

GEOGRAPHY OF TOURISM AND DEVELOPMENT
A Case Study of Western Himalayas

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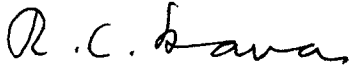
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C E R T I F I C A T E

Certified that the dissertation entitled "GEOGRAPHY OF TOURISM AND DEVELOPMENT - A CASE STUDY OF WESTERN HIMALAYAS" submitted by Ram Kumar Mandal in fulfilment of nine credits out of total requirements of twenty-four credits for the award of the degree of MASTER OF PHILOSOPHY (M.Phil) of this University, is his Original work and may be placed before the examiners for evaluation. This dissertation has not been submitted for the award of any other degree of this University or of any other University.


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PREFACE

Himalayas have always attracted tourists from all over the areas, both within and outside the country. As a result of Climatic conditions and other geographical aspects, the Western Himalayas remained areas of preference in the mind of visitors, specially the states of Jammu & Kashmir and Himachal Pradesh because of their scenic beauty and diversity of landscape. Tourism, both domestic and foreign, has acted a catalyst of development in this region and the best example is the valley of Kashmir and its immediate environs of late, Himachal Pradesh with its Shimla, Kulu and Manali areas has experienced sharp rise in the number of tourists coming here. People come here for leisure and recreation, specially in the summers, when northern plains become unbearably hot. Seasonality is the main characteristic of tourism here. Since the public sector alongwith the state government has spent lot of money in the development of infrastructure, the attempt needs to be to have tourism all the year round, a reasonably good returns. In these areas, therefore, tourism tends to diversify itself and new thrust areas are being identified like trekking mountaineering, skiing, water sports etc. Perhaps it will not be wrong to add here, that, these are the two primary areas of tourism in the country.

Tourism besides an important factor in the development is also a negative factor in spoiling the fragile environment of these mountainous regions. Environmentally fragile areas are heavily affected in various parts of Himachal Pradesh and on the outskirts of the valley of Kashmir, which in itself has become highly polluted one, due to increasing number of tourists coming in a limited specified period of the year. Therefore, tourism promotion needs pertinent care so that tourist activities and infrastructure is planned on a sound ecological principle and practice..

In the present study, the man-environment relationship is given a necessary focus to understand the role of geography in the promotion of tourism and other developmental activities. Although, these areas are prime tourist areas, bent for an intensive research on the Geography of Tourism, the data-base is rather weak. Much needed information for the purpose of this study could not be available. Therefore, necessary quantitative analysis could not be presented. Even the visit to state headquarters could not yield much data. The present study is divided into the following chapters and is supported with maps, diagrams and illustrations.

The first chapter deals with the main objectives of the studying the problems, that confront the tourism industry from a Geographical view-point. The second chapter emphasises upon the topography, climate, vegetation and road connectivity parameters. The chapter, hence, co-relates the above parameters with the tourists' preferences. The third chapter, gives a statistical browse, in terms of basic tourist infrastructure available, like room capacity, bed capacity etc. Besides the above, the tourists' motivation factors are also touched upon.

The fourth chapter, presents a long-term projection after a careful and analysed study of the past and contemporary trends, in the tourism scenario at J&K and Himachal Pradesh.

The fifth chapter examines the "New Frontiers" emerging at a fast pace, in the tourism industry. The last chapter, is a sincere attempt to frame certain concrete suggestions, so as to satisfy the aim of this study. It shall thereby, assist in giving a right direction to the tourism activities, keeping in view the 'hard facts'.

In the conduct of this study and in its final draft preparation, I have received help and assistance from many persons and I gratefully acknowledge their kind help. I am specially indebted to my supervisor, Prof R.C. Sharma, who has put me on direct exposure to the various

aspects of tourism, specially during the Management Development Programme, consisting of several courses on tourism in India. This has given me a rare opportunity to understand the intricacies of the fast developing tourist industry of India. I am specially grateful to Dr. N.K. Sharma, Dr. (Capt) Gulshan Sharma and Prof. Narain Dutt and Shri G. Kanji Lal for their all possible help and encouragement. I owe immense gratitude to Shri R.K. Puri, the Director, Indian Institute of Tourism and Travel Management, for all his help.

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T.S. Khurana of Punjab Tourism/Institute of Hotel Management, Pusa, Arun, Ravi, Vijay, Alok, Nadim, Bharati, Bhuwan and Birendra (All from the JNU), and Mrs. Vandana Sharma of IITM. I must thank Miss Padmavathi & Mr. Seth for typing my manuscript with great personal interest.

I hope that this study has placed the necessary focus on the growing phenomenon of tourism and will lead to a better understanding of the various aspects of tourism in the Western Himalayas. It is an explorative study in nature and will pave the way for a much more intensive field study based research, to understand intricate man-environment relationship, specially in the context of tourism.

DATE: 06.03.89

R. K. Mandal

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INTRODUCTION

"Geography studies the spatial and temporal expression of tourism as a human activity, focusing on both tourist generating and tourist receiving areas, as well the links between (Boniface, B.G. and C.P. Cooper, 1987)" The above statement can be understood at variety of scales ranging from the world distribution of climatic zones, through the regional assessment of tourist resources, to the local landscapes of resorts. The patterns and trends of tourist traffic, at the regional level, are being guided by multitude of factors, like climate, physiography and also the stage of man-nature relationship*. The study area, Jammu & Kashmir and Himachal Pradesh, is a mountainous region, where geographical factors set the limit of tourist activities to a great extent but also activate them to come to virgin areas so far unspoiled by man. However, the tourism in the above mentioned region is bound to be more or less seasonal phenomena.

Tourism is the bedrock of the economy of the region (Selvam, M., 1989). Because, the motive to create infrastructure for the tourists coming to the region, is not only meant to satisfy the tourists but also leading to the

* The stage of man-nature relationship refers to the development of the society in connection with the harmonious relationship with natural settings through experiencing the laws of the nature.

development of the region. With increase in the advertisement about the places and packaging, marketing and development of related infrastructure, the influx of both foreign and domestic tourists is increasing year after year. However, the motivating factors vary for the tourists concerning the tourist places from person to person- at international scale, national scale and even local level. On that basis tourists have been divided mainly into three groups, e.g. (i) Pilgrim tourists (ii) Adventure tourists, and (iii) General tourists. Selvam, M. (1989) is of the opinion that "Till very recently tourism in India was primarily one of pilgrimage. Travelling for religious purposes was an established custom". But the data; for such separate categories, is just not available to carry out the study in a systematic way to a logical conclusion.

The geographical spatial variations reflect on the tourist pattern in the region to a great extent. Certain tourist places experience large volume of tourists, whereas other places experience quite marginal number of tourist arrivals. At the same time no tourist places experience tourist arrivals evenly throughout the year. Therefore, an attempt has been made to analyze the patterns and trends of tourist traffic at the tourist place level. Again non-availability of data places severe constraints to analyze all aspects at a tourist place level. However,

in some cases analysis has been made at tourist places level, whereas in some other cases analysis remains restricted to state level. This is a natural gap in the presentation.

The development of the tourist industry is based on the development of the transportation network, which also act as the basis of the development of a region. Keeping this in view, an attempt has been made to see the level of road connectivity in the region along with the pattern of tourist traffic.

Owing to the growing importance of tourism in the region and immense potential of the region, to this effect, it may attract both foreign tourists and domestic tourists in large number in the coming days. More potentials necessarily call for development which create demand for the foreign exchange for the development. Tourism should lead to a balanced regional development as well it must set in process integration of people and their culture. This is very important aspect in a country like India.

OBJECTIVES

The study has set before itself the following main tasks :

- (i) to evaluate the existing tourist resources potential of the region.

- (ii) to see the patterns and trends of tourism in the region.
- (iii) to identify the adventure activities and its development in the light of geographical settings.
- (iv) to see the road connectivity and the tourist traffic at the tourist places.

METHODOLOGY AND TECHNIQUE

In order to study the patterns and trends of tourist traffic in the study region as well as the demand and supply of necessary components, the following statistical techniques have been used :

- (i) Co-efficient of tourist demand has been calculated to know the factor of attraction of tourist places.
- (ii) Co-efficient of tourist supply has been calculated to know the ability of tourist places and to what degree they are capable of satisfying the tourist interests.
- (iii) to know the road transport network of the tourist places, connectivity index needs to be calculated.
- (iv) Growth rates and the temporal variation of the tourist traffic to these regions needs quantitatively analysed.

- (v) In the light of tourist trend and available beds at the tourist places, projection have been made upto 2000 AD.

The traffic of tourist arrivals is not uniform both in space and in time. Summer and autumn have been noted for peak seasons where as winter and Monsoon period marked by lean season for tourist arrivals. The following cartographic methods have been used to show the variation at different level from tourist point of view in the region, e.g., isoplethingis being used to understand and explain the spatial variations in the region. Connectivity pattern, whereas suitable diagramatic representation is done regarding the number of tourist arrivals from different places and in different times.

DATA BASE

The data and information for this study were derived from secondary sources only. Inadequate data at various levles posed severe serious constraints on the present study. The major sources of data are listed below :

- (i) Census data : It was used to see the various attributes of population in the study region. The data was taken mainly census of India, District census Handbooks of the state J & K

- and Himachal Pradesh, 1971, 1981. Gazetteer of J & K and H.P., Gazetteer of Himalayas.
- (ii) Meteorological observatories Tables : These used to analyse the different elements of climatic and bio-climatic zonations.
 - (iii) Tourism Reports of J & K and Himachal Pradesh: These are the major sources of tourist statistics for both domestic and foreign Tourist. These reports have derived data through sample surveys done by many agencies.
 - (iv) Tourist Brochures : Produced by ITDC and State Tourism Development corporation, helped in analysing the existing tourist infrastructures.
 - (v) Tourist statistics : It gives the tourist arrivals and patterns of tourist distribution. Monthly arrivals of tourist(both domestic and foreign) taken from unpublished reports, Ministry of Tourism.

The following limitations imposed by the limited nature of data base could not be satisfactorily overcome :

- (i) Crucial information , like tourist arrivals of each tourist places separataly , age and sex composition of tourists, movement of tourist from one tourist circuit to another, data is just not available.

- (ii) Tourist statistics of Himachal Pradesh before 1987 is just not available. Tourist statistics at district and tehsil levels have not even thought of, so far.
- (iii) Data on carrying capacity of tourist places have not so far calculated, scientifically. It poses severe constraints, while analysing the lean and peak seasons of tourist arrivals.
- (iv) Data on motivating factors of foreign tourists and domestic tourists seperately each tourist place, is not known so far.
- (v) Impact of tourist activities on the local man-nature relationship needs futher systematic research. First-hand information of pioneer hunter, traders and explorers are illmaintained and incomplete. Thus cross-sectional analysis of the region could not be done.
- (vi) Shift in the administrative boundaries, after China and Pakistan war of 1962 and 1965 respectively, imposed severe constraints in presently temporal analysis.

These constraints have put many handicaps in presenting necessary explanatory system to understand trends and patterns.

LITERATURE REVIEW :

Studies in the process of tourism development in Jammu & Kashmir and Himachal Pradesh are not too many. Notably among them are the pioneering contributors Mirza Haider on the Trade routes of Ladakh and Kashmir valley, and of Harjit Singh (1974) on the Ladakh and its problems of regional development. M.S. Randhawa (1974) has dwelt upon the travel to the Himachal valleys. G.T. Vigne (1981) analyses the Travel in the Ladakh region. J.S. Lall (1981) has presented the study on the impact of tourism in the Himalayas. Jagdish Kaur (1985) discussed about the pilgrim tourism in the Himalayas. N.K. Sharma (1986) has analysed the socio-economic aspect of tourism in Himachal Pradesh. N.D. Jayal (1986) has discussed the conservation aspect of tourism and mountaineering. G. weare (1986) has touched upon the trekking aspect in the Kashmir Himalayas. M.Hussain (1987) has discussed the general geographical aspects of tourism in Kashmir valley. T.B. Singh (1985) has been considered among few who really saw the tourist potentialities in the Himalayas and its conservations. R.K. Kausal (1988) has discussed some aspect of tourism with its economy in Himachal Pradesh.

Most of the studies are basically not on tourism itself, but, tourism is being taken as the product of the given natural and social environment. However, some

of these studies have come out with necessary guidelines to do the future studies in these areas, which for centuries remained places of tourist attraction and growing related activities, although with varying appeal to different sets of people who come with a wide variety of motivations and driving force behind them. Some of these studies have taken ecological consideration in their mind to project impact of tourism on the local ecology. These studies are perceptive and help in building necessary sense of academic inquiry into the various aspect of the regions under study.

CHAPTERISATION

This dissertation has the following six chapters: Chapter I deals with the statement about the problem and Theme of the study and it also discusses main objectives also presents briefly the literature survey. Second chapter deals with the geographical factors like climate, physiography and man-nature relationship, which encourage and sets the limit of tourist traffic in the study area. It tries to explain the systematic bases for development of tourism and related activities.

Chapter III focusses on the tourist infrastructure, like available beds, rooms, hotels and houseboats. Motivating factors of tourists are also analysed in this chapter. Chapter IV deals with the patterns and trends

of tourists viz ; tourist arrivals both in space and in time, projection of tourist arrivals and room requirement at various tourist places etc.

In the chapter V the new thrust area of tourism are being discussed in the context of necessary ambience and planning e.g. adventure tourism, its development and potentials. Future plan of adventure tourism in a region also analysed. The concluding Chapter VI presents a summary of the main findings and also guidelines for the future plans suggested.

The present study is exploratory in nature and also limited in space and time frame. Because of non availability^{of data} and difficult access to the farflung areas accompanied with time and resource factor, the other areas like that of north-east are not being touched. They will only be included when one is sure of doing field work and acquiring of primary information. In spite of much desire to present a holistic study in terms of space, only sharper focus could be developed in the case of regions like Jammu and Kashmir and Himachal Pradesh. However, other related areas are being kept in mind wherever it was felt necessary. It is better to do, what one can accomplish satisfactorily and rest is being left for much more time and resource consuming exercise, by studying various aspects on spots.

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TOURISM GEOGRAPHY OF JAMMU & KASHMIR AND
HIMACHAL PRADESH

TOURISM VS GEOGRAPHY

The working definition of tourism by Mathieson and Wall (1982) states *"Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs"*.

If one accepts this broad definition, many facets become implicit parts of geography. The most conspicuous parts of the course, are the movement of the people and their activities in the frame of time and space. In fact geographers are interested to study the spatial variations of any phenomena in the time-frame. Therefore, *"any phenomena, whether of nature or of man, is significant in geography to the extent and degree to which its interrelations with other phenomena in other places determines the areal variations of those phenomena, and hence the totality of areal variation measured in respect to significances to man. Such interrelation need not be between human and natural features; climatic differences that produce differences in natural vegetation are more significant to man than those do not (Hartshorne, R., 1968)"*. Pearce, D. (1987) is of the opinion that *"the spatial interaction arising out of the tourists' movement from origin to destinations has not been examined explicit, in much of the geographical literature on tourism"*.

MAP OF STUDY REGIONS

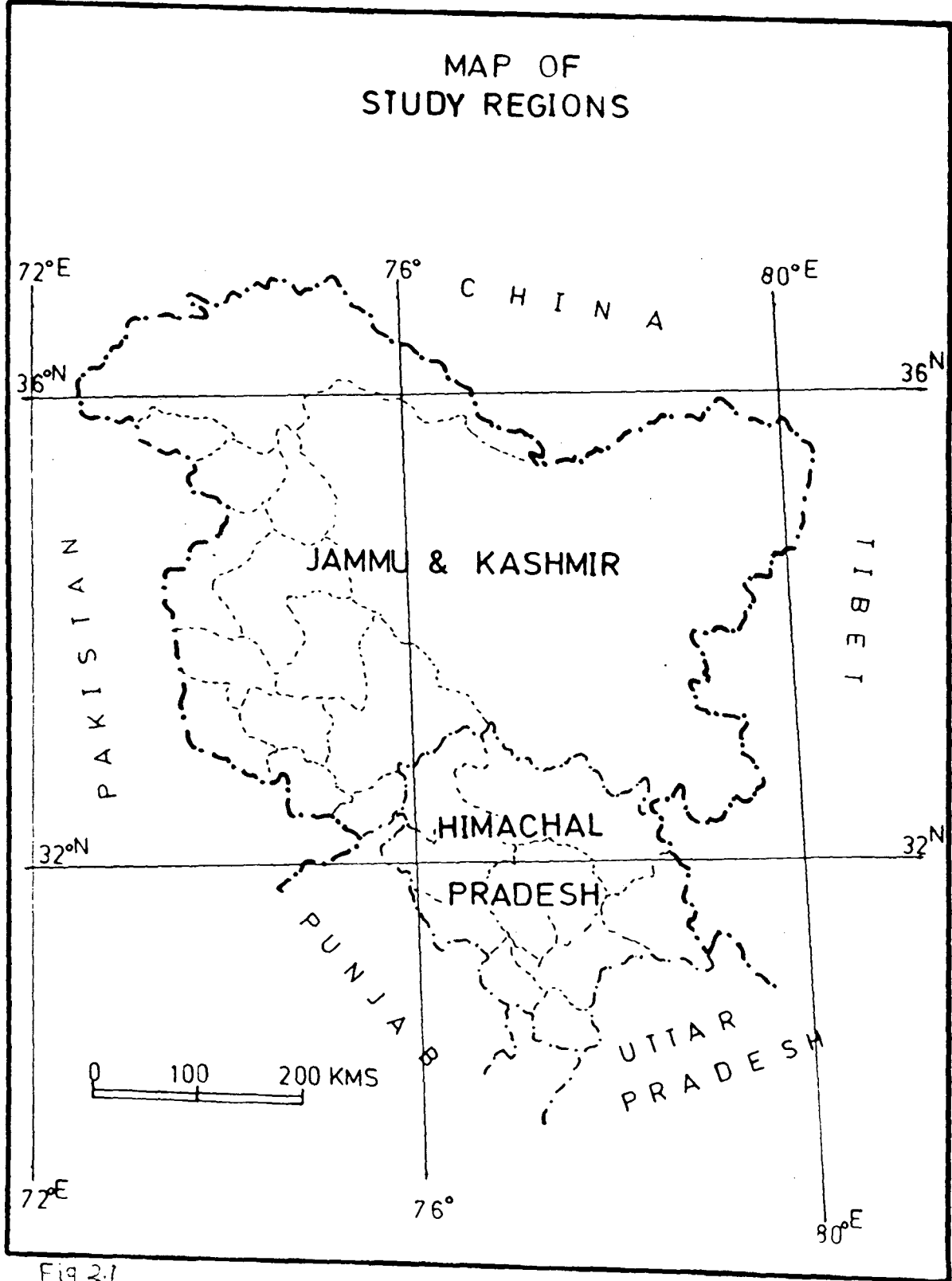


Fig 2.1

Here the researcher is of the view that the nature of tourism (movement of tourists, their activities and requirements) basically determined by the geographical factors, like climate, relief, connectivity and other natural setting and so on.

RELIEF

Region is situated between $37^{\circ}-5'$ to $32^{\circ} - 17'$ North latitude and $72^{\circ} - 35'$ to $80^{\circ} - 20'$ East longitude. The physical personality of the majestic Himalayas, representing a typical fold mountain system prevails over the physiographic details of whole of Kashmir and Himachal regions (Singh, R.L., 1971). The region consists of huge mountain masses interspersed by longitudinal valleys. The altitude in this region varies from 450 metres to 8126 metres above mean sea level. The mountain ranges represent the anticlines and the longitudinal valleys, the synclines of the main Himalayan fold and also includes a number of valleys, rivers, lakes, passes, glaciers, plateaus and plains. The important landform of this area is formed of snow clad hoary peaks.

In the whole region, there are Seven important mountain ranges, almost parallel to each other, found in and around this region. (i) the Karakoram (ii) the Ladakh (iii) the Dhauladhar (iv) the Greater Himalaya

(v) Zaskar (vi) Pir Panjal, and (vii) the Siwalik range. Between these ranges, are the longitudinal valleys of the Gilgit, the Shyok., the Indus, the Jhelum, the Sutlej, the Cheneb, the Beas and so on. Almost all tourist places are situated in these longitudinal valleys.

The Himalayan mountains have exerted many impacts on the life and land, not only in Jammu & Kashmir and Himachal Pradesh and adjoining states, but also on the life and land in India as a whole (Chib, S.S., 1977). Many famous Hindu Temples and Bhuddhist Monasteries are found in the longitudinal valleys of tourist interest in the region. Similarly, many famous fairs are held in these areas. The health resorts of Srinagar, Pahalgam, Gulmarg, Leh in Srinagar and Dalhousie, Chamba, Dharamsala, Kulu, Manali, Shimla etc. in Himachal come to the rescue of thousands of plain - dwellers during the scorching heat of May and June each year.

Because of their awe inspiring altitude, the Himalaya does not allow the cold-freezing winds of central Asia to reach the northern plain of India. In the absence of Himalaya, climatologists are of the view- that, the northern plain of India would have shivered under snowfall for about half the year. On the other hand, the lofty Himalayan barrier does not allow the moisture bearing winds escaping to Central Asia. The moisture

bearing winds give rise to several streams. These streams are the major sources of various water sports for the tourists in the region.

DRAINAGE

In view of the hilly nature of the region, the number of nallahs, brooks, hill torrents and rivers is fairly large. By far, the most important rivers are the Indus, Chenab, Jhelum, Ravi, Sutlej, Beas and Yamuna. The Catchment areas of all these river systems are located in the snow-bound areas. These snow-fed rivers being perennial rivers, play a very significant role in the life and economy of the regions, through which these rivers flow. Indus and Chenab rise in the Himalaya and are not therefore nevigable. The Jhelum which flows in all the three districts of the Kashmir valley rises at Verinag in the north-east of Anantnag town. Important among its tributaries are Lidder, Dood - Ganga, Sindh nallah and Kishan-Ganga. Chenab is the largest river of Himachal Pradesh according to the volume of water (Chib, S.S. 1977).

The importance of these drainages are immense from the economic view point in general, and from the tourist-points-of-view in particular. River-rafting, Canoeing, angling to name few, are the attractions for the adventure enthusiasts. But, due to mountain climate, of the region,

the importance of these rivers are restricted in the time-frame.

CLIMATE

From the Alpine (Ladakh region) to the subtropical (Jammu region) are the extreme variants of climate in the region, owing to its location and topography. The sheltered valley of Kashmir, however, exhibits an exception to its surrounding region.

Climate no doubt, consists of many elements like temperature, pressure, sunshine, humidity, winds, rainfall, snow, fog, mist, frost, clouds etc. For easy comprehension the element of temperature and rainfall are described here.

The maximum and minimum temperature varies from 40.69°C in June (Jammu) to -14.48°C in January (Leh). The normal annual temperature goes on decreasing from the plains in the south, to high altitudes in the north. The plain of Jammu and Kathua, enjoy a very hot summer with mercury touching about 40°C . The north part of Kathua district, Udhampur, Rajauri and Doda experiences a slightly lower temperature, varying from 15°C to 20°C . The Anantnag Punch and Baramula experiences a moderate temperature of 10°C to 15°C . The region which has a normal annual temperature of 5°C to 10°C , can be termed as a cold zone of

TABLE - 2.1

JAMMU & KASHMIR AND HIMACHAL PRADESH
NORMAL MONTHLY ANNUAL TEMPERATURE
(°C)
TEMPERATURE

STATION	No of Years		J	F	M	A	M	J	J	A	S	O	N	D	ANNUAL AVERAGE
Srinagar	20	Max	3.8	7.8	13.5	18.6	23.6	28.7	30.3	29.7	28.0	21.5	14.4	8.2	19.0
		Min	-2.4	-0.5	3.8	7.6	10.7	14.6	18.3	17.6	13.0	6.2	1.0	-1.8	7.4
Leh	20	Max	-2.5	1.2	6.6	11.9	15.8	21.3	24.5	24.9	21.6	14.2	7.5	1.9	11.7
		Min	-14.5	-11.2	-6.6	-1.2	2.3	6.8	9.8	9.4	5.5	-1.4	-5.8	-11.7	-1.3
Jammu	20	Max	18.9	22.0	26.1	32.3	38.3	40.7	35.5	33.5	33.5	31.4	26.5	24.5	29.1
		Min	7.2	9.6	13.6	18.9	24.4	27.0	28.3	27.4	23.0	18.5	12.4	7.9	17.5
Shimla	30	Max	14.3	16.0	20.0	24.4	27.7	28.3	25.0	23.4	22.7	21.5	18.5	17.0	22.6
		Min	-3.3	-2.3	0.2	4.1	8.7	10.6	12.8	13.3	10.8	6.7	3.8	-0.3	-4.3
Dharamsala	11	Max	18.7	21.9	26.0	30.6	35.0	36.3	31.7	28.7	28.8	27.3	23.4	20.4	36.7
		Min	2.1	3.9	6.7	10.2	14.3	17.5	18.0	18.4	16.6	12.8	8.7	5.1	2.0
Dalhousie	11	Max	17.2	20.4	22.2	27.9	31.0	32.5	28.5	25.6	25.9	25.0	22.0	20.4	32.5
		Min	-2.9	-0.9	2.0	4.4	8.2	11.7	12.2	13.5	12.3	6.5	3.5	-0.4	-3.0

Source : Meteorological Department of India.

Ladhakh and Baramula district (Census Atlas of J & K, 1971).

There are striking variations in the mean annual temperature in Himachal Pradesh. Mean annual temperature is higher in western portion of the state and it goes on declining towards north and eastern regions, with the increase in the altitude. Maximum mean annual temperature (above 25°C) is observed in parts of Una tehsil. The variations in mean annual temperature is between 20 to 25°C in Bilaspur and Western parts of Mandi and Kangra districts. In peripheral areas of this region, embracing eastern Mandi, parts of Kulu and southern Chamba, the mean annual temperature ranges between 15 to 20°C. In the remaining parts of the state the mean annual temperature is less than 15°C (Census Atlas of Himachal Pradesh, 1971).

Table 2.1 shows that maximum temperature is experienced mostly in the months of June to September. The minimum temperature, where mercury goes below the freezing point of 0°C can be seen in all the stations, except Jammu and Dharamsala, during the winter months of November to March. The normal monthly temperature in Leh comes down to - 14.48 in the month of January.

It is apparent from the mean monthly temperature of the region that winter season is not favourable for the tourist traffic due to obvious reason of extreme low temperatures. Neither foreign tourists nor domestic tourists are prepared to visit the region. But at the same time, snowfall in the winter months provide adventure opportunities to the adventurous and affluent tourists. Heli-skiing, skiing, and Tobaggoning are some of the winter-sports of this region.

RAINFALL

The mountaineous regions of Jammu and Kashmir and Himachal Pradesh, experience, both, monsoon rains which start from June stretching up to September and snowfall from western disturbances (retreating monsoon) in the months of December and January. This rainfall from western disturbances brings more rain than the monsoon rain. Heavy rainfall areas are seen on the western and southern part of the regions and become weaker and weaker as we approach towards the North and East. In Jammu and Kashmir, there are two belts of heavy rainfall (above 1501 mm) one is the southern part of Ramnagar, Udampur Reasi and the other in the centre of the valley of Kashmir. In Himachal Pradesh the highest normal annual rainfall (above 2000, mm) is recorded in Dhaula Dhar

JAMMU & KASHMIR AND HIMACHAL PRADESH
TOURIST REGIONS

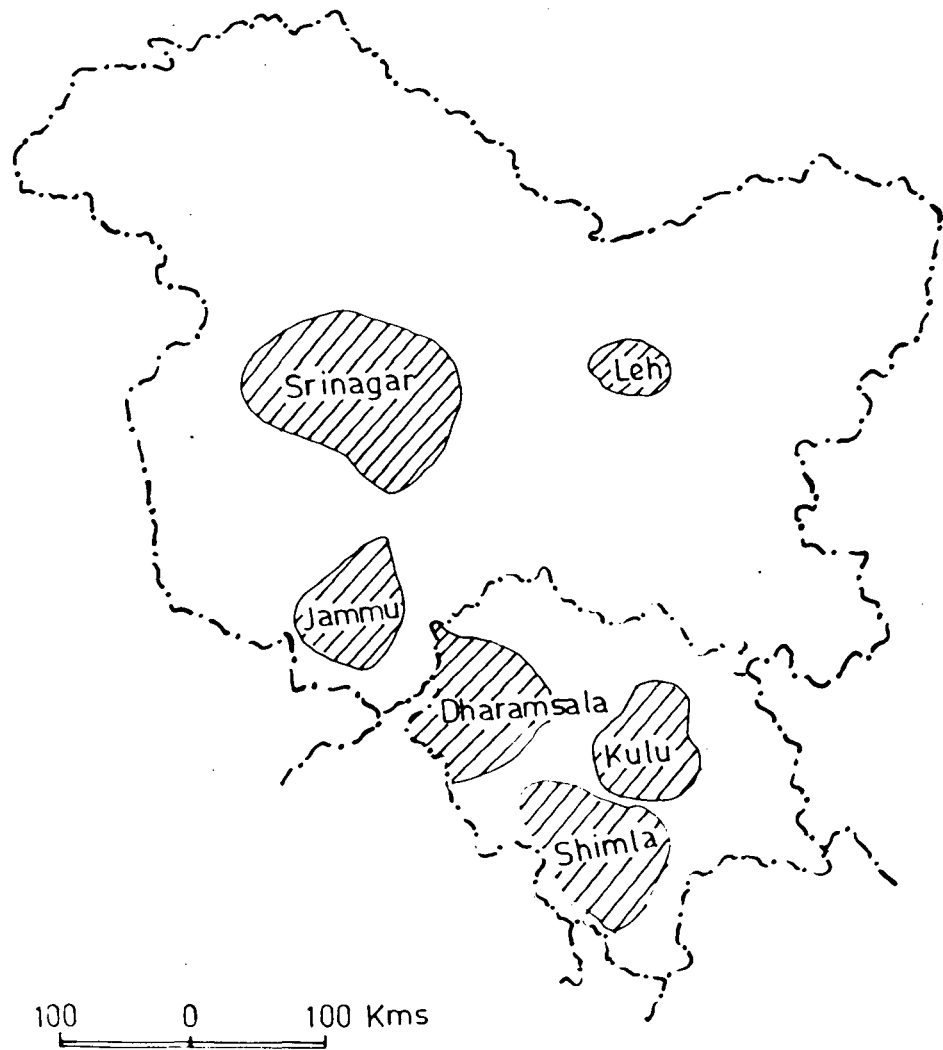


Fig.2.2

range embracing parts of Kangra, Chamba and Mandi districts. Another high annual rainfall belt located in southern parts of Sirmour, Nahan and Paonta-sahib. In the Central parts of Himachal Pradesh, rainfall ranges between 800 to 1200 mm. Lahul and Spiti, Kinnaur, eastern Chamba and northern parts of Kulu district experience rainfall below 800 mm.

Here, again south - west monsoon sets the limit of tourist traffic in the regions. In spite of fairly good temperature in the months of July and August, the state of J & K and Himachal Pradesh experience very marginal tourist traffic due to rainfall.

FORESTS

The geophysical and climatological factors are responsible for providing great diversity in forest growth, in the regions. About 3,280 Sq.miles and 21,435.4 sq. kms land of Jammu & Kashmir and Himachal Pradesh respectively is covered by miscellaneous types of forests. Among the coniferous species, deodar, Kail, fir and chir are the main.

Broadly, there are three types of forests in these regions i.e. (i) tropical pine (ii) Himalayan temperate, and (iii) Alpine (sub-alpine, Moist Alpine. Scrub and

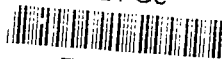
Dry Alpine Scrub). There is a close correlation between the place and type of the vegetations . Alpine forests are found (above 3000 m) in the North-east portion of the region. Whereas, tropical pine belts found (1000-1000 m) in the lower reaches of the region. Most of settled areas of Jammu & Kashmir and Himachal Pradesh are experiencing sub-tropical dry evergreen forests. Himalayan temperate forest, constitutes Oak, Deodar, Celits and Malpa, Occupying substantially good amount of geographical areas of the regions (A Social and Economic Atlas of India, 1987). Himalayan temperate forest founds between the 1500 to 3300 m above the sea level.

In terms of forest ecology, Indian forest is inadequate, in general and Jammu & Kashmir and Himachal Pradesh in particular. Therefore, any more step towards deforestation and road construction in forested areas of the regions, may lead to ecological imbalances. Keeping in view the future development of tourism industry in the regions, one should have to link with ecological balance of the region.

ROAD TRANSPORT



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The extent of availability of, and accessibility to, road transport reflects the level of actual and potential mobility of people, goods and information. It

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substantially affects the location of people and the facilities they need.

The increase in the movement of people and goods have been possible only with the increasing number of motor vehicles of different varieties.

TABLE - 2.2
ROAD & RAILWAY LENGTH (in kms)

State	National	State	Other	Railway	No. of registered Vehicles
	Highways	Highways	Roads*	route	
	1981	1981	1981	length	1982 - 83
				1983	
Himachal Pradesh	589	3,251	16,707	256	37,785
Jammu & Kashmir	593	688	10,516	77	44,774

Source : A social and Economic Atlas of India, 1987.

* Other state roads, Urban roads & Projected roads.

In Himachal Pradesh the length of roads and railways are much better than the Jammu & Kashmir as it obvious from the above table. At the same time No. of registered vehicles (1982-83) in Jammu & Kashmir is in better condition than of Himachal.

TRANSPORTATION NETWORK

Fig. 2.3 depicts the density of surfaced roads, i.e. the length of surfaces roads in kilometers per 1000 sq km of area. A glance at the map reveals that there is a high

JAMMU & KASHMIR DENSITY OF SURFACED ROADS (1981)

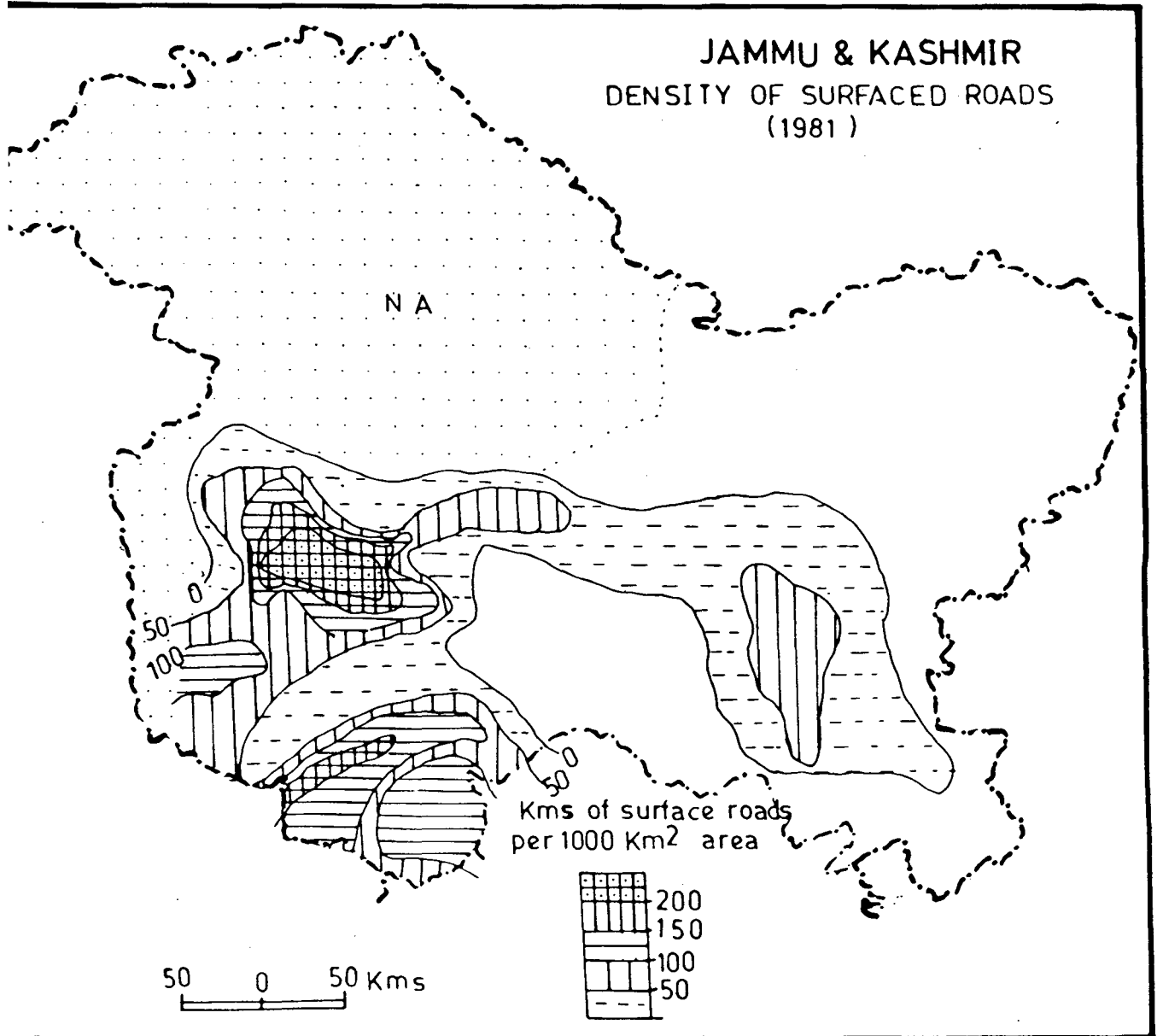


Fig.2.3

concentration of surfaced roads in the centre of the map representing the valley of Kashmir and the other concentration is noticed in the southern part of the state extending from south-west to north-east depicting the area of Jammu and Udhampur.

Except for the areas of Kashmir valley and Jammu, the whole state has a mountainous topography which makes accessibility difficult. The plain area of Anantnag, Srinagar and Baramula which is interwoven with roads, claims the highest density while the areas of Ladakh are more or less without surfaced roads. In other districts such as Jammu, Udhampur, Kathua etc. the density is somewhat better and ranges from 50 to 200 kms per 1000 km² of area.

Fig. 2.4 shows the variation in the density of surfaced roads in the state in terms of kms per 10,000 km² of areas. The physiography of the area reflects great influence on the density of surfaced roads. South-western part of the state which is comparatively less undulating has higher proportion of roads than the north-eastern portion of the state. North-eastern part of the state is most rugged and mountainous, which has greatly hampered the construction of roads. The high density of roads (above 1200 kms) per 10,000 km² of area is noticed in the parts of Kangra, Bilaspur and Mandi districts. This area of

HIMACHAL PRADESH

DENSITY OF SURFACED ROADS (1981)

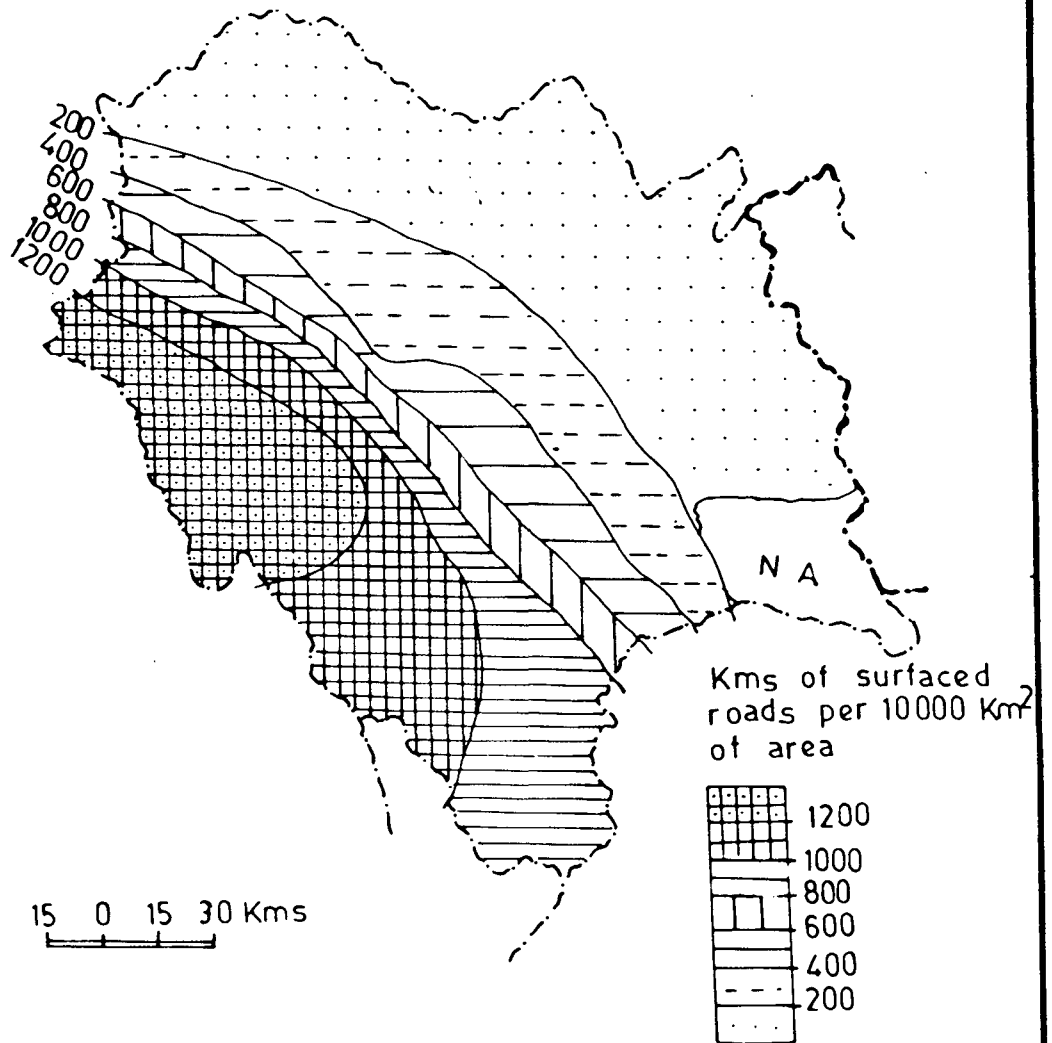


Fig.2.4

high density roads is surrounded by narrow zone of moderately high concentration of roads (1000-1200km) embracing Shimla western Mahasu and central parts of Mandi. In Sirmour, central Mahasu eastern Mandi and north-western parts of Kangra district, the density of surfaced roads ranges between 800-1000 km. The density of surfaced roads declines continuous towards north-eastern parts of the state. The lowest concentration of roads (below 200 km) per 10,000 km² of area is found Lahul and Spiti, Pangi and parts of Chaurah tahsil of Chamba district.

TOURIST DESTINATIONS IN JAMMU AND KASHMIR

The state of Jammu and Kashmir combines three distinct cultural streams of Jammu, Kashmir and Ladakh. The people of these regions live in radically different environments, speak different languages, worship different Gods and think along separate cultural lines.

JAMMU AND OTHER PLACES OF TOURIST INTERESTS.

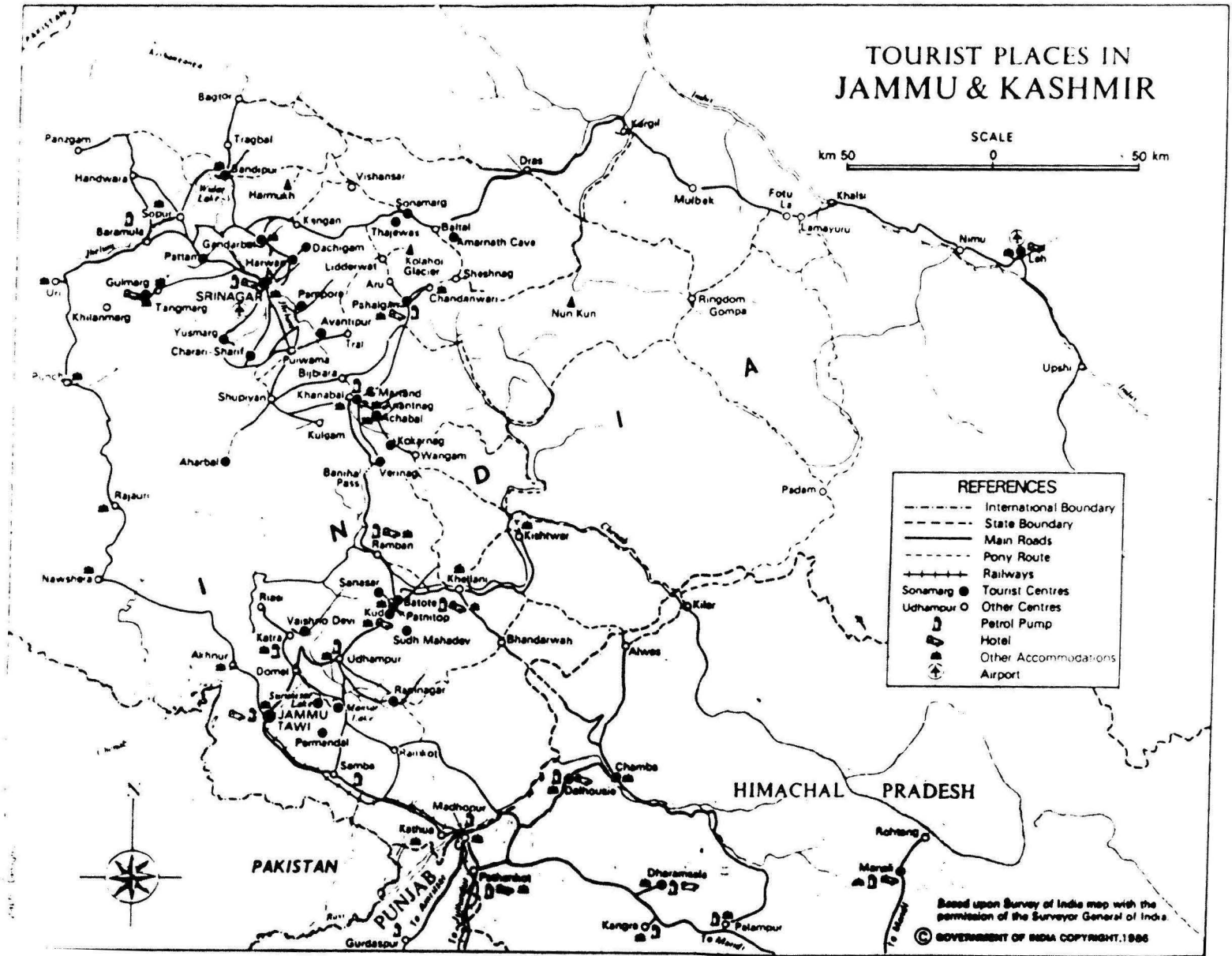
Jammu can be most aptly described as a place for the confluence of Religion and Nature. The city of Jammu has several temples and is recognised as a "City of Temples". Main temples are Raghunath temple, Shrine of Peer Kho, Peer Roshan Shah wali, Peer Budden Shah, Peer Mitha, Peer Jiwan Shah, Baba Lal Shah, Baba Alaf Din etc.

TOURIST PLACES IN JAMMU & KASHMIR

SCALE

km 50 0 50 km

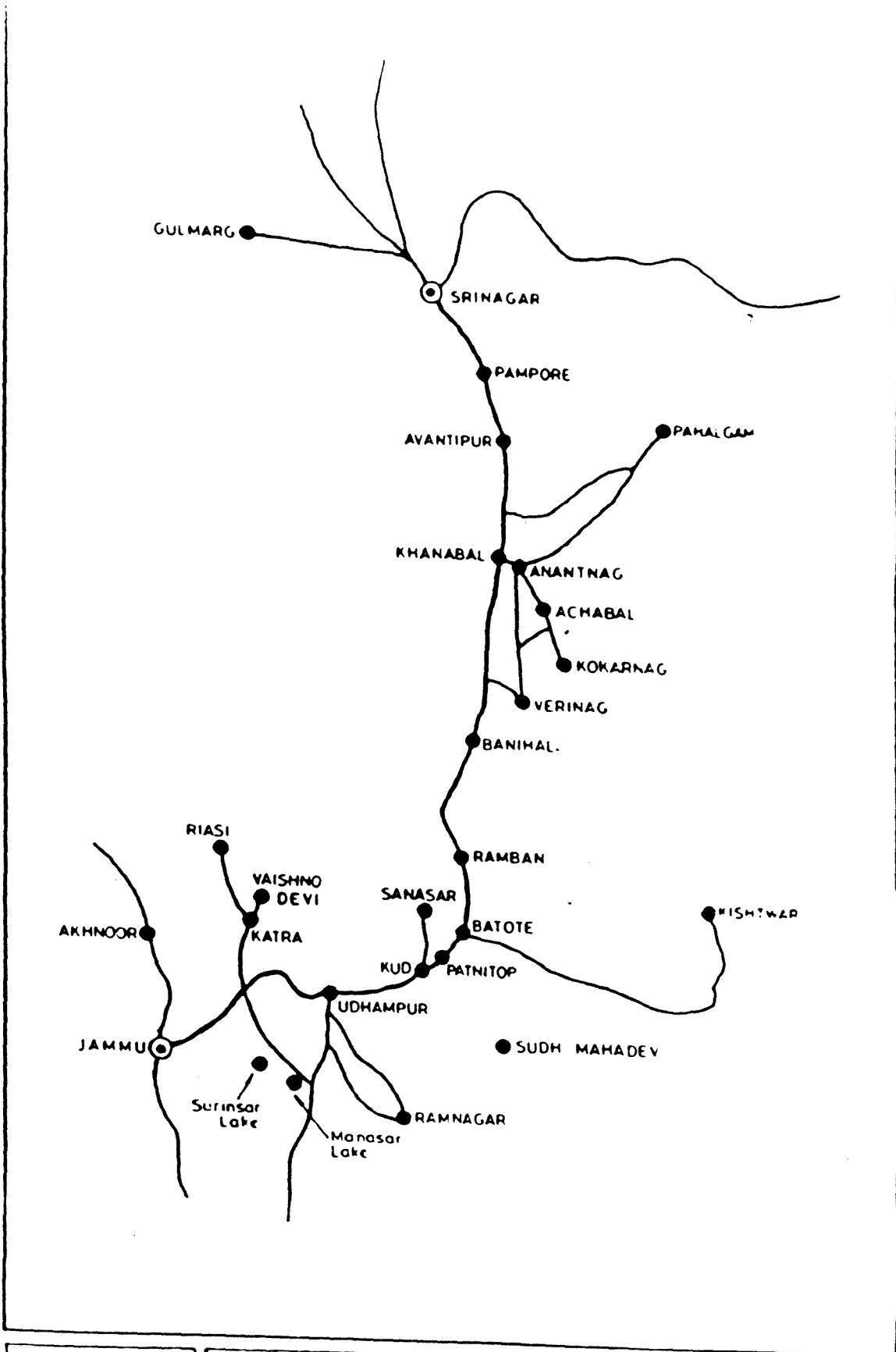
Fig. 2.5



REFERENCES

- International Boundary
- - - State Boundary
- Main Roads
- - - Pony Route
- Railways
- Sonamarg Tourist Centres
- Udhampur Other Centres
- ⛛ Petrol Pump
- 🏠 Hotel
- 🏨 Other Accommodations
- ✈ Airport

Based upon Survey of India map with the permission of the Surveyor General of India.
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JAMMU-SRINAGAR

Fig 2.6

Vaishno Devi is another important shrine in Jammu region. It attracts millions of pilgrims from all over the country every year who come to seek blessings from the Deity. Agrajito and Purmandal are also famous religious centres of Jammu region. Apart from important temples in Jammu region, there are two important lakes, namely Surinsar and Mansar lakes.

TOURIST PLACES OF KASHMIR VALLEY

The capital city of Jammu & Kashmir is Srinagar, which is famous for its gardens, lakes, houseboats and temples. The famous Dal lake of Srinagar has been divided into four major parts i.e. (i) Gagribal (ii) Lokut Dal (iii) Bod Dal and (iv) Nagin. The lake has many lovely gardens on its shores. Besides these, Srinagar has many other noteworthy places of interests such as Shankaracharya Hill, Pari Mahal, Museum, Shah Hamdan Mosque, Hazratbal Mosque, Hari Parbat, Fort etc.

There are many interesting places around the Kashmir Valley. The two main hill resorts are Pahalgam and Gulmarg. On the road to Pahalgam, there are number of points of interests such as Pampore, Avantipur, Anantnag, Mattan-Martanda Tirtha etc. Pahalgam is an excellent base for long treks. Scenic beauty of majestic pines and high meadows in the midst of snow peaks add new dimension to the beauty of Pahalgam (J & K Tourism Report, 1988).

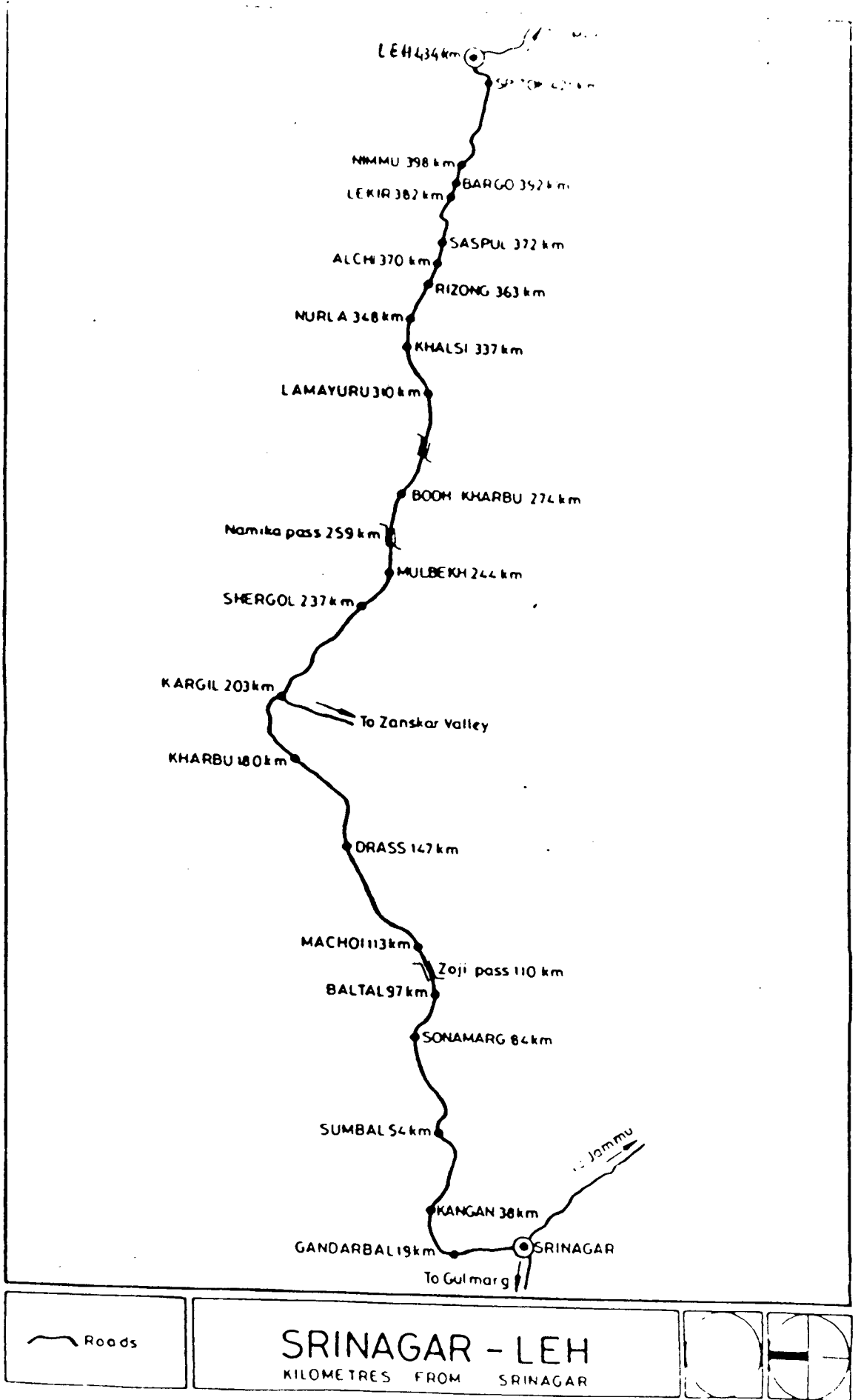


Fig 2.7

Achabal, Kokernag, Daksum and Verinag are emerging tourist places of the valley. Gulmarg is famous for the highest - altitude golf courses in the world. Khilanmarg, Alpather, Yusmarg, Shupan, Acharbal and Kungwatan are the major satellite tourist places of Srinagar. Mansabal and Wular are the beautiful lakes in Srinagar valley.

LADAKH

This is one of the remotest regions of India. It is a cold desert area lying north of the Himalayas. Geographically speaking Ladakh is a part of Tibetan Plateau. The capital city of Ladakh is Leh which is about 10 kms north of the Indus. At one time Leh was a major stop point on the "Asian Silk Route" and Commercial Capital in its own right, Leh has a number of "Gompas" which are another very attractive. Drass and Kargil are important tourist places in Ladakh region.

TOURIST DESTINATIONS IN HIMACHAL PRADESH

The geographical diversity of Himachal Pradesh ranges from green meadow and pasture to the Stark grandeur of the Himalayas. Enfolded by the Shivalik hills and the Himalayan range, this state offers the visitors a leisurely or adventurous holiday. The capital of the state, Shimla, nestles, in hills dotted with holiday resorts. The

celebrated Kulu and Kangra valleys each have their own personality. The remote Himalayan Valleys of Lahul and spiti, Strange exciting, primitive, a mountaineer's delight. And in the lower reaches of Shivalik hills is a trio of quiet towns (Brochures, HPTDC, 1986).

The capital city of Himachal Pradesh is Shimla. It has fine picnic spots and trekking route through forest and meadow. Train Journey to Shimla is the unique feature of the place. Nine hole golf course at Naldehra is the main attraction to the region. The other places of tourist's interests are wildflower hall, Narkanda, Chail, Kasauli etc.

KULU - MANALI REGION

The scene of a colourful fair during the autumn festival of a Dussehra is the main seasonal attraction of tourists. Tirthan and Suinj rivers are famous for trout fishing. Nearby, Manikaran, with hot springs and the Parbati valley famous for trout fishing and trekking upto Pulga. Monasteries and temples of Keyong and Manali are the main destinations for domestic tourists.

CHAMBA - DHARAMSALA REGION

There are so many tourist places in this region, namely Kangra, Palampur, Jwalamukhi, Dalhousie, Sirmour,

HIMACHAL PRADESH



Fig 2.8

Paonta, Renuka, Nahan, Bilaspur, Khajjiar etc. These tourist places are famous for temples, ancient archaeological sites and also for trekking bases. Kangra School of painting is another attraction. Chintpurni and Chamunda devi are other pilgrimage places at kangra. Renuka Wildlife sanctuary and small zoo are the places for adventure lovers.

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CHAPTER - III

EVALUATION OF TOURISM RESOURCES

An evaluation of the existing resources have been considered as a first step towards preparation of an action plan for future development of tourism infrastructure. However, it should be pointed out that there is the problem of lack of people information required to evaluate the existing state of infrastructure for tourism development. Even then an attempt has been made to assess the level of tourist infrastructure from various points of view (J & K Tourism Report, 1988).

JAMMU & KASHMIR

There are several factors which attract the tourists of the nearby places and of distant places as well. But the packages of incentives offered to the domestic tourists and foreign tourists may not be similar. It may noted that out of the half per cent of foreign tourist traffic inflow into India, only a mere 4.95 per cent visit Jammu and Kashmir. However, domestic tourism is the bedrock of international tourism (Know India, 1989), because it helps in building the basic infrastructure for the foreign tourists.

The motivating factors of the foreign tourist vary to a great extent from the domestic tourist. While foreign tourists usually do not visit religious places, domestic tourists

prefer to visit Vaishno Devi and the various temples of Jammu and other shrines around its vicinity. Again Buddhist pilgrims, of Sri Lanka and Japan like to visit Gompa of Ladakh whereas tourists from West European countries prefer to participate in adventure activities. Table 3.1 shows the distribution of tourists according to the factors of motivation as given below.

TABLE - 3.1
DISTRIBUTION OF TOURISTS ACCORDING TO
FACTORS OF MOTIVATION

Factors	Domestic		Foreign		Total	
	No.	%	No.	%	No.	%
1. Charter/prepaid four announcements	12	1.14	48	23.53	60	4.77
2. Incentives/discounts on air-fare and hotel tariff	17	1.61	33	16.18	50	3.98
3. Holiday facilities [Pleasure, sight seeing, sports, wildlife]	761	72.27	109	53.43	870	69.21
4. Business and work related interests	9	0.85	-	-	9	0.72
5. Education and Training facilities	-	-	-	-	-	-
6. Health facilities	6	0.58	14	6.86	20	1.59
7. Places of workshop	248	23.55	-	-	248	19.73
TOTAL	1053	100	204	100	1257	100

SOURCE : "Tourism potential study of J*K, Ministry of Tourism, 1988.

From the above table it is quite apparent that the main motivation for both foreign and domestic tourists, for visiting the state the existence holiday facilities. About 72 per cent of the domestic tourists and 53 per cent of the foreign tourists were motivated by the facilities for pleasure, sight seeing, sports and wildlife. About 23.5 per cent of the foreign tourists were also motivated by prepaid tour announcements. However the majority of the tourists visiting Jammu were motivated by the places of worship in that region (IC & T Pvt Ltd., 1988). Other factors like health facilities, education and training facilities and business and work related interests are insignificant.

TABLE - 3.2

REACTIONS OF TOURISTS TO VARIOUS FACILITIES

Facility	Very Good	Good	Below Expectation
1. TRANSPORT TO J & K			
i] Air	41.2	58.8	-
ii] Rail	50.0	41.7	8.3
iii] Road	33.4	52.7	14.3
2. LOCAL TRANSPORT			
i] Timeliness & Speed	-	48.0	52.0
ii] Condition of transport	4.8	57.1	38.1
3. TOURIST TAXIS			
i] Conditions	10.0	80.0	10.0
ii] Behaviour of Drivers	18.5	62.9	18.6
4. ACCOMMODATIONS			
Cleanliness	48.0	32.0	20.0
5. HOTEL & RESTAURANTS			
i] Quality of food	76.0	24.0	0.0
ii] Quality of bevrage & Drinks	60.0	40.0	0.0
iii] Cleanliness	-	70.0	30.0

Source : Tourism Potential study of J&K, Ministry of Tourism, 1988.

It is a fact, that the transport facilities in all the hill states is below the national average. Kashmir Valley enjoys better transport facilities. Among the hill states of India, out of 1257 tourist, 62 per cent considered it as good, 20 per cent held it to be very good and 8 per cent rated it as excellent amounted to about 10 per cent. Those who found it below expectation (IC & T PVT. LTD., 1988).

In the case of local transport, while 50.7 per cent of the tourist adjudged it as good, 47.9 per cent found it to be below expectation. About 22.6 per cent of the tourist also rated the services of tourist taxis to be below expectation. This implies that the internal transport system for tourists requires improvement. In the case of hotel and restaurants also, a large percentage of tourists found to be below expectation. Thus the tourism resources of Jammu & Kashmir require over all quality ungradation both in terms of hostels and restaurants and local transport facilities.

Table 3.3 lists the preferences indicated by the tourists as regards accomodation facilities. It has been suggested that a majority of the tourists preferred to stay in comfortable and clean hostels. At the same time, about 5 per cent of the domestic tourists and 32 per cent of the foreign tourists preferred to stay in very luxurious

TABLE - 3.3
TYPE OF ACCOMODATION PREFERRED BY THE TOURISTS

	Domestic		Foreign		Total	
	No.	%	No.	%	No.	%
1. Very Luxurious with maximum Comfort	57	5.41	64	31.37	121	9.63
2. Luxurious with maximum comfort	32	3.04	22	10.78	54	4.30
3. Very comfortable	138	13.11	18	8.82	156	12.41
4. Comfortable & Clean	460	43.68	15	7.35	475	37.79
5. Moderately comfortable and Clean	122	11.59	14	6.86	136	10.82
6. Less than one star category hotels	14	1.33	6	2.94	20	1.59
7. Tourist Bungalows	36	3.42	16	7.84	52	4.14
8. Youth Hostels	9	0.85	12	5.88	21	1.67
9. Traveller's Bungalows	9	0.85	8	3.92	17	1.35
10. Tourist huts/Dharmshalas/Hotels	61	5.79	13	6.37	74	5.83
11. Rest Houses/Agarashalas	111	10.54	-	-	111	8.83
12. Paying Guest Accommodation	2	0.20	12	5.91	14	1.11
13. Dormitory/Floor Space	2	0.20	4	1.96	6	0.47
TOTAL	1053	100	204	100	1257	100

SOURCE : Tourism Potential Study of J & K, Ministry of Tourisms, 1988.

accommodation units. Accommodation like paying guest, dormitory/floor space, traveller's bungalows and youth hostels are also preferred by the tourists. But their share is quite low in comparison to other types of accommodation preferred.

From the table 3.4, it appears that the most important single factor which was found favourable, with 97 per cent of the foreign tourists and 93 per cent of the domestic tourists, was the scenic beauty of the tourist centres in the state. Apart from scenic beauty for which Jammu & Kashmir has been known as the "Tourist Paradise on the Earth", the other main factors were the sight seeing facilities, friendly and interesting people, churches and temples, Kashmiri food, personal security and safety, reasonable cost, shopping facilities and good climate (IC & T Pvt. Ltd., 1988). Since, the share of foreign tourists is quite low i.e. not more than 5 per cent, the demand for western food is insignificant.

TABLE 3.4
ANALYSIS OF TOURISTS ACCORDING TO FACTORS FOUND FAVOURABLE

FACTORS	DOMESTIC		FOREIGN		TOTAL	
	No.	%	No.	%	No.	%
1. Friendly & Interesting People	283	26.88	134	65.69	417	33.17
2. Ease of Communication with Local People	47	4.46	11	5.39	58	4.61
3. Personal Security & Safety	79	7.50	53	25.98	132	10.50
4. Interest & Historical places to visit	39	3.70	37	18.14	76	6.05

FACTORS	Domestic		Foreign		Total	
	No.	%	No.	%	No.	%
5. Sight seeing facilities	483	45.87	187	89.71	666	52.98
6. Scenic Beauty	982	93.26	198	97.06	1180	93.87
7. Churches/Temples	138	13.11	69	33.82	207	16.47
8. Tourist Guides	16	1.52	5	2.45	21	1.67
9. Accommodation Comfortable & Clean	236	22.41	31	15.20	267	21.24
10. Service	13	1.23	3	1.47	16	1.27
11. Kashmiri Food	79	7.50	26	12.75	105	8.35
12. Other Indian Food	28	2.66	9	4.41	37	2.94
13. Western Food	8	0.76	3	1.47	11	0.88
14. Drinks/Liquor/Beverages	12	1.14	2	0.98	14	1.11
15. Good Sanitary & Health Conditions	98	9.31	35	17.16	133	10.58
16. Long distance travel facilities/amenities	39	3.70	8	3.92	47	3.74
17. Local Transportation facilities/amenities	16	1.52	5	2.45	21	1.67
18. Entertainment/Cultural activities/sports	16	1.52	3	1.47	19	1.51
19. Shopping facilities	118	11.21	59	28.92	177	14.08
20. Reasonable cost	165	15.67	91	44.61	256	20.37
21. Climate	330	31.34	114	55.88	444	35.32

SOURCE : IC & T Pvt. Ltd., 1988. Tourism Potential Study of J & K, Ministry of Tourism, p. 60, (1988).

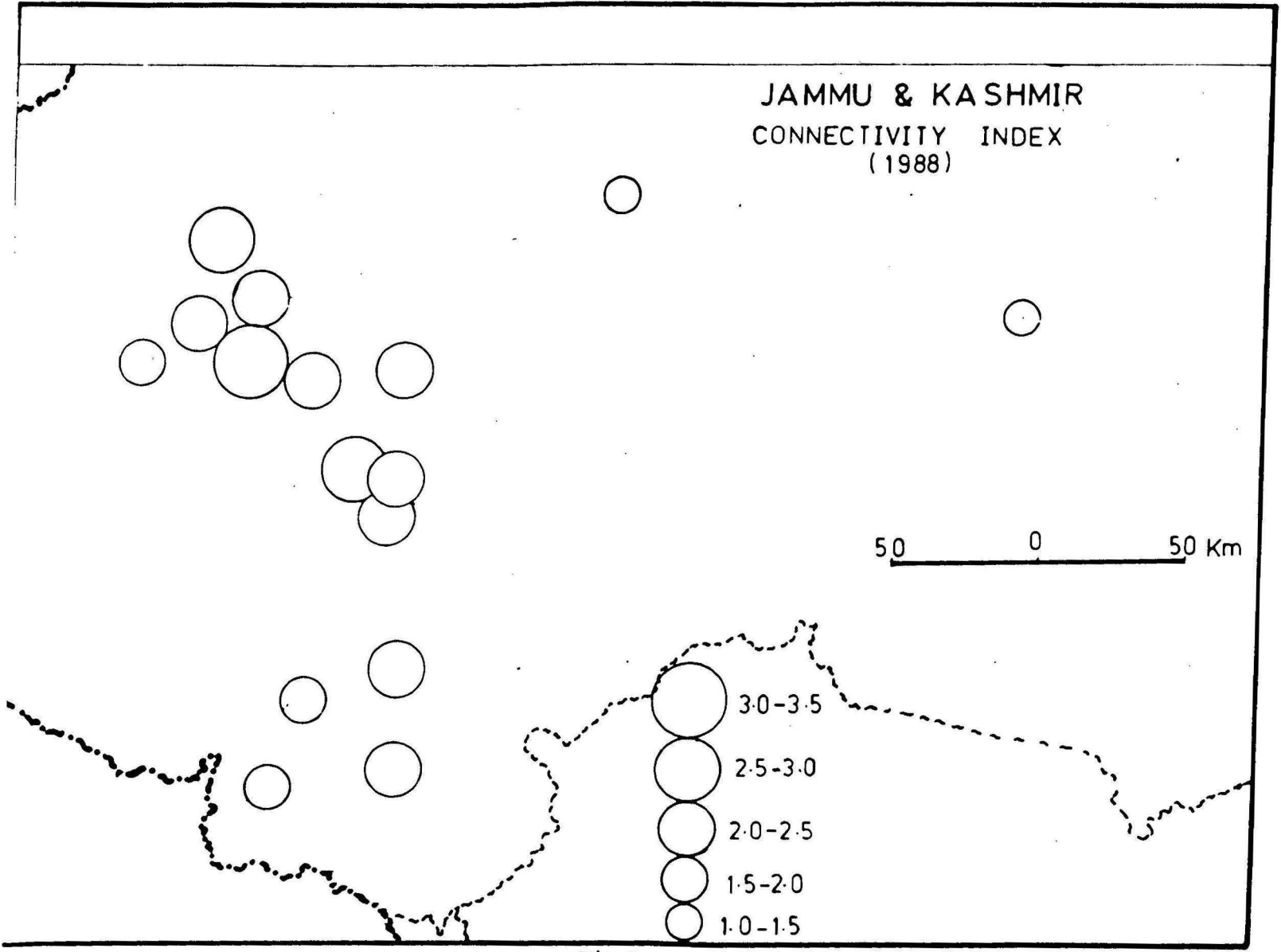


Fig. 3.1

CONNECTIVITY INDEX

Fig. 3.1 depicts the connectivity index of sixteen tourist places of J & K. Connectivity index has been calculated in order to know the relationship between tourist development and the transportation network of the respective tourist places. It has been found that Kashmir valley and important tourist places in its periphery have high connectivity values. The highest value is in the case of Srinagar i.e. 3.25 followed by Anantanag i.e. 2.99 and Bandipur i.e. 2.59. Leh, Kargil and Vaishno Devi are places having low connectivity index.

The geographical factor e.g. terrain, valley and climate is of great significance in determining the development of transportation network. It is quite clear that there is a fair correlation between the density of surfaced roads and connectivity index.

ACCOMMODATION

Tourist destination areas attract tourists to stay temporarily and will have features which may not be found in the generating areas. The tourist industry located in this area will comprise the accommodation, retailing and service function entertainment and recreation (Boniface, B.G. & C.P. Cooper, 1987).

Accommodation is one of the crucial factors of tourism industry. The quality and comforts needed by different categories of tourists vary from person to person primarily depending upon their economic status with their way of life, social and cultural background and so on being the other determining factors. Accommodation in some form or the other is a universal necessity (I.C. & T, 1988). There were about 32,460 beds in Jammu and Kashmir in the year 1987, of which about 4,770 beds were in the public sector and approximately 5,000 beds were in houseboats. About 71 per cent beds are being governed by the private sector. This is precisely because of shortage of capital in the public sector and also the liberalization policy inviting private entrepreneurs to invest money in hotels and for the construction of guest houses for tourists.

The quality of accommodation units in Jammu and Kashmir vary from very expensive luxury hotels to ordinary rest houses/dharmshalas and inns. On the basis of tariffs and facilities of the rooms, the State Government has classified these accommodation units into the categories of A, B and C. The estimated number of hotels in various categories in five major centres of tourist interest, in 1987 were as below :

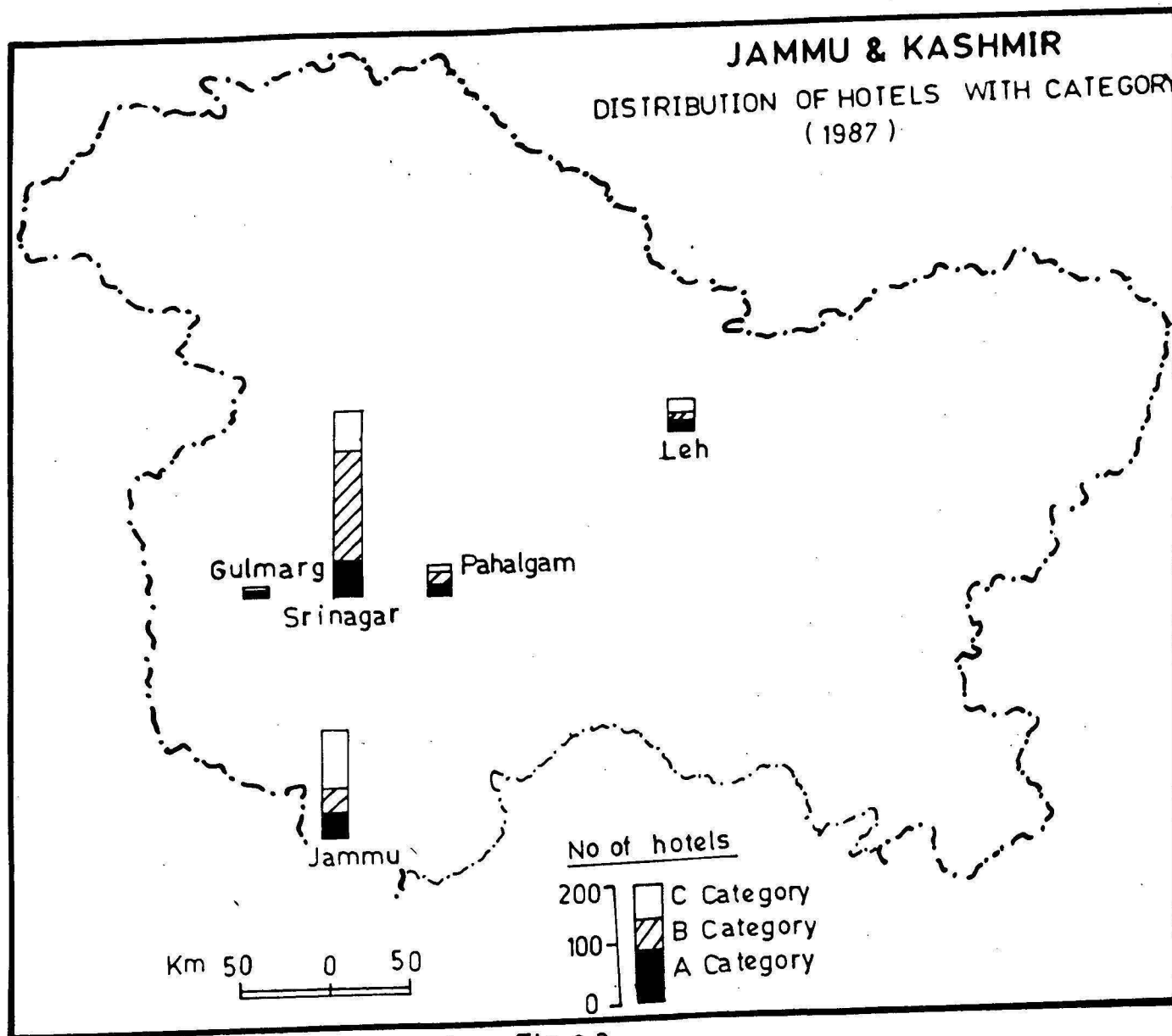


Fig. 3.2

Table - 3.5
DISTRIBUTION OF HOTELS IN JAMMU & KASHMIR CATEGORY-WISE (1988)

PLACE	NUMBER OF HOTELS			TOTAL
	A-Category	B-Category	C-Category	
Srinagar	63	172	65	300
Jammu	46	36	98	180
Gulmarg	8	6	6	20
Pahalgam	24	18	8	50
Leh	18	10	22	50
TOTAL	159	242	199	600

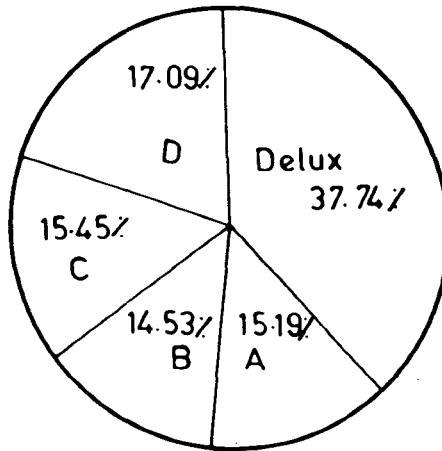
SOURCE : Tourism Potential Study of J & K, Ministry of Tourism, 1988.

Fig. 3.2 shows that Srinagar and Jammu are the places where 80 per cent hotels of different categories are located. In B-category hotels, about 71 per cent hotels are located in Srinagar alone. Only 20 per cent hotels of A, B and C categories of the hotels, of five important tourist places, are found in Gulmarg, Pahalgam and Leh. Apart from hotels, overseas tourists prefer to stay in some other form of accommodation too.

In Srinagar, about 5,000 beds are available in house-boat. Out of this, about 868 house - boats are moving along the shores of Dal Lake. These house-boats are also

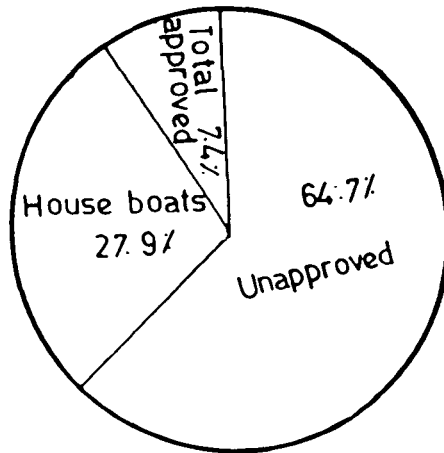
SRINAGAR

SHARE OF BEDS IN THE CATEGORY OF BOATS (1987)



(a)

SHARE OF ROOMS IN THE TYPE OF HOTELS



(b)

Fig.3.3

categoried on the basis of tarrifs and facilities. Table 3.6 gives the break-up of boats category-wise.

TABLE - 3.6
DISTRIBUTION OF HOTELS IN SRINAGAR CATEGORY-WISE (1987)

CATEGORY	NO. OF BOATS	NO. OF ROOMS	NO. OF BEDS
- Deluxe	297	906	1,812
- A-Category	123	366	732
- B-Category	124	355	710
- C-Category	136	354	706
- D-Category	188	386	828
TOTAL	868	2,367	4,788

SOURCE: Tourism Potential Study of Jammu & Kashmir, Ministry of Tourism, 1988.

Fig. 3.3(a) shows the share of beds in the category of houseboats in the year 1987. Deluxe and A-Category, which are luxurious and costly, account for about 51 per cent of the total beds in the houseboats. Deluxe alone constitutes 37.47 per cent of the beds in the houseboats.

Table 3.7 shows, that Srinagar alone accounts for about 54 per cent of the beds in the state. Out of 8,469 rooms in Srinagar, about 5,475 rooms are in the category of unapproved and supplementary accommodation units which constitute about 65 per cent [See Fig. 3.3(b)]. About 28 per cent rooms

are in the house-boats. The table given below shows the distribution of rooms in Srinagar in the categories of approved and non-approved units.

TABLE - 3.7

TYPES OF HOTEL	NO. OF ROOMS	PER CENT	NO. OF BEDS
Five Star	202	2.4	404
Three Star	151	1.8	302
Two Star	134	1.6	268
Unclassified	140	1.6	280
Total approved	627	7.4	1,254
House Boats	2,367	27.9	4,788
Unapproved	5,475	64.7	13,555
TOTAL	8,469	100.0	19,599

SOURCE : Tourism Potential Study of J & K, Ministry of Tourism, 1988.

Apart from the capital city of Srinagar, the other places of tourist interests with sizeable number of accommodation units in the state are Pahalgam, Gulmarg Jammu, Katra, Patnitop and Ladakh. Table 3.8 which shows the availability of beds at these places are given below :

JAMMU & KASHMIR SECTORWISE BED CAPACITY (1986)

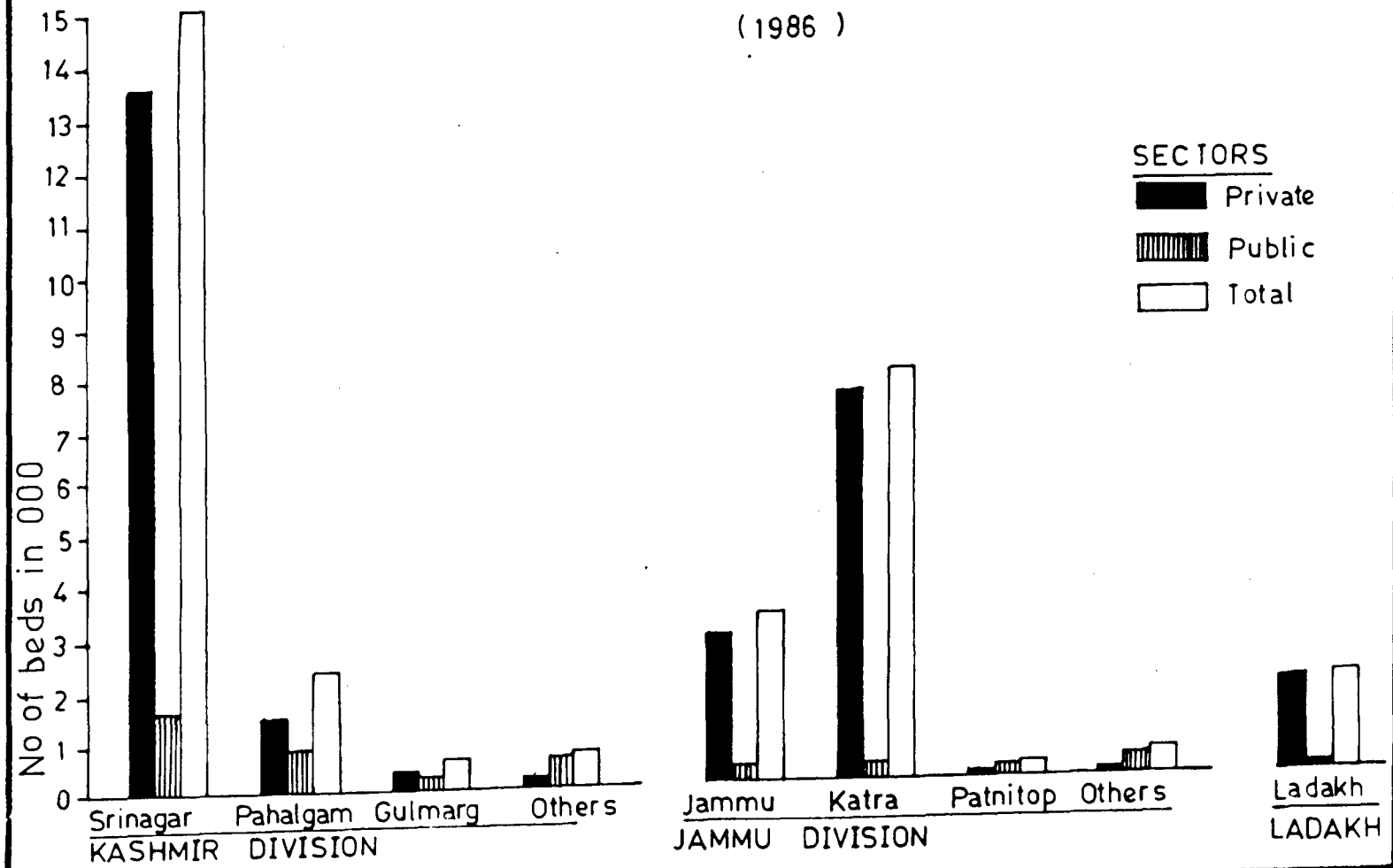


Fig.3.4

TABLE 3.8

Places	Number of beds		
	Private	Public	Total
KASHMIR DIVISION			
1. Srinagar	18,077	1,520	19,597
2. Pahalgam	1,502	872	2,374
3. Gulmarg	370	246	616
4. Others	19	536	554
Sub-Total	19,968	3,173	23,141
JAMMU DIVISION			
1. Jammu	2,900	320	3,220
2. Katra	6,464	629	7,093
3. Patnitop	60	152	212
4. Others	85	404	489
Sub-Total	9,509	1,505	11,014
Ladakh	1,890	85	1,975
Grand Total	31,367	4,763	36,130

Source : Tourism Potential Study of J & K , Ministry of Tourism, 1988.

Fig. 3.4 gives the visual look of the bed capacity in private and public sector of the state. where Srinagar in Kashmir and Katra in Jammu division emerged as the main concentration of available beds, constitute 60.82 per cent and 20.61 per cent respectively of the total beds in the state. Again private investors have pumped their money at more important places mainly because more than 78 per cent beds of private sectors concentrated at Srinagar and Katra only.

JAMMU & KASHMIR BED CAPACITIES 1981 - 1987

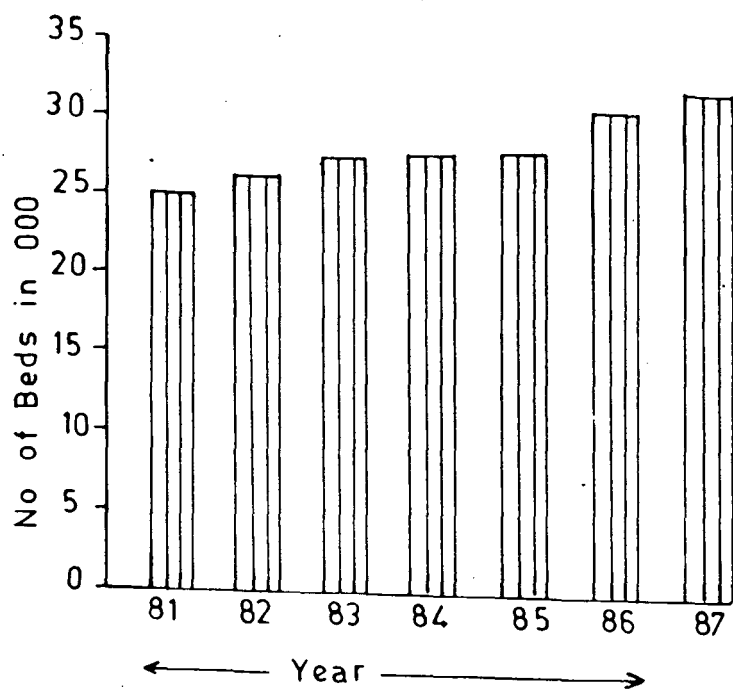


Fig. 3.5

Consistent efforts are being made to increase the number of beds taking into consideration the potential of foreign and domestic tourist traffic in the state. In the year 1980-81, there were 25,268 beds only, which became 32,460 in the year 1987. Table 3.9 shows the trend of capacities from 1980-81 to 1987.

TABLE - 3.9

JAMMU & KASHMIR

Year	Total Number of beds
1980-81	25,268
1981-82	26,468
1982-83	27,468
1983-84	27,968
1984-85	28,468
1985-86	31,367
1986-87	32,460

Source : Digest of Tourism Statistics, 1988.

The main problem of the accommodation units in the state is the seasonality in tourist traffic and the consequent low occupancy rate in hotels, which goes below 20 percent during lean season. The month-wise room occupancy rates in different categories of hotels in Srinagar during 1986 are given below :-

TABLE - 3.10

Months	Occupancy Rate		
	Approved hotels	Unapproved hotels	Supplementary accommodation
January	17.7	13.1	51.1
February	23.1	12.0	47.7
March	27.1	15.3	62.5
April	31.0	20.3	76.7
May	37.9	23.7	79.9
June	43.8	27.2	87.7
July	45.0	34.7	88.4
August	50.5	39.1	87.5
September	53.3	40.9	95.5
October	56.4	36.4	94.5
November	59.9	36.4	93.5
December	24.5	12.4	64.5
Annual Average	39.4	25.6	72.6

Source : Tourism Potential Study of J & K, Ministry of Tourism, 1988

The room occupancy rates get reduced to less than ten percent both in Jammu and Leh during lean season. While the lean season in Leh consists of November, December and January, the same in Jammu comprises the months of April, May and June. There is however, an acute shortage of rooms in Leh during peak season from May to October. This is evidenced by the fact that the occupancy rates

during these months go beyond hundred percent in all categories of accommodation establishments (I.C. & T, 1988)

HIMACHAL PRADESH

The resources of the state which may be inventoried for analysis as tourist attraction include land, climate, natural resources, cultural and historical attributes, architecture, environment, transportation and support industries (Krishnaswamy, 1987). Certain categories of resources are operational or functional in nature. Each of the resources have special requirements and presents special challenges of its own. The total tourist product of Himachal Pradesh is evaluated to take an objective look at attractions of various centres of tourist interest in the state with a view to develop realistic estimates of their potential for attracting tourists.

Co-EFFICIENT OF TOURIST DEMAND

It refers to the factors of motivation or attraction of certain area. The given Table - 3.11 shows some outstanding conclusions regarding the comparative emphasis which the existing tourist traffic lays on various attraction (H.P. Tourism Report, 1987). It is obvious that pleasure and sightseeing in Shimla and Kulu district are the most popular and motivating

T A B L E 3.11

COEFFICIENT OF TOURIST DEMAND

Nature of attraction	Coefficient of various centre				Average for Himachal
	Shimla	Kulu	Kangra	Chamba	
1. Pleasure and sight seeing	10	10	7.8	8.7	9.1
2. Natural elements e.g. fresh air water, weather	8.3	9.5	7.0	8.0	8.2
3. Getting away from it all/solitude	7	10	7.7	7.3	8.0
4. Relaxation	8.2	9.3	7.3	7.4	8.0
5. Terrain/landscapes/lakes	6.5	8	7.0	7.2	7.1
6. Historical interests	3.3	3	4.5	4.8	3.9
7. People/Culture/social interaction	3.2	3.3	3.9	4.0	3.6
8. Pilgrimage	1.1	4.8	4.6	3.1	3.4
9. Trekking	3.1	3.2	3.1	2.9	3.1
10. Shopping	3.0	2.8	2.5	2.8	2.7
11. Kalka-Shimla Train Journey	2.4	1.1	1.3	1.2	1.5
12. Winter sports	2.2	2.4	0.5	0.5	1.4
13. Wildlife viewing	1.1	1.4	1.2	1.5	1.3
14. Apples/Orchards	0.7	1.1	-	-	0.9

Source : Tourism potential survey of Himachal Pradesh, Ministry of Tourism. 1987.

factors because it accounts for 100 per cent responses. Natural elements e.g. fresh air, water, weather are second in the order and are followed by urge for solitude and relaxation. In spite of much emphasis, certain motivating factors failed to receive a positive response from tourists. Kalka-Shimla Train, Wildlife viewing, winter sports, orchards are some of the unique motivating factors of Himachal, which need further attention with regard to publicity and marketing in order to attract more and more tourists.

CO-EFFICIENT OF TOURIST SUPPLY

It refers to the ability of tourist places to satisfy tourist interests and thereafter creating a sense of reference among visitors. Here, in the Table 3.12, six qualifying criteria have been selected to evaluate the supply components:-

- | | | | |
|----|---------------|---|---|
| a. | Seasonality | - | It refers to the extent tourist Centres remains open to tourists throughout the year. |
| b. | Accessibility | - | To what extent tourist places are physically accessible. |
| c. | Admission | - | The extent to which the tourist attractions in this centre are open for the visiting public |

- | | | | |
|----|------------|---|---|
| d. | Importance | - | Degree of importance attached to the centre as compared to resorts of similar category. |
| e. | Fragility | - | Degree of Vulnerability to tourist pleasure on environment and physical assets. |
| f. | Popularity | - | The extent of popularity the centre has already gained in the tourist market. |

Above table shows a comparative study of the characteristics of the supply at the four major tourist centres. It is clear that Shimla is fast emerging as year round destination; but resorts like Kulu, Manali are still not visited throughout the year. While Shimla tops the popularity list, resorts like Chamba which has attractions as well importance, is still not so popular and hence needs focus of the media. Same is true of Kulu and Manali. When these resorts assume greater popularity, it will help in achieving a balanced tourism growth in the state. Shimla has the highest tendency of fragility and hence any further addition of structures or traffic within municipal limits of Shimla would cross the limits of carrying capacity. Shimla's environmental assets also stand a risk of getting spoiled by excess pressure of traffic, which calls for a shift towards satellite resorts around.

By combining the supply and demand characteristics for each place, certain observations have been made.

In case of Shimla, all supply factors, except seasonality are conducive to tourism growth. At the same time fragility which has an index of 10 also warrants precaution in the future planning. Areas where the present demand is much less than their potential are winter sports, Kalka-Shimla Train Journey and wildlife viewing.

Kulu has great deal of importance as well as admission and its fragility level is also far from dangerous limits. It is observed that the seasonal nature of its resorts is preventing the fuller utilisation of its existing infrastructure. Hence, there is the need to promote more of winter traffic to this area. The scope of future efforts should cover winter sports, trekking, historical interests and shopping as these areas are still not fully exploited as compared to their vast potential.

Kangra is not more fragile as compared to other regions. Not much adverse effects have so far been experienced. Finding suggests that diversifying more traffic to Kangra region will help in achieving balanced tourism growth in the state. However, to achieve this objective the accessibility of the area should be improved. Availability of historical attractions, good scope of trekking, winter and aero sports are some of the major points deserving further focus in publicity

Chamba is highly affected by seasonality, where, other supply factors are conducive to growth. In terms of its popularity, Chamba is at present the least known compared to other regions which necessitates the need for an increased attention to be paid for publicity. In term of fragility, Chamba can accommodate more traffic without running the risk of saturation in view of low volume of tourist traffic (H.P. Tourism Report, 1987).

TABLE - 3.12

COEFFICIENT OF TOURIST SUPPLY

Nature of Supply components	Co-efficients of various places*				Average for Himachal
	Shimla	Kulu	Kangra	Chamba	
1. Seasonality	8.4	6.5	8.0	7.2	7.5
2. Accessibility	9.5	9.4	8.1	8.2	8.8
3. Admission	10.0	9.5	9.5	9.5	9.6
4. Importance	9.8	9.0	8.1	8.1	8.7
5. Fragility	10.0	8.5	6.0	7.0	7.8
6. Popularity	10.0	9.5	7.8	7.4	8.6

Source : Tourism potential Survey of Himachal Pradesh
Ministry of Tourism 1987.

* NOTE : All the tourist resorts/centres have been taken into account in the respective districts for evaluation.

HIMACHAL PRADESH
CONNECTIVITY INDEX
(1988)

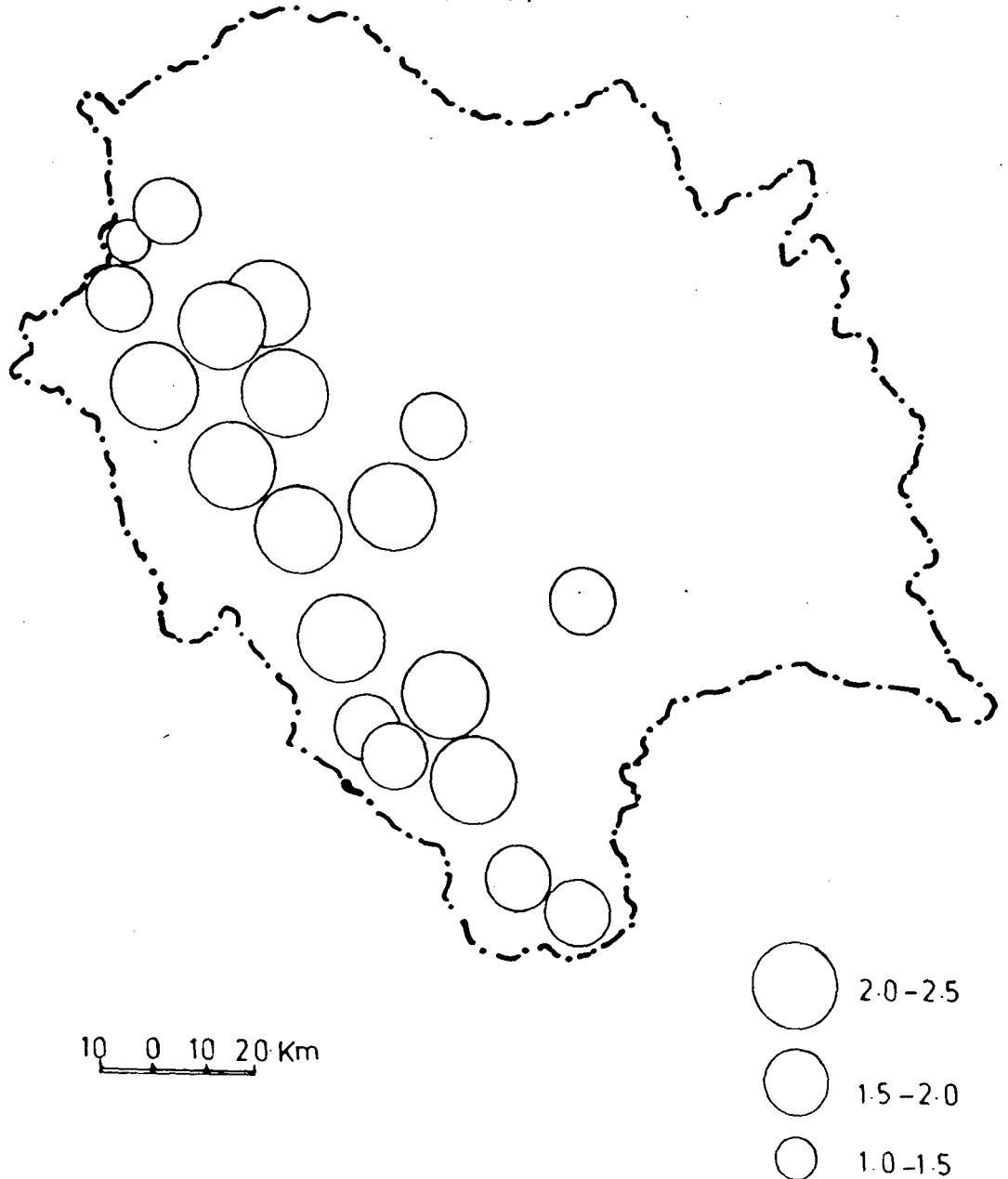


Fig. 3.6

CONNECTIVITY INDEX

Fig. 3.6 depicts the connectivity index of Himachal Pradesh. The physiography of the area has tremendous impact on the road network. South western part of the state which is relatively less undulating has more or less higher settled area. Out of nineteen tourist places, ten are comparatively well linked, i.e. Shimla, Manali, Dharamshala, Solan, Eilaspur Kangra, Jogindernagar, Sujanpur, Nagrota and Jwalamukhi. Its connectivity value varies between 2.0 to 2.5. All these tourist places are situated on the south-west part of the state.

These reflect a relationship between the value of connectivity index and tourism development. All important tourist centres have high connectivity value where as low connectivity values are found in the case of comparatively less important tourist centres. Therefore we may say that transportation network is the backbone of tourist industry in particular and economy of the region in general.

ACCOMMODATION

In tourism industry, accommodation is one of the crucial components among tourism infrastructures. With the declaration of tourism as an industry, various tupes of subsidies have been provided to the private

TABLE 3.13

District	No. of Hotels	No. of beds	No. of beds per category					
			A		B		C	
			No.	%	No.	%	No.	%
Shimla	125	3,836	390	10.2	780	20.3	2,666	69.5
Solan	40	431	36	8.4	48	11.1	347	80.5
Kullu	123	3,306	287	8.7	714	21.6	2,305	69.7
Kangra	29	414			20	4.8	394	95.2
Chamba	24	623			150	24.1	473	75.9
Sirmour	6	112					112	100.0
Bilaspur	8	88					88	100.0
Manali	20	235					235	100.0
Una	1	30					30	100.0
Hamispur	4	56					56	100.0
Total	380	9,131	713	7.8	1,712	18.7	6,706	73.4

*A = above Rs. 200, B = Rs. 100-200, C = below Rs. 100.

Source : Department of Tourism, 1988.

HIMACHAL PRADESH

REGISTERED ACCOMODATION CAPACITY (1986)

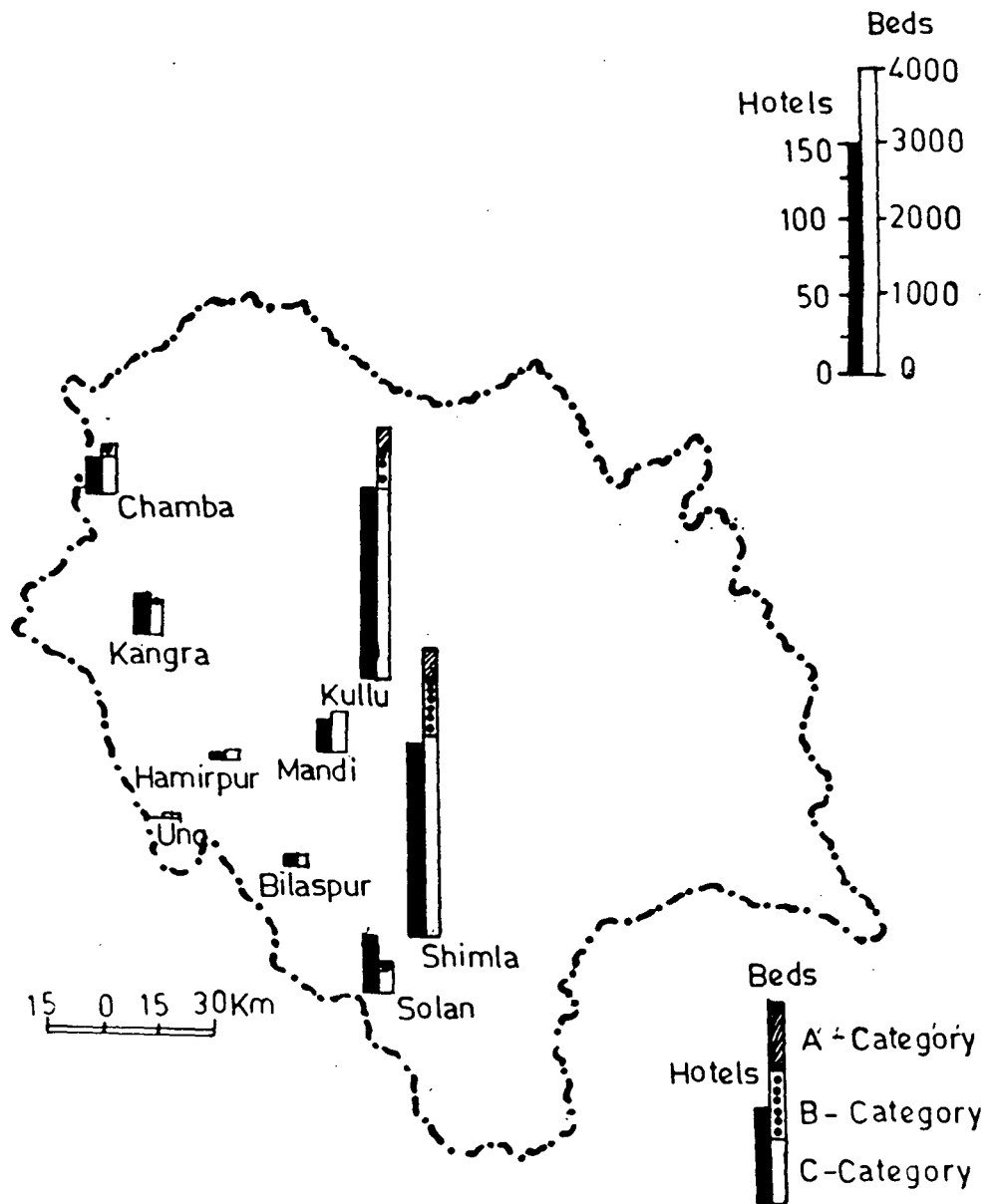


Fig. 3.7

entrepreneurs for construction of hotels/restaurants and cafeterias. In the year 1986, there were 9.131 registered beds available. Likewise in Jammu & Kashmir - also, the number of beds in private sector is greater than in public sector.

As far as quality of the accommodation is concerned, it varies from the very expensive to the inexpensive. According to the information provided by the Department of Tourism, the accommodation capacity(beds) is categorised according to tariff range. There is no other classification criteria that exists in the state. The Table 3.13 which is given below shows registered accommodation capacity per category* and District.

Fig. 3.7 shows that only 7.8 percent (713 beds) of the total accommodation capacity belong to category A and concentrate in Shimla and Kulu. About 18.7 percent (1,712 beds) belong to category B and are situated within the three major tourist areas Shimla, the Kulu valley and Kangra/Chamba. The remaining 73.4 percent (6, 706 beds) offer accommodation for less than Rs. 100 (C category). All hotels outside the three major tourist areas are in category C.

Table 3.14 shows repartition by category of the total registered accommodation capacity in 1986 in the major tourist regions.

HIMACHAL PRADESH
SPATIAL DISTRIBUTION OF ACCOMODATION CAPACITY
(1986)

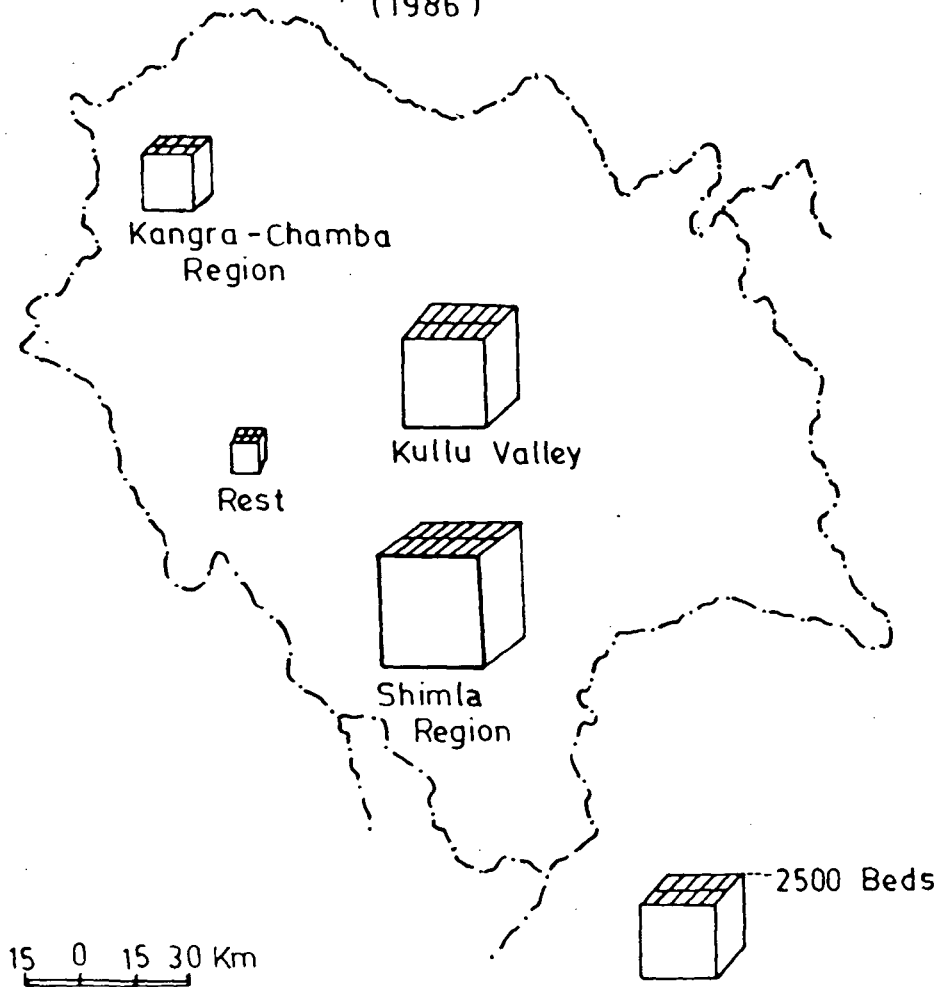


Fig. 3.8

TABLE - 3.14
 SPATIAL REPARTITION OF ACCOMMODATION CAPACITY IN HIMACHAL
 PRADESH, 1986.

Region	Total No of beds	Capacity (beds)	Bed Capacity for category					
			No.	%	No.	%	No.	%
Shimla	4,267	46.17	426	59.7	828	48.4	3,13	44.9
Kullu Valley	3,150	36.2	287	40.3	714	41.7	2,305	34.4
Kangra/Chamba	1,037	11.3	-	-	170	9.9	867	12.9
Rest	521	5.7	-	-	-	-	521	7.8
Total	9,131	100.0	713	100.0	1,712	100.0	6,706	100

Source : Department of Tourism ,1986.

Fig. 3.8 shows the spatial distribution of the registered accommodation capacity (beds) in hotels in Himachal Pradesh. Bed space in private quarters, dormitories and dharamshalas have to be added. Geographically speaking, the tourist places and the accommodation capacities of Himachal Pradesh are concentrated in only three pockets as shown in the above table.

Survey of accommodation units, by the department of tourism, revealed the percentage of growth of occupancy for important centres in Himachal Pradesh over the past

three years.

TABLE 3.15

Centre	1983-84	1984-85	1985-86
Shimla	10 %	10 %	15 %
Manali	8 %	5 %	10 %
Kulu	5 %	5 %	15 %
Katraain	10 %	5 %	10 %
Dharamshala	5%	-10 %	+ 5 %
Dalhousie	5 %	-15 %	+ 5 %
Chamba	5 %	-15 %	+ 5 %
Khajjiar	5 %	-15 %	+ 5 %

Source : Tourism Potential Study of Himachal Pradesh, Ministry of Tourism, 1987.

Above table shows that Shimla seems to have attained maximum growth rates in occupancy in 1985-86 as compared to 1984-85 and it is followed by Kullu Valley with Manali and Katrain having growth rate of ten percent. Kangra and Chamba district's destinations have only above 5 percent growth rate. Punjab problem seems to have affected occupancies as large number of tourists from Punjab flock to these nearest hill resorts (H.P. Tourism Report, 1987).

Seasonality factors has direct influence on tourist arrivals, as seasons affect accessibility in

a positive or negative way. Most of the destinations, being Hill resorts, have two seasons; summer and autumn. Table 3.14 shows the number of days of accessibility in terms of pleasantness during summer and autumn/winter season for important tourist places in Himachal Pradesh.

TABLE 3.16

Centres	Summer season Days	Winter Season Days	Total Days
Shimla	180	120	300
Manali	120	90	210
Kulu	130	110	240
Dharamsala	120	90	210
Dalhousie	120	90	210
Chamba	130	110	240
Sirmour	-	-	270

Source : Tourism Potential Study of Himachal Pradesh
Ministry of Tourism, 1987.

Form the above table it appears that shimla has good accessibility as 300 days in a year tourists can visit the district. Other places have 210 days in a year while for Kulu and Chamba, it is 240. Both, being at lower heights, have more days in winter which accessible. Sirmour district has 270 days in a year and is next to Shimla.

HIMACHAL PRADESH

NUMBER OF HOTEL STAFF AND LEVEL OF QUALIFICATION

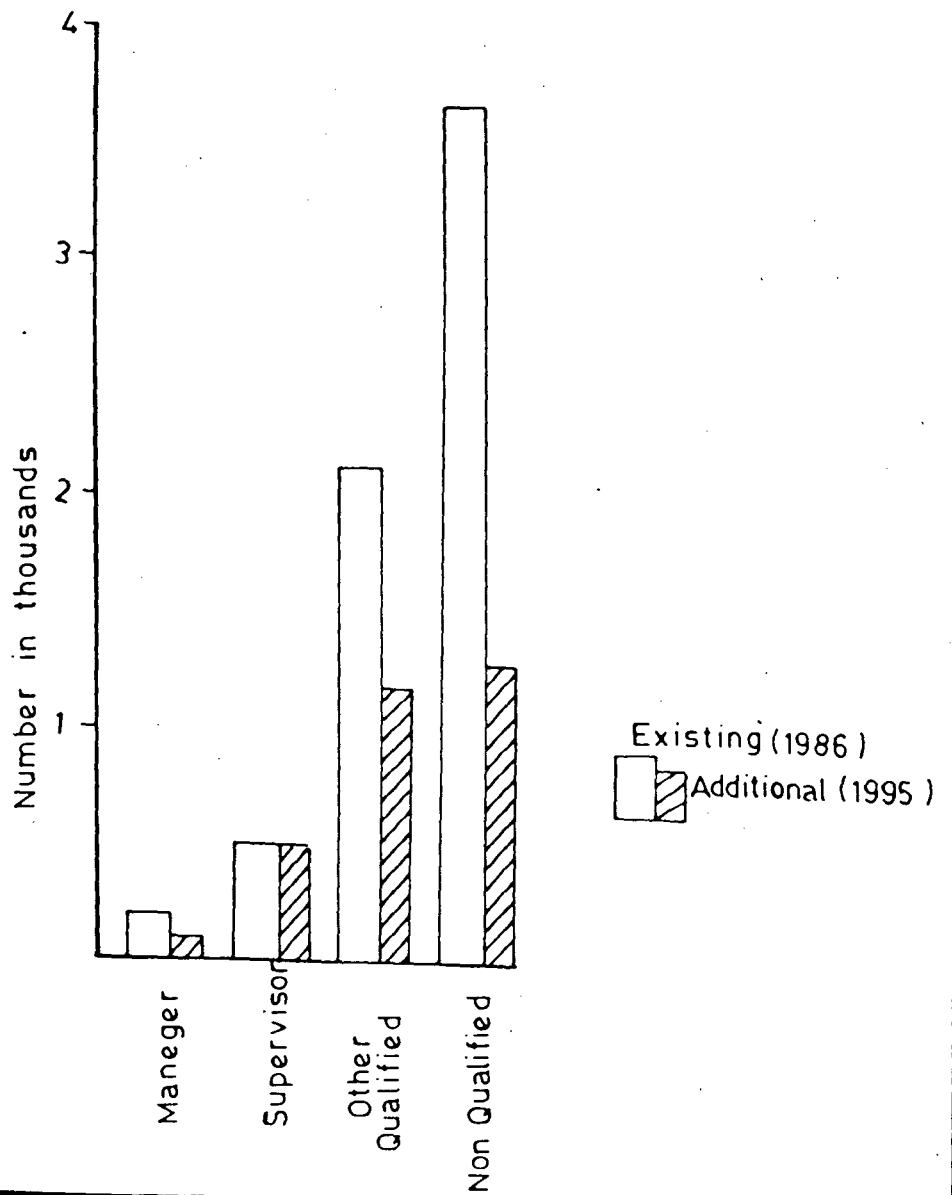


Fig. 3.9

Being on lower hills, peak summers are hot and excluding the rainy season, the number of pleasant days are less than that of Shimla. Winter and autumn seasons of Himachal are not popular at present (H.P. Tourism Report, 1987).

Tourism industry is flourishing at a rapid rate and shifting from cultural tourism to adventure tourism. But on the other hand, this industry lacks trained manpower at every stage. Table 3.17 shows the actual number of hotel staff per department and level of qualification of 1986.

TABLE 3.17
HIMACHAL PRADESH (1986)

Dept.	Manager	Supervisory	Other Qualified	Non Qualified
1. Administration	208	429	955	286
2. Reception	-	32	110	390
3. Kitchen	13	-	780	708
4. Restaurant	-	19	195	1,241
5. Housekeeping	-	52	-	767
6. Others	-	-	104	214
Total	221	532	2,144	3,606

Source : German Reports on Tourism Development of Himachal Pradesh, (HPTDC, 1987)

TABLE 3.18

Additional Number of Hotel Staff per Department and
Level of Qualification upto 1995

Dept.	Manager	Supervisory	Other Qualified	Non Qualified
1. Administration	94	149	220	103
2. Reception	-	23	74	134
3. Kitchen	23	180	349	293
4. Restaurant	-	103	396	347
5. Housekeeping	-	74	74	314
6. Others	-	-	74	117
Total	117	530	1,188	1,308
Share	37 %	16.9 %	37.8 %	41.6%

Source : German Reports on tourism Development of
Himachal Pradesh, (HPTDC, 1987).

In view of the above Table and Fig. 3.9, it appears that in hotels, requisite skilled staff is lacking and seeing the inflow of tourists there is a need to increase the staff at every level to cope up with the situation. Of the present 6,500 employees in hotels and restaurants, 2,325 have to be trained; 110 at the managerial level, 425 at the supervisory level, 1,071 at the qualified level and 719 at the unqualified level (German Reports on Tourism Development of Himachal Pradesh, 1987).

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PATTERNS AND TRENDS IN TOURISM

Since ancient times, India is a country of ancient civilization, culture and religions, has been pulling a large number of foreign tourists from different corners of the world (Basak, T.N. - 1987). People of the different religions, races and cultural affinity live in this country, in peace and harmony. They speak different languages, eat different types of food and follow varied customs and traditions. This diversity in life, coupled with its natural attractions of mountains, valleys, meadows, gardens and seas and the many splendid monuments of the past, make India an exciting tourist destination (J & K Tourism Report, 1988).

International tourist traffic to India has been steadily increasing over the last three decades. Though the number of foreign tourist arrivals have been increasing from 16,829 in 1951 (excluding those from Pakistan and Bangladesh) to 11,63,774 in 1987. The average rate of growth achieved during the last 36 years was about 12.5 percent per annum. Though the arrivals during the first half of the decade remained almost static, a phenomenal growth of about 29.1 percent was registered during 1986. The tempo of high traffic continued during 1987 and ended-up with an overall growth of about 7.8 percent. This upsurge in foreign tourist traffic to the country is likely to continue in

view of the favourable global trends and increased overseas publicity campaigns of the Government. The Ministry of Tourism has projected an arrival figure of 1.5 million tourists by 1990, implying an average annual growth of about 8.5 percent over 1986. Considering the global economic behaviour, favourable attitude towards tourism and the increased promotional efforts of the country, the target of 1.5 million foreign tourists by 1990 appears to be reasonable, unless the constraints of international airline capacity and hotel rooms enforce any serious set-back. (J & K Tourism Report, 1988).

In India domestic tourists are considered to be highly significant, even though no realistic estimate is available on the same, so far. Statistical accounting of domestic tourism movements has not yet been introduced systematically. This is one of the serious deficiency in the tourist statistics presently available (J & K Tourism Report, 1988)

PATTERNS AND TRENDS OF TOURISM IN JAMMU & KASHMIR

There has been experienced a rapid growth in tourism in Jammu & Kashmir. During seventies, the traffic to this valley rose from a nominal figure of 120,000 to 5,94,514 at an average annual growth rate of about 17 percent.

This trend persisted for some time, though, it started declining from 1982 onwards. The development of crisis in Afghanistan and the consequent closures of land routes might have induced the decline in foreign tourist traffic to the valley since 1979.

The traffic of domestic tourists came down from a level of 598,555 in 1981 to 560,987 in 1982 and dropped to 398,428 in 1983. Paradoxically, the state Government during this period was making efforts to increase the lodging capacity in the valley and actually increased the beds from 25,268 in 1981-82 to 27,000 in 1983-84. The fall in domestic traffic during this time, gave serious setback to the tourism industry. The foreign tourist traffic also registered a downward trends from 1980 to 1984 and the combined effects of the downward trends both in foreign and domestic tourists affected the tourism trade. It could be noted that since 1978, the foreign tourist traffic to Kashmir Valley had been declined at a rate of 5 percent per annum till 1984 (J & K Tourism Report, 1988).

The responsible factors, for the decline of foreign tourists, were the result of external factors, such as Afghanistan civil war, Iran-Iraq conflict and consequently the threat of war in the whole of Gulf region. Generally, prosperity of this industry is very sensitive to such factors

and as is obvious, tourists always avoid areas of conflict for their holidays and leisure trips. To some extent, adverse external publicity giving misleading information about conditions in Kashmir Valley also discouraged the growth of tourist traffic, specially those visitors coming from Europe and USA. As a very large number of tourists visit the valley by road from Delhi after they enter the country by air, the problems in Punjab had also taken a toll on growth of tourism as tourists were discouraged to travel by road, to Jammu and Kashmir.

Due to rise in the travelling cost by road, rail and air discouraged a large number of visitors to travel to Kashmir valley, specially from Maharashtra, West Bengal and Gujarat, which were traditionally the origins of Kashmir valley.

The trends of tourist traffic has shown signs of recovery in the past two years. The traffic of domestic tourists sharply increased in 1985 (see table - 4.1). In 1984 the number was 1,92,684 which rose to 4,65,599 in 1985. The arrival of foreign tourists also showed a marginal improvement during the year. There was an increase of 2,74,472 in the total number of tourists visiting the valley during 1985 registering a growth of 199.78 percent. During 1986 and 1987 also, the trend continued and the domestic as well foreign tourist arrivals showed steady increase.

JAMMU & KASHMIR TOURIST ARRIVALS (1977-87)

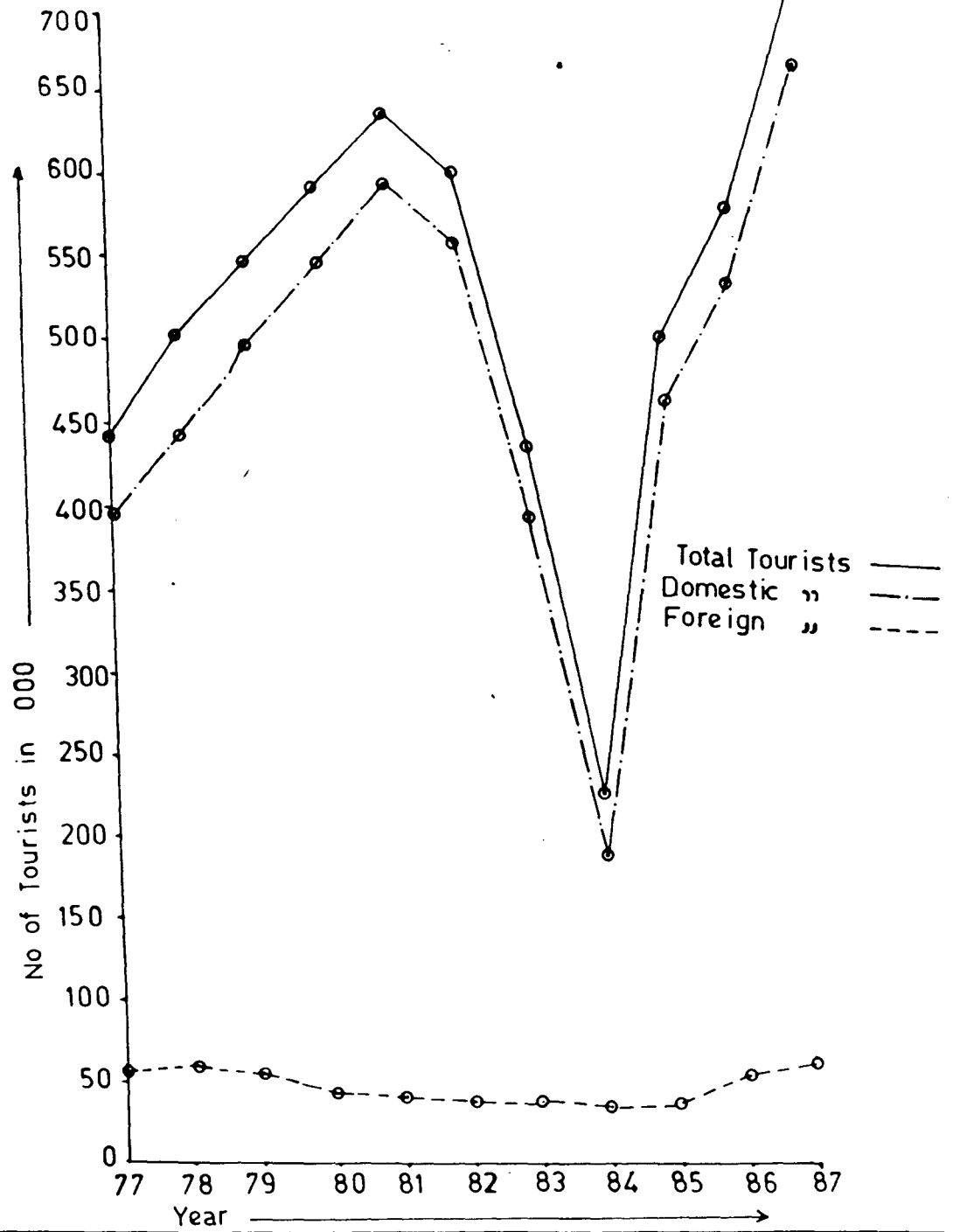


FIG. 4.1

TABLE 4.1
 TOURISTS VISITING JAMMU & KASHMIR
 FROM - 1977 to 1987 AND GROWTH RATES

Year	NO OF TOURISTS			GROWTH RATES		
	DOMESTIC	FOREIGN	TOTAL	DOMESTIC	FOREIGN	TOTAL
1977	387817	54223	442040			
1978	443342	59323	502665	14.32	9.41	15.71
1979	498067	55680	553747	12.34	(-)6.14	9.37
1980	548491	46026	594517	10.12	(-)17.34	8.14
1981	598555	43745	642300	9.13	(-) 4.96	8.04
1982	560987	42851	603838	(-) 6.28	(-) 2.04	(-) 5.99
1983	398428	41101	439529	(-) 28.98	(-) 4.08	(-)27.21
1984	192684	36458	229142	(-) 51.64	(-)11.30	(-)47.87
1985	465599	38015	503614	141.64	4.27	119.78
1986	536598	53118	589716	15.25	39.73	17.10
1987	664081	57573	721654	23.76	8.39	22.37

Source : Tourist Statistics, Ministry of Tourism, 1988.

From the table 4.1, it appears that the foreign tourist traffic to the state has already reached the saturation level and any further increase on the same can not be achieved without substantial augmentation of tourism infrastructure. The situation is mainly due to high seasonality in tourist arrivals with about twenty percent of them, visiting in the month of August alone. While the total arrivals during the quarter, July to september constitute about 46 percent, more than 80 percent of the tourists arrive during the seven months of April to October. The Pressure on infrastructure is generally high during this period on account of large

JAMMU & KASHMIR MONTHLY DISTRIBUTION OF TOURISTS (1987)

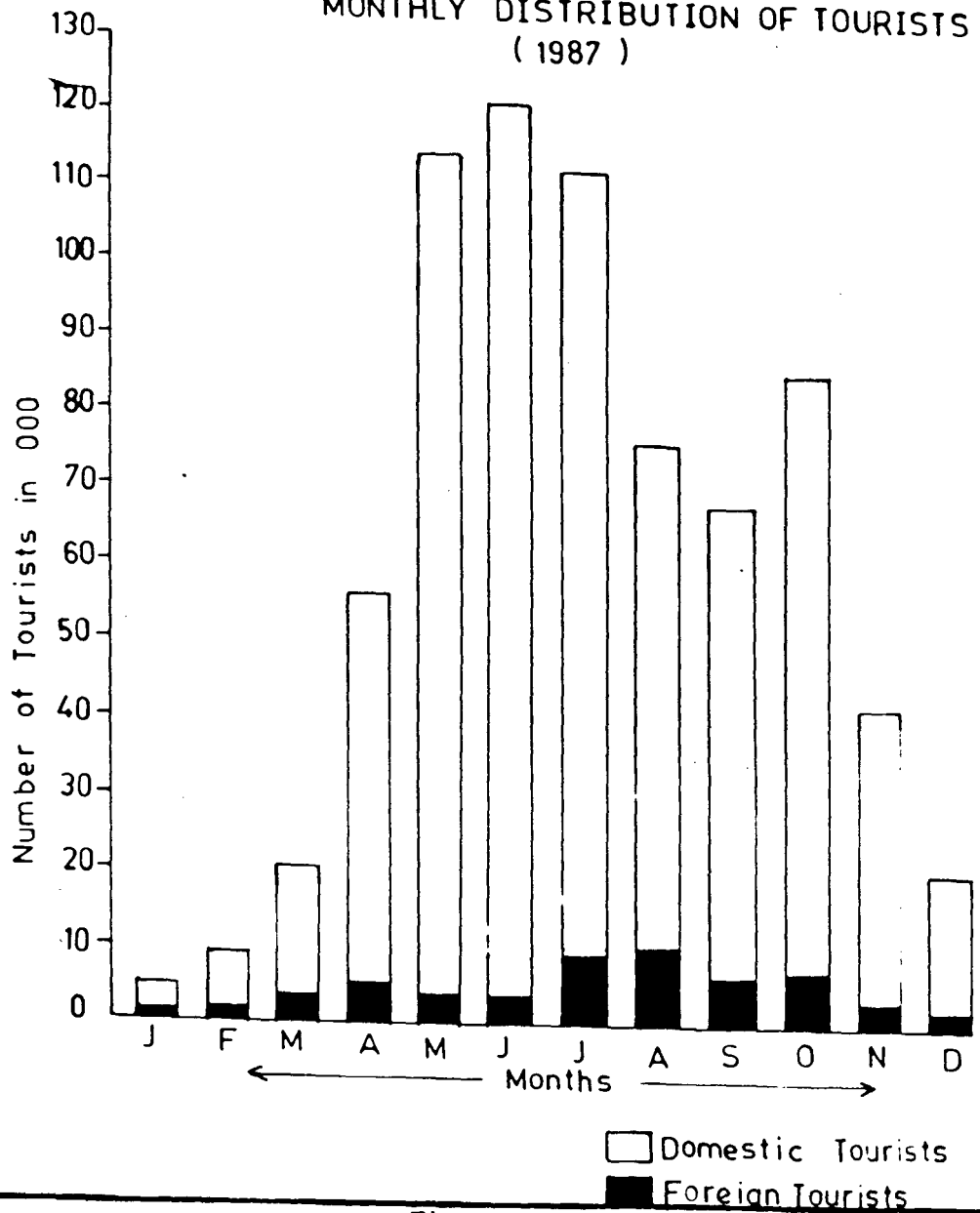


Fig.4.2

inflow of domestic tourists as well. This to over exploitation and commercialisation of tourism resources, which in turn acts as a deterrent to tourist traffic (Hussain, M., 1987). The below-given table shows the monthly break-up of tourists and growth rates of 1987.

TABLE - 4.2

MONTHLY NUMBER OF TOURISTS AND GROWTH RATES (1987)

(JAMMU & KASHMIR)

Month	No. of Tourists			Growth Rate		
	Domestic	Foreign	Total	Domestic	Foreign	Total
January	4,257	713	4,988			
February	7,440	1,350	8,793	74.77	89.34	76.28
March	17,443	2,958	20,401	134.45	119.11	132.01
April	50,241	5,191	55,432	188.03	75.49	171.71
May	1,09,689	4,595	1,14,284	118.33	- 11.48	106.17
June	1,17,376	4,136	1,21,512	7.01	- 9.99	6.32
July	93,807	9,011	1,02,818	- 20.08	117.87	- 15.38
August	66,344	10,124	76,468	- 29.28	12.35	- 25.63
September	63,133	6,686	69,819	- 4.84	- 33.96	- 8.7
October	77,141	7,611	84,752	22.19	13.83	21.39
November	38,171	3,159	41,330	- 50.52	- 58.49	- 51.23
December	19,039	2,018	21,057	- 50.12	- 36.12	- 49.05
	6,64,081	57,573	7,21,654			

Source : Unpublished document, Department of Tourism, 1988.

From the table 4.2, it appears that the traffic of foreign tourist during the quarter, June to August constitutes about 40.41 percent, Whereas, during the winter season i.e. from November to February, it constitutes about 12.57 percent only. And, during April to October, the traffic of foreign tourists, constitutes about 82.25 percent. On the other hand, the traffic of domestic tourists during the summer and autumn seasons it constitutes about 89.45 percent alone. Only 10.55 percent domestic tourists visit Jammu and Kashmir in the winter i.e. from November to February. Again, during the quarter month i.e. from May to July, it constitutes around 47 percent. Therefore, it appears that the traffic of both foreign as well as domestic tourists are quite seasonal. Non-

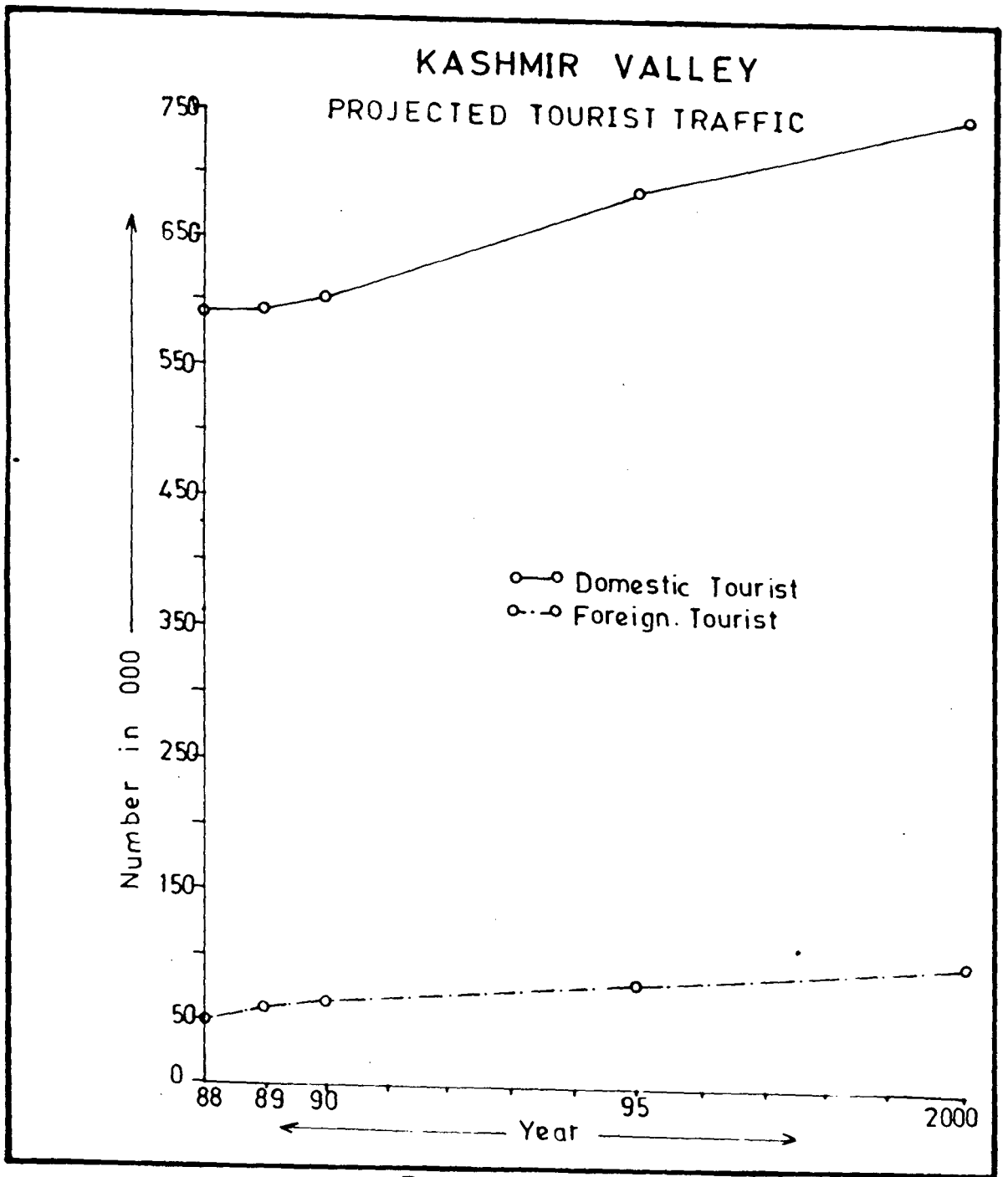


Fig.4.3

availability of basic amenities like water and electricity and over crowding of roads and hazards, frighten-away even the domestic tourists during the peak season. The tourists also become the victims of unethical traders, cheats & touts, very often (J & K Tourism Report 1988). These sort of activities really spoil the image of Kashmir as an ideal or pleasant destination.

Seeing the past trends, it is possible to attract more foreign tourists during off-season, by providing adequate infrastructures for winter sports, adventure activities etc. It would be possible to achieve a modest growth of about 3340 tourists per year.

TABLE - 4.3

PROJECTED TOURIST TRAFFIC TO KASHMIR VALLEY

YEAR	ARRIVALS		
	FOREIGN	DOMESTIC	TOTAL
1988	58,676	583,515	642,191
1989	62,076	597,559	659,575
1990	65,356	611,603	676,959
1995	82,056	681,823	763,879
2000	98,756	752,043	850,799

Source : Tourism Potential Report, Ministry of Tourism,
1988

From the table 4.3, it appears that the domestic tourists are less demanding in terms of quality of accommodation and transport. Probably, high cost of such facilities may obstruct them ^{from} visiting the valley. There could also be diversions of domestic tourists from Kashmir, to lesser known places in Himachal Pradesh, in view of virgin character. In view of these factors, the domestic tourist traffic to the valley, is also not likely to increase at rapid rate in the next decade. Based on the past trends, the projected numbers are given in the fig. 4.3.

Undoubtedly, J & K appears to be more popular and ideal tourist resort for the people of North India. About 58 percent of the domestic tourists in the sample were from the four states of Punjab, Haryana, Rajasthan and Uttar Pradesh as well as the Union Territories of Delhi and Chandigarh (J & K Tourism Report, 1988). The Western Region Consists of Maharashtra and Gujarat and Eastern Region consists of West Bengal and Bihar accounts for 21 percent and 9.4 percent of the tourist, respectively. The share of south Indian states are almost negligible. Delhi, with a market share of 20.1 percent emerges as the top tourist generating region. Delhi alone contributes around 20.1 percent, ² emerges as the top tourist generating ^{region} ~~for~~ J. & K. The given table - 4.4. presents the share of different states :

JAMMU & KASHMIR

SHARE OF STATES IN DOMESTIC TOURISTS (1988)

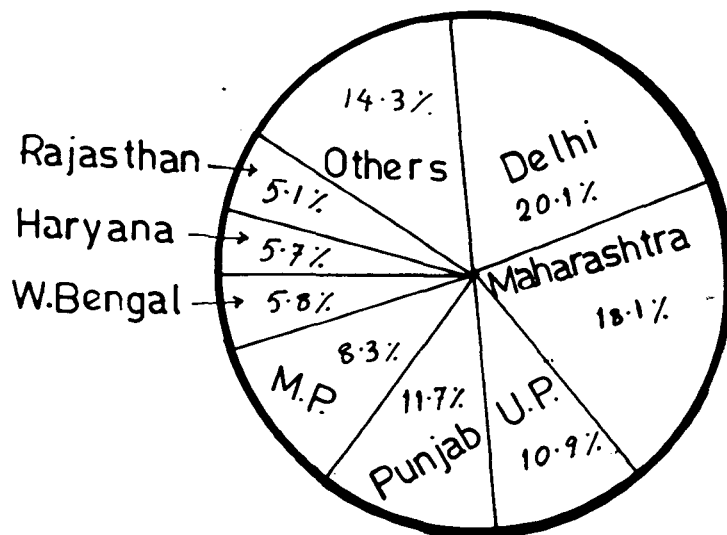


Fig.4.4

TABLE - 4.4

PERCENTAGE SHARE OF DIFFERENT STATES IN THE DOMESTIC TOURIST
TO J & K

Name of the State/U.T	Percentage share of Tourists*
1. Delhi	20.1
2. Maharashtra	18.1
3. Punjab	11.7
4. Uttar Pradesh	10.9
5. Madhya Pradesh	8.3
6. West Bengal	5.8
7. Haryana	5.7
8. Rajasthan	5.1
9. Chandigarh	4.4
10. Bihar	3.6
11. Gujarat	2.5
12. Others	3.8

* Share given in the percentage is the share of sample survey, conducted by the Ministry of Tourism in 1988. The total number of domestic tourists and foreign tourists interviewed were 1053 and 204 respectively.

On an average, about 42 thousand non-Indian tourists visit the Kashmir and Ladakh Division (Hussain, M. 1987). Most of the foreign tourists come from U.S.A., U.K., France, W. Germany, Australia, Spain, Italy, Switzerland, S. Africa, Canada, Japan, Netherland and New Zealand (Fig. 4.5). The average number of non-Indian tourists has been given in

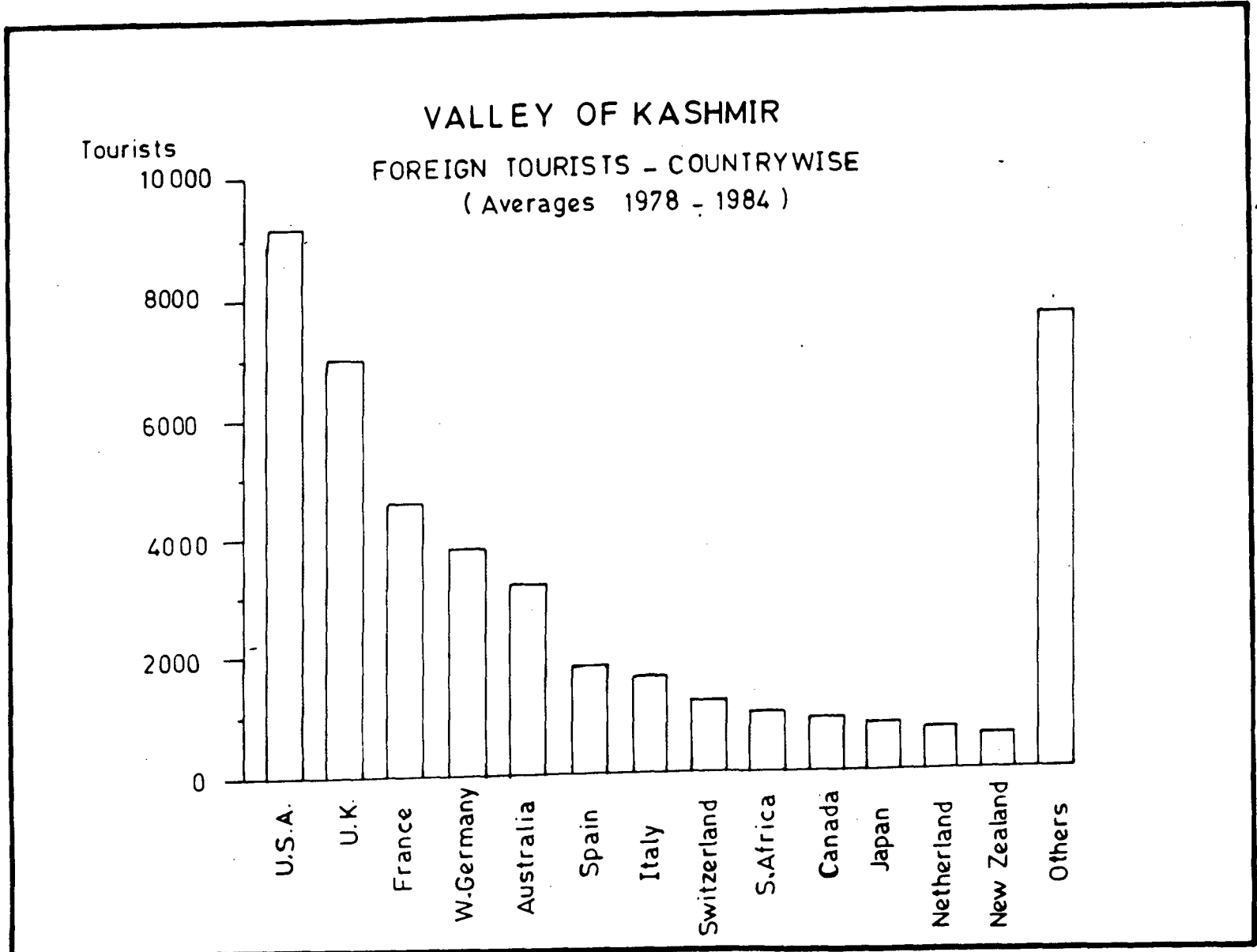


Fig. 4.5

Table 4.5. The figures given are the averages of four years i.e. 1981-84.

TABLE 4.5

NO OF NON-INDIANS TOURISTS (COUNTRY-WISE) VISITING KASHMIR

1981 - 1984

Country	Persons in Thousand	Percentage to total non-Indian Tourists
U.S.A	7.00	16.70
U.K.	6.13	14.60
France	4.40	10.50
W. Germany	3.61	8.61
Australia	3.30	7.87
Newzealand	1.49	3.55
Italy	1.43	3.41
Spain	1.40	3.34
S.Africa	1.38	3.29
Canada	1.02	2.43
Switzerland	1.00	2.40
Japan	0.94	2.24
Netherland	0.75	1.80
Belgium	0.72	1.72
Malaysia	0.40	0.95
U.S.S.R	0.37	0.88
Sweden	0.33	0.80
Iran	0.27	0.65
Others	5.97	14.26

Source : Department of Tourism, J & K

SRINAGAR

PROJECTED BED NIGHTS TO BE SPENT AND ROOMS

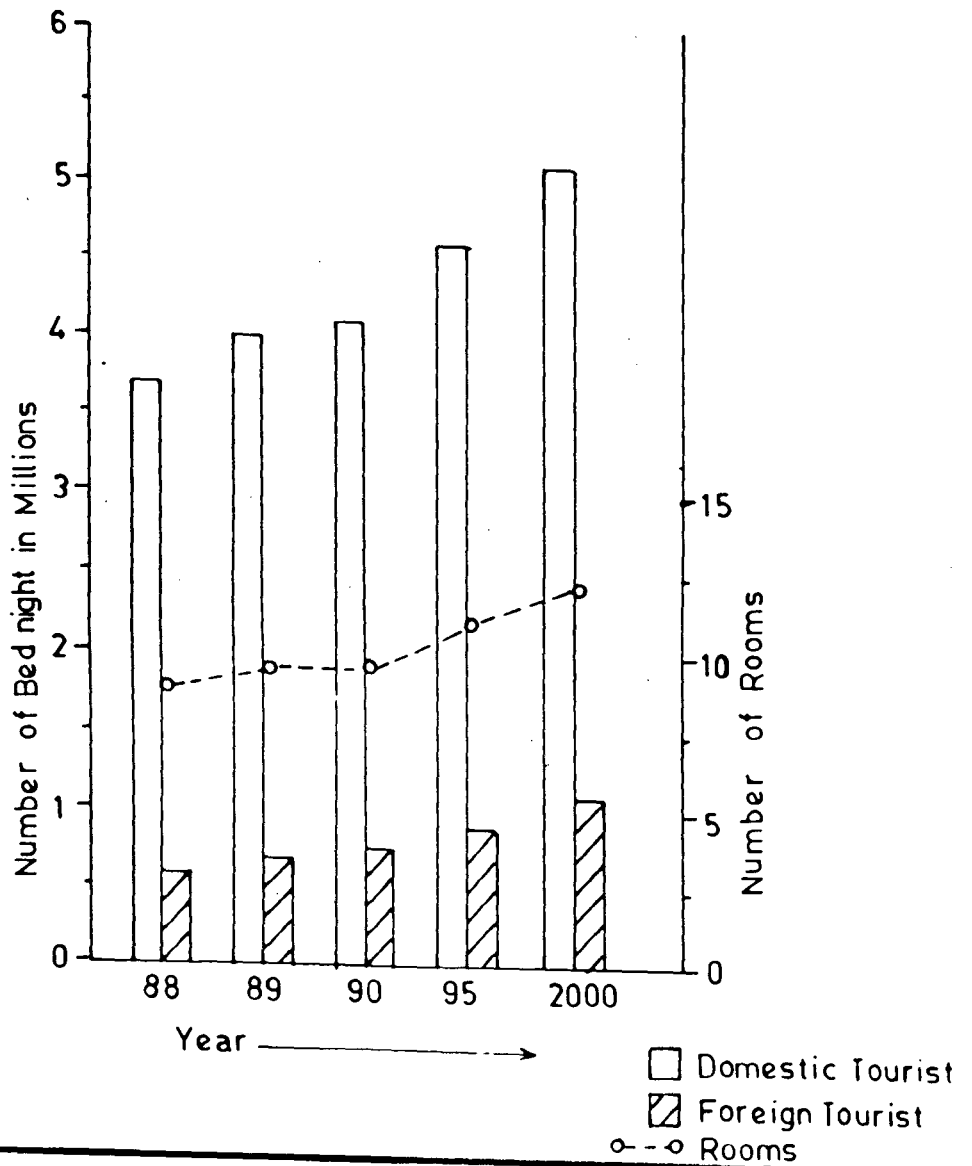


Fig 4.6

Nearly 60 percent of the total non-Indian tourist are from U.S.A. (16.70%), U.K. (14.60%), France (10.50%), W.Germany (8.60%), and Australia (7.87%), while the remaining 40 percent come mostly from the countries of North-west Europe, Canada, Japan, Malaysia and South Africa (Fig. 4.5).

On the basis of sample survey* it has been calculated that the duration of stay of domestic tourists in Kashmir valley is 6.81 days and that of foreign tourists is 11.43 days. On that basis calculated bed-nights likely to be spent in years to come, will be as follows:

TABLE - 4.6
PROJECTED BED NIGHTS LIKELY TO BE SPENT BY THE TOURISTS
IN SRINAGAR AND ROOM REQUIREMENTS

Year	Projected Bed-nights			No of Rooms
	Foreign	Domestic	Total	
1988	670,667	3,973,737	4,644,404	9,012
1989	708,843	4,069,377	4,778,220	9,402
1990	747,019	4,165,016	4,912,035	9,665
1995	937,900	5,643,215	5,581,115	10,981
2000	1,128,781	5,121,413	6,250,194	12,298

Source : I.C. & T. Pvt. Ltd., 1988, Ministry of Tourism.

* A private Tourist Agency, with the assistance of Ministry of Tourism, conducted a tourist survey of five major tourist places of J & K namely Srinagar, Jammu, Pahalgam, Gulmarg and Leh. In this survey 1257 sample of tourists (1053 and 204 of domestic and foreign tourists respectively) interviewed.

The fact that more than 80 percent of the tourists visit the valley during the seven months from April to October, the accommodation requirements have to be assessed separately for these months. The most popular accommodation in the case of foreign tourists is again the house boats. It would be however, counter-productive to increase the number of house boats indiscriminately, in view of its great potential for endangering the lake itself. In fact, what is required, is systematic quantitative improvement of these boats and strict regulation to protect from environmental pollution and ecological imbalances. Any further expansion in the accommodation sector, has to be therefore, on the land and not in the lake.

The occupancy rates in approved hotels are far below the optimum level. In almost all the months, it exceeds even ninety percent in supplementary accommodation units during peak season. Nearly 97 percent tourists arrive either with family or with friends.

The additional number of rooms required in Srinagar during 1988 is 543 and the requirement by 1990 is 1,196. The shortages by 1995 and 2000 will be 2512 rooms and 3829 rooms respectively if no additional rooms are constructed till then. Considering the present pattern of occupancy. The bulk of the rooms have to be in the supplementary sector. There is also a demand for comfortable and clean accommodation which are moderately priced. About 30 percent of the

additional rooms have to be therefore, in the category of one to three star hotels. The addition of house boats has to be restricted though there is a need for such accomodation. The restriction has to be however, imposed, to avoid over-crowding of the lake and its environs as well as to avoid pollution.

Among the others important tourist centres, are, Gulmarg, Pahalgam, Vaishno Devi, Leh and Jammu, where Gulmarg and Pahalgam are similar resorts, Gulmarg having a total of 616 beds. The occupancy in hotel rooms are highly seasonal with occupancy rates reaching nearly 100% during peak season and dropping down to below 10 percent during lean season. Nearly 10 percent of the tourists are foreigners. The given below table shows the past scenario of tourist arrivals to Gulmarg:

TABLE - 4.7

TOURIST ARRIVALS IN GULMARG

Year	Domestic	Foreign	Total
1983	14,001	3,941	17,942
1984	12,434	2,591	15,025
1985	13,227	1,709	14,934

PROJECTED TOURIST ARRIVALS AND ACCOMODATION
REQUIREMENTS IN GULMARG

Year	Projected Domestic	Tourist Arrivals Foreign	Total	Room Required
1988	16,234	3,112	19,346	356
1989	17,046	3,423	20,469	376
1990	17,858	3,734	21,592	397
1995	21,918	5,289	27,207	490
2000	25,978	6,844	32,822	585

Source : J & K Tourism Report, 1988,
Ministry of Tourism.

On the basis of past trend of tourist traffic, their duration of stay and potential for future traffic, the projected tourist traffic and accomodation requirements in Gulmarg have been calculated.

Basically, Jammu and other tourist places in its vicinity are the shrines for pilgrims. Particularly the domestic tourist inflow to Jammu is primarily "pilgrim" tourists. Jammu, being the main city enroute to Vaishno Devi, all tourists proceeding to the shrines have to cross through Jammu. Recently, state Government has provided adequate infrastructure to the Vaishno Devi shrines, in view of increasing pilgrim traffic. The tourist traffic in Vaishno Devi during the last ten years are given below:

VAISHNO DEVI

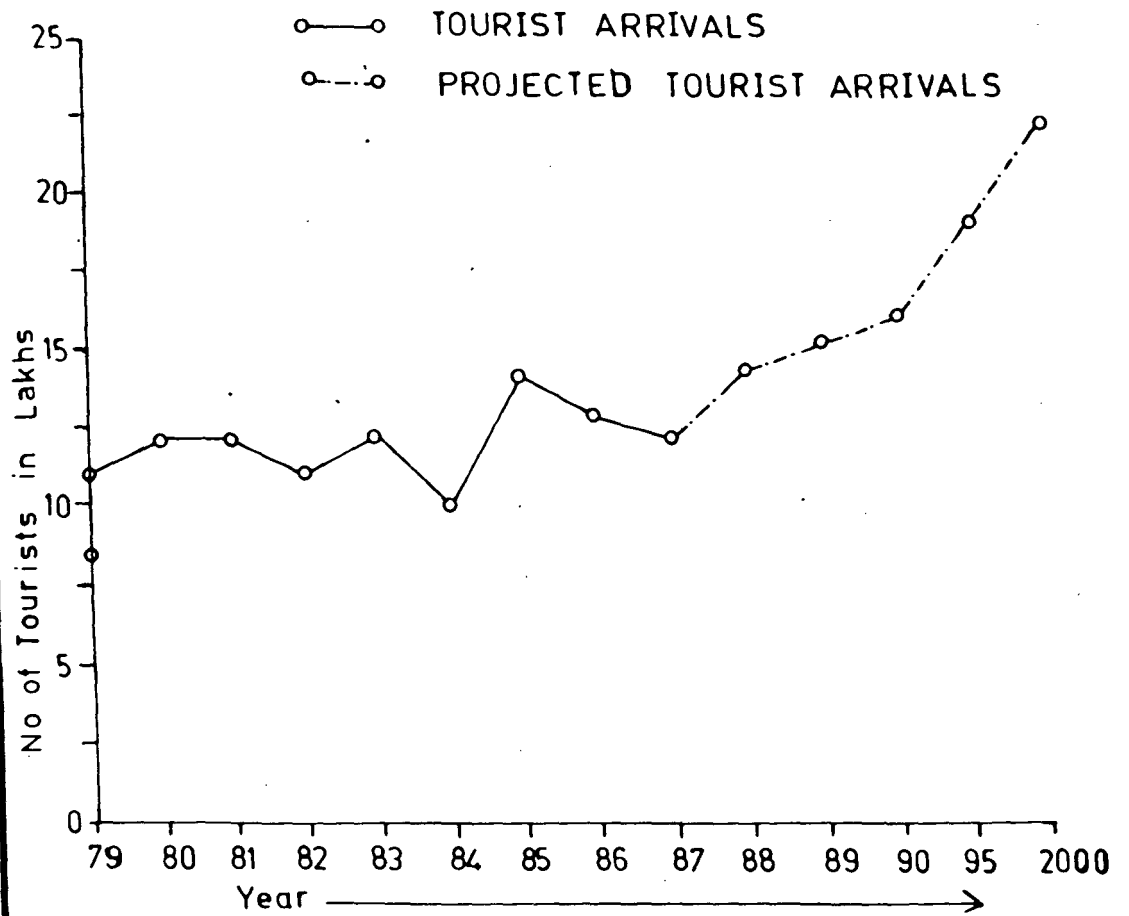


Fig 4.7

TABLE - 4.8
TOURIST ARRIVALS IN VAISHNO DEVI

Years	Arrivals	Changes in No.
1978	881,812	
1979	1,124,514	242,702
1980	1,212,958	88,444
1981	1,213,482	524
1982	1,188,857	(-) 24,625
1983	1,283,340	94,483
1984	1,008,480	(-) 274,860
1985	1,484,984	476,504
1986	1,396,736	(-) 88,248
1987	1,233,076	(-) 163,660

Source : Tourism Potential study of J & K, Ministry of Tourism, 1988

Based on the past trends the tourist traffic to Vaishno Devi can be projected as below :-

TABLE - 4.9
PROJECTED TOURIST ARRIVALS IN VAISHNO DEVI

Year	Projected Tourist Arrivals
1988	1,492,767
1989	1,554,337
1990	1,615,907
1995	1,923,757
2000	2,231,607

Source : Tourism Potential study of J & K, Ministry of Tourism, 1988

Jammu is basically a stop-over destination, both, for domestic and foreign tourists, with an average duration of stay of about 2.63 days (J & K Tourism Robort, 1988). While, the foreign Tourists normally do not spend more than a day in Jammu, the domestic tourists tend to stay slightly longer, particularly, in view of many temples and other pilgrim centres in and around Jammu.

The number of hotel rooms available in Jammu presently, is around 1400 and they have an occupancy of about 85 percent during peak season and 40 percent during lean season. Based on the above projection of tourist arrivals and other parameters, the accomodation requirements in Jammu can be projected as given in the following table :

TABLE - 4.10

Year	<u>PROJECTED ROOM REQUIREMENTS IN JAMMU</u> Projected Rooms
1988	2,040
1989	2,124
1990	2,208
1995	2,628
2000	3,048

Source : Tourism Potential Study of J & K, Ministry of Tourism, 1988.

Considering the fact that a majority of the pilgrim tourists normally do not stay in hotels, the existing accommodation is almost adequate. There could be, however, a great deal of demand for sleeping platforms and tent houses.

Ladakh being an exotic tourist destination in J & K, attracts 28.54 percent (1986) foreign tourist alone. The foreign tourist traffic to the city has however, remained static during the last few years due to non-availability of accommodation and basic amenities. Public conveniences like toilets and baths are scarcely available, and hotel and restaurants are inadequate. The foreign tourist arrivals to the centres during the last decade were as given : -

TABLE - 4.11
FOREIGN TOURIST ARRIVALS TO LEH FROM 1977 to 1986

Year	Foreign Tourist Arrivals	Changes
1977	7,000	
1978	10,210	3,210
1979	9,706	(-) 504
1980	12,830	3,124
1981	10,731	(-) 2,099
1982	12,786	2,055
1983	12,933	147
1984	11,789	(-) 1,144
1985	12,836	903
1986	15,161	2,325

Source : Tourism Potential Study of J & K, Ministry of Tourism, 1988.

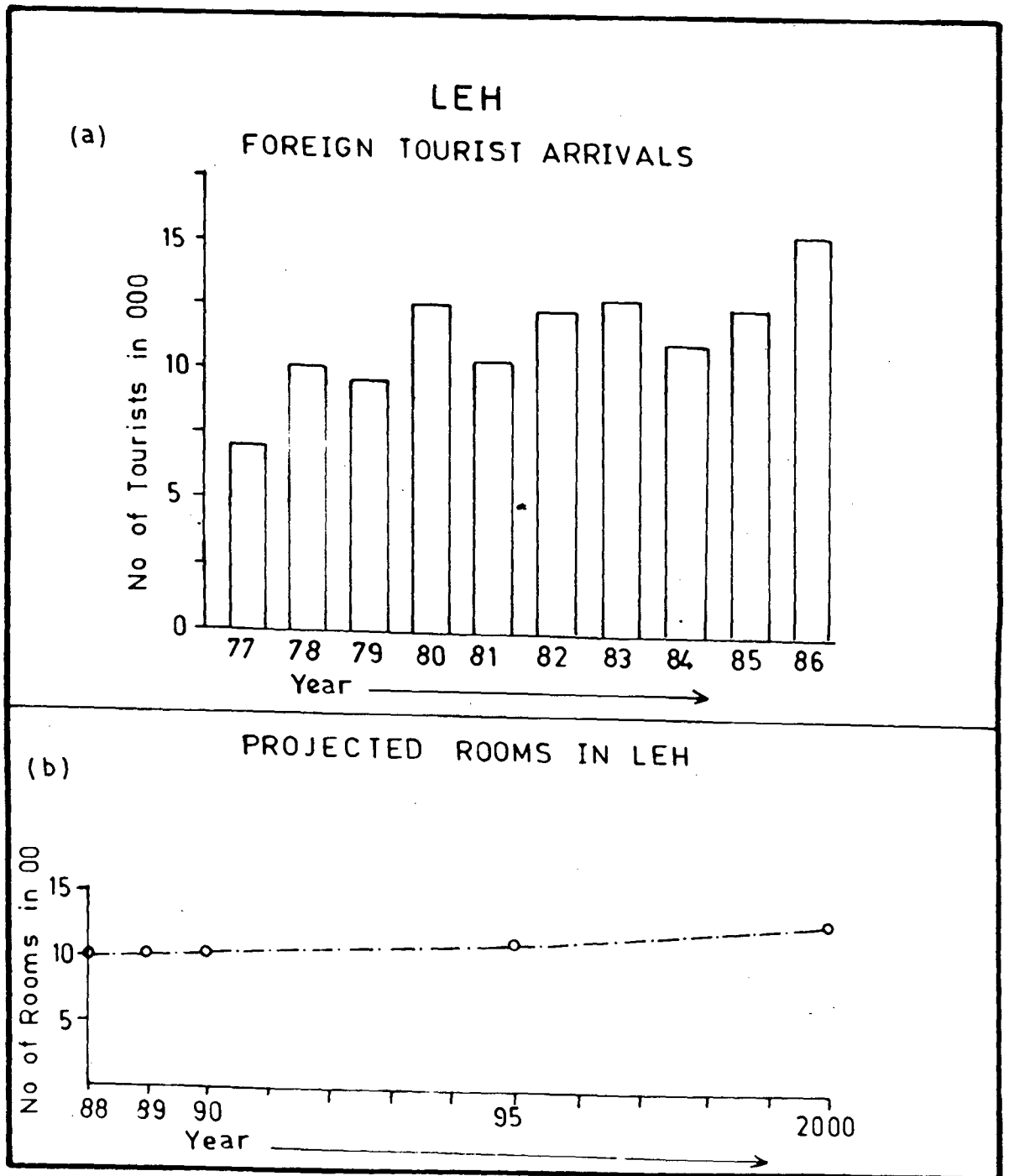


Fig.4.8

Unfortunately, the domestic tourist traffic to Leh is nearly half of the foreign tourist traffic and their duration of stay is about three to four days. On the other hand duration of stay of foreign tourist is longer i.e. about seven days.

Since this geographical region experiencing the extreme cold climate, remains cut-off from other parts of the state for nearly four to five months during winter season. The occupancy rates in other months in the existing accomodation establishments are very high and often goes beyond 100 percent. In view of the high seasonality in tourist traffic, it would be advisable to provide accomodation facilities with low investment. The number of rooms available in Leh are about 900 only. Here, projected rooms requirement in Leh upto 2000 A.D. are given below :-

TABLE - 4.12

PROJECTED ROOMS IN LEH

Year	Projected Rooms
1988	1,000
1989	1,025
1990	1,050
1995	1,175
2000	1,300

Source : Tourism Potential Study of J & K
Ministry of Tourism, 1988.

PATTERN AND TREND OF TOURISM IN HIMACHAL PRADESH

In Himachal Pradesh no detailed statistics are available for analysing tourism growth and trends. Himachal Pradesh only attracts 1.36 percent of the total number of foreign tourists arriving in India each year. Therefore, tourism in Himachal Pradesh means domestic tourism, composed mainly of families from the upper middle class income group. They are spending four overnights at an average.

The responsible factors, for the decline of foreign tourist, are the reflection of poor connectivity by air, in particular and rail and road, in general. Again, publicity of Himachal Pradesh as a beautiful destination for the foreign tourists needs to be encouraged. To some extent, adverse external publicity giving misleading information about condition at the tourist places of Himachal Pradesh also discouraged the growth of foreign tourists. As it is obvious that, very large number of tourists visit Shimla, Kullu, Manali, Kangra, Chamba etc. by road from Delhi via Chandigarh; problems in Punjab has also taken a toll on growth of tourism, as tourists are discouraged to travel by road or rail to Shimla and other tourist places.

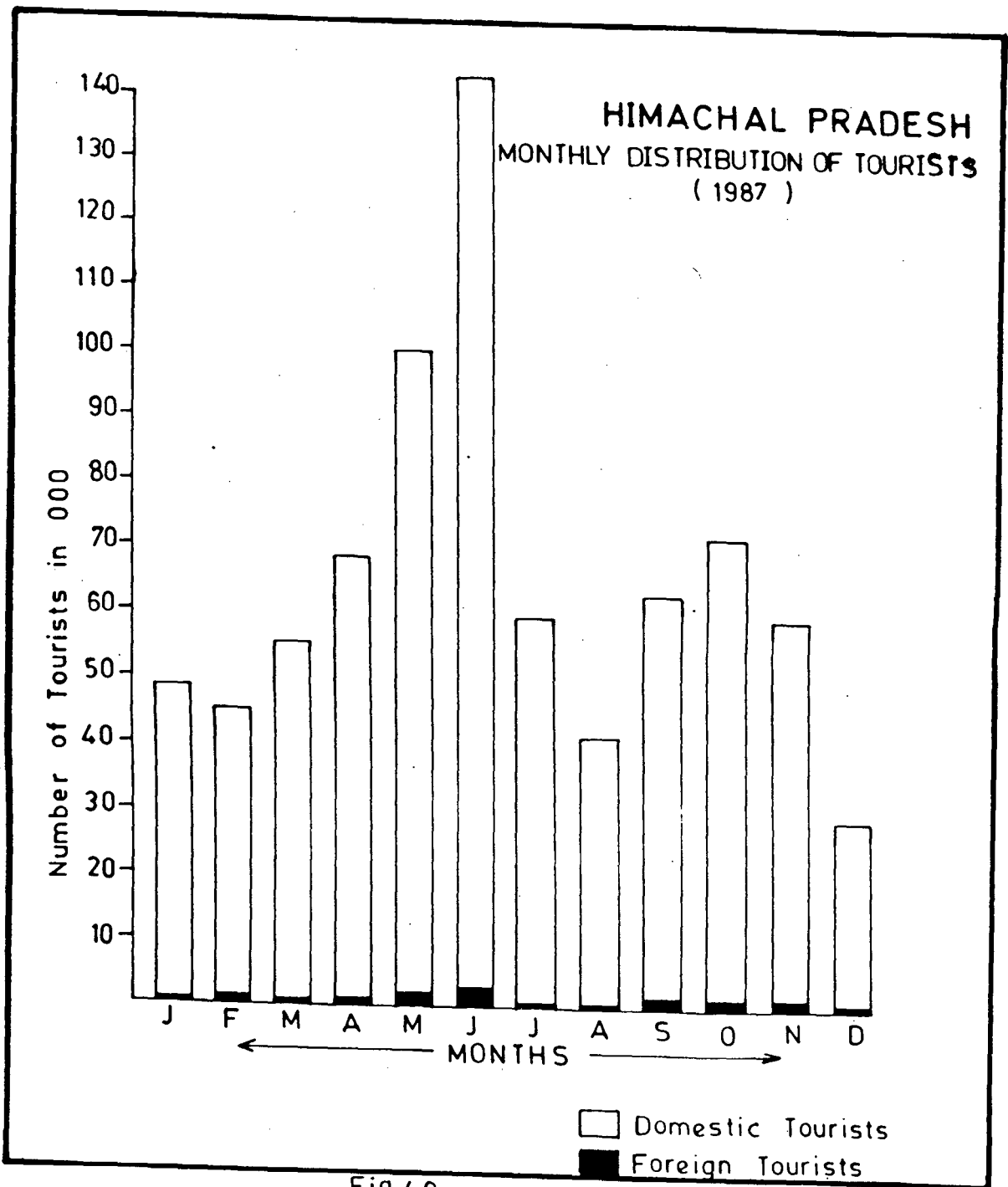


Fig.4.9

TABLE - 4.13

HIMACHAL PRADESH

Monthly Number of Tourists And Growth Rates(1987)

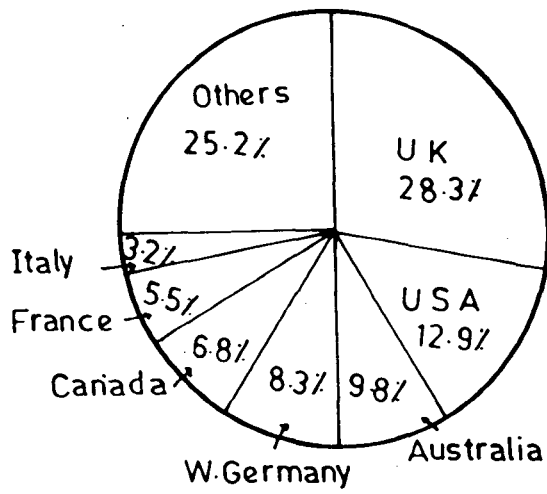
Month	No. of Tourists			Growth Rates		
	Domestic	Foreign	Total	Domestic	Foreign	Total
January	4,7791	655	48,446			
February	44,017	1,009	45,026	- 7.9	54.05	- 7.06
March	54,190	838	55,028	23.11	- 16.95	22.21
April	67,680	1,104	68,784	24.89	31.74	24.99
May	97,950	2,140	1,00,090	44.73	93.84	45.51
June	1,40,225	3,010	1,43,235	43.16	40.65	43.11
July	58,520	620	59,140	- 58.27	- 79.41	-58.71
August	43,400	492	43,892	- 25.84	- 20.65	- 25.78
September	62,005	1,875	63,880	42.87	281.10	45.54
October	70,375	1,673	72,048	13.50	- 10.77	12.79
November	57,510	1,663	59,173	- 18.28	- 0.6	- 17.87
December	28,320	663	28,983	- 50.76	- 60.13	- 51.42
	7,71,983	15,742	7,87,725			

Source : Unpublished document of Tourism Department, 1988
New Delhi.

Above table - 4.13 shows the monthly break-up of tourist traffic and growth rates of Himachal Pradesh. It appears that the traffic of foreign tourist during the quarter, September to November constitutes about 33.10 percent, Whereas, during the summer season i.e. from April to June, it constitutes about 39.73 percent of the total foreign tourist traffic to Himachal. During winter period, due to bitter-cold climate and poor accessibility, the share of foreign tourist does not exceed more than 20 percent of the total foreign tourist to the state.

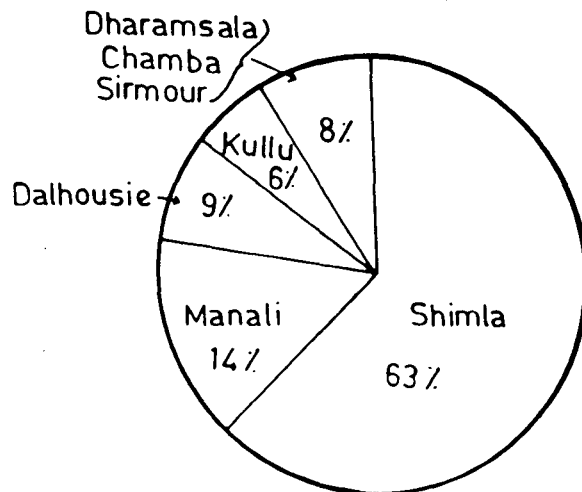
Fig. 4.9 clearly indicates that the Himachal Pradesh is the ideal destination for domestic tourists. Again, Summer and autumn are the peak season, constitute about 39.62 percent and 24.60 percent respectively of total domestic tourist traffic to the state. On the other hand, winter and rainy seasons remain lean season, because, they constitute only 15.56 percent and 13.20 percent, respectively, of the total domestic tourist of the state. Therefore, both domestic as well as foreign tourist traffic to the state, are quite seasonal. The main reason behind is the climatic harshness and poor connectivity index. Though, most of tourist places are linked with road network, but, adverse climatic condition sets the limit on the accessibility. Some of the tourist places remain cut-off from the rest of the country.

HIMACHAL PRADESH
SHARE OF FOREIGN TOURIST ARRIVALS
(1982-83)



(a)

SHARE OF DOMESTIC TOURIST ARRIVALS



(b)

Fig 4.10

For marketing/publicity purposes, share of International visitors to Himachal Pradesh, by country of Origin as shown in table 4.14, is essential. The given below table shows the share in total foreign tourist arrivals to Himachal Pradesh.

TABLE - 4.14

Country	Proportion of Total Foreign Tourist Arrivals
U.K.	28.3
U.S.A.	12.9
Australia	9.8
West Germany	8.3
Italy	6.8
France	5.5
Canada	3.2
Japan	2.5
Switzerland	2.0
Others	20.7

Source : Tourism Potential Survey of Himachal Pradesh Ministry of Tourism, 1988.

Fig. - 4.10 (a) shows, that the U.K. has maximum share of 28.37 percent of foreign tourist. U.S.A. has 12.9 percent while Australia has 9.8 percent. It may be noted that U.K., U.S.A. and Australia Combinedly constitute about 51 percent of the total foreign tourist traffic coming to the Himachal Pradesh. The other important countries are W. Germany, Italy, France, Canada, Japan

and Switzerland, which constitute about 28.3 percent of the foreign tourists.

According to a estimate made by Government of India, domestic tourist traffic will grow at 6 percent per annum to metropolitan cities, 8 percent to other business centres and pilgrim places, and at 9 percent to hill stations, beach resorts and historical sites through the 1980's. Thus 7 percent growth is a reasonable assumption in the light of above facts, even though, it is slightly on conservation side (H.P. Tourism Report, 1987).

Table 4.15 shows centrewise percentage share in Domestic Tourist arrivals in the year 1986

TABLE - 4.15

Centre	Proportion to Total Domestic Tourist Arrivals
Shimla	63 Percent
Manali	14 Percent
Kullu	6 Percent
Dharamsala	4 Percent
Dalhousie	9 Percent
Chamba	3 Percent
Sirmour	1 Percent

Source : Tourism Potential Survey of Himachal Pradesh. Ministry of Tourism, 1987.

Fig. 4.10(b) shows that the Shimla has a lion's share i.e. 63 percent of domestic tourist traffic. It is precisely because that Shimla is well connected by road, rail and air services. People come here for mainly sight seeing and pleasure. Manali has about 14 percent while Dalhousie has 9 percent share. It may be noted that Kulu district as a whole receives about 20 percent of domestic tourists traffic. Sirmour district arrivals are negligible with 1 percent only. The arrivals do not take into account occasional pilgrim traffic at important centres like Jwalamukhi, Kulu, Renuka, Chamba, Kangra, Dharamsala, Rewalsar and Paonta Sahib (H.P. Tourism Report 1987).

Table 4.16 shows centewise projection of domestic tourists arrivals in Himachal Pradesh.

TABLE - 4.16

DOMESTIC TOURIST ARRIVALS CENTREWISE IN HIMACHAL PRADESH								
YEAR	SHIMLA	MANALI	KULU	DHARAMSALA	DALHOUSIE	CHAMBA	SIRMOUR	TOTAL
1988	132213	30370	13891	9611	18834	6921	3579	20899
1989	141468	32496	14863	10284	20152	7406	3829	22358
1990	151371	34771	15904	11004	21563	7925	4097	23923
1995	212306	48768	22306	15433	30243	11115	5747	33554
2000	297770	68400	31285	21646	42418	15589	8061	47061

Source : Tourism Potential Survey, Himachal Pradesh, Ministry of Tourism, 1987.

HIMACHAL PRADESH PROJECTED DOMESTIC TOURIST ARRIVALS CENTRE-WISE

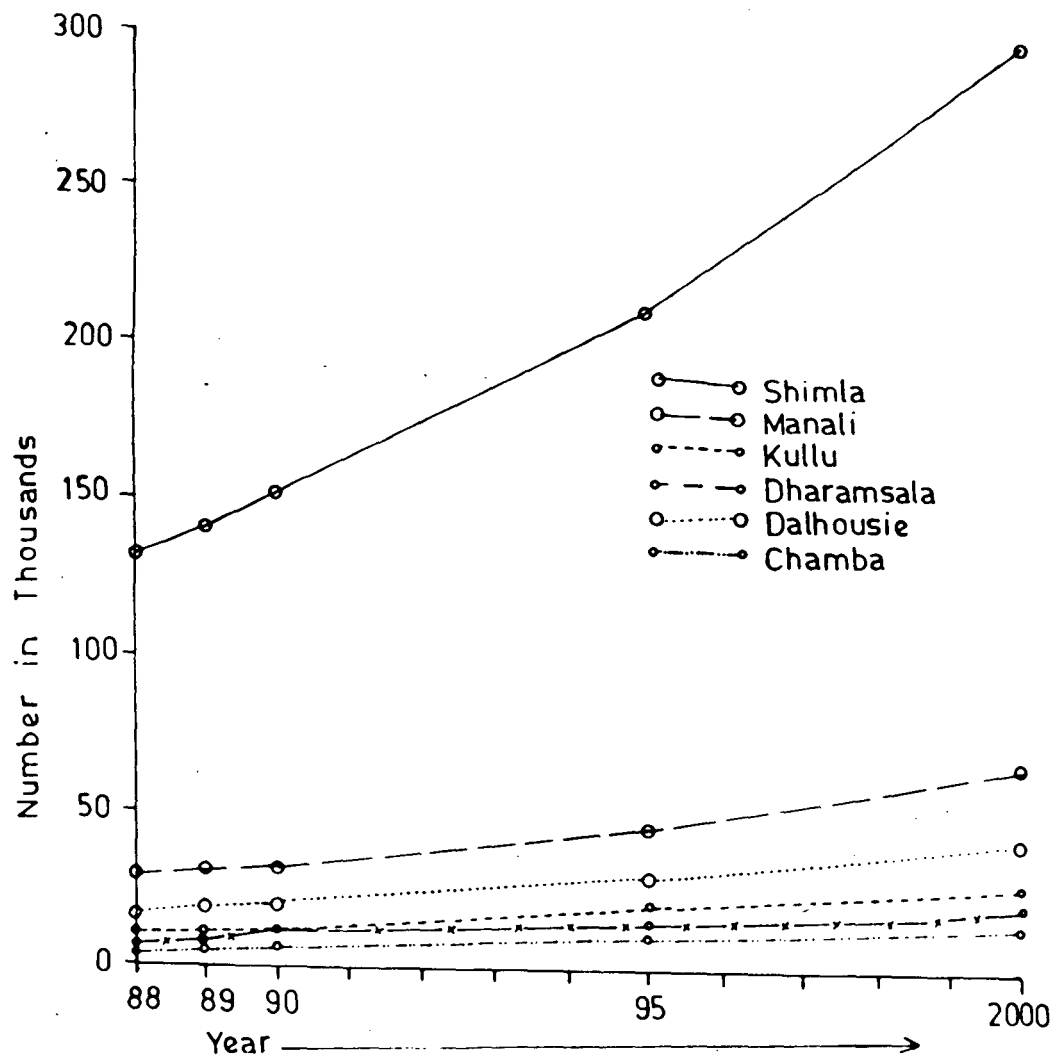


Fig.4.11

Fig. 4.11 shows centrewise projected domestic tourist arrivals, where, Shimla has outstanding share i.e. 63.27 per cent in 1988, and continues to be same even in 2000 A.D. Next comes Manali, which has 14.53 percent share in domestic tourist traffic to the state. Shimla Occupies an important position among other tourist places of the state in terms of accessibility, accommodation and other existing infrastructure, which other tourist places donot have to that extent. And at the same time, Shimla has an opportunity to be a state capital. Other important centres are Kulu, Dharamsala, Dalhousie, Chamba etc.

The growing tourism demand will certainly not be met by the present number of facilities in the state. For a short-term period, extending the existing high seasons should be aimed at, in order to guarantee an acceptable occupancy, for medium and long term periods. Additional accomodation facilities have to be created.

Table 4.17 shows total tourist arrivals to Himachal Pradesh in Years to come.

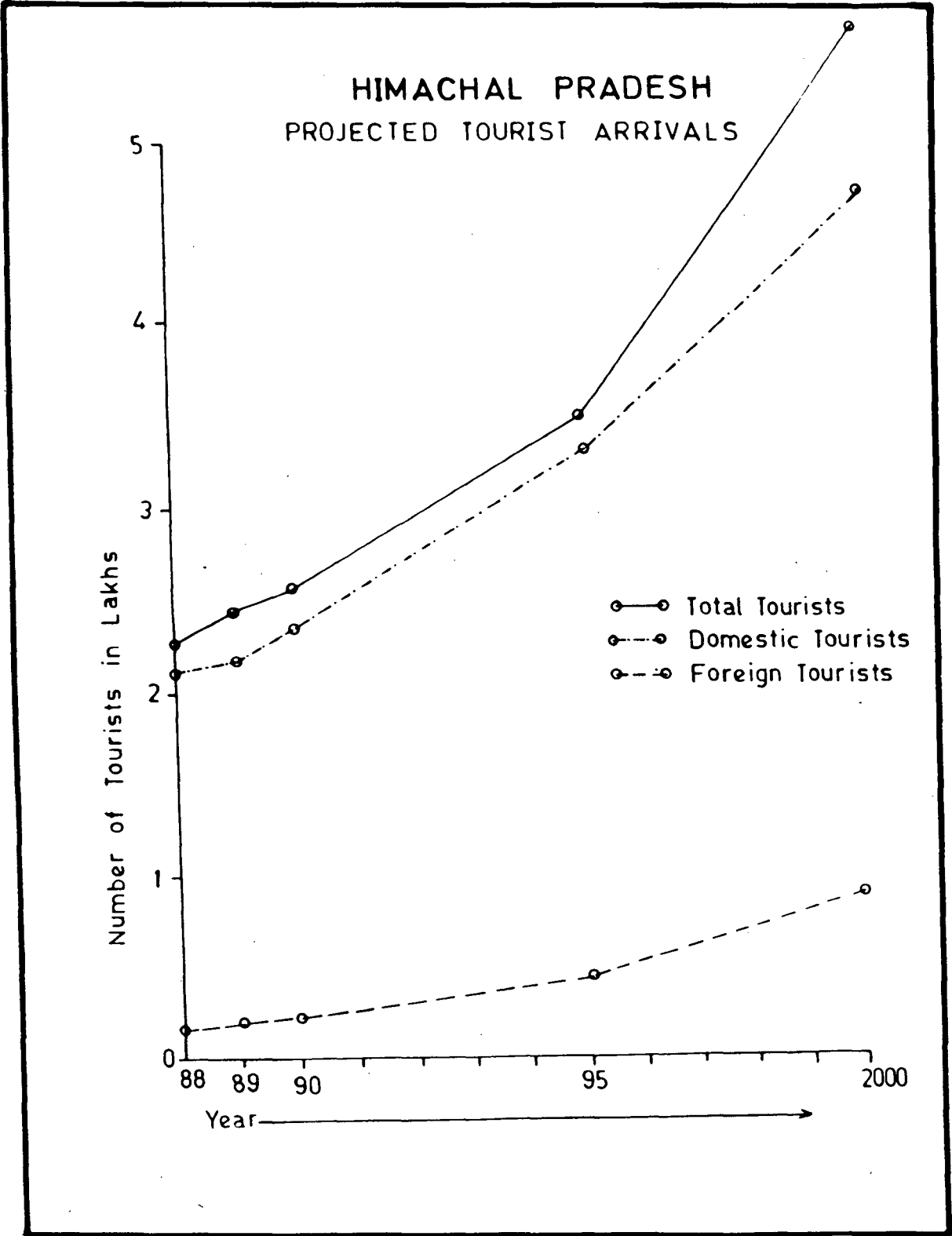


Fig.4.12

TABLE 4.17

TOTAL TOURIST ARRIVALS TO HIMACHAL PRADESH

Year	Total Domestic Tourist Arrivals	Total Foreign Tourist Arrivals	Total Tourist Arrivals
1988	208958 (92.1)	17921 (7.0)	226879
1989	223585 (91.55)	20610 (8.45)	244195
1990	239236 (90.99)	23701 (9.01)	262937
2000	470614 (83.07)	95885 (16.93)	566499

Source : Tourism Potential Study of Himachal Pradesh
Ministry of Tourism, 1987.

(Note : figures in brackets shows percentage of respective numbers.)

Fig. 4.12 shows the projected tourist arrivals to Himachal Pradesh. It is apparent that share of foreign Tourist traffic, steadily increasing from 1988 to 2000 and contrary to that, the share of domestic tourist gradually decreasing. There is a scope to increase foreign tourists more than 100 percent in thirteen years to come.

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ADVENTURE TOURISM : POTENTIAL & DEVELOPMENT

ADVENTURE TOURISM IN THE HIMALAYA

It is an injustice to compare our adventure tourism to any of those in other countries, as no two tourism are the same (Major Das 1988). The multiplicity of factors governing the places/cultures/people and even the promotional efforts are far too varied. Adventure tourism is still a new concept in India. Avinash Kohli (1988) is of the opinion that "adventure tourism is taking off now, especially, since the Department of Tourism is picking up the concept. The Indian Himalayas were opened for tourism only in 1974 (with Garhwal and Ladakh, Avinash Kohli, 1988).

To make a significant dent in the international market we have to improve our infrastructural facilities - accommodation, transport and equipment. Some of the evidences shows that our facilities for Himalayan tourism, wherever developed, are being fully utilised. And the fact that there are 50,000 trekkers in the Indian Himalayas annually, 250 mountaineering clubs in India and nearly 200 annual expeditions (a large number than Nepal's) goes to prove the success of the Indian Himalayas (Com. Joginder Singh, 1988). Moreover, presently there are 15-20 outfitters for mountaineering/trekking equipment (when initially there used to be only 3) this in itself is a proof of interest in Himalayan Tourism (Joginder Singh, 1988).

Wildlife tourism in Indian Himayala constitutes an important segment of the holiday market. Although there is too much emphasis on tiger tourism and a neglect of a wide variety of species of animals. But it needs to be so planned and nurtured that its growth and development contributes to conservation of wildlife reserves through effective self supporting systems. With the concert of adventure tourism catching on, said Shah, the necessity for maintaining an environmental/ecological balance is very important, (Mohiuddin Shah, 1988).

ADVENTURE TOURISM IN JAMMU & KASHMIR

Before the development of modern communications, even getting to Kashmir was an adventure. Cupped with some of the highest mountains in the world ranging in altitude from 5,000 to 7,000 m. some unnamed and unclimbed, the remote beauty of Kashmir has become comparatively more easily accessible only since it came under the umbrella of modern jet travel.

Following contemporary holiday tradition, Kashmir extends an invitation to breathtaking adventure. Climbing sheer ice-walls and vertical granite slabs, trekking the beautiful forest trails to glaciers and mountain lakes, angling in swift flowing trout streams, golfing on some of the highest courses in the world, rafting down rapids and narrow gorges,

hang-gliding and hot air ballooning, skiing down some of the finest slopes and ski-mountaineering across range upon range of mountains are among some of the exciting sports Kashmir has to offer (IC&T Pvt. Ltd., 1988).

MOUNTAINEERING

Kashmir's mountain ranges are both Alpine and Himalayan and can be grouped into four distinct regions: Kashmir, Kishtwar, Zaskar and Ladakh.

The most well known peaks are Kolahoi (5,425 m) known as the Matterhorn of Kashmir; Harmukh (5,148 m); Sunset (4,745 m) the highest peaks in the Pir Panjal ranges, and numerous small peaks in Sonamarg and Pahalgam.

Kishtwar represents small Himalayan peaks of great technical difficulty involving week long trekking to the base camps (IC&T Pvt. Ltd., 1988). The popular peaks in this region are Sickle Moon (6,575 m); Eiger (6,001 m); Brammah - I (6,416 m); Brammah's Wife (5,297 m); Crooked Finger (5,630 m); Flat Top (6,100 m); Cathedral (5,370 m); Barnaj-I (6,100 m); Barnaj-II (6,290 m); Arjuna (6,200 m); Agyasol (6,200 m) and Shivling (6,000 m).

The Zaskar Range encompasses the famous massif of Nun-Kun. This group of mountains have been explored since 1898 by Bruce, Sillem, the Bullock Workmans, Piacenza,

Harrison and Waller. Kun (7,077 m) was first climbed by the Italian Climber Piacenza in 1913 and Nun (7,135 m) by the Swiss climber, late Madame Claude Kogan, in 1953. This is the only climbing group accessibly by a day's trekking from the road head. The other significant peaks in the range are the White Needle (6,500 m); Pinnacle (6,930 m); Z-I (6,400 m); Z-2 (6,175 m); Z-3 (6,270 m); Z-8 (6,050 m); D-41 (5,813 m); N-8 (6,392 m); Bien Guapa (6,006m); Bobang (5,971 m). In addition, the range has many unnamed peaks over looking the Drung Drung glacier.

The Ladakh range comprises the peaks of stok area - Stok Kangri 6,135 m, Parcha Kangri 6,065 m, Gulap Kangri 5,900 m; and some peaks of Nimaling area such as the famous Kang Yissay 6,400 m.

Recently, the Karakorams have also been thrown open to selected joint expeditions. Three expeditions are allowed every year to three groups - Saser Group, Rimbo-Group, and Momostong Group in Nubra Valley. Some of these peaks overlook the Siachin glacier, among the longest in the world.

The climbing period extends from mid may to mid October. The monsoons do not affect the Ladakh peaks and the main climbing season is July/August when most of the Himalayas remain closed.

TREKKING

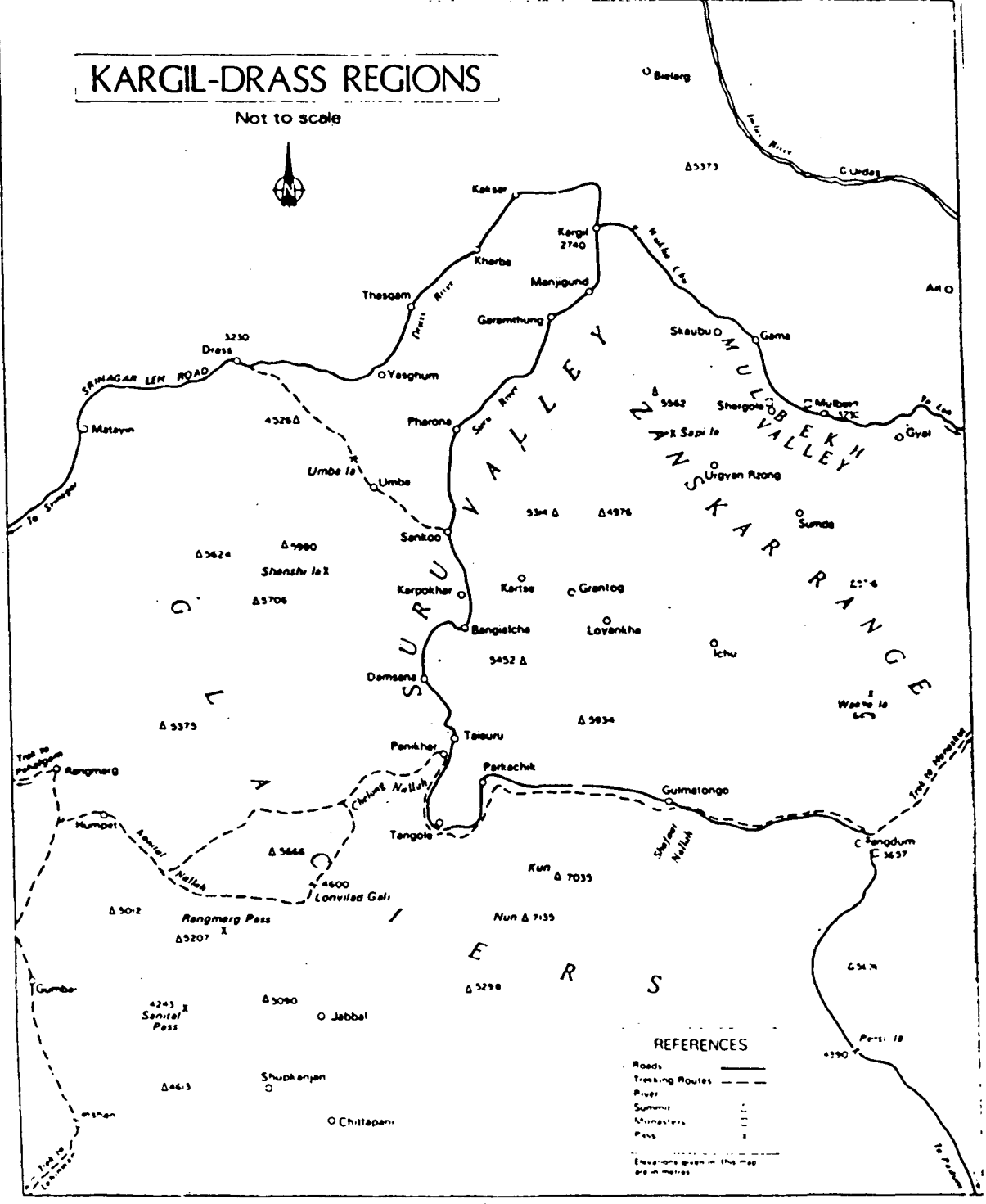
The terrain from the Shivalik hills of Jammu to the rugged mountains of Ladakh is a geographer's delight. No where in the world can one see so much change in geography in such a small distance : Flora and Fauna; Alpine pasture saddled among snow-clad peaks with pure oxygenated air, high altitude lakes of Kishensar, Vishensar and Gangabal full of trout.

For tougher treks, Ladakh offers the true rugged Himalayan adventure amid high mountains, lofty peaks and endless glaciers. Treks range from four days to two weeks. In fact, if one combine some of the trails, one can go on exploring the mountains for months together. A number of local travel agencies organise all inclusive trekking. The prices range from \$20 - \$40 per head per day. For those who want to do it in real Alpine style, equipment is readily available in Srinagar, Pahalgam and Sonamarg, the main take-off points. Choice provision can be purchased in Srinagar. Mules and porters charging about \$4 per day can be engaged through the respective tourist offices. The trekking season extends from mid May till mid October (Brochures, J & K TDC, 1986).

Some of the more popular Trails are :

KARGIL-DRASS REGIONS

Not to scale



REFERENCES

Roads	—————
Trekking Routes	- - - - -
River	~~~~~
Summit	▲
Ministry	□
Pass	⌒

Elevations given in this map are in metres

Fig 5.1

Base : Srinagar

- Srinagar - Aharbal - Kungwattan - Mahinag -
Kounsarnag (5 days)
- Srinagar - Erin - Poshpathri - Sarbal - Kunlsar -
Gangabal (7 days)

Base : Pahalgam

- Pahalgam - Chandanwari - Sheshnag - Panchtarni -
Amarnath Cave - Sonamarg - Srinagar (7 days)
- Pahalgam - Chandanwari - Sheshnag - Rangmarg -
Humpet - Kanital - Lonivilad - Panikhar - Kargil
(9 days)
- Pahalgam - Aru - Lidderwat - Kolahoi Glacier -
Yemher Pass - Khemsar - Kulan - Sonamarg - Srinagar
(9 days)

Base : Gulmarg

- Gulmarg - Khilanmarg - Apherwat - Alphather (4 days)
- Gulmarg - Danwas - Tejjan - Tosha Maidan (4 days)
- Gulmarg - Kantarnarg (4 days)

Base : Sonamarg

- Sonamarg - Thajiwass Glacier (2 days)
- Sonamarg - Nichnai Pass - Vishansar - Gadsar -
Krishansar - Satsaran pass - Mangadub - Zojibal
Pass - Narang - Srinagar (11 days)

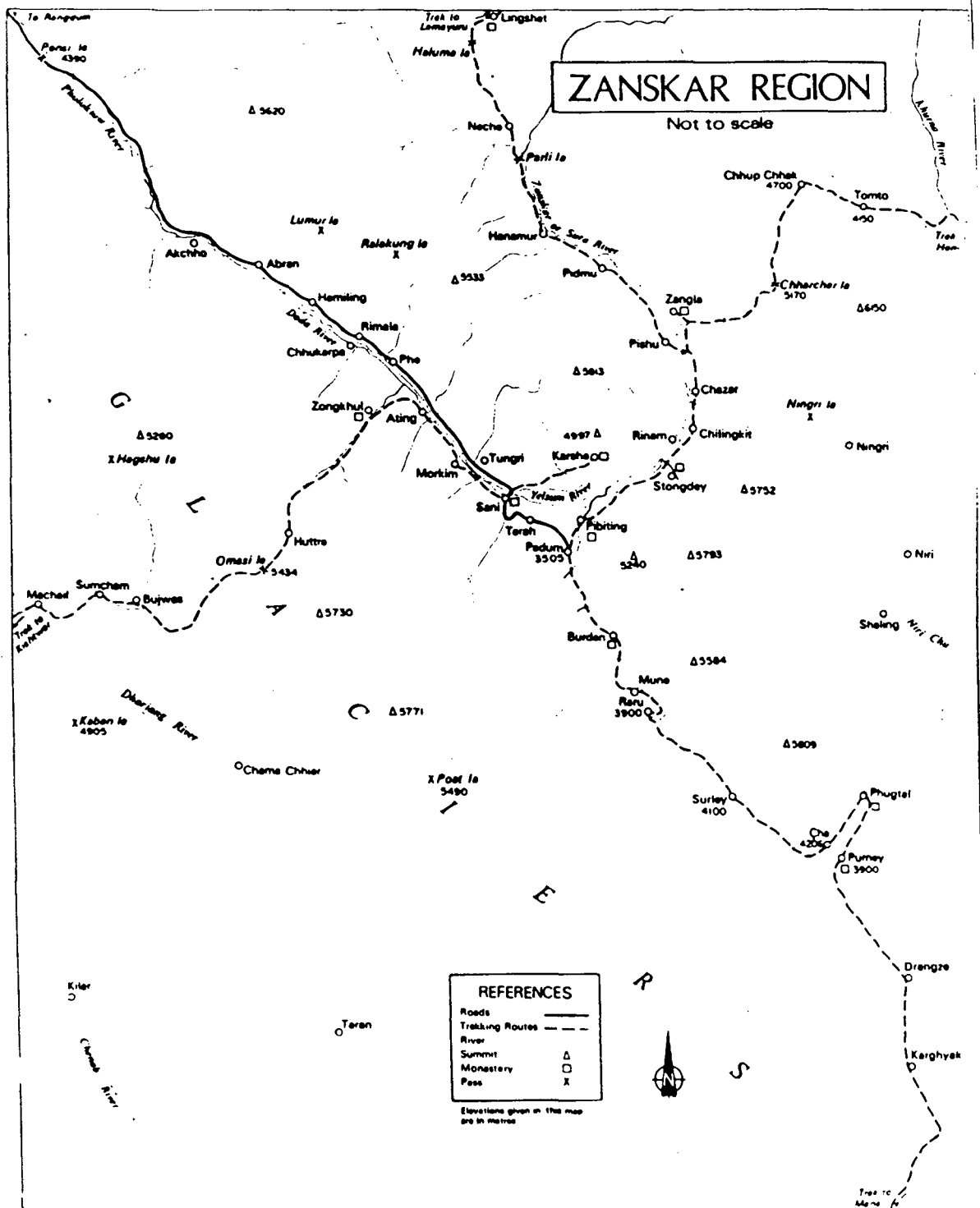


Fig 5-2

Base : Leh

- Leh - Lamayuru - Wanla - Ursi - Tar La - Mangyur -
Saspol - Leh (7 days)
- Leh - Stok - Zachan - Rumbagh Pass - Gandala Pass -
Shingo - Skiu - Shaluk - Markha - Nimaling - Longmaru
- La Churkirmo - Shang - Hemis - Leh (14 days)

Base : Padam

- Padam - Ichar - Fuktal - Purne - Thangse - Kargiya -
Shingola - Zampo - Darcha - Manali (9 days)
- Padam - Mone - Pupila - Thangse - Kargiya - Lakong
Zanskar - Sumdo - Darcha - Manali (9 days)
- Padam - Pishu - Pidmu - Snertse - Linshat Gompa -
Chumpado Gompa - Singila - Photoksar - Hanupata -
Chila - Lamayuru - Leh (12 days)
- Padam - Tungri - Ating - Huttra - Buswas - Machail -
Athole - Gulhar - Kishtwar (7 days)

One important thing to remember while trekking in these beautiful mountains is that one is not the last person to trek here. There will be many more to follow, therefore, cleanliness is^a must. In Ladakh, due to an extremely dry climate, a piece of paper may take 20 years to decompose and plastics may survive forever.

WINTER SPORTS

Skiing in India as a modern sport, started almost at the same time as in Europe. The Ski Club of India was established

in Gulmarg in 1927. The Indian Ski team won eight diplomas in the first ever Asian Winter Sports held in March, 1986, at Sapporo, Japan. Six of the winners are from Gulmarg - the Ski paradise of India (IC&T Pvt Ltd., 1988). People think of mountains only in the summers, reflecting on their cool shade and lovely breeze. The meadow of flowers, Gulmarg is about 50 Km from Srinagar, situated at an altitude of 2,730 m. It turns into a meadow of romance in Winter, a small ski-resort in the mighty Himalayas one can ski, with a magnificent view of the Karakoram. Gulmarg provides an altitude differences of over 1,500 m with lengths of more than 10 Km. But presently, only a ski-mountaineer can reach these higher slopes. Four ski-lifts and a chairlift are available but these are suitable for beginners only. Gulmarg is one of the cheapest ski resort in the world to learn skiing. A day's cost including equipment hire, lifts and instructions does not exceed more than \$10.

There is a ski school known as the Indian Institute of Skiing and Mountaineering, which conducts 10 days and 21 days short ski courses for beginners and advanced skiers. The all-inclusive courses cost \$70 to \$140 per person. The season is mid December to Mid April and the road is kept open to Gulmarg throughout the Winter with the help of powerful German machines. Apart from downhill skiing, one can also enjoy cross-country runs. Excursions to the Shrine of Baba Resh:

through the "powder chute" is an experience to treasure. Recently in Gulmarg J&K TDC has started heliskiing with the collaboration of foreign aid. There is a tremendous potential for the development of this sports in J&K.

GOLF

For golfers, Kashmir has highest natural course in the world, at Gulmarg - splendid rolling greens set at the foot of the Himalayas. There are three golf courses at Srinagar and another at Pahalgam and third at Gulmarg. Golf equipments are available on hire. The world's highest golf course is at Gulmarg.

WATER SPORTS

Kashmir has many lakes - (i) Dal, (ii) Nagin, (iii) Manasbal and (iv) Wular. These are excellent spots for rowing - whether it is a Shikara or a racing skull. A few have tried canoeing in these lakes so far. These lakes are inter-connected as also the river Jhelum which flows through the entire length of the Valley and connects with all the lakes. An interesting sport is what is locally called "Water Trekking", / one can have a three to four day trip along the river to various lakes in a Shikara with all the camping gear. There are lovely spots to camp for the night.

The lakes are also famous for water skiing. The Ski School of Gulmarg Organises ten days water-ski courses in Dal and Nagin lakes during the summer months. The courses include boarding and lodging facilities and the charges for an all-inclusive ten days course are \$40 to \$70.

Rafting is a very recent sport in Kashmir. Indus, the river which gave India its name, offers two to three days fast stretches for rafting in the vicinity of Leh. However the most challenging and enjoyable ride is a Zanskar : a five days trip from Padam to its confluence with Indus at Nimu. One has to pass through a narrow gorge where only a streak of sky is visible for as long as two days. The Zanskar ride can be combined with a week-long trek from Manali to Padam.

White water canoeing has extensive possibilities. Lidder, Sindh, Drass, Suru, Indus, Zanskar, Chenab and for the less adventurous, even the Jhelum river can present interesting trips. The time to raft is either in May/June or in September/October. Equipment is available with some local agents. The Tourism Department is also planning to set up a fully stocked unit for intending tourists (Brochures, J&K TDC, 1986).

No one has yet tried diving in the lakes. It would be fun to discover the legendary city which is believed to

lie at the bottom of Wular Lake. It is also said that Manasbal lake has no bottom. The high altitude lakes of Tarsar, Marsar, Kaunsarnag, Kishensar, Vishensar and Gangabal could also be interesting for canoeing, a sport that has still to catch on.

CAVING

There are many caves in different parts of the state which have remained unexplored so far. It is said that the Kalaruss caves at Lolab extend upto Russia (Brochures, J&K TDC 1986). People have explored the caves for upto two days and then given up due to the darkness.

HANG GLIDING

Though some trails for hang - gliding have been held in the valley, the sport still continues to be rare. The location of a flat valley surrounded by high mountains is an ideal terrain for hang gliding. Higher up, the meadows at the foot of mountains such as Yusmarg, Gulmarg and Sonamarg are idyllic spots to try hang-gliding. Hot air ballooning along the valleys of Suru and Zanskar can prove very challenging.

FISHING

The waters of Kashmir's spring and snowfed rivers are ideal for trout, which was introduced into the valley by

the British at the beginning of the century. Today, these spawn naturally in many of the streams, and hatcheries have been developed to restock depleted waters. Streams are divided into beats and with two rods allowed per beat, each fisherman has sizeable stretch of water in which to cast his line.

Two of the loveliest fishing areas are the Lidder and Upper Bringhi river systems. Beats that are full of trout are the Upper Bringhi, Ahlan, Batkut, Yanyar and Tricker. The serene splendour of springfed and high altitude lakes too, beckon the angler. Here, at Vishansar, Krishansar and Gangabal, all close to Sonamarg, the fisherman can spend many hours, for the lakes are not only adequately stocked with trout, but, set amidst rolling meadowlands that are carpeted with Alpine flowers through the summer months (D.N. Das, 1988). Other fishing waters are at Kokernag, Kotsu, Verinag and Sheerasar, Ferozpora in Tangmarg, the Mughal Maidon in Kishtwar and the Kishen Ganga in the Gurez Valley.

In Srinagar, fishing with rod and line in Dal will yield a satisfying catch at carp and the Tawi, which flows through Jammu has a variety of fish, including the mahseer, (D.N. Das, 1988).

HUNTING AND SHOOTING

Kashmir's great diversity of flora, climatic and altitudinal conditions have led to an environment, ideal for rich variety of wildlife. Apart from many big and small game species, bird shooting - Snipe, geese, ducks, teals and chakore during the winter in prime game areas provide an exciting challenge to hunters and sportsmen (D.N. Das 1988).

WILDLIFE

- i. Dachigam National Park : It was declared a national park in 1951, and owing to a strictly enforced conservation programme, the hangul population, once 150, now stands at over 400 animals. Dachigam, spread over an area of 141 Sq. Km, is the home of 20 mammal species including the leopard and over 150 species of avifauna.
- ii. The Hemis High Altitude National Park : It is named after the famous monastery - Hemis and spread over 600 sq. km. Most of the ten species of mammals here are extremely rare - shapu, bharal, great Tibetan sheep, ibex, and snow leopard. The avifauna too comprises species which are not seen at lower altitude - Himalayan snow cock being an example.

- iii. Kishtwar High Altitude National Park: Spread over an area of 400 sq. km, the park contains 15 mammal species including the musk deer, and Himalayan black and brown bear. There are 50 species of birds.
- iv. Overa Wildlife Sanctuary : It has an area of 32 sq. km. and is famed for its many species of pheasants. It sustain 13 species of mammals and over 80 species of birds.
- v. Ramnagar Wildlife Sanctuary : It occupies an area of 31 sq. km. The area sustains 8 mammals species including nilgai and barking deer and 15 species of birds.
- vi. Nandani Wildlife Sanctuary : The sanctuary has an area of 33 sq. km.
- vii. Surinsar Mansar Wildlife Sanctuary : This sanctuary comprises an area of 98 sq. km., and supports a mammal population of 8 species, and upto 15 species of birds.
- viii. Jasrota Wildlife Sanctuary : Spread over an area of 10 sq. km, the sanctuary houses an appreciable variety of the bird and animal life, most notably, cheetal or axis deer.
- ix. Overa - Aru Biosphere Reserve : It has an area of 32 sq. km. Several species of birds as well as fauna are found here - musk deer, brown bear, leopard to name a few.

- x. Gulmarg Biosphere Reserve : The reserve has an area of 180 sq. km, and an altitudinal range of 2,400 - 4,300 m above sea level. Fauna includes Himalayan musk deer, red fox, brown and black bear. Among avifauna, are upland birds both resident and migratory.

ADVENTURE TOURISM IN HIMACHAL PRADESH

Keeping in view the physical characteristics, flora and fauna and other natural resources of the state, Himachal Pradesh Tourism Development corporation (HPTDC) has decided to develop this State as an "Adventure playground of the country". (V.B. Singh, 1988). A detailed master plan has already been prepared. The plan envisages packaged mountaineering tours, trekking all the year round, skiing, heli-skiing, hang-gliding, water sports, river rafting, canoeing, sailing and fishing. The State Government has entered into an agreement with foreign promoters for starting heli-skiing in the Manali region from next year, (V.B. Singh, 1988).

MOUNTAINEERING

Himachal has some challenging peaks and each year expeditions are organised by the Mountaineering Institute, at Manali. Patalsu and Sitidhar are the easier peaks in

the Manali region. Other popular climbs are to the Centre Peak, Deo Tibba, Moulkila, Indrasen and Hanuman Tibba.

The mountaineering Institute has regional centres at Dharamsala, Bharmour and Jispa which organise adventure courses as well.

ROCK CLIMBING

Patalu is particularly popular with rock climbing enthusiasts. In fact, Himachal offers a perfect terrain for rock climbing. Manali and Bharmour are two of the more popular areas for rock climbing.

TREKKING

Himachal Pradesh is a trekker's paradise, lying in the lap of the Himalayas with a topography, which varies from the foothills of the shivalik ranges, to lofty and precipitous mountains in the interior of the State. There are many beautiful rugged challenging passes and en-route meadows covered with flowers, dense forests of pine and cedar, lakes and rivers etc, (M. Nora, 1971).

The four major trekking areas of Himachal Pradesh are:

1. Kulu - Manali
2. Lahaul - Spiti
3. Chamba - Kangra
4. Shimla - Kinnaur.

TREKKING MAP OF HIMACHAL

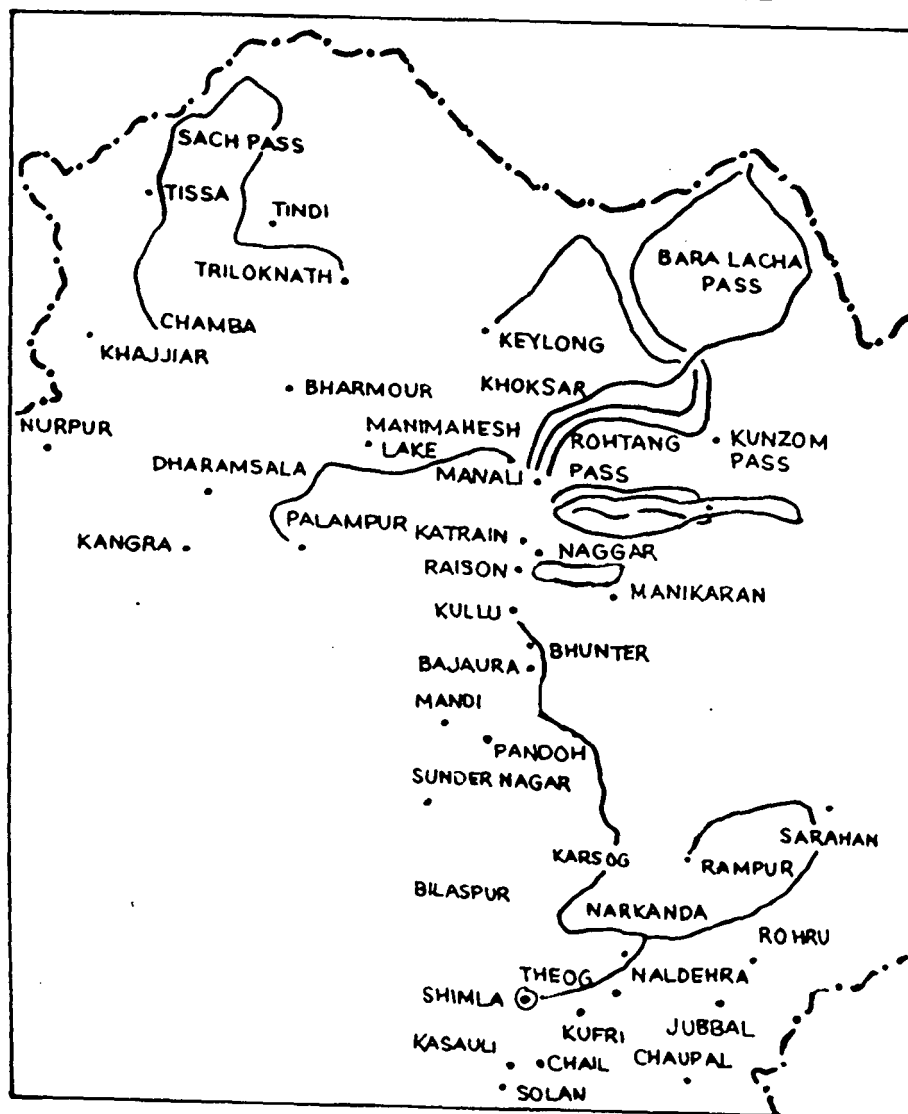


Fig 5.3

Some of the more popular trails are :

Base : Manali

- Manali - Bhrigu - Rohtang - Marrhi - Kothi (5 days)
- Manali - Chhika - Hamta Pass - Sarotn - Bhawara - Jagtrukh (4 days).
- Manali - Raison - Jana - Matikochhar - Jari - Karol - Rashol - Malana - Kisathach - Nagaruni - Ramsu - Nagar Raison (Base Camp) (11 days)
- Manali - Solang Nallah - Dhundi - Shagara Dugh - Marrhi - Kothi (6 days)
- Manali - Chhikka - Chhatru - Chhota Dara - Batal - Chandratal - Topkoyongma - Baralacha - Patseo - Jipsa - Keylong (14 days)
- Manali - Darcha - Chhalang Topko - Lakong - Shingo - la Pass - Kargyak - Tera - Kalbok - Mune - Padam (10 days)
- Manali - Doreha - Patsao - Surajtal - Keuling - Lingti - Khamerup - Chhumickmarpho - Zingehen - kuru (9 days)

Base : Chamba

- Chamba - Tissa - Traila - Strundi - Bindrabani - Killar - Purthi - Raoli - Tindi - Salguraor - Udeypur (10 days).

Base : Palampur

- Palampur - Bir - Rajgundha - Palchak Deota - Panardu - Dhamkall Jot - Bara Bhangal - Sukhparh - Lambaparh - Gwari - Sanghor - Raili - Sangchur - Manali (13 days).

Base : Shimla

- Shimla - Bathad - Sarahan - Arsu - Rampur (4 days)
- Shimla - Luri - Ani - Khanag - Shojha - Banjar (5 days)

WINTER SPORTS

From elementary skiing to the slalom - Himachal offers ample opportunities at all levels. The Mountaineering Institute at Manali, Organizes ski courses from January onwards. While the Himachal Pradesh Tourism Development Corporation holds similar courses from January at Narkanda. Of course there is also a winter carnival at Manali - 10th - 13th Feb. every year. Apart from cultural evenings, the high point of this carnival is the Ski competition held at the Solang Nallah 10 kms from Manali, (Brochures, HPTDC, 1986).

HANG-GLIDING

Hang - gliding as a sport, is in its infancy, in Himachal. The National Hang Gliding Rally was held in Billing in Kangra in 1985, 86 and 87 (Brochures, HPTDC, 1986). Though only a recent introduction, Aerosports are fast gaining popularity. It is proposed to set up a National Institute for Aerosports in the Kangra district, in the near future.

WATER SPORTS

The Chandrabhaga, the Sutlej and the Beas rivers are ideal

for rafting while the Pandoh and Pong lakes have facilities for water-sports in Kangra district. There are six beautiful lakes namely (i) Chandratal (ii) Renuka (iii) Kailash Manimahesh (iv) Khajjiar (v) Dal, and (vi) Rewalsar lake, which can be used for water skiing and fishing (Brochures, HPTDC, 1986). But still it will take some time to develop.

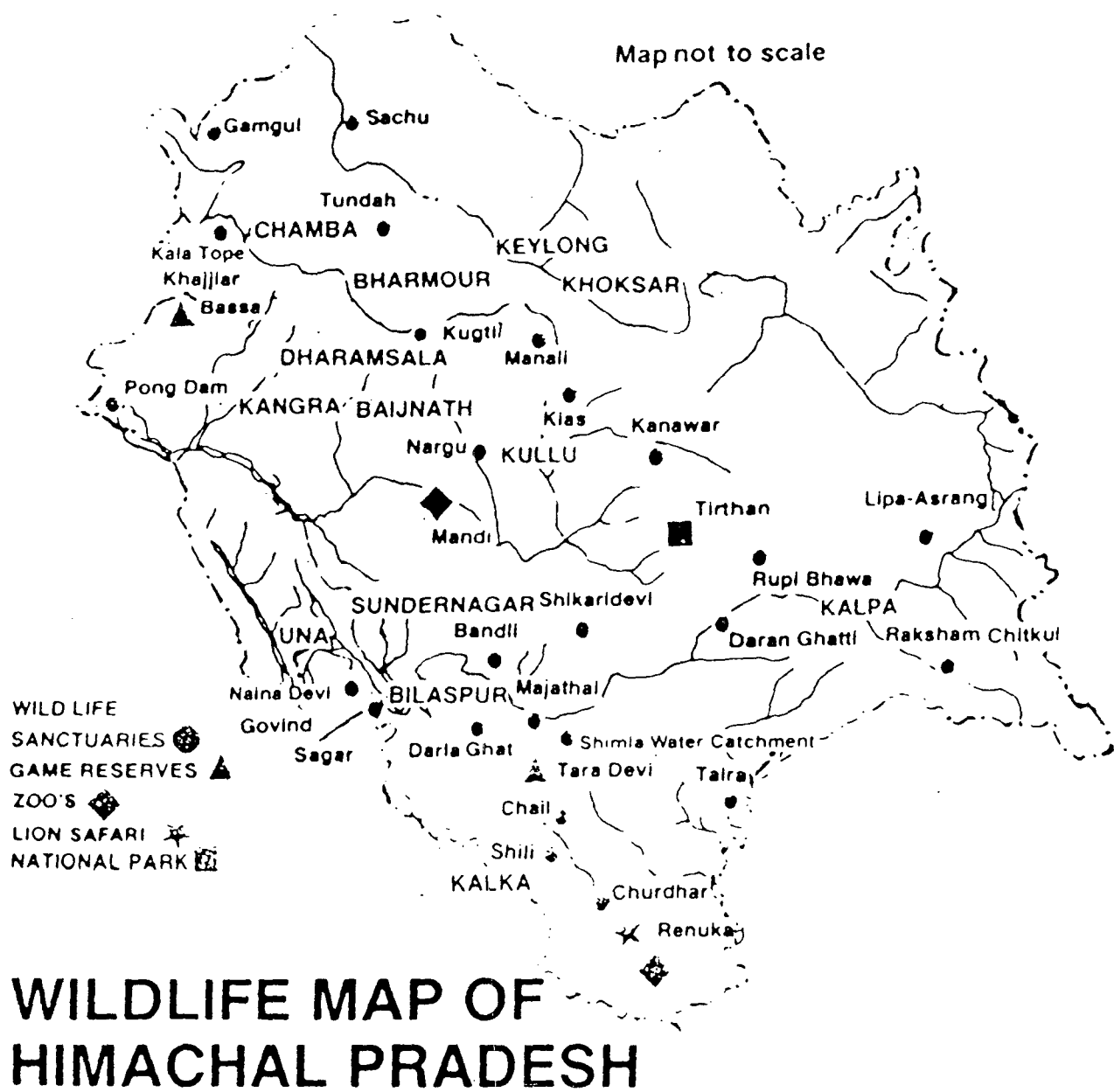
FISHING

Himachal Pradesh with its perennially snow-fed rivers and their numerous tributaries is indeed an angler's paradise. While trout can be found in the river eas and its tributaries like Tirthan, Parwati and Gadsa in Kullu, Lambadage in Mandi and Pabar in Shimla (Brochures, HPTDC, 1986), Mahseer fish is available in the Kangra district at Dehra Gopipur and the Pong dam.

Fishing for Mahseer is allowed with all type of baits including live baits. In case of Trout, only artificial baits viz Spinner fly plug etc. are allowed.

No fishing is allowed in closed season which is observed as under :-

Mahseer (General water)	:	1st June to 31st July each year.
Trout Water	:	1st November to 31st January each year.



WILD LIFE

The fauna of the state, occupying typical niches of their preference, offers another attraction to wildlife lovers. Walking through the fine forests by itself, gives a feeling of adventure and thrill to the visitors to Himachal Pradesh. The fauna is typically Himalayan, like the Himalayan ibex, Himalayan Thar, Bharal, serow, Himalayan brown bear, musk deer, Himalayan black bear, goral, barking deer, leopard and amongst birds, monal, tangopan, chir pleasants. Koklas, Kalij pheasants and red jungle fowl always give a surprise by their sudden appearance before the patient tourists, (L.R. Sharma, 1987).

The following trekking routes are recommended for wild-life enthusiasts, (L.R. Sharma, 1987).

- (i) Simbalwara - Majra - Kansar - Renuka
- (ii) Sansarpur Terrace - Dehra - Sansarpur Via Nurpur - Dehra
- (iii) Nohra Dhar - Churdhar - Sarain - Chopal - Bamta - Pauria -
Throach - Gurnar - Talra - Chachpur.
- (iv) Kullu - Borsh - Malana - Manikaran - Grahan - Gadsa-
Bhuntar
- (v) Manali - Hamta - Pin valley - Lippa - Kalpa
- (vi) Nichar - Bhaba valley permanent glacier line - Gushu
- Pishupass - Sainj Valley - Larji - Aut.

FLORA

Himachal is virtually/^aparadise for the naturalists. The region of Marrhi near Rohtand, Sisu in Lahul, Sansa on the Lahul Chamba trek and Dhundi near Manali are very rich with alpine flowers from end June to mid September. Some of the rare and pretty ones are saxifraga, Cobra-plant, asters, Primula and the wild rose, (Brochures, HPTDC, 1986)

Likewise, while the outer Himalayas are replete with Oaks, deoder, and rhododendrons, the Inner Himalayas are vegetated with a silverfir, maple, horse chestnuts, texus and betulas.

Maintaining an environmental/ecological balance is very important. No state government is doing this at the moment, but unless it is done, it cannot be sustained for a long period. Indeed, although there is an imperative need to meet the influx of desired tourist traffic into the country, our planners must not overlook the fact that opening the flood gates of tourism could seriously affect the fragile eco-systems and environmental balance of our natural reserves, (A. Patnaik, 88). There must be local participants in decision making body and that there should be an integrated development of these area. Major Das is of the opinion that the "Slower your growth in tourism the longer you can sustain

If you go up fast, you are bound to come down fast", (Major Das, 1988). But as Jim Moritani, the leading expert on travel and tourism (Japan) puts it, "If you want to attract the young crowd, you must play down the cultural aspect of India, and promote modern India with its concept of adventure tourism". (Jim Moritani, 1988).

A PERSPECTIVE PLAN FOR ADVENTURE TOURISM PROMOTION IN J & K AND HIMACHAL PRADESH

There is a further need for creating facilities for adventure tourism in J & K and Himachal which are economical and well within the reach of middle class tourists. It is also necessary to prepare publicity materials to keep the tourist agencies in India and abroad, well informed of such facilities (IC & T Pvt. Ltd., 1988). There is a need for establishing trekking routes and also identifying places for water sports. The areas of mountaineering, wild life and winter sports need to be clearly identified. It is also necessary to prepare a trekking route maps seperately of the region along with contour values. These developments will go a long way in bringing a new class of tourists from Europe, U.S.A. and Japan who are particularly interested in such activities. Again, tourists have to be well-informed about the ecological as well environmental constraints of ^{the} region in order to preserve local man-nature relationship.

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CHAPTER - VI
CONCLUSIONS AND GUIDELINES

111

With extension of communication and increasing urbanisation, the influx of large numbers of people from outside into the farthest reaches of the western Himalayas, has added a new and refreshing dimensions. Jammu & Kashmir and Himachal Pradesh of Western Himalayan region are endowed with splendid scenic beauty, the largest hill station and tourist resorts like Srinagar and Shimla, abundant natural attractions like snow - clad mountains, green meadows, criss-crossing rivers, shining lakes and breath-taking landscape of Leh and Manali to name the few alongwith a variety of flora and fauna. Climate and physiography play a predominant role in shaping the tourism activities in the region. There is a great climatic variation in the region. Leh experiences - 14°C temperature in the month of January whereas Jammu has 41°C in the month of May. At the same time, the altitude of the region varies from 300 m to 7000 m from the sea level. The vegetation types represent the climatic variations to a great extent, ranging from the sub-tropic in the lower North-west to the alpine climate in the higher altitudes of 3500 m and above. Again, there is a relationship between high altitude, poor connectivity, sparse population on the one hand and low altitude/river valley, settled tourist places and high connectivity index on the other hand.

Tourism in the states of Jammu & Kashmir and Himachal Pradesh is primarily a nature bound cultural activity, since our ancient culture has survived till today. Although, respite from unbearable heat of the plains remains to be an important cause for people to move here, but amenities are as important as attractions for successful tourism. However, it has unique facilities like golf, water-sports, winter-sports, heli-skiing, trekking, mountaineering and so on.

These two regions combine six distinct tourist zones, namely : Jammu, Srinagar, Leh, Chamba/Kangra, Kulu/Manali and Shimla. Ancient Temples, Mosques, Gompas and monuments are great sources of attraction

for lakhs of pilgrims each year. Tourism in Jammu & Kashmir and Himachal Pradesh mean domestic tourism, composed mainly of families from the upper-middle class income group, spending 4 overnights on an average. Majority travel to these regions is for pleasure and sightseeing purposes. Only 12 percent come on package tour.

The major problem confronting the tourist industry is that of seasonality, which accounts for a very low density of traffic during winters. This results in an under-utilisation of existing resources and infrastructure. The solution of this problem lies in developing winter-sports facilities, attracting tourists (both foreign and domestic) during lean seasons by offering off-season rates etc. In respect to the supra- and infrastructure of tourism, it must be taken into consideration that standard of the hotels (with only few exceptions) are comparatively lower than those hotels in other competing areas.

The accommodation facilities available in J & K at present, consists of about 36, 130 beds (including 4,788 beds in house boats). The quality of accommodation in general, requires improvement at all places. The growing tourism demand will certainly not be met by the present number of lettable beds in the regions. For a short-term, extending the existing peak season should be aimed at, in order to generate an acceptable occupancy figure. For medium and long-term periods, additional accommodation facilities have to be created. Based on an average annual bed occupancy rate of 60 percent which is seen as feasible from the view point of operations, an additional number of 4,100 beds in Himachal and 6,734 rooms in J & K have to be constructed by 2000 AD.

The main advantage of the competing state of Jammu and Kashmir over Himachal, is that J & K is well established as attractive tourist destination in the various sources markets. Jammu & Kashmir offers more adequate accommodation facilities with a generally higher standard than those in Himachal Pradesh.

The road length per 100 sq. km area of the regions are much low as compared to the national average. Therefore, road length has to be increased, in order to attract more tourists. To attract foreign tourists, air services have to be improved. Again, tourist generating areas should be well linked with tourist destination.

In the case of foreign tourist, the most important generating regions are the USA, UK, France, W. Germany and Australia. Therefore, an attempt should be made to exploit the new-tourist generating countries such as the West, South and South-East Asian Countries.

At least 6 tourist circuits have to be developed in a much more systematic and objective manner, so that the tourist could have the advantage of visiting 2 to 3 places of unique interests in one single trip. The tourist circuits in the region should be as follows :

- (i) Jammu and its peripheral tourist centres
- (ii) Srinagar and its satellite tourist centres
- (iii) Leh and other tourist places in its vicinity
- (iv) Chamba and its peripheral tourist centres
- (v) Kulu and its nearby tourist centres.
- (vi) Shimla and its satellite tourist centre

In addition to the traditional circuits, several new circuits have to be added, keeping in view the considerable potential and future development of the regions. A number of new tourists circuits can be developed in the above mentioned regions, which can cater to the varied interests of the tourists. These circuits may include some places of religious importance alongwith scenic beauty, which a tourist seeks.

Some of the strategic weaknesses are : (a) long inter and intra regional distances and (ii) road connectivity.

Strategic constraints which are hard to overcome are :

- (a) uneven mountain regions
- (b) restructuring road construction
- (c) limited capacity of planned air-access facilities and
- (d) closure of important road passes during winters.

Strategic priorities, therefore, have to be made to the provision of access transport (to and within the regions), upgrading of existing infrastructure, creation of additional capacities in medium hotels, careful development of new tourist areas, improvement of the telecommunication services, road transportation and sufficient power supply (as well as uninterrupted supply).

It is very essential to develop new tourist centres, in order to cater to a sustained growth in traffic. New centres should be developed after a careful consideration of the ecology and the existing resources such as raw materials, labour etc. The new centres can be developed for "health resorts", "trekking bases", "Winter sports", "Water sports" etc. Once the necessary infrastructure is provided and tourists are attracted to these spots, dispersal of tourist traffic will automatically follow. Seeing the diversities in the altitude within a close geographical area, ropeway may be the best means to move from lower reaches to the higher reaches within a time-frame. For that, uninterrupted electric supply has to be made available.

Adventure tourism in J & K and Himachal Pradesh is still in the infancy stage. This has to be developed fully and given adequate publicity. There is an immense potential for the development of water and winter sports. It requires considerable evaluation and proper planning around river, lakes and terrain of the regions. The lakes of Srinagar are the major attraction areas for the tourists. These lakes have thus, to be preserved and maintained as national assets. Perhaps, this is a must if the state has to remain as a "tourist paradise on earth. Water pollution is one of the most crucial

problems of a tourist site. Perhaps, hill diarrhoea is the result of contaminated water. Therefore, scientific study is required of the water pollution at these tourist places.

In general, publicity and marketing efforts (both the state and central Govt.) require further strengthening to derive full advantage of the tourism resources within the regions.

In Himachal Pradesh in general and other states in particular, no detail statistics are available for analysing tourism demand and accommodation capacity. Therefore, there is a need to collect a strong data-base of tourists from different view points e.g. age and sex structure of tourists, income group of tourist (and their motivating factors), tourist statistics at district and tehsil levels, regional structure of tourists, type of accommodation preferred by the tourists, type of transportation used by tourists etc.

Being hill states, the tourism development in these areas have a direct bearing on the factors of preservation, conservation and ecological balance. Environmental considerations must play an important part in the direction of future tourism in the state. 'Hard' decisions have to be taken to save the tourist centres from the environmental degradation. The threat to these resorts is from within, namely (i) denudation of hill areas (ii) uncontrolled building activities by resort builders (iii) bottle-necks in traffic system (iv) pollution and (v) deforestation.

For a balanced growth of tourism industry in the state, the role of private sector should not be undermined. Private sector can play a significant role in putting together the tour packages, tailored to the very specific needs of particular lifestyle segment of tourists. An important step which should be taken by Govt., is to allow better subsidies and incentives to private tourist industry entrepreneurs, in the state.

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Environmental implications/tourism, especially in Alpine tourist regions throughout the world, are widely discussed. The socio-cultural impacts are a concern, mainly in the urban areas subjected to tourist influx where tourism adds to environmental pressure and pollution. Mountain tourism, uncontrolled as it some - times is, puts further strains on a fragile ecology and limited resources.

Ecology and environment should become the guiding principles in planning for more tourists in the region, which, over several decades has witnessed onslaught by man on its fragile ecosystem.

As far as the carrying capacity of these regions are concerned, a division of labour and very close co-ordination amongst various bodies, such as tourist bodies (state and central level), transport bodies (private and Public), census division etc. is necessiated. This is required in order to assess the "optimum/ideal" as well as "actual" levels, in terms of :

- (i) Carrying capacity of transport infrastructure
- (ii) Carrying capacity of accommodation infrastructure
- (iii) Carrying capacity of Recreational infrastructure (eg. cinema-houses, skating rinks, light and sound shows.
- (iv) Carrying capacity of particular geographical area (e.g. mountaineering, hiking, trekking etc.)
- (v) Carrying capacity of local market area.

After careful survey of the above carrying capacity, by various bodies/Agencies, if the sum of local inhabitants and entering tourists, exceeds the ideal carrying capacity, it would be in the fittest of ecological balance to restrict/discourage the "excess" inflow during peak seasons by detterent policies such as pricing, which would be more of utopian situation than in actual practice.

The Himalayan ecology is very sensitive, and even the slightest amount of disturbance, can prove a disaster. If tourism is not encouraged in a "Selective" way (Since, India is not fit for "Mass Tourism"), it shall necessitate the requirement and use of more space, fuel, creation of more infrastructure, causing destruction of trees, flora and fauna. The present - day tourist traffic has already had a devastating effect, upon the ecology of J & K and Himachal Himalayas.

The recently established Himalayan Tourism Advisory Board (HIMTAB), is also seriously working strategies for the overall development of hill tourism, without affecting the ecological balance in the areas.

Pollution and disturbance of the ecological balance are already assuming serious proportion, affecting the living conditions in hill-stations, besides the weather & climatic changes. If not checked from further spread, the trekking trails shall soon be converted into "Garbage-Trails". Adventure, shall thus, cease to be fun and pleasure, if the ecological factors are thrown to the winds. Some of the recommendations, necessary to be implemented in the right earnest are :

- * Promoting "Quality tourism", rather than "Mass Tourism".
- * Afforestation drives, in Hill Areas, and compulsory plantations, by residents/House owners, as well as the Public & Private Sector bodies.
- * Ban of Agro-based industries in Hill areas.
- * Restriction of Saw-mills and a strict regulation over the existing ones, in and around the hill regions.
- * Imposition of strict action and heavy penalties, against offenders (Motto of " A POLLUTOR MUST PAY").
- * Ban on the further expansion of road network, in the ecologically-fragile areas.
- * Popularisation of Winter-tourism and sports, by offering attractive incentives, such as discounts, extra facilities etc.

JAMMU & KASHMIR
(Connectivity index)
AGGREGATE DISTANCE (in Kms)

Tourist Places	Srinagar	Gandarbal	Pattan	Bandipur	Gulmarg	Pahalgam	Pampore	Anantanag	Achabal	Kokernag	Leh	Kargil
1. Srinagar	0	19	20	55	52	95	16	56	58	77	434	203
2. Gandarbal	19	0	39	35	71	114	35	75	77	86	415	184
3. Pattan	20	39	0	42	42	105	36	76	78	97	424	193
4. Bandipur	55	35	42	0	97	150	71	112	114	129	414	183
5. Gulmarg	52	71	42	97	0	147	68	108	110	129	468	255
6. Pahalgam	95	114	105	150	147	0	80	60	64	99	390	125
7. Pampore	16	35	36	71	68	80	0	40	42	61	450	219
8. Anantnag	56	75	76	112	108	60	40	0	5	22	420	197
9. Achabal	58	77	78	114	110	64	42	5	0	20	422	129
10. Kokernag	77	86	97	129	129	99	61	22	20	0	442	225
11. Leh	434	415	424	414	486	390	450	421	422	442	0	231
12. Kargil	203	184	193	183	255	125	219	197	199	225	231	0
13. Batote	160	159	160	195	192	180	150	95	93	71	513	296
14. Vaishno Devi	240	259	260	295	292	235	230	184	182	160	598	385
15. Jammu	300	319	320	355	352	284	290	248	246	226	665	451
16. Ramnagar	220	239	240	275	272	272	210	164	162	141	582	366

An approximate distances (in Kms) have been calculated along the road with the help of thread

Note : These tourist places have been selected based on its population above 2000 according to 1981 census, Jammu and Kashmir except Vaishno Devi & Gulmarg.

contd.....

Tourist Places	Batote	Vaishno Devi	Jammu	Ramanagar	X	Y	Y ÷ \bar{X}	$\bar{X} \div X + Y \div \bar{X}$
					Total Distance (in Kms.)	$\bar{X} \div X$		
1. Srinagar	160	240	300	220	2005	1.43	5	3.25
2. Ganderbal	159	259	319	239	2126	1.35	3	2.44
3. Pattan	160	260	320	240	2132	1.35	2	2.08
4. Bandipur	195	295	355	275	2522	1.44	4	2.59
5. Gulmarg	192	292	352	272	2673	1.07	2	1.80
6. Pahalgam	180	235	284	272	2400	1.20	3	2.29
7. Pampore	150	230	290	210	1998	1.44	2	2.17
8. Anantanag	95	184	248	164	1862	1.54	4	2.99
9. Achabal	93	182	246	162	1872	1.53	2	2.26
10. Kokernag	71	160	226	141	1985	1.45	2	2.18
12. Leh	513	598	665	582	6887	0.42	2	1.15
13. Kargil	296	385	451	366	3712	0.77	2	1.50
14. Batote	0	85	140	60	2549	1.13	3	2.22
15. Vaishno Devi	85	0	60	68	3533	0.81	2	1.54
16. Jammu	140	60	0	60	4316	0.66	3	1.75
18. Ramnagar	60	68	60	0	3331	0.86	4	2.31

45903

$$\bar{X} = \frac{45903}{16} = 2868.94$$

44

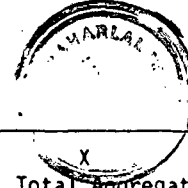
$$\bar{X} = \frac{44}{16} = 2.75$$

HIMACHAL PRADESH
(Connectivity index)
AGGREGATE DISTANCE (in kms)

Tourist Places	Shimla	Nahan	Mandi	Dharamshala	Chamba	Solan	Kulu	Bilaspur	Kangra	Kassauli	Nurpur	Paonta Sahib	Joginder nagar	Sujanpur
1. Shimla	0	142	160	278	451	48	229	90	248	77	355	184	200	200
2. Nahan	142	0	280	420	592	94	371	232	390	75	497	42	342	342
3. Mandi	160	280	0	141	339	304	82	85	282	230	201	344	55	160
4. Dharamshala	278	240	141	0	132	326	229	188	18	340	65	462	65	90
5. Chamba	451	492	339	132	0	499	412	361	210	527	50	634	284	285
6. Solan	48	94	204	326	499	0	277	138	296	15	403	136	248	248
7. Kulu	229	371	82	229	412	277	0	167	232	242	283	413	137	242
8. Bilaspur	90	232	85	188	361	138	167	0	158	167	265	274	140	110
9. Kangra	248	390	282	18	210	296	232	158	0	300	61	432	75	80
10. Kassauli	77	75	230	340	527	15	242	167	300	0	432	117	307	277
11. Nurpur	355	497	201	65	50	403	283	265	61	432	0	539	336	155
12. Paonta Sahib	184	42	344	462	634	136	413	274	432	117	539	0	384	384
13. Joginder Nagar	200	342	55	65	284	248	137	140	75	307	136	184	0	100
14. Sujanpur	200	342	160	90	285	248	242	110	80	277	155	384	100	0
15. Dalhousie	410	552	277	130	53	458	359	320	150	480	52	594	165	210
16. Sabathu	60	78	220	238	311	20	289	150	308	25	415	224	260	260
17. Nagrota	245	387	135	20	132	293	217	156	40	384	110	429	65	85
18. Rampur	132	250	282	423	621	180	264	222	564	209	470	316	337	435
19. Jwalamukhi	212	354	140	56	248	260	222	150	30	220	90	396	95	75

An approximate distances (in Kms) have been calculated along the road with the help of thread.

Note : These tourist places have been selected based on its population above 3000 according to 1981 census, Himachal Pradesh



TOURIST PLACES	Dalhousie	Sabathu	Negrota	Rampur	Jwalamukhi	X Total Aggregate Distance(in Kms)	$\bar{X} = \frac{\Sigma X}{n}$	Y Associate No.	$\frac{Y}{\bar{X}}$	$\bar{X} + X + Y + \bar{X}$	
										$\bar{X} + X + Y + \bar{X}$	$\bar{X} + X + Y + \bar{X}$
1. Shimla	410	60	245	132	212	3721	1.19	4	1.19	2.38	
2. Nahan	552	78	387	250	354	5440	0.81	3	0.89	1.70	
3. Mandi	277	220	135	282	140	3617	1.22	4	1.19	2.41	
4. Dharamsala	130	338	20	423	56	3541	1.25	4	1.19	2.44	
5. Chamba	53	311	132	621	248	6141	0.72	4	1.19	1.91	
6. Solan	458	20	293	180	260	4143	1.07	4	1.19	2.26	
7. Kulu	359	289	217	264	222	4667	0.95	3	0.89	1.84	
8. Bilaspur	320	150	156	222	150	3373	1.31	3	0.89	2.20	
9. Kangra	150	308	40	564	30	3874	1.14	4	1.19	2.33	
10. Kassauli	480	25	384	209	220	4424	1.01	2	0.59	1.60	
11. Nurpur	52	415	110	470	90	4579	0.97	2	0.59	1.56	
12. Paonta Sahib	394	244	429	316	396	6324	0.70	3	0.89	1.59	
13. Joginder Nagar	165	260	65	337	95	3395	1.30	4	1.19	2.49	
14. Sujanpur	210	260	85	435	75	3738	1.18	3	0.89	2.07	
15. Delhousie	0	470	160	559	220	5419	0.82	2	0.59	1.41	
16. Sabathu	470	0	306	192	300	4246	1.04	3	0.89	1.93	
17. Nagrota	160	306	0	417	50	3631	1.22	4	1.19	2.41	
18. Rampur	559	192	417	0	422	6295	0.70	4	1.19	1.89	
19. Jwalamukhi	220	300	50	422	0	3540	1.25	4	1.19	2.44	

$$\bar{X} = \frac{84108}{19} = 4426.74$$

$$\bar{X} = \frac{64}{19} = 3.37$$

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