



## A study of Consumer behavior and its contribution in pilgrimage tourism in Jammu and Kashmir

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### ABSTRACT

*Travel and tourism have been important geographic and social activities of human behavior for many centuries. India is a heritage site of tourism in the world. Travel and tourism is the very fastest growing industry in India. Tourism's market is growing day by day and is performing fantastic growth in the present scenario. Tourism makes an effective contribution to national and local economies through empowering, job creation and sustainable development. Jammu and Kashmir is known for its landscape all over the world. Tourism plays a assortment role to growth economy in Jammu and Kashmir. Travel is the vital service industry, tourism is the most important sector to contribute GDP of the state, provides widespread employment, earn foreign exchange for the country, commodity tax revenue etc. Jammu and Kashmir has brobdignagain potential for Pilgrimage tourism in India. Therefore, it attracts and dominant large number of pilgrims from various parts of India and attracts tourist for tourism. Tourism is a broad source of earning for the Indian economy. In fact, tourism is a early basic and most wish able human activity deserving encouragement of people and government. Although Tourism industry require small investment and sophisticated technology but it provides benefit to millions. Its main component is pilgrimage tourism in which is single of the largest and most flourishing industries. Pilgrimage tourism have a important role to provides an extra boost to the state's economy to country. The current study focuses to study the share of tourism industry to the economy of state and also the empowerment and impact of pilgrimage tourism as well as challenges which the tourism industry is facing in Jammu and Kashmir.*

**KEYWORDS :** Economy, employment, pilgrimage, foreign exchange

### introduction

The Jammu and Kashmir lies between 32.17" and 36.58" North altitude and the State lies between 73.26" and 80.30" longitude in the east to west. The IST is 5.30 hours ahead of Greenwich time as in the reference of India and has a dissimilar of half an hour with the local time. Kashmir is known for its natural scenery and beauty all over the world. In Jammu and Kashmir has beauty valleys, attractive lakes river with ice cold high-snow clad mountain, scenic and dense forest, spring and ever-green field, and relax able health resorts. heighten it's magnificence and are a source of great attractive features for the tourists. It is widely known for fruit, saffron, vegetable, minerals, herbs, handicraft like woolen carpets, different kind of agriculture products, finest kind of embroidery and clothes and shows. In the summer the tourists can enjoy nature's beauty, trout and sports like that skiing and skating on snow slopes are commonly enjoyed. It has a place of holy. There are a lot of pilgrimage to famous for different religious shrines of the Muslim and Hindu make Kashmir a great tourists place for attraction, according to Kashmiri shekh sadia a great person poet have said "if there is any heaven on the earth it is here in Kashmir. the researcher is emphasizing on the pilgrim just like Vishnu Devi temple, baba amaranth temple and ladahak extra by the pilgrimage a lot of tourists come Jammu and Kashmir. And an employment person have a job just like service, guide and the give full satisfaction their consumer, full fill the need and motivate beauty of nature in Kashmir, many agencies like organizing committee, government, private players have also contributed in organizing and marketing religious occasion have expenditure a lot money in every year. if organizer have spend of money in reference judiciary, imperative is the wisdom for satisfaction of pilgrim. they can pointy the key factor which influence satisfaction of pilgrimage resources can be molded accordingly many agencies organized the many events on the regular basis at the pilgrimage because they have need to ensure their arrangement for events and satisfying them. positive word's mouth flows and the propensity of the pilgrimage's arguments of the events to other would increase satisfaction of the pilgrimage to attract their consumer and answered by the quality of service rendered by the event organizers. The responsibility of organizing and managing mega religious events to some extent remains on the government.

### Literature Review:

Kuo, I-L. (2002) has written article on "The Effectiveness of Environmental Interpretation at Resource Sensitive Tourism Destinations" mentioned that the implementation of tourism legislation and development with respect to the visitor activity could participate to

the uniquely destination experience. Environmental computation in a resource spiritualist tourism destination was deliberate to be an efficient visitor management strategically plan that helped to motivate visitors to accept more conquer behavior in order to sustain the development of tourism. By this paper, the writer aimed to determine the purpose and process of visitor management and environmental computation, ad jointing various function and definitions, by this paper has been described The effectiveness of environmental factors in visitor management with a stable long orientation. The Tourism Policy (1997) was exhibited a belief that the potential of the tourism would be determined by the income levels of denizen and was primarily a leisure company not requiring the action of the administrators and planners. According to this Policy, the belief was based on an information gap that sequently constrained the development of tourism in India past of the years. various National Action Plan for Tourism which was presented in the Parliament on 5th May 1992 proposed to achieve dissimilar types products for tourism, continual growth of tourism infrastructure. Consumer behavior theory are generally formulated to better understanding to explain consumer decision and behavior. this studies aim to find principals in consumer behavior to be able derive practical implications and advices to predict and influence consumer decision (Kroeber-Riel & Weinberg, 1999. Groppe Kleian, 2001) the consumer behavior shows two different views in looking at the consumer decision process, the behaviorist and neobehavioristic views of research while behaviouristics are focusing on the observable constructs of stimulating aspect and responses within the consumer decision process neobehaviourists expend their research on the hypothetical and theoretical constructs interceding between stimuli and response (Kroeber-Riel, 1996) the presence study is following the neobehaviouristic research tradition in building upon a three step structure of consumer behavior (Freder, 1983) the structure was also adopt from (Middleton, 1994; Swarbrooke & Horner, 1999) to explain tourists behavior during the decision making process. Stimuli with in this context consists of endogenous and exogenous factor showing relevant decision for characteristics of the consumer.

### Objective of the Study:

1. To study the potential and employment opportunities of Tourism Industry in Jammu and Kashmir
2. To assess the impact and consumer behavior of pilgrimage tourism in Jammu and Kashmir
3. To find out contribution of tourist in Jammu and Kashmir and Indian economy.
4. To determine the major challenges and problems of Tourism Industry

try in Jammu and Kashmir

Research Methodology:

| year | India   | J&K   | Percentage |
|------|---------|-------|------------|
| 2007 | 2537282 | 44345 | 1.13       |
| 2008 | 2384367 | 46087 | 1.04       |
| 2009 | 3457477 | 53053 | 1.04       |
| 2010 | 5356966 | 55000 | 1.03       |
| 2011 | 5167699 | 51255 | 0.97       |

The study is mainly based upon the collection of secondary data. The secondary data was collected from various sources of publications such as Magazines, journals, Research articles, Internet and published and unpublished records of Ministry of tourism government of India and j&k tourism.

Table 1. J&K's Share in Foreign Arrivals to India.

| year | India   | J&K   | Percentage |
|------|---------|-------|------------|
| 2007 | 2537282 | 44345 | 1.13       |
| 2008 | 2384367 | 46087 | 1.04       |
| 2009 | 3457477 | 53053 | 1.04       |
| 2010 | 5356966 | 55000 | 1.03       |
| 2011 | 5167699 | 51255 | 0.97       |

Table 2. Tourists' arrival from 2006 to 2010 in Jammu and Kashmir (Contd....)

| year | Amamath | Kashmir domestic tourists | foreign | Jammu domestic | Ladakh domestic | foreign | total    |
|------|---------|---------------------------|---------|----------------|-----------------|---------|----------|
| 2006 | 265000  | 412879                    | 20009   | 6950573        | 17822           | 26078   | 8434149  |
| 2007 | 213565  | 417264                    | 24576   | 7222318        | 22102           | 28477   | 8634286  |
| 2008 | 498075  | 550100                    | 22000   | 6576000        | 39000           | 33000   | 8860350  |
| 2009 | 373419  | 520454                    | 20809   | 7657000        | 48127           | 30446   | 9643517  |
| 2010 | 458046  | 698564                    | 25376   | 8239474        | 54684           | 21371   | 10753556 |

Suggestions &Findings:

Travel and tourism industry meets the inspirations of millions of people who want to travel and joy to share experiences, to confrontation different cultures. It has grown in answer to upcoming demand and travel and tourism has been at the forefront f or new creation, conforming its services and tackling the best new technologies to deliver consistent quality and value for money to tourists. The results are evident in more jobs and greater prosperity, increased revenue and infrastructure development. The prospects of tourism and its contribution in J&K state made it mandatory for government department to work in collaboration with religious and industry. The common determination to co-operate more closely has raised the possibilities for ensuring that growth is managed to stimulate economic activity, that the resources are protected and properly utilized, inequality of

opportunity or lack of imagination are overcome. The tourism industry is eager to harness its imagination and energy to this open ended challenge and it looks forward to sharing the common task with government and industry. To know specifically about prospect tourism circuits, linkages with other themes, the target market, marketing mix, modes of service delivery and development requirement, it is imperative for the J&K State tourism department to undertake a broad market research, not only nationally but also at international level Two broadly categorized tourist destinations within state are Jammu and Kashmir. Apparently, these two have been differently positioned and hence marketed in different ways. Jammu with its busy city life attracts a large number of tourists who may consider visiting Jammu "The City of Temples". Kashmir as a 'Heaven on Earth'. Tour operators have exploited this twin positioning well with travel magazines featuring these two in a travel circuit.

Conclusion:

The state Jammu and Kashmir has moved by tourism's help and all possible activities need to be undertaken for sustaining, retaining, maintaining and developing it. Tourism opens up new option for uses of resources, both revenue generation and investment generation motivating to generation of employment as well as socio-economic development of the local popular place. by developing the tourism infrastructure like up gradation of hotels, smooth and wider roads, transport including provision for rail and airlines service, development of tourism place in Jammu and Kashmir would be strengthened. There is direful need to construction alternative roads one to another places to ensure better interconnect. The State, sparsely scattered and populates as it is, needs more airports and better air connectivity as well. Steps should be taken to restore the ancient grander of the monuments. There are three regions of Jammu and Kashmir need a very special focus for the development of basic infrastructure to attract pilgrims in huge numbers.

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