

Tourists Perception on Houseboat Tourism in Jammu and Kashmir: Challenges and Opportunities

Sourav Mangoch, Jammu and Kashmir, souravmangoch999@gmail.com

Dr. D. Jain, Jammu and Kashmir, research.dkj@gmail.com

Abstract

This article demonstrates that a houseboat is a home floating on the water. Houseboats have been a common choice for residents of Kashmir. Beginning as a simple floating wood structure, this castle on Srinagar's lakes underwent extensive renovations over the years, becoming a thing of beauty. They went all over the world convincing people that Kashmir was a safe place to visit with their arguments. As a means of promoting houseboats as a viable tourist option. A study of foreign and local tourists' perceptions on houseboat tourism in Kashmir. To propose measures for the development of the houseboat business in Kashmir generally. The information is collected from both primary and secondary sources. Primary data was collected via a questionnaire sent to vacationers. The aforementioned conclusions are not limited to the primary data utilised in their creation; other resources were also reviewed. The Houseboat Operators Association, the Jammu and Kashmir Tourism Departments and academic journals provided the bulk of the secondary data.

Keywords: Houseboat tourism, Kashmir, Operators, Dal Lake.

Introduction

A houseboat may be a floating home or hotel, depending on its configuration. It is correspondingly known as a "moving hotel" in the tourist industry. It may be powered to move about, or it can be anchored to the ground to serve as a permanent source of energy, water, etc. Houseboats may be seen in many different locations worldwide. Many multi-bedroom motorised houseboats along the coast of Victoria, Australia. There are multi-story houseboats in the fleet. Some are owned privately and used as main residences or vacation retreats. Many may also be rented for self-guided vacations, providing lodging anywhere anything from four to twelve people (Tony, 2010).

Canada's many beautiful rivers and lakes are great for houseboaters, and the trend is growing rapidly throughout the country. Rather of serving as a person's permanent residence, they are utilised for fun and adventure on the open road. Beautiful natural scenery may be seen all throughout the ancient Rideau canal network. The German port city of Hamburg is home to a substantial floating population, complete with a Boatman's church. Aberdeen Floating Village is a Chinese fishing hamlet in Hong Kong. This takes place in Laos. Visitors to the Mekong River may stay in houseboats floating along the waterway. You may find these floating homes, often known as "slow boats," constructed from wood or metal. In Europe, Amsterdam's houseboats are among the most luxurious, and the city's canals are home to some of the most luxurious houseboat hotels. Due to a scarcity of docking spots, houseboats

in Amsterdam are quite pricey. In Amsterdam, you may shop for flowers at the Bloemen market, which is held on houseboats. The popularity of houseboating as a vacation option in New Zealand is growing. Whangaroa Harbour is a landlocked harbour that offers houseboating on the east coast of Northland. Serbians love to party, dine, and relax on houseboats (Varughese, 2013).

They populate Belgrade's riverbanks, as well as river islands and riverside parks. Narrowboats on British canals serve both as permanent residences and as temporary vacation rentals. During the early stages of the Industrial Revolution, canals were built specifically for the purpose of transporting raw materials and fuel in large quantities using narrowboats. The canal system is now mostly utilised for leisure activities, setting it apart from the normal vacation spots that tend to be located near the shore or in rural regions. Presently, Seattle is home to over 500 houseboats. The collection of float houses formerly owned by artists, actors, and other celebrities that can be seen in Sausalito, California, is unparalleled. The allure of houseboating lies in the fact that one may relocate the living quarters for a change of view or neighbours on a whim, one can stay close to other outdoor activities, and one can see more of the local environment than they might from a stationary location. A former commander of the Venezuelan Navy constructed a large home in Maracaibo known as La Casa Barco. A ship's anchors, lifeboats, and radars above a body of water give this structure a nautical feel. The usage of houseboats on Lake Kariba in Zimbabwe dates back to the lake's development in the 1950s. Game comes down to the lake to drink and cool down, making this one of the most luxury ways to enjoy the Zambezi basin and all the species within (Viken, 2006).

Houseboats have been a popular kind of housing in Kashmir for well over 150 years. Over time, it evolved from a rudimentary floating timber building to an elegant castle on the Lakes of Srinagar. Its former name, Doongah, referred to any simple boat with a roof and closed sides. As time went on, the same concept developed into the modern houseboat we know and love, complete with Jacozi-fitted bathrooms, magnificent furnishings, and other luxuries often reserved for five-star hotels. The locals refer to those who live on houseboats as "Hanjis." The word's etymology may be traced back to the Kashmiri term Haez, which is used as a kind of endearment in that language. People from this area have played an increasingly important role in drawing visitors to Kashmir, propelling them to the forefront of the state's burgeoning tourism sector. Because of their long history of welcoming visitors, this neighbourhood has made connections with individuals from all over the world, raising awareness of Kashmir and its thriving houseboat business. Additionally, they have refined international manners, much to the delight of visitors. The houseboat community was instrumental in reviving the state's tourist industry after it had all but collapsed during the state's crisis in 1989. They travelled to various parts of the globe and utilised persuasive arguments to convince others that it was safe to visit Kashmir.

They have a fixed spot to dock the houseboats. It's stationary, in contrast to the movable floating hotels seen throughout much of the globe. Even if there is room to manoeuvre it from one location to another. Almost 140 years ago, a British army commander created the first houseboat in Kashmir (Valley of Kashmir- Lawrence). Since the idea was novel and practical, it was quickly imitated, sparking rapid expansion and eventually giving rise to an

Tourists Perception on Houseboat Tourism in Jammu and Kashmir: Challenges and Opportunities

industry that now numbers about 869 houseboats (Houseboat Owners Association). The addition of these house boats provides an estimated 4,000 more hotel rooms for visitors visiting Kashmir. When first introduced, it took the shape of a Doonga (Mini houseboat), which was far narrower and shorter in length than modern houseboats. Doongas were huge wooden boats that had a roofed chamber and a kitchen, but no bathrooms. Most of the time, they would be anchored at a different location. People in Doonga were known to defecate in fields. The primary impetus was the legislation that forbade non-state subjects to buy property in the state, which the British were able to get around by purchasing a houseboat.

This meant that originally, non-state subjects of the British Empire held most of the houseboats (Valley of Kashmir-Lawrence). Srinagar's urban lake, dubbed "Dal," is home to several house boats. Tourists to the lake may stay in one of the many wooden floating homes that provide accommodation and meals. Deodar wood exteriors of decorative woodwork and wood carved interiors merging with well-furnished décor strive to deliver luxuries on par with those found in five-star hotels, reflecting the house boats' spectacular grandeur. A stay on a house boat on the lake is an unusual accommodation option for tourists visiting the Kashmir valley. A houseboat is a floating home constructed from cedar lumber that is approximately 250 years old. Water is not able to penetrate the wood of an ancient cedar tree because of the peculiar oil that seeps from the tree. Most houseboats include separate living areas, several bedrooms, a bathroom, and a fully equipped kitchen, much as a traditional house would. A basic houseboat has a front deck, a living room, a dining area, a kitchen, and at least three bedrooms, all of which have private bathrooms. If your houseboat is not anchored to the shore, a shikara boat will take you to the closest ghat for free.

Almost all Srinagar houseboats now have access to municipal water and electricity. The bedrooms on the houseboats all have their own bathrooms, and there are also distinct areas for the Drawing/living area, the dining area, and the bedrooms. Due to a law issued by the Maharaja of the State, flush toilets cannot be installed on house boats, hence portable commodes were formerly used. However, gradually the johns on the houseboats were replaced with flushing loos tiled with bathtubs. As a general trend throughout human history, improvements in sanitation have altered the way that human waste is treated and disposed of. Before, it was utilised as organic manure on vegetable growing fields and floating gardens in and around the lake, after being collected from commodes on a regular basis and put into a collecting open barge type boat from each houseboat. While the act of scavenging itself has its own danger, the conservationist system ensures that the nutrients typical of excreta remain in the biotic cycle (soil bacteria, plant life, animal life, and back to the soil). Therefore, this substantial supply of nutrients was quickly absorbed by the earth and its communities of life.

Houseboats in Kashmir are mostly valuable as a tourist attraction. Houseboats are now often associated with ostentatious luxury because to its worldwide association with a carefree and adventurous lifestyle. Because staying on a houseboat is so novel and interesting, it has become an important part of Kashmir's tourism business. Numerous tour operators provide houseboat lodging that is on par with or even more expensive than that found in wealthy neighbourhoods. The houseboating sector has several challenges in the future, not the least of which is the need to preserve water bodies like "Dal Lake", whose magnitude is steadily decreasing, and which has been blamed mostly on the houseboating industry. It has been

discovered that these houseboats do not have adequate sewage treatment, which has several negative knock-on impacts, including pollution. Because of this, the Honorable High Court of Jammu & Kashmir state issued a ruling calling for the exclusion of houseboats after the lake. Although the ruling was good for the aquatic body's ecology, it might have been disastrous for the houseboating and tourist industries. Without the houseboats, the lake may not be as beautiful as it is now. The houseboat owners' group successfully argued against the judgement's execution via several arguments, and the verdict was ultimately not carried out. Protecting their standing, they shifted responsibility for the late implementation of mess treatment facilities and supplementary sewage dumping methods onto the government. They asked the honourable High court to reconsider its verdict, arguing that if houseboats are to blame for the shrinking of Dal and Nigeen lakes, then why is Wular lake declining even without them? The head of the houseboat owners' group claims that new material has been gathered in support of challenging the court's earlier ruling. The Houseboat Owners Association also has a gripe against the government for failing to build dockyards, which would allow houseboats to be maintained and repaired. Thus, there seems to be tension between ecologists, politicians, houseboat owners, and the visitors drawn to Kashmir by the houseboats. The current research has been conducted to solve these challenges by analysing the facts and assessing the concerns voiced by the stake holders in the following study design.

Review Of Literature

(Alison, 2007) attempted for the first time to conduct a comprehensive study of the many types and values of leisure activities. To better serve tourists, he made an effort to create maps of different forms of leisure and to identify the natural elements that had a role in the distribution of tourist locations. His research relied heavily on responses from Michigan township assessors who were given survey forms to fill out. (Borooah, 1999) analysed the impact of national parks on the economy and found that parks provide an immediate economic basis for creating tourism. With specific financial examples, the authors address the topic of whether such projects are worth the investment. Given the circumstances, it may be justifiable to establish a national park since there is no other viable option for attaining the intended goal in a developing African nation.

(Burgess, 2007) explored the benefits of tourism for less-developed regions, with the latter defined as those on the periphery of more-developed regions. The authors examined the results of tourist visits to the island of Mon and its surrounding communities. The rural communities hoped that they might catch up economically to the urban centres via tourism. However, when looking at ownership of tourist facilities, tourist purchase, revenue to local authority from taxes, and employment, the authors found that outlying regions had just a little impact on tourism (Butler, 2010).

(Claudia, 2004) also believes that all civilizations are artificial to some extent. Whether or not they are currently being seen by visitors, they are always being recreated, reinvented, and their components restructured. Examples include how, since the middle of the nineteenth century, cultural tourism has played a role in the formation of national identities by exposing people to the most significant historical and contemporary spots, transcripts, demonstrations, structures, scenes, and accomplishments of a given humanity. As a result of the establishment

Tourists Perception on Houseboat Tourism in Jammu and Kashmir: Challenges and Opportunities

of countrywide museums, the production of nationwide painters, designers, choruses, tragedians, authors, historiographers, and archeologists, and the showcasing of national accomplishments at numerous international exhibits, almost every civilization has created a genuine culture (Constantina, 2010).

(Elina, 2010) have looked at the tourist industry through the lens of the edifice, demeanour, and recital of industrial organization and have discovered hints of oligopoly in the hotel segments. While local tour operators may exhibit some oligopolist behaviour, there is no clear market leader on a global scale. Different tourist markets have varying degrees of competition due to several factors, one of which is the contestability of marketplaces via the potential of new applicants. Furthermore, tourist hotspots might take action to reduce the market dominance of tour providers (Fazal, 2012).

(Geoffrey, 2007) demonstrates that airline privatization has run to an inclusive positive possession on performance. (Goodwin, 2001) used the apparently dissimilar regression reckonings technique to examine the connections between hotel room count, revenue per available bed, occupancy rates, and other shift parameters. Increases in revenue per available room were shown to have a greater effect on hotel room availability than did variations in occupancy. (Greathouse, 2005) to the conclusion that hotels only raise rates and engage in capacity development when they are almost at capacity. (Hamidreza, 2010) brings cutting-edge geographical thinking to the realm of travel and leisure. Given the overlay and amalgam landscape of the two industries, he believes that existing conceptions of tourism are moreover restrictive and would be enlarged to a notion of leisure. The idea of tourism as an interaction is central to his methodology. Improving the crucial tenure of knowing requires more qualitative as well as ethnographic research into what individuals do and how they make intellect of it in leisure behaviours. A deeper appreciation for the social uniqueness and relevance of behaviours, locations, and knowledge is greatly required (Ito, 2011).

(Juan, 2010) The Dal Lake in Kashmir is a popular tourist attraction, thus it's a good place to investigate the effect that visitors have on the surrounding ecosystem. The drive of the research was to examine how tourism has harmed the lake's ecosystem. According to the research, the lake's eco-system is in grave risk due to the recent tourist boom, and urgent and extreme action is required to address the problem (Tarek, 2010). The report warns that unless action is taken, the lake would become completely entropized in under a century. It is proposed that the development of additional tourist infrastructure, including as houseboats, hotels, and restaurants on and around the lake's perimeter, be put on hold indefinitely (Kayat, 2010).

(Kokhranikal, 2002) They note in their research that local community involvement is crucial to the success of sustainable tourism in developing nations. To optimise the economic and social advantages of tourist growth within the host location, they advocate for the participation of indigenous entrepreneurship in the form of small-scale firms. (Molina, 2006) research highlights how Kerala's houseboats and backwaters are the best representatives of the state's tourist economy, bringing in millions of dollars and thousands of jobs for the locals. Findings include the volume of trash left behind by houseboats used for tourism in Kerala's backwaters, as well as a discussion of the potential benefits and drawbacks of this

industry. As the study's findings show, houseboats have a negative impact on the ecosystem and are essential to the success of backwater tourism.

(Momsen, 2002) Utilizing the Cost Method on the domestic visitors that visit Chandigarh for tourism purposes, researchers calculated the yearly frivolous use value of the city's municipal parks and greens. Their research shows that in a growing nation like India, green spaces like parks and gardens play an important role in luring in local visitors (Songshan, 2010).

(Mustafa, 2010) found a difference in the ways in which tourist visits affected the local culture in areas that had actively sought out tourism and those that had not. The perspectives of inhabitants of Kumily and Kumarakom, both located in Kerala, are contrasted in this research. In this study, we compare the sustainability of tourism in Kumily, with its proposed intervention, to that in Kumarakom, without any interventions. (Siby, 2007) observed that whereas tourism growth in Kumarakom resulted in various socio-cultural issues, Kumily saw many shifts, such as former poachers becoming forest guardians and marginalised people participating in community-based eco-tourism. Evidence suggested that Kumily, with its intentional intercession, has an extra sustainable tourist development design than Kumarakom (Nilsson, 2005).

(Olawande, 2010) effort to analyse how the unrest in Kashmir has affected the tourist industry and related businesses. The ups and downs of the upheaval situation as well as the tourist industry in Kashmir have been compared. Crisis has had a detrimental effect on tourism-related industries, as seen by this. The hotel and houseboat industries were particularly heavily struck. This was since visitors were scared off by the unrest in Kashmir, causing a downward tourism trend (Sabreen, 2010).

(Pradeep, 2010) sought to determine how many people a boat may safely transport on Vembanda Lake without reducing the lake's attractiveness or deteriorating the quality of its ecosystem or recreational usage. The study concluded that more land use may reduce environmental quality, user satisfaction, and safety. As a conclusion, it proposed that to maintain the lakes' versatility, an assessment of their recreational carrying capacity be conducted on each one. (Rajagopalan, 2009) the importance of Dal lake to the environment and how hanjis interact with it. It showed that the lake and its surroundings had changed due to the increased activities of hanjis as their number grew. Their research suggests that these actions have contributed to the lake's decline. They indicate the lake's management and the hanjis' well-being need immediate attention (Rossler, 2006).

(Rajan, 2011) uses first-hand information to examine challenges encountered by the tourism industry and how visitors see backwater tourism in Kerala. Specifically, it shows that the biggest challenges houseboat businesses experienced were related to inadequate parking for their vessels, unhealthy levels of competition, and a lack of government backing. A survey indicated that although most visitors enjoyed their time on the lake, many were disappointed with the state of sanitation in the backwaters. It recommends methods for keeping water bodies clean (Raza, 1985).

Research Objectives

The learning has commenced with the following objectives:

Tourists Perception on Houseboat Tourism in Jammu and Kashmir: Challenges and Opportunities

- To drive the significance of houseboats by way of a tourism product.
- To examine the insight of Foreign and Domestic Visitors near houseboat tourism in Kashmir
- To advise strategies for the overall progress of the houseboat industry in the Kashmir valley.

Research Methodology

Primary and secondary sources are used to compile the data. Tourists were polled by questionnaire to collect primary data. Secondary sources were also consulted in addition to the main data used to establish the above findings. The secondary data came mostly from the archives of the Jammu and Kashmir Department of Tourism, the Houseboat Owners Association, and academic publications. In addition, the relevant authorities were consulted and discussed the matter at length. Information has been gathered with the help of specialists in the subject. Since the houseboat sector in Kashmir is distinct from the hotel industry, no suitable research tool existed until recently. Considering this, an effort was made to build a tool (Questionnaire) by engaging in extensive conversation with the relevant stakeholders in the houseboat sector and conducting a comprehensive analysis of the little literature available on the topic.

Analysis And Results

Travelers from both the United States and other countries were included in the research. As shown by the data, just 1% of domestic visitors were under the age of 18, 21% were in the 18-35 age bracket, 67% were in the 36-60 age range, and 8% were 60 and beyond. Not even 3% of visitors to the site provided any information about their age. According to the statistics, not a single international traveller was younger than eighteen, 43 percent were aged 18 to 35, 48 percent were aged 36 to 60, and not a single international traveller was older than sixty. Almost 10% of international travellers did not provide their age.

It was found that men constituted 72% of domestic tourists and women made up 20%. Eighteen percent of the visitors had not addressed the topic of sexuality in the surveys. It is well-documented that 56% of international visitors are male and 21% are female. About one-quarter, or 23%, of the visitors had not even addressed sexuality at all in their surveys.

Six percent of domestic visitors had college degrees, fifteen percent had graduate degrees, and four percent had professional certification, while the other seventy-five percent made no mention of their educational background at all. According to the statistics, just 4% of international visitors declared themselves to be college graduates, 1% to be post-graduates, and 2% to be professionals.

Only 1% of domestic visitors reported making a lesser amount of Rs 20,000 per month, 8% made between Rs 20,000 and 50,000, 9% made between Rs 50,000 and 1,000,000, and 84% did not report any income at all. On the questionnaire, no non-native speakers disclosed their annual salary.

It has come to light that 70% of domestic visitors are first-timers, 15% have visited twice, 2% have been thrice, and 8% have visited thrice or more. Over three-quarters (76%) of the international visitors are first-time fliers, whereas just 8% have been back more than twice

(2% have been back more than ten times). Only 8% of those who go abroad have reported visiting Kashmir more than once.

Approximately 10% of domestic visitors remained in a houseboat for a single night, 28% stayed for two nights, 14% stayed for three nights, and 34% stayed for more than three nights. Only 7% of the international visitors spent only one night on a houseboat, while 9% remained for two nights, 16% for three nights, and 44% for more than three nights. In fact, twenty-five percent of the international visitors who stayed on Kashmir's houseboats never ever mentioned their experiences there.

A survey found that just 6% of domestic travellers visiting Kashmir were there for business, while 90% were there for pleasure. The vast majority (92%) of international visitors came to Kashmir for vacation, while the remaining (8%) have not said why they came.

There seems that although 55% of domestic visitors travelled to Kashmir with their families, 41% went it alone. Only 10% of the foreign visitors to Kashmir came with family members, while the other 80% came alone. There are still 10 percent of international visitors who have not answered to this question.

Perception of Domestic Tourists towards Houseboat Industry

Kashmir's houseboats have long been a tourist magnet across the world. A similar viewpoint is supported by the latest survey data. According to the data, most of the domestic visitors said that the availability of houseboats was a big selling point for Kashmir. Indicative of the lack of diversity in the opinions of domestic visitors, the average score across all four criteria is 3.78, with a standard deviation of just 1.74. A closer look reveals that the houseboat was a major factor in the visitors' choice to go to Kashmir (the average score being 3.86 with S.D. is 1.15). In support of this claim, examine the visitors' reaction to the remark "if they were informed that houseboats were no longer in the valley, they would have reconsidered the Kashmir visit." The mean agreement score was 3.57, with a standard deviation of 1.15. The boats are obviously a crucial part of the Kashmiri tourist industry. The mean and median scores of 3.81 (very positive) and 0.93 (very negative) respectively, for comments on the houseboat's architecture and atmosphere made by in-country visitors, respectively, suggest a very favourable impression (S.D.). The average score for interest among domestic visitors about staying on a houseboat was 3.88, with standard deviation of 2.72.

The normal score for the three factors measuring how eco-friendly houseboats are is 3.07, showing that most domestic visitors see houseboats as eco-friendly. A standard deviation of 0.85 suggests that there is little variability in the data. The mean score for this statement was 3.08, through the standard deviation being 1.26, suggesting that domestic visitors see houseboats as environmentally beneficial. The mean score for the statement concerning the houseboat staff's eco-friendliness was 3.08, with the standard deviation being 1.24, indicating that guests had a favourable impression of it. The mean rating of the rubbish disposal system in houseboats by domestic visitors is 3.05, with the standard deviation being 2. The houseboat's eco-friendliness stems from the fact that, unlike conventional hotels, it is not maintained using harmful materials or chemicals.

Tourists Perception on Houseboat Tourism in Jammu and Kashmir: Challenges and Opportunities

Considering that the combined average score of the three factors is 3.89 and the S.D. is 0.95, which suggests that the answers do not exhibit much variance, it is safe to assume that many domestic visitors are pleased with the houseboat infrastructure. This is supported by the fact that visitors generally have a positive impression of houseboat lodging, as their mean rating is 4.03 out of 5 (Standard Deviation: 0.92). Visitors from inside the country had a generally positive opinion of the houseboats' furnishings and fittings (4.01 out of 5 on average, with a standard deviation of 0.89). The mean worth of 3.61 and the standard deviation of 1.04 specify that houseboat toilets are well-liked by domestic visitors.

The average score for the three factors used to gauge guests' satisfaction with houseboat staff was 3.83, with a standard deviation of 1.82, suggesting that most domestic visitors had a positive experience. In addition, the mean score for the statement pertaining to the necessary abilities and knowledge of the houseboat staff is 3.49 with S.D. of 1.22, showing that domestic visitors agree with the assertion. The average rating from domestic tourists is 3.99, with a standard deviation of 2.20. This indicates that domestic visitors generally have a positive experience with the service they get. A mean value of 4.02 and a standard deviation of 2.04 show that international guests have a very positive impression of the houseboat crew's honesty and reliability.

Perception of Foreign tourists towards Houseboat Industry

Kashmir's houseboats have long been a tourist magnet across the world. The findings of a recent poll, which will be presented below, support the same idea. According to the data, houseboats are a big selling point for Kashmir, attracting the bulk of visitors. The statistics do not reveal a lot of variety, since the average score across all four factors is 3.97, according to the international visitors. More data shows that visitors' average score was 4.13 with S.D. of 0.74 thinking that the houseboat was a consideration before making their choice to visit Kashmir. This claim is supported by the views of international travellers who believe that they would have rethought visiting Kashmir if they had been informed that houseboats were no longer available in the valley. The mean agreement score was 3.80, with a standard deviation of 0.81. The boats are obviously a crucial part of the Kashmiri tourist industry. Foreign visitors had overwhelmingly positive impressions of the houseboats, with Mean Ratings of 4.05 (Very Positive) and 0.68 (Very Negative) (S.D.). The average score for interest about staying on a houseboat among international visitors was 3.93, with a standard deviation of just 0.81.

The average score for the three factors used to evaluate how eco-friendly houseboats are demonstrates that many visitors see houseboats in a positive light. With a standard deviation of just 1.14, the data does not reveal significant shift. The mean score for this statement was 3.55, with a standard deviation being 1.18, suggesting that houseboats are seen as environmentally beneficial by domestic visitors. The mean score for the statement concerning the houseboat staff's eco-friendliness was 3.56, with the standard deviation being 1.10. Mean rating for houseboat rubbish disposal from domestic visitors is 3.50, with a standard deviation of 1.14. The houseboat's eco-friendliness stems from the fact that, unlike conventional hotels, it is not maintained using harmful materials or chemicals.

The total average score of the three factors is 4.09 with S.D. of 0.76, which suggests that the replies do not exhibit much fluctuation, indicating that most international visitors are happy with the houseboat infrastructure. This is maintained by the datum that the mean value for houseboat accommodation was 4.13 with S.D. 0.74, indicating that visitors had a very positive impression of their stay. The average score from guests is 4.15, with the standard deviation of 0.78 demonstrating that they had a pleasant experience with the houseboats' furnishings and fixtures. The mean rating of 4 and a standard deviation of 0.75 designate that the toilets on houseboats are widely regarded as excellent by international visitors.

The average of the three criteria suggests that houseboat guests are pleased with the service they get from the staff, with a notch of 4.06 and the standard deviation of 0.81. This is supported by the fact that the average score for the line "Required abilities and knowledge of the houseboat staff" is 3.97, with the standard deviation being 0.96, reflecting the opinions of international visitors. Overall, international visitors have a positive impression of the service they get (4.12 out of 5 with the standard deviation of 0.71). The mean value of 4.10 and a standard deviation of 0.77 specify that international visitors had a positive impression of the houseboat staff's honesty and reliability.

Conclusions And Suggestions

A houseboat, sometimes called a "floating home" or "floating cabin," is a kind of wooden dwelling that can move across water and has a kitchen, dining area, bathroom(s), and living area. It is hard to imagine a more memorable vacation than one spent on a houseboat on Dal Lake. Given the preceding, houseboats have played a significant role in attracting many both international and local visitors. The dearth of an adequate number of hotels in the valley has necessitated the introduction of houseboats. It is widely recognised that the houseboat industry is a key engine of growth and socioeconomic integration in Kashmir, and that the business has a significant impact on the region's economy, society, and culture.

Even though the term "social development" might mean different things to different people, its common denominators include the following: enhancing the quality of life for the populace, fostering economic growth, and expanding job opportunities. Insight into houseboat tourism as a cultural object and unique tourism product is provided by the reactions of both local and international visitors. Tourists aboard a houseboat benefit from a one-of-a-kind, personable service experience since the service providers are the boat's owners, with whom they have direct contact and who are dedicated in building long-term relationships (decades).

Srinagar's tourist business revolves upon the houseboat sector, which may have a negative impact on the ecology of the water bodies due to activities like cooking, garbage disposal, and electricity consumption if they are not adequately regulated. The creation of e-tools for improved environmental management based on the requirements identified in the region is thus vital for enlisting the participation of this sector in better environmental practises. It must be made in a way that helps houseboat owners learn the fundamentals of good resource management and discover the day-to-day management techniques that shape their actions in accordance with these principles. Capacity development workshops must be held to instruct houseboat owners in the usage of the e-tools to maximise adoption.

Tourists Perception on Houseboat Tourism in Jammu and Kashmir: Challenges and Opportunities

To bring the houseboat tourist business into the fold of sustainable tourism, a tourism strategy that offers mechanisms for regulating expansion of tourism beyond feasible, acceptable, social, environmental, and economic thresholds must be established. The goal of such a policy is to make effect assessment and reduction possible. Houseboat owners are a key stakeholder group; thus it is important that they adopt ethical norms outlining what they should and should not do as a representative sample of the community as large. The principles of eco-sensitivity, for instance, call for a spotless environment and prohibit actions that might be harmful to the natural world. It may serve as a platform for the tentative establishment of tighter ties and the cultivation of conditions that may one day be conducive to formal political dialogue.

References

- [1] Alison, M. (2007). A cultural encounter through Volunteer Tourism. *Journal of Sustainable Tourism*, Vol. 15(1), 541-556.
- [2] Borooh, K. (1999). The supply of hotel rooms in Queensland Australia. *Annals of Tourism Research*, Vol. 26(4), 985-1003.
- [3] Burgess, L. (2007). Venturing out in Dream time business. *Journal of Sustainable Tourism*, Vol. 13(5), 26-29.
- [4] Butler, R. (2010). Barriers to implementing sustainable tourism policy in mass tourism destinations. *Tourismos*, Vol. 5(1), 35-53.
- [5] Claudia, N. (2004). Indigenous tourism development in Southern Alberta, Canada. *Journal of Sustainable Tourism*, Vol. 12(1), 54-26.
- [6] Constantina, Christos. (2010). Improving quality of ecotourism through advancing education & training of Greek eco tour guides: The role of training in environmental interpretation. *Tourismos*, Vol. 5(2), 49-68.
- [7] Elina, Leonidas. (2010). Understanding tourism development: A representational approach. *Tourismos*, Vol. 5(2), 115-127.
- [8] Fazal, Arshad. (2012). Hanjris activities and its impact of Dal lake and its environs: A case study of Srinagar city, India. *Research Journal of Environmental and Earth sciences*, Vol. 4(5), 511-524.
- [9] Geoffrey, M. (2007). Community based Tourism enterprises development in Kenya. *Journal of Sustainable Tourism*, Vol. 15(6), 628-644.
- [10] Goodwin, H. (2001). Tourism, livelihoods and protected areas: Opportunities for fair trade tourism in and around National parks. *International Journal of Tourism Research*, Vol. 3(5), 377-391
- [11] Greathouse, A. (2005). Tourism: A Facilitator of Social Awareness in an indigenous Mexican Community. *Review of Policy Research*, Vol. 22(1), 709-720.
- [12] Hamidreza, R. (2010). Tourism development and residents' attitude: A case study of Yazd, Iran. *Tourismos*, Vol. 5(2), 203-211.
- [13] Itoo, Nengroo. (2011). Impact of turmoil on tourism of Kashmir. *Journal of Economics and Sustainable Development*, Vol. 2(7), 33-44.
- [14] Juan, G. (2010). Causality between economic growth and tourism expansion: Empirical evidence from Trentino-AL to ADIGE. *Tourismos*, Vol. 5(2), 87-98.

- [15] Kayat, K. (2010). The nature of cultural contribution of a community based home stay programme. *Tourismos*, Vol. 5(2), 145-159.
- [16] Kokkranikal, Jithendran. (2002). Entrepreneurship and sustainable tourism: The houseboats of Kerala. *Tourism and Hospitality Research*, Vol. 4(1), 7-20.
- [17] Molina, Estaban. (2006). Evaluating the relationship between the socio demographic variables, Travel experience and the probability to return to destination. *Tourismos*, Vol. 5(1), 111- 129.
- [18] Momsen, J. (2002). NGO,s gender and indigenous grass roots development. *Journal of International Development*, Vol. 14(6), 859-867.
- [19] Mustafa, A. (2010). Economic Implications of International Tourism on Turkish economy. *Tourism and Hospitality Research*, Vol. 7, 161-175.
- [20] Nilsson, P. (2005). Public support for tourism SME's in peripheral areas, the arjeplog project, Northern Sudan. *Service Industry Journal*, Vol. 25(4), 579-599.
- [21] Olawande, Daramola. (2010). Improving the dependability of destination recommendations using information on social aspects. *Tourismos*, Vol. 5(1), 13-34.
- [22] Pradeep, C. (2010). Role of public parks / Gardens in attracting domestic tourists. *Tourismos*, Vol. 5(1), 101-109.
- [23] Rajagopalan, P. (2009). Socio-cultural transformations through tourism, a comparison of residents perspectives at two destinations in Kerala, India. *Journal of Tourism and Cultural exchange*, Vol. 7(1), 77-81.
- [24] Rajan, Pradeep. (2011). Recreational boat carrying capacity of Venbanad Lake Ecosystem, Kerala, South India. *Environmental Research, Engineering and Management Journal*, Vol. 56(2), 88-101.
- [25] Raza, Bano. (1985). Ecological border of tourism: A case study. *Geographer*, Vol. 32(2), 13-20.
- [26] Rossler, M. (2006). World heritage cultural landscape. *Journal of Sustainable Tourism*, Vol. 31(4), 333-353.
- [27] Sabreen, J. (2010). Images of Egypt in United Kingdom tour operators brochures. *Tourismos*, Vol. 5(2), 179-191.
- [28] Siby, James. (2007). Backwater Tourism in Kerala: Challenges and Opportunities. Report on evaluation study on rural tourism scheme, June 2007.
- [29] Songshan, H. (2010). Measuring tourist motivation: Do scales matter? *Tourismos*, Vol. 5(1), 153-162.
- [30] Tarek, S. (2010). Evaluating the relationship between the socio demographic variables, travel experiences and the probability to return to destination. *Tourismos*, Vol. 5(1), 111-129.
- [31] Tony, George. (2010). The evolving service culture of Cuban Tourism: A case study. *Tourismos*, Vol. 5(2).
- [32] Varughese, A. (2013). Problems and Prospects of Backwater Tourism in Kerala with special reference to Alappuzha District. *Indian Journal of Marketing*, Vol. 43(4), 127-136.
- [33] Viken, A. (2006). Tourism and Sami identity. *Scandinavian Journal of Hospitality & Tourism*, Vol. 6(1), 7-24.