Indian Tourism Industry and Terrorism- A Case Study of Kashmir Region

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Abstract

Tourism is one of the major growing sectors in Kashmir and is big business and has been considered as the fastest growing industry in Kashmir. The state of Jammu and Kashmir has three district regions viz Jammu Kashmir and Ladhak and all three have immense potential for tourism from both domestic and international tourist. There are number of locations which are untapped and can be developed as the major tourist destination, having the entire natural as well as cultural resources for attracting tourists. The study is focused on analyzing the effects of terrorism on tourism in Kashmir region. The data collected through structured questionnaire. Effect of terrorism is huge if we are considering about Jammu and Kashmir. The terrorism also showed there impact on society, finance and mostly on the tourism.

Keywords: *Tourism potential, industry, unemployment, poverty, infrastructure, terrorism.*

Introduction

Impact of terrorism on Jammu and Kashmir

Jammu & Kashmir State happened to be one of the single States where the percentage of criminal activities was at its lowest level (Akthar, 2010). But with the passage of time the incidence of crime increased and this elevated graph of crime statistics declined to show reduced trend in view of large scale violence in the past (Romer, Jamieson, & Aday, 2003). Although there seems to be considerable decline in the downwards trend in the Crime rate yet, by the overall situation, it is very easy to analyze that the people living across the State still continue to be against the perpetration of incriminating activities in the State (Spierenburg & Spierenburg, 2008). The basic reason is that the majority of people living in the three divisions of the State are not only law abiding but peace-loving also. But unfortunately an outside element did find its passage to seek entry into our state for perpetrating crime on the Kashmir soil (Barak, Leighton, & Flavin, 2010). Prior to the eruption of militancy in (Jammu & Kashmir), Punjab led itself in facing the heavy brunt of terrorism as its basic sponsorship was also shouldered by the anti-national elements across the border. The militants, who infiltrated into the valley through LOC's and other bordering areas kept the vicious cycle of violence on for very prolonged period as a result of which, thousands of innocent lives got perished (Prakash, 2009). In-spite of all such odds & evils directed towards Kashmir's and notwithstanding the trouble & miserable days suffered by the Kashmir's, the terrorists did not feel it is imperative to spare any thought for the plight of the helpless ordinary citizens and the resultant was spurt of increase in episodes of emotional disorders

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due to long dawn conflict situation and psychological disorders among the masses, which showed that how unscrupulous elements had caused havoc like situation in every nook & corner of State (Reddy, 2002).

2. Literature Review

The state of Jammu and Kashmir had its peculiar problems, for one thing its ruler was a Hindu but its population was preponderantly Muslim (Davis, 2011; Lane et al., 2013). The government of India consistently upheld the temporary nature of this accession and its commitment to refer the issue to the people of Kashmir. Indian diplomat who explains the events that marked the genesis of the Kashmir conflict (Roy, 2009). The book studies the military and diplomatic developments during 1947-48 involving the three key actors—India, Pakistan and Britain and how these developments shaped their decision-making. Travel research (JTR) published quarterly is the premier, peer required research journal focusing on travel and tourism behavior, management and development (Roy, 2009). The first scholarly journal in north America focused exclusively on travel and tourism ,JTR provides research, educators and professionals with up to date quality, international and multidisciplinary research on behavioral trends and management theory for one of the most influential and dynamic industries. The presents discussions on the political disputes in Jammu and Kashmir, India impacts U.S war against terrorism on national policies, information in Kashmir uprisings foreign relations with (Z. Jones, Singletary, & Tahir, 2010) Pakistan Swami Praveen in (July 2003) assess that the details the nature of the terrorist threat facing Kashmir, India and argues a need for a distinctive analysis of terrorism in Jammu and Kashmir, India that which is available so far. The author not only introduces the most prominent groups operating in Kashmir, but also highlights the ideological connection between these groups and their sponsors in Pakistan. Singh Jafa in (May 2005) the terrorist movements that erupted in Kashmir in 1989 has divested the state administration and its people's lives. The Government responds to it primarily by delivering an armed response. Terrorism can be defeated only when the people of Kashmir reject it, and when its roots causes including police excess that have angered the people are attacked. Therefore while the administration should address their economic and political aspirations and expectations a fresh approach to policing in Kashmir is recommended. Muhammed Asadsadi and & Joan c (May 2005) the Cornell hospitality (CQ) peer reviewed and published quarterly, focuses on publishing scholarly research that provides timely and actionable prescription for hospitality management practices and research, written by academies as well as industry leaders, the article help readers keep up to date on the latest research findings and insights in order to improve business practices and to stay informed successful business strategies (Tang, 2014). The author notes that the conflict suffers from not having attracted significant world attention, especially in western civil society. The world has been focused on the global war on terror and is not aware of the struggle for independence by Jammu and Kashmir (R. Jones, 2009; Z. Jones et al., 2010). The article present details of the United Nations attempt to bring about a peaceful resolution of the dispute. The author believes that India and Pakistan should be concerned about the wishes of the Kashmir people and not about their own geopolitical interests (Ganguly, 2002). Terrorism has aptly been described as a tool of psychological warfare, whereby violence or the threat of violence is used as a means to bring about social, political, or religious change (Sircar & Jain, 2017). To achieve this, the role played by the media voluntarily or through "programming" by terrorist outfits is discussed at length. The use of cyberspace by terrorists for information warfare, cyber planning and cyber terrorism, and the enormous potential of this tool in bypassing formal media in achieving publicity constitute an interesting part of the volume. After three wars and decades of tension over the LOC, a relative peace was achieved in 2003 when the governments of Pakistan's former military dictator General Pervez Musharraf and India's right-wing Bharatiya Janata Party entered into a cease-fire. Security agencies claim the number of terrorists in the Valley is at an all-time low in the past two and a half decade. Times of India (November 6, 2013) US President Barack Obama secretly offered Pakistan in 2009 that he would nudge India towards negotiations on Kashmir in lieu of it ending support to terrorist groups like Lashkar-e-Taiba and Taliban , but much to his disappointment Islamabad rejected the offer. "Since the 1950s Pakistan had wanted an American role in South Asia. Now it was being offered one. In the end Pakistan would have to negotiate the Kashmir issue directly with India.

3. Objectives Of The Study

1. To investigate the impact of terrorism and disturbances on tourism and hospitality sectors in Kashmir.
2. To examine the major problems faced by tourism sector since the state become conflict ridden.
3. To understand the influence of political instability on tourism industry in Kashmir.

4. Research Methodology

The purpose of this research study is to analyses the phenomenon of terrorist acts and its effects on tourism and the hospitality industry. The study attempted to identify other effects terrorism has on aspects of society that have not been investigated in the past, examples of these would include media coverage on these events and the recreation of government to regulations. The data collected by using a mixed methods research design to provide understanding of the research. The qualitative data supplemented the quantitative data with numerical data used to further provide clarity. In the present study mostly primary and secondary data have been used. Primary data has collected on the basis of questionnaire whereas secondary data has been

Table 1. Tourists Domestic/International

		Have you Visited India before ?	Have you been to Kashmir before?	What is your purpose of visit?	What is in your mind before coming to Kashmir?	How was your feeling after arrival in Kashmir?	How do you feel about the security arrangements in Kashmir especially in tourist spots?	Because of the terrorism in Kashmir do you feel not visiting the valley again?	Do you find any problem at tourism destination by the common people or hotel owner?
N	Valid	25	25	25	25	25	25	25	25
	Missing	0	0	0	0	0	0	0	0
Mean		1.00	1.44	1.96	2.04	1.08	1.12	3.64	2.00
Sum		25	36	49	51	27	28	91	50

		Which things are necessary for Kashmir tourism industry so that it attracts more and more tourists all over the world?	Imagine a terrorist attack occurs in a travel destination that you are intending to visit. Would you cancel the trip? Yes, if the trip was planned between 1 and 7 days after the attack.	Image a terrorist attack occurs in a travel destination that you are intending to visit. Would you cancel the trip? Yes it the trip was planned between 1 and 4 weeks after the attack.	I would like to visit Kashmir again because? I want to see the tradition and cuisines of Kashmir.	I would like to visit Kashmir again because? i want to see the Himalayan and snow clad mountains in Kashmir valley.	I would like to visit Kashmir again because? I want to see the hospitality in Kashmir which is famous in all over the world.	I would like to visit Kashmir again because? I want to see the hospitality in Kashmir which is famous in all over the world.
N	Valid	0	25	25	25	25	25	25
	Missing	25	0	0	0	0	0	0
Mean		-	-	2.68	4.28	4.56	4.52	4.36
Sum		-	61	67	112	114	113	103

collected from various interim and annual reports presented to The Ministry of Tourism, Govt. of India. In addition to this, data have also been collected from various journals, articles, newspaper archives.

3.1 Sampling Selection

The data has been analyzed on questionnaire of about 50 people that focused on terrorism and its impact on tourism and hospitality industry in Jammu and Kashmir. The 25 people selected for the queries to the tourists domestic/international and 25 people selected for the queries to the laymen residing in around the tourist spot, hotel owners, and government organization age limits are above 20 years and no upper limit.

3.2 Sampling Technique

Data has collected by using convenient sampling technique. Convenience sampling is a type of no probability sampling in which people are sampled simply because they are "convenient" sources of data for researchers. The advantages of this type of sampling are the availability and the quickness with which data can be gathered

3.3 Result Analysis And Discussion

Table 2. Have you visit India before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	25	100.0	100.0	100.0

Analysis and Interpretation:

As per the above table of this question have you ever visit India before? 25 respondents' answers were yes that shows that they visited India before this, means that percentage almost 100.

Table 3. Have you been to Kashmir before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	14	56.0	56.0	56.0
	No	11	44.0	44.0	100.0
	Total	25	100.0	100.0	

The above table shows that out of 25 people 14 people says that they have seen Kashmir before and the percentage is 56, rest of 11 people say they travel Kashmir first time so there percentage is almost 44.

Table 4. Have you been to Kashmir before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on holidays	13	52.0	52.0	52.0
	sightseeing	2	8.0	8.0	60.0
	pilgrim	8	32.0	32.0	92.0
	entertainment	2	8.0	8.0	100.0
	Total	25	100.0	100.0	

As per analysis of this question "what is your purpose of visit".13 respondents out of 25 which is 52% says their purpose is on holidays,2 respondents which is 8% they come for sightseeing,8 respondents which is 32% come for pilgrim,2 respondents which is 8% says they come for entertainment. This show that most of the tourists' first preference to visit Kashmir is on enjoying for holidays than pilgrim purposes.

Table 5. What is in your mind before coming to Kashmir?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fearful	1	4.0	4.0	4.0
	Exciting	22	88.0	88.0	92.0
	Normal	2	8.0	8.0	100.0
	Total	25	100.0	100.0	

As per analysis and interpretation of this question the above data shows that 22 out of 25 people which is 88% says that they are exciting before coming to Kashmir 1 person which is 4% says that he is fearful before coming to visit Kashmir, and rest of the 2 people which is 8% says that they think normal conditions before visit to Kashmir. This result shows that people are exciting before they think visit to Kashmir.

Table 6. How was your feeling after arrival in Kashmir?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Exciting	24	96.0	96.0	96.0
	Fearful	1	4.0	4.0	100.0
	Total	25	100.0	100.0	

The above table shows that the feeling of tourists after arrival in Kashmir, around 24 out of 25 people which is almost 96% says that they are exciting after arrival in Kashmir and 1 respondent which is 4% says that his/her feeling is fearful after arriving in Kashmir. The positive result shows that people are exciting and they are happy in Kashmir to celebrate their holidays.

Table 7. How do you feel about the security arrangements in Kashmir especially in tourist spots?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	24	96.0	96.0	96.0
	Average	1	4.0	4.0	100.0
	Total	25	100.0	100.0	

As per the analysis of this question I found that 24 respondents out of 25 which is 96% tourists says that the security arrangements in Kashmir especially in tourist spots have excellent, and 1 of the tourist which is 4% says that it is in average. This shows that Kashmir government focus is always the safety of the tourists whether it may be domestic as well as international.

Table 8. Tourism has positive impact on society?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	24	96.0	96.0	96.0
	No	1	4.0	4.0	100.0
	Total	25	100.0	100.0	

As per the analysis and interpretations regarding this question tourism has positive impact on society and the above chart shows that 24 out of 25 respondents which is 96% are in favor of yes that tourism has positive impact on society, rest 4% of the respondents are in favor of no. This means that tourism plays important role for the benefit of the society.

Table 9. Tourism helps in employment generation in the valley?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	25	100.0	100.0	100.0

As per the above table shows that tourism helps employment generation in the valley the respondents answer is 100% yes. This shows that every year after year tourism industry generates million of jobs all over the world including India as well as in Kashmir valley.

Table 10. Which sector is most affected by terrorism in the valley?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Education	11	44.0	44.0	44.0
	Tourism	10	40.0	40.0	84.0
	Local People	4	16.0	16.0	100.0
	Total	25	100.0	100.0	

The above table shows us widely that which sector is most effected during militancy in the valley after getting the respondents answers we find that 11 out of 25 respondents which is 44% says that education is most affected in the valley, second group of 10 respondents which is 40% says that tourism is most affected during militancy in the valley and third group of respondents which is 16% says that local people are most affected in the valley during militancy started in the Kashmir.

Table 11. Which part of the state is most affected by terrorism?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kashmir	25	100.0	100.0	100.0

As we all know state Jammu and Kashmir is divided into three parts that is Kashmir region, Jammu region, and Leh /Ladakh region. As per the question which part of the state is most affected by terrorism and we find that Kashmir region is mostly affected by militancy since 1989.The result of our respondents that 100% valley is affected during militancy.

Table 12. Most of the revenue generated from tourism sector in the valley?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	23	92.0	92.0	92.0
	No	2	8 .0	8.0	100.0
	Total	25	100.0	100.0	

As per the analysis and interpretation of this question that most revenue is generated from tourism sector in the valley around 23 respondents out of 25 which is 92% answers is yes and rest of the 2 respondents which is 8% says no. This means that tourism is the backbone for the Kashmir people by which they fulfill livelihood.

Table 13. Do you think disturbances took place because of security forces in Kashmir valley?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	25	100.0	100.0	100.0

The above table shows that in Kashmir valley security forces is the main cause of disturbances because of their brutal law and force which they use towards common people. As per our analysis almost 100% respondents says that yes security force is the cause of problems and disturbances inside the valley.

Conclusion

This research study concludes that during terrorism period the state of Jammu and Kashmir in general Kashmir valley was in a worst situation, there was unrest in every nook and corner of the valley. The youth was frustrated due to grave problems of unemployment; the tourism industry was totally disturbed because of regular attacks on tourists and the tourist destination. The infrastructure was no where standing and there was not bit of prosperity. Concerning importance of the terrorism in the tourism and travel decision making, the responses were quite divergent which made it rather difficult to detect the specific patterns. Nevertheless, the assumptions that people who gave terrorism risk a high priority is also more afraid to go to Jammu and Kashmir could be verified.

Suggestions

Present statistics have shown that the security in Kashmir is constantly increasing and tourism industry is also on its way to recover, as the state had a high tourist inflow in previous years. Now the destination is recommended to improve its destination image to maintain it on high standard and to invest into the

improvement of touristic infrastructure in order to attract more tourists. With assured security and good reputation as a tourist destination and step wise promotion of advertising globally as well as domestically one can enhance the tourist inflow to vally. However a developing destination should never grow in an uncontrolled manner and it is positively recognized that the Indian ministry of tourism has commissioned a 20 year perspective plan for sustainable development in Jammu and Kashmir. This will definiely improve the tourists in Kashmir

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