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ABSTRACT

Tourism industry is one of the major revenue generating industry globally and specifically for the state of Jammu and Kashmir. The industry contributed US $7.6 trillion to the global economy (10.2% of global GDP) and generated 292 million jobs (1 in 10 jobs globally) in 2016. The total contribution of Travel & Tourism to GDP in India was INR 14,018.5 bn (USD 208.9 bn), 9.6% of GDP and directly supported 25,394,500 jobs (5.8% of total employment) in 2016. In the State of Jammu and Kashmir there is an occupancy of 27,68,073 number of tourists during the year 2016 all-time low since 2008 and fall of 69.92 % from the preceding year 2015 while as the highest number of tourists arrivals since 2008 was in the year 2012, 1,25,02,515 arrivals (national and international).

Tourism industry is 365 day industry with rush to specific season, winter, spring, summer and autumn. In third world countries Retention, upliftment and sustainability of tourism industry is one of the major challenges. Over the years there is competing opportunities or facilities being offered globally by different states, Kashmir has proven to have been a preferred tourist destination. However the state needs to determine that if there is a need/requirement of infrastructural development/upgradation, innovation of new sports/ideas, and introduction of new amenities which are to be preferred by the tourists across the globe. A ground zero research was conducted in form of information gathering of about 1,000 plus tourists in order to understand the pattern/state of tourism industry. Extensive information had been gathered with varying parameters from the tourists at various tourist destinations of different races, age groups, professions, countries and genders.

This research paper analysed the data set and has drawn numerous conclusions which otherwise are not being identified by the tourism department of the state nor visible on social networking sites and travel sites/blogs. The research paper concludes the list of recommendations which will ameliorate/ increase the inflow of tourists in the state of Jammu and Kashmir.

INTRODUCTION

Jammu and Kashmir has a huge potential for Tourism and tourism products for both domestic as well as international tourists. There are various number of tourist places that are still unexplored and can be established as major tourist destinations at national and international level, offering a distinctive and an unforgettable experiences. Tourism service providers’ offer diverse products within the industry which are of paramount importance in order to remain competitive. The state of Jammu and Kashmir is naturally gifted by the Beautiful lush green Mountains, Majestic Lakes, flowing Rivers, sparkling streams and holy sites and most of them are on the two sides of Jhelum River or in between the charming environments of great Himalayas and other Mountains. This is also one of the biggest factor responsible for attracting great number of tourists throughout the year.

The tourist destinations are suffering from the sustainability challenges that need to be addressed based on strong research evidence. The state of Jammu and Kashmir has lost its glory to the overwhelming political uncertainty, conflict, and violence countering the overall development and growth of tourism sector. The Post-conflict reconstruction and development needs to be understood, evaluated and analyzed on the scientific principles. The destination development and upgrading from the policy interventions needs to be incorporated from sustainability perspectives. The present study will understand the tourist destination within the broad.

LITERATURE REVIEW

The tourism research problem is an interdisciplinary area of research which encompasses the fields of Sustainable Tourism Development, Business Analytics and Data Sciences (Data Mining).
World Tourism Organisation (WTO, 2005) Stated Sustainable Tourism as “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (UNEP and WTO report, making tourism more sustainable A Guide for Policy Makers 2005). Sustainable Tourism is considered not a particular form of tourism product but a mission/objective that is to be achieved. Lu and Nepal (2009) [1] Sustainable Tourism no more intend to minimise the disorder in clean and pure destinations only, but as an application in a range of built and natural settings. Now, Sustainable Tourism is considered not a particular form of tourism product but a mission/objective that is to be achieved. Literature on Sustainable Tourism has now been directed into practical ways of supporting to all forms of tourism towards sustainability. It is also acceptable that sustainable tourism is more than eco and niche tourism (Weaver, 2012) [5]. UNWTO identified the intrusion and participation of stakeholder is very significant to Sustainable Tourism Development (Byrd, Cardenas and Dregalla, 2009) [6]. (Kuvan & Akan 2012) [7]. The attitudes and perceptions of various stakeholders toward the tourism development, must be taken as a first step in planning of tourism to ensure harmony, cooperation, mutual benefit and trust to all stakeholders. Also, sustainable tourism signifies a condition of tourism based on the sustainable development principles, taking “full account of its current and future economic, social and environmental impacts” and addressing the needs of stakeholders (Waligo et al. 2012) [8]. Stakeholder involvement is pivotal to the enrichment of Sustainable Tourism Development in a particular environ (Byrd et al. 2009) [6].

Sustainable Tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting Sustainable Tourism practices amongst them (Making Tourism More Sustainable A Guide For Policy Makers (2005)). The information and satisfaction of tourists are main features of sustainable development highlighted by the WTO in 2013. In the opinion of Jayawardena (2002) [9] the future of tourism industry depends on the capability of tourism countries to serve a high quality product that resembles to the varying needs, wants, demands and tastes of the global visitors. In this regard the tourism marketing strategies must engage the highly skilled executives to measure the destinations tourism products’ image that customers (visitors) have and also identify the satisfaction of tourists with the products which are offered to.

**METHODOLOGY**

The primary data for the present study was collected by administering the scheduled questionnaire. The adapted questionnaire has been developed by the European Union for the continuous evaluation of their competitiveness in the tourism industry all across the union. The same has been administered in an adapted form by the World Economic Forum’s seminal report The Travel & Tourism Competitiveness Report 2013. The tool developed by European Union is called “QUALITEST”. The Tourist Satisfaction Survey used in QUALITEST is adapted from work done by the National Tourism Best Value Management Group in England. This facilitates measuring and monitoring tourist destination and services. The core of the tool is a set of headline indicators for use in Quality Performance Evaluation of tourist destinations and services.

It has been designed for evaluating the quality performance of tourist destinations and their related services. This tool helped us to see the linkages between the various aspects of facilities in the destination, to the tourists’ perception of quality in the destination, and also act as a means of communicating quality performance to other stakeholders in the destination. The Questionnaire has 13 indicators which were taken to conduct the survey and it proved helpful that the information gathered from the tourists regarding the Jammu and Kashmir as a Tourist Destination is relevant to focus on the problematic areas which impede the growth, development and sustainability of industry as a whole in the state of Jammu and Kashmir.

- a) Quality of communication on the destination received pre arrival [COM]
- b) Standard of transport services in the destination [TRNS]
- c) Quality of accommodation used [ACCM]
- d) Range and quality of things to do [TNGS]
- e) Range and quality of places to eat and drink [ETDK]
- f) Accessibility to tourist services [ACCS]
- g) Quality of information on things to do in the destination [INFO]
- h) Feeling of security and safety from crime, including availability of health services [SESF]
- i) Value of money in general [MONV]
- j) Friendliness of local population [FRDP]
- k) Cleanliness of the local environment [CLNE]
- l) Cleanliness of bathing areas [CLNB]
- m) Quality of air in the destination [QLTYA]

Business Analytics is based on data and statistical methods and focuses on developing new insights and understanding of business performance. It is a set of processes and techniques that are used to analyze data to improve the performance of business through fact-based decision-making. Business Analytics uses statistical, operations research and management tools to drive business performance. Computer technology is the soul to business analytics, storing and then mining of data is done via technologies in the modern era. MIT Sloan Management Review reported that there is striking correlation between an organization’s analytics sophistication and its competitive performance. When the competition is very high, Business Analytics helps the companies to find the most profitable customer justify the marketing efforts. It can solve problems and identify opportunities to improve business performance.
ANALYSIS

The indicators were ranked on five point scale from 1 to 5 (very Poor, Poor, Satisfactory, Good, and Excellent). 1000 questionnaires were filled by the national and international tourists.

The data was analysed in three tier and the following flow charts describing the basis of analyses. The first tier flow chart shows the sorting of the data into two groups on the basis of satisfaction – overall satisfied (group B) and overall not satisfied (group A).

![Flow Chart 1]

While analyzing the data the whole data set was divided into two groups – Group A and Group B and the condition set was those who ranked any indicator among 13, <3 were considered to be overall not satisfied and called Group A. The other group who ranked all indicators among 13, >2 were treated as overall satisfied and called Group B. This classification splits the data set of 1000 respondents into two groups and it was found that 760 (76% of the sample) respondents were overall satisfied (Group B) and the rest 240 respondents (24% of the sample) were not overall satisfied (Group A).
The second tier flow chart

In the next phase of analysis on the Group A of 240 respondents they were further classified into two groups on the basis of consistency/regularity in the responses and it was observed that 80 respondents are those who have ranked one of the indicator less than 3 (<3) but it doesn’t show any consistency and are treated as overall satisfied and called Group D.
Whereas the other 160 respondents who also ranked one of the indicator below 3 but it shows consistency in one or more than one indicator and it was observed that “Cleanliness of the local environment” where the maximum respondents ranked it 2 (Poor) and called Group C.

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The third tier flow chart

When further analysed the data (Group C), it was further classified into two groups to observe the dependency of indicators and the responses of one indicator is compared to the rest, if the response of other indicators was less than the given indicator they are grouped under Group E else in Group F. It was observed that out of 160 respondents 100
respondents were those who ranked “Cleanliness of bathing areas” as “2” also ranked “Cleanliness of the local environment” as “2” but not vice versa and were grouped in Group E. Hence it was concluded that “Cleanliness of the local environment” is dependent on “Cleanliness of bathing areas” because the respondents who ranked this indicator “Cleanliness of bathing areas” “poor” also ranked the “Cleanliness of the local environment” “poor”.

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Figure 7: Group E Data

CONCLUSION

Tourism industry one of the growing industries around the globe and its growth rate is increasing constantly. Modern tourist is very different from the traditional and is being satisfied with the different tourism products that are being offered to them. Increasing competitiveness and offering various facilities that travelers experience attract more and more tourists/visitors day by day. In this paper the satisfaction of tourists within the state of Jammu and Kashmir shows a majority of tourists were satisfied with the overall tourism facilities and at the same time it was also observed that the tourists who were not satisfied with the bathing facilities and local environment of the destination are not overall satisfied with the destination. The logical analysis of the study revealed that the visitors who rank bathing locations poor, also rank the cleanliness of environment poor. The responses of the tourist shows a pattern that who rank cleanliness of bathing areas “poor” also rank cleanliness of local environment as poor but not vice versa. The state and center government for the same must take necessary measures to develop strategies and formulate the public policies for cleaning of environment and surroundings as it boosts the overall development besides the sustainable tourism development. The mission of government of India campaign “Swachh Bharat Abhiyan” will benefit to sustain the tourism activities in the valley for a longer period that further helps in the economic growth and create more employment opportunities to the locals, if the state government will implement it in letter and spirit.

REFERENCES


