 29% of the tourists prefer Jammu region who are mainly domestic tourists, 62% of the respondents has responded that tourists preferred region is Kashmir which includes both domestic and International tourists and 9% of the respondents were of the opinion that the tourists prefer Ladakh region of the state of Jammu and Kashmir.

The 33% of the respondents at higher level had given positive response that they were having the professional qualification but 67% of the respondents had responded that they were not having any professional qualification.
At lower level it is evident from the chart that 61% of the respondent’s children had got the schooling or education at government institutions, 23% of the respondents said that they got it in private institutions and 16% of the respondents had told that their children had got their education from both private and government institutions.

### Total expenditure meeting out of income by lower level Service Providers

- **Yes**: 80%
- **No**: 20%
At lower level, the 80% of the respondents had responded positively that they are meeting their expenditures from the earnings from tourism and 20% had responded negatively that they don’t.

The 57% of the respondents at lower level had responded positively that they are saving some part of their income and 43% of the responded had responded negatively that they don’t.

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**Savings of money by lower level respondents**

- Yes: 57%
- No: 43%

**Employment status of family member of lower level**

- Employed: 55%
- Unemployed: 45%
The respondents at lower level had given some varied percentage figures so far as the employment status of their family members is concerned. 45% of the respondents had responded that their family members are employed and 55% had responded that they are unemployed.

C) SECTION 3 (Survey findings of the tourism department).

Only two officers were consulted from the Department of tourism government of Jammu and Kashmir. But these two officers were of the high ranks. While interviewing them they had given some valuable information like, there is not as such remarkable growth in the industry, and however it all depends on the political situation and infrastructural development. As compared to others states they were of the opinion that the J&K state is nowhere because of the continuous disturbance. They were of the opinion that tourism is a multidimensional activity and spending of tourist has multiplier effect as such it has pervasive impact on all sector in J&K. Assessing the demand for various tourism facilities the level of existing supply of such facilities is pre-requisition for development and promotion of tourism. They were of the opinion that tourism in J&K has huge potential which needs to be tapped, but tourism is a peace time activity. It can boost the economy and there can be employment at large scale. They were also of the opinion that tourism had the greater impact on the socio-economic development. Regarding the satisfaction about the infrastructural facilities and policies and programmes for the development of tourism industry they were of the opinion that present infrastructure is inadequate. Private investors can help to upgrade and augment the infrastructure. But tourism in J&K is volatile therefore the common investors does not response faith in this sector. Government however has trial to fill in the gap and some good assets have been created like
RSGC, Nigeen clubs, TRC Nowgam, Golf Course etc. The development of industry should not be at the cost of environmental damage of the destination areas is the policy of the state government and had been opined by the respondents.

The primary survey has been done keeping in view the inadequate availability of the data related to the objectives in this study. This survey has been done in a single year i.e. 2009-10. It has been done at three levels. At all levels, a valuable source of information has been acquainted which has supported inadequate secondary data and also this study at large.