



Turnitin Originality Report

277 by 18 Rdt

From Quick Submit (Quick Submit)

Processed on 18-Nov-2014 13:02 EET

ID: 479314905

Word Count: 5524

Similarity Index

47%

Similarity by Source

Internet Sources:	45%
Publications:	16%
Student Papers:	28%

sources:

- 1 20% match (Internet from 20-Sep-2008)
<http://idenet.bth.se/servlet/download/news/23984/Jakir.doc>
- 2 8% match (Internet from 27-Mar-2009)
http://www.diva-portal.org/diva/getDocument?urn_nbn_se_hig_diva-188-1_fulltext.pdf
- 3 4% match (publications)
[Library Review. Volume 47. Issue 8 \(2006-09-19\)](#)
- 4 3% match (student papers from 10-Jul-2011)
[Submitted to Informatics Education Limited on 2011-07-10](#)
- 5 3% match (Internet from 26-May-2009)
<http://indovacations.net/english/AboutJammuandKashmir.htm>
- 6 2% match (student papers from 09-Jul-2011)
[Submitted to Informatics Education Limited on 2011-07-09](#)
- 7 1% match (student papers from 12-Jun-2011)
[Submitted to Institute of Graduate Studies. UiTM on 2011-06-12](#)
- 8 1% match (Internet from 09-Dec-2010)
http://majakonecnik.com/dokumenti/File/pdf_izvirniznanstveni/konecnik_ebr_2005.pdf
- 9 < 1% match (student papers from 04-Aug-2010)
[Submitted to Help University College on 2010-08-04](#)
- 10 < 1% match (student papers from 05-May-2012)
[Submitted to Victoria University on 2012-05-05](#)
- 11 < 1% match (Internet from 20-Jun-2014)
<http://epubl.ltu.se/1402-1552/2010/055/LTU-DUPP-10055-SE.pdf>

12

< 1% match (Internet from 27-Nov-2009)

http://www.tourismknowledge.com/marketing_advertising.htm

13

< 1% match (student papers from 30-Sep-2013)

[Submitted to Taylor's Education Group on 2013-09-30](#)

14

< 1% match (Internet from 21-Nov-2008)

<http://www.nyu.edu/its/statistics/Docs/correlate.html>

15

< 1% match (Internet from 20-Aug-2013)

http://www.nibsworld.org/uploads/1/2/3/5/12353603/2013_nibs_journal_renfor.pdf

16

< 1% match (Internet from 15-Oct-2013)

http://www.ijac.org.uk/images/frontImages/gallery/Vol._1_No._4/11.pdf

17

< 1% match (Internet from 17-Sep-2012)

<http://www.allfreeessays.com/topics/marketing-communication-paper/0>

18

< 1% match (student papers from 28-Sep-2005)

[Submitted to Waikato University on 2005-09-28](#)

19

< 1% match (Internet from 01-Mar-2012)

<http://ibs.iscte.pt/?pt=doutoramento-marketing>

20

< 1% match (Internet from 14-Jan-2014)

<http://www.cete.cl/portal/index.php/2012-03-21-12-47-37/category/37-paper-de-economia-regional?download=41:jones%202010>

21

< 1% match (student papers from 22-Nov-2006)

[Submitted to University of South Australia on 2006-11-22](#)

22

< 1% match (Internet from 03-Nov-2010)

http://www.unlv.edu.sg/ices2010/documents/paper_drbongkoshrittichainuwat.pdf

23

< 1% match (student papers from 03-Sep-2010)

[Submitted to University of South Australia on 2010-09-03](#)

24

< 1% match (Internet from 11-Apr-2012)

http://publications.theseus.fi/bitstream/handle/10024/1447/Lehtonen_Heidi_Sipila_Liisa.pdf?sequence=1

25

< 1% match (Internet from 16-Dec-2010)

http://www.kosmix.com/topic/National_parks_in_Jammu_and_Kashmir

26

< 1% match (Internet from 14-Oct-2014)

<http://www.slideshare.net/SouvikDolui/marketing-book-part-i>

27

< 1% match (Internet from 29-Mar-2009)

<http://homepages.strath.ac.uk/~ilp97118/teach/TBOps/TBOps.htm>

28

< 1% match (Internet from 01-Oct-2007)

http://books.google.co.uk/books?id=sHIX4Rdvl_QC&pg=PP1&dq=the+economic+and

29

< 1% match (student papers from 20-Nov-2007)

[Submitted to The Hong Kong Polytechnic University on 2007-11-20](#)

30

< 1% match (Internet from 31-May-2014)

<http://iatour.net/pdf/Proceedings%20ICOT%202011%20.pdf>

31

< 1% match (publications)

["The development of tourism and its importance to the economic development of Kenya" university degree/business and administrative studies/tourism transport and travel/1. 2013.](#)

paper text:

APPLICATION OF PROMOTION TOOLS IN HOSPITALITY AND TOURISM INDUSTRY AND ITS ROLE IN DEVELOPING THE JAMMU AND KASHMIR AS A TOURIST DESTINATION Abstract The proposed study will mainly attempt, study the promotional tools

1 **undertaken by the different** hotels and **tour operators and evaluate**

how they have been able to develop the tourism and hospitality industry in the state.

1 **A survey questionnaire was used to collect the primary data. The**

study

1 **revealed that the main reason of not succeeding**

and overcoming the problem of rebuilding the state as a tourists destination again after the period of militancy and others problems within the state like negligence of the tourism authorities, not following the appropriate marketing activities or measures and allocation of not sufficient promotional funds. Key words:

1. INTRODUCTION Tourism is one of the fastest growing industries in the world. The contribution of tourism industry in the global as well as individual perspective is really amazing. Many countries in the world depend upon tourism as a main source of foreign exchange earnings.

Tourism is a particular service to which marketing mix can be applied to. The

26 **marketing mix** includes **the four Ps**: Product, **Price, Promotion and** Place. Promotion **is the**

most visible of the four Ps. In the promotional process the selection and the use of the tools is crucial. The different promotional tools in tourism are

9 Advertising, Direct mailing, Sales promotion, Merchandising, Sales-force activities, printed material **production and** Public Relation **activity. Promotional techniques are used to make prospective customers aware of products, to increase their appetites, and stimulate demand;**

it also provides information to help customers decide. Promotion cannot be fully effective unless it is coordinated with the other three 'P' (Middleton, 1994).

6 Tourism comprises the activities of person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Travel and tourism are identified as the total market comprising three main sectors of international tourism, domestic tourism, and same-day visits (Middleton, 1994). Moreover tourism constitutes such a wide of products that it has to be seen in terms of sectors rather than a single industry comprising the accommodation sector, the attraction sector, the transport sector, the travel organizers sector and the destination organization sector. Tourism

researchers and scholars

1 have long been advocating or suggesting **the importance of tourist** or visitors **receiving destinations**

in any part of world to plan and perform strategic application of

1 appropriate marketing strategies and to promote the right tourism products and services to specific traveler groups (Ahmed and Krohn, 1992, Mill and Morrison, 1985 as cited in Law et. al, 2004). It has been commented by visiting the official Destination Marketing Organization Web sites of Korea

and Japan

1 two of the most visited destinations by Hong Kong travelers that both of these destinations have developed their Web sites in a way that promote Hong Kong travelers' favorite activities such as food, sightseeing and shopping. From the practical point of view, it is obvious for an effective marketing strategy to target the appropriate market and plan product positioning and sales. Jammu and Kashmir is far behind from this.

It has been

1 noted that National Tourism Organization (NTO) in any country is responsible for expanding a country's incoming tourism and NTO's main task is to promote the destination country in the global tourism

market.

1 For promoting tourism industry, marketers are expected to and consider the strategic imperatives of making meaningful progress in the long run rather than short-term sustainability,

Rita and Moutinho (1992). It

1 also emphasized that the ideas should be grown and improved over a period of years to realize the full value of potential of promotions rather than forcing the underlying concepts to stop and start over a period of days, weeks or months. In addition to that NTO should have a well drafted plan for promotional activities for achieving the marketing objectives which requires deciding on the priorities and goals before allocating money and resources for promotion

to have the better result of the promotional activities

(Rita and Moutinho, 1992). Promotion in tourism

1 plays an important role in enhancing the competitive edge of one tourist destination over another because of tourists' image of a destination and the attitude of tourists toward that destination seem to be two of the most important factors responsible for this variation. The frequency and aggressiveness of the promotion campaigns launched by various tourist destinations organizations have added advantages to a new dimension to competitiveness and has resulted in increasing numbers of image. Advertisements and others promotional tools in

1 travel and tourism literature and in the mass media which leads the tourist destinations to spend billions millions of dollars or rupees annually on image building and image correction promotion programs

(Ahmed, 1996).

1 Thus, tourism has emerged in many destinations as a catalyst for socio-economic change. The authors emphasized that tourism planning should be made in a way so that both the local residents and the visitors can be benefited

(Liu and Wall, 2006). Thus it should be

1 emphasized to maintain a liaison and meaningful cooperation among various governments, tourist organizations, travel agencies and tour operators especially among the SAARC countries to promote the industry

effective. It has been suggested in this modern world that

1 Promotion is one of the most essential key elements of modern marketing era which includes all the activities or plan that basically designed to inform and persuade the potential customers or trade intermediaries to make a specific purchase or act in a certain manner. Modern marketing calls for more than developing a good product, pricing it attractively, and making it available to

target customers (Kotler et al, 2006).

Promotion in tourism industry

2is one of the key'4' Ps in the marketing mix and as such has a key role to play in market success. Promotion is concerned with ensuring that customers are aware of the products that the organisation makes available to those customers (Dibb et al.,

1994, Rowley, 1998).

2Whereas the role that is played in product is one of support, influence and encouragement, however, with promotion, a destination seeks to be in control and needs to ensure the development and then communication of the most effective messages to the demand audience taking into consideration segmentation differences of our existing and potential customersMore specifically, the objectives of any promotional strategy will be drawn from an appropriate mixture of the following roles of promotion; to: maintain or improve market share;

Increase sales volumes. Helps in

3create or improve brand recognition in the market. Create a favourable climate for future sales operations. Inform and educate the market; create a competitive advantage, relative to competitor's products or market position; Improve promotional efficiency. An appropriate promotional mix must be created in order to meet the promotional objectives of any given promotion strategy, Rowley (1998). The promotional mix is the combination of different promotional channels that is used to communicate a promotional message. This will involve an appropriate selection from the range of tools that are available for use as part of the promotional mix. The tools in the promotional mix include Any paid form of non-personal presentation and promotion of ideas, goods or services by any identified sponsor.

Seaton and Bennett (2000) describes advertising as the paid-for sponsorship of a message in a commercially available medium. The

3pages of professional newsletters and magazines are common avenues for advertising information and promotion. The

researchers

2also argue that non- personal implies the use of media to access a large audience, as distinct from individually targeted forms of communication using a name and address and furthermore that an identified sponsor implies that the advertiser's name or brand is clearly evident in the communication. (Middleton and Clarke, 2001).

The

12selection of media is usually based on three criteria (Briggs, 2001): Cost of space in the print media and time on radio, TV and cinema screen·

Suitability and Appropriateness.

2According to Lumsdon (1997) advertising still accounts for a major slice of most tourism marketing budgets and are the primary form of communication for most many

organizations.

7The use of mail, telephone or other non-personal contact tools to communicate with or solicit a response from specific customers and prospects. Mail shots and leaflets inserted in professional magazines are used to promote information products.

2Direct marketing communications maybe used as a direct sales channel or distribution technique: selling products and services without face-to-face contact with intermediaries for example mail order business. (Jobber and Fahy, 2004).

11Short-term incentives to encourage trial or purchase of a product or service,

such as discounts for access to a database over a limited time period.

2Sales promotion in tourism is described as a set of associated techniques which when combined, offer customers or intermediaries' enhanced incentives to buy or remain loyal to a particular brand (Lumsdon, 1997).

2These series of techniques can be used collectively or independently to stimulate demand. This involves two basic approaches: intermediary push or consumer pull. The techniques focus on offering impulse incentives to purchase, such as competitions, discount vouchers, or by other similar methods

(Middleton and Clarke, 2001).

6Public Relation in tourism is about how people who matter to a tourism organization think about it and how their perceptions, attitudes and behaviors can be kept or made positive. The

various

3Programmes designed to promote and/or protect a company's image, or those of its products, including product literature, exhibitions and articles about organisations' products in professional or in-house newsletters.

2Traditionally such techniques are also known as below the line activity (Middleton and Clarke, 2001).

3Face-to-face interactions with one or more prospective purchasers, for the purpose of making sales. This is common within the business-to-business marketing transactions in the information industry, where sales representatives, often also with a support function, are common.

2According to Holloway and Plant (1989) personal selling functions can be

summarised as persuasion to purchase under four headings: persuasion to purchase additional goods and service during service deliver process, business to business purchase, big value purchase, motivating purchases through distribution channels. (Holloway and Plant, 1989)

3Financial or external support of an event or person by an unrelated organisation or donor, such as is common in respect of the arts, sports and charities. Large organisations, such as major publishing groups like Reed Elsevier, or software houses, such as Microsoft, may engage in sponsorship, but public sector organisations, in education and libraries, are more likely to be the recipient of sponsorship.

2Sponsorship helps to generate awareness about a product or company and the promotion of positive message about the product or company (Jobber and Fahy, 2004).

2Exhibitions offer an opportunity to bring targeted buyers and sellers from both consumer and business- to-business sectors together in a competitive arena. The main advantages of exhibitions are that they provide a forum for sales leads, contact with influencers, gathering intelligence and image building (Middleton and Clarke, 2001, Holloway and Plant, 1988). Swarbrooke et al (2001) explain that during exhibitions tour operators can also source potential destinations to develop, hotels can test reservation systems, destinations can launch new tourism offerings and everyone can watch closely what others are doing for the

attracting the tourist. Following hypotheses were developed: H1. Promotional tools play a strong role in developing the tourism and hospitality industry. H2. There is needed to undertake

1more promotional activities in order to develop tourism and hospitality industry in

Jammu and Kashmir. H3.

1Promotional activities undertaken by the tour operators and

hoteliers are effective. H4. Promotional expenditure is sufficient to develop the tourism and hospitality industry in Jammu and Kashmir. II. MATERIAL AND METHODS The present study is highlighting the objective to study the promotional tools undertaken by the different hotels and other

1 tour operators: to evaluate the role of their promotional activities for the development of the tourism industry and discuss the problems and limitations

faced by the industry. The

1 research has been conducted based on both primary and secondary data. As it was mentioned earlier that the existing literature on the promotional aspects of Jammu and Kashmir tourism and even on the overall marketing aspects is not adequate, the study was done on the primary data collected through questionnaire on the use of promotional activities by Jammu and Kashmir tourism industry. Secondary data was also used in this study. A survey questionnaire was used to collect the primary data from the sample selected for this study. The relevant 8 top executives from JKTDC (Jammu and

Kashmir Development Corporation), and 30 hotels and Tour operators or agents were selected for the collection of the data.

1 Secondary data was also used in this study. To collect the secondary data, annual reports of JKTDC, related journals, periodicals, newspapers, web page etc. were

taken into consideration for references. Descriptive Statistics like percentage method and Averages was used to analyze the Data. The validity of questionnaire was also determined and it was found that the value of Cronbach's alpha was .82. The

14 alpha of a scale should be greater than .70 for items to be used together as a scale (Nunnally 1978).

. III. RESULT AND DISCUSSION The

5 state of Jammu and Kashmir comprises of three distinct regions and is the largest Himalayan state in India. These regions are Jammu, mainly the Hindu region lies in the foothills in the south; Srinagar and the Vale of Kashmir is mainly the Muslim region and lies in the centre; Leh and Ladakh, form the

eastern highlands across the great Himalayan axis and comprises of mainly the Buddhists. While, Srinagar, a city of beautiful lakes, Mughal gardens and wonderful shopping opportunities is the summer capital of Jammu and Kashmir. Jammu is the winter capital of Jammu and Kashmir. The state of Jammu and Kashmir has three distinct entities with different climate, flora, fauna and cultures. The people in these parts don't only live differently but also speak different languages, worship different gods and have different ethical and moral codes. The main attractions of the Jammu and Kashmir

are following:-More than five beautiful lakes like Dal, Nagin, Mansabal in Srinagar, Mansar in Jammu and Wular fresh water Lake which is one of the largest in the Asia. More than 15 important temples like Amaranth Temple, Raghunath temple, Kalika Temple, Kheer, Bhawani, Shankaracharya Temple, Shankaragaurishvara Temple Khrew and others. Old shrines and caves like Holy Mata Vaishno Devi Katra, and monasteries of Jains and Buddhists especially in Ladakh region of the State. Accommodation in Luxurious houseboats (Shikara's) and hotels. Delicious cuisines like Wazwan from Kashmiri Cuisine. Monuments, Palaces and Forts – Amar Singh, Bahu Fort, Bhimgarh Hari Parbhat and others in the state. National Parks like Decigram

25 **National Park**, Ishtar **National Park**, Qazinag **National Park** and **Salim Ali National Park**

. Scenic lush green Gardens and Meadows in the valley of Kashmir Winter sports and Fairs are held around the year. Shopping Markets especially for the carpets, shawls and Dry fruits, Pearls, Stones and Jewelries from the Ladakh. Jammu and Kashmir is no exception as far as use of the promotional techniques is concerned. The destination is famous for its various attractions like lakes, pilgrimage i.e. Baba Amaranth, Mata Vaishno Devi and others heritage sites, temples and shrines as well. The state is putting in enormous efforts to increase the influx of tourists by applying various promotional tools and many promotional activities are carried out by the Jammu and Kashmir Tourism Corporation and various tour operators and hospitality owners / practitioners. The objectives of this study are to study and evaluate the promotional tools undertaken by the different hotels and tour operators for development of tourism and hospitality industry;

1 **to identify the problems and limitations of promotional activities undertaken by tourism firms;** finally **to provide suggestions and**

recommendations for hospitality and Tourism Industry. The study has shown that almost all the marketing mix tools or activities are used by the tour operators or hotel operators in Jammu and Kashmir like local Newspapers, magazines and Televisions and F.M Radio. In addition to those tools they also uses

4 **like brochures, Souvenirs, booklet, guides and posters, folders in disseminating information among the potential tourists in order to draw their**

attention and grow interest among the potential tourists

who wish to travel to this destination. Both the private tour and Hotels Operators and JKTDC (Jammu and Kashmir tourism Development Corporation)

1 uses the techniques of sales promotion which include quantity discount, children discount, off-season price rebate and improved service packages for it package tours, Accommodations programmes etc. to motivate the local tourist as well as the foreign tourists to travel in

Jammu and Kashmir.

1 In addition to that JKTDC and some private tour and hotel operators participate at the tourism exhibition/fair arranged locally and internationally. Occasionally,

Jammu And Kashmir Tourism Corporation

1 arranges different cultural shows, food festivals, seminars, symposiums, audio- visual presentations or local plays etc. at the popular tourism destination of the country.

JKTDC (Jammu and Kashmir Tourism Development Corporations)

13 has a web page to provide the information of Jammu and Kashmir and its facilities among the prospective tourists though the page is not well designed

and updates are required regularly. The study revealed that (Table 1) 16 organizations / respondents (42.2%) out of 38 organizations surveyed used affordable method is mostly used in determination of promotional budget followed by 12 (31.5%) used Percentage of revenue earning method and 2 (5.26%) respondents based their budget on previous years expense method. It was also revealed that 5 (13.15%) respondents used objectives and task method in determination of promotional budget and followed by 3 respondents (7.89 %) who use Fixed amount Method and only one respondents used the method based on Previous years expense. Table 1.

4 Methods Used to Determine the Promotion Budget Methods No. of Respondents Percentage Methods Affordable amount method Percentage of revenue earning method Based on previous year's expense Objectives and task method Fixed amount method 6. Other

16 12 2 5 3 0 42.2 31.5 5.26 13.15 7.89 0

4 Affordable amount method Percentage of revenue earning method Based on previous year's expense Objectives and task method Fixed amount method 6. Other

Total 38 100 Total

4 Methods No. of Respondents Percentage Methods Affordable amount method Percentage of revenue earning method Based on previous year's expense Objectives and task method Fixed amount method 6. Other

16 12 2 5 3 0 42.2 31.5 5.26 13.15 7.89 0

4 Affordable amount method Percentage of revenue earning method Based on previous year's expense Objectives and task method Fixed amount method 6. Other

Total 38 100 Total

4 Methods No. of Respondents Percentage Methods Affordable amount method Percentage of revenue earning method Based on previous year's expense Objectives and task method Fixed amount method

16 12 2 5 3 0 42.2 31.5 5.26 13.15 7.89 0

4 Affordable amount method Percentage of revenue earning method Based on previous year's expense Objectives 6. Other and task method

were neither effective nor ineffective in attracting the Fixed tourists. Followed by 8 (21.05%) respondents who amount viewed that promotional activities were fairly method effective, 4 (10.5%) respondents said that they were 6. Other Total 38 100 Total effective; 3 (7.89%) respondents felt that promotional activities were strongly effective; 3 (7.89%) It was found that 5 respondents (13.15%, Table 2) respondents felt that they were strongly ineffective felt that they were spending highly sufficient amount and 1 (2.63 %) respondent felt it was strongly for the promotion and followed by 3 respondents (7.89 ineffective. %) who agreed that sufficient funds are spent for the promotion of the products and service at the Table 3. Promotional Activities can Play any Role destination. It was also revealed that 3 respondent to Tourism and Hospitality Indust ry Stro Ag Fai Neit Fairl Disa Stro T (7.89%) viewed fairly sufficient amount was being Scale ngl ree rly her y gree ngly ot spent for promotion and 18 respondents (47.30%) y d Ag agre

Disa d Disa al viewed neutral i.e. neither sufficient and nor Agr ree ed gree gree insufficient funds were being allocated for promotion. Respo eed d nor d (3) (2) d ndents (6) disa 3 respondents (7.89%) agreed that insufficient amount (7) (5) gree (1) was being spent for promotion and 6 respondents d (15.7%) viewed highly insufficient amount was being (4) spent for promotion. No. of respo 26 06 05 01 00 00 00 38 Respondents were asked about their view about ndents “Role of Promotional activities in building tourism Perce 68.4 15. 13. 2.63 00 00 00 10 and hospitality industry” (Table 3). It was found that ntage 2 78 15 0 26 (68.42 %) respondents strongly agreed that of promotional activities can really play a vital role in Respo ndents promoting and developing any tourism destination or any property or organisation at the tourist destination. Respondents were asked whether more activities This was followed by 6 (15.78 %) respondents who are needed to develop the tourism and hospitality agreed and 5 respondents (13.15%) fairly agreed. 1 industry in Jammu and Kashmir, (Table No 5). It was respondent (2.63%) was in neutral position; it means found that 27 (71.05%) respondents strongly agreed, 3 respondent neither agreed nor disagreed with fact that (7.89 %) respondents agreed and 1 (2.63 %) the promotional tools can play a positive role in respondent were fairly agreed that more promotional promoting tourism and hospitality. activities are needed. 3 (7.89 %) respondents neither agreed nor disagreed, 1(2.63 %) respondent fairly Table 2. Opinion on the Amount Spend for disagreed, 1 (2.63 %) respondent disagreed and 2 Promotion (5.26 %) respondents strongly disagreed. Hig Suff Fair Neit Fairl Insuf High T Scale hly icie ly her y ficie ly ot Suff nt Suff Suffi insuf nt insuf al Table 4. Effectiveness of Promotional Activities icie icie cient ficie ficie Undertaken nt nt nor nt nt Stro Effe Fair Neit Fairl Ine Stro T Resp insuf Scale ngly ctiv ly her y ffe ngly ot onde ficie (3) (2) Effe e Effe effec ineff - Ineff al nts (7) (6) (5) nt (1) ctiv ctiv tive ectiv cti ectiv (4) Respo e e nor e ve e No. 05 03 03 18 00 03 06 3 ndent (6) ineff of 8 s (7) (5) ectiv (3) (2) (1) respo 13.1 7.89 7.89 47.3 00 7.89 15.7 e ndent 5 1 (4) s 0 No. Perce 0 of 03 04 08 16 03 01 03 38 ntage respo of ndent 7.89 10.5 21.0 42.1 7.89 2.6 7.89 10 Resp s 5 0 3 0 onde Perce nts ntage of Respondents were also asked about the Respo ndent effectiveness of promotional activities being s undertaken by them in order to promote their products and services in Jammu and Kashmir. It was revealed It is

1 apparent from the Table 6 that the mean score

that 16 (42.10%) respondents were in neutral position, of “Promotion can play strong role in tourism and (table no 4) according to them

1 promotional activities hospitality” is 6. 50 which indicates that most of the respondents (35 out of 38) strongly feel that

1 promotion can play a really vital role in promotion of tourism

products and services at the destination, therefore hypothesis (H1); promotional tools

1 plays a vital role in promoting and developing the tourism and hospitality industry in

Jammu and Kashmir is accepted.

1 Table 5. More Promotional Activities are needed to Develop the Tourism Industries in

Jammu and Kashmir. Stro Ag Fai Neit Fairl Di Stro To Scale ngly ree rly her y sa- ngly tal Agre Ag agre Disa gre Disa Respon e ree e gree e gree dents (6) nor (7) (5) disa (2) (1) gree (3) (4) No. of respon dents Percent age of Respon dents 27 71.0 5 03 7.8 9 01 2.6 3 03 7.89 01 2.63 01 2.6 3 02 5.26 38 10 0 The mean score of “need more promotional activities” in order to promote the destination and development of Jammu and Kashmir is 6.07 (refer table no 6)

1 which indicates that most of respondents(33 out of 38) strongly feels that

there is dire need of promotional activities in Jammu and Kashmir in order to develop as a tourist destination. Hence, H2 is accepted The mean score (4.28) (table no 6)

1 indicates that their promotional measures are not effective. But the mean score of respondents' responses regarding the sufficiency of the promotional expenditure is on the scale of neutral and at the same time again they argued that more promotional efforts are needed for the tourism of Jammu and Kashmir and its mean score is 4. Which is very contradictory? This may be because of the

fact that when the expenditure on promotional activities

1 is close to sufficient there may not be any need for more promotional measures or otherwise the budget is not sufficient.

Therefore, by taking into consideration of the mean values, hypotheses 3 and 4 is not accepted in this study. Finally at the end of the questionnaire, the suggestions and recommendations were asked and the same were given by the tour operators in order to promote Jammu and Kashmir as a tourist destination brand not in India, but internationally as well. Some of the suggestions they gave included that measures should be undertaken

31 in order to attract the domestic tourists and international tourists. Participation of

stake holders at various international and domestic tourism fairs and festivals, distribution of brochures and tourist handbook at the railway stations, airports and other destination places in order to give the information about the destination to the tourists in advance, advertising should be taken place in daily local

and national newspapers, magazines journals etc and Indian television channels. They must be published in the various tourism journals, information bulletins or reports and should be distributed to potential tourists. They must enter into contracts with various international tour operators / consultants and more efforts should be put in to design the various interactive tourism websites. The suggestions given by the Jammu and Kashmir Tourism Development Organisation Executives are: There is

1 need to develop new attractions/ products or services at the destinations

and heritage sites need to be maintained and conserved properly. Promotional activities should be undertaken in a systematic way. Should put more efforts in developing and updating

1 an attractive web site to provide the required information to the potential tourists. Sufficient funds **should**

be allocated by the Government towards tourism and government should prioritise this sector. Security of the tourists should be ensured because it really plays a very important and crucial role in building up the destination brand image. The state is already suffering from the safety and security aspect. It creates the negative image of the destination. There should be

30 collaboration between public and private sector in order **to** promote **the**

tourist destination. Suggestions given by the Tour Operators There is dire need to improve the proper and sufficient infrastructure at the destinations The tourism websites must provide exact and updated information about the attractions or destinations. Safety and security of the tourists must be ensured. All the DMOs (Destination Management Organisations) and NTOs (National and Tourist Organisations) should be worked co-ordinately and actively in promotional activities. Training programmes or refresher courses must be organised for imparting the knowledge about tourism activities amongst the general public, staff or employees of hotel and travel agencies and the entrepreneurs /businessman. They must be given the subsidies and tax escapism in the tourism industry. Table 6.

1 Respondents' Opinion on Promotional Activities of Jammu and Kashmir Tourism Number of

Frequency Factors Strongly Agree (%) (7) Agree (%) (6) Fairly Agree (%) (5) Neither agreed nor disagreed (%) (4) Fairly Disagree (%) (3) Disagree (%) (2) Strongly disagree (%) (1) Mean score
Promotional 05 03 03 18 00 03 06 4.0 0 expend 13.1 7.8 7.8 47.3 00 7.89 15.7
Infrastructure is 5 9 9 The state of Jammu and Kashmir has negative sufficiency image in the minds of the tourists due to militancy and other disturbances so it is implication for the Promotional destination marketers and government to ensure to the
can 26 06 05 01 00 00 00 6.5 play 0 visitors to provide the safety and security to them by strong 68.4 15.
13. 2.63 00 00 00 spreading the messages by applying the appropriate role in 2 78 15 promotional tools in India and abroad too. Therefore, tourism is the point of

1adequate security to the tourists during m their visit is also very important (Nurunnabi, 1995).

Effectiveness 03 04 08 16 03 01 03 4.2 Information technology really can play an of 8 important role in promoting the destinations. Internet promotion 7.89 10. 21. 42.1 7.89 2.63 7.89 is one of effective promotional tool in promoting the ion 5 05 0 destinations of Jammu and Kashmir.

1With the Internet undertaken and the rapid growth of the Internet is having an impact on the distribution of travel services and has

more 27 03 01 03 01 01 02 7 heightened speculation about the potential for promotion 71.0 7.8 2.6 7.89 2.63 2.63 5.26

1disintermediation of the travel agent (Bennett and Lai,

ional 5 9 3 activities 2005). The tourism organisations and operators in Jammu and Kashmir should develop their websites in fact it is already there but there is no regular updating are there especially in Government sectors agencies or IV. CONCLUSIONS AND RECOMMENDATIONS organisation, so it should be developed and update regularly throughout the year. The private and Government sector should Tourism is the fastest growing smokeless industry come forward and joint their combined efforts in which gives the benefits to the other supporting building up the infrastructures like hotels, Restrooms; industry and plays an important role in developing in Restaurants. Food courts etc. the tourism authority any nations. Every destination is trying to attract more

1needs to take the necessary steps for diversify the

influx of tourists by applying the various promotional tools. Promotion of tourist's products and services of products or services. For example, introducing new the visitors through varied promotional measures in parks, wildlife sanctuaries, river, museums, sports order

1to motivate and attract them to the destination.

sights, lake and paragliding, cruising,

5Jammu and The state of Jammu and Kashmir has

incredible Kashmir can have a bonanza in tourism industry. tourists destinations and is famous for its pilgrimage

1 Before going to advertise in the international media,

(Temples and Shrines), beauty, heritage and culture, the country needs to develop these facilities. The sports and climate etc., But the state has failed to government should consider promoting private sector attract the tourists at large due to several reasons like investment both from domestic and foreign investors security and safety, militants attacks and others

1 in order to develop and promote the tourism industry infiltration problems especially **in**

Kashmir Valley. in Jammu and Kashmir. To encourage the private The study revealed that the main reason of not investment, the government should declare some succeeding and overcoming the problem of rebuilding

1 incentives to the private investors. The incentives like the state as **a**

tourists destination again after the period

1 tax holiday for a certain period on their return, tax free of

militancy and others problems within the state like

1 import of vehicles for using in tourism, arrangement negligence **of**

the tourism authorities, not following of

1 loans at a lower rate of interest, providing physical

the appropriate marketing activities or measures and facilities etc. can be considered favourably for this allocation of not sufficient promotional funds. The purpose.

1 operators also depend on the printed materials like brochures, souvenir, post cards, tourists' maps, folders V.ACKNOWLEDGMENT **etc.** but **which** unfortunately has **little impact on foreign tourists because of its low quality and** attractiveness. **It is necessary to develop the quality of**

The authors would like to acknowledge to the Bólyai

1these printed materials to have a positive impact on Scoolarship of the

Hungarian Academy of Science

1the prospective tourists and need to lunch effective

which have made the completion of this paper

1promotional measures by using media which have possible. international coverage in order to attract the attention . of the foreign tourists and not them and motivate them **to select** Jammu and Kashmir **as a tourist destination.**

Promotional activities should be undertaken around the year and not only during the tourism seasons.
Journal of tourism [I s su e X XX] VI.REFERENCES

8Ahmed Z.U. 1996. The Need for the Identification of the Constituents of a Destination's Tourist Image: A Promotion Segmentation Perspective. The Journal of Professional Service Marketing 14(1): 23-34 Ahmed Z.U. 1991.

22Marketing Your Community Correcting a Negative Image, Cornell Hotel and Restaurant Administration Quarterly, February

Issue 5.

15Bennett M, Lai CVK. 2005. The Impact of the Internet on Travel Agencies in Taiwan, Tourism and Hospitality Research 6(

1): 49-62

29Briggs S. 2001. Successful Tourism Marketing 2nd edition. Kogan Page:

New York

16Dibb S, Simkin L, Pride W, Ferrell O. 1994. Marketing: Concepts and Strategies", 2nd European ed, Houghton Mifflin: Boston

Hasan SR.

1 1988. Tourism Prospects in Bangladesh, The Dhaka University Studies,

9 (2):34-47 Holloway JC, Plant RV. 1989. Marketing for tourism Longman Higher Education

24:London Jobber D, Fahy J. 2003. Foundations of marketing McGraw-Hill:

London

21Kotler P, Bowen JT, Makens JC. 2006. Marketing for Hospitality and Tourism
Pearson International Edition (4th edn), Pearson

10Prentice Hall, New Jersey Law R, Cheung C, Lo A. 2004 The relevance of
profiling travel activities for improving destination marketing strategies
International Journal of Contemporary Hospitality Management,

16(6):52-66

20Liu A, Wall G. 2006. Planning tourism employment: a developing country
perspective Tourism Management 27(

2):43-65

18Lumsdon L. 1997. Tourism marketing International Thomson businesspress:
Oxford **Middleton VTC, Clarke J. 2001. Marketing in Travel and Tourism.**
Butterworth-Heinemann: **Oxford**

23Mill RC, Morrison AM. 2002. The Tourism System, 4th edition, Kendall/Hunt
Publishing Company:

USA. Nunnally

28JC. 1978. Psychometric Theory 2nd ed. McGraw Hill: New York

1Nurunnabi ASM. 1995. Incentives to Tourism in City The Daily Star, December, 23.

19Rita P. Moutinho L.1992. Allocating Promotion Budget, International Journal of Contemporary Hospitality Management, 4(3):

67-79

17Rowley J. 1998. Promotion and Marketing Communications in the information Marketplace Journal of Library Review, 47(8): 383 387 Swarbrooke J,

27Horner S. 2001 Business Travel and Tourism Butterworth-Heinemann: Oxford [I Journal of

tourism s su e X XX] [I Journal of tourism s su e X XX] [I Journal of tourism s su e X XX] [I Journal of
tourism s su e X XX] [I Journal of tourism s su e X XX] [I Journal of tourism s su e X XX] [I Journal of
tourism s su e X XX] [I Journal of tourism s su e X XX]