CHAPTER - 9

CONCLUSION AND SUGGESTIONS
For Decades tourism industry growth has been a major contributor to increased economic activity throughout the world. It has created jobs in both large and small communities and is a major industry in many places. It is the dominant economic activity in some communities. Yet, the impacts of tourism to a community are not widely understood—even where tourism is growing dramatically and should be of the greatest interest or concern. The range of impacts from tourism is broad and often influences areas beyond those commonly associated with tourism. Leaders as well as residents who understand the potential impacts of tourism can integrate this industry into their community in the most positive way.

Tourism increases employment opportunities. Additional jobs, ranging from low-wage entry level to high-paying professional positions in management and technical fields in public utilities such as water, sewer, sidewalks, lighting, parking, public restrooms, litter control, and landscaping. Such improvement benefits tourists and residents alike. Likewise, tourism encourages improvements in transportation infrastructure resulting in upgraded roads, airports, public transportation and rails. Tourism encourages new elements to join the retail mix, increasing opportunities for shopping and adding healthy competitiveness. It often increases a community’s revenues. Lodging and sales taxes most notably increase but additional tax revenues include air travel and other transportation taxes, business taxes, and fuel taxes. New jobs generate more income tax revenues. When considering the economic impacts of tourism, it is essential to understand that tourism business often include a significant number of low-paying jobs, often at minimum wage or less. Tourism business may claim land that could have higher-value or other uses. Additionally, non-local owners and corporations may export profits out of the community. The community may have
to generate funds to maintain roads and transportation system that have become more heavenly used. Similarly, if additional infrastructure is required, additional taxes may also be needed to pay for them.

The tourist arrival to the state of Jammu and Kashmir was at high up to 1988, but the outbreak of militancy 1989, everything shattered. Since then up to over a period of at least 10 to 15 years the militancy was at its highest. During this period the tourist arrival has declined to Jammu and Kashmir both from the national and an International level. The economy is mainly dependent on the tourism industry, so it has faced a great damage. Mainly the tourist arrival to Jammu and Kashmir is the domestic tourist arrival; the International arrival is very less as compared to the domestic. Indian’s share in the tourist arrival and tourism receipts at the world level is also very low. Jammu and Kashmir as compared to the other states of India is not so much developed. Lack of industrialization is the main reason for it. Tourism industry has to be developed if speedy growth is desired. Among the three different regions in Jammu and Kashmir, the Jammu region is receiving more tourist arrival because of the Pilgrimage. Kashmir region is being visited because of its scenic beauty. Ladakh has its own importance and the tourist both the domestic and International used to visit that place. It is only since last three or four years the tourist arrival at its increasing pace has starting up again because of the normalcy in the state.

Tourism has emerged as an important and one of the major contributors to the Jammu and Kashmir economy. There are various places of tourist attraction in this state being visited both by the foreign and domestic tourists. However, much remains to be done to exploit the tourism potential to the maximum extent. Looking at its economic returns and comparatively light investment and the potentialities for tourism
and limitations of adequate resources in other fields of economic growth, tourism in the state has always been an area of attention and is required to be encouraged further. No doubt there has been lot of work done on tourism but in the review of literature part in this study, it was found that there is not so much work done on Jammu and Kashmir tourism, particularly on the impact of tourism on economic development of Jammu and Kashmir, and therefore there is a need to do appropriate work related to this. So, in order to fill this gap the present study has proposed to be undertaken to identify the impact of tourism on the economic development of Jammu and Kashmir and to analyze potential of tourism in this region.

The first objective of this research work was to study the trends and growth pattern of tourism industry in India in general and in Jammu and Kashmir in particular and it was hypothesized that number of tourist arrivals significantly influenced by infrastructure and political stability, which has been confirmed after taking a deep study. It was important to know what the factors on which the tourist arrival depends are. What the factors which are responsible for attracting more number of tourists to any particular region. In the first objective it was found that there is an increasing trend in the tourist arrival and also there were some limitations of data for which the primary survey was done. And it was found that tourists were approaching to Jammu and Kashmir from some selected states. There was more domestic arrival than foreign tourist arrival. From the primary survey it was found that majority of the tourists were males and tourists are spending a good percentage of income for leisure/holidays etc. The objective related with determinants of tourism has been studied both at the national and Jammu and Kashmir level. Overall, the results have shown that both at the national and Jammu and Kashmir level infrastructure for tourism has to be
developed in order to attract more number of tourists. Infrastructure is the main thing on which other things depends like income, exchange rates etc. it is quite obvious that if there will be good facilities for tourists and their travel will be comfortable then they will travel again and again and of course they will spend in the local economy and there will be the increase in income. For Jammu and Kashmir, the infrastructure is very poor which has to be developed in order to make the industry fruitful. From the primary survey it was found that tourist’s perception on tourism infrastructure is not so good except hospitality. Therefore, more importance has been given to the development of tourism infrastructure which is the backbone of the tourism industry.

It was very interesting to know when the infrastructure of the tourism industry is a developed one and the factors responsible for tourism development has all taken into consideration and there is a good number of arrivals, then we had been interested to know what was the impact of the tourism on the local economy, which was quite important and it has been hypothesized in this study that the tourism industry positively influences economic development of Jammu and Kashmir, which has been proved. In this study, the economic impact of tourism has been studied again both at the national and state level, using the proper methods and tools for investigation. And in fact, at both the level it has been confirmed that tourism has a positive economic impact. Increase in the GDP and SDP with the increase in the tourist arrival is the clear evidence for it. During the primary survey it was found that tourists are spending huge amount of their income while visiting this place and it has show an increasing trend in tourism earnings.

No doubt the tourism has the impact from different aspects like social, cultural, political and economic. Only the economic impact has been discussed in this
study. So this study has taken the initiative to find out whether the tourism can remove poverty, when it has a good economic impact. Economic impact means the standard of living of the poor must be increased. In the country like India there is a wide spread of poverty. Poverty is a major hindrance for the development of any region or country. So it was important to investigate whether the tourism can be a pro-poor growth strategy. In this study it has been studied both at the national and the state level and it has been hypothesized that tourism has the positive influence on poor people of Jammu and Kashmir. At the national level it has been found that tourism has a negative relation with the poverty. It means that with the increase of the percentage of tourist arrival, the percentage of poverty has been decreased. But the findings of the Jammu and Kashmir level are a little different, as it is showing the negative coefficient but not significant. The data for some years of Head Count Ratio was having a big difference as compared with the other selected years. Normally the data should be at the decreasing trend but there was some irregularity. There is a lot of evidence that tourism has a great impact on poverty eradication to any region, and has been proved in this study too. During the primary survey it was found that the people living at lower level who are engaged in tourism industry are having the luxuries like television, cellular phones, bicycle, concrete houses, children’s studying at private institutions too and also having some savings in the bank. No doubt the secondary data for the poverty related objective in case of Jammu and Kashmir was not adequate which has given some strange findings but from the primary survey it was found that tourism can help in the alleviation of poverty in J&K.
SUGGESTIONS:

From the aforementioned findings of this study, it is important to suggest some measures to attract tourists to India and Jammu and Kashmir in particular. An appropriate Tourism Policy needs to be formulated for the state and at the national level to be able to attract more tourists both domestic as well as foreign. Tourism has provided good sustenance to the local population and revenue to the country and state exchequer. Besides, the development of tourism activities in India, it is necessary for each state and specially for the state of Jammu and Kashmir to have those cottage and small scale industries which act as support services to the tourist industry such as agro industries and for which special efforts need to be made. The infrastructure is still to be charted out and has to be charted out fast otherwise the Tourism boom in India would be lost to the other countries. Tourists are willing to visit India and the state like Jammu and Kashmir if they feel there is security and after spending their hard earned money, if they get satisfied from their tours. The government needs to draft a good plan and programme for the tourism development. The government of Jammu and Kashmir has to make a massive investment for the development of already existing tourist places and for exploring the new destination which has not yet explored. Immediate survey is demanded to know the interests of tourists and to seek their guidance’s for the improvement of the tourism infrastructure. Local people have to be trained to provide good services. Law and order has to be maintained. Tourist police has to be active at the tourist places as it has been found that the tourists are being cheated. Price control mechanism needs to have monitored as the tourists are being charged high. In India there is huge unemployment and underemployment prevailing, Tourism industry needs to be given priority as it has the potential to create
a tremendous employment opportunities. Government has to look from the removal of
poverty side also. This study suggests the government of India and especially Jammu
and Kashmir state government that take care of the Tourism industry alone; it will
take of the other things.

When the tourism provides a major share of revenue to the state, the
government has yet to put into writing its stated policy on tourism. While doing this
study, it has been felt that we have to take into consideration seven key areas that
would provide standards for tourism development in the state of Jammu and
Kashmir, Inspiration is taken from the National Tourism Policy. To recall these key
areas are Swagat (Welcome), Soochana (Information), Suwidha (Facilitation),
Suraksha (Safety), Sahyog (Cooperation), Samrachna (Infrastructure Development)
and Saphai (Cleanliness). During the survey it was found that the situation in the state
of Jammu and Kashmir was failing to show even acceptable minimum standards.
Therefore, keeping these considerations for future the efforts would be to provide
adequate thrust to schemes, which will swing the state towards reaching a model
administration and boost tourism. In the suggestions further the state should do active
consideration and implementation of these seven (S) on ground.

The state of Jammu and Kashmir has a weak industrial base and most of the
time the efforts to attract small and medium scale industries have failed. This has been
due to two reasons namely the uncertain law and order situation, which has kept
private funds away from the valley from being invested and again the lack of
managerial skills of the local population, which have invariably led to the failure of
enterprises which were started in the state. The state government has to look in this
direction for making the environment feasible and suitable for all round development
of tourism industry. The State shall not work as a competitor in the business of promoting tourism or conducting trade. It shall, however, create such instruments of legislation and practices which will in turn ensure the safety of the visitors to the state and ensure fair practices in business. It shall be the objective of the state government to work as a growth engine to create proper policies and push the agreed projects to their fulfillment. The state shall endeavour to use the activities generated by tourism for benefiting its citizens and undertake such projects which would be in line of any welfare state and also mentioned as role models for other governments. The state shall further ensure to provide correct information on all its tourist assets and create an environment of cleanliness which is commensurate with the Indian traditions of thrift. The state shall also ensure that by legislation and enforcement all visitors to it shall be protected from harm, capacious conduct and fraudulent practices.

The most important challenge for J&K on the tourism front is to inspire the confidence of potential tourists in the state as a safe and secure destination. The state authorities need support from the central agencies and trade associations for restoring the confidence. The state’s rich cultural heritage can be exploited along with modern allurements like shopping, food courts, multiplexes and music festivals. With India, poised to receive more International conferences and conventions, Srinagar could stake its claim by upgrading Sher-i-Kashmir complex, with state of art facilities. Waste Management is essential for maintaining hygiene and attracting tourism. Connectivity is also crucial for major growth of tourism in the state. It has to be achieved by modernization of airport and fast track completion of road and rail projects in the valley.