

ROLE OF PRIVATE ORGANIZATIONS IN PROMOTING DESTINATIONS NEAR BY VAISHNO DEVI SHRINE

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ABSTRACT

The destinations serve both tourists and the natives. Some destinations help each other to grow up. Host population and the intermediaries (Travel Agents, Tour operators, Hotels, Taxis etc.) have to play a very important role. This study shows about the role of Vaishno Devi that how it is helping nearby destinations which are unknown to the people before and these destinations are becoming famous among the people now days. Indeed, the study suggests that some dual-purpose destinations ought to consider a multiple positioning strategy to appeal to these different segments. Main-destination and through travelers come from different geographic areas, have different demographic profiles, and exhibit different behavior in the destination. The data for this study will be collected from host population and intermediaries engaged in pilgrimage tourism activities. The extent of involvement of Intermediaries in pilgrimage tourism of nearby destinations of Vaishno Devi is elucidated in this study. This research will be based on primary and secondary data. Primary data required for this study will be collected by interviewing the employees of the government and non- government bodies those are related with tourism of Jammu and Kashmir and Secondary data required for this study will be collected from different authentic source old records, newspapers, and official websites.

Keywords: Tourist, Intermediaries, Pilgrimage tourism, Katra.

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INTRODUCTION

Jammu is known as “The City of Temples”. That’s why the inflow of the tourist is more than other tourism in the state. According to the data more than 70% of tourists are coming for pilgrimage tourism in Jammu and Kashmir. Pilgrimage tourism offers tremendous opportunities for generating revenues, earning foreign exchange, and providing employment in Jammu and Kashmir. Today all countries of the world are striving to develop pilgrimage tourism in a big way. Destination marketing organizations should be formed in the line of western business model to guard the greater interest of destinations and stakeholders associated directly and indirectly in the promotion and development of destinations (Sampad, 2007). The visitor decision-making process about a destination can be a specific country, state or province, city, or a resort area. The visitor may apply various terms to define a destination whether it refers to one geographic area or a combination of several geographic areas. Regardless of how the term is applied, it is the consumer or visitor who defines a destination. From the perspective of the visitor or consumer, a destination is perceived as having appealing attributes, features, attractions, and services that would encourage the potential visitor to choose a destination for a leisure or vacation trip or other travel purposes. This paper will explore the phenomenon of pilgrimage tourism in the perspective of Vaishno Devi. The aim of this study is to determine, how one pilgrimage destination is helping to promote other nearby pilgrimage centers, and the opportunities, issues, and role of private organizations in promoting these nearby destinations. The infrastructural issues in pilgrimage sites of Jammu are dealt with in this paper, and it also covers the emerging challenges in pilgrimage tourism promotion in Jammu region.

Jammu and Kashmir is the northernmost state in India. In the seventeenth century the Mughal emperor Jahangir set his eyes on the valley of Kashmir. He said that if paradise is anywhere on the earth, it is here, while living in a houseboat on Dal Lake. "Gar firdaus, ruhe zamin ast, hamin asto, hamin asto, hamin ast." If there is ever a heaven on earth, it's here, it's here, it's here. Jammu city, officially called Jammu-Tawi, is the largest city in Jammu and the winter capital of Jammu and Kashmir. Jammu City is also known as "City of Temples" as it has many temples and shrines, it is a holy and peaceful Hindu city. It is the home to some of the most popular Hindu shrines, such as Vaishno Devi, Shivkhori, Nou Devi, Baba Dansar, Baba Jitoo, Peer Khow, and many more. Jammu is a pilgrimage tourism destination in India. Jammu has emerged as the main economic center of the state.

Katra is a small town a city of Jammu region, and it is popularly known as or Katra Vaishno Devi, which is the major pilgrimage centre of India Jammu and Kashmir situated in the foothills of the Trikuta Mountains, where the holy shrine of Vaishno Devi is located. It is located 42 km from the city of Jammu. A pilgrim is different from a tourist. For a tourist travel is an end in itself. For a pilgrim, travel is a means to an end. Pilgrims with pilgrimage tourism is one of the fastest growing tourism segments in the world. Not only has it become an important component of the Indian life style (Adrian Ivakhiv, 2003), but it also has had a profound impact on other peoples of the world and the environments in which they live. Pilgrimage tourism offers tremendous opportunities for generating revenues, earning foreign exchange, and providing employment in Jammu and Kashmir. Today all countries of the world are striving to develop pilgrimage tourism in a big way. (American Geographical Society). Destination marketing organizations should be formed in the line of western business model to guard the greater interest of destinations and stakeholders associated directly and indirectly in the promotion and development of destinations (Sampad, 2007).

The visitor decision-making process about a destination can be a specific country, state or province, city, or a resort area. The visitor may apply various terms to define a destination whether it refers to one geographic area or a combination of several geographic areas. Regardless of how the term is applied, it is the consumer or visitor who defines a destination. From the perspective of the visitor or consumer, a destination is perceived as having appealing attributes, features, attractions, and services that would encourage the potential visitor to choose a destination for a leisure or vacation trip or other travel purposes. The development of a destination marketing plan is usually the responsibility of a government tourism marketing and promotion organization and is based on a careful analysis of competition and market trends. Tourism destination marketing and influence the type of tourism products which are developed and promoted by the destination.

This paper will explore the phenomenon of pilgrimage tourism in the perspective of Vaishno Devi. The aim of this study is to determine, how one pilgrimage destination is helping to promote other nearby pilgrimage centers, and the opportunities, issues, and challenges faced by the tourist and intermediaries? The infrastructural issues in pilgrimage sites of Jammu are dealt with in this paper, and it also covers the emerging challenges in pilgrimage tourism promotion in Jammu region.

REVIEW OF LITERATURE

There are few researches have been carried out on topics related to my paper and I found few research papers and studies related to my topic. This section deals with the review of literatures related to both tourism and destination marketing since the current paper focuses on the Role of one destination in promoting other nearby destination. A pilgrim is different from a tourist. For a tourist travel is an end in itself. For a pilgrim, travel is a means to an end. Pilgrims with pilgrimage tourism is one of the fastest growing tourism segments in the world. Not only has it become an important component of the Indian life style Doron and Cohen-Hattab, Kobi, 2003 stated that pilgrimage tourism is growing day by day. According to them the share of pilgrimage tourism is 0.37% by India in the world. Dr. Sampad Kumar Swain (2007), suggested that “Destination marketing organizations should be formed in the line of western business model to guard the greater interest of destinations and stakeholders associated directly and indirectly in the promotion and development of destinations.” Claudia Liebelt (2010), stated that “Pilgrimage is considered as an ambassador of peace and international brotherhood. Tourism brings better understanding among different nations and civilizations”. According to School Of Travel Industry Management, University Of Hawaii (2002), “The destination must have a clear understanding of existing and potential market segments, as well as a clear understanding of the destination’s tourism product to ensure that the visitor’s expectations are being met”. American Geographical Society, according to them “Pilgrimage tourism offers tremendous opportunities for generating revenues, earning foreign exchange, and providing employment to localities. Tourism always play an important role in providing ”. Apart from devotional aspect, looked at from the broader point of view, pilgrimage involves sightseeing, travelling, visiting different places and, in some cases, voyaging by air or sea, etc., and buying the local memorabilia, almost everything a tourist does (Gupta 1999). Russell (1999) defines religious travel as “a journey to one or more sacred places, undertaken for religious motives”. Religious motivated travel has grown so significantly in recent years, involving millions of international travellers that some travel agencies and tour operators have began to specialize specifically in this form of travel (Olsen and Timothy 1999; Russel 1999; San Filippo 2001). The use of information and communication technology provides greater convenience and comfort to pilgrims by providing access to information. The technology element facilitates hassle free darshan to tourists, encourages the rate of repeat visits by managing the long wait hours and also information about other services, (Kanika, 2010).

In recent years, Shri Mata Vaishno Devi Shrine has become very popular destination among pilgrims. Pilgrimage Tourism to Vaishno Devi Shrine constitutes an important component of total tourism in Jammu and Kashmir and has contributed effectively to the growth and development of the place. Every year around 7 million pilgrims visit the Shrine which is influencing the socio-economic environment of the region and the present paper is throwing light on the economic impact of the Shrine related tourism. This paper is based on the methodology adopted for estimation of economic impact of the Shrine related tourism on the economy of Katra town by estimating the income and employment generation. In the present paper, the methodology adopted for estimation of income and employment is based on extrapolation of the sample research findings. The figures for universe population with respect to the sample have been taken from the Municipality of Katra, Shrine Board and other Government as well as private agencies like various business associations. The income generated is taken from all the five basic component of industries or sets of people, primarily at Katra, which are directly and more or less totally dependent on the tourism viz. the Hotel Industry, Transport Industry, various commercial establishments including all types of shops operating at Katra, Pithoos and Ponywallas, S.K Gupta (2008).

RESEARCH DESIGN

Primary data is used for collection of the first objective of the study which shall provide a base for this study. The rest of the objectives will be based on secondary data. The method of data collection is quantitative and descriptive in nature i.e by collection data from various Journals, Articles, Internet Sources and Various Related Books.

OBJECTIVE OF THE STUDY

- ❖ To study the role of private organizations in promoting Vaishno Devi and nearby destinations.
- ❖ To analyze the various policies of Government and non- Government organizations for the promotion of tourism in nearby destination.

Sample size:

50 tourists selected randomly and 20 officials of Department of Tourism and Shrine Board Katra Interviewed.

Purpose of the Paper

Today tourist needs to explore more and tourist want to know more about the culture and values of a place. Tourists want to see more places near that destination where they are going. Here the help of local people and intermediates is required to provide the complete

knowledge about nearby destination. Same in the case of Vaishno Devi, Tourist are increasing day by day and local people or tourism bodies should introduce other unexplored places which have their own values and rituals. Many tourists are moving to nearby destinations in search of something new.

Purpose of this paper is to find out who is escorting the tourist towards those destinations and who is playing a vital role in this?

Hypothesis

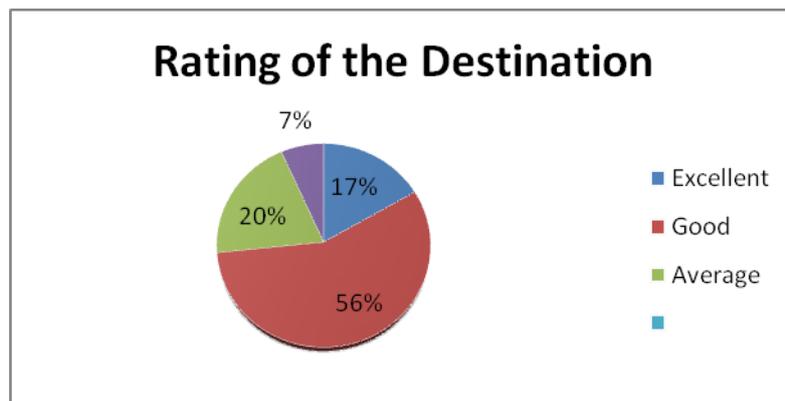
- Private players (like, taxi drivers, auto drivers, travel agents, touts etc) playing an important role for tourists to know about nearby destinations.
- By the end of this study to know that there is a positive impact on the nearby destinations due to Vaishno Devi.

ANALYSIS OF THE FACTORS ON WHICH TOURIST DECIDE THEIR NEARBY DESTINATIONS WITH THE HELP OF PRIVATE ORGANIZATIONS.

The first objective is based on questionnaire analysis which shall determine factors the tourists keep in mind while selecting a destination nearby Vaishno Devi.

1. How do you rate this Destination?

- i) Excellent [] ii) Good []
iii) Average [] iv) Poor []



2. Do you know about nearby destinations?

- i) Yes [] ii) No []



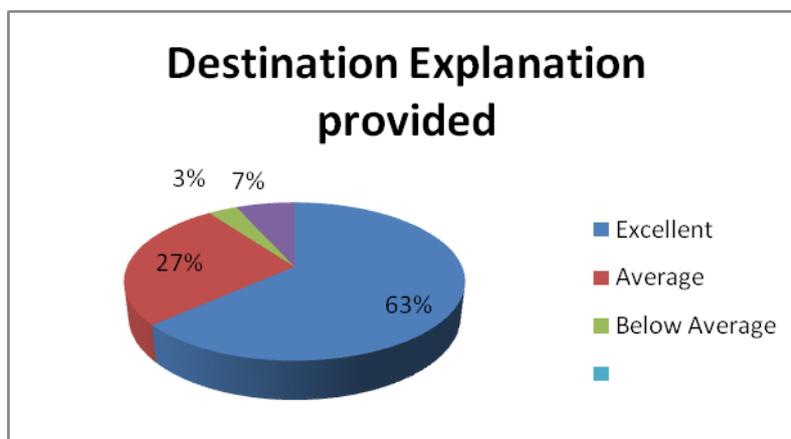
3. If yes, how do you know about these destinations?

- i) Friends and relatives [] ii) Travel Agents []
 iii) Taxi Drivers [] iv) Local People []
 Others specify



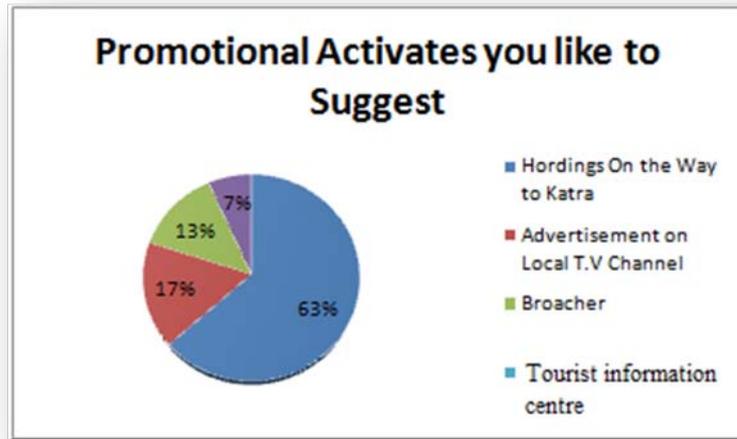
4. How an intermediate explains about these destinations?

- i) Excellent [] ii) Average [] iii] Below Average [] iv) Poor[]



5. Do you like to visit the nearby destination?

- i) Yes [] ii] No []



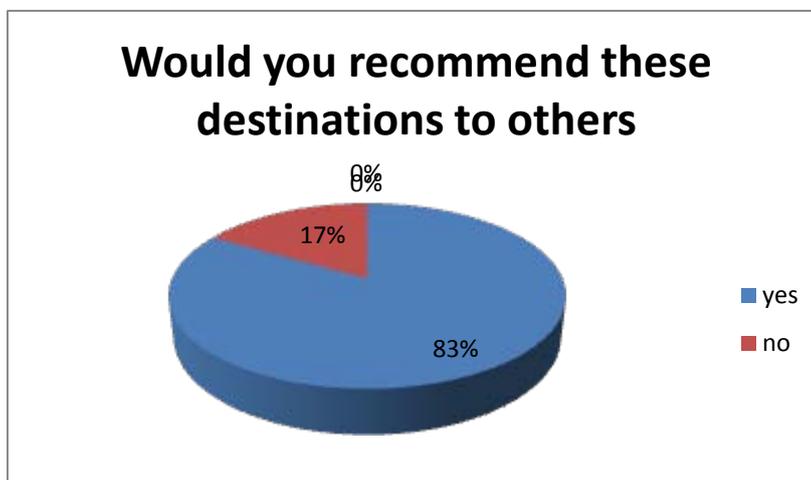
8. Would you recommend these destinations to others?

i] Yes [] ii] No []

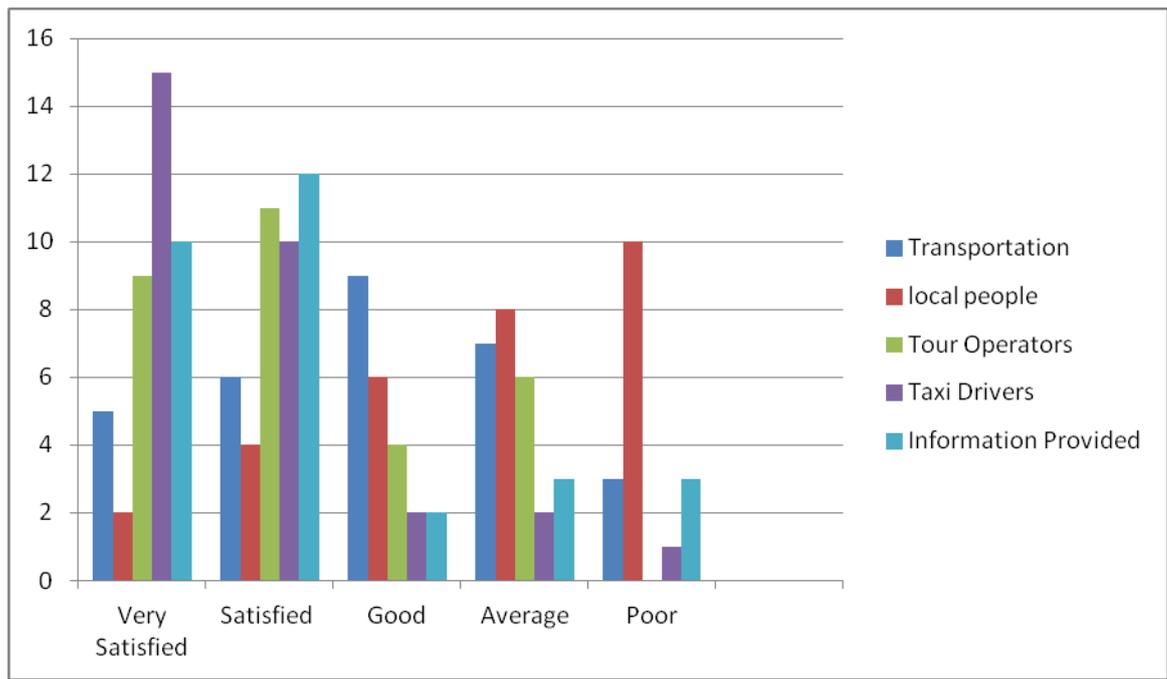
If 'Yes', who do you think they will enjoy their visit?

If 'No', is there any particular reason?

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9. How would you rate your level of satisfaction with regard to what nearby destinations has to offer.



Source: Self Survey

SUMMARY

The first question asked from the tourist was, how do you rate the destination, Vaishno Devi? Out of hundred 17 percent tourist replied excellent, 56 percent said its good, and 20 percent said its average. Second question was, Do you know about nearby destinations? 17 percent people know about the nearby destinations and 83 percent having no idea. Those who knows out of them 24 percent knows through their friends and relatives, 44 percent knows through taxi drivers, 28 percent knows through travel agents and 4 percent knows through local people. An intermediate who knows about nearby destinations explains well about these destinations and having good knowledge. 63 percent people having excellent knowledge about the area, 27 percent people having average knowledge and rest have very limited knowledge. 68 percent tourists visiting for vaishno devi temple would like to visit new destinations and 32 percent are not interested to visit. 79 percent tourists feel that nearby destination require promotional activities to attract more tourists and 21 percent are not agree. Out of 79 percent people 63 percent suggested that there is a need of holdings on the way to Katra. 17 percent feel to advertize the destination , 13 percent said that it can be done by distribution of brochures, and 7 percent feel that information would be provide through tourist information centre. 83 percent would like to recommend these destinations to others. Many people suggested that good facilities for national and international tourists would be provided to attract them.

According to the analysis of the questionnaire most of the tourists who are visiting Vaishno Devi are also visiting nearby destinations. They go for recommendations to decide their destination for visit which they got from the local travel agents, taxi drivers, Auto Rickshaw drivers, Tour Operators, Tour guides, and Hotels. The information provided by these resources is sufficient to visit these nearby destinations. Their experience to those destinations was good and they recommend these destinations to others tourists. According to the analysis these nearby destinations need to be advertized. Because tourists don't know much about those nearby destinations. Tourists are satisfied with the transportation connectivity with those areas provided by the private organizations, but they got poor response from the local people of those destinations. They are satisfied but not very much satisfied with the services of the tour operators, because they are charging little high amount according to the tourists visited there. They are very much satisfied with the taxi drivers because they are very professional and they have the knowledge of the place where they going with the tourist, so they are motivating the tourists to visit these places. The information about the nearby destinations of Vaishno Devi is provided by the most of taxi drivers only with details. So we can say that taxi drivers are playing the major role in motivating the tourist towards those destinations.

CONCLUSION

Nearby destinations have vast, largely untapped tourism resources. They have long histories and a wealth of cultural and historic artifacts. These destinations have the potential of incoming business due to the strength of their values and cultures. These destinations have increased demand for domestic tourism brought about by increases in disposable income and extra leisure and vacation time. After the research it shows that taxi drivers are playing a vital role in promoting these destinations and there is only one reason behind that to generate revenue. If tourists are coming to see Taj Mahal, they are also going to visit Agra Fort, Fatepur Sikree, Leather goods shopping and many more. So, there is always an impact of one destination on the nearby destinations same as in the case of destinations nearby Vaishno Devi is going on. These destinations has the potential to attract a large number of tourists towards them but they need attention of some tourism bodies which help them to make them known to the people so that tourist go there on every visit to Vaishno Devi and recommend more people to visit these place also. In conclusion, nearby destinations have recognized the importance of tourism to their economies. It will be necessary for tourism bodies to fund and manage tourism development properly in order to ensure that the benefits are sustained.

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