

# PREFERENCE OF TOURISTS TOWARDS HIMALAYAN REGION IN INDIA

Pallavi\*, Rishi Raj Sharma\*\*

**Abstract** *With the changed scenario in the society, rise in the nuclear families, increase in disposable income, working couple domain and increased tension have greatly influenced the tourism sector in India. The high tech world, advanced communication, improved modes of transportation increased the tourism sector. The demand of tourists is now for leisure time, best services in hotel, family oriented trip, comfort and enjoyment. This demand leads to stiff competition in the tour and travel business which leads to emergence of the online tour operators. The purpose of the present paper is to examine the perception of people towards the tourism in the Himalayan Region with special focus on the Jammu and Kashmir region. The exploratory nature of paper helps to have an insight about the tourism in the Himalayan region in India. The data had been collected from the metro and non-metro region i.e. Metro region-Delhi- NCR region and Non Metro-cities such as Mathura, Agra, and Firozabad.*

**Keywords:** *Himalayan Region, Tourism, Perception, Technology*

## INTRODUCTION

Tourism - the word that signifies the entertainment, fun enjoyment, leisure, pleasure to people who are enjoying it. Tourism industry is very vibrant and dynamic industry which attracts a lot of people towards itself (Vethirajan, 2014). It is not the new industry whereas it is the part of our culture. In Indian economy, tourism plays an essential role. It provided employment to skilled and unskilled people, generates foreign exchange, promotion of Indian culture and handicrafts. As the more tourist come to India, its heritage gets promoted in the worldwide (Patel, 2012).

India have rich heritage in terms of flora and fauna, religion, ancient monuments, forts, beaches, hill resorts, cultural heritage, colorful fairs, festivals held abiding attractions etc. India is not only rich in the variety of places to visit however there is plenty of skills in the nationals of India. There is variety of handicrafts industry which includes bamboo products, jewelry, carpets, leather goods, ivory and brass work which attract lot of foreigners.

## TOURISM IN INDIA

Tourism development in India has passed through many phases starting from the second five year plan to sixth five

year plan. The major boost in the tourism sector came in the year 1980 when the government of India took various steps in this sector (Sinha, 2012). Some policies has been drafted in this regards as well

In 1982- A National Policy on tourism.

In 1988 - The National Committee on Tourism formulated a comprehensive plan.

In 1992 - A National Action Plan was prepared

In 1996 - formulation of the National Strategy for Promotion of Tourism.

In 1997 - a draft new tourism policy in tune with the economic policies of the Government and the trends in tourism development was published for public debate.

The data from the time period 1951-2000 reveals that there is increase in tourist coming to India from 16.8 thousand to 2.6 million in 2000 (Chand, 2005). Further, the trend has been remaining in upward direction, which attracted 9.2 million foreign tourists in India. Whereas In 2012, India tourism statistics showed that it attracted only 6.65 million foreign visitors (Sarkar, 2015).

The data showed that arrivals of tourists in India decreased from 956000 in February from 983000 in January of 2017. Whereas in Dec, 2016 the data showed that it was 1037000 (<http://www.tradingeconomics.com/india/tourist-arrivals>).

\* Assistant Professor, GLA University, Mathura, Uttar Pradesh, India. Email: pallavi.dogra.123@gmail.com

\*\* Associate Professor, Guru Nanak Dev University, Amritsar, Punjab, India.



Fig. 1

### Methods to Promote Tourism in India - Atulaya Bharat

The competition in the world wide demands more awareness and attractiveness towards the destination, government of India launched the Incredible India Campaigns. India has started targeting tourists aggressively through its “Incredible India” campaign (Dwivedi, 2009). In these campaigns, each state was also encouraged to develop its own regional image and logos that could be encapsulated by the “mother” brand (Geary, 2013). The whole campaign was divided into three parts, which rolled on first major television channels, afterwards internet and in the last they hire ad agencies which provide literature, brochures etc for the promotion (Sultan, 2012). The effect of these campaigns helped in order to attract the more tourism in India.

### REVIEW LITERATURE

Whenever tourist is visiting any place it is only because of image which is based on the natural and cultural landscapes (Jutla, 2000). Chauhan, 2008 opined that residents and tourists have different opinions for tourism for creating peace. The results showed that there exist positive correlation between perception variables and overall peace.

According to Pizam, 1999 there is effect of violence on the tourism industry. He examined the preventive methods and recovery methods for these activities. Graefe, 1998 identified that risk perception and income significantly effecting the international vacation destination decision. The tourists increased in the Kashmir when there is full safety and security so that it can be perceived as ideal holiday destination (Chauhan, 2015). In order to tackle with the risky factors, proper security should be in Airports, railway stations, stepping up investment and boosting (world class) infrastructural activities should be on the top of the agenda (Patel, 2012).

The study had been conducted by Bhat, 2013 stated that the four quality dimension such, Tangibility, Responsiveness, Assurance and Reliability had impact on tourism services. Assurance dimension indicate that personal services related to Kashmir Valley are well mannered. Whereas Kashmir Valley is visually aesthetically attractive. Further it needs improvement in services.

With the increase of tourism in the hilly areas it will give rise to problems such as overcrowding, congestion, pollution. One reason can be government is busy only with promotion rather than the administration of other things (Singh, 2000). Subash, 2015 discussed that tourism sector is facing a lot of problems such as infrastructure, concerns for health and safety concerns, road structures, unskilled and untrained manpower.

Nehal et. al 2008 proposed that in order to promote tourism more the local people should be more sensitive to the environmental and cultural norms so as to promote sustainable development. The efforts have to be done by joint efforts of government, operators, and local people. In order to promote this Incredible India campaign was launched so that it will create a positive image. These advertisement and promotional campaign is a privileged platform for advancing geopolitical interests through affective and symbolic means (Geary, 2013).

### OBJECTIVES

- To study the preference of people towards Himalayan region as Holiday Destination.
- To identify the factors that will impact on the tourist who are selecting the Jammu and Kashmir as tourist destination.

## STUDY METHODS AND VARIABLES

The study is based on the primary data. The data has been collected from the respondents who have interest in the visiting the Hiamlayan Region i.e Jammu & Kashmir. The random sampling has been used for the study. The sample size taken for the study is 260. 300 questionnaires have been distributed and in return 260 fully filled questionnaires have been received in return. The questionnaire have been divided into two parts, part A consists of demographics part and part B consists of questions relating to the perceptions towards the perceived risk and perceived safety. For the part B seven point likert has been used to ask the opinion of the people.

## DATA ANALYSIS

### Part A

The questions related to the demographics such as age, gender, qualification, salary had been asked from the respondents.

The respondents with age group 18-25 were majority consisting of 19.5% whereas respondents having age group 25-35 yrs were in 34.6%, age group 36-45 years were 26.4% and age group more than 45 years 19.5%. Whereas the male

present in the sample were 154 (59%) and female were 106 (40%). The sample consists of respondent shaving salary less than 25000(pm) were 35%, salary between 26,000-40,000 were 45% and more than 40,000 were 20%. In the sample respondent graduate were 46%, post graduate were 34 % and professional qualification were 20%.

### Part B

The reliability analysis of the sample was done. The cronbach alpha came around 0.789 for 35 statements and sig level,  $p < .000$ , which indicates that factor analysis can be run. The Barlett's test of sphericity showed that chi-square value was 1026.437 with 210 degrees of freedom which was highly significant. Also the KMO value was .785, which was significant if rater than 0.5. These two tests confirm that factor analysis is appropriate to be applied on the present data set.

Therefore, factor analysis has been applied on the current data set. Based on the principal components analysis and VARIMAX procedure in orthogonal rotation, Eigen values above 1.0 are selected. The factor analysis reduced the data of 35 variables into the five factors which have the impact on the respondents. On the statements factor analysis has been used which explained the 57% of the total variance explained.

Table 1

	Factors	Factor loading	% of variance explained	Cumulative % of variance explained
<b>1</b>	<b>Tourists' image of jammu&amp; kashmir</b>			
	Familiar	0.7	16.248	16.248
	Peaceful	0.686		
	Quiet	0.728		
	Safe	0.53		
	Tourist congestion	0.755		
	Water shortage	0.684		
<b>2</b>	<b>Recovery methods</b>			
	Information dissemination	0.551	12.894	29.142
	Citizens	0.636		
	Publicity and public relations	0.779		
	Marketing	0.792		
	Promotion	0.653		
<b>3</b>	<b>High cost of living</b>	<b>0.588</b>	<b>11.079</b>	<b>40.22</b>
	While visiting tourist places and attractions	0.706		

	Factors	Factor loading	% of variance explained	Cumulative % of variance explained
	While performing other leisure activities such as shopping, adventure, roaming and photography	0.683		
<b>4</b>	<b>Accommodation</b>			
	Appears to be comfortable	0.746	8.146	48.366
	Hotel well connected with prime location	0.733		
<b>5</b>	<b>Transportation</b>			
	Transport engaged to reach Kashmir is very comfortable	0.469	<b>9.506</b>	<b>57.872</b>
	My tour operator will engage to visit tourist places	0.677		
	The tour operator arranged all possible transportation	0.573		

The factor analysis extracted five factors such as tourist image for Jammu and Kashmir, Promotional strategies, High cost of living, accommodation and transportation. The highest variance is explained by the tourist image for J & K which is 16.28%. As the main objective of the paper was to study the perception of people from metro and non-metro region. After wards promotional strategies was there i.e how the negative image can be changed into the positive image and right information can be spread out in every corner of the society.

The other factor is high cost of living, respondents perceive that living in J & K will leads to high cost of living and it is costly holiday destination. Afterwards, accommodation plays an important role in deciding the Jammu and Kashmir as the holiday destination. Lastly the transportation, tourist generally want the transportation should be comfortable so as to reach the destination as well as to visit the city.

## CONCLUSION AND SUGGESTIONS

The state of Jammu and Kashmir is beautiful place and has lot of places to attract the tourist over there. But it also suffers from the terrorists attack and creates a lot of disturbances. The main aim of the paper was to study the perception of people regarding the Jammu and Kashmir. Whether respondents want to visit the J & K as holiday destination. From the above analysis it can be concluded that people have a fear in their mind regarding the visit to the J & K. It can be corrected by wide spread of the information and it should be reach to the very corner of the country so as to change the perception of the tourist all over the country.

## REFERENCES

- Mann, P. W., & Sharma, S. (2010). Preference of Indian tourists towards overseas traveling & domestic tourism (December 1, 2010). *Indian Journal of International Tourism & Hospitality Mgt.*, 4(1). ISSN: 09742913.
- Patel, R. (2012). India's tourism industry - Progress and emerging issues, *Arth Prabhand: A Journal of Economics and Management*, 1(5). ISSN 2278-0629.
- Sinha, A. (2012). Tourism Development in India, Press Information Bureau, Government of India. Retrieved from <http://pib.nic.in/feature/feyr2000/fmay2000/f080520001.html>.
- Sarkar, J. (2015). India tourism in Decline. Retrieved from <http://www.justaplatfrom.com/india-tourism-in-decline>
- Chand, S. (2005). Growth of tourism in India: Its impact on employment and economic development. Retrieved from <http://www.yourarticlelibrary.com/tourism/growth-of-tourism-in-india-its-impact-on-employment-and-economic-development/14110/>
- Singh, S., & Turan, M. S. (2012). Indian tourism in the paradigm of incredible india Campaign. *Journal of Hospitality Application & Research*, BIT Mesra, Ranchi.
- Pizam, A. (1999). A comprehensive approach to classifying acts of crime and violence at tourism destinations. *Journal of Travel Research*, 38(5).
- Sonmez, S. F., & Graefe, A. R. (1999). Influence of Tourist risk on foreign tourism decisions, 25(1), 112-144.
- Jutla, R. S. (2000). Visual image of the city: Tourists' versus residents' perception of Simla, a hill station in northern

- India. *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 2(4), 404-420.
- Singh, S. (2002). Managing the impacts of Tourist and Pilgrim Mobility in the Indian Himalayas, *Revue de géographie alpine*, tome 90, n°1, 2002. *Organisation et Gestion Des Flux Touristiques*, 25-36.
- Chauhan, V., & Khanna, S. (2009). Tourism: A tool for crafting peace process in kashmir, J&K, India. *Tourismos: An International Multidisciplinary Journal of Tourism*, 4(2), 69-89.
- Chauhan, V. (n.d.). Safety and Security Perceptions of Tourists Visiting Kashmir, India. *In Advances in Hospitality and Leisure*, 3(17), 4-17.
- Bhat, M. A., & Qadir, N. (2013). Tourist satisfaction in Kashmir: An empirical assessment. *Journal of Business Theory and Practice*, 1(10), 152-166.
- Farooquee, N. A. B., Tarun, K., & Maikhuri, R. K. (2008). Cultural and Social impact analysis of adventure tourism in Himalayan River Ganga in India. *Indian Journal of Youth Affairs*, 12(2), 104-111.
- Geary, D. (2013). Incredible India in a global age: The cultural politics of image branding in tourism. *Tourist Studies*, 13(1), 36-61.
- Subash, T. (2015). Tourism in India: Potentials, Challenges and Opportunities. *IJRAR- International Journal of Research and Analytical Reviews*, 2(4), 8-18.