

AN EMPIRICAL ANALYSIS OF TOURISM SERVICES IN KASHMIR VALLEY

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Abstract

This paper studied the performance and issues in functioning of Tourism Services in Kashmir Valley. The key goal is to identify the significant weaknesses and challenges and enable tourism authorities to act accordingly. For analysis, the perceptions of tourism stakeholders, namely tourists, residents, and service providers, were considered. An equal number of respondents are surveyed from five popular tourism destinations of Kashmir Valley based on numerous tourism services' issues and problems. Identifying the accessibility and availability of tourism services and concerns requires a scientific approach. In this regard, it has been tried to analyse the provision of tourism services, weak areas of performance, and causes and consequences of inadequacy. It is confirmed that most of the services provided are not sufficient to a more considerable extent, concerning their inadequate accessibility, poor functioning and minimum strength to satisfy visitors, residents and service providers and most specifically to meet the growing demand of tourism destinations. Therefore, further improvements are obligatory, taking into account deficiency, regional characteristics, and problems related to elements of tourism services.

Key Words: Kashmir Valley, tourism services, availability, performance, and problems

JEL Classification: Z30; L83; M31

I. INTRODUCTION

Services are indispensable for every economy. It contributes to national income and enhances employment opportunities to a greater extent. The economic growth of the nation depends upon the service sector. It plays a crucial role in modern economic structure, and uninterrupted provision of series services is imperative to ensure the functioning of the economy (European Commission, 1995; Brockman, 2018; Kimura et al., 2019; Kohpaiboon, 2019).

Interaction of services and infrastructure is deeply connected with the economy's production, exchange, and allied activities. It is evident in the tourism sector from the line of tourism activities in the destination. Typical tourism, public utilities, environmental services, health and finance, sports and entertainment services are purely infrastructure dependent. Nevertheless, few services are infrastructure independent and are supportive of infrastructure dependent services. It includes hospitality, human behaviour, guest services, reliability of information services and others (WTO, 2010).

Principally tourism is the service sector, and it amalgamates multiple services and satisfies the wants of the visitors at destinations. A vast array of services is required to keep destinations active and support the industry's uninterrupted functioning. Satisfy visitors' requirements by providing timely

services with an acceptable standard is vital to ensure the image of the destinations (Samer, Yiu and Filature, 2015; Mamoun et al., 2016; WTTC et al., 2002). For this, enlarging the choices and related efforts in service delivery are essential to give satisfaction and make the best experiences (Attallah, 2015)

On the other hand, adversities in services harm the industry and negatively affect destinations and tourism dependents (Tsitsiloni, Grigoroudis, and Zopounidis, 2013). In addition, deficient services and unsatisfactory performance disturbs the functioning and create irreparable loss (Ukabuilu and Igbojekwe, 2015; Seetanah et al., 2011; Schloegel, 2007). Tourism services deficiency and adversities of tourism services impose overwhelming pressure and compel to provide a range of services with the least cost combinations. These efforts adopt the materials and strategies, which are defective to the environment and tourism resources, and become detrimental to the sustainability of destinations. It affects the environmental quality and erodes the quality of tourism products (APEC, 2014; Archer, Cooper and Ruhanen, 2005; Sharpley, 2000).

Tourism potential countries are trying to downscale the impediments through the stimulus of infrastructure and services mix. India is trying to adopt a similar strategy and to ensure better provision of infrastructure and tourism services. However, the success rate is thin than Singapore, Malaysia, China, and neighbouring nations (FICCI, 2014; World

Economic Forum, 2019; NITI Aayog, 2018). Agencies framed the strategies to achieve superior performance in services and focused on upgrading accessibility of services (MoT, Govt. of India, 2020). Nevertheless, the success achieved still needs a lot to be done in the potential tourism states of India (World Economic Forum, 2017). Therefore, an increase in the quantum of required services and an upsurge in quality standards are the basis and must be taken care off.

Quantity and performance of infrastructure and bundles of services and their quality are widely varying among the tourism destination of India. It depends upon the efforts and measures taken by the respective state governments. It is highly crucial to the union territory of Jammu and Kashmir, which comprises unique destinations with clusters of tourism products as an advantage. Analyses of quantum and performance of tourism infrastructure clearly explained the shortage of infrastructure and their current performance status.

Ease of Living Index - 2018 highlighted that Srinagar achieved 22.71 out of 100 in services; solid waste management, it scored 0.94 points out of 5 (Ease of Living India, 2018). In addition, competitiveness in pricing, timelines, availability of verities of services and infrastructure facilities Jammu and Kashmir occupied 21st position out of 28 states of India as per the logistics performance (Ministry of Commerce - GoI, 2018). It confirms poor performance in essential services and tourism services in Kashmir Valley. Though the hotel and hospitality segment helping the tourism promotion, it demands improvement (Nabina and Saima, 2017; DilPazir and Insha, 2015; Bashir and Goswami, 2016; Ramjit, 2015; Jasir, Qayoom and Naved, 2020; Bhat et al., 2014).

Government reports and empirical studies explored issues of tourism services in India and particularly in Kashmir Valley. They offered recommendations for improvement and their performance towards the practices of sustainable tourism. However, the studies didn't cover all segments of tourism services and didn't precisely measure their quality and provide empirical evidence. It required a new study to account for the types of services available at destinations and analyse the performance, issues and problems.

II. LITERATURE REVIEW

Present study analyses the availability and performance of services at tourism destinations in Kashmir Valley. It required designing the concept of tourism services compatible with the need of the study. Therefore, this section presents the review of literature broadly on the conceptualization and availability of tourism services.

2.1 Conceptualization of Tourism Services

Definitions of 'service' and 'tourism service' are collected from the literature to derive the conceptualisation fit for the present study.

American Marketing Association (1960) defined the term service concerning the sale of goods. Notable studies analysed the services based on intangibility, tangibility, inseparability, perishability and heterogeneity dimensions (Berry, Shostack & Upah, 1983; Kinsely, 1979; Rathmell, 1966; Regan, 1963; Sasser and Stephen, 1978; Zeithmal et al., 1985). Based on these dimensions, services functioning in different sectors are analysed (Govt. of India, 1986).

By considering the dimensions, WTO (2009) defined the tourism services by grouping business, financial, tourism and travel, recreation, cultural and other services. In addition, UNWTO (2017) described the term by bundling different types of services similar to the WTO definition. However, concepts of tourism services did not include the information and communication, security, health, environmental and tourism information services. This study is analyzing the functional linkages between infrastructure, services and their implications on sustainable tourism in Kashmir Valley. It compels to derive an inclusive operational definition of 'tourism services', including salient features, the role of infrastructure, and sustainable tourism.

The tourism industry absorbs services from other sectors and makes service clusters under tourism services at destinations. Services of tourism destinations are infrastructure dependent and infrastructure-independent. For accommodation and transport services, infrastructure establishments are inevitable for service delivery. Tourist guides, locally available entertainments and leisure activities are infrastructure independent.

As a result, the term 'tourism services' is defined as "road and transport services, boarding and lodging services, services offered by markets and malls, information and communication services, electricity services, water supply services, environmental services, financial services, health care services, tourist information services, sports and entertainment services and security services available at destinations in a separate or combined manner."

2.2 Tourism Services at Destinations

Service delivery contains intangible benefits offered by service providers to customers. It is an economic activity offering benefits to service providers and broadly helps to improve their quality of life (Neal, Uysal and Sirgy, 2007; Haghkhah et al., 2011). Special provision positively influences tourist satisfaction and their preferences (Naseer and Showket, 2013; Munhurrun and Naidoo, 2016;

Selvam and Babu, 2005; Basiony, Alla and Sayed, 2014; Titu, Raulea and Stefn, 2016; UNWTO, 2010).

Studies by Peña, Jamilena and Miguel (2012), Huyen, and Binh (2020) stated that services are helpful to smarten the destinations. Essential services are the key attributes to enhance the image of tourism spots, and it is highly significant to promote customer loyalty (Rajesh, 2013). The operation of services offered by multiple agencies is intensely related to the destination image. However, the services offered by hotels and management are crucial factors. As a result, continuous operation of lodging services and high standards are vital to ensure the attraction of tourists and loyalty to visit destinations (Tosuna, Dedeoğlu and Alan, 2015; Lai, 2019).

Few studies analysed the significance of road, transport, lodging services and leisure services. It is confirmed that the provision of leisure services drastically influences touristic preferences (Raluca and Catrinel, 2013; WTO, 2010). On the other hand, a study conducted by Munhurrun and Naidoo (2016) confirmed that people, hospitality, transportation, attractions, food and accommodation, and adventure and discovery highly influence tourist satisfaction. However, people, hospitality, accommodation and food influence tourist loyalty dominantly.

Transportation, food and accommodation, games, entertainment, guiding, and other services play a pivotal role to amaze tourists (Naseer and Showket, 2013). Nevertheless, experience, information, hospitality, fairness of price, hygiene, amenities, value for money, logistics, food and security are core components that the service providers should ensure effectively (Narayan and Chandrasekaran, 2009). Further, hotel services, architecture, culture and attitude of the host community are imperative to influence visitors' satisfaction (Selvam and Babu, 2005). As a result, the provision of services is imperative to ensure the incessant performance of the tourism sector. Consequently, investment in service delivery is required to improve the operation of required services at tourism spots (Dupeyras and MacCallum, 2013; OECD, 2020).

Ragavan, Subramanian and Sharif (2014) established the role of the ecosystem and cultural services to satisfy tourists. On the other hand, few studies analysed the need for environmental infrastructure services to fight against ecological issues. It is affirmed that the scarcity of these services is causing irreparable loss to the tourism economies (Yusof et al., 2014; Neal, Uysal and Sirgy, 2007; Bashir and Goswami, 2016). The provision of green infrastructure is essential to foster services for environment preservation. As a result, perfection in such services is crucial to safeguard sensitive environments, especially in eco-sensitive regions.

Above discussed studies revealed that service delivery plays an indispensable role to upsurge economy, tourist satisfaction and loyalty to revisit. Further, studies analysed the role of services to foster the image of destinations, and, their hold up to ensure the smooth performance of the tourism sector. Studies of certain scholars explored the role, function of ecosystem services and called for ecological preservation. Some authors discuss the dearth of environmental services and their influence on the sustainability of destinations. However, the wide version of services incorporating all essential elements and their performance at destinations is not studied yet. Therefore, this study analysed the available services and their performance at tourism destinations in Kashmir Valley.

III. MATERIALS AND METHODS

3.1 Sampling

This study covered five popular tourism destinations of Kashmir Valley. In each destination, minimum number of observations is surveyed to represent tourism stakeholders namely tourists, residents and service providers. For that purpose, this study decided to survey 450 observations by following disproportionate stratified random sampling technique. It is equally distributed among five destinations and from each group 30 observations randomly surveyed by tested interview schedule as given in table 1.

Table 1 Particulars of Sample Group

S. No	Destinations	Sample Group			All (N = 450)
		Tourists (n = 150)	Residents (n = 150)	Service Providers (n = 150)	
1.	Srinagar	30	30	30	90
2.	Pahalgam	30	30	30	90
3	Kokernag	30	30	30	90
4.	Gulmarg	30	30	30	90
5.	Yousmarg	30	30	30	90
Total		150	150	150	450

3.2 Analytical Framework

Types of tourism services available at destinations of Kashmir Valley are not readily available as organized data set and published reports. Data collected by field survey from various respondents are used for analyses. The respondents' perceptions of Kashmir's tourism services are gathered, their accessibility and performance was considered for the analyses. Simple cross-tabulation and percentage analyses are used to present the data and for the primary analyses. Micro Soft Excel and SPSS (version 2019) are used for data interpretation and testing of results.

IV. Profile of Surveyed Respondents

Demographic and social profile of respondents is presented in table 2. It is verified that more than 90 per cent of respondents are male especially in the service provider's category. A noticeable number of respondents are from the young age group followed by middle and old, respectively. It confirms the active participation of youngsters and materializes the potential opportunities of the industry. The number of married is high in service providers than in the remaining groups.

Table 2 Demographic and Social Profiles of the Surveyed Respondents

S. No.	Details		Tourists (n = 150)	Residents (n = 150)	Service Providers (n = 150)	Total (N = 450)
1	Gender	Male	128 (85.33)	140 (93.33)	150 (100)	418 (92.89)
		Female	22 (14.67)	10 (6.67)	0 (0.0)	32 (7.11)
2	Age	Young	119 (79.33)	111 (74.00)	90 (60.00)	320 (71.11)
		Middle	31 (20.67)	35 (23.33)	50 (33.33)	116 (25.78)
		Old	0 (0.0)	4 (2.67)	10 (6.67)	14 (3.11)
3	Marital Status	Married	60 (40.00)	72 (48.00)	96 (64.00)	228 (50.67)
		Unmarried	90 (60.00)	78 (52.00)	54 (36.00)	222 (49.33)

Source: Computed Note: Figures in parentheses represents percentages to the sample

V. Results and Discussion

Consumption of tourism services has an emotional link with the tourism stakeholders. Accordingly, positive experience signifies better condition of services and vice-versa. Satisfaction of stakeholders merely depends upon the ease to get services and their experience while consuming the same. Therefore, the superior performance of services is imperative to ensure better experiences and sufficient quantity is obligatory to make certain better accessibility. To uphold competitive position in the market, availability of required services with better performance therefore considered notably imperative. As a result, continuous operation of services and their functioning are vital to understand the present status of available services at destinations. The results achieved, issues and problems are presented below:

5.1. Typical Tourism Services

(i) Road Quality and Wayside Amenities

Quality of road services is hampered by the bad condition of roads at several destinations. During the peak season, traffic jam is a common practice and congestion a routine. More than 65 per cent of respondents make grievances regarding the inefficient functioning of roads and the lousy condition of link roads. Unnecessary delays happen to reach destinations spoil the valuable time of the visitors, which they could spend at tourism spots. Improvement of wayside amenities is a need of the hour and must provide facilities equal to competing destinations.

Table 3 Quality of Road and Wayside Amenities at the Destinations

S. No.	Details		Tourist (n = 150)	Resident (n = 150)	S. Providers (n = 150)	Total (N = 450)
1	Quality of Road	Very poor	12 (8.00)	27 (18.00)	28 (18.67)	67 (14.89)
		Poor	42 (28.00)	53 (35.33)	47 (31.33)	142 (31.56)
		Normal	59 (39.33)	45 (30.00)	40 (26.67)	144 (32.00)
		Good	37 (24.67)	25 (16.67)	35 (23.33)	97 (21.56)
		Very good	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
2	Quality of Wayside Amenities	Very poor	12 (8.00)	23 (15.33)	16 (10.67)	51 (11.33)
		Poor	43 (28.67)	37 (24.67)	34 (22.67)	114 (25.33)
		Normal	66 (44.00)	59 (39.33)	57 (38.00)	182 (40.44)
		Good	28 (18.67)	31 (20.67)	43 (28.67)	102 (22.67)
		Very good	1 (0.67)	0 (0.0)	0 (0.0)	1 (0.22)

Source: Computed

Note: Figures in parentheses represents percentages to the sample

(ii) Range of Rental Vehicles Availability and their performance

Respondents frequently using the rental vehicles were satisfied with the available arrangements. A considerable number of users reported the displeasure and poor arrangements of availability of private vehicles at transport points. Availability of a range of vehicles differs among the destinations and is very low in Yusmarg. Significant issues related to the Yusmarg are frequency and timely availability; visitors have to

wait to get the transportation. The quality of the vehicles available for rental is medium to high, and most users reported the same. Nearly 20 per cent of the surveyed respondents conveyed their dissatisfaction about the vehicle services and shared their travelling experiences. It needs intervention from related agencies and regular monitoring of the vehicles.

Table 4 Details of Range of Rental Vehicle Services

S. No.	Details		Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
1.	Range of rental vehicles	Very low	13 (8.67)	14 (9.33)	7 (4.67)	34 (7.56)
		Low	23 (15.33)	17 (11.33)	26 (17.33)	66 (14.67)
		Average	73 (48.67)	68 (45.33)	57 (38.00)	198 (44.00)
		High	38 (25.33)	45 (30.00)	57 (38.00)	140 (31.11)
		Very high	3 (2.00)	6 (4.00)	3 (2.00)	12 (2.67)
2.	Vehicle services	Very poor	6 (4.00)	9 (6.00)	2 (1.33)	17 (3.78)
		Poor	21 (14.00)	21 (14.00)	13 (8.67)	55 (12.22)
		Normal	59 (39.33)	58 (38.67)	51 (34.00)	168 (37.33)
		Good	58 (38.67)	56 (37.33)	76 (50.67)	190 (42.22)
		Very good	6 (4.00)	6 (4.00)	8 (5.33)	20 (4.44)

Source: Computed Note: Figures in parentheses represents percentages to the sample

(iii) Lodging and Dining Services

A significant proportion of respondents gave satisfactory responses regarding the lodging and dining services. It is revealed that rooms are well retain and facilitated with required materials. Most hotels contain medium to high-quality dining items, and a meagre proportion of hotels provide dining services not up to the expected standard. Food and allied items are served as per the choice of visitors, and taste and quality are maintained to ensure

tourists revisit in future. However, few hotels did not have standard dining establishments and could not give standard dining services to the visitors. Accommodation and dining charges differ among the tourism destinations, and it mostly depends upon the accommodation type and location. Important destinations have all types of boarding and lodging facilities and restaurants close to the tourism spots.

Table 5 Details of Boarding and Lodging services

S. No.	Details		Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
1	Boarding and lodging services	Very low	3 (2.00)	2 (1.33)	4 (2.67)	9 (2.00)
		Low	11 (7.33)	19 (12.67)	8 (5.33)	38 (8.44)
		Average	105 (70.00)	74 (49.33)	84 (56.00)	263 (58.44)
		High	29 (19.33)	48 (32.00)	46 (30.67)	123 (27.33)
		Very High	2 (1.33)	7 (4.67)	8 (5.33)	17 (3.78)

Source: Computed Note: Figures in parentheses represents percentages to the sample

(iv) Choice of Products and Purchase Services

Market services significantly attract tourists towards destinations and are a source of income for the service providers. A wide range of products, purchase facilities and guest experiences are considered as basic parameters of quality of market services. Perceptions of the surveyed respondents

reported that most destinations facilitate the choice of products in the range of limited to average. Most of the destinations have few markers with a limited number of shops and other establishments and cannot meet the visitors' expectations in tourism markets.

Table 6 Details of Choice of Products and Purchase Services

S. No.	Details		Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
1.	Choice of products (Range, Quality and Price)	No choice	6 (4.00)	10 (6.67)	5 (3.33)	21 (4.67)
		Limited	76 (50.67)	47 (31.33)	60 (40.00)	183 (40.67)
		Modest	52 (34.67)	67 (44.67)	61 (40.67)	180 (40.00)
		High	13 (8.67)	23 (15.33)	23 (15.33)	59 (13.110)
		Very high	3 (2.00)	3 (2.00)	1 (0.67)	7 (1.56)

Source: Computed Note: Figures in parentheses represents percentages to the sample

However, tourism markets did not ready to compromise in quality and uniqueness of the products. It is evident in the products produced by the host community of the destinations. A higher proportion of respondents confirmed the choice and quality of products ranging from medium to low. However, a significant proportion makes grievances about the durability of products. It infers that the range of

products, purchasing facilities and discount given needs further improvements.

5.2. Public Utility Services

(i) Information and Communication Services

Information and Communication service is a crucial player in the tourism industry. A significant function is to ensure the network range, communication services, and internet facilities at tourism spots. Tourism destinations contain a low

quantum of ICT infrastructure and few service providers to satisfy the natives and visitors. Few destinations do not have the basic telecommunication infrastructure. Yusmarg is the real example of these shortages. However, Gulmarg, Kokernag and Pahalgam having access to the services, their performance is not equal to the capital city Srinagar.

Table 7 Details of Information and Communication Services

S. No.	Details		Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
1.	Networks range (mobile/internet)	Very low	48 (32.00)	41 (27.33)	49 (32.67)	138 (30.67)
		Low	44 (29.33)	31 (20.67)	39 (26.00)	114 (25.33)
		Average	44 (29.33)	60 (40.00)	46 (30.67)	150 (33.33)
		High	12 (8.00)	18 (12.00)	16 (10.67)	46 (10.22)
		Very high	2 (1.33)	0 (0.0)	0 (0.0)	2 (0.44)
2.	Effectiveness of services	Very poor	36 (24.00)	26 (17.33)	31 (20.67)	93 (20.67)
		Poor	25 (16.67)	31 (20.67)	41 (27.33)	97 (21.56)
		Normal	70 (46.67)	69 (46.00)	55 (36.67)	194 (43.11)
		Good	15 (10.00)	24 (16.00)	23 (15.33)	62 (13.78)
		Very good	4 (2.67)	0 (0.0)	0 (0.0)	4 (0.89)

Source: Computed Note: Figures in parentheses represents percentages to the sample

(ii) Performance of Electricity Services

Electricity services can't be compromised, and otherwise, it will be a cause to harm numerous dependent sectors. Efficient quality and continuous performance are imperative to ensure the smooth functioning of the tourism industry and vice-versa. In the tourism industry

, power is utilized for numerous purposes, and however, services rendered by streetlights, high mass lights, and others are considered essential services. Alike, such services are very much crucial at tourism destinations in Kashmir Valley.

Table 8 Details of Performance Electricity Services

S. No.	Details		Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
1.	Electricity services	Very low	16 (10.67)	20 (13.33)	25 (16.67)	61 (13.56)
		Low	26 (17.33)	35 (23.33)	35 (23.33)	96 (21.33)
		Medium	70 (46.67)	72 (48.00)	64 (42.67)	206 (45.78)
		High	32 (21.33)	23 (15.33)	26 (17.33)	81 (18.00)
		Very high	6 (4.00)	0 (0.0)	0 (0.0)	6 (1.33)

Source: Computed Note: Figures in parentheses represents percentages to the sample

The performance of streetlights is not competent enough, and interruption is a common

phenomenon. The key reason is a dearth of such services, and damage that happened is not reimbursing

incessantly. High mass lights are not sufficient, and hence such services are available in meagre quantity. A higher proportion of respondents confirmed the range of quality of electricity services from low to medium and recommended upgrading.

Inefficient functioning of the streetlights and high mass lights adversely affects the visitors' freedom and affects their time spent on tourism spots. Significantly, the non-availability of lights shrinks the shopping and affects the livelihood of the hosts. An interrupted power supply forces the service providers to use alternative energy, especially generators and other sources. It increases the cost of tourism services and badly affects the destination growth and tourist influx. Outcomes of the information collected from the field suggested that appropriate measures are essential to ensure the efficient functioning of electricity services. Initiatives need to be taken by the Govt. of Jammu and Kashmir to adopt renewable energy sources to manage the shortages in electricity supply. The government may provide special schemes to motivate the services providers to solve this perennial

issue. It will help to implement sustainable tourism practices at destinations with social participation.

(iii) Functioning and Quantity of Water Supply Services

Water supply services are indispensable to meet the needs of tourism stakeholders. For this, superior quality and uninterrupted performance are mandatory to ensure better services. Consequently, maintaining the quantity and quality is a crucial basis for better growth of the tourism industry in Kashmir Valley.

The results infer that a significant proportion of respondents confirmed a sufficient quantity of water supplied at tourism destinations. At most, places upholding quality is not a problem and therefore revealed better performance. On the other hand, more than 20 per cent of respondents highlighted issues regarding the poor quality and functioning of the water supply. The causes responsible are lack of purifiers and supply of water from impure sources.

Table 9 Details of Functioning and Quantity of Water Supply Services

S. No.	Details		Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
1	Water supply services	Very poor	13 (8.67)	7 (4.67)	13 (8.67)	33 (7.33)
		Poor	20 (13.33)	20 (13.33)	15 (10.00)	55 (12.22)
		Normal	56 (37.33)	63 (42.00)	56 (37.33)	175 (38.89)
		Good	51 (34.00)	50 (33.33)	61 (40.67)	162 (36.00)
		Very good	10 (6.67)	10 (6.67)	5 (3.33)	25 (5.56)

Source: Computed Note: Figures in parentheses represents percentages to the sample

5.3. Environmental Services

(i) Sewage and Solid Waste Management Services

The results confirm that tourist places are not well prepared with such services. A significant proportion of respondents make grievances regarding the unavailability of drainage services and the damage that happened over the years. Due to leakages, the functioning of drainage is hindered, and one could notice lagging at several places. The quantity of treatment plants is very meagre, and therefore the services provided are not sufficient. The functioning of treatment plants mostly ranges from poor to normal. It infers the shortage of sewage waste management services and the problems allied to it.

Solid waste services to collect wastes at doorsteps is less and therefore a cause of concern for

locals and service providers. Dustbins and waste sinks facilitated insufficient and installed at longer distances. A large proportion of respondents noted the performance of such services as poor and average. However, a meagre percentage confirmed good performance of solid waste management services.

In some crowded areas, dustbins noticed overflow with waste, and indicated improper timings for collection. Establishing a waste recycling centre and proper disposal of wastes may help the destinations avoid environmental issues shortly. Drainage facilities also can be streamlined with suitable measures and supervising the working condition of the sewage water canals. Improving the number of solid waste collection and disposal infrastructure and number of vehicles are needed.

Table 10 Details of Sewage and Solid Waste Management Services

S. No.	Details		Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
1.	Sewage Waste Services	Very poor	2 (5.56)	4 (9.09)	4 (10.00)	10 (8.33)
		Poor	10 (27.78)	12 (27.27)	9 (22.50)	31 (25.83)
		Normal	18 (50.00)	20 (45.45)	14 (35.00)	52 (43.33)
		Good	5 (13.89)	7 (15.91)	12 (30.00)	24 (20.00)
		Very good	1 (2.78)	1 (2.27)	1 (2.50)	3 (2.50)
2.	Solid Waste Services	Very poor	15 (10.00)	26 (17.33)	33 (22.00)	74 (16.44)
		Poor	50 (33.33)	53 (35.33)	33 (22.00)	136 (30.22)
		Normal	65 (43.33)	51 (34.00)	65 (43.33)	181 (40.22)
		Good	18 (12.00)	19 (12.67)	18 (12.00)	55 (12.22)
		Very good	2 (1.33)	1 (0.67)	1 (0.67)	4 (0.89)

Source: Computed Note: Figures in parentheses represents percentages to the sample

(ii) Pollution Control Services

A survey conducted verified that a maximum proportion confirmed manageable pollution levels. However, the services delivered are not abundant. The number of monitoring centres is low, and therefore

adequate supervision is not happening. Available services rendered by testing centres are not sufficient and must be enhanced.

Table 11 Details of Pollution Control Services

S. No.	Details	Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
1.	Very less	19 (12.67)	13 (8.67)	18 (12.00)	50 (11.11)
2	Less	40 (26.67)	24 (16.00)	28 (18.67)	92 (20.44)
3	Manageable	71 (47.33)	88 (58.67)	89 (59.33)	248 (55.11)
4	Acute	19 (12.67)	19 (12.67)	11 (7.33)	49 (10.89)
5	Highly acute	1 (0.67)	6 (4.00)	4 (2.67)	11 (2.44)

Source: Computed Note: Figures in parentheses represents percentages to the sample

The key reason is either unavailability or very meagre facilitation of such services. In addition, there is the inadequate provision of services of pollution squad, and pollution checking happens more occasionally. One could hardly notice people from government and private NGOs advising the negative externalities of plastics and emissions released from hotels, vehicles and other sub-sectors of the tourism industry.

5.4. Soft Infrastructure Services

(i) Health Care Services

In Kashmir Valley most of the destinations contain limited hospital facilities. Yusmarg does not contain such facilities in its primary domain and a person has to go several kilometers to get medical services. In the case of first aid and emergency services, more than 80 per cent of respondents confirmed their range from medium to high. However, a meagre proportion raised concerns regarding their unavailability. Quality of diagnostics and treatment

needs further up-gradation as more than 46 per cent of unavailability or poor status. respondents to make grievances regarding their

Table 12 Details of Health Care Services

S. No.	Details		Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
3.	First aid, Emergency and Overall treatment Services	Not Available	21 (14.00)	20 (13.33)	13 (8.67)	54 (12.00)
		Very poor	6 (4.00)	24 (16.00)	22 (14.67)	52 (11.56)
		Poor	35 (23.33)	39 (26.00)	30 (20.00)	104 (23.11)
		Normal	63 (42.00)	49 (32.67)	47 (31.33)	159 (35.33)
		Good	22 (14.67)	18 (12.00)	35 (23.33)	75 (16.67)

Source: Computed Note: Figures in parentheses represents percentages to the sample

(ii) Financial (ATM) Services

Surveyed information infers that the available ATM services are not sufficient to satisfy the services required by the destinations. More than 83 per cent of respondents reported the availability of ATM services from the low to medium, and less

than 17 per cent satisfied with the sufficiency in the availability of ATMs. Though the destination is not having a sufficient number of ATMs, a significant proportion of the surveyed respondents appreciate the functioning and maintenance. The available ATMs are functioning uninterruptedly and always make available the required cash to the customers.

Table 13 Details of ATM Services

S. No.	Details		Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
1	ATM Services	Very low	26 (17.33)	22 (14.67)	18 (12.00)	66 (14.67)
		low	29 (19.33)	36 (24.00)	22 (14.67)	87 (19.33)
		Medium	78 (52.00)	67 (44.67)	78 (52.00)	223 (49.56)
		High	15 (10.00)	21 (14.00)	25 (16.67)	61 (13.56)
		Very high	2 (1.33)	4 (2.67)	7 (4.67)	13 (2.89)

Source: Computed Note: Figures in parentheses represents percentages to the sample

(iii) Functioning of Online Services

The information provided through websites is not sufficient and reliable to the greater extent. The functioning of online services is not competent enough and considered poor by more than 50 per cent of the

respondents. The leading cause tinted is poor maintenance of websites, and the search engine does not operate at full speed.

Table 14 Functioning of Online Services

S. No.	Details		Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
1.	Functioning of online services	Very poor	25 (16.67)	20 (13.33)	28 (18.67)	73 (16.22)
		Poor	63 (42.00)	50 (33.33)	43 (28.67)	156 (34.67)
		Normal	52 (34.67)	61 (40.67)	54 (36.00)	167 (37.11)
		Good	10 (6.67)	17 (11.33)	24 (16.00)	51 (11.33)
		Very good	0 (0.0)	2 (1.33)	1 (0.67)	3 (0.67)

5.5. Sports related Services

The quality of sports equipment is not upto the standard and deficiency is noticed everywhere. More than 72 per cent of the respondents make grievances about the bad condition of sports services. One could notice few types of equipment, and poor quality is highly noticeable. It infers the

poor status of sports-related services and therefore requires dire attention. It suggests improving the sports items of the destinations. Initiatives regarding improving sports, which are famous at the destination, may open opportunities for destination-specific sports tourism.

Table 15 Details of Sports related Services

S. No.	Details		Tourist (n = 150)	Resident (n = 95)	Service Providers (n = 98)	Total (N = 294)
2.	Sports services	Very poor	20 (34.65)	21 (34.74)	19 (38.78)	60 (36.05)
		Poor	35 (38.61)	33 (37.89)	38 (38.78)	106 (38.44)
		Normal	39 (6.93)	36 (5.26)	38 (3.06)	113 (5.10)
		Good	7 (16.67)	5 (21.05)	3 (21.87)	15 (6.59)

Source: Computed Note: Figures in parentheses represents percentages to the sample

5.6. Security Services

The stable performance of the tourism industry significantly depends upon the mild conditions, absence of wars and safeguard from epidemic diseases. As a result, the provision of security to safeguard the stakeholders against terrorist threats, wars, epidemics etc., is indispensable. A survey confirms that many respondents commended

the quality of security services at tourism spots in Kashmir. The friendly nature of police, assistance and security backup are the factors highly appreciated. On the other hand, few respondents raised concerns about the poor quality of security services and asked for immediate changes. Rude behaviour, deceit and bribery of traffic police are responsible for degrading the quality of security services.

Table 16 Particulars of Security Services

S. No.	Details	Tourist (n = 150)	Resident (n = 150)	Service Providers (n = 150)	Total (N = 450)
1	Below average	35 (23.33)	39 (26.00)	28 (18.67)	102 (22.67)
2	Average	56 (37.33)	49 (32.67)	52 (34.67)	157 (34.89)
3	Above average	23 (15.33)	29 (19.33)	29 (19.33)	81 (18.00)
4	Good	32 (21.33)	32 (21.33)	36 (24.00)	100 (22.22)
5	Very good	4 (2.67)	1 (0.67)	5 (3.33)	10 (2.22)

Source: Computed Note: Figures in parentheses represents percentages to the sample

6. CONCLUSION

Services delivery is considered a prerequisite for the continuous functioning of the tourism industry. Quality services are mandatory to ensure higher performance, standard, competitiveness and satisfaction of customers. In Kashmir, the continuous operation of the tourism industry required an ample number of services to be offered and maintenance of quality a basic funda for the same. Quantity and performance of various services revealed multiple facts regarding their status and functioning at tourism destinations.

Damaged conditions hinder road services, and jam is a regular practice in peak tourist seasons. However, the degree of issues differs among the destinations and type of road; primarily, link roads are not maintained properly and resulted in poor services. Upgradation of wayside amenities is mandatory, and an increase in the quantum of public transport services is a basic need. Inefficient monitoring and supervision of motor vehicles accelerated the pollution levels and demanded appropriate measures for mitigation. Boarding and lodging services confirmed satisfactory results and demanded improvements to ensure quality standards. Deficient markets, limited choice and range are unable to ensure tourist satisfaction and needs immediate improvement.

Performance of Information and communication technology-related services differs among the destinations. In Yusmarg, it is too weak, and in Pahalgam, Kokernag and Gulmarg are not developed to the extent they should be. The overall effectiveness of such services is not worthwhile, as confirmed by most of the respondents. Power supply interruption is a common practice, and overall quality is not satisfactory. However, stakeholders showed positive responses regarding the water supply services and their performance. Issues like lack of water purifiers and supply of water from impure sources denoted by few respondents and adequate measures need of the hour. Deficient toilets and poor services rendered is a common problem almost at each destination.

Environment infrastructure is obligatory to safeguard natural magnetism in Kashmir. The available quantity of environment infrastructure is deficient, and services are hindered due to lack of drainages, treatment plants and pollution control. Damage caused to drainages, treatment plants' poor functioning, and the rare provision of pollution monitoring services are noticeable everywhere. Lagging of sewage water and overflowed dustbins were seen at several places of the destinations. Recycle and reuse sewage water is significantly less and treatment of solid waste is very rare.

Quantity and quality of healthcare services differ among the destinations. Yusmarg does not have emergency services, and a person has to go for several kilometers for treatment. A significant proportion of respondents raised concerns regarding the unavailability of ambulance services. Though the destinations contain a smaller number of ATMs, the quality maintained is highly appreciated. Information provided through websites is outdated and not reliable to the extent it should be. Consequently, a significant proportion of respondents recommended advancement in website-built information, upsurge in reliability and quality of information. The expertise of tourist guides needs to be improved, and their talent to satisfy tourists needs to be magnetized.

The poor condition of sports-related services is noticeable, and playgrounds are not fit for sports activities. Sports equipment and kids play items are deficient everywhere and poor. In the case of entertainment services, respondents commend the quality of drinks and hygienic conditions. Nevertheless, deficiency of entertainment-related items and services prevails at all destinations. The visitors prefer the quality of security services, and there are concerns regarding the rude behaviour, deception, and bribery of traffic police.

As a result, positive change is obligatory taking into account insufficiency, regional characteristics, and problems related to elements of tourism services in Kashmir Valley.

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