ABSTRACT

"Agar firdous baroye zameen ast, hami asto, hami asto hami ast" - Amir-e-Khusru Dehlvi

If there is paradise on earth, it is here, it is here, it is here.

Tourism is considered back bone of Jammu and Kashmir economy. World over tourism in modern era is considered one of the main avenue of employment generation, economic development, cultural exchange etc. Different tourist centres has different attraction like heritage, pilgrimage, infrastructure, natural beauty, etc. But Jammu & Kashmir has combination of all the attraction from natural beauty, pilgrimage heritage, cultural, handicraft. Jammu & Kashmir was a popular attraction in ancient times as well. It was also one the important destination of silk route. Jammu & Kashmir was attraction of almost all the ruler like Mugals, Sikhs, Britishers, and Afghans etc. Mugals were so found of Kashmir that they constructed Mugals Road from Delhi to Srinagar. The Mugals Gardens of Kashmir are testimony of their love for Kashmir.

Tourists both foreign and domestic who visit Jammu and Kashmir were satisfied with the hospitality of the native. Jammu and Kashmir is the symbol of the culture, Heritage and adventure, but proper marketing of tourism product is not satisfactory which need of an hour. The places, the temples, the river, the adventure spots, parks and the tranquil environment of Jammu and Kashmir are highly appreciated by the tourist. Although they feel quite satisfied with their Jammu & Kashmir visit but still a gap exists between their expected and perceived services. One of the reasons for this gap has been identified as non-availability of tourism area packages, improper interpretation facilities, non-availability of adequate information on official web site and non-availability of quality souvenirs. Based on this identification recommendations have been offered for eliminating the gap. This may result in tourist delight and an increase in tourist satisfaction at Jammu & Kashmir and ultimately into socio-economic development of the state.

Keywords: Firdous; Souvenirs; Mugals; Tranquil; Eliminating; Heritage

INTRODUCTION

Holidays can be defined as there where all travel accommodation and a substantial amount of food and drink, together with activities such as entertainment, trips or sports coaching are included in a pre-paid price while booking. The all-inclusive holiday concept was first introduced in the 1940s and later re-emerged in 1930s at its inception; the all-inclusive concept was a fundamentally different holiday where a guest had to carry no form of currency, paper, coin or plastic to a hotel. The general objective of this research is to analyze the holiday satisfaction concept in Jammu region. To achieve this study used four specific objectives to profile the application of holiday practices, assess service delivery versus customer expectation identify important attributes to customer delight and assess relationship
between customer delight and customer loyalty. The study reviewed literature in the holiday’s concept across whole Jammu.

Customers want value. Value is directly linked to customer beliefs, which are deep seated and both emotionally and logically rooted. Beliefs directly influence behaviour. Satisfaction on the other hand, is linked to attitudes and opinions which easily change. Thus the tourist satisfaction is directly linked with the availability of infrastructure at the destination. Improvement of holiday satisfaction depends upon the development of whole tourism industry. On the other hand tourism marketing is an integrated effort to satisfy the tourist. It is an effort to make possible a harmony between the tourist and tourist organizations interests. Marketing helps the tourist organizations in establishing an effective communication system with actual and potential tourists. Tourism has certain basic components without which it cannot operate. Although tourism consists of various products, three of these may, however, be considered to be the basic. These three basic products of tourism are transport, locale and accommodation. A tourist, in order to get to his destination, has to travel and, therefore, some mode of transport is necessary for this. The locale may include a holiday destination and what it offers to the tourist. The holiday destination may offer natural attractions like snow capped mountains, scenic beauty or sporting facilities and so on. Accommodation is another basic product, which is essential for providing food and rest. Tourism and transportation has long been recognized as an engine of growth for long-term economic growth and development. This industry is considered as a great source of foreign exchange earner for many developing countries, who considered natural resources as their major assets.

LITERATURE REVIEW

It has been said rightly by (Batra and Chawla, 1995) in their study that travelling stimulates an increased interest in tourism. The decision of a holidaymaker to go for a particular destination is basically influenced by its comparative advantage in terms of attractiveness over the competing destinations. The applications of marketing principles in the tourism industry are meant for the formulation of marketing mix on the basis of the users” behavioural profile. For the successful execution of marketing strategies or for translating the strategies into the meaningful purposes, it is essential to have a detailed knowledge of the changing behaviour of users of services in order to satisfy them. In the recent years tourists have become more demanding and discriminating. To keep pace with the changing tourists” needs and wants marketers have to identify ways to improve their products in order to satisfy the customers who are the king of the market.

Banasree Dey and M.K. Sharma (2006) re-examined the research done so far on segmentation of eco-tourists. According to them one important parameter of eco-tourists market segmentation that is receiving increased attention is the concept of a hard-to-soft spectrum that allows for identification of „hard” and „soft” ideal types based on the characteristics such as environment and ecotourism-related behaviour and attitude. The study found some empirically derived eco-tourist typologies that allow for the identification of hard and soft ideal types at either pole of an ecotourism spectrum have been mentioned. Also a few segmentation variables used to classify eco-tourists have also been identified.

Pekka Mustonen and Antti Honkanen (2007) examined perceived tourism behaviour and desire to travel. The study is based on postmodern theories which state that instead of demographics, social divisions are based on identity and lifestyle. In their article the effects of these both were also examined. Analysis was based on two nationwide surveys, “Finland 1999 and Finland 2004” the results were somewhat parallel with the hypothesis. Further the study concludes that the effects have remained quite stable regardless of the finding that “desire to travel more” has increased while “perceived tourism behaviour” has increased.

S.P Bansal and Prashant Kumar Gautam (2007) investigate the issue of travelling choice of tourists. The study highlights the leisure ladder model and allocentric/ psychocentric personality characteristics of the tourist at the time of choice of different destinations. The study reached to the conclusion that it
is the tourist behaviour, which is responsible for the destination choice. However, some experiences, some economic implications as suggested by various traditional demand theories cannot be ignored.

Yogesh Dubey and Alark Saxena (2007) examined tourist perception for future development in selected tourism sites in Madhya Pradesh that come under three tourist circuits’ panna circuit, Bhopal circuit, and Indore circuit. A total of 37 sites were surveyed in these circuits. In the study the sites were evaluated on the basis of their limitations the sites present to the tourist. The results of the study helped evolve strategies to improve upon the bottlenecks.

Vinay Chauhan and Suvidha Khanna (2007) attempted to investigate the satisfaction of the tourist’s vis-à-vis the tourist infrastructure which includes accommodation, transportation, communication, drinking water, and civic amenities available in the Jammu and Kashmir. The study is based on survey where 100 tourists were considered who visited the various tourist centres of Jammu and Kashmir. The research suggested measures to improvise the available infrastructure to enhance the tourist satisfaction.

Adarsh Batra and Panrawee Na Lamphoon (2008) investigate the difference in the perception of tourist’s behaviour. The overall objective of the research was to investigate the difference in the perception of tourists and locals towards the selected dimensions” of eco-tourism. A sample survey method was used, with a structured questioner as the research instrument, at Amphawa Community Samutsongkram province. Further the research indicated that tourist and locals share no different perceptions both of them are willing to promote ecotourism of the community.

It is extremely important to take into account the way a tourist feels about the destinations they visit. The planning process can take inputs from the findings of the perceptions of the tourists in developing a site further so as to either attract more tourists or make a site viable for sustained tourism. Different kinds of tourists reach a particular destination with a specific objective and if the objective is not fulfilled the tourist may not like to visit the site again or recommend the site to others. A tourist destination ideally should fulfil the expectations of the tourist including tourism products and market. Tourist perception of the site can be a key to developing that site further and can also enhance the overall planning and decision-making process. Each tourist destination could be engineered in the way that it can fulfil most of the aspirations of the visiting tourist.

OBJECTIVE OF THE STUDY

1. To study the satisfaction of the tourists towards the tourism products available in Jammu.
2. To suggest ways and option to improvise the satisfaction of the tourists visiting the destination
3. To study the effectiveness of the tourism market in the state.

Universe of the Study


Sampling Plan

Selection of Regions

The Jammu region consists of nine destinations in circuit -2, all nine attracting tourists because of their unique special features. Hence all nine destinations viz. Lakhanpur – Basoli – Surinsar – Mansar – Jammu – Katra –Shivkhori – Shud Mahadev – Patnitop were selected for undertaking the survey.

Sampling Frame

Sampling frame constituted the nine destinations in circuit -2 of Jammu region and the various stakeholders, directly or indirectly associated with the Tourism industry in Jammu.
RESEARCH METHODOLOGY

The Survey instrument was self administrated structure questionnaires entitled "Holiday Satisfaction of the tourist visiting Jammu". This was distributed and collected from 125 tourists who visited the various tourist centre of Jammu. The questionnaires is designed to find out demographic profile of the visitors, their satisfaction regarding the accommodation, transportation, public utilities attractions and other activities available in the state. The process of research starts with the collection of data. Primary as well as secondary, both the methods of collection are used in the study. With the backdrop, the present study aims at achieving the following objectives:

Primary Data: Primary data will be collected which is based on the structured questionnaires titled "Holiday satisfaction of the Tourist visiting Jammu" by Tribe and Sanith (1998) which will be collected at various tourist destinations of Jammu. The questionnaires consist of two parts. The first part consists of Demographic Profile and the second part consists of 33 statements evaluation Holiday Satisfaction which is on 5 point rating scale. The respondents will be the tourists visiting Jammu.

Secondary Data: The secondary data will be based on the newspapers, magazines, books booklets, brochures, journals etc. The analysis of the data was made with the help of various statements and geographical tools like mean, pie-charts etc.

LIMITATIONS OF THE STUDY

- Some of the conclusions are based on the estimates, assumptions, observations and informal interviews.
- Sample size remains medium and the margin of error associated with it could creep in to influence the inferences drawn in this study.

History and Overview of Jammu

According to ancient history the King Jambu Lochan discovered this area while on a hunting trip. Jammu is situated close to the Shivalik ranges on the banks of the Tawi River. This tourist destination lies at a height of 305 meters above the sea level. Tours to Jammu must include a trip to the important tourist destinations in and around Jammu. These include travel to the Vaishno Devi temple, the Raghunath Mandir, the Dogra Art gallery and the Amar Mahal Palace. The most frequented and important is the Mata Vaishno Devi shrine. Tours and Travel to the panoramic region of Jammu offer you an opportunity to visit the Buddhist monasteries. The monks living in these monasteries along with the local people who live in the nearby regions have a distinct lifestyle of their own. Jammu serves as a base for those who trek to Kargil and for pilgrims to Vaishno Devi. Travel packages to Jammu invariably include trekking trips for both amateurs and professionals. Tours to the Amar Mahal Palace situated near Ramnagar is a special treat for tourists who travel to Jammu, as it showcases Pahari paintings and other ancient artifacts that shed light on the lifestyle of the rulers of Kashmir. The Dogra rulers patronized the Pahari paintings in ancient Jammu. This travel destination was the residential palace of Raja Amar Singh at one point of time in history. Jammu is popular among tourists for its water sports, especially rafting and canoeing. Other adventure sports for tourists are mountaineering and trekking. Water sports are a special attraction to those who travel to Kashmir on holiday tours and most tour packages offer facilities for these outdoor activities. The museum also has the hand written Persian manuscripts of the Shahnama and Sikandernama. The palace was once the royal residence of the Dogra kings. Built as a group of buildings around a courtyard, the palace has a commanding view of river Tawi on one side and the city on the other.

Circuit 2: Lakhanpur – Basoli – Surinsar – Mansar – Jammu – Katra – Shud Mahadev – Patnitop This circuit covers a distance of approximately 444 kms with Lakhanpur as an
entry/exit point. The circuit is well connected by road (NH-1D) and can be covered in duration of five days. A brief description of the tourist circuit has been given below.

**Lakhanpur:** Lakhanpur is popularly known as the gateway to the Indian state of Jammu and Kashmir. The town is located in Kathua district and is about 90 kms south-east of Jammu. There are many places of much historical importance in and around Lakhanpur which includes Bani & Basholi. There are also many interesting tourist spots in the region.

**Basoli:** Located 147 kms south-east of Jammu, Basoli is a tourist destination with natural scenic beauty which is famous for its unique Pahari art. It represents the cultural heritage and traditional legacy of the region.

**Surinsar:** Surinsar is known for its natural beauty of the crystal water lake, bound on all sides by the rising hills thick in forest cover. It is situated at a distance of 42 kms from Jammu and is well connected by road.

**Mansar:** Mansar is situated 62 kms away from Jammu and is well known for its natural beauty fringed by forest-covered hills. Apart from being a picnic spot, Mansar Lake has significant religious importance.

**Jammu:** Renowned as city of temples with attractive surroundings, Jammu is a destination located at the foot hills of Himalayas and is the winter capital of the state. The city is known for its ancient temples, imposing palaces and historically renowned places.

**Katra:** Katra is a small town located 48 kms north of Jammu, at a height of approximately 750 meters. It is the gateway to the holy shrine of Vaishno Devi.

**Shivkhori:** Shivkhori is located in Ransoo village which is about 140 kms from Jammu. It is a Hindu cave shrine devoted to lord *Shiva*, where devotees flock in large number during peak season.

**Shud Mahadev:** Shud Mahadev is situated about 120 kms from Jammu. It is believed to be 2800 years old. The temple of Sudh Mahadev houses a natural black marble Lingam, the Trident (Trishul) of Lord Shiva and mace believed to be that of Bheema, one of the five legendary Pandava brothers.

**Patnitop:** Patnitop located about 110 kms north-east of Jammu, is mainly famous for its many adventure spots. There are options available for skiing, paragliding, golfing and trekking in Patnitop. The water springs in the region are also a major tourist attraction.

**Table-1** The study is limited to the tourist satisfaction to destination and the total of 125 respondents who travelled from various places of India to Jammu has been approached for the same.
Table 1. Shows the demographic profile of the respondents

<table>
<thead>
<tr>
<th>S. No</th>
<th>Description</th>
<th>No. of respondents</th>
<th>% Age of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>70</td>
<td>56%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>55</td>
<td>44%</td>
</tr>
<tr>
<td>2.</td>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Age Below 20</td>
<td>19</td>
<td>15.2%</td>
</tr>
<tr>
<td></td>
<td>20-40</td>
<td>62</td>
<td>49.6%</td>
</tr>
<tr>
<td></td>
<td>40-60</td>
<td>28</td>
<td>22.4%</td>
</tr>
<tr>
<td></td>
<td>Above 60</td>
<td>16</td>
<td>12.8%</td>
</tr>
<tr>
<td>3.</td>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Service</td>
<td>32</td>
<td>25.6%</td>
</tr>
<tr>
<td></td>
<td>Students</td>
<td>22</td>
<td>17.6%</td>
</tr>
<tr>
<td></td>
<td>Business</td>
<td>23</td>
<td>18.4%</td>
</tr>
<tr>
<td></td>
<td>House-wife</td>
<td>19</td>
<td>15.2%</td>
</tr>
<tr>
<td></td>
<td>Professional</td>
<td>29</td>
<td>23.2%</td>
</tr>
<tr>
<td>4.</td>
<td>Marital Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Single</td>
<td>33</td>
<td>26.4%</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>92</td>
<td>76.6%</td>
</tr>
<tr>
<td>5.</td>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Illiteracy</td>
<td>5</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>Primary</td>
<td>5</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>Secondary</td>
<td>13</td>
<td>10.4%</td>
</tr>
<tr>
<td></td>
<td>High School</td>
<td>21</td>
<td>16.8%</td>
</tr>
<tr>
<td></td>
<td>College</td>
<td>44</td>
<td>35.2%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>37</td>
<td>29.6%</td>
</tr>
</tbody>
</table>

Source: Self Study

Gender

56% of the respondents were males and rest 44% were females.

Age group

Almost 49.6% respondents were between 20-40 years of age group and 22.4% were between the age group of 40-60 falling 15.2% of the respondents were below 20 and 12.8% of the respondents were above 60.
Occupation
About 25.6% of the respondents were from service, 17.6% of the respondents were students, 18.4% of the respondents were for business profession, 15.2% of the respondents were housewives and the maximum 23.2% of the respondents were professional.

Marital status
Most of the respondents 73.6% were married and rest 26.4% were single.

Education
And almost 4% of respondents were illiterate and 4% of respondents were acquire primary education, almost 10.4% were secondary education, 16.8% of respondents were high school education 35.2% of
respondents were the people who are complete their college education, 29.6% are the respondents belongs to other type of education. The minimum respondents were from illiteracy and primary education.

**Demographic Profile of the Respondents :-**

<table>
<thead>
<tr>
<th>Education Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiteracy</td>
</tr>
<tr>
<td>Primary</td>
</tr>
<tr>
<td>Secondary</td>
</tr>
<tr>
<td>High Secondary</td>
</tr>
<tr>
<td>College</td>
</tr>
<tr>
<td>Others</td>
</tr>
</tbody>
</table>

![Pie chart showing the distribution of education levels among respondents.]

Table 2. Showing the mean score of the respondents N-125

<table>
<thead>
<tr>
<th>S. No</th>
<th>Parameters</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The climate would be pleasant</td>
<td>4.40</td>
</tr>
<tr>
<td>2.</td>
<td>I would be able to see the architecture</td>
<td>2.90</td>
</tr>
<tr>
<td>3.</td>
<td>I would be able to relax on hills</td>
<td>3.11</td>
</tr>
<tr>
<td>4.</td>
<td>I would be able to rent a bicycle or motor-cycle and go sight seeing</td>
<td>2.55</td>
</tr>
<tr>
<td>5.</td>
<td>There would be crowding at attractions</td>
<td>2.52</td>
</tr>
<tr>
<td>6.</td>
<td>I would feel safe while travelling</td>
<td>3.08</td>
</tr>
<tr>
<td>7.</td>
<td>I would be able to visit archaeological ruins</td>
<td>2.89</td>
</tr>
<tr>
<td>8.</td>
<td>There would be many beggars and street vendors</td>
<td>3.06</td>
</tr>
<tr>
<td>9.</td>
<td>I would be able to visit different borders/other sites</td>
<td>3.02</td>
</tr>
<tr>
<td>10.</td>
<td>There would be lack of public toilet facilities</td>
<td>3.16</td>
</tr>
<tr>
<td>11.</td>
<td>I would be able to cruise/boat on river</td>
<td>2.93</td>
</tr>
<tr>
<td>12.</td>
<td>I would be able to visit ethnic minority people</td>
<td>2.58</td>
</tr>
<tr>
<td>13.</td>
<td>Food and beverages would be cheap.</td>
<td>3.25</td>
</tr>
<tr>
<td>14.</td>
<td>Hotel staff would be friendly and courteous</td>
<td>2.95</td>
</tr>
<tr>
<td>15.</td>
<td>I would be able to go trekking or backpacking</td>
<td>3.09</td>
</tr>
<tr>
<td>16.</td>
<td>I would be able to buy cheap artifacts</td>
<td>2.74</td>
</tr>
<tr>
<td>23.</td>
<td>I would be able to visit historic sites</td>
<td>3.09</td>
</tr>
<tr>
<td>24.</td>
<td>I would have to be careful about what I eat and drink</td>
<td>2.85</td>
</tr>
<tr>
<td>25.</td>
<td>Phoning homes or using internet would be easy</td>
<td>2.90</td>
</tr>
<tr>
<td>26.</td>
<td>I would be able to mix and talk with local people</td>
<td>3.10</td>
</tr>
<tr>
<td>27.</td>
<td>Changing money would be difficult</td>
<td>2.90</td>
</tr>
<tr>
<td>28.</td>
<td>I would be able to sample food and drink</td>
<td>3.00</td>
</tr>
<tr>
<td>29.</td>
<td>I would be able to shop in local markets</td>
<td>3.00</td>
</tr>
<tr>
<td>30.</td>
<td>There would be pollution in the cities</td>
<td>2.92</td>
</tr>
<tr>
<td>31.</td>
<td>I would be able to use local transport</td>
<td>3.00</td>
</tr>
<tr>
<td>32.</td>
<td>I would be able to visit museum</td>
<td>3.90</td>
</tr>
<tr>
<td>33.</td>
<td>visiting the place would be difficult</td>
<td>3.42</td>
</tr>
</tbody>
</table>
from table 2 it can be concluded that tourist believe that climate would be pleasant (4.40), tourist would able to use local transport (3.90), tourist believe that visiting the place would be difficult (3.42), tourist believe that food and beverages would be cheap (3.25), tourist believe that it would be able to visit mountains regions (3.19), tourist believe that there would be lack of public toilet facilities (3.16), tourist believe that it would be able to relax on hills (3.10), tourist would be able to mix and talk with local people (3.10), tourist would be able to visit historic sites (3.09), tourist would be able to go for trekking and backpacking (3.09), tourist would feel safe whilst travelling (3.08), tourist found many beggars and street vendors (3.06), tourist believe that rooms would be well equipped (A.C. telephone) (3.04), tourist would be able to visit different borders/other sites (3.02), tourist would be able to sample local food and drink (3.00), tourist would be able to shopping in local market (3.00), tourist would be able to used local transport (3.00), tourist would have difficulty obtaining cash from credit card or ATM (3.00), tourist believe that hotel staff would be friendly and courtesies (2.95), tourist would be able to cruise/boat on a river (2.93), tourist would feel pollution in the cities (2.92), tourist would feel changing money would be difficult (2.92), tourist would be able to see the architecture (2.90), tourist believe that phoning home or using internet would be easy (2.90), tourist would be able to visit archaeological ruins (2.89), tourist would be able to visit religious sites and temples (2.85), tourist would be careful about what they eat and drink (2.85), tourist would be able to witness traditional music and dance (2.79), tourist would be able to buy cheap artifacts (2.74), tourist would be able to visit national park and reserves (2.68), tourist would be able to visit ethnic minority people (2.58), tourist would be able to rent a bicycle or motorcycle and go for sightseeing (2.55), there would be crowding at attractions.

**SWOT Analysis**

Based on the opinion survey/interviews of the domestic as well as foreign tourists on the basis of that SWOT analysis has been carried out to find more about the strengths, weaknesses, opportunities and threats to the jammu province.

**Strengths:-**

- Jammu is a summer capital for Jammu and Kashmir State, which is very rich in terms of its tourist attractions
- Jammu is blessed with immense natural beauty. Majority of the tourists visit for its breath taking and inspiring natural beauty.
- Jammu is very popular among the tourist who comes for Holiday and adventure purpose.
- Jammu is known as city of temple a land of culture, fairs, and festivals, centres for pilgrimage.
- Jammu is an upcoming destination for holiday tourism because of their well connectivity with national capital Delhi and other metropolitan cities of the nation.
- Jammu is rich in flora and fauna, which is diverse as well as rare, cannot be found in other part of the nation.
- Jammu is an ideal location for eco-tourism. Eco-tourism includes trekking, natural walk and so on, DKG in Rajouri district of Jammu province is the best example.
- Gujjars and Bakerwals is a tribe in Jammu and Kashmir state their culture and flock lore are another Strength for Jammu and Kashmir tourism as a heritage wealth.

**Weakness:-**

- The quality of facilities and services at the tourist places are not up to the mark.
- There is less marketing in India as well as abroad, this is cited as the major weakness prevailing Jammu and Kashmir Tourism Industry.
Jammu is not being projected as a land of all seasons.
Condition of roads in the rural areas of Jammu is bad.
Parking problem is seen at its worst during the peak tourist season.
No special tourism policy and plan for engaging tourism professional.
Lack of trained, professional guides.
Jammu being a hilly state has a very fragile eco-system, which gets disturbed during the tourist season with the growing menace of pollution and traffic congestion. Increasing in tourist traffic means putting much pressure on the already strained resources.
Limited availability of tourist information offices, especially in the tourist generating markets, poses a problem, create dissatisfaction among the tourists.

Opportunities:-
- There is a scope to develop Wild life and heritage tourism in Jammu and Kashmir because it is rich in flora and fauna and it was one favourite places of Mughal density so that it’s become quite popular among foreign tourists.
- Pilgrimage tourism is fast gaining popularity among the tourists, who want to enjoy their vacation in the serenity of the hills.
- People are more enthusiastic to experience the thrill of adventure sports.
- Tourism has provided an opportunity for the local craftsmen to make handicrafts articles. This has ensured a steady flow of income for them as well as a mean of preserving our heritage.
- The new breed of tourists likes alternate form of accommodation like staying as a paying guest with the local people. On the one hand it provides them with an opportunity to have firsthand experience of the native culture and customs and on the other hand it does not pressurize the natural and the government resources. This also ensures community approach towards tourism.
- Special events like handicrafts fair, exhibition and sports events can be organized in Jammu.
- Jammu has the potential to develop as a conference and convention centre.
- Companies should be encouraged to organize conference and conventions, which can become pleasure cum business trips for the executives.

Threats:-
- Terrorist activities everywhere in the state have an adverse impact on the domestic and international tourist inflow.
- Lack of proper hygiene and sanitary conditions in the state are proving to be a bane for the tourism.
- Publicity in the media regarding religious riots and agitations also pose a threat.
- Growing population is posing a threat to the state. To accommodate this growing population, more and more trees are being cut. The main tourist attraction areas are turning into a concrete jungle.
- Rise of pollution and traffic congestion. Walking in the hills was once considered a norm rather than exception but the increasing number of vehicle is now choking the lungs of the hills. This trend is adversely affecting the tourism industry of the state.

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Limited availability of tourist information offices, especially in the tourist generating markets, poses a problem, create dissatisfaction among the tourists.

Opportunities:-
- There is a scope to develop Wild life and heritage tourism in Jammu and Kashmir because it is rich in flora and fauna and it was one favourite places of Mughal density so that it’s become quite popular among foreign tourists.
- Pilgrimage tourism is fast gaining popularity among the tourists, who want to enjoy their vacation in the serenity of the hills.
- People are more enthusiastic to experience the thrill of adventure sports.
- Tourism has provided an opportunity for the local craftsmen to make handicrafts articles. This has ensured a steady flow of income for them as well as a mean of preserving our heritage.
- The new breed of tourists likes alternate form of accommodation like staying as a paying guest with the local people. On the one hand it provides them with an opportunity to have firsthand experience of the native culture and customs and on the other hand it does not pressurize the natural and the government resources. This also ensures community approach towards tourism.
- Special events like handicrafts fair, exhibition and sports events can be organized in Jammu.
- Jammu has the potential to develop as a conference and convention centre.
- Companies should be encouraged to organize conference and conventions, which can become pleasure cum business trips for the executives.

Threats:-
- Terrorist activities everywhere in the state have an adverse impact on the domestic and international tourist inflow.
- Lack of proper hygiene and sanitary conditions in the state are proving to be a bane for the tourism.
- Publicity in the media regarding religious riots and agitations also pose a threat.
- Growing population is posing a threat to the state. To accommodate this growing population, more and more trees are being cut. The main tourist attraction areas are turning into a concrete jungle.
- Rise of pollution and traffic congestion. Walking in the hills was once considered a norm rather than exception but the increasing number of vehicle is now choking the lungs of the hills. This trend is adversely affecting the tourism industry of the state.
Over-reliance on the well-worn international and domestic markets.

Adverse socio-culture and environmental impacts.

This present study has spoken about the tourist satisfaction towards tourism products and markets in Jammu. It has done so in the light of the literature on increased volume and flexibility of travelling activities due to one or the other reason. The competitive environment in the current scenario is increasing the need to travel. It is clear that attention is on the tourism products and markets of Jammu. As consumer satisfaction is directly related with the quality of services of service industries hence, they are prime stakeholders. Indian as well as Jammu and Kashmir tourism has become a global phenomenon and a pertinent branch of knowledge. At the same time any one step towards its development would be helpful in the economic growth in the global context. However, this field has got an exclusive among the researchers and organizations that are making efforts to collect relevant data. If the factors, which are responsible for the growth and development of tourism industry, are taken care of, then this industry will become the maximum revenue generating industry among all other service industries.

CONCLUSION AND RECOMMENDATIONS

To promote and market Jammu and Kashmir tourism products at national and international level to make Jammu and Kashmir a global tourism destination, the promotion and marketing is a most important component for the development of tourism. As of now we do not have any marketing plan or strategy. Consequently our marketing is almost nil.

The first issue of this study is needed to reconsider the usual structure of holiday satisfaction surveys, for a number of reasons. First of all, because there types of surveys primarily focus on the positive attributes of the destination, which are usually associated with the very reasons that spur the tourist to select the destination. The result of study the destination, the result of study illustrate that tourists evaluate the attributes of a destination differently. The discrepancies detected between the tourists "Positive" and "negative" evaluation point to the need for further research. With this study one thing is clear, that tourism infrastructure is a broader concept, which encompasses basic, as well as supportive facilities required to cater the needs of the tourists. Due to lack of infrastructure growth of tourism in Jammu remains effected. For the analysis simple statistical methods such as percentage, average has been used in the study. Also the use of Bar-graphs, pie-charts, etc., has been made.

REFERENCES


