

An Analytical Study on Growth of Tourism Industry (With Special Reference to Himachal Pradesh and Jammu and Kashmir)

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Abstract

This paper is based on the study done in the northern states of India comprising Himachal Pradesh and Jammu and Kashmir. The paper gives a brief analysis of the growth of tourism in these tourist destinations of the country. Tourism sector is the backbone of both Himachal Pradesh and Jammu and Kashmir's business community. Many business ventures are economically dependent on this industry.

The Tourism departments are the main developmental, promotional and regulatory arm of tourism development in Himachal Pradesh and Jammu and Kashmir. To enhance the economic growth of tourism Industry, the growth of tourist arrival is an important concern. The same factor is studied and drafted in this study.

Keywords: Tourism, Growth, Economic Development, FTA, DTA.

Introduction

The growth of tourism has prompted perceptive observers to raise many questions concerning the social and environmental desirability of encouraging further expansion. The unprecedented growth of tourism has prompted a host of such questions and answers and is only now beginning to emerge. As tourism continues to expand, questions concerning associated economic, environmental and social effects will become more pressing. Adequate answers to such questions are predicated upon systematic and rigorous research which until recently has been almost totally lacking.

The importance of tourism has been recognized in both developed and developing countries. This can be seen in the establishment of government departments of tourism. There is widespread encouragement and sponsorship of tourist developments, and the proliferation of small businesses and multinational corporations contributing to and deriving benefits from the tourism industry. There is widespread optimism that tourism might be a powerful and beneficial agent of both economic and social change. Indeed, tourism has stimulated employment and investment, modified land use and economic structure, and make a positive contribution to the balance of payment in many countries throughout the world.

The study of tourism is the study of people away from their usual habitat of the establishments which respond to the requirements of travelers and of the impacts that they have on the economic, physical and social well-being of their hosts. It involves the motivations and experiences of the tourists. The expectations of and adjustments made by residents of reception area and the roles played by the numerous agencies and institutions which intercede between them. Until recently, participation was restricted to the select few who could afford both the time and money to travel. Increased leisure higher incomes and greatly enhanced mobility have combines to enable more people to partake of tourism. Improvements in transportation, accommodation and the growth of inclusive tours and other forms of relatively cheap vacation travel have further extended the opportunity to travel for pleasure. In the present scenario the majority of people of developed world and increasing numbers in developing countries are tourists at some time in their lives. Tourism is no longer the prerogative of a few but it is accepted and accustomed, even expected part of the life style of a large and growing number of people.



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Himachal Pradesh is a famous tourist destination of India. The main tourist attractions of Himachal Pradesh are Temples, Pleasant climate, natural beauty, lakes, snow capped peaks rivers and adventure sports. This tourist destination offers cultural richness and pleasant environment for tourists. The tourism industry of Himachal Pradesh works as an economic booster for the people who are working in the tourism industry of Himachal Pradesh. *Jammu and Kashmir* is well known for its scenic beauty, natural waterfall, apple valleys, deep gorges, poplar trees, deodar trees, Chinars, wonderful panorama, pollution free air, snow clad mountains, fascinating gardens, enchanting lakes etc. *Tourism in J&K* is one of the most important sectors of economy. Being the largest service industry, tourism is a significant contributor to the state GDP, foreign exchange for the country, provides wide spread employment, yields tax revenue etc. Jammu and Kashmir has immense potential for Pilgrimage tourism also. Therefore, it attracts large number of pilgrims from various parts of India. Pilgrimage tourism thus provides an extra boost to the state's economy.

Objectives of the Study

1. To study the tourist growth of Himachal Pradesh in last 10 years
2. To study the tourist growth of J&K tourism in last 10 years
3. To study the impact of tourism sector on environment development.

Review of Literature

Singh (1978) studied on the Economic Potential of Tourism in Himachal Pradesh with special reference to Shimla. The main objective of this study was to analyse the various economic aspects of tourism with regard to the employment and income generation. The data has been collected through both primary as well as secondary sources. The findings of this study are that there is an unexplored area of tourism in Himachal Pradesh. There is enough scope and vast potential for the tourism development due to hilly areas and natural resources, which can help to generate employment and income as well as foreign exchange.

Selvam, M (1993) tourism industry is noted for its tremendous social impacts. Cultural heritage of the country is the most important social benefit from tourism. Improvement of people's knowledge is another social benefit. Travel makes a person more knowledgeable. Tourism has such an educative value. International understanding is promoted through tourism. Exchange of cultural values is another social benefit of tourism. Protection of flora and fauna is another social benefit of tourism. The flora and fauna are the nature's biological gifts. Youth tourism, Sport tourism, Adventure tourism and the like all involve the youth to come, coalesce and contribute together to the common good. Tourism is not an unmixed blessing. Ecological and environmental degradations, commercialization of culture, destruction of livelihoods of the local populace and social tensions, mount from unplanned tourism growth. Tourism is considered as a 'Smokeless industry'.

Brabencova (1998) Farm-based tourism, as an important element of rural restructuring and revitalization, can play a crucial role when small farms have to adjust to depressed agricultural prices and increased competition. Employment creation, income growth, rejuvenation and integration of rural environments, growth of the aspiration and ambition of farmers, reorientation of farms to such specialization as organic food production, improvements in the appearance of villages and development of infrastructure, have all been credited to farm tourism development in CEE. Risk factors identified, however, include mediocre knowledge of agri-tourism and rural tourism, low quality farm accommodation.

Vinod Gupta School of Management (2005) the Travel, Tourism & Hospitality industry holds tremendous potential for India's economy. Tourism contributes to 6% of G.D.P. & employs more than 42 million people. In 2005 there is 13.5% growth in tourist arrivals & about 20% increase in foreign exchange earnings. The launch of various schemes like "AtithiDevoBhava", "Priyadarshini", & Rural Tourism has enabled India to emerge as one of the hottest destinations in the world.

Bora, B. (2006) in their study 'Northeast Tourism the market beyond borders' concluded that, tourism cannot be developed in vacuum. It requires social and economic infrastructure for a speedy growth. According to him at very first infrastructure gap should be studied and then projects should be run in the priority basis. A major component for tourism development should be the development of way side amenities.

Singh P. (2008) in his study, 'Sustainable Tourism and Economic Development: A case study of Agra and Varanasi' reviewed that, tourism is in top five industries in the world and it was growing faster; but this growth also called for negative environmental, social and economic impact.

In this he suggested some measures to achieve sustainability in tourism that leads to overall benefit to the local community and economic development of the region. This study based on case study of Agra and Varanasi.

Mathur A. (2011) in his study, 'The Strategic Inputs to Increase Tourism Potential of India' stated that, the government can enhance the growth of the tourism industry by investing in the development of infrastructure for the development of the total nation. A good infrastructure will lead to tourist generating the foreign exchange for the country.

Mohd RafiqGadoo (2017) in his research paper Tourism and Economy of Kashmir-Analyzing the performance of Tourism Department of Kashmir, it has been declared as one of the priority sectors by the state government and numerous developmental measures have been initiated to augment tourist flow into the state. A Substantial volume of literature both at micro and macro levels can be seen on the subject of tourism and its impact on the economic development. The researchers and analysts hold the view that the rapid growth of tourism sector causes an increase of household incomes and government

revenues through its multiplier effects, improvements in the balance of payments, and growth of the tourism industry by itself.

Research Methodology

Nature of study

The study is descriptive in nature. The study has been done in a completely natural and unchanged natural environment. The results from a descriptive research have in no way been used as a definitive answer.

Sources of data

The data has been collected from available literature, journals, gazettes, publications, books and internet. The secondary data has also been collected from the Tourism departments of Himachal Pradesh and Jammu and Kashmir.

Period of Study

On analyzing the activities in tourism sector, it is imperative that during the last decade both international and national tourism have witnessed some commendable ups and downs. A number of tourism development programs especially in people management area have been commenced both at the Union and the State Government levels during this period. The main focus period of the study is confined to 2009-2018. However, secondary data related to the preceding and succeeding periods have also been considered from different sources.

Rationale

The purpose of this study was to prove some feasible suggestions based on the findings which may prove valuable for the sustainable tourism development of Himachal Pradesh and Jammu and Kashmir. The aim of the proposed research was to collect relevant tourist related statistics, from Himachal Pradesh and Jammu and Kashmir, which would enable in analyzing trends as well as preparation of month wise and annual estimates separately for foreign and domestic visitors –with a break –up of overnight tourists & same day visitors for the selected tourist places. The study analyzed the application of Economic development, problems and their remedial measures and suggests suitable techniques for adoption by the Tourismsector.

Environmental Impacts

As tourism moved into the 21st century, the enterprises have to make the environment a priority. Because tourism now is the world's largest industry, the environment is taking centre stage in tourism development. Tourism is not only a powerful economic force but a factor in the physical environment as well. Any form of industrial development brings impacts upon the physical environment in which it takes place. In view of the fact that tourists have to visit the place of production in order to consume the output, it is to mention that the tourism activity is associated with environmental and climatic conditions as well.

It is a vital concern in any project of tourism industry that there should be conservation of natural, cultural and environmental factors. It must be kept in mind that no illegal construction should be there as in many tourist destinations, this activity is done by the miscreants which results the bad effect on the environment of that destination. There should be positive contribution of environment by the tourism department. There are many adverse effects due to these activities of tourism but the focus should be on quality environment matters.

Tourism can also create beneficial effects by way of giving awareness to the concerned regarding environment protection of environmental conservation and protection.

Growth of Tourism Industry in Himachal Pradesh and Jammu and Kashmir

Himachal Pradesh and Jammu and Kashmir are most favorable tourist destinations of India for both Domestic as well as foreign tourists. A growth of Tourism industry in Himachal Pradesh and Jammu and Kashmir from 2009 to 2018 is continually varying in respect of number of domestic and foreign tourists' arrivals.

According to the Tourist statistics of Himachal Pradesh and Jammu and Kashmir, the progress and yearly variation of Tourism industry is shown in the Table No. 1 and Table No.2 respectively and also drafted in figure 1, figure 2, figure 3 and figure 4.

Year	Domestic	Foreign	Total	Difference	Growth Increase/Decrease
2009	11036572	400583	11437155	*****	*****
2010	12811986	453616	13265602	1828447	Increase
2011	14604888	484518	15089406	1823804	Increase
2012	15646048	500284	16146332	1056926	Increase
2013	14715586	414249	15129835	1016497	Decrease
2014	15924701	389699	16314400	1184565	Increase
2015	17125045	406108	17531153	1216753	Increase
2016	17997750	452770	18450520	919367	Increase
2017	19130541	470992	19601533	1151013	Increase
2018	16093935	366568	16450503	3151030	Decrease

Source: Department of Tourism, Himachal Pradesh

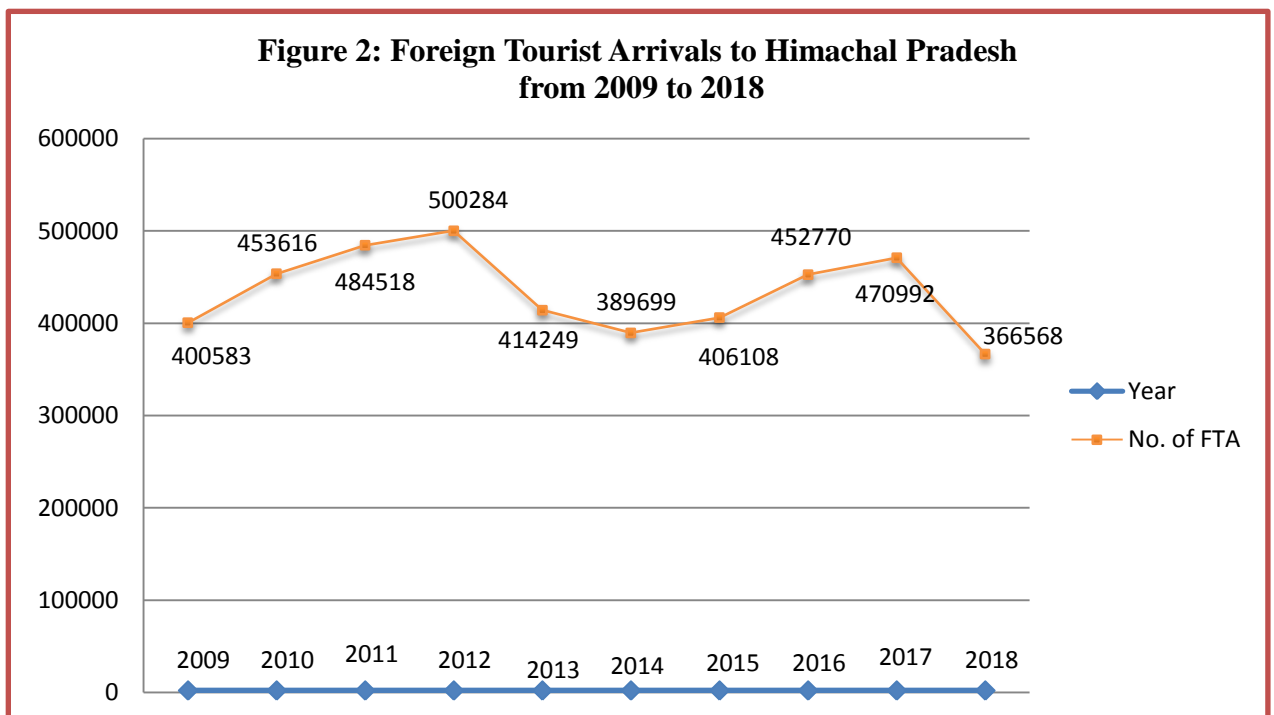
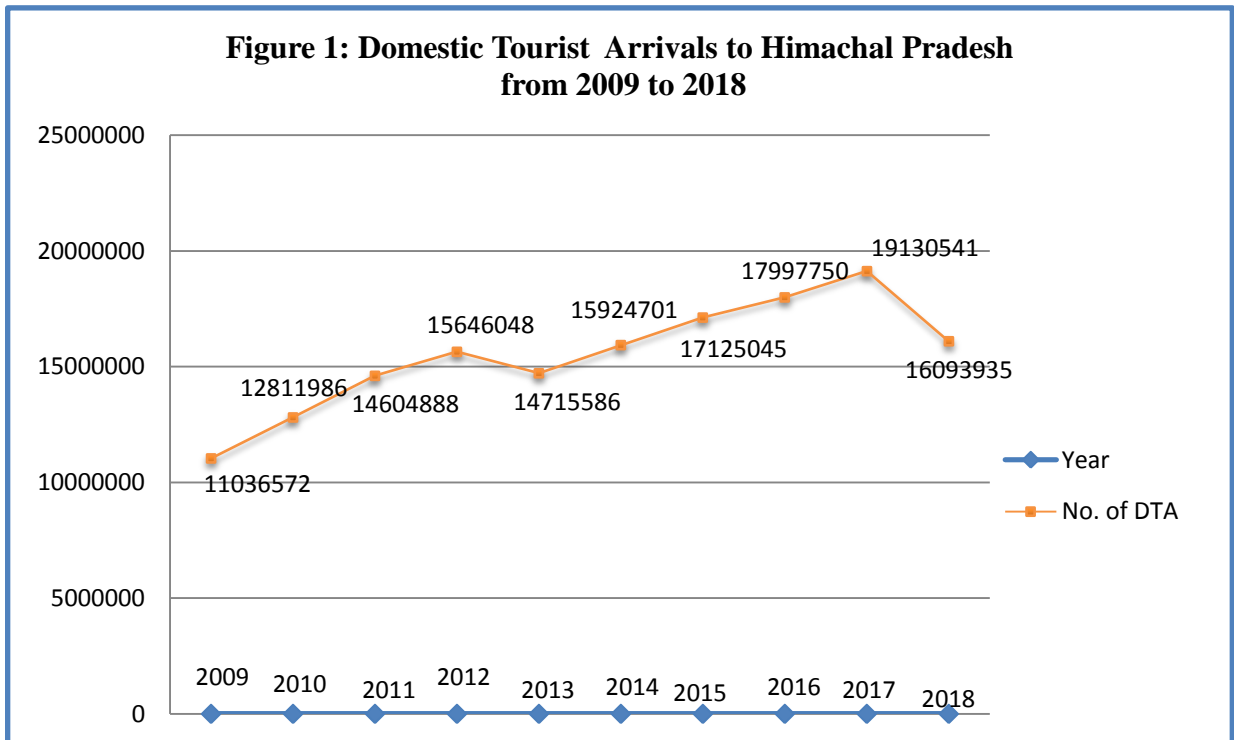
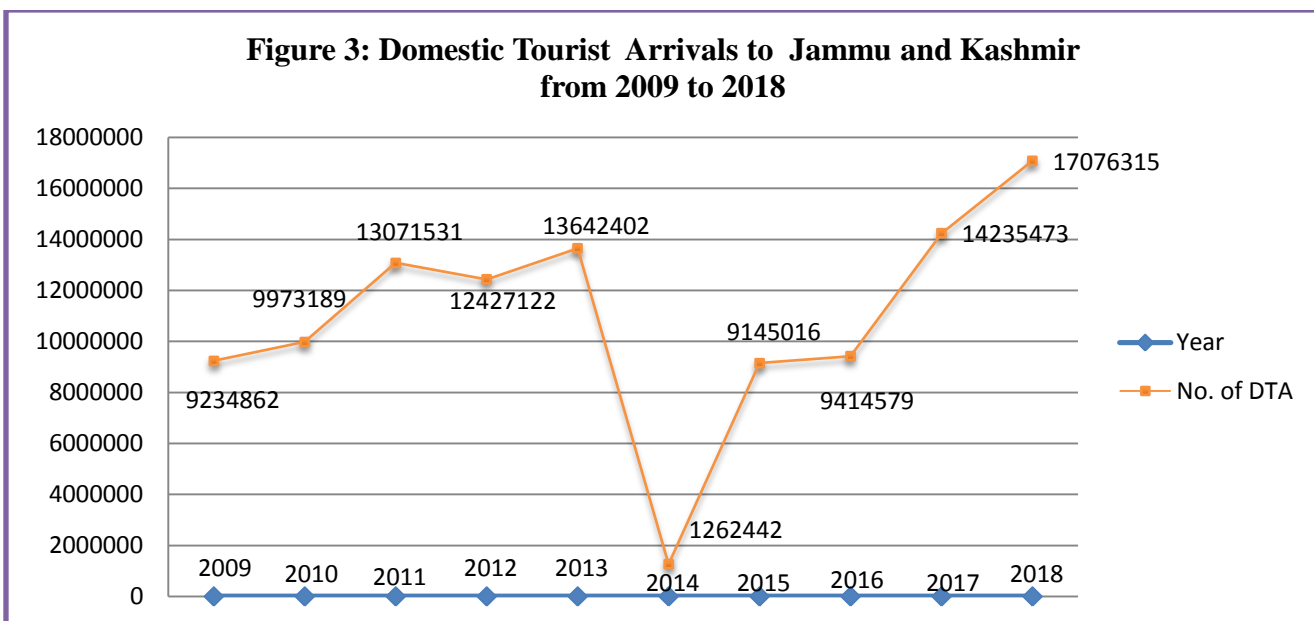
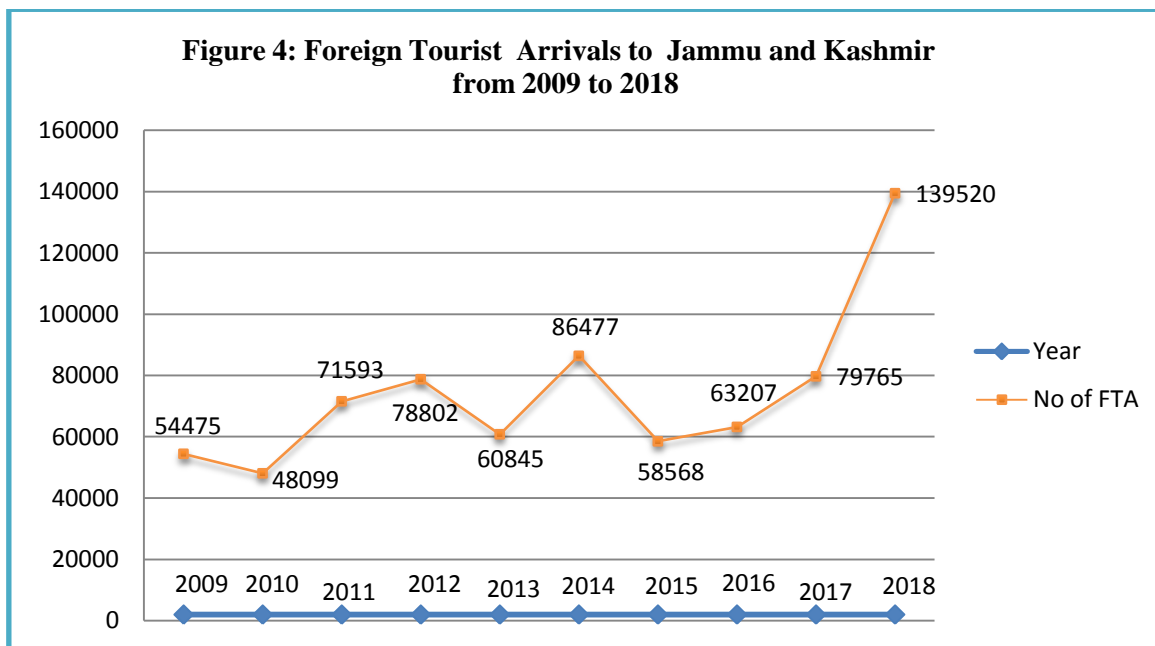


Table No. 2: Domestic and Foreign Tourist Arrivals to Jammu and Kashmir from 2009 to 2018					
Year	Domestic	Foreign	Total	Difference	Growth Increase/Decrease
2009	9234862	54475	9289337	-----	-----
2010	9973189	48099	10021288	731951	Increase
2011	13071531	71593	13143124	3121836	Increase
2012	12427122	78802	12505924	637200	Decrease
2013	13642402	60845	13703247	1197323	Increase
2014	1262442	86477	1348919	12354328	Decrease
2015	9145016	58568	9203584	7854665	Increase
2016	9414579	63207	9477786	274202	Increase
2017	14235473	79765	14315238	4837452	Increase
2018	17076315	139520	17215835	2900597	Increase

Source: Ministry of Tourism Government of India.

Figure 3: Domestic Tourist Arrivals to Jammu and Kashmir from 2009 to 2018





Conclusion

Tourism is playing a very important role in the socio-economic development of Himachal Pradesh and Jammu and Kashmir. As a smokeless industry it is contributing in improving the economic condition of the state on one side and on the other it is resulting into earning foreign exchange. A growth of Tourism industry in Himachal Pradesh and Jammu and Kashmir from 2009 to 2018 is continually varying in respect of number of domestic and foreign tourists' arrivals.

In order to achieve highest tourist inflow in Himachal Pradesh and Jammu and Kashmir some thrust areas need to be explored which can provide a tourist an excellent exposure. The vital issue to increase the tourist inflow is to provide them better facilities so that they can pass better message to their relatives and friends. Tourism department as well as locals associated with the industry should offer a best hospitality which in return may be a reason to increase the tourist inflow.

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