

APPLICATION OF PROMOTION TOOLS IN HOSPITALITY AND TOURISM INDUSTRY AND ITS ROLE IN DEVELOPING THE JAMMU AND KASHMIR AS A TOURIST DESTINATION

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ABSTRACT

Jammu and Kashmir (J&K) is the most popular tourist destination in all of northern India, and the tourism industry there is just getting started. The term "tourism" refers to the practice of travelling to and staying at a location that is different from one's usual place of residence and place of employment. Kashmir Valley, Chenab Valley, Sindh Valley, and Lidder Valley are just a few of the many valleys in Jammu and Kashmir. The proposed research aims to assess the success of various promotional initiatives taken by the state's hotels and tour operators in growing the tourism and hospitality sector. Primary data was gathered via a survey questionnaire.

KEYWORDS Promotion Tools, Tourism Industry, Hospitality Industry and Jammu and Kashmir

INTRODUCTION

Jammu and Kashmir (J&K) is the most popular tourist destination in all of Northern India, and tourism is quickly becoming a booming sector there. J&K's economy is flourishing in large part due to the booming tourism sector. Each of J&K's three regions—Jammu, Kashmir, and Ladakh—has its own unique appeal to visitors. Each of these three places has world-famous attractions and has enormous potential as a tourist destination. The state is well-equipped to handle almost every kind of tourism thanks to its wide range of offerings. JK has it all: intriguing culture, beautiful environment, high hills, water features, and a wide variety of religious sites. The state's unparalleled beauty and other physical characteristics are so striking that they're frequently used as an analogy for Switzerland. Paradise on Earth is an apt description of this location.

Travel is the temporary departure of visitors from their habitual habitats in order to experience new places and activities. Meaning that any and all trips count. Travel for pleasure or business has become a worldwide industry. The company is already rather sizable, and its expansion seems promising. The tourism industry is bustling with activity due to its fast expansion, proliferation of new attractions, expansion into untapped regions, and introduction of cutting-edge technologies and services. What we call "tourism" today is the sum of all the phenomena and relationships that arise from the travel and stay of non-residents insofar as these activities do not lead to a permanent place and are not connected to any earning activity. This is a phenomenon unique to our time, driven by people's growing desire for change and relaxation, their desire to appreciate the beauty of nature, art, and the belief that nature gives happiness to humans. Leisure travel encompasses any out-of-the-ordinary pursuits that a person voluntarily does, with or without the intention of spending the night away from home. Things that are done to welcome and keep visitors coming back, from the perspectives of tourists, shopkeepers, officials, and locals. Tourism is not only a means to an end—earning foreign currency and fostering international solidarity, mutual understanding, and peaceful relations among nations—but rather it encompasses all of these things and more. Travel for pleasure, business, or other reasons that take place in a location different than one's typical environment but does not exceed a single calendar year constitutes tourism.

Several valleys, including the Kashmir Valley, Chenab Valley, Sindh Valley, and Lidder Valley, may be found in Jammu and Kashmir. Srinagar, with its famous Dal Lake and Mughal Gardens, Gulmarg, Pahalgam, Patnitop, and Jammu are some of the major tourist attractions in Jammu and Kashmir. Thousands of Hindu devotees travel to Vaishno Devi and Amarnath every year, boosting the local economies in those areas. The Kashmir Valley is often regarded as one of India's most popular travel

destinations. Gulmarg is not just one of India's most well-liked ski resorts, but it is also the site of the world's highest green golf course. The last thirty years have seen a steady fall in tourist numbers.

LITERATURE REVIEW

Mr. Shaib Mohammad Shaib et.al (2019)A significant portion of the GDP, new jobs, and tax income in almost every country comes from the tourist industry. The tourist industry has been crucial to the growth of Jammu and Kashmir's economy. Because of its unparalleled beauty, Kashmir has earned the nickname "Heaven on Earth." There is a lot of untapped potential in the tourism industry in Kashmir, and it offers a lot of fantastic prospects for commerce to the locals. In an effort to better understand the tourist industry in Jammu and Kashmir, this study looks at its potential, possibilities, and constraints.

NATASHA SAQIB (2018)Despite the abundance of natural beauty and cultural sites in Jammu and Kashmir, India, the region's tourist sector has not expanded at a considerable rate. This research analyses a wide range of secondary sources, including governmental documents, news items, a body of academic publications, and interviews with key actors in the tourist business in Jammu and Kashmir to assess the state of the industry at present. Jammu and Kashmir's tourism sector is struggling to stay competitive and sustainable since fewer tourists are visiting the state than in other parts of India. The present century's tourism problem, which has spawned fresh uncertainties and conflicts in the area, is a key deterrent, deterring both travellers and investment. Overcharging for services, poor sanitation, an absence of a website, and a dearth of comprehensive and social media coverage all work against the tourism industry. The paper argues that unless the government and other industry players take immediate and drastic measures to boost security, build up tourism infrastructure, and implement an aggressive image-cleansing strategy like destination positioning, the downward trend in visitor numbers is likely to continue. Consequently, it lays forth a plan of action for potential policies and programmes that the public and private sectors may pursue.

Ifat Rasheed et.al (2020)The proliferation of communication and connection amongst people in the current day is largely attributable to the rise of social media platforms. The question of social media's increasing impact on the travel industry is of the highest importance. It's impossible to separate the influence of social media from the tourism industry, since it permeates everything from the way tourists find and process information to their decision-making processes. The input that tourism service providers get from visitors and the general public through social media plays a crucial role in helping them to concentrate on best practises, and so plays a vital part in the promotion of tourism. Due to its massive user base, social media has become a very effective advertising platform. In order to entice visitors from all over the world, it is possible to build a profile or blog for a tourist location that includes all the necessary photographs and videos. Social media marketing and destination promotion rely heavily on the success of their reach. The delegation also requested that the department participate in all national travel trade shows.

Showkat ahmad ganie et.al (2020)Traveling as a kind of recreation is often regarded as one of the best ways to spend free time. Tourism is driven by people's innate curiosity about the world and their desire to learn new things as well as their need to be amused and informed. When it comes to providing services, goods, jobs, and investments, the tourism industry is one of the world's biggest and fastest-growing economic sectors. Tourism is a relationship-based service sector, thus its people resources are its most valuable asset and its best chance of long-term success. Therefore, the purpose of this research is to provide a brief overview, mostly based on secondary data, of the function and relevance of human resources in the tourist sector, with a focus on Jammu and Kashmir. The findings of this research indicate a favourable and consistent link between human resources and the growth of the tourist sector. This resource helps the company come up with policies and plans, as well as appreciate and grow along with the tourist sector. It's also critical to the industry's success, expansion, and long-term viability. Researchers may use this study to better grasp the significance of human resources in the tourist industry and advance the field as a whole..

Muhammad arsalan wani (2022)Kashmir, located in the Himalayas, is a popular tourist spot in India. Numerous diverse and valuable tourist attractions may be found in the Valley. Adequate tourism strategy is necessary for the long-term preservation of these tourist assets. Consequently, the current research endeavours to evaluate the government's strategy for the expansion and improvement of tourism in the Kashmir area. Furthermore, the study seeks to evaluate the region's tourism

potentials and the volume of visitors. The research indicates that a tourist policy framework has been drafted by the government of Jammu and Kashmir's ministry of tourism. Following a sustainable tourism approach, building up tourism infrastructure and human resources, making sure visitors are safe and secure, and promoting tourism education are all part of the framework for the state's proposed tourism policy. Additionally, the state government, in conjunction with a number of other interested organisations, is making significant efforts to promote eco-tourism and unusual tourist locations. There is a great deal of potential for the State of Jammu and Kashmir to develop into a significant player in the international tourism industry.

METHODOLOGY

In this research, we will analyse the marketing strategies used by hotels and other travel companies, as well as the impact such strategies have had on the growth of the tourism industry. We will also address the challenges that this sector of the economy faces. Data from both primary and secondary sources were used in our investigation. We use primary data acquired via questionnaires and surveys from players in the Jammu and Kashmir tourist sector since, as we indicated earlier, the available literature on the promotional components of Jammu and Kashmir tourism (and even on the general marketing aspects) is inadequate.

The main data for this research came from a survey questionnaire administered to the chosen population. Many major players in India's promotion industry operate on a national or even global scale. The national government, the JKTDC (Jammu and Kashmir Development Corporation) tourist department, and other players in the area. Only the top eight JKTDC executives, together with thirty hotels, tour operators, and travel brokers, were chosen to participate in the survey. The hotels were picked at random, but the number of guest nights, total revenue, and other metrics were considered. The research relied on secondary data gathered from several sources, including JKTDC's annual reports and a variety of specialized magazines, newspapers, and websites. The data was analyzed using descriptive statistics, such as the percentage method and averages. Cronbach's alpha was calculated to measure the reliability of the questionnaire, and it was found to be .82. For items to be used together as a scale, the alpha of the scale must be bigger than.

DATA ANALYSIS

Our research found that hotel and tour operators in Jammu and Kashmir made extensive use of all forms of marketing communication, including traditional methods like print media, new media like television and radio, and even more unconventional methods like social media. To further publicise the place and pique the curiosity of would-be visitors, brochures, souvenirs, books, guides, and posters are all used. Hotel and tour companies, as well as the Jammu and Kashmir Tourism Development Corporation (JKTDC), employ sales promotion strategies. Package tours, etc., can benefit from these deals by taking advantage of a variety of price breaks, such as those offered for larger groups, families, and off-season bookings. Such deals are intended to entice both local and foreign visitors to Jammu & Kashmir. Additionally, JKTDC and independent tour and hotel operators attend numerous travel expos each year. Jammu and Kashmir Tourism Development Corporation regularly hosts a variety of cultural shows, food festivals, seminars, symposiums, audio-visual presentations, local plays, etc., in an effort to boost the region's tourism industry. In addition, JKTDC maintains a website where you can learn more about Jammu and Kashmir; however, the site's design leaves much to be desired, and its content is rarely updated.

From a sample of 38 businesses, we found that 16 (or 42.2% of the total) favoured low-cost advertising options. Twelve businesses (31.5% of the total) allocated a set proportion of their income to marketing, whereas two (5.26%) respondents estimated their marketing costs based on past years' totals. Five (13.15%) of respondents utilised the goals and tasks technique, three (7.89%) used the set amount method, and one (2.75%) used the method based on the previous year's expenditure. Five respondents (13.15%, Table 1) said they were spending an adequate amount on promotion, and three (7.19%) agreed that there was enough money being spent on promoting services and products at the venue. Three people (7.19%) said they thought the amount spent on promotion was just right, and eighteen (47.30%) said they thought the amount was neutral (i.e. neither too much nor too little). Three people (7.89%) said they believed the amount spent on advertising was inadequate, and six people (15.7%) said they thought it was very inadequate. The participants were polled on their views

on "the role of promotional efforts in the growth of the tourist and hospitality business" (Table 2). Twenty-six people (68.42%) felt that promotional efforts may significantly contribute to the growth of any tourist resort. After that, there were a total of 6 respondents (15.78%) who agreed, and a further 5 respondents (13.15%) who just somewhat agreed. Only 2.63% of those polled had no strong feelings one way or the other (neither agree nor disagree).

Table 1. Opinion on the amount spent on promotion

Scale Respondents	Highly sufficient (7)	Sufficient (6)	Fairly sufficient (5)	Neither sufficient nor insufficient (4)	Fairly insufficient (3)	Insufficient (2)	Highly insufficient (1)	Total
No. of respondents	05	03	03	18	00	03	06	38
Percentage of respondents	13.15	7.89	7.89	47.3	00	7.89	15.7	100

Respondents were also questioned about the efficacy of the promotional efforts they had made in Jammu and Kashmir. According to the data in Table 3, 16 respondents (42.10%) had a middle ground opinion, claiming that promotional efforts were neither helpful nor ineffective in drawing in potential visitors. A total of 8 respondents (21.05%) found promotional efforts to be somewhat successful, while 4 (10.5%) found them to be quite effective. Three people (78.9%) said they didn't think the promotions did much of anything, three people (78.9%) said they were very effective, and one person (2.63%) said they were very ineffective.

Table 2. The role of promotional activities in tourism and hospitality industry, according to the respondents

Scale Respondents	Strongly agreed (7)	Agreed (6)	Fairly agreed (5)	Neither agreed nor disagreed (4)	Fairly disagreed (3)	Disagreed (2)	Strongly disagreed (1)	Total
No. of respondents	26	06	05	01	00	00	00	38
Percentage of respondents	68.42	15.78	13.15	2.63	00	00	00	100

Participants were also asked if they thought the tourism and hospitality sector in Jammu and Kashmir needed more work. Additional promotional events and activities were felt to be necessary by 27 respondents (71.05%), 3 respondents (7.89%), and 1 respondent (2.63%). Some 78.9 percent of respondents gave a neutral response, while 2.63 percent were neither agree nor disagree and 5.26 percent were strongly opposed.

Table 3. Effectiveness of promotional activities undertaken

Scale Respondents	Strongly effective (7)	Effective (6)	Fairly effective (5)	Neither effective nor ineffective (4)	Fairly ineffective (3)	Ineffe- ctive (2)	Strongly ineffective (1)	Total
No. of respondents	03	04	08	16	03	01	03	38
Percentage of respondents	7.89	10.5	21.05	42.10	7.89	2.63	7.89	100

promotional tools play a vital role in promoting and developing tourism and hospitality in Jammu and Kashmir, is correct because the mean score for "Promotion can play strong role in tourism and hospitality" is 6.50, as shown in Table 5. This indicates that the vast majority of respondents strongly feel that the query "PROMOTION CAN PLAY" plays a vital role in promotion of tourism products and services at the destination.

Table 4. More promotional activities are needed to develop the tourism industry in Jammu and Kashmir

Scale	Strongly Agree (7)	Agree (6)	Fairly agree (5)	Neither agree nor disagree (4)	Fairly disagree (3)	Disa-gree (2)	Strongly disagree (1)	Total
Respondents								
No. of respondents	27	03	01	03	01	01	02	38
Percentage of Respondents	71.05	7.89	2.63	7.89	2.63	2.63	5.26	100

According to Table 5, the average score for "need of more promotional activities in order to promote the destination and development of Jammu and Kashmir" is 6.07, which indicates that the vast majority of respondents believe that there is an urgent need for promotional activities in Jammu and Kashmir in order to develop the area as a tourism destination.

According to Table 5, the average score is 4.28, indicating that their marketing strategy is insufficient. However, when asked if they think promotional spending is enough, respondents gave a mean score of 4, indicating that they think more promotional efforts are required for the growth of tourism in Jammu and Kashmir. This seemingly contradictory finding has a reasonable explanation: if the budget for promotional activities is almost enough, then more promotional measures may not be necessary.

At the conclusion of the survey, participants were given the opportunity to provide their own ideas and advice for boosting Jammu and Kashmir's profile as a tourist destination in India and beyond. Some of the recommendations focused on steps that may be implemented to make the area more appealing to visitors from all over the world.

More time and resources should be spent on the creation and upkeep of the many different kinds of interactive tourism websites, and more actors in the tourism industry should sign contracts with international tour operators and consultants. Executives from the Jammu and Kashmir Tourism Development Organization have made the following recommendations: • New attractions, products, and services should be developed at various destinations; • Heritage sites should be properly maintained and conserved; • Systematic promotional activities should be implemented; • An attractive web site should be designed, implemented, and maintained to provide up-to-date information for potential visitors; • Sufficient funds should be allocated by the government.

Table 5. Respondents' opinion on promotional activities of Jammu and Kashmir tourism

Factors	Number of frequency							Mean score
	Strongly Agree (%) (7)	Agree (%) (6)	Fairly agree (%) (5)	Neither agreed nor disagreed (%) (4)	Fairly disagree (%) (3)	Disagree (%) (2)	Strongly disagree (%) (1)	
Promotional expenditure is sufficient	05 13.15	03 7.89	03 7.89	18 47.3	00 00	03 7.89	06 15.7	4.0
Promotion can play strong role in tourism	26 68.42	06 15.78	05 13.15	01 2.63	00 00	00 00	00 00	6.50
Effectiveness of promotion undertaken	03 7.89	04 10.5	08 21.05	16 42.10	03 7.89	01 2.63	03 7.89	4.28
Need more promotional activities	27 71.05	03 7.89	01 2.63	03 7.89	01 2.63	01 2.63	02 5.26	6.07

Tourism and Infrastructure Development

Better infrastructure paves the way for more tourism-related activities, so the two industries are intrinsically linked. Inadequate facilities are a major contributor to the tourism industry's slow growth. The development of infrastructure entails the construction of functional buildings, the improvement of sanitation, the expansion of available intake during peak times, and the training of sufficient human resources.

Projection of infrastructure requirement in J&K

Table 6: Required infrastructure, 2015-2020

Year	Hotels	Guest Houses	Transport (Buses / Taxis)
2015	1715	1607	38178/16226
2020	3018	3023	60462/25697

It is not enough to simply meet the above requirements; existing tourist attractions must be well-maintained if they are to continue attracting visitors.

The average number of international visitors to India, Kashmir Valley, and Ladakh from 2006-2016 is shown in Table as 6374534.18, 26829.27, and 34465.09. When compared to the Kashmir Valley, Ladakh receives a larger proportion of the country's foreign tourist arrivals. Compared to Kashmir Valley, Ladakh attracted 0.32 percent more international visitors in 2008, 0.42 percent more in 2014, and 16.1 percent more in 2016. It also demonstrates that Ladakh, on average, accounts for 0.12 percentage points more of the nation than Kashmir Valley does. The Valley's tourist arrivals have been shown to have the smallest standard deviation compared to those of Ladakh's international visitors. From this, we can infer that over the time period under consideration, FTAs in Ladakh were more robust than those in Kashmir valley.

Table 7 Descriptive Statistics of a Share of Tourist Arrivals from India

Tourist arrival	N	Minimum	Maximum	Mean
Foreign Tourist Arrivals in India	11	4447167.00	8804411.00	6374534.18
Foreign Tourist Arrivals in Kashmir	11	20009.00	37166.00	26829.27
Foreign Tourist Arrivals in Ladakh	11	22115.00	59305.00	34465.09
%Share of Kashmir	11	.27	.56	.42
% Share of Ladakh	11	.37	.77	.54

Table 8 Descriptive Statistics of a Share of Tourist Arrivals From J&K

Tourist arrival	N	Minimum	Maximum	Mean
Foreign Tourist Arrival in J&K	11	46087.00	86477.00	61473.27
Foreign Tourist Arrivals in Kashmir	11	20009.00	37166.00	26829.27
Foreign Tourist Arrivals in Ladakh	11	22115.00	59305.00	34465.09
% share of Kashmir	11	31.42	54.02	44.22
% share of Ladakh	11	46.0	70.8	55.73

Table 8 shows that between 2006 and 2016, the average number of international visitors to India, Kashmir Valley, and Ladakh was 61473.27, 26829.27, and 34465.09. When compared to the Kashmir Valley, Ladakh receives a larger proportion of the state's international visitors. When compared to Kashmir Valley, Ladakh attracted 37.16 percent more tourists in 2014, 49 percent in 2015, and 40 percent in 2016. It demonstrates that Ladakh typically accounts for 11.52 percent more of the state than Kashmir Valley does. The Valley's tourist arrivals have been shown to have the smallest standard deviation compared to those of Ladakh's international visitors. From this, we may infer that for the time period under consideration, FTAs in Ladakh were more robust than those in Kashmir valley. This means that both at the national and state levels, the proportion of international visitors to Kashmir Valley is relatively small. In 2014, Ladakh attracted 0.42 percent more tourists than Kashmir Valley did. In 2015 and 2016, Ladakh attracted 1.13 percent and 0.16 percent more tourists than Kashmir Valley did. In 2014, 37.16% more tourists visited Ladakh than Kashmir Valley. In 2015 and 2016, that number grew to 49%.

PROBLEMS IN THE TOURISM INDUSTRY

The tourism business is worth billions of dollars and attracts more people than any other tertiary sector. All the businesses and organizations that work together to serve tourists are part of the tourism industry. Tourism is the sum of the businesses and activities that offer visitors with a variety of services while they are away from home, such as transportation, lodging, dining, shopping, sight-seeing, amusement, business, and hospitality. Products for the tourist industry include everything listed here. There are three elements that might be thought of as fundamental to the tourism industry. Transportation, location, and lodging are the three cornerstones of every successful tourist venture. As a result, if there was an issue in any of these areas, it would hurt the state's economy and the Kashmir valley's tourism industry. Considering the massive role that tourism can play in stimulating an economy, it's vital that we draw attention to the issues that discourage large numbers of tourists from visiting the Kashmir valley.

A. Problems of Peace and Security

Disruption, violence, and political insurgency are among the most pressing issues facing any tourist destination in the world today.

B. Infrastructural Problems

Accessibility Issues Travelers prefer a relaxing and stress-free vacation. In this context, "good" means that there is a reliable system of transportation in place.

Problems of Accommodation: Important in the travel industry, it serves as a hub. Hotels are essential for tourists and travellers who need a safe place to sleep, store their belongings, and shower.

Problems of Amenities: It alludes to the ways in which the destination's amenities cater to visitors.

Problems of Attractions: Many people plan vacations for the sole purpose of sight-seeing. Natural attractions, man-made attractions, cultural attractions, and social attractions are the four broad categories into which tourist hotspots may be broken down.

CONCLUSION

The state is well-equipped to handle almost any kind of tourism thanks to its wide range of offerings. The term "tourism" refers to the practice of visiting and staying in a foreign location for less than a whole year on account of pleasure, business, or any other reason. In addition to being one of India's most well-liked ski towns, Gulmarg is also the site of the world's highest green golf course. With this research, we want to better understand the marketing strategies used by hotels and other travel companies, as well as to assess the contribution of these efforts to the growth of the tourist sector. We will also analyse the challenges that this sector must overcome. Our research found that hotel and tourism businesses in Jammu and Kashmir made extensive use of a wide range of marketing channels and activities, including print media, broadcast media, and online platforms.

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