



## “A STUDY OF CONSUMER BEHAVIOR AND ITS CONTRIBUTION IN PILGRIMAGE TOURISM IN JAMMU AND KASHMIR”

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### ABSTRACT

*Travel and the travel industry have been critical geographic and social exercises of human conduct for a long time. India is a legacy site of the travel industry on the planet. Travel and the travel industry is the quickest developing industry in India. The travel industry's market is developing step by step and is performing awesome development in the present situation. The travel industry makes a compelling commitment to national and neighborhood economies through engaging, work creation and supportable development. Jammu and Kashmir is known for its scene everywhere throughout the world. The travel industry is assume a variety job to development economy in Jammu and Kashmir. Travel is the essential administration industry, the travel industry is the most imperative division to contribute GDP of the state, gives far reaching business, gain outside trade for the nation, product assess income and so on. Jammu and Kashmir has brobdignagain potential for Pilgrimage the travel industry in India . In this manner, it pulls in and prevailing substantial number of explorers from different parts of India and draws in traveler for the travel industry. The travel industry is an expansive wellspring of acquiring for the Indian economy indeed, the travel industry is an early essential and most wish capable human movement meriting consolation of individuals and government. Despite the fact that Tourism industry require little speculation and complex innovation yet it gives advantage to millions. Its primary segment is journey the travel industry in which is single of the biggest and most prospering enterprises. Journey the travel industry have a critical job to gives an additional lift to the state's economy to nation. The present investigation centers to ponder the offer of the travel industry to the economy of state and furthermore the strengthening and effect of journey the travel industry and also challenges which the travel industry is looking in Jammu and Kashmir.*



**Key word :** Economy, business, journey, outside trade

### INTRODUCTION

The Jammu and Kashmir lies somewhere in the range of 32.17" and 36.58" North elevation and the State lies somewhere in the range of 73.26" and 80.30" longitude in the east to west. The IST is 5.30 hours in front of Greenwich time as in the reference of India and has a different of thirty minutes with the nearby time. Kashmir is known for its normal landscape and magnificence everywhere throughout the world. In Jammu and Kashmir has excellence valleys, alluring lakes stream with super cold high-snow clad mountain,

grand and thick backwoods, spring and ever-green field, and loosen up capable wellbeing resorts. heighten its superbness and are a wellspring of incredible appealing highlights for the visitors. It is generally known for fruit, saffron, vegetable, minerals, herbs, handicraft like woolen rugs, diverse sort of agribusiness items, best sort of weaving and garments and showls. in the late spring the vacationers can make the most of nature's magnificence, trout and sports like that skiing and skating on snow inclines are ordinarily delighted in .its has a position of heavenly. There are a considerable measure of journey to renowned for various religious holy places of the Muslim and Hindu make Kashmir an extraordinary vacationers put for fascination, as per Kashmir shekh sadia an incredible individual artist have said "if there is any paradise on the earth it is here in Kashmir .the specialist is accentuating on the explorer simply like Vishnu Devi temple,baba amaranth sanctuary and ladhak additional by the journey a great deal of travelers come Jammu and Kashmir. What's more, un business individual have a vocation simply like administration ,control and the give full fulfillment their customer, full fill the need and rouse excellence of nature in Kashmir ,numerous organizations like sorting out panel ,government, private players have likewise contributed in arranging and showcasing religious event have consumption a ton cash in consistently. in the event that coordinator have spend of cash in reference judicatory, basic is the insight for fulfillment of explorer. they can pointy the key factor which impact fulfillment of journey assets can be formed in like manner numerous offices sorted out the numerous occasions on the normal premise at the journey since they have need to guarantee their plan for occasions and fulfilling them.postive word's mouth streams and the inclination of the journey's contentions of the occasions to other would build fulfillment of the journey to draw in their shopper and replied by the nature of administration rendered by the occasion coordinators. The obligation of sorting out and overseeing super religious occasions to some degree stays on the legislature.

#### Literature Review:

Kuo, I-L. (2002) has composed article on " The Effectiveness of Environmental Interpretation at Resource Sensitive Tourism Destinations" referenced that the usage of the travel industry enactment and advancement concerning the guest action could take an interest to the particularly goal encounter. Natural calculation in an asset mystic the travel industry goal was purposeful to be an effective guest the board deliberately plan that persuaded guests to acknowledge more overcome conduct so as to support the improvement of the travel industry. By this paper, the author intended to decide the reason and procedure of guest the executives and natural calculation, advertisement jointing different capacity and definitions, by this paper has been portrayed The adequacy of ecological factors in guest the board with a stable long introduction. The Tourism Policy (1997) was displayed a conviction that the capability of the travel industry would be controlled by the pay dimensions of native and was fundamentally a relaxation organization not requiring the activity of the directors and organizers. As indicated by this Policy, the conviction depended on a data hole that sequently compelled the advancement of the travel industry in India past of the years. different National Action Plan for Tourism which was exhibited in the Parliament on fifth May 1992 proposed to accomplish unique sorts items for the travel industry, consistent development of the travel industry framework. Shopper conduct hypothesis are commonly planned to better comprehension to clarify customer choice and conduct . this investigations plan to observe principals in purchaser conduct to be capable determine commonsense ramifications and advices to anticipate and impact shopper choice (Kroeber-Riel&Weinberg,1999.Groppel Kleian,2001) the buyer conduct indicates two unique perspectives in taking a gander at the customer choice process, the behaviorist and neobehavioristic perspectives of research while behaviourstics are concentrating on the recognizable develops of invigorating viewpoint and reactions inside the purchaser choice process neobehavioursts exhaust their examination on the speculative and hypothetical builds mediating among boosts and reaction (Kroeber-Riel,1996) the nearness consider is following the neobehaviouristic inquire about convention in expanding upon a three stage structure of shopper conduct (Freter ,1983)the structure was additionally embrace from (Middleton,1994;Swarbrooke&Horner,1999) to clarify travelers conduct amid the basic leadership process.

Improvements with in this setting comprises of endogenous and exogenous factor indicating significant choice for attributes of the customer.

**Objective of the Study:**

1. To contemplate the potential and work chances of Tourism Industry in Jammu and Kashmir
2. To survey the effect and shopper conduct of journey the travel industry in Jammu and Kashmir
3. To discover commitment of vacationer in Jammu and Kashmir and Indian economy.
4. To decide the significant difficulties and issues of Tourism Industry in Jammu and Kashmir

**Research Methodology:**

The examination is fundamentally founded on the gathering of optional information. The auxiliary information was gathered from different wellsprings of distributions, for example, Magazines, diaries, Research articles, Internet and distributed and unpublished records of Ministry of the travel industry administration of India and j&k the travel industry.

**Table 1. J&K’s Share in Foreign Arrivals to India.**

year	India	J&K	Percentage
2007	2537282	44345	1.13
2008	2384367	46087	1.04
2009	3457477	53053	1.04
2010	5356966	55000	1.03
2011	5167699	51255	0.97

**Table 2. Tourists’ arrival from 2006 to 2010 in Jammu and Kashmir (Contd....)**

year	Amarnath	Kashmir domestic tourists	foreign	Jammu domestic	Ladakh domestic	foreign	total
2006	265000	412879	20009	6950573	17822	26078	8434149
2007	213565	417264	24576	7222318	22102	28477	8634286
2008	498075	550100	22000	6576000	39000	33000	8860350
2009	373419	520454	20809	7657000	48127	30446	9643517
2010	458046	698564	25376	8239474	54684	21371	10753556

**Suggestions & Findings:**

Travel and the travel industry meets the motivations of a great many individuals who need to make a trip and satisfaction to share encounters, to showdown diverse societies. It has developed in reply to up and coming interest and travel and the travel industry has been at the front line f or new creation, acclimating its administrations and handling the best new advances to convey reliable quality and incentive for cash to voyagers. The outcomes are clear in more occupations and more noteworthy thriving, expanded income and foundation advancement. The possibilities of the travel industry and its commitment in J&K state made it compulsory for government division to work in a joint effort with religious and industry. The basic assurance to co-work all the more intently has raised the conceivable outcomes for guaranteeing that development is figured out how to animate monetary movement, that the assets are ensured and appropriately used, disparity of chance or absence of creative energy are survived. The travel industry is anxious to saddle its creative energy and vitality to this open finished test and it anticipates offering the regular undertaking to government and industry. To know explicitly about prospect the travel industry circuits, linkages with different topics, the objective market, advertising blend, methods of administration conveyance and improvement necessity, it is basic for the J&K State the travel industry division to embrace

an expansive statistical surveying, broadly as well as at global dimension Two extensively arranged traveler goals inside state are Jammu and Kashmir. Clearly, these two have been diversely situated and subsequently advertised in various ways. Jammu with its bustling city life pulls in a substantial number of vacationers who may consider visiting Jammu "The City of Temples". Kashmir as a 'Paradise on Earth'. Visit administrators have abused this twin situating great with movement magazines highlighting these two of every a movement circuit.

### Conclusion:

The state Jammu and Kashmir has moved by the travel industry's assistance and every single conceivable action should be embraced for continuing, holding, keeping up and creating it. The travel industry opens up new choice for employments of assets, both income age and venture age rousing to age of work and financial improvement of the nearby prominent place. by building up the travel industry foundation like up degree of lodgings, smooth and more extensive streets, transport including arrangement for rail and carriers benefit, improvement of the travel industry put in Jammu and Kashmir would be fortified. There is direful need to development elective streets to each other spots to guarantee better interconnect. The State, meagerly dissipated and populates all things considered, needs more airplane terminals and better air network also. Steps ought to be taken to reestablish the old more amazing of the landmarks. There are three districts of Jammu and Kashmir require an exceptionally extraordinary concentration for the improvement of essential framework to draw in explorers in enormous numbers.

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