

# A Study Of The Economic And Geography Condition Of The State Of Uttarakhand And To Identify The Relevance Of Tourism Industry

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*Abstract: Tourism is based upon the economic and social processes that are occurring in the environments of the societies where tourists originate from. Its development in destinations involves the use of physical and natural resources and will subsequently impact upon the economies, cultures and ecology of the destinations it develops in.*

*Attempts to define tourism are made difficult because it is a highly complicated amalgam of various parts. These parts are a diverse range of factors, including the following: human feelings, emotions and desires; attractions built upon natural and developed resources; suppliers of transport, accommodation, and other services; and Government policy and regulatory frameworks. Subsequently it is difficult to arrive at a consensual definition of what tourism actually is.*

*Keywords: subsequently, accommodation, consensual*

## I. INTRODUCTION

“Tourism is a basic and most desirable human activity deserving the praise and encouragement of all peoples and all Governments.”<sup>1</sup> It is an industry concerned with attracting people to a destination, transporting them there, housing, feeding and entertaining them upon arrival and returning them to their homes<sup>2</sup>. A quarter of a century ago, travel was the privilege of a few rich, affluent and adventurous people. Today, with the rise in the standard of living of people in several developed and developing countries along with fast technological revolution in transportation industry, overseas holidays are within the reach of middle and working class. Travel, today, is sold like any normal consumer product through retail outlets, wholesalers, and even departmental stores of many countries. More and more people with small incomes are taking overseas travel possible.

Attempts to define tourism are made difficult because it is a highly complicated amalgam of various parts. These parts are a diverse range of factors, including the following: human feelings, emotions and desires; attractions built upon natural and developed resources; suppliers of transport,

accommodation, and other services; and Government policy and regulatory frameworks. Subsequently it is difficult to arrive at a consensual definition of what tourism actually is.

Yet trying to understand the meaning of ‘tourism’ is important if we are to plan the use of natural resources and manage impacts associated with its development. What all commentators would probably agree with is that tourism involves travel, although how far one has to travel and how long one has to be away from one’s home location to be categorised as a tourist, is debatable. A convenient definition that overcomes this difficulty is the one proposed by the World Tourism Organisation (1991) which was subsequently endorsed by the UN Statistical Commission in 1993: “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes”.

The preceding definition challenges the commonly held perception that tourism is purely concerned with recreation and having fun. Whilst recreational tourism is the most usual form of tourism other types of tourism also exist. For instance Davidson (1993) besides recognising leisure or recreation (in which he includes travel for holidays, sports, cultural events,

and visiting friends and relatives) as the main type of tourism, draws attention to the point that people also travel for business, study (or education), religious and health purposes<sup>4</sup>.

From the previously cited World Tourism Organisation (1991) definition it can be inferred that tourism involves some element of interaction with a different type of environment to the one found at home. The consequences of this interaction are commonly referred to as the 'impacts of tourism', and can be categorised into the three main types, economic, social and environmental. All of these types of impacts can be either positive or negative and are discussed more fully in the course of this book. Recognition of the impacts that tourism can have on a destination environment are noted in the following definition of tourism given by Mathieson and Wall: "The study of tourism is the study of people away from their usual habitat, of the establishments which respond to the requirements of travellers, and of the impacts that they have on the economic, physical and social well-being of their hosts"<sup>5</sup>.

The last word of this definition, host, implies an invitation from people who are happy to receive tourists. This term has received increasing criticism from academics, NGOs and the more socially aware quarters of the tourism industry, as levels of cultural and environmental awareness have grown since the early 1980s. It is now recognised that in some cases tourism is something that is tolerated or even forced upon communities as opposed to being welcomed.

Besides referring to the impacts of tourism, Mathieson and Wall's definition adds a further dimension to the concept of tourism by introducing a behavioural dimension, that is, the study of people away from their usual habitat. Given that tourism would not exist without tourists, understanding the motivations of tourists and the effect of their behaviour on the environments of destinations are areas of interest to social psychologists, sociologists and anthropologists. In a later definition of tourism, Bull reiterates the behavioural and impact aspects of tourism, whilst also introducing a resource dimension: "It [tourism] is a human activity which encompasses human behaviour, use of resources, and interaction with other people, economies and environments"<sup>6</sup>.

From Bull's definition tourism can be interpreted as a form of development involving the use of natural resources. This adds another perspective to tourism's interaction with the environment, as a user of natural resources for wealth creation. Although there is no definitive definition of tourism, this brief introduction to tourism demonstrates its complexity, and that it is about much more than going on holiday.

Uttarakhand finds mention in the ancient Hindu scriptures as Kedarkhand, Manaskhand and Himavant. The Kushanas, the Gupta, the Palas and the Pawaras and the British have ruled it in turns. It is often called the land of the Gods (Dev Bhoomi) because of its various holy places and abundant shrines. The present State of Uttarakhand was earlier a part of the United Province of Agra and Awadh, which came into existence in 1902. In 1950, United Province was renamed as Uttar Pradesh. Uttarakhand, carved out of Uttar Pradesh, became the 27<sup>th</sup> State of India on November 09, 2000.

## FESTIVALS

The world famous Kumbh/Ardhkumbh mela of Haridwar is held every 12/06 years. Other important fairs include Devidhura mela (Champawat), Purnagiri mela (Champawat), Gauchar mela (Chamoli), Baisakhi and Maga mela (Uttarkashi) and the world fame Nanda Devi Raj Jat Yatra held every 12 year.

## ECONOMY

The economy of the region is predominantly agrarian. More than fourth-fifth of the working population is directly engaged in agriculture. Other important occupations include horticulture, forestry, sheep rearing and livestock farming and household or cottage industries. A less developed State of the non-primary sectors resulted in high dependency on agriculture and uneconomic cultivation of crops together with the environmental limits create not only a condition of deficit but also a "disguised" unemployment. The total cultivated area in the State is 7, 84,117 hectares. The State is rich in mineral deposit like limestone, rock phosphate, soap, stone, dolomite, magnetite, copper graphite, gypsum, etc. 191 heavy industries with an investment of Rs 2,694.66 crore employ 50,802 persons and Small-Scale Industries with an investment of Rs 14,871 crore provide jobs to 59,659 persons. Most industries are forest based. In the State 56% of the land is under irrigation and has abundant potential for Hydel-Power. Electricity has reached to 12,519 of the total 15,667 villages.

The new State has taken to tourism as the major industry to strengthen its economy. The potential for harnessing some of the Himalayan river waters for hydroelectric power is immense and some schemes and development projects are long underway to ensure steady income. The State is above in medicinal and aromatic plants offering a great potential for earning export revenue. The area in Kumaun has experienced dramatic agriculture growth in recent years with several rice mills dotting the industrial landscape particularly in the Udham Singh Nagar district. Fishing has all the potential of taking over as one of the potential commercial and business opportunity for inhabitants of the region.

Further, the economy of the State can also be sustained through small-scale enterprises dominating industry like paper mill, horticulture, food processing, dairy, farming and tea. The State scores further high points for Government flexibility, special status accorded by Govt. of India, law and order vast and large untapped natural and water resources and immense tourism potential. Uttranchal Industrial landscape is dotted with some large and medium scale units like Bharat Heavy Electrical Ltd.(Haridwar), Hindustan Machine Tools HMT (Nainital), IDPL Rishikesh. The major occupation of the local

Populace is serving Armed Forces, Police, Service Industries related to tourism.

The State already has a high level of literacy, this can provide a basis for skill development for new economic activities through appropriate employment, and enterprise oriented training. Special efforts are being put by the Government to enable women to undertake more market oriented activities and utilize their personal and organizational capabilities for production and profitable marketing of new

products, which not only enhance incomes of their households, but also provide them scope for reduction in drudgery. The emphasis on women would help them attain a measure of economic autonomy as a basis of their overall empowerment and greater role in decision-making. Uttarakhand was conferred special category status in 2001 as it is eligible for central assistance in form of 90% grant and 10% loan.

### INDUSTRIAL SETUP

Apart from the manufacturing units, set up by various PSUs situated in the foothills, the new State can hardly boast of any industrial base at the moment. The tribal communities of districts Chamoli, Uttarkashi and Pithoragarh are engaged in weaving woolen carpets, shawls, pankhis and blankets. Many small fruit based units are making squash, cold drinks, jams, sauces, pickles etc. Small -scale industrial units in the State are dominated by Khadi, Handicrafts, Handloom, fabric and food product. The total registered small scale units are 33326 of which 45% are in Khadi, 18% in Handicrafts, 9% in Handloom fabric and 10% in food products.

With its clean environment, proximity to the national capital, high literacy rate, and concentration of high quality educational institutions particularly in Dehradun, Nainital, Roorkee and Pantnagar and the presence of a large number of national institutions, Uttarakhand has the potential to develop as a major information technology centre in the country.

### TRANSPORTATION

Transportation is an integral part of physical distribution function, which in turn, occupies an important place in the marketing strategy. Nearby half of the marketing cost is shared by physical distribution and without appropriate transportation facilities it is not possible to offer the product at right place in right time. So far as transportation facilities are concerned, only 36.50 percent (5471) villages of Uttarakhand are connected by road, 10.06 percent (1509) villages are one km away from road head, 16.66 percent (2498) villages are 3 km away from road head, 12.81 percent (1826) villages are 5 km away and 24.25 percent (3684) villages are more than 5 km away from road head. Even there are no direct transportation facilities for all the villages situated on road-heads. Lack of roads and irregular transportation services in the rural areas of Uttarakhand caused into higher cost of transporting goods from one place to another. The main railway stations are Dehradun, Haridwar, Roorkee, Kotdwar, Kashipur, Haldwani and Kathgodam. There are airstrips at Jolly Grant (Dehradun), Pantnagar (Udham. Singh Nagar). Constructions of airstrips at Gauchar (Chamoli), Nainital (Pithoragarh) and Chinyalisaur (Uttarkashi) are in progress.

S. No.	Districts	Area (Sq Km)	Population	Males	Females % of Total	Population	
1	Chamoli	7,614		3,69,198	1.83,033	1.86,165	4.35
2	Dehradun	3,088	12,79,083	6,75,549	6,03,534		15.09
3	Pauri	5,400	6,96,851	381,138	3,65,713		8.21
4	Haridwar	2,360	14,44,213	7,73,173	6,71,040		17.03
5	Rudraprayag	1,891	2,27,461	1,07,425	1,20,036		2.69
6	Tehri	4,080	6,04,608	2,94,842	3,09,766		7.13
7	Uttarkashi	8,016	2,94,179	1,57,599	1,42,580		3.46
<b>Garhwal Region</b>		<b>32,448</b>		<b>49,15,593</b>	<b>25,16,759</b>	<b>23,98,834</b>	<b>57.96</b>
8	Almora	3,083	6,30,446	2,93,576	3,36,870		7.44
9	Bageshwar	2,302	2,49,453	1,18,202	1,31,251		2.95
10	Champawat	1,781	2,24,461	1,10,916	1,13,545		2.65
11	Nainital	3,860	7,62,912	4,00,336	3,62,576		8.99
12	Pithoragarh	7,100	4,61,149	2,27,592	2,34,557		5.45
13	U. Singh Nagar	2,908	12,34,548	6,49,020	5,85,528		14.56
<b>Kumaun Region</b>		<b>21,035</b>		<b>35,63,969</b>	<b>17,99,642</b>	<b>17,64,327</b>	<b>41.04</b>
<b>Uttarakhand</b>		<b>53,483</b>		<b>84,79,562</b>	<b>43,16,401</b>	<b>41,361,161</b>	<b>100.00</b>

Source: Uttarakhand and Uttar Pradesh at a Glance 2003, (Jagran Research Centre)

Table 1.3: Area and Population of Uttarakhand (2001)

S.No.	Districts	Area (Sq Km)	Density (Sq Km)
1	Chamoli	7,614	48
2	Dehradun	3,088	414
3	Pauri	5,400	129
4	Haridwar	2,360	612
5	Rudraprayag	1,891	120
6	Tehri	4,080	148
7	Uttarkashi	8,016	37
<b>Garhwal Region</b>		<b>32,448</b>	<b>151</b>
8	Almora	3,083	205
9	Bageshwar	2,302	108
10	Champawat	1,781	126
11	Nainital	3,860	198
12	Pithoragarh	7,100	65
13	Udham Singh Nagar	2,908	424
<b>Kumaun Region</b>		<b>21,035</b>	<b>169</b>
<b>Uttarakhand</b>		<b>53,484</b>	<b>159</b>

Source: Uttarakhand and Uttar Pradesh at a Glance 2003, (Jagran Research Centre)

Table 1.4: Area and Density of the Population in Uttarakhand (2001)

S.No.	Districts	1991	2001
1	Chamoli	982	1,017
2	Dehradun	843	893
3	Pauri	1,058	1,104
4	Haridwar	846	868
5	Rudraprayag	1,094	1,117
6	Tehri	1,048	1,051
7	Uttarkashi	918	941
<b>Garhwal Region</b>		<b>928</b>	<b>953</b>
8	Almora	1,099	1,147
9	Bageshwar	1,055	1,110
10	Champawat	945	1,024
11	Nainital	881	906
12	Pithoragarh	992	1,031
13	Udham Singh Nagar	863	902
<b>Kumaun Region</b>		<b>949</b>	<b>980</b>
<b>Uttarakhand</b>		<b>937</b>	<b>964</b>

Source: *Uttarakhand and Uttar Pradesh at a Glance 2003*, (Jagan Research Centre)

Table 1.5: Gender Ratio in Uttarakhand (Females per 1000 Males)

## II. TOURISM POTENTIAL IN THE STATE OF UTTARAKHAND

Uttarakhand - the land of Gods, the home of Himalayas and truly a paradise on earth, allures everyone from everywhere. The fresh air, the pure water, the chilling snow, the adverting mountains, the scenic beauty, the small villages, the simpler people and a tougher lifestyle is what that distinguishes Uttarakhand from rest of the world.

The State is also a treasure house of exotic flora and fauna is an ideal location for eco-tourism, as well as wildlife tourism. The world-famous Corbett National Park is the pride of Uttarakhand. Other important sanctuaries are, Rajaji National Park, Govind Wildlife Sanctuary, Asan Barrage, Chilla etc.

Last but not the least, the rich cultural traditions and the cool and invigorating climate of Uttarakhand sums up for a perfect holiday destination to relax and unwind.

Uttarakhand is composed of two words, "uttar" meaning "north" and "aanchal" meaning "blessings." Earlier known as "Devbhumi" meaning "the land of god," Uttarakhand also nourishes a diverse and rich culture and monuments of historical importance. Uttarakhand is broadly divided into two zones Kumaun and Garhwal. Uttarakhand has since long been one of the more prominent tourism destination/ zones in the country.

However, as a part of the greater Uttar Pradesh tourism circuit, the region was neglected due to the existence of the more prominent Taj Mahal and Varanasi within the erstwhile State. While there are limited studies on the State of tourism in

Uttarakhand, there is currently a well established pattern of touring that is particular to the State and is dictated by its unique geographic location, its scenic tourism assets, its places of religious significance and most of all, transport infrastructure.

## III. RESEARCH METHODOLOGY

The strength of findings of any research largely depends on techniques and tools used to discover the unrevealed facts and phenomena underneath. The methodology employed to undertake this study is discussed here under.

The present study has made use of primary as well as secondary sources of data in order to identify the growth problems of tourism industry and to find out the role of economic issues in the management of tourism industry. The data compiled by the central and State tourism departments, State tourism corporation and also various other official and non-official agencies have been used to draw relevant conclusions. Besides, necessary information has also been collected from various books, book-lets, brochures, magazines, journals and travel literature, publications by various associations etc. Inadequacy and inconsistency in the secondary data has necessitated the collection of additional information directly from the tourist's local residents of the tourist destination, hoteliers, restaurant owners, shopkeepers, handicrafts centers etc. For getting the knowledge of impact on tourism development of various economic factors and its managerial perspective the use of secondary resources had been used to seek information about various development programmes and tourism related facts. The primary data has been collected from the tourists visiting various tourist attractions of Uttarakhand to seek their views with regards to tourist attraction, facilities available, financial problems faced, impact of political instability of their preferences, the reason for choosing the particular destination etc. with the help of a questionnaire.

The data thus, collected has been compiled, tabulated, and analysed with the help of various statistical approaches. The projected tourist traffic has been estimated with the help of the method of 'Least Squares' by fitting a straight line trend or a parabolic trend.

The income creating effect of tourism has been estimated through the multiplier technique.

$$K = \frac{1}{S + M}$$

Where

K = The Multiplier effect

S = Marginal propensity to save

M = Marginal propensity to import

Applying Income Employment Ratio to the gross tourist expenditure determines employment generation effect of tourism.

Similarly Revenue Yielding Effect has been estimated by applying the following equation.

$$T = \sum_t .K_t .P$$

Where

T = Stands for tax Revenue

$\Sigma t$  = Expenditure by tourists (both domestic and foreign)

$K_t$  = Tourism Multiplier

$P$  = Proportion of State income accruing the Government through the direct and indirect taxes

Karl Pearson's method of coefficient of correlation was also used for the calculation of the degree of relationship between the two variables. For example Impact of inflation on economy and Tourist's expenditure can be calculated through Karl Pearson's coefficient of correlation.

$$r = \frac{N \Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{N \Sigma x^2 - (\Sigma x)^2} \sqrt{N \Sigma y^2 - (\Sigma y)^2}}$$

Where

$\Sigma xy$  = Sum of the product of the deviations of x and y series from their actual mean.

$\Sigma x$  = Sum of the deviations of x series from an actual mean

$\Sigma y$  = Sum of the deviations of y series from an actual mean

$\Sigma dx^2$  = Sum of the squares of the deviations of x series from an actual mean.

$\Sigma dy^2$  = Sum of the squares of the deviation of y series from an actual mean.

$N$  = Number of pairs of observations.

#### IV. GROWTH AND STRUCTURE OF TOURISM INDUSTRY IN THE STATE OF UTTARAKHAND

People in earlier times have always travelled in search of food or animal skins for clothing or for territorial expansion. Travel in earlier times was time consuming, inconvenient, and even dangerous. Most early travel was on foot, but later donkey and horses began to be used for travelling purposes.<sup>7</sup> Another reason for the travel in early times was religion, with a desire to see the places of pilgrimage. Today, as a result of quick and cheap travel facilities, the great strides in education and consequent cultural curiosity; travel has become diversified, covering many fields, many places and people from all walks of life.

Drama, poetry, art, architecture and philosophy flourished and brought in their share of tourists. Indeed, the Olympic Games (first held in 776 B.C) were founded in Greece during this time and encouraged travellers to witness them. During the latter part of the Roman Empire the establishment of Christianity led to religious travel to the cutes of Jerusalem and Bethlehem. Sightseeing reminded popular in the empire period and many monuments in India and in other parts of the world reveal the 'travellers' names or marks scratched on the stone to understand that tourism was present in the early periods as well.<sup>8</sup>

In the latter parts of the thirteenth century a native of Venice, Marco polo, explored the land-routes from Europe to China and other parts of Asia. Polo's book on this travel was the west's main source of information about life in the east and various other suitable information necessary for travel, which at that time was unheard of in the west. The industrial revolution, which lasted for about 1750 to 1850 in Europe, created the basis for mass tourism as we know it today. This

period is seen as a preformed economic and social change in their life style, and thinking patterns. Initially during this period tourist trips were only day trips, because most people still had only limited discretionary income.

Transportation improved and motivated the travellers in the 1800s as the development of railways; made travel cheap; fast and safe. The railways also revolutionized thoughts about where people could go. Modern tourism should also be attributed to Thomas Cook who organized the first train tour trip in England in 1841. Also in 1841, Henry Wells in the United States Started in the travel business as WELLSFARGO and later American Express.

In the last seventy years or so automobile had an immense impact on tourism. Automobile expansion gave society mobility never before possible. Finally, improved communication through print, radio and television made, the tourism today as the fast growing industry.

Publicity is also very effective in creating travel motivation. Newspapers, radios, televisions, films and magazines are excellent means for the promotion of travel trade.

#### V. REASONS FOR TOURISM GROWTH

The phenomenal growth in tourism during the last thirty-five years has been due to several economic, cultural and technical factors. Principals among these are more money and available leisure time, better-educated population, improve, cheap, easy, rapid transportation and communication and many more other features.

#### VI. ORGANIZATIONAL SETUP OF TOURISM INDUSTRY

##### TOURISM ORGANISATION

'Organization' is variously used in management. It is the behavioural science concerned with human relationship in-group activity equivalent to social structure. Thus, 'organisation' encompasses all formal and informal relationships, inside and outside the enterprise, which is concerned with the behaviour of the employees. The organization includes the behaviour of all the participants. Tourism organisation relates to the structure of the industry and is concerned with the issues involved in and the approaches to tourism.<sup>12</sup> Thus, the trilogy as focused by Robinson emphasis the industrial structure in the primary stage. The tourism industry will involve 3A's as Attractions, Accessibility and Amenities. It is the organisation task to achieve this success. Organisational acumen, if utilised in the proper manner alone can make a success story.

Tourism organizational acumen can be facilitated in reducing the distances, and the managerial ability to sell the commodity, to promote production and sale in the right perspective. Tourism has to give support to local handicrafts and cultural activities. All these benefits are to be achieved with a relatively low level of investment.

In the tourism organisation, accommodation, restaurants, services, transportation, travel agencies, handicrafts, shopping establishments, financial institutions comes under the purview of the 'Primary Enterprise' while construction industry, plant and equipment, marketing and advertising come under the 'Secondary Tourist Enterprise'. Indian Tourism Development Corporation (ITDC)

It is a Central Public Sector Enterprise and functions as a Commercial entity serving as a wing of the Department of Tourism. It came into existence with the purpose to offer a complete package, tourist services, which involves accommodation, transport, conference, and Convention facilities, shopping services, entertainment, publicity and cultural programs. Hotel Corporation of India Limited, India Tourism Corporation Ltd. and India Tourism Transport Undertaking Limited, were amalgamated on October, 1996 and became the part of ITDC.

In the Year 1983 Institute of Tourism and Travel Management (ITTM) was established by the Government of India, and is under the administrative control of the Ministry of Tourism. This institute provides academic opportunities for the managerial posts needed in tourism and travel industry and related sectors of airlines, railways and tourism Corporations.

#### TOURISM IN THE STATE OF UTTARAKHAND

The vast pool of natural resources in Uttarakhand adds considerably to its attractiveness as an investment destination particularly for tourism and forest based industry. The State has enormous resources for cultural, adventure, wildlife, nature and leisure tourism to attract both domestic and foreign tourist. Uttarakhand is the first State in the country to have created a Tourism Development Board by legislation, as the highest body to function as a Promoter, Adviser, Regulator and Licensing authority for tourism in the State.

Uttarakhand Tourism was awarded the prestigious National Tourism Award in the category of "Best Practices by a State Government" by the Government of India in October 2003.

#### Tourism (A) Infrastructure

1.	Main Tourist Places	2006-07	No. 214
2.	Developed Tourist Places	2006-07	No. 124
3.	Tourist Rest Houses	2006-07	No. 174
4.	Raizen Basera (Night Shelters)	2006-07	No. 32
5.	No. of Beds in T.R.H.	2006-07	No. 6764
6.	No. of Beds in Raizen Basera	2006-07	No.1610
7.	No. of Hotels & paying guest Houses	2006-07	No.2312
8.	No. of Dhramshala (as on 31-12-2007)	2006-07	No.802

#### (B) Tourist Arrival

1. In Tourist Places (including Pilgrims)	2007	No. Lakh 222.60
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(i) Indian Tourist	2007	No. Lakh 221.54
(ii) Foreign Tourist	2007	No. Lakh 1.06
2. In Important National Parks	2006-07	No. 199043
(i) Indian Tourist	2006-07	No. 183481
(ii) Foreign Tourist	2006-07	No. 15562

The new Indian State of Uttarakhand has identified tourism as one of the priority sectors of the States policy. Consequently, the Tourism Development Board (TDB), within the State has identified nature and adventure tourism as significant components. The Himalayan setting and topography of the State has historically invited numerous mountaineering expeditions while its mountain rivers, particularly the Ganges with its tributaries, the Bhagirathi and the Alaknanda, as well as the Kali have in the past decade attracted white water rafting. With the States outstanding scenic beauty and topography, trekking is also a popular activity and there are already numerous trekking routes throughout the State.

As part of the initiative to position itself as a leading destination for nature, eco and adventure tourism, the TDB believes that the planned and integrated development of trekking will give the State a unique and competitive tourism product and market positioning, both on a national and international basis. It will promote more sustainable tourism both in terms of visitation and the distribution of tourists within the State. A planned approach builds on tourism flows that are already occurring with the objective of achieving more visitors and greater visitor satisfaction.

Destination	Region	Character	% of domestic Visitors
Mussoorie	Garhwal	Hill Station	21.40%
Dehradun	Garhwal	Transit / Hub	10.66%
Badrinath	Garhwal	Pilgrimage	10.36%
Nainital	Kumaon	Hill Station	8.60%
Uttarkashi	Garhwal	Pilgrimage transit / Hub	6.39%
Rishikesh	Garhwal	Religious	5.41%
Joshimath	Garhwal	Pilgrimage transit / Hub	5.17%
Hemkund Sahib	Garhwal	Pilgrimage	5.08%
Kedarnath	Garhwal	Pilgrimage	4.61%
Gopeshwar	Kumaon	Religious	3.50%
Pauri	Garhwal	Hill town	3.01%
Srinagar	Garhwal	Hill town	2.74%
Kotdwar	Garhwal	Hill town	2.39%

Pithoragarh	Kumaon	Hill town	1.71%
Almora	Kumaon	Hill town	1.62%
Kausani and Bageshwar	Kumaon	Hill resort	1.60%
Ranikhet Corbett National Park	Kumaon	Hill resort	1.58%
Yamunotri	Kumaon	Wildlife tourism	1.38%
Kathgodam	Garhwal	Pilgrimage	1.30%
Gangotri	Kumaon	Transit / hub	1.03%
Auli Valley of Flowers	Garhwal	Pilgrimage	0.32%
	Garhwal	Ski resort	0.16%
	Garhwal	Trekking	0.06%

Source: Based on statistics from the Department of Tourism, Uttarakhand

Table 2.1: Popularity Rating of Destinations in Uttarakhand

The third sector that the Uttarakhand economy should develop vigorously during the Eleventh Plan period is tourism. Tourism is the third largest economic activity in the world, surpassed only by oil and motor vehicles, and the largest activity in the services sector. While more than two-thirds of the global tourist arrivals and receipts are accounted for by developed countries, the contribution of tourism to third world economies is by no means insignificant. It is also one of the fastest growing sectors of the world economy. Moreover, domestic tourism is also on the rise in India. The high growth rate of the Indian economy in the last few years and the accelerating income of the middle class have given a considerable boost to this sector. As a result, the demand for this sector is at an all time high. The Uttarakhand economy is ideally situated to take advantage of this situation and scale up its tourism sector. The two inputs that are necessary for the development of this sector, i.e., natural and human capital, are abundantly available in the State. Thus, it has the potential to match the rise in tourism demand with an increase in supply of tourism services.

While industrial and most services related activity naturally flourish in areas that are already developed in terms of infrastructure, urbanization, etc, tourism can be developed in relatively underdeveloped areas, provided they have something of interest to the tourist. Thus, in comparison to industry and these other services sectors, the tourism sector is particularly suitable for promoting inclusive growth.

The development of the tourism sector can help the local economy in a number of ways. The most important impact is the creation of employment for the local people in hotels, restaurants and other kinds of lodgings as well as in the tour-operating sector. More importantly, employment will also be created through indirect channels in a variety of sectors including local handicrafts etc. Apart from employment creation, the sector can also increase the demand for fruits, vegetables and milk etc. produced in the villages around tourist spots, for the consumption of the tourists. The development of this sector also provides tax revenues to the Government in terms of user charges etc., and this can be used

for the development of the area. More importantly, a thriving tourism industry links up the hill areas with the rest of the country and reduces social and economic isolation of the people.

There are, of course, some potentially negative effects of tourism as well. The biggest problem with unregulated and unplanned growth in tourism is the environmental degradation that it can cause due to overuse of the natural capital. This will not only have an adverse impact on other productive activities in the mountains, but can destroy the future prospects of the tourism sector as well. The other problem that unregulated tourism creates is that it puts a heavy burden on the urban infrastructure of tourist destinations, choking up roads, civic amenities, etc. This can put the tourist and the local population to severe hardship in the peak tourist seasons.

The optimal tourism policy will have to assess the volume and quality of tourism that will not cause environmental degradation or overuse of urban infrastructure in the tourist destinations, and hence will be sustainable in the long run. Once this is determined, the development of tourism should be on the basis of a planned approach that maintains this volume and quality of tourism, while trying to maximize the returns to the local economy in terms of income and employment to the local people.

#### SCENARIO OF UTTARAKHAND

Perhaps Uttarakhand is the only State, which tried to cater to the needs of foreign and domestic tourism at par, thus creating a balance. The growth rate of tourism in the Uttarakhand has shown that tourist arrivals to the State is increasing constantly. The number of tourist arrivals has been double in five years. If we look at the percentage increase of tourist arrivals in the State, we find that it is on the rise for the last five years. On the basis of the data of tourist arrivals for the last five years, an effort has been made to predict the number of tourist arrivals for the year 2010 and 2015. The estimated figure is quite encouraging.

Year	Total Tourist Arrivals	Percentage Growth
2002	11969964	-
2003	12448604	4.00
2004	13904806	11.70
2005	15964523	14.81
2006	19454717	21.86
2007	22260400	14.42
2010(est.)	37362620	67.84(for 3 years)

2015(est.)	76254355	104.09(for 5 years)
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Source: Computed by the scholar with the help of data from Annual Report, Uttarakhand Tourism Department, Dehradun  
Table 2.5: Growth Rate of Tourism in the State of Uttarakhand

Estimation is being calculated for year 2010 and 2015 with the help of following equations

$$Y = a + bx + cx^2 \text{ (i) Where}$$

Y = Estimated tourist traffic  $x = \text{Time}$  expressed in years

a, b and c = constants

The best fit trend value work out to be:  $a = 13994300$

$b = 1776378$   $c = 353057$

The best fit equation is

$$Y = 13994300 + 1776378x + 353057x^2$$

## VII. TOURIST ATTRACTIONS OF UTTARAKHAND

Opportunities for tourism are immense in this State, be it nature, wildlife, adventure, and pilgrimage tourism. The major destinations are Haridwar, Rishikesh, Dehradun, Mussoorie, Almora, Kedarnath, Badrinath, Yamunotri, Gangotri, Jim Corbett National Park, Nainital, Ranikhet, and Auli.

**ALMORA:** The temple of Kaushik Devi on the Kashyap Hill is located here. According to the Puranas, Kaushiki Devi appeared from the body of Goddess Parvati to kill the demons Shumbh-Nishumbh.

**BADRINATH:** Bardrinath is situated at an altitude of about 10, 500 feet above sea-level and at a distance of 384 km from Hardwar. Important places on the route from Rishikesh are Muni-ki-Reti, Dev Prayag and Kirtinagar. Important places on the route from Kotdwar are Pauri, Srinagar, Rudra Prayag, Kama Prayag, Nand Prayag, Chamoli and Pipalkoti.

**BAIJNATH:** Baijnath is a picturesque town having a cluster of temples on the bank of the Baijnath sarovar or pond. A beautiful image of Parvati is installed in the main temple.

**BHIMGODA KUND:** Bhimgoda Kund is also among the religious places around Hardwar. It belongs to the Pandava-age and was created by the hoof of Bhim's horse.

**CHAKRATA:** It is a quiet, peaceful place and a health-giving hill resort. Beautiful snow-clad peaks can be viewed from here. One can reach Chakrata easily from Dehradun.

**CORBETT NATIONAL PARK:** The Corbett National Park is renowned all over the world for its scenic beauty and wild life. It has the distinction of being the first national park of India.

**GANGOTRI:** The Gangotri Bhagirathi temple is situated near the sacred rock on which King Bhagirath used to worship Lord Shiva and where the Bhagirathi first descended on the earth from the Heavens. It is believed that later on the Pandavs came here and performed the Mahadev Yajna. The Bhagirathi flows for some distance from here towards the north and, hence, this place is known as Gangotri. The Bhagirathi Temple was built by the Gorkha Comander-in-Chief Amar Singh Thapa at the beginning of the 18th century.

**HARIDWAR:** Haridwar is the place where the mountainous course of the Ganga, the most holy river of the

Hindus, ends and it enters the plains. It is a prominent centre of Hindu pilgrimage. In Sanskrit literature, it is referred to as Mayaapuri of Maya Kshetra. Some have named it as Tapovan or Gangadwar. It is also called Kapila after the Sage Kapil. There are several temples and shrines here and a dip in the holy 'Har-ki-Pauri' has been described a sure way to salvation.

**KALSI:** It is situated on the banks of the Yamuna in the northern part of Dehradun district. Here Ashokan edicts are inscribed in Pali on a small rock.

**KEDARNATH:** The Kedarnath Temple is situated at a height of about 11, 500 feet above sea-level under the Kedarnath Mandal. Main pilgrim centres on this route are Vashistha Gufa, Vyas Ghat, Dev Prayag, Kirtinagar, Srinagar, Rudra Prayag, Agastya Muni, Chandrapuri, guptkashi, Triyugi Narayan and Gauri Kund.

**KALIYAR:** In Kaliyar, some distance away from Roorkee, is the Dargah of Shah Ali-ud-din Sabir, popularly known as Pir-e-Kaliyar.

**MUSSOORIE:** It is the most picturesque hill station of Uttarakhand. It is known as the queen of hill resorts. There is also a rope-way for the convenience of the tourists. Mussoorie, with its green hills and varied flora and fauna, is a fascinating hill resort. Commanding snow ranges to the north-east and glittering views of the Doon Valley and Shiwalik ranges in the south, the town presents a fairyland atmosphere. Mussoorie is famous for its scenic beauty.

**RISHIKESH:** According to common belief, this beautiful place was very dear to Lord Shiva. It is said that it was here that Lord Vishnu killed the demon Madhu-Kaitabh. Rishikesh is situated on a huge rock on the banks of the Ganga.

**YAMUNOTRI:** This place is situated on the west side of the lofty mountain peak called Bandarpoonchh at a height of 4, 421 metres above sea-level. This peak is covered with snow. It is said that Asit Muni had his hermitage here and throughout his life, he used to bathe daily both in the Yamuna and Ganga rivers. When he became unable to go to Gangotri with the approach of old age, a spring of Ganga waters appeared among the pieces of rock in the Yamunotri. The Yamuna Temple is the main place of worship here. Close to the temple are many hot water springs where boiling water gushing from mountain caves accumulates in ponds. The most prominent among them is the Surya Kund. The people dip rice and potato wrapped in a piece of cloth and after some time it is fully cooked, which is brought back as 'Prasad'. Close to Surya Kund is the rock known as Divya Shila which is worshipped first, before worshipping Yamunotri.

**GARHWAL:** The Garhwal Himalayas area is remote and mountainous, filled with oak forests and alpine meadows. The forests are home to a number of endangered animal species and have historically been managed by local community institutions.

**KUMAUN:** Kumaun is a beautiful region in the newly formed State Uttarakhand. It is in the northern side of Uttar Pradesh. Kumaun is derived from "Kurmanchal" which means the Land of the Kurmavtar (the tortoise incarnation of Lord Vishnu, Preserver of Mankind as per Hindu religion. Kumaun consists of six Districts Almora, Nainital, Pithoragarh, Bageshwar, Champawat and Udham Singh Nagar. Kumaun is situated in Central Himalayas. Himalaya in the north, "Kali"

river in east, Garwal in the west and Plain area in south make the typical boundary of this region.

**NAINITAL:** A beautiful hill station in Kumaun hills, Nainital is popular for its beautiful views, and boat rides. Hill Resorts in India provides complete information on the beautiful hill station Nainital. Nainital is located at an altitude of 1,938 metres in the State of Uttarakhand.

Nainital has a number of tourist destinations that one can visit. Travel to Nainital with Hill Resorts in India

**KAUSANI:** Kausani is a clam and idyllic resort, far from the madding crowd. Just walk down the hills amidst dense forests. Trek around to reach the highest points of the hills, Pinnath (5 Kms) Burapinnath (5.5 Km) and Bhatkot (12 Kms). Enjoy the relaxing day, get wonderstruck by the starry nights.

**AULI:** Auli is nestled in the laps of snow capped peaks of the Garhwal Himalayas, in the Chamoli district of Uttarakhand, and near the world famous religious shrine of Badrinath. At an altitude of 2500 to 3500 meters above sea level, Auli's well dressed slopes are flanked by coniferous and oak forests, which offer a panoramic view of the Mountains. Best time to visit Auli is from late November to late March.

**MUKTESHWAR:** At a distance of 52 km. from Nainital, Mukteshwar set atop a high ridge, is a beautiful Himalayan resort. Surrounded by fruit orchards and thick coniferous forest, it provides a majestic view of the Himalayas and the Almora town below in glittering moonlit nights. The famous Indian Veterinary Research Institute is also located here.

## VIII. FAIRS AND FESTIVALS OF UTTARAKHAND

### BAT SAVITRI

This festival is celebrated on the Krishna amavasya (last day of the dark half of the month) of Jyestha and on the day married women worship Savitri and the Bat or banyan tree (*Ficus benghalensis*) and pray for the well being of their spouses. Women observe fast in honour of Savitri and Satyavan and remember how Savitri through her intense devotion saved her husband from the claws of death.

### GANGA DUSSHERA OR DASAR

Ganga Dusshera is celebrated on the Shukla dasami of the Jyestha (May - June). The sacred Ganga is worshipped on this day and Dusshera posters (dwarpatras or dasars), which have various geometric designs on them, are put up on the doors of houses and temples. These posters, once hand written by brahmins, are now printed. On this day people bathe in the holy rivers.

### JANOPUNYU

The people of Kumaon celebrate Raksha Bandhan and Janopunyu, the day on which people change their janeu (sacred thread). On this day the famous Bagwal fair is held at Devidhura in district Pithoragarh.

### JAULJIBI AND THAL FAIRS

This fair is held every year in November at Jauljibi, the confluence of the rivers Kali and Gori, which is a meeting place of three different cultures - the Shauka, the Nepali and the Kumauni. This gateway to Johar, Darma, Chaudans and Byans was at one time, considered to be the central place between Tibet and the Tarai regions. Though this fair is primarily a commercial one, its cultural importance cannot be overlooked. People come even from Nepal to this fair in order to sell horses, ghee and foreign goods and take back foodgrains, jaggery etc. A similar fair is held at Thai on Vaishakh Sankranti (14 April) and it attracts a large number of Shaukas. With the closure of the Indo - Tibet trade these fairs have lost their former importance.

### THE UTTARAYANI FAIR

This fair is held in a number of places including Bageshwar, Rameshwar, Suit Mahadev, Chitrashila (Ranibagh) and Hansheshwar etc. on Uttarayani day. At Pancheshwar the dola of Chaumu comes down to the temple. The fair at Bageshwar attracts maximum people. Its commercial, cultural and political importance is still very high. Goods like iron and copper pots, baskets, casks, bamboo articles, mats, mattresses, carpets, blankets, herbs and spices are sold during this fair.

### THE NANDADEVI FAIR

The Nandadevi fair is held at Almora, Nainital, Kot (Dangoli), Ranikhet, Bhowali, Kichha and also in the far flung villages of lohar (like Milam and Martoli) and Pindar valleys (like Wachham and Khati). In the villages of the Pindar valley people celebrate the Nanda Devi Jaat (journey) every year, while in lohar people come from far and wide to Danadhar, Suring, Milam and Martoli in order to worship the Goddess. In Nainital and Almora thousands take part in the procession carrying the dola (or litter) of Nanda Devi. It is said that the Nanda Devi fairs started in Kumaun during the reign of Kalyan Chand in the 16th Century.

### SYALDE BIKHAUTI

It is celebrated on the Vishuwat Sankranti day and commemorates an ancient victory. On this day, the Bagwal is held at Syalde Pokhar in the old town of Dwarahat. People also celebrate the occasion with music, songs and dancing. One day before this a similar fair is held at Vibhadeshwar in which Lord Shiva is worshipped. The Syalde Bikhauti fair has been successful in retaining its old colour and gaiety to a large extent.

### THE SOMNATH (MASI) FAIR

This fair, also on Vishuwat Sankranti day is held in the Shiva temple at Masi. It is a famous fair of Pali Pachhaun. Animals, specially bullocks and calves, are sold at this fair. On the same day a fair is held at Thai. In the summer the people in the valley of Ramganga W., especially in Masi and Bhikiasen,

celebrate the unique machhli utsav (the fish festival). The villagers bearing tumra come with Jaal, fatyav and hathiya to the river to catch fish. The fish festival is locally known as Dahau.

#### THE DEVIDHURA FAIR

This fair is held in the compound of the Varahi Devi temple at Devidhura on the day of Raksha Bandhan. Devidhura is situated at a trijunction of Almora, Pithoragarh and Nainital districts and the fair is well known for its enchanting folk songs and dances as also for its Bagwal. During the Bagwal the two groups (khams) of people throw stones at each other while they try to protect themselves by using big roof like shields. Even watching the Bagwal is a truly thrilling experience. The Devidhura fair has maintained its old vigour.

#### THE JAGESHWAR FAIR

This fair is held on the fifteenth day of the month of Baishakh (late March or early April) at the Shiva temple in Jageshwar. During the fair people take holy dips in the Brahma Kund (pool) and worship Lord Shiva. On this day, fairs are also held in many other places.

#### THE PUNYAGIRI FAIR

Many people throng the temple at Punyagiri, which is situated on the top of a mountain on the right bank of the river Kali, in the district of Pithoragarh. The temple is very crowded during the Navaratri of Paush and Chaitra. Every year a fair is held on Vishuvat Sankranti and this attracts a large number of pilgrims. After the Holi festival, the longest fair of Kumaon (for about 40 days) starts at Punyagiri. Thousands of people visit the shrine these days.

#### THE HAATKALIKA FAIR

On the ashtami (eighth day of the month) of the Chaitra and Bhado, a fair is held in the Kalika temple at Gangolihat. People come with drums and flags to pay homage to Goddess Kalika. On this day, animals are sacrificed and offered to the Goddess. The athwar (eight sacrifices) processions with drums and dances are worth seeing.

#### OTHER FAIRS

The Mostamanu (Pithoragarh) fair held in August - September, the Chaiti fair at Kashipur during which Talsundhari is worshipped, the fair of Jahraulia Peer at Kashipur, the Shiva Mela at Ataria (Rudrapur) on the day of Purnamasi in the month of Chaitra; the fairs at Nanakmatta, Saneti, Sanigaar, Berinag, Wadda (Chaupakhia), Dharchula and Tapovan; the Shivratri fair at Bhikiasen and Salt Mahadev; the Devi fair at Deghat and Kalanka (at Almora - Pauri border, once in three years); the Krishna Janmastami fair at Kalapani and Gunji; the Kanar Devi fair (above Baram in Gori valley); the Hekaradevi fair at Birthi; the Dhanlek fair at Askot; the Lachher fair near Nainipatal are some of the

important fairs, which play a major role in the social and cultural lives of the people of Kumaun. In these fairs one can feel the coexistence of the forces of continuity and change in Uttarakhand culture.

#### IX. ADVENTURE AND SPORTS IN UTTARAKHAND

##### TREKKING

Uttarakhand being a land of hills provides trekking facilities. India's highest peaks are here. Each trek passes through friendly villages, forests, waterfalls, meadows and lovely glittering mountain panoramas. The only thing that varies on different treks will be the scenery and magnitude of the mountain ranges.

##### MOUNTAINEERING

Mountaineering in Uttarakhand is concentrated mainly in two areas -- around the Gangotri Glacier and the Nanda Devi Sanctuary. There are numerous peaks of varying heights and difficulty level, between 6500-7000 metres. The highest peak is Nanda Devi, 7601 mt and two more – Kamet and Abhigaman are a little over 7000 metres. The approach march, in most cases, is not more than 3-4 days and therefore many available peaks can be attempted within a period of 4-5 weeks from Delhi. The approach march to the Nanda Devi sanctuary could take a week and is an expedition in itself.

##### WATER RAFTING

Uttarakhand offers the widest scope for white water rafting in the country with the longest season. One of the greatest attraction being the wilderness camping combined with rafting. The main rafting rivers are Ganga, Yamuna, Alaknanda, Bhagirathi, Tons, Kali and Sharda.

##### HORSE RIDING

Any visitor coming to Uttarakhand cannot miss the joy of riding a horse on Nainital Mall. Not only at the Mall but to reach the Snow view point, Tiffin Top, Kilburi from the Mallital area one can hire ponies and horses. The municipal corporation has fixed the rates of horse riding and one should avoid paying more than the prescribed rates.

Uttarakhand compares favourably with the all India aggregates in term of the spread of basic infrastructural facilities. A useful index of this is the access of households to different infrastructure facilities. On these parameters, the State figures well ahead of the national averages. While the per cent of households with electricity connection in 2001 was at 60 per cent, those with source of drinking water within the household premises were at 44.8 per cent. The spread of financial services in the State is also robust, as the State ranks fourth with respect to the proportion of households availing banking services.

## ACCESSIBILITY

*BY AIR* - Jolly Grant near Dehradun is the only airport. There are regular flights to Delhi by Indian Airlines. Otherwise, one has the option to travel to Delhi by road or rail and then take the air route to various destinations.

*BY RAIL* - Dehradun, Haridwar, and Kathgodam are the major railway stations connected to almost all parts of the country with regular trains. Not many places in the State are connected by rail because of tough terrains. For those visiting places in the higher altitudes, trekking and road routes are the only options available.

*BY ROAD* - Almost all the important places in the State are connected by roads. Many places in the higher altitudes may still remain off for a period in the year due to landslides and snowfall. National Highways such as 58, 73, 74, and 87 connect places in the State to other parts of the country.

Regular bus services connect Delhi and other major centers in North India with Dehradun. The road distances of some prominent destinations from Dehradun are as follows: Mussoorie, 35 km; Delhi, 255 km; Mumbai, 1927 km; Chennai, 2488 km; Haridwar, 54 km; Rishikesh, 43 km; Shimla, 221 km; Nainital, 485 km; Kedarnath, 270 km; Badrinath, 344 km; Gangotri, 301 km; Yamunotri, 265 km; Chakrata, 92 km; Corbett National Park, 236 km; Har-Ki-dun, 187 km; Valley of Flowers and Hemkund, 342 km.

## X. DEVELOPMENT OF HIGH-VALUE TOURISM

In order to promote high-value tourism in the State, the sector has to provide a high quality tourism experience. The main attraction for tourists in the State is, of course, the Himalayas. The experience of watching the snow capped peaks from a close range is a sublime one, and the tourism infrastructure must make sure that this experience can be provided to the tourists without compromising on comfort, and in new and innovative ways. Of course, a high value tourist would want other forms of recreation as well, and this means that the State must offer a package of activities that will attract the tourist. The forest areas and the protected sanctuaries are ideal for the development of nature tourism. The upper ranges of the mountain can be used to develop adventure tourism with activities like skiing, paragliding etc. The Mountain Rivers are also appropriate for the promotion of rafting, kayaking etc. Most importantly, all these activities must be coordinated with the hotels and tour operators so that tourists find it simple and easy to opt for these activities.

## ECO-TOURISM

Eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. It is typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions. Responsible ecotourism includes programs that minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, initiatives by

hospitality providers to promote recycling, energy efficiency, water re-use, and the creation of economic opportunities for local communities are an integral part of ecotourism.

Historical, biological and cultural conservation, preservation, sustainable development etc. are some of the fields closely related to Eco-Tourism. Many professionals have been involved in formulating and developing eco-tourism policies. They come from the fields of Geographic Information Systems, Wildlife Management, Wildlife Photography, Marine Biology and Oceanography, National and State Park Management, Environmental Sciences, Women in Development, Historians and Archaeologists, etc.

Ecotourism is considered the fastest growing market in the tourism industry, according to the World Tourism Organization with an annual growth rate of 5% worldwide and representing 6% of the world gross domestic product, 11.4% of all consumer spending - not a market to be taken lightly. Tourism is changing rapidly as nature, heritage, and recreational destinations become more important, and as conventional tourism is forced to meet tougher environmental requirements. This presents a challenge to Government and private enterprise to develop new approaches to the tourism market. Successful tourism must benefit local populations economically and culturally to give them incentives to protect the natural resources which create the attraction. Strategies must be economically feasible if private investors are to support the projects.

Eco-tourism is slowly but surely catching up in the Himalayas with benefits accruing from it slow in coming and few takers among the entrepreneurs. According to Wild Rift Adventures, an environment friendly adventure tourism in the Himalayan region, the eco-tourism should attempt to link tourism promotion to regional development and environmental concerns to optimise the benefits from the tourism industry for the Himalayas on a sustaining basis. However, there are only a few NGOs who are trying to do their part for the cause of the environment, notable are Society for Nature, Environment and Humanity (SNEH), Central Himalayan Rural Action People (CHIRAG) and an women's organisation 'Arohi' operating in the Uttarakhand region. Their activities are varied like involvement in various social forestry schemes, nurseries, developing rain water harvesting system, preservation of lakes, building stone cottages using local architecture and materials, afforestation and tree planting with the help of local and outside school children according to the needs of the area.

## CULTURAL TOURISM

While year after year enactment of the story of Dashrath's eldest son helped implant the Ramlila tradition in the Indian minds, Pandavtila gradually lost its lure. Of the many traditions which had once been integral to the lives of the Uttarakhandis living in the hills but which gradually faded out are the age old traditions that trace their origin to the Mahabharata. Chakravayuh once marked the glory of the dramatic tradition in Uttarakhand. But unfortunately this great tradition had withered away in the face 'modernity', and today efforts at its revival have taken on the dimensions of the larger question of the regeneration from within, of the entire cultural scenario of Uttarakhand. The history of the decline of the

Pandvani Shaili is one of the chapters in the history of the Devbhumi which none of us can read with any sense of pride.

Many people including well-wishers, supporters, experts, villagers and even religious heads such as Mahant Shivanandaji of Koteshwar Mahadev, Rudraprayag, got together to achieve the successful staging of Chakravayuh at Gandhari. And such a success depends not merely on finance, but also on voices, feeling and most importantly on the combination of brains, imagination, and endless capacity for taking infinite trouble.

Uttarakhand has a rich and vibrant cultural heritage. There are innumerable local fairs and festivals like Jhanda Mela (Dehradun), Surkanda Devi Mela (Tehri), Magh Mela (Uttarkashi), Nanda Devi Mela (Nainital), Chaiti Mela (Udham Singh Nagar), Purnagiri Mela (Champawat), Piran Kaliyar Mela (Haridwar), Joljivi Mela (Pithoragarh) and Uttarayani Mela (Bageshwar); which are indicative of the immense potential for cultural tourism in Uttarakhand.

### XI. TOURISM AND INCLUSIVE GROWTH

It must be clearly understood that the development of high value tourism may not automatically lead to better livelihoods and incomes for the local people. If the tourism sector does not integrate itself with the hill economy, then the demand created by this sector will lead to increase in incomes in the plains or in other parts of the country. The policy package for inclusive growth must ensure that the forward and backward linkages from this sector ensure growth in the local economy. There are two kinds interventions that can be undertaken to achieve this objective. The first is a fiscal intervention where the State can collect revenues by taxing the sector and spending it on the development of the local economy. The second form of intervention is as a facilitator, ensuring that the goods and service of the local people and their assets are used by the tourism sector. These linkages between the tourism sector and the local economy can take many forms. The development of tourism requires land for various purposes and the State can encourage local landowners to earn an income by leasing their land. The State can enable the local farmers to fulfill the demand for fresh fruits, vegetables and dairy products consumed by the tourists. Non-farm employment can be created for the hill people by developing the production of handicrafts and ethnic products that can be sold to the tourists. The tourism sector can be encouraged to provide employment to the local people in the hotels and the tour operative business. Employment can also be created for the local people as tourist guides and instructors of adventure sports activities.

Sometimes, market failures block the development of some of these activities or prevent the local people from getting a reasonable return from them. It is necessary for the State to intervene in these situations and deal with the market failures with appropriate policy.

In brief the State has the vision of making "Dev Bhoomi" the most preferred tourist destination and establishing it on the global tourism map. Combined with the awesome beauty that nature has endowed Uttarakhand, which holds a vast potential for adventure, nature, leisure and eco- tourism, the vision does

not look unrealistic. There is also no doubt that tourism would be a key GDP driver, and the strategy will be to develop this sector with the maximum possible involvement of the local host communities, and in a manner that generates opportunities for significant employment and income generation.

The development of quality tourism infrastructure, development of new tourist destinations, promotion of smooth and easy connectivity, Private Sector participation and development of strategically dispersed modern stay facilities form the key prongs of strategy in this sector.

Integrated and optimal development of Pilgrimage Tourism, Cultural Tourism, Nature and Eco-tourism, Leisure Tourism, Corporate Tourism, Adventure Tourism and promotion of tourism related Handicraft and Souvenirs industry are going to be the main thrust areas.

The Tourism Development Board has been created as a high level body to function as a promoter, adviser, regulator and licensing authority for tourism development in the State. It is hoped that this arrangement will also help to build institutional linkages with the tourism trade and industry. The results are very encouraging indeed, as the State is getting accolades at the national level and has won awards.

Year	Domestic Tourist	Percentage Growth	International Tourist	Percentage Growth
2002	11913990	-	55974	-
2003	12385105	3.95	63499	13.44
2004	13830045	11.67	74761	17.74
2005	15871779	14.76	92744	24.05
2006	19358453	21.97	96264	3.80
2007	22154250	14.44	106150	10.27

Source: Computed by the scholar with the help of data from Annual

Table 2.6: Growth Rate of Domestic and International tourist in Uttarakhand

The break up of domestic and international tourist arrivals in Uttarakhand is shown in the table 2.6. The number of international tourist arrivals is disappointing. Though the percentage increase in international tourist arrivals seem to be satisfactory but overall picture is pathetic. The reason could be in adequate infrastructure facilities and non existence of clear cut tourism policy in the State. Now the state has declared tourism policy and development of tourism is in the priority sector, it is believed that the number of international tourist arrival will certainly increase in the years to come.

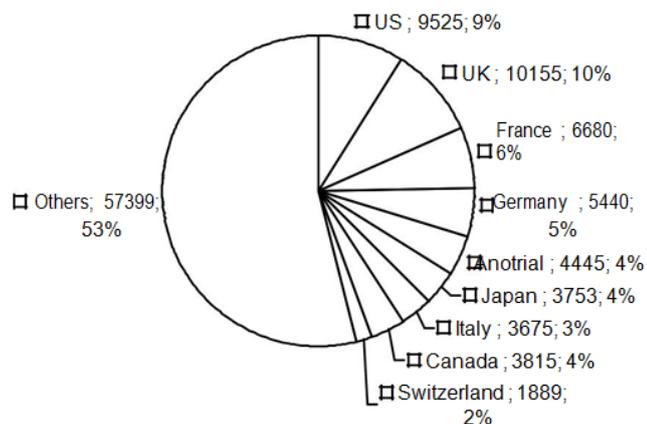
S.No.	Name of Place	2006				2007			
		Indian	Foreign	Total	%	Indian	Foreign	Total	%
1	Dehradun	1016058	18051	1034109	5.32	1369950	17766	1387716	6.23
2	Rishikesh	329392	5912	335304	1.72	558062	5109	563171	2.53
3	Mussoorie	1050527	5309	1055836	5.43	1075898	5424	1081322	4.86
4	Pauri	82237	32	82269	0.42	82780	60	82840	0.37
5	Srinagar	201677	411	202088	1.04	222475	186	222661	1.00
6	Kotdwar	261234	11279	272513	1.40	273106	16226	289332	1.30

7	Rudraprayag	496220	1430	497650	2.56	590136	1571	591707	2.66
8	Kedarnath	485464	1539	487003	2.50	555918	1505	557423	2.50
9	Gopeshwar	231774	319	232093	1.19	283368	162	283530	1.27
10	Joshimath	1047687	1214	1048901	5.39	1201174	832	1202006	5.40
11	Badrinath	695230	12	695242	3.57	768025	82	768107	3.45
12	Auli	11365	311	11676	0.06	19729	319	20048	0.09
13	Hemkund Sahib	576626	32	576658	2.96	557066	63	557129	2.50
14	Valley of Flowers	5489	455	5944	0.03	12531	308	12839	0.06
15	Tehri	817435	13473	830908	4.27	851237	14389	865626	3.89
16	Uttarkashi	512340	1273	513613	2.64	616429	1340	617769	2.78
17	Gangotri	263557	250	263807	1.36	329111	274	329385	1.48
18	Yamunotri	216723	160	216883	1.11	287688	182	287870	1.29
19	Haridwar	9800770	11774	9812544	50.43	11204275	15609	11219884	50.40
20	Almora	81314	5225	86539	0.44	88965	5131	94096	0.42
21	Ranikhet	76261	873	77134	0.40	77597	506	78103	0.35
22	Kausani and Bageshwar	72923	383	73306	0.38	75517	520	76037	0.34
23	Pithoragarh	165561	705	166266	0.85	162478	1004	163482	0.73
24	Champawat	49145	147	49292	0.25	51872	224	52096	0.23
25	Nainital	554527	7533	562060	2.89	580079	9437	589516	2.65
26	Kathgodam	49521	284	49805	0.26	56326	333	56659	0.25
27	Corbett National Park	131496	7643	139139	0.72	120486	6682	127168	0.57
28	Udham Singh Nagar	75900	235	76135	0.39	81972	906	82878	0.37
	<b>Total</b>	<b>19358453</b>	<b>96264</b>	<b>19454717</b>	<b>100</b>	<b>22154250</b>	<b>106150</b>	<b>22260400</b>	<b>100</b>

Source: Computed by the scholar with the help of data from Annual Report, Uttarakhand Tourism Department, Dehradun,

Above table reveals the number of Indian and foreign tourist visited at different tourist spot in Uttarakhand Haridwar, being the famous Hindu pilgrim tops the list, registering more than 50% of the total tourist arrival. The other famous tourist spots are Nainital, Dehradun, Hemkund Sahib, Joshimath and Badrinath. It is observed that religious tourism in the State has got prominent place as far as tourist arrival is concern. It can further be promoted by enhancing infrastructure facilities in the State.

#### TOURIST ARRIVALS IN UTTARAKHAND FROM VARIOUS COUNTRIES IN THE YEAR 2007



Graph reveals that UK solely contributed 10% of total tourist arrivals in Uttarakhand. Almost 53% inflow of tourists

originates from rich and prosperous nations of the west. Residence of Bangladesh, Pakistan and Gulf countries usually visits Uttarakhand for religious purposes.

#### XII. CONCLUSION

Uttarakhand has enormous resources for cultural, adventure, wildlife, nature, and leisure tourism to attract both domestic and foreign. The State has created tourism development board to regulate authority for tourism. It will promote more sustainable tourism both in terms of visitation and the distribution of tourist within the State. It has been accepted by the planners that the development of the tourism sector can help the local people economy in a number of ways. The most important impact is the creation of employment for the local people in hotels, restaurants and other kinds of loggings as well as in the tour operating sector. The new tourism policy of the State will have assess the volume and quality of tourism that will not cause environmental degradation or overuse of urban infrastructure in the tourist destinations. The growth rate of tourism in the Uttarakhand State has shown that tourist arrivals in the State are increasing constantly. It is estimated that up to the year 2015 the number will increase more than three times. In order to make tourism as main sector in the economy the planners will have to take some promotional measures.

#### XIII. SUGGESTIONS

Success in tourism can be ensured only through an integrated approach. It is not a task, which can be handled, by travel agents, hoteliers and airlines alone. Its effective management is function of a co-coordinated and co-operative efforts of a vast variety of agencies, services and authorities including civil aviation, administration, railways, shipping, banking and financial institutions. Understandably, Government cannot today stand aloof and let tourism grow in a haphazard way. Tourism is no longer a monopoly of the few rich and elite who could enjoy luxury of travel. In the developing countries, where the concept of modern tourism has not yet taken root, the Governments have got to take initiative not only in the matter of publicity and promotion but also in the realms of publicity planning and development of infrastructure as well as super structure. In some cases, the Government may have to step into provide the tourist facilities in the public sector as the private sector may not have enough capital to invest or the returns from the capital invested in the tourist industry may be less attractive than in the other sectors of economy.

Finally, suggesting the following steps to revamp the tourism scenario for making tourism a grand success in Uttarakhand.

- ✓ Declaring tourism as infrastructure industries, which will help it, attract low cost funds.
- ✓ Increasing of Government support from 1% of public spending to 6%, which will still be below the global average of 6.8 percent.

- ✓ Constitution of an empowered committee under the Ministry of Tourism to address the problems of tourism industry.
- ✓ Visa on arrival: There are several countries, which have Visa-on-Arrival policy, e.g., Thailand that has been following this policy for 140 countries.
- ✓ Abolition for visa requirements for main source markets such as USA, European Union and Japan.
- ✓ Strict visa requirements for very small number of countries.
- ✓ Urgent need for increasing airline seat capacity by following open sky policy.
- ✓ Need to sell heritage experience and not just a monument. Tourist visiting a city should have a “feel” of the place. The objective can be achieved by exposing them to local music shows, traditional dance performance, theatre, etc. this will lead to increased revenue generation.
- ✓ Participation in a variety of electronic data bases booking systems. On the Internet, develop partnerships and link to all credible home page providers.
- ✓ Giving wider publicity to potentially attractive places of tourist attractions, their history, traditions, art, music, climate and information about availability of accommodation in different cost segment, transportation, etc.
- ✓ Domestic tourism should be given a major boost to insulate the industry, to some extent, from international crisis like September 11 tragedy.
- ✓ Experts in the fields of hotel management and tourism must be associated with all the decision-making bodies of the structure.
- ✓ Uttarakhand Tourist Development Board and Department of Tourism must have an independent research, development and analysis wing to research tourist demand and tourism structure in Uttarakhand so as to develop the prospects to tourism in the State.
- ✓ The Tourist Development Board must also develop an institute of hotel management and tourism guidance in the State to have better trained and equipped staff at its various units likes: tourist bungalows, hotels, midways, night resorts etc.

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