

TOURISM ENTREPRENEURS OF JAMMU AND KASHMIR: CHALLENGES VS OPPORTUNITIES**G. Singuah*****Khursheed Ahamd Kar******ABSTRACT**

Tourism has become a mass and highly complicated phenomenon with respect to its economic, socio-cultural and political consequences. It has gained status as the fastest growing industry in the world, due to its multifarious benefits. It has become an effective tool for the economic development in terms of employment generation and social integration, foreign exchange earner in increasing countries national income. The tourism industry comprises of a set of entrepreneurs which facilitates and tries to provides the services to different tourists to fulfil their dreams in to a reality. In today's service marketing scenario in India Tourism sector has an immense role to play especially in the state like Jammu & Kashmir , "the paradise on earth" which is worldwide known for its natural charm and beauty. These entrepreneurs tries to sells dreams to its customers in order to attract high influx of tourists across the globe and tries to take a remarkable position in the global market. The tourism industry is a mart of different tourists having different cultural background, tastes and preferences and different buying behaviour. They choose and come to a place where they can enjoy, forget their daily stress and strains without taking any kinds of unnecessary discomforts .This is not the end. When a tourist returns back to his/her place they carry their both negative and positive experiences and share those with others tourists . Beside this, there are other factors like completion, economic slowdowns, insurgency issues which a this sector is facing. Thus, there is a high need of rebuilding and repositioning J&K's brand image towards the whole world. There is also a high need of ensuring every tourists safety and security , there is a need of not just making them satisfied with their present needs but also there is need of fascinating them with high class of quality service so that they will be delighted. And for this purpose every entrepreneur needs to understand different behaviours of tourists from various cross-cultural issues. With requisite infrastructure and support both from policy makers a local people side, these tourism entrepreneurs can play a great role in this aspect. The present paper tries to take a small initiative in identifying and highlighting some of the core issues in the growth process of this sector in J&K.

Key words: Tourism, Challenges, Entrepreneurs, Jammu and Kashmir, Infrastructure, Human Resource Development.

Introduction

The tourism industry in Jammu and Kashmir is supposed to be one of the most booming industries in the development of the state. This sector needs to reach to the prospective travellers with news and views about the place. Due to the massive political disturbances, political turmoil, the sector is facing lots of barriers and suffering badly. The state is yet to recover from this situation and needs to improve the condition in order to repositioning the past glory of the state. One needs to take care of various issues associated with this industry like providing facilities for those who are interested in business related to this field, maintenance of existing tourist spots and increase the facilities for the visitors in order to attract more tourists. Developing related sectors like hospitality, transportation, accommodation, entertainment, sight-seeing etc. There is a high need to reconstruct the tourism industry and to extend various support for the

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entrepreneurs in the state associated with this sector. In this regards the recent positive initiative taken by Government of India plays a important role, popularly known as “Incredible India”-a promotional campaign for tourism industry in spreading the awareness. Tourism today has become a complicated phenomenon of its economic, socio-cultural and political consequences. It has gained status as the fastest growing industry in the world, due to its multifarious benefits. It has become an effective tool for the economic development and social integration. The income from foreign tourism in the form of foreign exchange adds to the national income. The tourism industry is a set of entrepreneurs which provide the services to their customers to fulfil their desires in to reality. The J&K tourism entrepreneurs sell dreams to customers to attract high influx of tourist across different corners of world to earn profit and lead towards in to new directions of to global market . The tourism industry is a mart of different cultures where tourists from different cultural background meet. They exchange ideas, share information, to get away from stress and strain, to enjoy the new boundaries of nature. Tourism entrepreneurs facilitate to make global village in reality by bringing people across various cultures whose buying behaviour varies accordingly. Since tourism faces a lot challenges to provide several benefits to the society, its customers need to be delighted through fulfilling their needs. Mostly, each destination is attracted by tourists across cultures. Therefore, it is very essential for every entrepreneur to understand their behaviour from cross-cultural perspectives.

Concepts of an Entrepreneur

Entrepreneur is one who always in search for change, respect and exploit it as an opportunity (Drucker 1985).entrepreneur is an economic man and his efforts always try to maximize profit(halt 2006). Vesper (1980) views entrepreneur as pillars of industrial strength-the movers and shakers who constructly disrupt the status quo. The entrepreneur is a person who shifts economic resources out of the area of lower to an area or higher product and greater yield (burners 2001).

Theories Relating to Entrepreneurship

- **Hagens Theory of Entrepreneurship (Hiusrich et al. 2002):** Hagen believes that the first phase leads to external entrepreneurial behaviour is to recapitulate the lost prestige which they enjoyed previously. To recapturing the initial status is becoming the motivating factor for entrepreneurs to act sensitively.
- **Knight’s Theory of risk bearing (Hott 2006):** This theory defines that the profit earned by the entrepreneur is direct proportion to the amount of risk undertaker. Ultimately risk becomes the source of motivation and inspiration.
- **Leibenstein X-efficiency theory (Sudha-2007):** According to this theory when a input is not managed properly, the variation between the actual output and the minimum output attributable to that inputs is a measures of the degree of X-efficiency. He identifies two roles for the entrepreneurs. X-efficiency is the degree of efficiency in the use of resources within the firm.
- **McClelland’s Need Achievement theory (1961):** According to him an individuals need for achievement is the boosting factor which leads the individual to excel and take high risks on the different way.

Concepts of Tourism

Tourism is rapidly growing industry and the world. In the new millennium the human residents of the mother earth would have an instable urge for travelling and undertaking tours of various types. People want to unknown places, interact with the new races and experiences, which were hitherto out of their

reach.. Travelling and exploring the world is a natural tendency of all human beings. All the dreams of travelogues of human beings are turned in to reality by tourism entrepreneurs. Tourism is considered vital to the world economy. The world travel and tourism council (WTTC) claims that in 2005. The global travel and tourism industry generates US\$6.2 billion , a value of economic production (GDP) of 10% which comprises 2.1% of employment directly related to tourism world-wide (WTTC 2006).

Concepts of Tourist

Tourism industry is hub of tourism entrepreneurs in J&K. Tourism in India in general and particular in J&K booming the tourist industry and got its place in worlds hot tourism destinations. The tourism industry in Jammu and Kashmir touching the new heights due to the tourism entrepreneurs and has competences and professional tactics. As per the research and information studies suggest that there is bright future for tourism entrepreneurs in terms of economy and employment etc actively. According to the travel and tourism economic research 2006 Indian travel and tourism is expected to grow by around 8% between 2007 to 2016 and taking the generation of economic value to US\$ 128 billion.

Tourists Visiting Kashmir valley

(Tourists in Thousands)

Year	Indian	Non- Indian	Total
1975	162676	22214	184890
1976	286412	38078	334490
1977	387817	54223	442040
1978	443342	59323	502665
1979	498067	55680	549747
1980	548491	46026	594514
1981	598555	43745	642300
1982	560987	42851	603838
1983	398428	41101	439529
1984	192684	36458	229142
1985	465559	38015	503614
1986	536598	53118	589716
1987	664081	57537	721654
1988	662097	59938	722035
1989	490212	67762	557977
1990	6095	4627	10722
1991	1400	4887	6287
1992	1175	9149	10324
1993	*	8026	8026
1994	500	9314	9814
1995	322	8198	8520
1996	375	9592	9967
1997	7027	9111	16131
1998	99636	10247	109883
1999	200162	17130	217292
2000	104337	7575	111912

2001	66732	5859	72591
2002	24670	2686	27356
2003	182205	8959	191164
2004	358095	18634	376729
2005	585702	19680	605382
2006	412879	20009	432888
2007	417264	24576	441840
2008	551041	21588	572629
2009	577345	23905	601250
2010	710504	25984	736488

Source: Directorate of J&K Tourism

*= Not Available

Importance of Tourism Entrepreneurs

Tourism Industry in Jammu and Kashmir is a multifarious sector and provides unlimited economic benefits directly and indirectly in the process of development. The tourism industry is not only confined with hotels and motels but in reality it is much broader area. It is the combination with different other related sectors like hospitality, transportation, accommodation, entertainment, sight-seeing etc. from roadside vendor to big shopping mall holders are tourism entrepreneurs. The entrepreneurs are very helpful in various ways which are as under:-

- In earning foreign exchange.
- Exchanges cultural values.
- Generate income for private as well as public sector.
- Generate employment opportunities.
- Leads to infrastructural development.
- Reduces the barriers of caste and creed among nations.
- Preserve cultural heritage and monuments.
- Mitigate the gap of regional imbalance.
- Promote 'pilgrimage tourism' in Jammu and Kashmir.
- Regional and cultural developments.
- Developments of tribal areas.
- Generating international emotional integration and cultural propagation.

Scope of Study

Tourism sector is regarded as multi segmented service based industry therefore provides different types of employment opportunities to labour intensive state like J&K. The contribution of a small road side vendors , guides, tour operators ,travel agents, photographers can not be denied .They are the catalyst for the growth of this sector as they are the people who are ultimately providing the services to the tourists. But the performance of these people also depends on their up to date knowledge, skills, suitable guidance ,necessary facilities and so on. Kashmiri products are well known for their unique style of art and craft among their tourists and needs much attention so that proper marketing can be done to attract these tourist more. Thus if tapped and mobilized these tourism entrepreneurs in a proper way will surely enhance the performance of tourism entrepreneurs in the state. So the present study will help in analyzing the challenges of tourism entrepreneurs in the state for strengthening the sector as a whole.

Objectives of study

- To analyze various challenges faced by the entrepreneurs in J&K.
- To analyze and investigate the problems and prospects of tourism entrepreneurs in J&K.
- To analyze the role played by tourism entrepreneurs in generating revenue.
- To suggest ways for better tourism in J&K.

Methodology

In the present study primary data sources were used to analyze the challenges faced by the tourism entrepreneurs. In this research two set of questionnaires were prepared. One set of questionnaire were prepared to collect the data from tourists, and other set of questionnaires were constructed for private enterprises like travel agents, tour operators, hoteliers, houseboat owners etc and same questionnaire were also distributed among enterprises under the department of Tourism Government of Jammu and Kashmir like Gondola, Cafeterias and restaurants etc

Data Analysis

The data received from the respondents through questionnaires were compiled and analyzed. To Know in-depth knowledge about entrepreneurs, Likert Five point scale Technique(5-1) were also used. After the data collection, the relevant data from the respondents were analyzed and investigated. It helped in providing a brief explanation, interpretation and findings of the responses given by the respondents. Later this data was properly analyzed and interpreted to draw suggestions/recommendations and conclusion.

Major Findings:

1. **Infrastructure and Political instability:** The major problem which tourism entrepreneurs are facing is the infrastructural scarcity and political instability. If public/private sector will take some initiative to overcome this problem then there is bright future for tourism in the state.
2. **Guide Services:** Guide service is the key in tourism industry, from the point of starting a tour till the end up of a tour package. So the government should set up a separate institute or introduce the travel and tourism as a subject in the academic curriculum at senior secondary level.
3. **Strong Publicity Campaign:** Tourism is a marketing of service ideas and selling of dreams. It is therefore necessary to promote and beatify its potential towards its customers. A strong publicity can do this and attract those who know very little about this part of the world.
4. **Maintenance of Lakes:** There is large number of lakes in the state, which can be developed in to attractive tourist spots. The most popular and well known lake is Dal Lake in Srinagar, Mansar and Surinsar in Jammu. But due to the rising water pollution it gives a dissatisfaction to tourists visiting these lakes. So the proper care has to be taken to improve the eco-system of these lakes. Once this is done these spots will act as a catalyst for tourism growth.
5. **Tourism Information cell/centre:** The information given by the concern departments is not true and inadequate. The department of the tourism in J&K should open the tourism information cell at regional as well as at district level.
6. **Inadequacy of Basic Amenities:** Basic amenities play a crucial role in the growth of tourism in any area. Lack of these facilities related to infrastructure like lack of proper toilet facilities, rest houses or hotels, transport facilities can adversely affect tourist movement and leads to problems of pollution, scarcity, social tension. In general the availability of basic amenities in the most

tourist centers in J&K is not adequate. Water and electric supply are reported to be inadequate in all major tourist centre including Srinagar and Leh.

7. **Lack of HRD (Human Resource Development) Taxi drivers/house boat owners:** Lack of proper knowledge and short off technical expertise has been a bottle neck towards a smooth running of tourist trade. Tourism is the fast growing industry and it is necessary to give various skills and training to untrained persons associated with it. These training centres, institution are not becoming a guide for industry but can be a good helper, a better motivator and best seller.
8. **Lack of Marketing research:** Like other industrial products tourism itself needs effective marketing research so that proper decisions could be taken. The new updated information needs to be forwarded to the concerned organization. Accessibility of this updated information at right time can boom the tourism industry.
9. **Monuments, Zoo and Measum:** The Jammu and Kashmir has a famous and rich cultural heritage and monuments. Monuments are not scientifically set up to suit with the environment. Zoo are not accessible or not in a position to maintains the beauty of fauna and flora.

Recommendation/ Suggestions

- To get constant/ daily feedback from tourists.
- Publicity material should be available at airport/railway station / bus stand as well as tourist destination.
- Information cell should be available at 24x7.
- Guests should be aware about to become environment friendly.
- Protection should be given to tourist.
- Special care should be given to monuments, zoo and mea sums.
- International publicity should be done.
- Handling officers should be polite.
- Provide basic facilities.
- Develop hygienic drainage system.
- Infrastructure should be internationalized standard.
- Private entrepreneur should be encouraged and welcomed.
- Teach tourism subject in school, senior secondary's and colleges so that everybody would be awared.
- Proper road direction should be available.
- Co-ordination of various department with tourism department.
- Ban on polythene and other non-biodegradable materials in tourism places.
- Proper garbage disposal system.
- Conduct fest and fairs in famious places/towns.
- Don't overcharge tourist.
- Make available trained staff.
- Organize cultural programme in and outside the state/ country.

Conclusion

Tourism industry is a hub of tourism entrepreneurs. In every step they face challenge to fight with do or die situation. In order to promote and develop this sectors these entrepreneurs in J&K needs a

sustainable survival in this present competitive market. In this prevailing competitive market one cannot afford to loose a single customer, rather one needs constant effort for attracting a new prospect, targeting a new segment , creating a new need . In this context, public – private partnership and their coordination can play a key role in extending its help and support to these budding entrepreneurs .Tourism itself is a sensitive area and needs a trained and professional staff . In this study an attempt has been made to highlight the problems, weaknesses and shortcomings in front of the top authorities, policy makers of the state so that they can rectify those loopholes of course with proper coordination with other partners associated with this sector. The tourism is an area which needs a constant and in depth research so that genuine problems could be addressed and immediate innovative solution could be given.

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