



## TOURIST' PERCEPTION OF DESTINATION IMAGE – A CASE STUDY OF KASHMIR TOURISM

### KEYWORDS

Kashmir region, perception, satisfaction foreign exchange employment

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### ABSTRACT

Tourism is one of the fastest and largest growing industries in India. The contribution of travel and tourism industry in the national as well as individual perspective is really amazing. In our country travel and tourism industries are one of the main sources of foreign exchange earnings in the world. The World Tourism Organization recorded a number of international tourists and as well as earning ratio. Travel and tourism continued growth in tourism industries throughout the nations are becoming more concerned to attract large numbers of tourists to their destinations and promoting the tourism sector as a main source for the economic growth of the nation. Business throughout the world is promoting and countries are becoming more concerned to attract large numbers of tourists to their destinations and trying to promote this travel and tourism industry as a main source for the economic growth of the country. India is not unaffected by this point. Kashmir is the "paradise on Earth" is one of the main tourist attractions in India. The travel and tourism sector is very much affected with perception that visitors carry with them about a destination. This study captured the tourist perceptions about Kashmir. With large travel and tourism development identifying the direction of the image perceptions of tourists towards Kashmir. With the wide objective examining some dimensions of tourist perceptions related to overall and particular features of the places, and factor analysis method was used to interpret and analyze the primary and secondary data. Factor analysis has three factors. Impact factor is more for Kashmir destination and spots tourist attraction followed by Kashmir, tradition, hospitality and lifestyle, and the third factor is paradise Kashmir. Findings resulted and conclusion that tourists do not carry the level of positive perception for the Kashmir destinations.

### Introduction

The natural beauty of Kashmir offers a travel and tourism industry to attractions that no part of the globe has in one place. Travel and tourism besides growing the economy of Kashmir can act as a significant potential for conservation of cultural heritage. Promote tourism with all attractions that no part of the globe can offer in one place. Tourism, besides encouraging the economy of Kashmir, can act as a significant potential for conservation of intellectual advancement, cultural heritage, emotional stability and moral development.

Kashmir being the important attraction place in the valley but day by day decreasing the rate of tourism because of terrorism in the state. The state government has realized the force of the place in attracting tourists and hence the development of travel and tourism infrastructures development is being pursued at an invigorated pace. The travel and tourism plan proposes to create a consistent visitor and tourist image as a whole for Kashmir valley. The valley will be known as "Heaven on Earth" Omar's slogan for travel and tourism in the valley. The opportunities of the market have been identified based on the unique heritages culture of the valley may attract large numbers of people from across India. Amarnath holy shrines are major attractions of pilgrims of the world. Travel and tourism in the valley is not new. This study is such an initiative to determine the perceptions of the tourist to the Kashmir valley using appropriate constructs. With the wider objective of examining and drawing some insight on the directions of the perceptions related to the whole and particular features of the place.

### Tourism in the valley of Kashmir

The valley responds with a topography that is a standard mix of rugged mountains, green hills and rocky deep water fjords. It is said to be a house of geological information due to the diversity of its geographical character. It presents old heritage of culture, traditions, language, religion,

art forms and architecture. All these provide immense potential for developing a fabulous variety of tourist attractions. Its strategic areas within India increasing the scope of multiple spots and destinations, tour package promotions. Overall the transportation, communication, and influence promotions amplify the nature, geography, culture, life and important of destinations. The tourist information brochures assure hotel facilities, world-class communication, transportation, and site seeing arrangement. At present Kashmir receives more than half of its visitors as pilgrims.

Srinagar is the capital of Jammu and Kashmir, and it is the most famous travel and tourist destination in the state. An ancient city, there are so many tourist attractions that can attract even the most unwilling of tourists to this magical land. Shalimar Bagh, Nishat Bagh, Dal Lake, and Chashme Shahi are some of the best-known tourist spots in Srinagar. Jammu is the winter capital of the Srinagar, is the capital of Jammu and Kashmir, and it is the most famous tourist spot destination in the state. An ancient city, there are so many tourist attractions that can attract even the most unwilling of tourists to this magical land. Shalimar Bagh, Nishat Bagh, Dal Lake, and Chashme Shahi are some of the best-known tourist destinations in Srinagar. Jammu is the winter capital of the Kashmir and next in importance after Srinagar. Most of the pilgrims who come to the Jammu region have the Mata Vaishno Devi shrine as their destination, which is very close by. However, the pilgrimage places permeate through the entire city, so the Jammu is also known as city of temples.

Ladakh is situated near the border of China and Pakistan. Ladakh is the minority community of Buddhists in Kashmir. They have different cultures for the past hundred years. Leh is the main of this region. The major points of tourist attraction are the Leh Palace, Gompa, Sankar Gompa, Namgyal Tsemo, Somagompa, Shantistupa.

The government of Kashmir has implement a special package for the improvement of travel and tourism in the valley. it has initiate many scheme for the development of travel and tourism industries.

**IMPROVING THE TOURISM IN KASHMIR:**

another travel and tourism relevant scheme familization organizing tour of officers of the department, agent, travel, journalist and tour operator, besides promoting popular media, tv chanel for shooting the heaven of earth of the world

**TO PROMOTING TOURISM IN KASHMIR**

The tourism department and the government of india tourist assistant in defferent countries of the world for sending them latest tourist broucher, literature, and for arranging travel writer, travel agent to the Kashmir.

The government of france, Austria, Italy have restriction to travel in Kashmir. the government of Kashmir sponsored houseboat, travel agent owners to unique faire, marts exhibitions to attract large no of foreign tourist in Kashmir. the state tourism department is arranging and sitting on internet and make a website for every information about Kashmir as travel and tourist distination.

The tourism department and government of Kashmir will provide subsidies, interest, incentives, maximum to 40 percent promoting private sectors to provide infrastecture, in new areas of ladakh and jammu. sonam dorjay has been revealed, assistant daretors of tourism department in Kashmir state. the department of tourism is looking to explore the potential of ladakh as a tourist distination. and not just only for adventure

**LITERATURE REVIEW**

**zaheerAhmad Bhatt (2013)-in his journal in pilgrimage tourism** state that infrastructures is very necessary for the Jammu and Kashmir to increase the efficiency of tourism sector also referred tourism as life line of Jammu and Kashmir and its necessary to maintain connectivity through arise road by modern infrastructure and it will enhance the creation of more revenue for state.

**Madhvan, (2000)** the study was based on questioners, observation, personnel, and primary data. The study recomend for the improvement in quality services at waiting time, shrines, management and increasing in visit time and accomodation facility through online.

**Middleton and Hawkins, (1998)** state that success of tourism was evaluated in terms of satisfaction feedback services of performances, happiness, and adventure, imparted to its consumers. It focuses on need for continuous understanding of visitors, the behavior of a consumer and the product and services of the destination they purchase.

**Ryan, (1995)** define the perceptions, attitudes, expectations. Of the consumers were important variables in setting tourism goals, influencing consumer behavior and finally identify the level of satisfaction.

**Research Objectives**

The following are the objectives of the present study:

1. To understand the concept of tourism in Kashmir.
2. To examine the tourist perception in the area of distenation in Kashmir.
3. To understand the challenges before tourism.
4. To evaluate the socio-economic impact of tourism in Kashmir.
5. To understand the satesfiction of tourism in kashmir.

**Research Methodology:**

Type of Research: The nature of research is exploratory in nature because evaluates the perception of tourist towards Kashmir tourim. and current study identifies.

**Research Approach:** qualitative approach has been used, for designing the questionnaire but in the further procedures, the data analyzing the approach is quantitative the data gathering by questionnaire.

**Type of Data:** The data which has been used in this paper is secondary data which had been collected by website, tourism department, newspapers

**Sample Selection:** Quota sampling method is used because only those people are considered who stated in four star or five star hotels during their tourist visit in Kashmir tourism.

**ANALYSIS & INTERPRETATION DT3: Responses on different factors that decides Attribute-based Perceptions Descriptives**

S. No.	Factors	Very Much Disag	Disagr ee	Neutra l	Agree	Very Much Agree	Mean (SD)
1	Unique culture	13 (5.6%)	7 (3.0%)	63 (27.2%)	148 (63.8%)	1 (0.4%)	3.50 (0.81)
2	Wonderful customs and traditions	15 (6.5%)	5 (2.2%)	66 (28.4%)	146 (62.9%)	0 (0.0%)	3.48 (0.83)
3	Interesting local crafts & jwelle	20 (8.6%)	1 (0.4%)	56 (24.1%)	155 (66.8%)	0 (0.0%)	3.49 (0.88)
4	Local & Regional languages	35 (15.1%)	46 (19.8%)	67 (28.9%)	73 (31.5%)	11 (4.7%)	2.91 (1.14)
5	Interesting ancient culture	35 (15.1%)	46 (19.8%)	67 (28.9%)	70 (30.2%)	14 (6.0%)	2.92 (1.16)
6	Interesting architecture	28 (12.1%)	46 (19.8%)	85 (36.6%)	69 (29.7%)	4 (1.7%)	2.89 (1.02)
7	Appealing festivals	2 (0.9%)	78 (33.6%)	121 (52.2%)	10 (4.3%)	21 (9.1%)	2.87 (0.87)
8	Beautiful Pilgrims destinations	2 (0.9%)	75 (32.3%)	101 (43.5%)	54 (23.3%)	0 (0.0%)	2.89 (0.76)
9	Beautiful holiday destinations & places	4 (1.7%)	25 (10.8%)	93 (40.1%)	69 (29.7%)	41 (17.7%)	3.51 (0.96)
10	Authentic (original	15 (6.5%)	86 (37.1%)	68 (29.3%)	39 (16.8%)	24 (10.3%)	2.88 (1.10)
11	Interesting rural lifestyle	11 (4.7%)	8 (3.4%)	76 (32.8%)	123 (53.0%)	14 (6.0%)	3.52 (0.85)
12	Interesting traditional hospitality	11 (4.7%)	12 (5.2%)	74 (31.9%)	108 (46.6%)	27 (11.6%)	3.55 (0.93)

**SUGGESTIONS AND FINDING**

Every day the travel and tourism industry meets the aspirations of billion of people who want to travel to adjust and share experiences, to encounter different perception and cultures. It has grown in response to boost demand and it has been at the forefront of innovation, adapting its services the appreciate new technologies to deliver consistent quality and value for money to tourists. The report are evident in greater prosperity, more job infrastructure development and increased revenue

The broucher of tourism and its contribution in kashmir state

made it necessary for government department to work in coordination with industries and community. The common evaluate to co-operate and coordination more closely has raised the possibilities for securing that growth is control to stimulate economic activity, that the resources are protected and utilized properly, lack of imagination are overcome inequality of opportunity. 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 industries and government.

#### Recommendation to Kashmir Government

- To review the marketing strategies, promotion of travel and tourism at world forum.
- To potential more on catalogue marketing, interactive marketing rather than on internet marketing.
- **KASHMIR Tourists Attractions (Spots & Distinction)', 'J&K Culture, Lifestyle, Traditions and Hospitality', and 'Paradise Kashmir'.**
- Participate and arrange locals, national, and international tourism fairs.
- Contracting locals and international tour operators.
- Advertisers in media like Incredible Malaysia Tourism india,usa,china,
- Distributes tourism publications,brocher,and news latter to potential tourist.
- Need to develop new tourist attractions/ products or services in the spot and destinations.
- Should develop and website and information brocher to provide the required information to the potential tourist.

#### CONCLUSION:

The study explores the each variables that make perception amongst tourist's,spot and destinations especially in reference to Kashmir state; and to determined what tourist thinks about kashmir as tourism destination mandatory to identify for heaven the state in front of other tourist destination within abroad and india.

Being able to recognize the perceptions of the tourist on different variables; the Kashmir tourism and private players such as houseboat, rafting, and pony, must adapt a unique strategies to ensure that tourists, and visitors needs are met. Hence, the report from this research may have some significance recommendation and suggestions for the strategic decision makers of Corporation and privateplayers of repute and kashmir tourism department. The suggestions and recommendations are based on the report of the quantitative analyses performed. Specifically, taking into consideration the variable loadings on the factors, the service providers can work on improving the variables with low loadings in order to make positive image towards Kashmir tourism.

The important of tourism is viewed from many angles like social, economic, political, cultural, etc. Tourism is now the single and largest growing industry in the world. The tourism industry has present the positive growth in the world-wide in terms of tourist and visitors arrivals and foreign exchange earnings which has led the ever growing competition among the spot and destination countries and gained the top priority in most of the spot destination countries. Every spot and destination country is trying to attract large number of tourists by towards the attention and growing the interest among the tourists adopting effective marketing strategies. Promotion is an significant element of marketing mix and plays important role in developing marketing strategies. Because of travel and tourism is a field where the customers/tourists /visitors want to know in advance about the attractions and transportation, communication,of the destination. Marketers need to provide such vital information to the prospective.

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