

IMPACT ON MARKETING DUE TO POLITICAL INSTABILITY ON PEOPLES
FOOTFALL VIA TOURISM ON J&k INDIA

Umer Qadir Sofi

University of Latvia

Article Received: 2019-06-31

Article Accepted: 2019-10-29

Abstract

Tourism which was known to be the back bone of the Jammu and Kashmir had been in decline rapidly due to political instability and armed conflicts in the state. Since the 1990s, most resources are used to manage law and order problems in Jammu and Kashmir. The Government paid insufficient attention to the tourism sector. Activities related to political instability highly affected the economy of the state, increase of violence dramatically decrease tourism. The study aim to identify the impact on tourism and why it effected footfall in tourism, for this purpose we have taken data of two important variables tourists count and number of causalities from the year 1990 to 2012. We identify the impact of political instability due to armed conflict on tourism, and very significant negative correlation is found between these two variables. The study discusses the marketing impact of political instability on tourism in Jammu and Kashmir. The tourism sector of Jammu and Kashmir has a significant impact on the economic development of the state. People of Kashmir face severe problems due to the decline in tourism which ultimately increases the unemployment ratio of the state. he study emphasize the effects of the political disturbance and stability on the tourism sector; while secondary data was analyzed Results of the study show that Peace in destination region determines the flow of travelers; people usually avoid places that have a negative image in terms of political and social issues. Tourism sector highly depends on the political situation; political stability is an essential need of the tourism industry.

Keywords: political instability, Tourism, Conflict, Economy, Sustainability, footfall

Jel code :M31 M37 M38 Z32

Introduction

Kashmir is a land of natural beauty, embellished by beautiful lakes, snow-capped mountains, huge glaciers, and wildflower meadows. It has often been considered as “Heaven on the earth”. Since ancient times, Jammu and Kashmir were one of the famous travel destinations of India. But with the increase in violence, the number of foot fall of peoples as tourists dramatically reduced which made severe issues especially for locals who strongly be depended on the tourism income

Jammu and Kashmir is the matter of contention among Pakistan and India, Pakistan and India are significant countries of South Asia, both together where formed by Britain, divided into countries Pakistan and India on 14 and 15 August 1947 respectively mark there independence day , the history of India and Pakistan from the past 70 years show the relation as full of conflict and wars there have been Many efforts to made to resolve Kashmir conflict in a peaceful way, but most of the proved to be not worth, Kashmir is the source of conflict among Pakistan and India. “The core of the issue started with the partition of the subcontinent where each state can join any of the country depending what ratio they are in as Hindu and Muslims” (Sonmez, 1998). Kashmir remains the very important place for both of the countries it has the border which meets with Afghanistan china while crossing through Russia although there have been many efforts of the united states and other countries to bring the peace and harmony with Pakistan and India on Kashmir but all remain futile and in vain. While the Indian first prime minister Jawahar lal Nehru has categorically said that the future of the Kashmir will be decided by Kashmiris with self determination but the commitment is still pending in united nation India stated voting turn out shows although low shows the peoples happy but in reality there has been very rare fair elections conducted in Kashmir there are have been nearly 89000 peoples approx. given there lives in this conflict there has been the huge presence of the army in Kashmir nearly more than 700000 troops making it most militarized zone in the earth in august 2006 the chief minister stated there are 60000 soldiers present in Jammu and Kashmir has the population of the 11million which means 18soldiers for 1 person which makes it densely militarized. the Kashmir ownership is claimed by the both India and Pakistan as such has claimed thousand of the lives (Weisburd, 2001).

Civilians are losing their lives daily basis; the state of violence in Jammu and Kashmir is beyond thinking. Militant group attacks, suicide bombings, and security forces attacks are not only taken many precious lives but also do affect Kashmir economy badly. Every year hundreds and thousands cases of rape, torture, and disappearance are reported in Jammu and Kashmir. when the psychological point of the view of the travelers regarding the decision making to spend the holidays is taken the main aim for them is to spent the holidays in peace full and beautiful place but when it comes to Jammu and Kashmir there is extreme beauty but lack of peace in stability of region the dispute in the Kashmir has not taken several lives but has stopped the economic development of the region the Jammu and Kashmir has the vast natural resources and absolute natural beauty but due to lack of the of the stability has put the major impact on it economy. Our study aims to analyze the impact of stability in politics and region in tourism in terms of economic development of Jammu and Kashmir (Islam, 2014).

“Tourism is considered as an export growth engine and employment generator as well” (Shah, 2014) It has the ability to provide employment on large scale, ,Tourism can play a vital role in the state’s economy (AijazUlAslam, 2016)

Positive correlations

- It generates employment opportunities for both specialized and unspecialized people
- It gives employment directly to various service providers such as travel agents, hotels and guides etc
- It provides motivation for allied sectors such as handicrafts, handlooms, and transport etc.
- It has the ability to provide jobs in organized sectors.
- It promotes and preserves cultural and heritage assets.
- It has the potential for geographical spread of job opportunities.
- During peak tourist season, it increases the income of people in the vicinity of traditional resorts (Government of Jammu & Kashmir, 2014).

Political instability ruined the reputation of Jammu and Kashmir at both national and international level regarding tourism (Lone, 2014) Due to the political instability; local investments in Jammu and Kashmir are used in the non-development sector instead of

productive sectors. Since the 1990s, most resources are used to manage law and order problems in Jammu and Kashmir. The government paid insufficient attention to the tourism sector. The negative impact of state highly affects tourism and other possible trades, handicraft which is directly related to tourism greatly affected by the negative image of the state. the state has incurred the lost of the billions of dollars in revenue in the period of the 1989-2002. A report shows that state almost lost \$6.3 billion during Pakistan India conflicts over Kashmir. The number of travelers dramatically decreased from millions in 1980.” Violence highly affected other essential sources of livelihood such as horticulture and agriculture. It is noticed that the number of travelers increased in past few years especially after the introduction of the peace process in 2004” (Sharma, 2012). The new dawn in Kashmir was seen when the peace process was initiated in 2004 in order to settle the Kashmir dispute among Pakistan and India that peace process was moving on slow pace but gave the new hope to the tourism industry of Jammu and Kashmir

Area of Study

Jammu and Kashmir

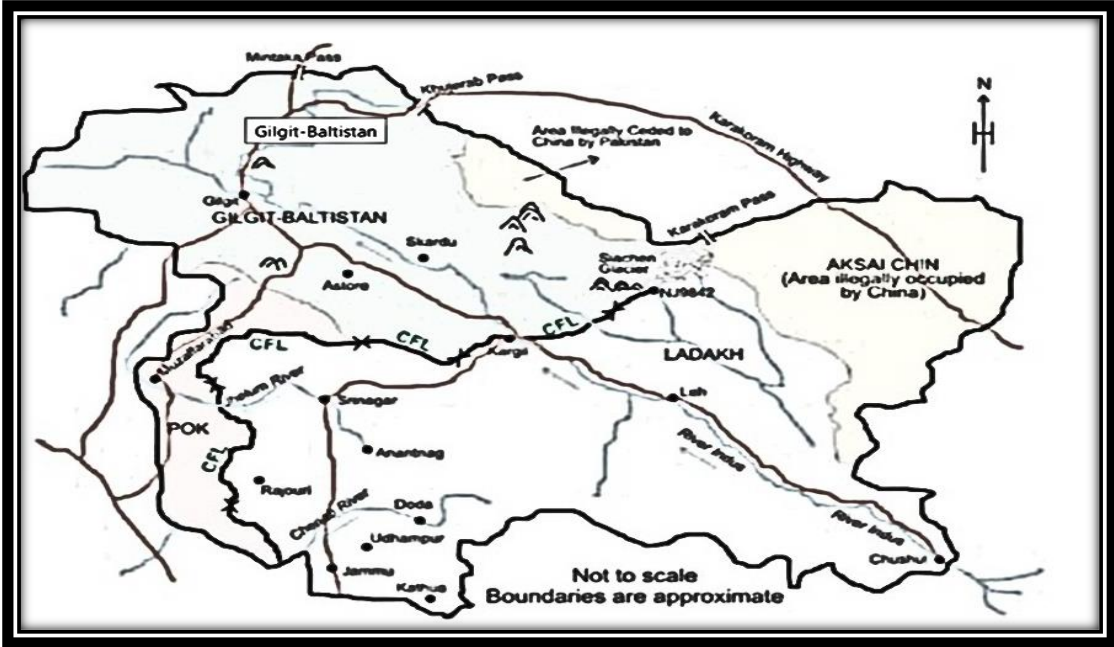


Fig 1: jammu and kashmir location

Demography and geography of the region

The Jammu and Kashmir is having the location of northern India, between 72°31' and 80°20' E longitudes and 32°17' and 37°05'N latitudes. It is bounded with the Tibet on east, on the west by Pakistan, on the north its with china and on the south by state of the Himachal Pradesh (Jammu and Kashmir Forest department, 2014). The jammu and kashmir is divided into four parts; plain region, mountain region, semi mountain region, and hills. The state has an area of 222.797sqkm in British India but later after Pakistan's occupations, it lost almost 555 of it and currently it is 101,387sqkms.

Both Hindu and Muslim tourists visit it in large numbers. no matter what happens, they still coming because it's a religious issue, even if they do not visit for the pleasure they will visit for pilgrimage tourism, more than half tourism in Jammu and Kashmir depends on pilgrimage tourism. Key pilgrimage places for Muslims are Hazratbal and Charari Sharif etc while for Hindus are amaranth and Vaishno Devi etc. Economic survey of Kashmir 2015 reported that almost 78.03 religious tourists visited Jammu and Kashmir in 2015

Statement of the Problem

The study addressed as "The Marketing Impact of instability on Tourism in Jammu and Kashmir", people of Kashmir faced many problems due to political instability, and this seems to be root of problems among Pakistan and India. The tourism sector of Jammu and Kashmir has a significant impact on its economic position. The negative impact of Kashmir politics destroyed tourism industry, which ultimately caused unemployment in the state. Kashmir dispute between Pakistan and India keep disturbing lifestyle of next generation and education system as well. Million people laid their lives during these conflicts.

Literature Review

The insufficient research has been conducted regarding the impact of the political stability on the tourism industry in terms of Jammu and Kashmir the literature review discuss the political stability in the form of the sub-branches such as conflict, political disturbance, rights violation and uncertainty and such try to ascertain the effects on the tourism sector and such to view to the government reaction or political reaction and peoples regarding it and to align, its effects on the tourism sector and government or political reaction regarding it.

Meaning of Conflict: The book states “understanding conflict and conflict analysis” that antagonistic values cause conflict, the most severe types of conflicts cause political, civil wars and violent mode of conflict among enemies. Conflicts put negative effects on people and the economy as well (Jeong, 2008).

Meaning of Terror: The term “political instability was introduced in 1789 during the French revolution; it means an act that creates or spread fear. Political instability refers to acts that are illegal, wrong and criminal. The illegal use of weapons, especially against civilians, travelers and outsiders, create severe problems. The political instability in places like Jammu and Kashmir has not only taken the life’s of hundreds and thousands of people but also badly affected the economic development of the state (Conte, 2010).

Tourism Industry: Research shows that almost 50-60% of people of Jammu and Kashmir are directly or indirectly connects with tourism and its related activities (Bugajski, 2011) Tourists attracted to destinations in order to satisfy their psychological needs such as safe environment, natural beauty, and appropriate accommodation etc. excluding physical infrastructure for tourism, political stability is an essential factor regarding the development of tourism sector. The infrastructural growth is another essential factor regarding state tourism, other factors related to political instability such as authorized advisers, media reports regarding political instability , campaigns and so on largely effect perceptions of tourists (Hussain, 2012). The correlation among tourism and political instability in this era is undeniable; during political instability government was busy in maintaining laws instead of maintaining resorts. In this study, we try to analyze the impact political stability has on tourism in the context of Jammu and Kashmir (Dar, 2014).

Impact on tourism industry : “political instability put significant economic effects on community and economy as well” (Hussain, 2012) . During last few decades; the identification of economic effects regarding political instability received much attention in research. Impact of political instability refers to effects arising after political instability activities, destruction of urban objects, human injuries, and murders (Ranga&Pradhan, 2014). There is a “direct relationship among political instability, armed conflict, and economy” (AijazUIAslam, 2016). Armed conflict destroyed the handicraft industry, agricultural growth, and tourism, especially in the late 1980s. Even basic resources such as clean water for

drinking, roads, and power supply and communication system are not available. Terrorists use Kashmir forest in as their main place for meeting. There is a direct relationship among political instability and unemployment. Statistics show that employment rate decrease from 44.3 percent to 36.3 percent in 2001. Another significant cost of violence is “waste of human talent and creativity”, people are forced to think for survival only instead of progress. Schools and universities are often closed because of political instability -related activities. As a result, economic development of Jammu and Kashmir remains low at the national level. the tourism which was considered to be the backbone of the Kashmir has dramatically been affected because of the evolution of the armed conflict.

Objectives of the study

- To analyze the impact on footfall of tourist due to of political instability in Jammu and Kashmir region.
- To help in guideline in marketing strategies of Jammu and Kashmir
- To analyze the impact that instability has on Jammu and Kashmir in tourism
- To advice regarding the development of the tourism in Jammu and Kashmir

Methodology

This study mostly have been conducted on basis of secondary data, which have been collected from different reports and interim that is presented to the Indian minister of tourism. Data regarding a number of tourists visited Jammu and Kashmir has been collected from JK tourism website, and data related to causalities due to armed conflict during political instability has been collected from south Asian war statistics report, the data has been collected from the year 1990 to 2012.

Statistical Methods and Development of Model

The comparison among military incidents and tourist flow and the impact of political instability are shown via graphs, further correlation analysis has been done in order to identify the degree of relatedness among variables. Here, we use simple linear regression model, the purpose is to identify the impact of political instability on tourism.

Equation is:

$$Y = \alpha + \beta X + \mu$$

Y= count of tourists in different years

X= number of casualties during armed conflict under political instability $\alpha\beta$ = parameters μ = error term

Below we identify the impact of political instability on tourism

Impact of Political Instability.

The given data gives overview of how political instability affects civilians in Jammu and Kashmir; According to Bhat conflicts started occurring in the early 1990s. In 1990 there has been almost military incidents of 3905 Which took place in which almost 123 security persons, 662 civilians and 183 militants were killed and the in the year 1992 almost such 4971 incidents occurred from which more than 1900 people were killed the economy of the state bearded great loss (Hussain, 2012).

Table1: Count of Casualties in Jammu and Kashmir (1990-2013)

Year	Military occurrence	Number of Civilians Killed	Militants killed	Security persons Killed
1990	3905	862	183	123
1992	4971	859	873	177
1994	4484	1012	1651	236
1996	4424	1333	1149	376
1998	2940	967	1045	339
2000	3091	942	1520	638
2002	4038	1050	1707	539
2004	2565	733	976	330
2006	1667	410	591	182
2008	708	91	369	79
2010	488	47	232	69
2011	340	31	119	33
2012	N/A	16	84	30
2013	N/A	20	100	17

Source: Government of India, Ministry of Home Affairs

Figure 2 is showing a difference in religious tourism from 1990 to 2011, following graph clearly shows that between 1990 to 2013, military incidents were significantly high that's why during this period there was very less religious tourism in Jammu and Kashmir, but with time as military incidents decreasing, religious tourism ratio has been increasing from 2004 to 2013. Figure 3 is showing a comparison of military incidents along tourist flow

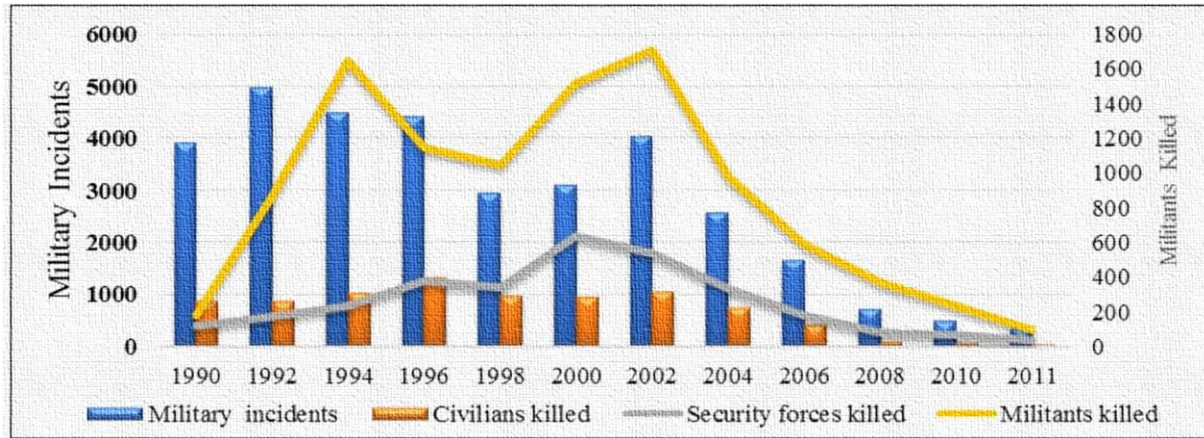


Fig 2: Impact of Political Instability

Following comparison between tourism count and the number of casualties due to political instability, and then we analyse the cause and relationship between these two variables, graph represents a negative relationship among two variables, the number of conflicts that have been occurred under political instability reduces tourists count, a negative correlation of -0.64 is found among two variables.

After applying a regression model, we identified 1% level of significance. The selected model has been tested again various assumptions, the impact of political instability due to armed conflict on tourism is showing via estimate regression equation of regression model, the fitness of the selected model is analyzed via R^2 and its value is 0.64. it means this model shows 64% in one variable with respect to the other variable, so the final equation is;

$$Y=1096.076+ -.232X+\mu$$

The model shows that with every 1% change in number of casualties there is negative impact of .232%. From these results, we can say that political disturbances due to conflict highly affected the tourism sector of Jammu and Kashmir.

There are two truths about Jammu and Kashmir; one is it is a very beautiful place which attracts tourists that's why tourism industry plays a vital role in economic development of the state. Secondly, political instability is the worst reality of the state. Tourism which is the most important industry of Jammu and Kashmir suffered badly because of violence and political instability .The number of visitors started decreasing in the late 1990s. it is reported that the state of Jammu and Kashmir almost lost more than 29 million tourists during the

period from 1989 to 2002. the state face the loss of almost 3.6billion in 1995 there has been almost 4477 military incidents which reduced to 488 in 2010. Conflicts over Kashmir among India and Pakistan over the ownership have taken the lives of thousands of civilians. Before 1989 Tourism considered as second main source of the driving engine of Kashmir's economy. In 1989 the tourist flow was 557977 but in 1995 when political instability was at the peak, it reduced to 8520 resulting in highly effected stability of the economy of the state in terms of employment opportunities. In 1998 due to socio-political conditions, it reached to 217292. It was period when a new government was elected and almost after sis the state of Jammu and Kashmir began to improve, which ultimately improved tourism-related activities. There was the positive start by government to start the process of revamp and tried to improve frame work of structures which had been destroyed during the period of 1989 to 1997. Tourism in Ladakh gained significance position in 1990 but it was the time when Jammu and Kashmir were facing severe conflicts, but fortunate enough due to peace in this region.

From the past few years, J&K tourism failed to focus on the location's beauty, many negative news broadcasted about the situation of Kashmir, that's why people started visiting other places. To change this situation Jammu and Kashmir tourism started a new campaign "Kashmir the warmest place on earth", this campaign highlights landscapes and warmth of Kashmiris for visitors, the purpose of the campaign is to replace negative thoughts about Kashmir. This video captured the attention of many people, it made them gentle about Jammu and Kashmir. During the violence, political instability, and armed conflict this is only grateful thing.

Table 2: Depiction of tourists arrival and military incidents

Year	The arrival of the tourist	Military Incidents
1989	557977	N.A
1990	10722	3905
1995	8520	4477
1996	9967	4424
1997	16131	3437
1998	109883	2940
1999	217292	3073
2001	72591	4536
2002	27356	4038
2003	191164	3401
2004	376729	2565
2005	605382	1990
2006	432888	1677
2007	441840	1092
2008	572661	708
2009	601256	499
2010	736511	488

Source: Government of Jammu and Kashmir, Department of Tourism

Tourism sector of Jammu and Kashmir is facing many problems such as road issues, travel charges, poor organization, and insufficient capacity, lack of required infrastructure and

fragmented market etc. political instability and military incidents badly destroyed physical infrastructure and reputation of the tourism sector. Due to political instability, local investments are used in non development sectors instead of productive sectors, since 1990s resources have started using to resolve law and order problems instated of productive sectors. Unfortunately government paid insufficient importance on tourism industry of Jammu and Kashmir.

Table 3: showing details regarding foreign exchange earnings via tourism in Jammu and Kashmir (From 1979 to 2000)

Year	Earning (crores)	Year	Earning
1979	5.41	1990	2.29
1980	4.47	1991	2.42
1981	11.27	1992	5.05
1982	11.04	1993	4.66
1983	10.59	1994	5.66
1984	9.39	1995	5.21
1985	9.79	1996	4.32
1986	20.81	1997	4.1
1987	23.81	1998	7.68
1988	26.96	1999	12,84
1989	30.05	2000	5.68

Source: “Tourism potential & tourism declining”, an unpublished thesis

Problems

Peace in destination region determines the flow of travelers; people usually avoid places that have a negative image in terms of political and social issues. Tourism sector highly depends

on the political situation; political stability is an essential need of the tourism industry. Only a peaceful environment can attract tourists. Tourism cannot promote wars and conflicts. Safety and security are essential demands of tourists. The existence of, militants and military incidents, and such huge presence of military directly put a negative effect on the tourism sector of the state, which ultimately destroys the economy of the state. This is exactly what happened in the state of Jammu and Kashmir. The economy of Jammu and Kashmir has been badly destroyed with conflicts in stability at par and to add the negative publicity it gets which cause hinderance as such no private and foreign investment on big margin has made it over in Jammu and Kashmir

Suggestions

- Policies should be made at the national level in order to promote tourism effectively.
- Political Instability is a basic requirement of the tourism industry.
- A website should be introduced where tourists can share their positive views
- Need to create awareness at both the national and international level.
- Infrastructure related to tourism activities like telecommunication, transportation, shopping services, health services, and hotels should be established with full proof of safety and security.

Conclusion

In this study the identification of the impact of instability on tourism was discussed which was analyzed , the data of two important variables tourists count and number of casualties from the year 1990 to 2012. Was seen to identify the impact of political stability due to the armed conflict on tourism there is very significant negative correlation seen in between two variables of political instability due to armed conflict on tourism, and a very significant negative correlation is found between these two variables. We try to identify relationships among political instability and tourism, while study concludes there is a negative correlation as such the steps need to be taken to improve the awareness of region to improve the stability of the region ,Tourism should be used as a bridge among Jammu Kashmir in India and Pakistan , the economic position of Jammu and Kashmir can improve by raising

awareness of the safety in Kashmir and motivating the international travelers to come to Kashmir, with regards as tourist destination it will help to remove isolations of the people of Kashmir. Tourism is a tool of economic development which has the ability to generate employment opportunities for the people of the Jammu and Kashmir which ultimately change the economic position of the peoples,if aggressive marketing with peace initiative and correct easy access of the state and contact with peoples can help to bridge the gap to lot of extent, as such reducing the influx of instability.

NOTE :In august 2019 both houses of Indian parliament passed the resolution to amend and extend the Indian constitution in its entirety to state it was such implanted as constitutional order of president of India and the same time the bill for reorganization of the Jammu and Kashmir was passed (act2019) which would bifurcate state in union territory and dismiss the state of Jammu and Kashmir and Ladakh though in the 28 august 2019 the supreme court of India agreed to hear multiple petition for challenging the abrogation of the article 370and the bifurcation of the state the five-judges bench was constituted turning the matter sub judices though there are restriction in j&K in Srinagar there has been more than Rs 10000 crore loss, to traders in Srinagar in week alone, thus making it more challenging to flourish for business as matter is sub judices we hope for the better of the peoples of Jammu and Kashmir.

References

- AijazUlAslam. (2016). Impact of Armed Conflict on Economy and Tourism: A Study of. *Journal of Economics and Finance (IOSR-JEF)* , 4 (6), 55-60.
- Bugajski, J. a. (2011). A New Transatlantic Approach for the Western Balkans. *Center for Strategic and International Studies* .
- Conte, A. (2010). *Human rights in the prevention and punishment of terrorism: Commonwealth approaches: The United Kingdom, Canada, Australia and New Zealand*. New Zealand: Springer Science & Business Media.
- Dar, H. a. (2014). The potential of Tourism in border destinations: A study of Jammu and Kashmir. *African Journal of Hospitality, Tourism and Leisure* , 4 (2), 1-12.
- Government of Jammu & Kashmir. (2014). *Economic Survey J&K 2013-2014*. Retrieved 10 27, 2019, from India Environment Portal.org: <http://www.indiaenvironmentportal.org.in/files/file/J&K%20EconomicSurvey%202013-2014.pdf>

Hussain, B. A. (2012, June 1). *Impact of Turmoil on Tourist industry of Kashmir- A Dilapidated Look*. Retrieved 10 27, 2019, from Indian Research Journals.com: <http://indianresearchjournals.com/pdf/IJMFSMR/2012/June/14.pdf>

Islam, A. U. (2014). Impact of Armed Conflict on Economy and Tourism: A Study Of State of Jammu and Kashmir. *Impact of Armed Conflict on Economy and Tourism: A Study of State of Jammu and Kashmir. IOSR Journal of Economics and Finance (IOSR-JEF)* , 4 (6), 55--60.

Jeong, H.-W. (2008). *Understanding conflict and conflict analysis*. London: Sage Publications Ltd.

Lone, M. A. (2014). China's strategic forays in south asia: Contextualising india's concerns.

Shah, S. A. (2014). Impact of conflict on tourist flow and spatial distribution of tourists in Kashmir valley. *World Applied Sciences Journal* , 31 (6), 1160--1167.

Sharma, R. a. (2012). Impact of Peace and Disturbances on Tourism and Horticulture in Jammu and Kashmir. *International Journal of Scientific and Research Publications* , 2 (6), 1-7.

Sonmez, S. F. (1998). Influence of terrorism risk on foreign tourism decisions. *Annals of tourism research* , 25 (1), 112--144.

Weisburd, A. M. (2001). Customary International Law and Torture: The Case of India. *Chi. J. Int'l L.* , 2, 81.