



TOURISM INDUSTRY OF KASHMIR (1947-1989)

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ABSTRACT

Tourism is one of the vital sectors of Kashmir economy. Though this industry emerged in modern sense during nineteenth century but it flourished after 1947 with the establishment of popular government and subsequent change in the nature of state. Also the various plans were framed and implemented for the promotion of this industry. The present paper highlights the historical development of tourism industry and the causes responsible for its vicissitudes during the period under reference. Data has been collected from the department of tourism, Jammu & Kashmir Govt. The statistical data of the tourism industry reveals that the tourism industry in Kashmir saw a great progress and reached to its full boom in the eighties of the twentieth century, though the industry saw many ups and downs during this period.

Keywords: Kashmir, Foreign, Plan, Tourism, Valleys.

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KASHMIR-INTRODUCTION

Jammu and Kashmir is the north western state of India, having a geographical area of 101387 square km². (Excluding the area under the occupation of Pakistan and China), accounting for 3.2% of the total area of the country. The State was transferred in 1846 (Bakshi, 1997) under the sale deed treaty of Amritsar by the British to the Maharaja Gulab Singh in return for a sum of 7.5 million rupees. No wonder that Kashmir is referred as the “Switzerland of India”.

The most attractive sites of Kashmir which have tremendous potential to attract tourists are as follows: (a) Mughal Gardens (b) Lakes such as Dal lake, Nigeen lake, Manasbal lake, Wularlake (c) Side valleys such as Lidder valley, Sindh valley, Gulmarg, Pahalgam, Bungus valley, Keran valley.(d) Heritage sites of Kashmir such as Amarnath, Chattipadshahi, Hariparbat fort, Hazratbal shrine, Jamia Masjid, Martand Temple, Makhdoom Sahib, Shankar-acharya temple etc.

In 1947 India got freedom from British rule which resulted in the partition of the country into two dominions. The partition resulted in the blockade of the Rawalpindi Road. A new link via Banihal cart road was redesigned and restructured enabling the State to link itself with the rest of the India. Following independence, it was decided to set up tourism on a firm footing. As a consequence the "Visitors Bureau" which was closed in 1948 was re-opened in 1949 (Mirza, 2000). It started afresh with a well planned publicity campaign for the promotion of tourism.

The Tourist Flow to Kashmir Valley from (1947-89) will be Shown Systematically in the Pages Ahead

The year 1947 witnessed great disturbance for the Indian-Subcontinent on account of the partition. However the State of Jammu and Kashmir not being involved in the partition process, succeeded in attracting 14568 tourists. But in 1948, on account of the armed struggle for liberating Kashmir from the Maharaja's rule led by "Sardar Qayoom Khan (Ibid)", aided by the tribals of Pakistan, followed by Indo-Pak war and genocide and mass exodus of Jammu Muslims, the graph of tourist arrivals came down to almost zero in 1948. In the subsequent years, the position started showing signs of improvement on account of peace on borders and suppression of the forces of resistance and revolt in the state, till it reached a figure of 10579 in 1951.

Table-1.1. Year wise statistics of tourist arrivals to the State from (1951-56)

Year	Domestic Tourists		Foreign Tourists		Total no. of Tourists			% age of Foreign Tourists
	No. of arrivals	% age change over previous year	No. of arrivals	% age change over previous year	No. of arrivals	% age change over previous year	% age of Domestic Tourists	
1951	9333	---	1246	---	10579	---	86.65	13.35
1952	11630	24.61	1470	17.89	13100	23.83	87.36	12.64
1953	19319	66.11	2062	40.27	21381	63.21	89.33	10.67
1954	32885	70.22	1760	- 14.65	34645	62.04	94.65	5.35
1955	48195	46.56	2830	60.80	51025	47.28	94.13	5.87

Source:-Data provided by Directorate of Tourism, J&K Government, vide / Mirza, N.A, "Management of Tourism in Jammu and Kashmir" Dilpreet Publishing House, New Delhi. 2000, P.54.

As can be seen from the table 1.1 the domestic tourist flow was 9333 and the foreign tourist flow reached 1246 in 1951. The tourist flow continued to increase up to 1955 when the State received 51025 no. of tourists, out of which 48195 were domestic and 2830 tourists were foreign. The

reasons for the improvement of tourism industry were the schemes undertaken for the development of tourism, such as construction of Tourist Reception Centre at Srinagar and development of tourist resorts at a cost of Rs.21.23 lacs, improvement of Mughal Gardens at a cost of Rs.3.33lacs (Directorate of Tourism, 2000) etc. besides the publicity it received from print and electronic media across the continental levels. Again, another reason responsible for the increase in the number of tourists during this period is that there was peace on borders and the valley was politically stable. However the important point to note is that the percentage of domestic tourists in total number of tourists was 86.6 in 1951, which increased to 94.13 in 1955 but percentage of foreign tourists was 13.35 in 1951, which decreased to 5.87 in 1955, when compared to the increase in the domestic tourists.

In the Second five year plan (1956-1961) an amount of Rs.96 lacs was allocated for the development and promotion of tourism, under the aegis of the department of tourism, however only 54.49% of the total out lay (Planning Section Directorate of Tourism) could be utilized. In this plan several aspects connected with the development of tourism industry were taken into consideration; these were improvement of roads for better transport facilities, opening of new tourist resorts, increasing accommodation facilities and so on. Some of the major schemes that came to fruition during the period included construction of huts at Pahalgam, Achabal, Sonamarg etc. New sites included Achabal and Lolab were for the first time opened for tourists. A big hotel namely Bud shah Hotel with a 104 bed capacity was constructed in Srinagar (Ibid). All this resulted in the unprecedented hike of tourist traffic as can be seen from the table1.2. Such a huge rush of tourists to the valley became possible besides other reasons also due to conducive atmosphere prevalent in Kashmir.

Table-1.2. Year wise statistics of tourist arrivals to the State from (1956-60)

Year	Domestic Tourists		Foreign Tourists		Total no. of Tourists		%age of Domestic Tourists	%age of Foreign Tourists
	No.of arrivals	%age over year change previous	No. of arrivals	%age over year change previous	No.of arrivals	%age change over previous year		
1956	57341	18.98	7012	147.77	64354	26.12	89.10	10.90
1957	37172	-35.17	5846	-16.63	43018	-33.15	86.41	13.59
1958	54017	45.32	6540	11.87	60557	40.17	89.20	10.80
1959	60354	11.73	10866	66.15	71220	17.61	84.74	15.26
1960	63373	5.00	11187	2.95	74560	4.00	85.00	15.00

Source:-Data provided by Directorate of Tourism, J&K Government, vide /Mirza, N.A, "Management of Tourism in Jammu and Kashmir" Dilpreet Publishing House, New Delhi, 2000, P.56.

The table 1.2 reveals that the number of tourists during the period registered a positive growth, except 1957, when the number of tourist arrivals declined by 33.15% in relation to 1956. However the overall growth in tourist arrivals averaged at 11.14% per annum. More significant to note is that the percentage of foreign tourists which was 5.87 in 1955 increased up to 15 in 1960.

In the Third five year plan an amount of 77.08 lacs was allocated for the promotion and development of tourism industry. The new schemes undertaken during this period were the development of Chinar Bagh, Srinagar, construction of park at Pahalgam, Tourist Reception Centre at Pahalgam, Nehru Park Restaurant and Yatra Complex at Pahalgam. As table 1.3 indicates that in 1961 there was a positive growth rate of 24% in the tourist traffic as compared to 1960. Then afterwards there was a negative growth of 10.03%, 32.22% and 19.71% in the tourist traffic during the years 1963, 1964 and 1965. There were many reasons responsible for this set back, like Chinese attack in 1962, Indo-Pak war in 1965 and also socio-political disturbance in the valley by the event known as "Tahreek-i-Moya Moqadas". However the only peculiar feature of tourist traffic during this period was the rise in the percentage of foreign tourists from 15 in 1960 to 17.61 in 1965 (Table 1.3).

Table-1.3. Year wise statistics of tourist arrivals to the State from (1961-65)

Year	Domestic Tourists		Foreign Tourists		Total no. of Tourists		%age of Domestic Tourists	%age of Foreign Tourists
	No. of arrivals	%age change over previous year	No. of arrivals	%age change over previous year	No. of arrivals	%age change over previous year		
1961	79241	24.87	13214	18.12	92455	24.00	85.71	14.29
1962	80334	1.38	12681	-4.03	93615	0.61	86.37	13.63
1963	72137	-10.21	11551	-8.90	83687	-10.03	86.20	13.80
1964	48538	-32.71	8182	-29.17	56720	-32.22	85.57	14.43
1965	37521	-22.70	8020	-1.98	45541	-19.71	82.39	17.61

Source: - Data provided by Directorate of Tourism, J&K Government, vide/ Shafi, Mahmuda, "Tourism Dynamics in a Developing Economy" Gulshan Publishers Srinagar, 1994, P.60

On account of some abnormal and emergency conditions which prevailed in the country immediately after the Indo-Pak war in 1965, the five year planning process was suspended for about three years, which is commonly known as "Recess period". However the annual plans were prepared for these years which allocated Rs.29.10 lacs, Rs.45 lacs, and Rs. 45 lacs for the years

1966, 1967 and 1968 respectively for tourism promotion and development. The major schemes which were undertaken during this period included the construction of Lala Rukh Hotel, Pahalgam Golf Course and construction of huts at Pahalgam.

Table-1.4. Year wise statistics of tourist arrivals to the state from (1966-68)

Year	Domestic Tourists		Foreign Tourists		Total no. of Tourists		%age of Domestic Tourists	%age of Foreign Tourists
	No. of arrivals	%age change over previous year	No. of arrivals	%age change over previous year	No. of arrivals	%age change over previous year		
1966	112117	198.84	7149	-10.86	119276	161.91	94.01	5.99
1967	135653	20.98	10428	45.87	146081	22.47	92.86	7.14
1968	129750	-4.35	10945	4.97	140696	-3.69	92.22	7.78

Source:-Data provided by Directorate of Tourism, J&K Government, vide/ Mirza, N.A, "Management of Tourism in Jammu and Kashmir" Dilpreet Publishing House, New Delhi, 2000, P.59.

The tourist arrivals to Kashmir valley from (1966-1968) as shown in the table 1.4 reveals that the number of tourists continuously increased from 1966, with a slight decrease in the year 1968. The average growth rate during these years was 60.23%. More important to note is that the number of foreign tourists also increased from 7149 in 1966 to 10428 and 10945 in 1967 and 1968 respectively. The reason for the increase in the number of tourists is once again the stability and peace that India and Kashmir saw once again after the end of Indo-China war in 1962 and Indo-Pak war of 1965. It was during the Fourth five year plan (Mirza, 2000) (1969-74) that the clear cut strategy was framed for the smooth, stable and sound development of tourism with the aim of building up sure and stable infrastructure, in order to provide basic amenities to the tourists. It was during this period that the State Tourism Development Corporation was set up in the State of Jammu and Kashmir to run the industry on commercial lines. The total amount allocated for tourism development under this plan was 370 lacs. The schemes undertaken and implemented during this plan enabled the industry to receive a stream of tourists.

Table-1.5. Tourists coming to Kashmir from (1969-73)

Year	Domestic Tourists		Foreign Tourists		Total no. of Tourists		%age of Domestic Tourists	%age of Foreign Tourists
	No. of arrivals	%age changeover previous year	No. of arrivals	%age changeover previous year	No. of arrivals	%age changeover previous year		
1969	93552	-27.29	13007	18.83	106959	-23.98	87.84	12.16
1970	105420	12.69	15737	20.99	121153	13.27	87.01	12.99
1971	79612	-24.48	15240	-3.16	94852	-21.71	83.93	16.07
1972	108445	36.22	17841	17.07	125486	32.30	85.78	14.22
1973	175829	62.14	20017	12.20	195846	56.07	89.78	10.22

Source:-Data provided by Directorate of Tourism, J&K Government, vide /Mirza, N.A, "Management of tourism in Jammu and Kashmir" Dilpreet Publishing House, NewDelhi,2000,P.61.

The domestic tourist flow was 1.05 lacs and the foreign tourist flow reached to 0.15 lacs in 1970 (Table1.5). But in 1971 there was considerable decrease of domestic tourists as well as foreign tourists compared to 1970. The reason for this downfall in tourist number was the "Bangladesh Crisis", which resulted in one more Indo-Pak war. After Indo-Pak war the tourist influx increased again in 1972 and 1973. For instance the year 1973 touched the figure of 1.95 lac tourists. However the domestic tourist percentage was very high as compared to foreign tourist percentage from (1969-73) table 1.5.

The main aim of the Fifth five year plan (1974-79) was to provide integrated growth of important tourism centres and dispersal of facilities so that the benefits of tourism could be shared in various areas of the State rather than being confined to the traditional tourist places. The major schemes undertaken during this period included the construction of International Convention Complex in Srinagar at a cost of Rs. 660 lacs (Planning Section Directorate of Tourism), Recreational Complex in Srinagar at a cost of Rs. 259 lacs, Relaying of International Golf Course at Gulmarg and construction of Tourist Bungalow at Aharbal at a cost of 3.63 lac setc.

Table-1.6. Tourists coming to Kashmir from (1974-79)

Year	Domestic Tourists		Foreign Tourists		Total no. of Tourists		%age of Domestic Tourists	%age of Foreign Tourists
	No. of arrivals	%age changeover previous year	No. of arrivals	%age changeover previous year	No. of arrivals	%age changeover previous year		
1974	148320	-15.65	19299	-3.59	167619	-14.41	88.49	11.51
1975	162576	9.61	22214	15.10	184790	10.24	87.98	12.02
1976	284412	76.17	38078	17.41	324490	75.60	88.27	11.73
1977	387817	35.41	54223	42.40	442040	36.23	88.73	12.27
1978	443342	14.32	59323	9.41	582665	13.71	89.82	10.18

Source: - (Directorate of Tourism, 2000) Data provided by Directorate of Tourism, Govt. of J&K, vide/ Mirza, N.A, "Management of Tourism in Jammu and Kashmir" Dilpreet Publishing House, NewDelhi,2000,P.63.

The table 1.6 gives the detailed information about domestic and foreign tourists from (1974-1979). From 1975 onwards the tourist flow shows constant increase and reached to the number of 5.82 lacs in the year 1978 as compared to 1.67 lacs in 1974. The reasons for the increase in the tourist inflow are firstly, the government paid a lot of attention towards the promotion of this industry. Secondly peace and tranquility in the valley at that time became another cause for the increase in the number of tourists. As during this period, the leading Secessionist Politicians of Kashmir including Sheikh Mohammad Abdullah, dropped the idea of independence and plebiscite. Jailed in 1953, he was released in 1971 and rehabilitated in 1975.

A Six point accord/agreement was signed between him and Mrs. Indira Gandhi which reaffirmed Kashmir's status as part of India. Thus the forces of political resistance went underground and the forces of peace and tranquility came over ground. The new government of Sheikh's started developmental process in the state at a large scale, with particular emphasis on the revival, re-building and reactivating tourism industry in the State.

As can be seen from the (table 1.7), the domestic tourist flow to the valley shows an increasing order up to 1981 and after 1981 recorded signs of decline up to 1984. The number of tourist arrivals reached to 6.42 lacs in 1981. There after the number had gone down to 6.04 lacs in 1982 and fell sharply to 4.39 lacs in 1983 and to 2.29 lacs in 1984. On an average the negative growth of 13.13% was registered during this period as compared to the accelerated growth rate of 29.19% recorded in (1975-1979).

Table-1.7. Tourists coming to Kashmir from (1980-84)

Year	Domestic Tourists		Foreign Tourists		Total no. of Tourists		%age of Domestic Tourists	%age of Foreign Tourists
	No. of arrivals	%age changeover previous year	No. of arrivals	%age changeover previous year	No. of arrivals	%age changeover previous year		
1980	548591	10.65	46026	-17.34	594517	7.36	92.26	7.74
1981	598555	9.61	43745	-4.96	642300	8.04	93.18	6.82
1982	560987	-6.29	42851	-2.04	603834	-5.99	92.91	7.09
1983	398428	-28.98	41101	-4.08	439529	-27.21	90.65	9.35
1984	192684	-51.64	36458	-11.30	229142	-47.87	84.08	15.92

Source:- (Planning Section Directorate of Tourism, 1996) Data provided by Directorate of Tourism, Govt. of J&K, vide/Sharma, Usha, "Heritage of Jammu, Kashmir and Ladakh", vol. iv, Radha Publications, New Delhi_110002,1996,P.352.

The reason for this de-accelerated growth during the period (1980-1984) was due to political disturbances prevailing in the valley and militancy at its peak in the neighboring state of Punjab. As it was during this period, the then Chief minister Dr. Farooq Abdullah fell out with the centre, and consequently defections from his party led to his fall from power (Khurshid, 1999), which led to uncondusive environment for tourism in the valley, following retardation in the flow of tourists. The tourist flow to Kashmir after 1984 has increased upto 1988. The flow reached to 7.22 lacs in 1988 from 5.03 lacs in 1985 (table1.8). A change of 119.78% was marked in 1985 compared to 1984 and this percentage went on increasing by 17.10 in 1986 and 22.37 in 1987. But the depression again started from 1989 in which fall of 22.72% in the total arrivals was recorded as compared to the previous year. In spite of this fall, still a growth of 27.31% was achieved during this period (1985-89). More important to observe is that the number of foreign tourists continuously increased from 0.38 lacs in 1985 to 0.68 lacs in 1989. However In 1989 the total number of arrivals decreased from 7.22 lacs in 1988 to 5.59 lacs in 1989. The downfall was found in domestic tourists. The year wise statistics of tourist arrivals during this period can be seen from the following table 1.8.

Table-1.8. Tourists coming to Kashmir from (1985-89)

Year	Domestic Tourists		Foreign Tourists		Total no. of Tourists		%age of Domestic Tourists	%age of Foreign Tourists
	No. of arrivals	%age changeover previous year	No. of arrivals	%age changeover previous year	No. of arrivals	%age changeover previous year		
1985	465599	147.64	38015	4.27	503614	119.78	92.45	7.55
1986	536598	15.25	53573	39.73	589716	17.10	90.92	9.08
1987	664681	23.76	57573	8.37	721654	22.37	92.02	7.98
1988	662093	-0.49	59938	4.11	722035	0.05	9.70	8.30
1989	490215	-25.96	67762	13.05	557977	-22.72	87.86	12.14

Source:-Data provided by Directorate of Tourism, Govt. of J&K, vide / Sharma, Usha, "Heritage of Jammu, Kashmir and Ladakh", vol. iv, Radha Publications, New Delhi_110002,1996, P.352.

The down fall occurred due to the militancy which arose in the valley after 1987 elections, which the Muslim United Front (MUF), a conclave of major opposition parties in the state claimed, were rigged. A consequence of this was that all the frustrated workers of the opposition parties, particularly Muslim United Front went underground and later on came on the surface and asserted their presence through armed struggle. In view of the armed struggle about one lac people have lost their lives causing colossal damage to economy particularly tourism and created an atmosphere of political instability and uncertainty.

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