



# Functioning of Jammu Kashmir state cable car corporation (JKSCCC) “weaknesses, opportunities, threats and recommendations”

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## ABSTRACT

Cable car is functioning all over the world adding lot of money. It opens scenario of tourism. Tourism and cable car are interrelated. It is cable car which attracts great flow of tourists in the world. We have examples of many countries like Switzerland, Austria, and Canada etc. which use cable car as an additional product to attract tourists at their destinations. They use cable car for lifting adventure tourists during winter activities at higher snow capped peaks to enjoy skiing and other touristic activities. The business of cable car is so much profitable, that every country is trying to start its projects at large scale. With the setting-up of Gondola Cable Car Lift from Gulmarg to Agharwat top, Gulmarg has become one of the highest lift-served ski resorts in the world. In the year 1988, the Government of J&K established State Cable Car Corporation under Companies Act, 1956. Our study work is to look over functioning of cable car Corporation of Jammu and Kashmir and its weaknesses and recommendations.

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## Introduction

A cable car is functioning all over the world adding lot of money to the states. It is cable car which attracts great flow of tourists in the world. We have examples of many countries like Switzerland, Austria, and Canada etc. which use cable car as an additional product to attract tourists at their destinations. They use cable car for lifting adventure tourists during winter activities at higher snow capped peaks to enjoy skiing and other touristic activities. In the year 1988, the Government of J&K established State Cable Car Corporation under the Companies Act, 1956. It is required to look over the functioning of cable car Corporation of Jammu and Kashmir and looking over at tourist resorts of maintaining cable car operation. Gulmarg a populous tourist resort and a prime location in the state of Jammu & Kashmir is well linked with Gondola Car. At an altitude of 2,653 metre Gulmarg is exquisitely situated in a pine surrounded basin of the Pir Panjal range. Gulmarg (also known as Meadow of Flowers) is a lovely blooming sight where an opulence of flora displays various colors with the changing seasons. Gulmarg's astounding beauty, prime location and closeness to Srinagar naturally make it one of the prime hill stations in the country. Originally called 'Gaurimarg' by shepherds and its present name was given in the 16th century by Sultan Yusuf Shah, who was impressed by the sight of its green slopes embellished with wild flowers. Today, Gulmarg is not only a mountain resort of exemplary beauty. It also has the highest green golf course in the world, at an altitude of 2,650 metre and is the country's major ski resort in the winter. The best and longest ski run of three kilometres in Gulmarg is accessed by the Gondola Cable Car Lift. The gondola extends almost to the peak of Agharwat, at an elevation of 3980 metres above sea level. With the setting-up of Gondola Cable Car Lift from Gulmarg to Agharwat top, Gulmarg has become one of the

highest lift-served ski resorts in the world. The total aerial distance covered by Gulmarg Gondola is 5 kilometres. The cable car ascends 1,330 vertical metres to a height of nearly 4,000m. The Gondola Lift operates in 2 phases. Phase 1 of the Gulmarg Gondola Project starts in Gulmarg at 2990 metres has a vertical rise of 400 metres travelling at 5 metres per second, ferries 1500 people per hour from Gulmarg to a height of 3100 metres above sea level to middle station Kongdoor Mountain, from which skiers have access to numerous easy runs through the trees and to the groomed but narrow slopes. Phase 2 of the Gulmarg Gondola Project starts at Kongdoor and ascends a slope of 2688 metres at a vertical rise of 880 metres from Kongdoor travelling at 5 metres per second, ferries 600 people per hour to a height of 3980 metres onto Agharwat Mount. From this point skiers can either return to the middle station by staying on the controlled and patrolled gondola bowl or traverse further up. Nearly every route links up with powder runs upto 1000 vertical meters.

The objective for this study is look over the functioning of cable car Corporation of Jammu and Kashmir and its weaknesses and recommendations. Yet the above basic objective holds within itself a wide range of aspects as:

- To know working departments like Reservation, Engineering (in which Technical & Maintenance department come), Product lines (which add knowledge and make easy all work).
- To know about organizations structure, analyzing the hierarchy of each department of corporation.
- Facilities offered by the corporation to the tourists and employees.
- To understand various travel formalities required for cable car.
- To understand the SWOT analysis of JKSCCC, i.e. internal and external environment of corporation.

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It is based on both primary and secondary data. As the primary source is concerned, unpublished materials from various departments was collected. However, most study is based on secondary data. The secondary data was collected from various sources of publications such as magazines, journals, Ministry of Tourism (GoI), U.N.W.T.O, W.T.T.C and J.B.I.C etc. Gathered, computed and codified the data from the concerned areas to find out the working of JKSCCC. Tourism and cable car are interrelated if we look from tourism point of view; it is cable car by which there went great boom in flow of tourism in world. We have examples of many countries like Switzerland, Austria, and Canada etc which use cable car as an additional product to attract tourists at their destinations. They use cable car for lifting adventure tourists during winter activities at higher snow capped peaks to enjoy skiing and other touristic activities. The business of cable car is so much profitable, that very country is trying to start its projects at large scale.

### History

The first aerial tram was built in 1644 by Adam Wiebe. It was used to move soil to build defenses. Other mining systems were developed in the 1860s by Hodgson, and Andrew Smith Hallidie. Hallidie went on to perfect a line of mining and people tramways after 1867 in California and Nevada. In mining Tramways are sometimes used in mountainous regions to carry ore from a mine located on the high mountain to an ore mill located at a lower elevation. Ore tramways were common in the early 20th century at the mines in North and South America. One can still be seen in the San Juan Mountains of the US state of Colorado. Over one thousand mining tramways were built around the world—Spitsbergen, USSR, Alaska, Argentina, New Zealand and Gabon. This experience was replicated with the use of tramways in the First World War particularly on the Isonzo Front in Italy. The German firm of Bleichert built hundreds of freight and military tramways. Strangely, Bleichert even built the first tourist tramway at Bolzano/Bozen, in then Tyrolian Austria in 1913. In the beginning of the 20th century the rise of the middle class and the leisure industry allowed for investment in sight seeing machines. Prior to 1893 a combined goods and passenger carrying cableway was installed at Gibraltar. Initially its passengers were military personnel. An industry publication said of a two mile system in Hong Kong that it "is the only wire tramway which has been erected exclusively for the carriage of individuals" (albeit workmen). After the pioneer cable car of 1907 at mount Ulia (San Sebastián, Spain) by Torres Quevedo others to the top of high peaks in the Alps of Austria, Germany and Switzerland resulted. They were much cheaper to build than the earlier rack railway. One of the first trams was at Chamonix, while others in Switzerland and Garmisch soon followed. From this, it was a natural transposition to build ski lifts and chairlifts. The first cable car in America was at Franconia, New Hampshire in 1938. After the Second World War installations proliferated in Europe, America, Japan, Canada and South Africa. Many hundreds of installations have emerged in mountainous and seascape areas. The aerial tram evolves again in latter decades—one tram in Costa Rica was built to move tourists above a rainforest, while one in Portland, Oregon, was built to move commuters. Presently, the mining role of tramways has lessened, though some still work, and moving people remains a starring role for the device. Many aerial tramways were built by Von Roll Ltd. of Switzerland, which has been acquired by Austrian lift manufacturer Doppelmayr. Other German, Swiss, and

Austrian firms played an important role in the cable car business: Pohlig, PHB, Garaventa and Waagner-Biró (highest tower in the world: 113,6m). Now there are three groups dominating the world market: Doppelmayr Garaventa Group, Leitner Group, and Poma, the latter two being owned by one person. An escape aerial tramway is a special form of the aerial tramway that allows a fast escape from a dangerous location. They are used on rocket launching sites to offer the launch staff or astronauts a fast retreat. The tramway consists of a rope which runs from the launch tower downward to a protection shelter. On the launch supply tower several small cabs can be occupied by the launch staff or the astronauts. After a barrier is loosened these roll downward to the protection shelter. An escape aerial tramway exists on launch pads 39A and 39B at Cape Canaveral. While typically used for ski resorts, aerial tramways have been ported over for usage in the urban environment in recent times. The Roosevelt Island Tramway in New York City and the Portland Aerial Tram are examples where this technology has been successfully adapted for public transport purposes. In comparison to gondola lifts, aerial tramways provide lower line capacities and are unable to turn corners.

One interesting offshoot of the aerial tram was the **telpher** system. This was an overhead railway, which was electrically powered. The carrier basket had a motor and two contacts on two rails. They were primarily used in English railway and postal stations. The original version was called *telpherage*. Smaller telpherage systems are sometimes used to transport objects such as tools or mail within a building or factory. The telpherage concept was first publicized in 1883 and several experimental lines were constructed. It was not designed to compete with railways, but with horses and carts. The first commercial telpherage line was in Glynde, which is in Sussex, England. It was built to connect a newly opened clay pit to the local railway station and opened in 1885. There are aerial tramways with double deck cabins. The Vanoise Express cable car carries 200 people in each cabin at a height of 380 m (1,247 ft) over the Ponturin gorge in France. The Shinhotaka Ropeway carries 121 people in each cabin at Mount Hotaka in Japan. The Cabri cable car of Stanserhorn in Switzerland carries 60 persons, with the upper floor accommodating 30 people in the open air.

### Terminology

Cable car is the usual term in British English, as in British English the word tramway generally refers to a railed street tramway while in American English, cable car may additionally refer to a cable-pulled street tramway with detachable vehicles; e.g., San Francisco's cable cars. As such, careful phrasing is necessary to prevent confusion. It is also sometimes called a ropeway or even incorrectly referred to as a gondola lift. A gondola lift has cabins suspended from a continuously circulating cable whereas aerial trams simply shuttle back and forth on cables. In Japan, the two are considered as the same category of vehicle and called ropeway, while the term cable car means Cable car (railway) and funicular. An aerial railway where the vehicles are suspended from a fixed track (as opposed to a cable) is known as a suspension railway.

### Cable Car in India

Darjeeling ropeway started in 1968 and is the first cable car system in India. It was initially set up to cater to the tea gardens at the valleys below which did not otherwise have an easy access. Starting with just one cable car, it was upgraded to accommodate 16 cable cars each having a capacity of six

persons. There are several stops or lower stations between Darjeeling Singamari and Singla Bazar which is 8kms (i.e. about 5 miles) away located at the bank of Ramman river. The cable car stops at Tukvar Village which is well known for its vast stretch of tea estate that started in 1856, followed by another village called Burnesbeg, and then the Singla Tea Estate which is owned by the Jayshree Tea Company. Darjeeling Ropeway is a ropeway in the town of Darjeeling in the Indian state of West Bengal. The ropeway used to be a popular tourist destination in the town. It consisted of sixteen cars and plied between the "North Point" in the town of Darjeeling and Singla on the banks of the Ramman River. The journey on the ropeway offered beautiful views of the hills and the valleys around Darjeeling. The ropeway, which was started in 1968 and revamped in 1988, was stopped on October 2003 after four tourists died when the cable snapped causing two cars to plummet down the hill. In 2005, the state forest and public works department (PWD) ministers formed a three-member committee to oversee safety issues. The committee, which included a PWD engineer and two Kalyani Government Engineering College teachers, found the services unfit after a trial run. The ropeway was reopened on 2 February 2012. The standing committee for industry and commerce of West Bengal State Assembly has given the West Bengal Industrial Infrastructure Development Corporation the task of restoring the ropeway. The ropeway was reopened on 2 February 2012 as a joint venture by the West Bengal Forest Development Corporation and Conveyor and Ropeway Services (CRS). It is also called the Rangeet Valley Cable Car because of the spectacular view of the valley around the river Little Rangeet. One will need to board the cable car from Singamari which is some 3km (i.e. 1.8 miles) away from Darjeeling Chowk Bazaar. As one ride the cable car, in about 45 minutes one will travel from an altitude of about 7,000 ft. (or 2134m) down to 800 ft. (or 244m) where the last station Singla Bazar is located. One will be able to get breathtaking view of the valley below, see the spread of lush green tea gardens on the hill slopes, flowing rivers, forests, waterfalls and to top it all the magnificent view of the Eastern Himalayan range including the snow capped peaks of the Kanchenjunga. One can actually see two flowing streams down below. One is the river Ramman and the other is the Little Rangeet. They both meet with the Great Rangeet River which originates from a glacier of mount Kabru. The Rangeet valley is full of flowers and butterflies and is located in the Bijanbari area. The Little Rangeet River is well known for its many fresh water fishes. The entire Singla has a forest area of over 1,500 acres.

#### **Jammu and Kashmir State Cable Car Corporation**

GAURIMARG, named after Devi Parvati, wife of Lord Mahadev/Shiv, finds mention in Shivpuraan. Gauri-Parvati: Marg-Meadow. So literally it means the meadow of Devi Parvati. A temple dedicated to Lord Shiv is still in place at centre of this beautiful meadow. GAURIMARG was a favorite resort of the Hindu Kings of Kashmir. The original name Gaurimarg was changed to Gulmarg by the Muslim King Yusuf Shah Chak. Gulmarg means, the place of roses. It was a favorite summer holiday destination for the British stationed in India. It was important tourist attractions and also a main destination for skiers, riding down from Gulmarg during the winter months. Gulmarg has around 40 hotels ranging from extremely budget accommodation in private huts to hotels that are of a similar standard to a western Bed and Breakfast. When hotels say 5 stars expect similar standards to the aforementioned bed and breakfast.

The peak season starts with the snowfall in December and lasts March (April if it is a good season). The charges for one night stay during peak season in a hotel range typically between Rs. 1500 to Rs. 10000 plus. However there is also accommodation available for Rs. 800 which is only for the hardcore. The pre-season and post-season rates may have a discount but this is not standard.

According to CNN, Gulmarg is the "heartland of winter sports in India." Gulmarg was being mooted as a possible host for the 2010 Commonwealth Winter Games. As such, Gulmarg has been rated by CNN International as Asia's seventh best ski destination. This resort is famous because of its "Gulmarg Gondola," one of the highest cable cars in the world.

Skiers can ski down a groomed trail through the woods that descends 450m. There are also countless off-piste possibilities through the beautiful Khilanmarg Forest that CNN called the 16th best Ski destination in the world in 2013. The Afarwat ridge at more than 3850 meters offers an avalanche controlled ski area that offers a wide field of snow to descend 800 m in approximately 3 km of skiing, and is for advanced skiers only. Back-country skiing off the far ends of the Afarwat ridge and Heli-skiing are also available. Due to Gulmarg's steep terrain, the region is popular amongst advanced and extreme skiers from around the world and has been visited by a number of ski professionals and featured in a number of ski films. The summer is just as busy. With temperatures ranging from 25 to 30 °C, Gulmarg attracts outdoor sports fanatics with its world class golfing, trekking, mountain biking, horse riding, water skiing, and fishing.

#### **Jksccc and Gulmarg Gondola**

In the year 1988, the Government of J&K established J&K State Cable Car Corporation under the Companies Act, 1956 with an authorized capital of Rs. 2500.00 lacs to pursue the following main objectives, as laid down in its Memorandum of Articles and Association:-

- I. To establish run, manage and administer ropeways and Cable Car Project at Gulmarg.
- II. To establish & carry on the business of Cable Car at other Tourist resorts of J & K state.
- III. To develop necessary infrastructure and common facilities at different places.
- IV. To establish and construct own ropeways and Cable Cars at other tourist places.
- V. To take over the running business of Gulmarg Cable Car Project at Gulmarg.

Gulmarg Gondola is situated in Gulmarg Region of State. This destination is known for the second highest active cable car in the world after the closing of the Merida cable car located in Venezuela, in 2008. Gulmarg takes pride in the Gulmarg Gondola which is the longest and highest cable car project in Asia. It consists of a two-stage ropeway that has the capacity of carrying approximately 600 people every hour from the Kongdoori Mountain which is a part of the closely located Afarwat Peak having a height of 4,200m (13,780ft). This cable car project is the result of the combined scheme of the Jammu and Kashmir Government along with Pomagalski, a French firm. In the first stage of the ropeway people are transported from the Gulmarg resort located at an elevation of 2,600m (8,530 ft)) to the Kongdoori station that is situated in the Kongdoori valley having a bowl shape. The second stage of the project coming with 36 cabins and 18 towers carries the people up to an elevation of 3,747 (m) /(12,293 (ft)) in the Kongdoori Mountain which is a part of closely located

Afarwat Peak having a height of 4,200m (13,780ft). It took a record time of around two years to complete the second stage with an expense of Rs. 110, 000, 000 and was offered to the public on May 28, 2005.

### Operation

There are two divisions of the ride – **one** is from Gulmarg to Kongdoori and **second** one is from Kongdoori to Apherwat. It starts from an elevation of 2690 m above sea level and go up to a height of 3090 m. This is the single cable car system in the whole of Asia that can go up to an altitude of 13,500 feet above sea level. It finally reaches Kongdoori by passing over the wonderful pine forests below. The cable ride also overtakes the marvelous meadow of colorful flowers called Khilanimarg during its journey. The French company PUMA had designed the Gondola as a part of a technical cooperation, and the JKCCC or Jammu and Kashmir Cable Car Corporation is now in charge of its operation. Phase-I and phase-II are the two stages of its operation. Every single Gondola comes with a yellow colored small cabin with a capacity of six adult persons. The cabins of the Gondola ride are suspended with the support of high strength cables that are constantly moving. It takes two stops and slows down for the purpose of boarding and disembarking of the riders.

**Phase 1:** In its first phase, the Gondola takes tourists from Gulmarg to Kangdori which is at an altitude of 10,000 (ft) above sea level. It is a thrilling journey of 5 minutes amid the sky touching pine trees and threatening mountains. For adult passengers, the fare is Rs. 600 per head.

**Phase 2:** In this phase, the tourists are carried to Alpanther at a breathtaking and frightening height of 13,500 feet above sea level. It is a journey of 20 minutes that ascend sharply in the rocky slope of the mountain. Sometimes the gondola even travels surpassing the clouds. For adult passengers, the fare is Rs. 800 per head.

### WARNING

Heart patients, persons with respiratory problems and minors below 5 years cannot go for this ride. Moreover, tourists are suggested to take warm clothes with them as the weather can be extremely cold throughout the year.

### Tickets

The tickets for Gondola can be booked online at the official site [www.gulmarggondola.com](http://www.gulmarggondola.com) and also at Gondola E-Ticket Center in Gulmarg. Tickets are also available in JKSCCC Office Katra and TRC Srinagar. The system of E Ticketing is recently introduced in Gondola. It is formulated in order to avoid the crowd gathering in front of the ticket Counters and to manage the Gondola capacity. Presently, tickets can be book slot wise. There are total six slots and each slot will be of duration of one hour that starts from 9AM in the morning till 3 PM.

### Onsite Sale of Tickets

In the Gondola E-ticket Center tickets are available from 8 AM to 4 PM. Booking tickets online is highly appreciated by us as it evades the chances of last minute slot unavailability.

### Premium Tickets

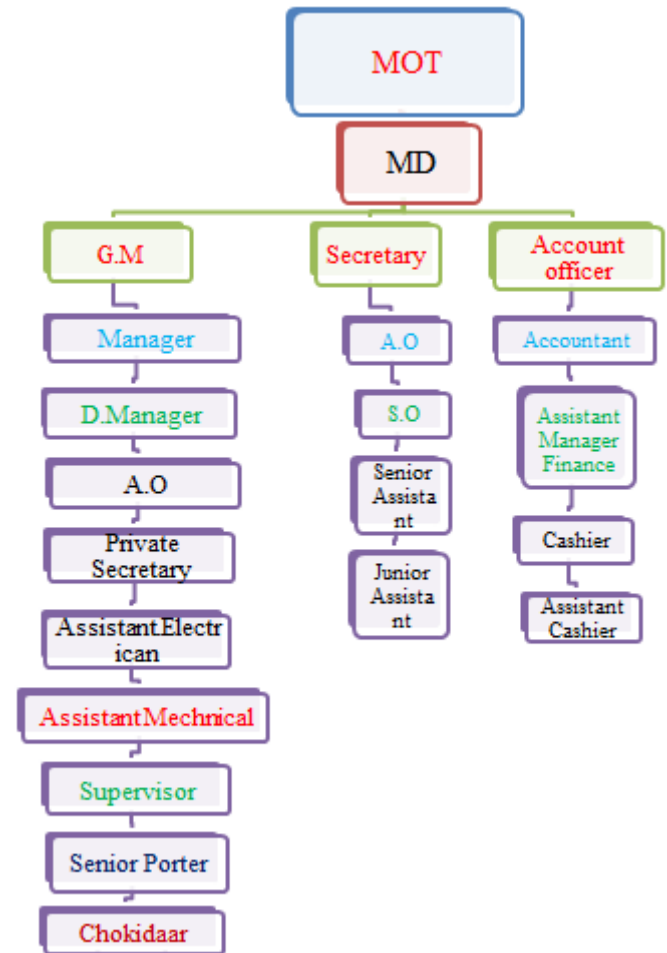
Limited Premium tickets will be made available for each slot. The holders of Premium Tickets can purchase tickets from Gondola E Ticket Block and can immediately go for boarding.

Note: Premium Tickets are those tickets that are reserved for the VVIP or the Government Officials and can only be availed if they are not used.

### Ticket Prices

The cost of tickets for first phase is Rs.600 and for the second phase is Rs.800. The tickets of chair cars in the second stage are available at a price of Rs. 400 and more from foreign tourists.

### Organisational Structure & Profile Of Jksccc



### Profile

#### Reception and Reservation Department:

The department is generally looked by manager administration. The main function of this department is:

- Welcome guests, make their reservations and issue tickets.
- Make reservations.
- Confirm reservations.
- Book tickets.
- Issue boarding pass.

The function of this department is to directly get in touch with customers, and is usually the first place that customers get to when they arrive to the corporation. This department is the heart of the organization and it reflects the organizational standard and services. This department discovers more information about the customers by asking them questions, also helping the customers out.

The main function of the reservation department is to receive the reservation requests through various modes and to generate records for processing's. It also deals with cancellation procedure.

Ticketing procedure at Gulmarg gondola they provide boarding pass to customers whether he/she books the ticket there on the counter or has already booked the ticket from some travel agent or from the corporation's main website. All customers have to approach to the ticketing counter of corporation so as to get boarding pass.

The half of the boarding pass with serial number is handed over to the customer who is scanned to update the pass which is valid for the back drive to G1. the boarding pass is scanned at every level which gets updated on the website, so that nobody can reuse boarding passes. The customers who book their online tickets and are not able to avail the services thus if they cancel their bookings 24hrs before are paid back in full amount and in case of unsuitable weather conditions the information is kept available on website.

#### **Planning Wing**

The department is headed by the assistant planning officer and assisted by the clerical staffs. The main functions of the department are:

- Formulating and Monitoring of plan schemes. It also formulates project reports of centrally sponsored schemes.
- Disbursement of interest subsidy on loans provided by financial institutions to private entrepreneurs.
- Formulation of other plans regarding its expansion of main Gulmarg cable car also others as it started Makdoom sahib gondola project and are planning other projects both in Kashmir and Jammu.

#### **publicity wing**

The department is headed by the Dy. Director publicity and assisted by various clerical staff in department of tourism. It deals with all types of publicity activities with respect to the cable car publicity. From the marketing prospective, publicity is one component of promotion which is one component of marketing. The other component of the promotional mix is advertising sales promotion, direct marketing and personal selling.

The main activities of the section are:

- Production & Distribution of publicity material like folders, brochures, and posters also Gondola Promotional Films on CDs and DVDs. Production of Television Commercials and airing them on satellite TV channels.
- Sponsoring participation of the State's travel-trade delegations in various Travel Marts and Expos within the country and abroad and conduct of Familiarization Tours of leading travel agents, tour operators and travel writers from within the country and abroad to different parts of the State. Release of advertisements in newspapers/magazines and coordination of various marketing efforts.
- The department of tourism organizes and publicizes various winter games to promote cable car at national and international level.

Department with cable car corporation management team do every type of activity to promote Gulmarg gondola all over country and in international level.

#### **Accounting and finance department:**

Accounting department is headed by account officer and is assisted accountant, assistant manager finance and then cashier. Accounting department provide accounting services and financial support to the organization. The department records, accounts payable, receivable, inventory, payroll, fixed assets and all other financial elements. The department's accounts review the records of each department to determine the company's financial position and any changes required to run the organization cost effectively.

**Money out** – making payments and keeping the bills paid.

**Money in** – processing incoming payments.

**Payroll** – make sure everyone gets paid (including the government)

**Reporting** – preparing financial reports, e.g. P&L, Balance sheets and budgets

**Financial Controls** – to avoid errors, fraud and theft.

**Reporting and Financial Statements** – Collect data to prepare financial reports that can be used for budgeting, forecasting and other decision making processes. In addition, these and other reports are needed for communication to investors, banks and other professionals that play a role in the growth of the business.

#### **Maintenance Wing**

Maintenance section is headed by the Secretary and is assisted by Assistant Electrician, Assistant Mechanical and Supervisor. From technical and electrical department the function of this department is to look after the whole working of Gulmarg gondola. They fix the cabins if they did not function well; sometimes they maintain all the function if there is an inconvenience while operating the cable car. They check all the machinery from starting the cable car in morning and also check it after the completion of day business. They look over to the ware and tare in all sections and inform the concerned departments for its solutions. They look over to the faults that happen during its operation and make necessary steps clear that problem, so that there cannot be any inconvenience to the passengers enjoying cable car.

They also maintain the vehicles and other machinery, so that at the time of need they could not face any problem in operating the business. Generally they keep all the department machinery clean fit and organized to make opera table. They detach some of the cabins inventor and attach them in summer according to the flow and type of customers. Materials and machinery needed in the entire main junction like G1, G2 and G3, and they take that in trolleys and make work easy.

#### **Operation and Control Wing**

This wing of engineering department is concerned with operation and control of cable car Gulmarg. This wing consists of the Assistant Electrician, Assistant Mechanical and Supervisor. They look after the functioning of whole cable car. The technology used in it is taken from France. It functions by using both electrical and mechanical motors. Mechanical is used when there is shortage of electricity. They have at least seventy cabins carrying six persons per cabin adding weight 450kg, attached with cables of diameters 40.5mm and length of rope is 2.50km from Gulmarg Kongdori and from Kongdori to Apharvath its 2.75km.

#### **Swot Analysis**

SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. The technique is credited to Albert Humphrey, who led a convention at Stanford University in the 1960s and 1970s using data from Fortune 500 companies.

#### **Strengths**

➤ **Its rank:** This is world's second highest operating cable car which makes it unique and special in terms of other cable cars. Longest cable car project in Asia adds more beauty to it. Single cable car system in the whole of Asia that can go up to an altitude of 13,500 feet above sea level, by that it adds its identity and makes it unique.

➤ **Boost tourism in the state to a large extent:** Add more tourists rush to Kashmir with great amount of money. It is by this cable we get winter tourism in Kashmir. laes of tourists visit Kashmir only to enjoy cable ride.

➤ **Generate employment opportunities:** Cable car also provides us employment to many people which is additional feature of it. We should manage and promote it widely so that we can provide more employment opportunities to local people.

➤ **Snow clad and slope gradient:** Snow clad containing mainly powdery snow useful for snow skiing practices. Apart from the geological structure of the given area that is varying at large degrees from Alps to Himalayan region in respect of slope gradient and morphological features. These landforms are specifically shaped by periglacial activities in Holocene and Pleistocene geological time periods.

Temperature anomalies of atmospheric dynamics are varying at different magnitude between scandinavian countries and the Himalayan region. In similar fashion Alps is also differentiated on same parameters. Climatic condition prevailing in Himalayan region is primarily powered by Jet streams, Geostrophic winds, and Mediterranean currents. That is one of the reasons of the formation of powdery snow.

#### Weaknesses

➤ **Lack of up to date technology and infrastructure:** Technology used in operation of gondola cable car is so old, due to that costs get high and its effect comes on returns. By that old technology the work also becomes less fast and result is less customer satisfaction. Other infrastructure is also lacking like reception is not there, accommodation for employees is less.

➤ **HR Policies:** Lack of professionalism is seen there because the recruitment drive is not up to mark there. Employees are not fully satisfied there because they did not get their remuneration as for their hard work.

➤ **Poor Coordination between departments:** There is also poor coordination between different departments like for example, forest, PWD, PHE and other associations which lead to confusion in them and work is not done on time.

➤ **No Accountability in Financial Matters and Services.** It is also a big problem in cable car, there is less financial accountability and it looks they are free to decide their financial matters.

➤ **Poor promotional activities:** They are lacking in national and international promotion due to the poor promotion done by the department. It is seen that lack of skilled staff and poor in funds for publicity and promotion activities becomes a hurdle in front of it.

#### Opportunities

➤ **Growing Market and Favourable economic conditions:** Looking over the increase in disposable income in domestic as well in international market due to favourable economic conditions bring hope for better future increase in tourist flow. Growth of both Domestic as well as international tourism flow also is a good sign for the growth of business of Gulmarg gondola.

➤ **Best slopes:** The lush green forests, snow clad mountains, sweet springs, perennial rivers, picturesque alpine scenery, great cultural heritage sights and pleasant climate of Kashmir valley wait for making the state an Internationally acclaimed tourist destinations. Slopes can be attraction for beginners as well as other adventure tourists to come Kashmir for skiing.

➤ **Government role as care taker and facilitator:** Government can play better role for its development and expansion to other areas so that it will grow and add more to state economy.

➤ **Generate huge foreign exchange:** there are strong possibilities of earning in terms of foreign exchange as it

would be stream of capital flow towards state, because with the coming of foreign tourists in huge numbers can dynamise the capital flows directly or indirectly.

#### Threats

➤ **Geological set up:** The State is situated on seismic Zone which is vulnerable to natural disasters like earthquakes. Natural disasters cause high volatility in its State Domestic Product and can reduce the arrival of tourists.

➤ **Security:** The state has witnessed a two decade long turmoil, making it difficult to maintain law and order situation which lead to high growth in administrative/security related expenditures, besides, resulting in loss or opportunities for growth of economy and generation of employment. Diversion of tourists to other safer places takes place due to that.

➤ **Low information dissemination to the target market,** it can be due to lack of better publicity programme and training to work force there is not up to mark due to that customers are not much satisfied.

➤ **Environmental factors also impose a threat:** Melting of snow due to high flow of tourists to fragile place like Gulmarg poses threat to its environment and day by day. It is getting polluted. Snow also is melting before its melting time.

Use of motor cars for transport and skiing bikes increase temperature and also deface the land features there. NGO'S and environment conservation organizations are raising voice against it, which is also becoming a concern for continuing different activities at Gulmarg.

Looking at the importance of SWOT, the Jammu and Kashmir cable car corporation needs SWOT for the sustenance and the smooth growth. If the analysis will be done for this component of tourism industry in India especially in Jammu and Kashmir to see the strengths, weaknesses, opportunities and threats of it, then there is surely development of this growing industry. Much has been done for its development but much has remained to be explored and need to develop more and needs serious concern from the government.



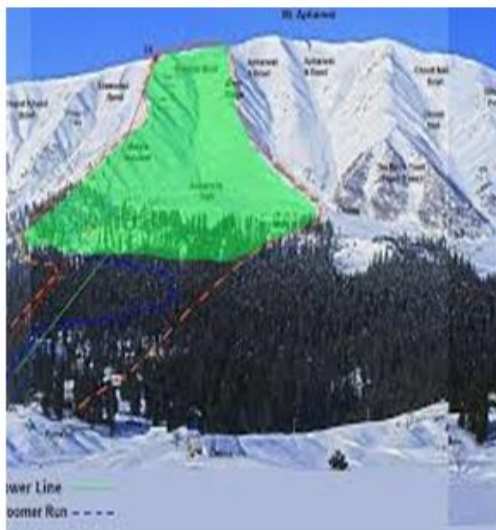
**Darjeeling Ropeway.**



**Internal Setup of Cabins from Here They Are Set For Operation  
Height of G4 Appharwat Peak**



**Tourists Enjoying Gondola in Winter Snow**



**Geomorphic Setting of Apparwat Mountain**

### Recommendations

Working over there gives me more chance to study the corporation and it was very beneficial for me to learn more about the working culture of the organization. I saw that it can make much more profits if it changes its working culture, bring professional way of doing things there, and add more infrastructures which the corporation lacks.

The State being a world famous tourist destination and with the improvement of security scenario in the State, the tourist arrival- national as well as international- is picking up, therefore immediate steps are required to be taken by the

Government for improving and increasing the tourism infrastructure in the State and especially in JKSCCC.

➤ **Need to Welcome the Tourist Properly:** So as to do business professionally because of that the customers did not feel any inconvenience while taking a ride. We have to bring professional staff in reception section. The JKSCCC should pay more attention towards their customers to increase customer's satisfaction. They should improve their service to make their business economical.

➤ **Implementation of State Tourism Policy:** Without tourism policy all development work goes irregular and there is no look after on all facets of tourism environment. It can bring a road map before the stakeholders to carry out work sustainably. Under this regulatory bodies can work under a guide map, so that nothing will happen against policy.

➤ **Human Resources Policies:** The employees should be given better facilities and should be made permanent so that they could work in a better manner. The human resource lacks professionalism to curb that problem the HR should be taken from the related field. JKSCCC should hire candidates from institutes for internship/on the job training and trained according to the current need of tourism in the states.

➤ Corporation should adopt sets and promote standards, guidelines and check lists for the industry in order to attain global competitiveness.

➤ **Technology:** The Corporation should bring up to date technology in place so that it attracts more tourists. Prices of goods and services at these selected destinations are very high. So, there is dire need to formulate a regulatory authority to regulate the prices of goods and services at these sites. Better infrastructure should be developed. The private tour and travel operators should be involved in activities relating to promotion of tourism in the State.

➤ **Reception and Reservation:** Add reception section as soon as possible to remove the on organized crowd problem outside the ticketing counters.

➤ **Maintenance And Control Unit:** We have to add latest technology at there and also make provision of every facility there so at the time of crises the management did not face any problem and remove the possibilities of any untoward incident. We have to provide training to the working staff and take them for industrial tours of related sector outside.

➤ **Finance Department:** Here what I suggest is that, there should be more scrutiny over to financial management so that the wrong use of money in the hands of wrong people should be stopped.

At last but not least it should follow the formal way of dealing with clients so that they will not get dissatisfied and become their frequent customers. Also I think that reception section should be developed so that the clients could not face any problem and can enjoy better gondola ride.

### Conclusion

Looking over the importance of cable car in tourism business, with its economical, employment creation and social development and also by working in the corporation I came in to the conclusion that we have to bring changes in HR hiring policies, update the technology so that to bring down the costs and provide fast services to our clients.

Looking on the SWOT analysis, there the security concerns become main hindrance for tourists to travel for Kashmir. Technology used in operation of gondola cable car is so old, due to that costs get high and its effect comes on returns. By that old technology the work also becomes less fast and result is less customer satisfaction.

Other infrastructure is also lacking like reception is not there, accommodation for employees is less. There is also poor coordination between different departments like, forest, PWD, PHE and other associations which lead to confusion in them and work is not done on time. Even though there are also better future prospects, but for that corporation should adopt sets and promote standards, guidelines and check lists for the industry in order to attain global competitiveness.

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