

Scrapping of Article 370 and Its Impact on Tourism: The Road Ahead



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Abstract

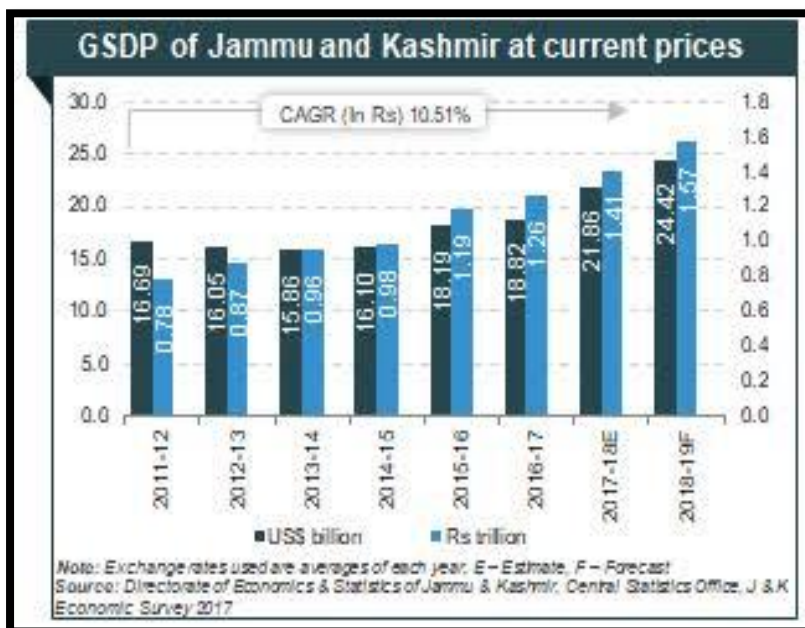
In the contemporary era, tourism is one of the biggest business and has been considered as a fastest growing industry of the world as well as the highest contributor to the world economy. This is basically a service industry because it does not produce goods or commodities but provide services to several segment of society. Tourism can play a vital role in combining the whole universe. Tourism broadens up the horizons of the region through investments, augmenting employment prospects as well as providing socio-economic benefits to the people at large scale.

Tourism sector is the backbone of this arena since the independence in India but the regular terrorist activity from Pakistan had humongous affect on this sector, for example, houseboats business was almost vanished. This norm was a hurdle between the people of Jammu and Kashmir and rest of the people in India. This paper presents the positive impact of the scrapping of article 370 from Kashmir from the tourism point of view Thus, The government's decision to scrap Article 370 would certain various aspects like stability, market access, and laws in the state, which could help it in the after effects in the leading sectors like tourism.

Keywords: Tourism, Article 370, Jammu and Kashmir, Effects of Article 370, Impact on Tourism of After Article 370.

Introduction

Jammu and Kashmir (J&K) is the apex state of India and shares its borders with Himachal Pradesh and Punjab, and have neighbouring countries like Pakistan, China and Afghanistan, Bhutan and Nepal. The state consists of three major provinces - Jammu, the Kashmir valley and Ladakh. India is a country known for its culture, heritage, and majorly for its ancient history. India is a country with a large number of tourist destinations and attractive hotspots.



Aim of research

It is a brief run-down of What is Article 370 and what are its impacts and after effects on tourism in Jammu and Kashmir in the context of its economic benefits, infrastructure development, Government initiatives of promoting tourism and its international visitors.

All the states and union territories have a good number of locations which as a catalyst to the domestic and international tourist visits. In 2017, more than 73 lakh tourists had visited Jammu and Kashmir. Out of those approximately 57.39 lakh were pilgrims in Jammu, whereas 2.59 lakh tourists visited Ladakh. Therefore, Tourism is a very promising industry in India..However In Ladakh,With a population of over 3 lakh people, the Ladakh valley has a fragile environment. The rate at which construction work is taking place has worried the environmentalists and is already affectingLadakh. It is alarming to note that more than 3 lakh tourists visited Ladakh in the year 2018 itself. This is greater than the residents of Ladakh. Ladakh is a Desert and resources are not easily available there. It is also majorly contingent on commodities that are brought through the help of trucks every day via the Manali highway. Evolution through concentrating on the key sector like tourism has played an important role in bringing these changes.The Changes had to be welcomed in the name of "Evolution". However like majority of the heritage in Ladakh has experienced a augmentation after the markets have enlarged and the community is gaining back its essence For which it is known.

What is Article 370 of the Constitution of India?

Article 370 of the constitution of India states an unusual status and privileges to the state since a long time. It was controlled by India as a state from 1954 to 31 October 2019. The power to have their own constitution, a separate flag and autonomy over the important administration to the state was their demand. As a result, Jammu and Kashmir is a region administered by India as a union territory under this act. The state of Jammu and Kashmir was therefore given special status by scrapping Article 370 of the Constitution of India. Which stated that it would reconstitute the **state into two separate union territories**, Jammu and Kashmir and Ladakh. This new law was put into action from 31 October 2019 onwards.

After Effects of the Law

As the travel and tourism industry accepted the government's move to separate Jammu & Kashmir from Ladakh and make them two separate Union Territories, it's a long way forth in terms of evolution. According to the natives of the region they

said that they accepted and welcomed the government's step towards evolution as tourism is the key industry that contributes about 15 per cent and sometimes above to the state GDP every year.



As Ordinary citizens are waiting for life to return to normal. The valley is on high-alert right now, the travel industry is optimistic that this decision will bring an uplift in tourism and economy of the region, and generate employment. After the Pulwama attack the unfortunate incident, J&K tourist footfall has experienced an upward rise, However, some people believe that Kashmir will come back stronger after the dust settles, the residents starts to lead a normal life and as the circumstances become stable and plateau more and more footfall of tourists would embrace this destination. which will definitely take time. It will take quite some time to showcase the positive impact of the law.

As per some surveys approximately 55-65 per cent of the huge population of Jammu & Kashmir have directly as well as indirectly indulged themselves into hospitality and tourism related activities and job. So as a result This step of the government towards evolution will bring in more funding in all the respective sectors of J&K, further resulting in more industry setups and startups, installation of more academic institutions, creating more employability and more revenue which will eventually increase the GDP of the region. Hence, it will benefit the region in the long term.

The article 370 has the capacity to lure interest from private investors to set up high end hotels in terms of quality and quantity in the region to ameliorate and ensure overall foreign tourist inflow for the tourist destinations. Plethora of arenas are still need to be treated to elevate the industry and keep upto have a decent inflow of tourists every passing year.

Film shootings, adventure and religious tourism which will also help in the well-being of the rural economy which is still untapped and unnoticed. Now inflow of money would bring quality health care to the region that will make J&K a medical tourism hub later With all sorts of barriers that are pulled off, the tourism potential and capacity of the state will be witnessed by putting their money into tourist infrastructure.

The Central government is launching the 'Back to Valley' programme to give a major boost to



tourism in the Kashmir Valley. This will be the first major push by the government to embrace tourism in Kashmir after the scrapping of Article 370.

Tourism is another area with immense potential to generate employment. The number of tourists visiting the region is a perfect example of showcasing that how tourism can change the life of locals.. Tourism should be given more importance.Many investors have agreed about the positive prospects of overall development and well-being of the nation in the newly formed union territories.

However,Positive impacts on the field of tourism in this scenario is highly dependent upon the corporation between the Union territory elected government and the Central government. Until and Unless both Union territory elected government and the Centre government aims to work for the dream, the speedy development and evolution of tourism and hospitality will always be dream that will never come true. The Valley shpuld be provided with appropriate tourist related infrastructure to make their stays more comfortable.

Headways

How Religious Tourism and Non-religious Tourism will get affected by scrapping of article 370?

This state has plethora number of religious and holy places that are very popular. For instance, Places like Vaishno Devi and Amarnath Temple etc. Almost every year a huge chunk of people come in this state due to practice religious tourism and after the scrapping of article 370 whereas This state also has many naturally beautiful places like forts, Pangong Lake, Gulmarg, and Pahalgam, etc. So, After the abolition of article 370 this sector will get a boost because due to the heavy investments by the private investors, the number of pilgrims are expected to rise with every passing year.

Infrastructure Development

To handle a traffic inflow of the tourist the development of infrastructure has to match these predictions for the sustainable growth of the region in the year 2020. The infrastructure devepoment consist of proving accommodation, transportation services , etc. is as given below:

Projections pf Infrastructure Development/ Requirement

| Hotels | 2005 | 2010 | 2015 | 2020 |
|---------------|------|------|------|-------------|
| | 670 | 1028 | 1715 | 3018 |

| Guest House | 2005 | 2010 | 2015 | 2020 |
|--------------------|------|------|------|-------------|
| | 530 | 869 | 1607 | 3032 |

| Transportation: Buses | 2005 | 2010 | 2015 | 2020 |
|------------------------------|-------|-------|-------|--------------|
| | 20179 | 27659 | 38178 | 60462 |

The development of the region and enhancing the available facilities is also an essential part of the projections that are made above. The tourists are attracted to the destinations not only because of the natural beauty but also places like museums, temples, gardens, heritage sites are also available for their personal preferences.

Economic Benefits

Economic Benefits of the Tourism industry has played an important role in the development of the economy of the state as a whole. The economic

activities are generally generated in the primary, secondary and tertiary sector, Hence tourism generated employment may be classified in to three major areas

1. One is direct employment that are hotels, restaurants, shops etc.
2. Second one is indirect employment, which generally supplies goods, services to the tourism business and
3. Thirdly investment related employment.

| 2020 | Additional Tourist Inflow (In lakhs) | Direct Employment (in lakhs) | In-Direct Employment (In lakhs) | Total employment col. (2)+(3) |
|-------------|---|--------------------------------------|--|--------------------------------------|
| | 227.08 | 5.677 | 28.385 | 34.062 |

Therefore, Total Employment Generation is predicted to be almost 34.062 lakhs till 2020.

Marketing & Promotion of Tourism

Successful marketing strategies require a detailed appreciation of the product or products on offer; accurate market resrach; efficient and effective means of communication; and knowledge of the socisl media trends and relationships which provide a platform for communication to a large number of public The basic aim ofthe marketing and promotional initiatives for tourism is to make sure that maximum effectiveness of promotional activity in order to ameliorate and boost the position of Jammu and

Kashmir for domestic as well as international inflow of the tourists in the region.

How it is important?

Marketing is considered to be an integral part of tourism marketing and promotions, it for the customers according to the services that could appeal to them so that they revisit the region again. Marketing has to be done in such a way so as to attract the best of the various segments of tourists that have different tastes and preferences. therefore it allows the local businesses to maintain long lasting relationship with the domestic and international tourists .

| Products of Tourism Marketing | | |
|--|---|---|
| <ul style="list-style-type: none"> • Urban stays (summers) • Urban stays (winter) • City experiences • Sights and scenery tours • Theme tours • Pilgrimage tourism • Buddhist circuits tourism • Lakes Circuit from Tourism • Wild Life / Sanctuaries Circuit Tourism • Muslim Pilgrimage Circuits | <ul style="list-style-type: none"> • Resort stays • Health tourism • Golf • Downhill skiing • Snowmobiling • Cross-country skiing | <ul style="list-style-type: none"> • Fishing • Outdoor adventure • International cruises • Corporate meetings • Conventions • Incentive travel • Adventure Tourism • Mountaineering |

Furthermore, In order to promote tourism in Jammu & Kashmir region, the following steps have been taken by the Government:

1. Started participating in various National & International Travel Marts for instance Indian international travel marts are the organized in cochin every year.
2. Launched various advertisements for promoting tourism through newspapers and magazines.

3. Launched promotional through various trains by train wraps.

International Visitors

Malaysians are the top visitors of Kashmir following by UK and Thailand. Thais are visiting both the destinations in decent numbers. Malays and Chinese are not among the top ten visitors to Ladakh; similarly, Japanese do not appear to be interested in Valley.

Top 6 Visiting Nationalities Visiting J&K.

| Rank | Valley of Kashmir | | Ladakh | |
|-------------|--------------------------|-----|---------------|-----|
| 1 | Malaysia | 283 | France | 300 |
| 2 | Thailand | 281 | USA | 221 |
| 3 | UK | 190 | Thailand | 164 |
| 4 | USA | 169 | Japan | 164 |
| 5 | France | 94 | UK | 164 |
| 6 | China | 83 | Germany | 162 |

Augmentation in Tourism: Crux

| Backwardness of J&K | How will this change now? |
|---|---|
| <ol style="list-style-type: none"> 1. The tourism potential of the entire region is immense 2. But the special provisions and consequent restrictions prevented investment 3. No major national and global players in the region in tourism sector | <ol style="list-style-type: none"> 1. Investment in tourist infrastructure such as hotels and other facilities will increase tourist arrivals 2. More job and earning opportunities 3. Film shootings, adventure tourism and religious tourism to grow 4. PPP models will provide opportunities for local entrepreneurs 5. Rural tourism will grow |

Conclusion

The J&K government has an aim of spending a chunk of money into advertising and promotions for the region and trying to recover the loss that has been made. The law has not managed to show any notable success or failure right now, but it will certainly ensure benefits in the near future for the region. The government is trying to make adequate efforts and initiatives to promote tourism which is the need of the

hour.

This year, the people are estimating the number to be about half of the last year according to some surveys. The investors in tourism industry are also complaining and worries that the travel agents in metro cities don't promote Kashmi tourism rather promote tourism of different states , due to which there is a decline in tourists from New Delhi, Maharashtra and other big cities.

It is also expected that the normalcy will occur in the next 2-3 years which will rise the inflow of the tourists, we foresee a growth of Tourism and the number of tourists soaring to above 20 million by the year 2020,

Enough to give a kick start to the economy of J&K and bringing it back on track.

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