



Tourism Development Policy Of J&K A Case Study For The Development Of New Tourist Infrastructure For Economic Boost Of New Areas

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Abstract:-

Tourism is one of the State's major industries. It has played an important role for developing the economy, particularly in the region of the Valley. The industry has given jobs to a very large number of people, particularly of the younger generation and generated economic activities in the primary, secondary and tertiary sectors in the State, which owes dependence to a large extent to this industry.

Some of the key attributes of the tourism industry in J&K are as follows:-

1. Virgin Areas 2. Different Geographical Locations, 3. Climate, 4. Landscape, 5. Architecture, 6. Pilgrimage, 7. Culture, 8. Handicrafts, 9. Hospitality, 10. Historical Heritage, etc.
2. Jammu & Kashmir is full of colourful Rocky Mountains, valleys, trekking trail, several high rising chortens, snowy mountains, meadows of flowers, lakes, garden and orchards, monuments and Mandirs and forts and palaces, while Jammu is famous for its temples/ religious tourism. Jammu attracts pilgrim tourists, while the Valley attracts a larger number of domestic tourists and a fair sprinkling of foreign tourists.
3. The foreign tourists' season in Jammu regions has only transit passengers and not destined to any tourist spots in the area; therefore they do require current mention herein.
4. Here it is necessary that a separate plan would be made for increasing tourism in Jammu division areas. Jammu division comprised of different regions with number of diversities. These areas include Jammu plains, Kandi areas, Peer Panjal, and Chenab valley.
5. All these areas have great potential of all types of tourism like pilgrimage; recreational, heritage but majority of these tourism sectors are lacking the basic infrastructure. Government have devised number of plans for developing these regions on the map of tourism. Besides planning if government develop separate

will develop councils in different it is better for overall development as well as for tourism sector which generate employment.

Introduction

A tourist survey helps you to gather relevant information quickly. The data gathered in this survey is mainly sourced from tourists and people who have traveled widely for leisure. Tourist surveys are an effective way to gain insight into the kind of people that visit your location, frequently. This way, you can predict future trends, display the typical visitor behaviour and have the right persona of an ideal traveller or tourist.

Tourist Survey

1. A tourist survey is a research tool, that helps to collect information from people who have traveled frequently for leisure.
2. A tourist survey, hence, focuses on collecting information from people on the places they visited, the level of service they received, the hospitality of the locals in the area, the weather, the cost of leisure, entertainment accommodation, etc. It covers any information needed to gather about people's experiences as it relates to travel.
3. With this information or data, you can share information with others that provide relevant information on areas people would want to visit.

Tourist Survey Uses

Travel Agencies

Data from tourist surveys can be used to gather insight into choice destinations, the kind of activities that certain tourists enjoyed, the number of funds they expend, etc. This information can be used to create custom campaigns to attract people to this destination that are now part of the areas travel agency cover.

Hotel Management

In the same way, hotels can use these surveys to discover what people truly think of the services they offer, from the cleanliness of their rooms to the quality of food, the cost, and the overall customer experience. This feedback would help them improve on weak areas and capitalize on their areas of strength as unique selling points.

Government Agencies

Government establishments can use this data to drive more visitors to local sites and generate revenue. With this information, create policies that encourage travel to local

sites and also create campaigns to create awareness about certain choice locations to create new streams of income for their citizens and invariably benefit from it.

Advantages of Tourists Surveys

The advantages of tourist surveys are numerous and they include;

- The creation of custom strategies that would increase tourist visits to a particular location.
- Creation of targeted activities that would appeal to tourists based on data gleaned.
- Provision of excellent customer experience, that would speak to the unique needs of the tourist, as expressed in the survey forms.
- Create better strategies that allow the increase of tourists, both for companies and governments.
- Better activities can be created for the interest of tourists.
- Companies and organizations can offer a good experience to customers by knowing their needs.

Doing online surveys for tourists has a significant advantage since the visitor is given the option of being able to respond from any mobile device at the time they want.

Large amounts of information can be obtained about the most visited tourist sites to create better strategies for them to continue generating income.

Tourist Survey Tips

1. A tourist survey is a tool that allows you to collect information about people's opinions about the place they visited or the services they received. Through a survey, people can provide data that allows us to measure the service quality, the facilities' safety and hygiene, assess the places they visited, the activities they carried out, etc.
2. A tourist survey mainly allows us to obtain quality information quickly. This data comes directly from tourists or travel enthusiasts. Online surveys for tourism reduce costs and facilitate execution for specialized personnel who carry it out.
3. If you are going to create a survey for tourists, these tips would help. Remember that not everyone would respond to the study or speak the same language as you.
4. Design short surveys that allow you to collect enough information for your goals, especially because when someone is visiting a city, they usually do not plan to use that time to fill out a questionnaire. Outlined below are tips that would help you create your tourist survey.

Inspiration

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1. Before jumping in and writing visitor survey questions, ask yourself what you want to learn.
2. Are you looking to better understand who is visiting? Or maybe you would rather learn what attractions are the biggest draws.
3. No matter what you're looking to get out of the research, it's essential to have a game plan.
4. With a clear understanding of what it is you want to learn, you can draft a better, cleaner survey. Having a game plan also keeps you focused when it comes to analyzing the data later on.

Model Foundations

1. Many tourism organizations have access to visitor databases, either through opt-in email lists or other databases that collect guest information.
2. Therefore, it can be helpful to work with other agencies and organizations in your region to see what is available.

Go Online, Go Mobile

1. Online tourism surveys are one of the best types of market research methodologies.
2. It's a practical and cost-effective way of gathering high-quality data in a short period.
3. All age groups are conversant with this digital technology.

Keep It Short, Engaging, and Simple

1. Nobody wants to take a 15 to 20-minute survey comprised of maximum 20 questions. For this reason, keep the survey short.
2. Make sure the respondent is engaged throughout the travel survey. Change the scales from question to question using sliders, visual images, or grids.
3. Lastly, keep it simple. No need to use big words or confusing phrases. Ensure questions are short, unbiased, and to the point.

Examples of questions for tourists:

- What is your preferred means of transport to travel?
- What kind of place do you like to visit when you travel for leisure?
- How often do you go on a trip?
- What season of the year is your best time to travel?
- What kind of activities do you enjoy when you travel?
- Where was the last place you visited on vacation?
- What factors do you consider when purchasing a travel package?

- Where do you like to stay?
- How do you find accommodation?
- On average, what price would you consider ideal for a travel package?
- When making a trip, do you prefer company or would you rather go alone?

Tourist surveys are one of the quickest ways to increase your revenue and offer visitors the kind of service they want during their stay.

Conclusion

Tourist surveys are an effective way of getting insights from visitors and would-be visitors to your location or business on their preferences, dislikes, and any other information you require. This data can be used to hone your business to fit the need of your target audience.

Mapping of Local Tourist Sites

Tourist maps are one of the most common groups of cartographic documents. Their variety in terms of content, subject matter and publication titles is a result of growing popularity of diverse forms of tourism. Development of tourism is also driven by society's growing desire to travel and encounter new places and cultures, which is in turn most often inspired by mass media. Tourist trips and holiday travel became part of "lifestyle" of many people. In order to develop local tourism its necessary to put all the places of tourists interest must be put on map. This will help the tourists to easily find the destinations. These must be made available online so that the visitors could understand the places there routes and facilities of boarding and lodging as well as the importance of the sites.

1. A simple aid otherwise, like a detailed map of J&K is hard to come by today because the Central Government has put restrictions on the printing of such maps. Within the J&K, it is not possible for a student to acquire a map of the State showing its physical features and road-links. The maps for tourists available are of German origin, which have been pirated and are readily available with the operators of mountain trekking. This simply indicates the kind of monumental problems, which planners, visualizing perspective in developmental activities, will face when they have to put their programmes into print and visualize a future reality.
2. An important function of marketing and promotion is providing information to the tourist about different key places to visit, map for geographical idea, historical and cultural background of the area, available facilities and different types of services available (with rates), shopping points, information of other facilities like health and communication facilities, religious institutions, embassies, consulates. The information should be provided about local customs, dress and behaviour code and security problem (specially about the terrorist prone areas)

3. Detailed road maps using the GPS system should be created and put on sale as priced documents for the tourist. The Consultants recommend the commissioning of a cartographic project to create city maps of Srinagar, Anantnag, Gulmarg, Pahalgam, Leh, Jammu, and Katra on the pattern as created by the Eicher maps for Delhi/New Delhi. These maps would also be priced publications
4. The Consultants now suggest that the Department of Tourism with the cooperation of the Department of Archaeology, Town and Country Planning and the Department of Geology, University of Kashmir create inspecting tours and bring on map all such hot springs and make them available to visiting tourists as bathing spas. The waters of the springs should be collected properly, channelled and a health complex be located. The special quality of waters needs to be emphasized and all these activities should be clubbed under a new nature-care facility for foreign and domestic tourists. The local tour operators and hoteliers may be encouraged organizing the tours for visiting these health spas or bathing and leisure.
5. In consultation with INTACH, the National Museum, the Department of Archaeology, Govt. of India, the Indian Historical Society, New Delhi, J&K Government should establish an autonomous organization which may be named as The State Heritage Society which should be 100 percent funded by the State Government and be opened to receive aid from outside. The objective of this autonomous organization would be to create a map of historical sites of buildings which are over 75 years old using the records of ownership of such buildings as well as records available in the offices of municipality and revenue offices.

Tourist maps

1. The first group consists of so-called maps of tourism (tourism-related services) which present spatial differences between phenomena related to tourist flows. Maps of this kind are not directly used by tourists, and their main users are researchers who analyse tourism-related phenomena.
2. The second group consists of maps produced and published to enable tourists to organize their leisure time and to meet their recreational needs, in particular its active aspects. Said needs relate mostly to the information about attractiveness of a given area in terms of tourism, that is, information on the significance of its tourist attractions, its general accessibility and the state of its development for tourist purposes. Tourist maps are also meant to enable orientation in the field.
3. The tourist map is used both for making plans concerning various tourism undertakings and for their implementation. The term “tourist map” should not, however, be used to refer to all cartographic works that meet the general definition of the map and at the same time serve the tourist in exploration and getting to know the area, or which are helpful to tourist when it comes to planning and travelling.

The scope of the content of tourist maps

1. They can be used by people who have a lot of experience in tourism and map reading and people who have no such experience, people with various education backgrounds, and tourists who come from very different places and cultures.
2. The diversity of content and diversity of the audience is reflected, among other things, in the large number of titles of published printed tourist maps, for example, a geological tourist map, a nature-focused tourist map, a topographic tourist map, a map of tourist attractions, a map of canoeing trails, a map of religious sites or a map of camping sites.
3. Elements of topographic content play a very important role on tourist maps, especially in mountain areas. However, faithful and clear representation of terrain is not easy.
4. Tourist maps represent the spatial variability of this element in greatest possible detail, which is an unquestionable advantage of such maps.
5. Transport networks, represented by roads and railway lines, are treated differently – they are presented in a fairly detailed manner due to their universal use.
6. It happens sometimes that the number of object classes on tourist maps exceeds the number of those contained in the act on tourism services.
7. Maps which are meant to be used for a specific type of tourism are much more detailed in terms of information about the trails and the elements of infrastructure which are connected with said trails. Marking such facilities as post office, health care institutions and shops on the maps would be very useful. The role played by shops can be considered in relation to the level of tourism development of the given area. The importance of shops increases significantly in the areas with underdeveloped tourism infrastructure – they become a part of the infrastructure, and therefore they become a valuable element of the content of the maps

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