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Varying Vignettes of Touristic Terrain: A Twilight on Tourism in Jammu & Kashmir

Suryavamshi Ishika Rao[1], Dr. Eugene. J[2]
[1]*III Year B.Sc Hospitality & Hotel Administration, Institute of Hotel Management Catering Technology & Applied Nutrition, Chennai – 600113*
[2]*Lecturer, Institute of Hotel Management Catering Technology & Applied Nutrition, Chennai – 600113*

Abstract: ***Tourism is an activity that has been taking place in the world for several years and has a tremendous impact on a nation through the creation of infrastructure, allowing foreign exchange inflows and creating multiple job opportunities, directly and indirectly, for skilled and unskilled workers. When a tourist wants to visit a destination, many different aspects are taken into account, but those that seem to stand out for most is the feeling of being safe and secured that can be directly correlated with the destination's political stability.***
This study aims at understanding the tourism dimension of the Jammu & Kashmir state prior to the repeal of Article 370.This starts by explaining the state in various aspects to ensure better comprehension and an attempt has been made to clarify also the geographical, physiographical, social and demographic aspects briefly. A questionnaire was also drafted which was answered by 145 age group 20-21 respondents who gave an insight into the reasons one may or may not choose to visit the state and the misconceptions people have about the state due to the media.
Keywords: Tourism, Youth, Jammu, Kashmir, Safety, Awareness

I. INTRODUCTION

The state of Jammu and Kashmir (J&K) is situated in the northern part of the Indian Subcontinent, surrounded in the south by Himachal Pradesh, sharing an international border with Pakistan in the west, Tajikistan in the north, and China in the north east and north. The state consists of three distinctive areas, Jammu, Kashmir Valley and Ladakh.
The area has a history of more than 6,000 years that can be divided into four distinctive periods; the early period of the Hindu and Buddhist Kings, the medieval era dominated by the Muslims (1310-1585), the period of the Mughals (1585-1718) and, lastly, the time of the Pathans (1718-1819), after which the Sikhs took over the land (Lawrence, 2002). The Sikhs ruled for 27 years until 1846 under the rule of Maharaja Ranjit Singh, in 1819. In the same year, the Anglo Sikh war was fought which led to the British Empire taking control and selling it to Maharaja Gulab Singh under the "Amritsar Treaty."

A. Treaty of Amritsar

The Amritsar Treaty was enacted on 16 March 1846, validating the arrangements made in the Lahore Treaty, and was ratified by the East India Company and Raja Gulab Singh. This treaty made Gulab Singh king of Jammu & Kashmir and the rupees were sold to him for seventy-five lakhs as per Amritsar Treaty, Part III.
Raja Gulab Singh was a British liege, and had to pay tribute to them in appreciation of their dominance, in compliance with Article X of the Amritsar Treaty.
When serving in the hills or its territories, he had to align his military forces with those of the British, and in return, the British offered to provide help and assistance to defend his territories from external harm (Robert, 1968).

B. The Dogra Rule

Upon the execution of the Treaty of Amritsar, as the state was handed over to Raja Gulab Singh, it came under the Dogra Rule which was forever in possession of the king and its heirs.
Raja Gulab Singh already had Jammu, Ladakh and Baltistan, but the ownership of Kashmir had to be fought for, despite the Treaty of Amritsar, against the Sikh Governer who wasn't willing to give the state up which eventually was defeated due to the assistance of the East India Company to Raja Gulab Singh (Robert, 1968). After conquering Kashmir, he eventually conquered Gilgit as well(Kapur, 1992).

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C. Physiography

The physiography of the state is varied and can be categorized in 6 categories

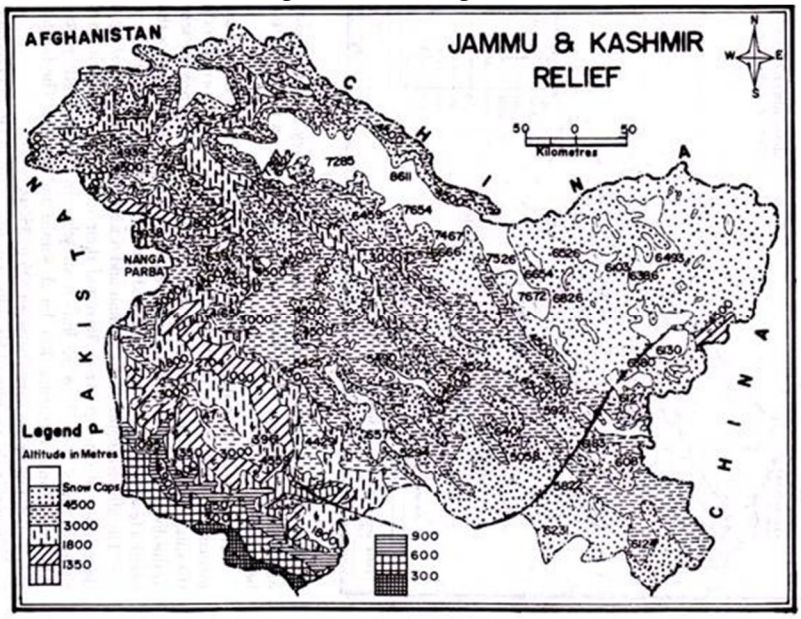

Fig 1.1 Relief of Jammu & Kashmir (Yourarticlelibrary, 2014)

1) The Outer Plains: Locally it is known as Andarwah or Bajwat whose depth of the Indo–Gangetic plains alluvium is about 4,600 m. The plains are formed by Chenab, Tawi, Ravi deposits, and their tributaries. The precipitation is small, which is 15-20 inches per annum. Rain showers during the South West Monsoon from June to September are strong but infrequent.

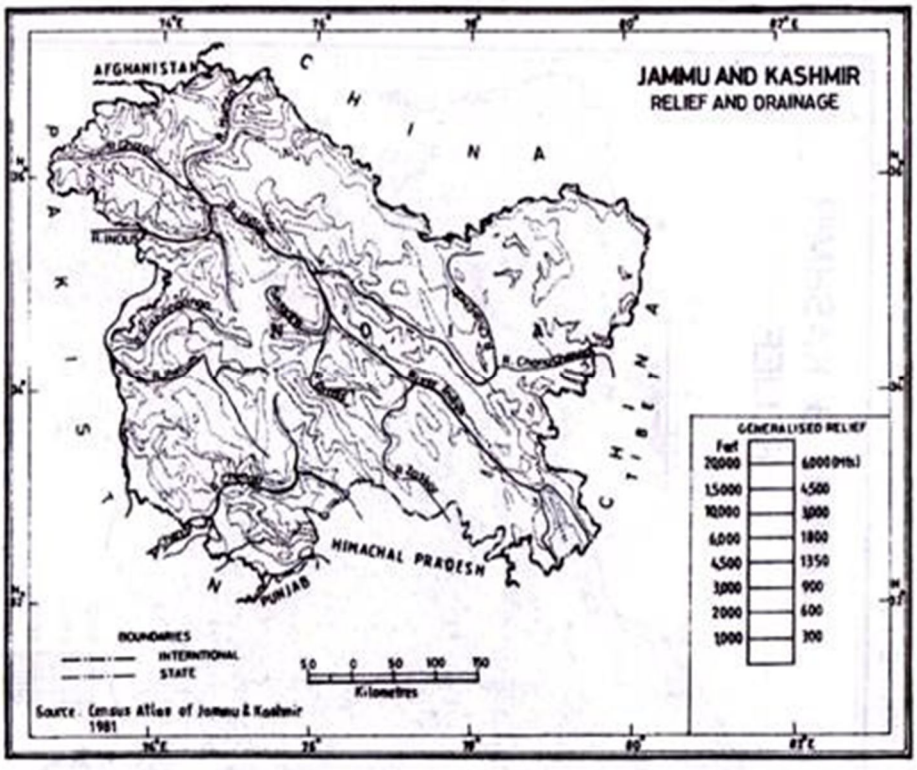

Fig 1.2 Relief & Drainage of Jammu & Kashmir (Yourarticlelibrary, 2014a)

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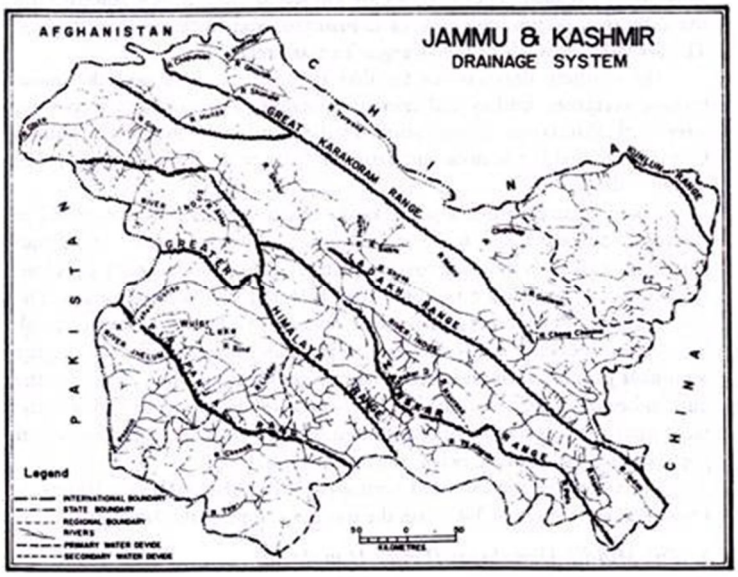

Fig 1.3 Drainage system of Jammu & Kashmir (Yourarticlelibrary, 2014b)

2) *The Siwaliks:* They are largely well formed for about 200 kms between the Ravi and Jhelum rivers. The outermost Himalayan ranges rise from the Punjab plains, and end abruptly in steep slopes. The Siwaliks' Southern Slopes are gentle and covered with deciduous forests and various scrubs. This city is the most underdeveloped part of the state from an economic perspective, where 40 percent of the population lives below the poverty line.
3) *The Middle/ Lower Himalayas:* This lies between the river Ravi in the east and the river Poonch in the west going up to Muzaffarabad. It is home to the dhar ranges of Pir Ranjal and Dhaula. Vaishno Devi's holy cave is situated on top of Trikuta Mountain. People are engaged in agriculture, cattle husbandry, herding, lumbering, and tourism. The region is low in mineral resources such as coal, petroleum, and natural gas but is abundant in clays, sand, and calcareous.
4) *The Valley of Kashmir:* It is surrounded by high mountain ranges that have all sides covered with snow and towering peaks. It is rich in loamy soil and clay. It also contains dense deposits of alluvium known locally as *karewas*. This usually cannot be irrigated because of the elevation. The Liddar Valley, the Sind Valley and the Lolab Valley are the three famous valleys in the State of Kashmir.

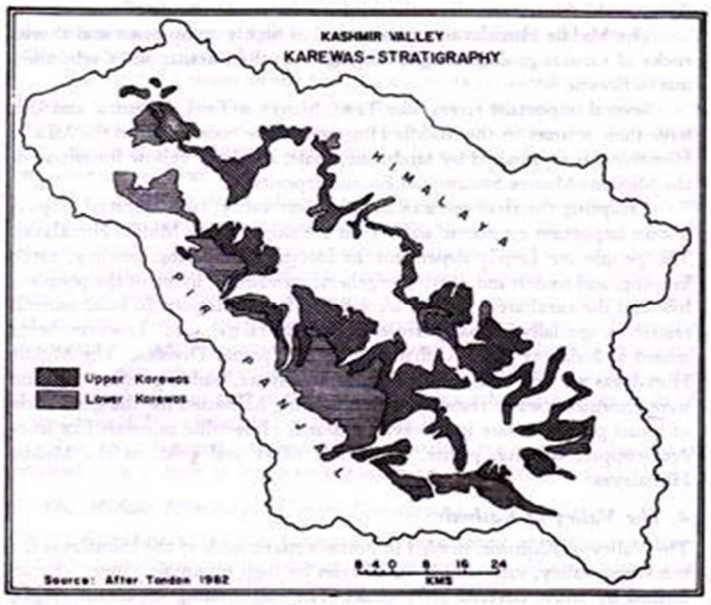

Fig 1.4 Kashmir Valley (Yourarticlelibrary, 2014c)

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5) *The Greater Himalayas:* The high mountain ranges in this area are separated by great depressions with peaks reaching 7,300m from each other. The world's second-highest peak, K2, sits here. The Karakoram Range which acts as a watershed between India and Tajikistan is to the north.
6) *The Plateau of Ladakh:* Ladakh is one of the world's loftiest inhabited areas with altitudes varying from 3,600 m to 4,600 m. The summers are warm and short, helping to grow a few crops of grain and fruit. It also has a very arid environment that causes extreme burning heat and lowers the temperature to zero in the evening. Owing to weathering, the mountains in this area are bare and show desert hue of rocks.

D. Demography

Throughout India, a person aged seven and above is considered as literate who can both read and write in any language with understanding. In the area, the literacy rate is 68.74 percent, males 78.26 percent and females 58.01 percent.Sex ratio within a population can be defined as the ratio of males to females.The state's sex ratio was 892 females to 1000 males in 2001, which followed a downward trend of 883 females to 1000 males in 2011. India's sex ratio for 2011 was between 940 females and 1000 males.

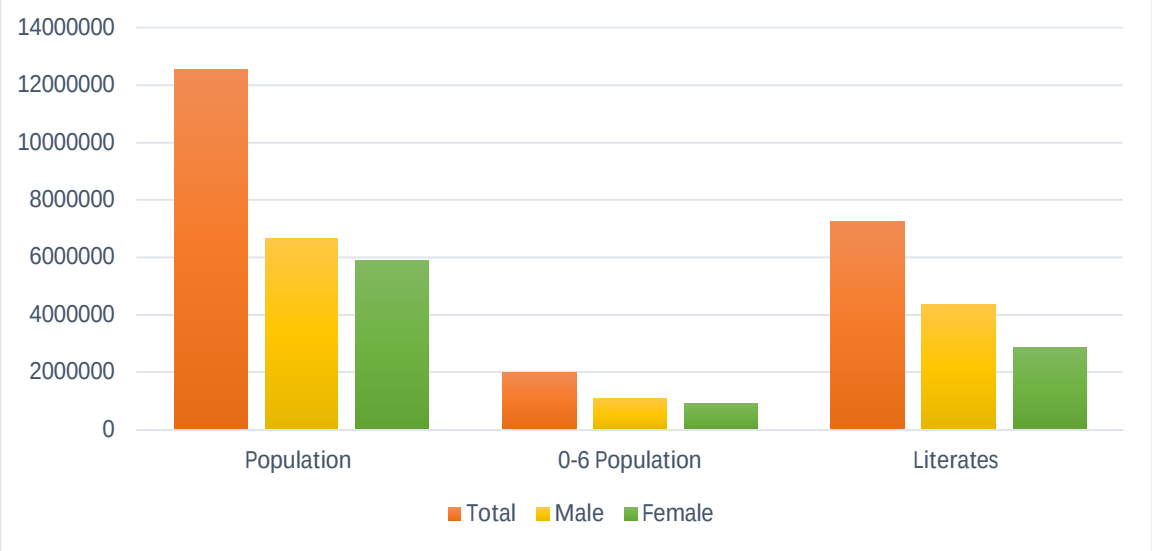

Chart 1.1 Total Population, 0-6 age group and literate population (Censusindia, 2011)

II. OBJECTIVE

The main purpose of this study is to understand the reasons for the state's low tourism operation and to shed light on the understanding of what the people are about. It also seeks to understand the impact of tourism on the state's economic growth, and the connection between the state's conflict and development.

III. REVIEW OF LITERATURE

Any work is dependent on different sources to produce a paper that consists of sheer clarity and helps the readers to understand the particular topic. Similarly, numerous published research papers helped us to understand the different aspects of Jammu and Kashmir state. The act of Tourism and the selection of a destination while visiting a tourist site depends on different aspects, the most important being 'security' which is directly proportional to the state's political stability.

In Hilal Ahmad Mir's paper 'Impact of Tourism Industry on Jammu and Kashmir's Economic Development', we can conclude that the tourism sector has been a major source of economic growth for Jammu & Kashmir's economy, and will continue to be so in the future due to changes in demand and supply side. It'll only be likely, though, if the state situation remains normal.

In the paper entitled 'Impact of Turmoil on Kashmir Tourism', by Mushtaq Ahmad and NengrooAasif Hussain, we can infer that turmoil can affect the economy of any country in the world and Jammu & Kashmir is no different. The report highlights the fact that compared to national level; the state lags behind in economic growth. The state has also experienced a direct impact of conflict in terms of enormous damage caused by events which have impacted both public and private property.

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IV. METHODOLOGY

The word "methodology" can be defined as the theoretical, systematic analysis of the methods applied to a study area. The primary source of data in this analysis is the 145 respondents who answered a questionnaire with questions related to the state of Jammu & Kashmir. Published books and various research papers written by different researches are the secondary source of the data used.

V. ANALYSIS

The first question asked was whether or not they visited the state of Jammu and Kashmir to which 45 responded by saying ' yes ' and 100 answered ' no. '

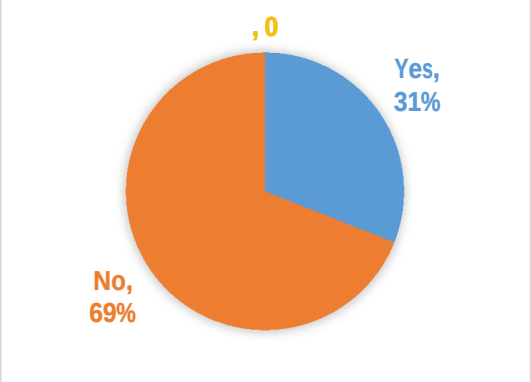

Chart 1.2

Out of the 31 percent of the respondents who have visited the state, 65.8 percent would like to visit the state again and 31.3 percent do not plan to. Out of the 69 percent of the respondents who haven't visited the state, 89.7 percent have considered visiting the state and 10.3 percent haven't.

The second question asked the respondents on a scale of 1-10, how important safety was to them while deciding a tourist destination to which 55.9 percent believed it was the most important and rated it 10.

Table 1.1 Safety as a factor

Percentage of Respondents	Scale from 1-10
55.9%	10
15.9%	9
15.2%	8
6.9%	7
2.1%	6
2.1%	5
1.4%	4
0.7%	3
Total : 100%	

The third question raised was whether or not they knew of any problems in J&K before the abrogation of Article 370 out of which 84.8 percent were and 15.2 percent were not.The fourth question, in relation to J&K, asked the respondents to choose which news they heard most often in the media.

Table 1.2 Incident awareness

News Options	Percentage of Respondents
Cross border terrorism	71%
Special status given to the state	55.2%
Stone pelting	33.6%
Gurez Avalanche accident (2017)	7.6%
TOTAL	100%

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The fifth question asked the respondents to determine the state they believed was the most dangerous to travel where J&K earned the highest votes (18). Certain states identified by respondents included Uttar Pradesh (7) and Delhi (4).

The sixth question highlighted two reports that appeared in the state-related media and they were asked if they would travel despite it; "In 2017 & 2018, the number of stone pelting incidents stood at 1,412 and 1,458 respectively." "Pakistan's highest ever ceasefire violations in J&K in the last 16 years were reported in 2019." In response, 51 percent said they would travel and 49 percent said they would fly.

The seventh question asked respondents to choose the most important aspect they consider while traveling to a tourist destination and the four choices they were given were: Weather, Food, Tourist Sites and Health. In response, protection was chosen by 44 percent, tourist sites by 37 percent, environment by 11 percent and food by 8 percent.

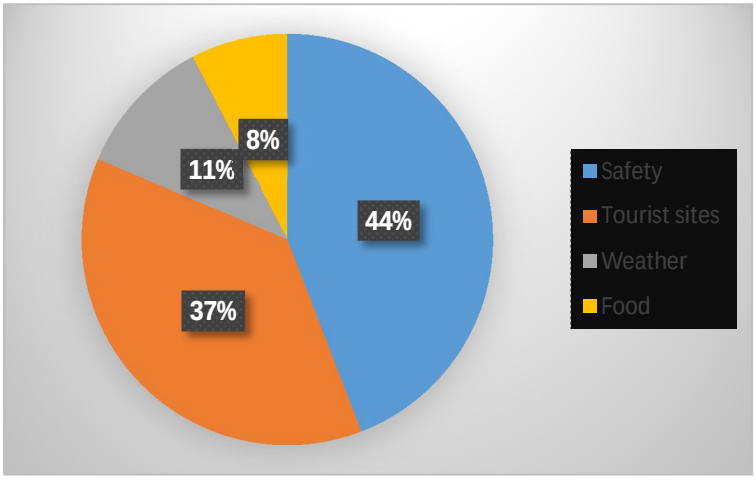

Chart 1.3 Factors considered

The eighth question asks the respondents whether or not they are interested in experiencing staying in a *shikara* (houseboat) and would like to visit the state for it; to which 97.2 percent said yes and 2.8 percent said no. The ninth question asks the respondents if they would prefer to stay in a home or a commercial hotel while visiting the state to which 62.8 percent prefers in response. The tenth question asks the respondents if they prefer to be accompanied by a local person during the tour to which 82.8 percent preferred it and 17.2 percent preferred not. The final question asks the respondents their preferred time of year to visit the state to which 29.84% chose winter, 29% chose summer, 27.6% chose spring, 12.4% chose autumn.

VI. CONCLUSION

This research paper conspicuously captured the youth's pulsating pulse against touring motifs on Jammu and Kashmir. The level of awareness is above satisfying and therefore the youth who fall under the selected samples find the destination's political scenario above any other factor. Focusing on the safety aspect of travel is also relevant as the sample respondents have indicated about the not so safe environment in the State. This data is a pivotal piece of information that can help in other parts of the country in deciding major travel areas and related preferences among youth.

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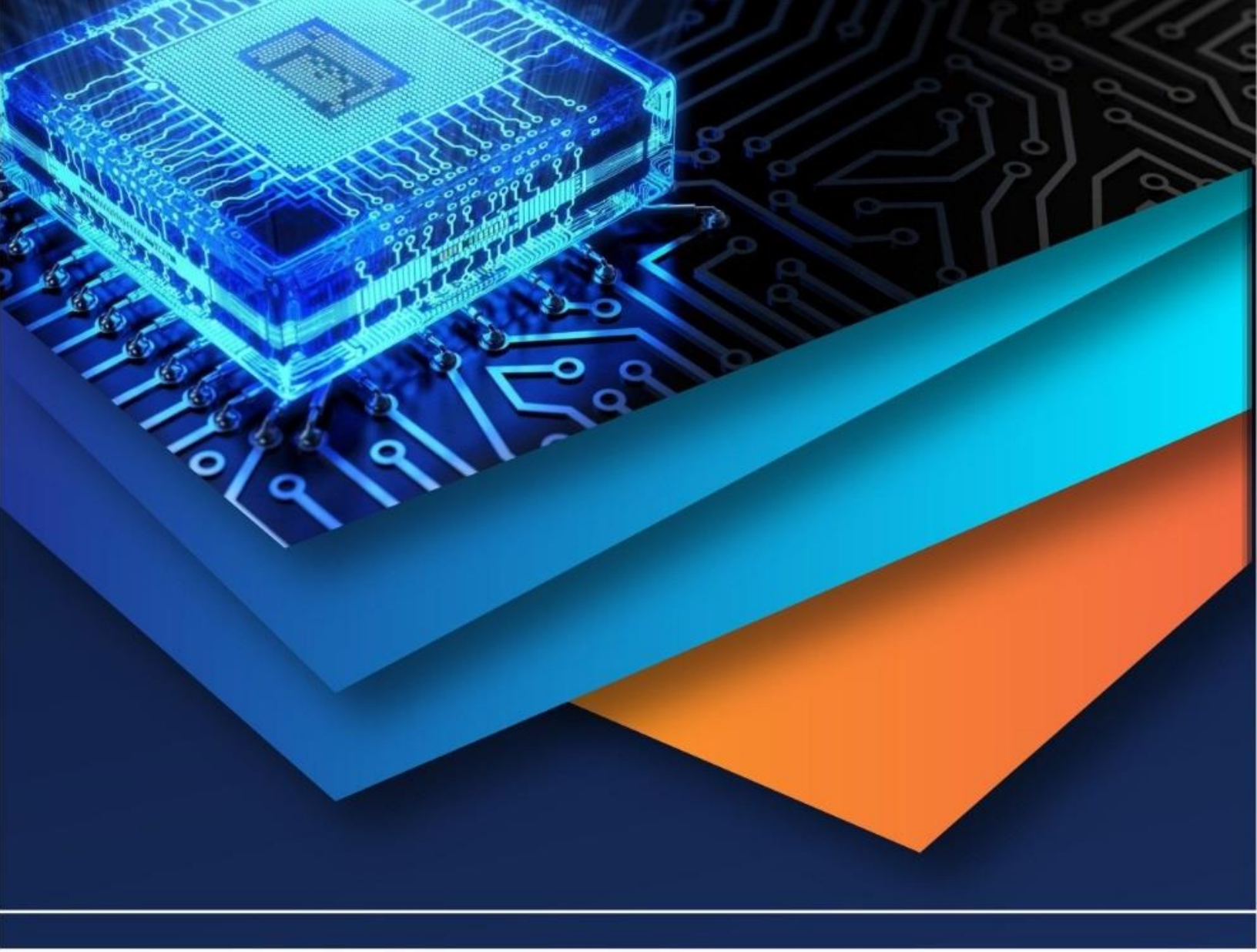

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