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Problems and prospects of tourism industry in Uttarakhand

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Abstract

Tourism is not merely an activity for leisure and entertainment but it also an enriching and energizing activity. In modern world tourism is emerged as one of the largest service-sector industry and generates national income as well as job opportunities especially for local population and become an avenue of economic and social development and cultural exchange. Various international agencies like World Tourism Organization (WTO) have pointed out the vast development potential of tourism, particularly with reference to developing nations like India. India that has a bountiful natural beauty and resources heritage sites, archeological remains, splendid natural scenery, beaches, mountains and enrich biodiversity have an ample scope for tourism potential. Uttarakhand known as Devbhoomi or 'Abode of Gods' is a site of temples and pilgrimage, endowed with salubrious climate, exotic greenery, rich flora besides its rich culture. Moreover the beautiful lakes, mountain peaks, mesmerizing scenic landscapes makes Uttarakhand an attractive tourist destination in India and abroad. The present paper tries to analyze the problem as well as prospects of tourism development in the state, the nature of the research is qualitative and based on the secondary sources of data.

Keywords: Tourism industry, tourist, attractions, prospects, arc GIS, Uttarakhand

Introduction

Tourism is a basic and the most desirable human activity which deserve the praise and encouragement of all people from all walks of life and all Governments (Bisht, 2016) ^[1]. Anthropologists have had a hard time in defining the meaning of the term "tourism". Essentially, a tourist is "a temporarily a leasured person who voluntarily visits a place away from home for the purpose of experiencing a change" (Smith 1989, p.2, sight in (Burns, 2004) ^[2]. 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 of transport, accommodation, other services; and government policies and regulatory frameworks. Subsequently it is difficult to arrive at a consensual of what tourism actually is (Holden, 2008) ^[6]. A convenient definition that overcomes this difficulty is the one proposed by the World Tourism Organization (1991) which was subsequently endorsed by the UN statistical Commission in 1993. "Tourism comprises the activities of persons travelling to and from staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes" (UNWTO) as sight in (Holden, 2008) ^[6]. It has become a major part of economics, social and physical development. It comprises the complete system of nature, the universe, the space and the galaxy, which includes the man and his activities, wildlife, mountains and valleys, rivers and waterfalls, forests and trees, social and cultural system, flora and fauna, and the seas Satyanarayana & Reddy as sight in (Dangmei, 2018) ^[3]. For instance Davidson (1993) besides recognizing 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 who travel for business, study (or education) pilgrimage and health purposes plays a significant role in enhancing this industry (Holden, 2008) ^[6].

Recently, tourism has become one of the world's largest and fastest growing industries and it has been an integral part of our (Indian) tradition and culture (Das, 2013) ^[4] (Kakkar & Sapna, 2012) ^[7]. Tourism has become a foremost contributor for many developing countries like India but it is the key source of foreign exchange earnings in other developed countries (Nayak & Mishra, 2013) ^[9]. As per the Annual report (2018) ^[11], the growth rate FTAs during 2017 over 2016 was 14% as compared to 9.7 % during 2016 over 2015. Tourism

continues to play an important role as a Foreign Exchange Earner for the country. In 2017, Foreign Exchange Earnings (FEE) from tourism were US \$27.31 billion as compared to US \$ 22.92 billion in 2016, registering a growth of 19.1% (Report, 2018).

In Uttarakhand a northern Himalayan state of Indian sub-continent, tourism is considered to be an important vehicle for economic and social development. The economy of the State has been largely dominated by the services sector including Tourism which contributes over 51% to the total GSDP from 2006-07 to 2016-17. Tourism is already a major driver in the economic growth and livelihood promotion in Uttarakhand. Its contribution to State Gross Domestic Product (SGDP) has increased about 5.34 % between FY 2012-18 and its share in employment is 2 % according to estimates worked out by UNWTO (Policy, 2018). Uttarakhand known as Devbhoomi or 'Abode of Gods' is bestowed with pristine natural scenic landscapes, salubrious climate, magnificently diverse landscapes, high biodiversity

enough religious tourist potential and rich cultural heritage, making it a hot spot of tourism in India and abroad which in turn has also generated a good source of income and employment to youths and rural masses (Durga Pal & Prof Singhal, 2018) ^[5] (Naik, Sharma, & Sharma, 2012) ^[8]. The present paper tries to analyze the problem as well as prospects of tourism development in the state, the nature of the research is qualitative and exploratory based on the secondary sources of data, showing data via using Arc GIS 10.2 and charts.

Objective of the study

- To examine the existing tourism trend in the study area
- To identify the potential areas for the development of tourism
- To assess and examine the problem and challenges of the development of state through tourism industry

To give suitable suggestion for the sustainable tourism development

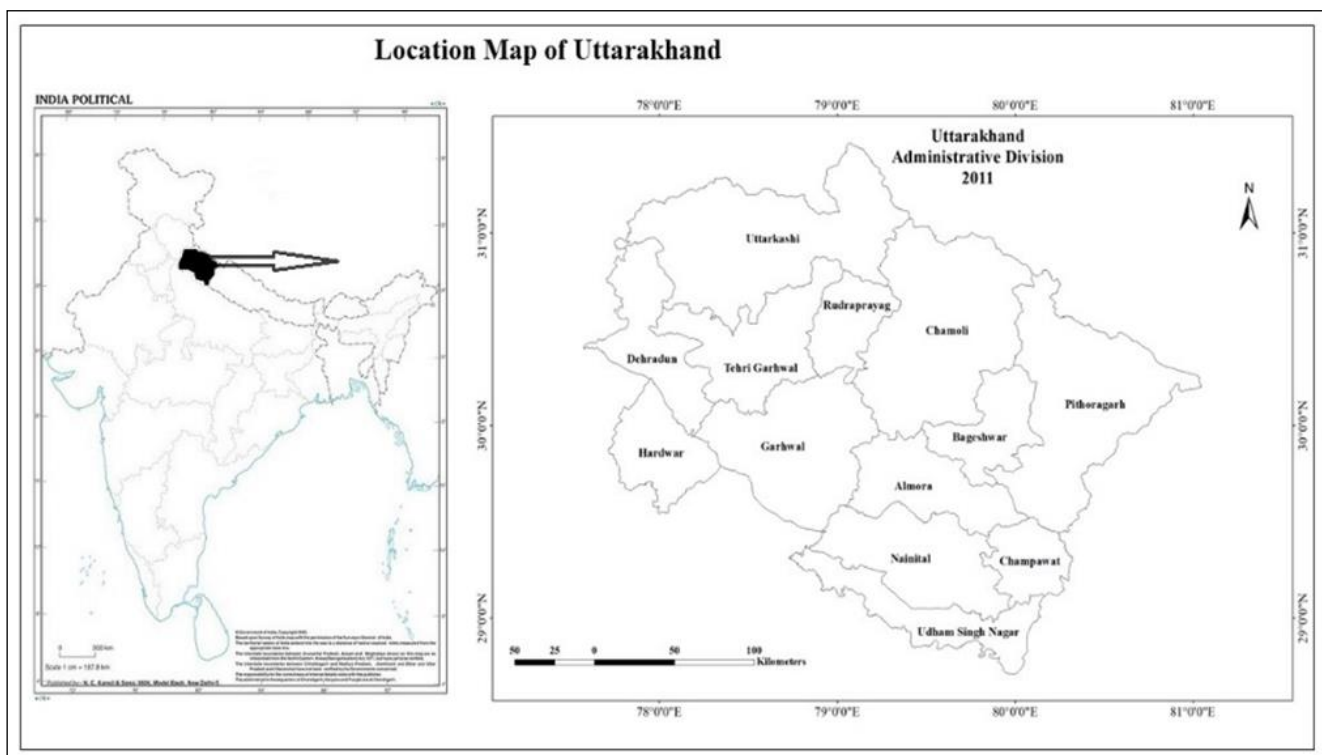


Fig 1: Study Area

Uttarakhand-the-Land of God" or "Dev Bhoomi", is one of the most beautiful and enchanting states of northern India. Uttarakhand became the 27th state of the Republic of India on November 9, 2000, which was carved out of Uttar Pradesh. The location of Uttarakhand is between 30°03'N to 30°05'N and 79°19'E 79°31'E having a total geographic area of 51,125 km², of which 93% is mountainous and 64% is covered by forest. It has 1.01 crore population with a population density of 94.4 per sq. km. administratively, it comprises of the divisions of Kumaon and Garhwal making thirteen districts. Kumaon division comprises of districts namely Almora, Nainital, Pithoragarh, Champawat, Bageshwar and Udham Singh Nagar while the Garhwal division consists of districts of Uttarakashi, Chamoli, Tehri, Pauri, Dehradun, Haridwar and Rudrapur (Figure 1). The state has 95 development blocks and 49 tehsils. Uttarakhand

borders Tibet to the north, Nepal to the east, and the states of Himachal Pradesh and Uttar Pradesh in the west and south respectively. Blessed with breath taking natural beauty, rivers and many mountains this site have been the heaven for people seeking solace in spirituality and a paradise for adventure lovers having immense opportunity for tourism industry to develop.

Data base and methodology

The present study is based on secondary sources of data. The data have been collected from different government sources, which include the District Statistical Abstract, Sankhikya Patrika, District Census Handbook (2011), Ministry of Tourism Annual report, Uttarakhand tourism policy (2018) and various journal, and research paper, published and unpublished work. The findings were

discussed and analyzed through the published literature and showing data in the form of maps using Arc GIS 10.2 and graphs.

Major forms of tourism (themes) in the study area: Uttarakhand

Mountains are the places where tourism are attractive on the basis of these special features.

- Unpolluted clean and cool air
- Varied topography
- Scenic beauty of mountains and
- Cultural landscapes

Uttarakhand in the laps of Himalayas is enjoying all these features. There are many diverse natural landscapes and

resources, the local traditions, and simple lifestyles – even if these are sometimes perceived as such only by tourists. There are the inherent dangers or challenges which attract some daring tourists, and particular mountain arenas for special sports and leisure activities. And not least of all, it has specific qualities that are conducive to health and wellness tourism and activities that focus on contemplation and meditation. The major themes or forms of tourism it offers are the following.

- Adventure and Water sports
- Pilgrimage and Festivals
- Nature and Wildlife
- Sightseeing
- Health and Rejuvenation
- Rural Tourism

Table 1: Theme-wise major destinations in Uttarakhand

Themes	Major destinations
Adventure & Watersports	Rishikesh, Auli, Trekking at Shri Hemkund Sahib, Jharipani, Maldevta, Tons Valley, Dhanaulti, Tehri
Pilgrimage and Festivals	Gangotri, Yamunotri, Kedarnath, Badrinath, Rishikesh, Haridwar, Jageshwar, Baijnath, Piran Kaliyar, Hemkund Sahib, Nanda Devi
Nature & Wildlife	Jim Corbett National Park, Rajaji National Park, Binsar Wildlife Sanctuary, Kedarnath Musk Deer Sanctuary, Nanda Devi National Park, Askot Musk Deer Sanctuary, Neel Dhara Pakshi Vihar, Benog Wildlife Sanctuary, Govind Wildlife Sanctuary
Sightseeing	Mussoorie, Nainital, Valley of Flowers, Almora, Kausani, Auli
Health & Rejuvenation	Rishikesh, Haridwar, Champawat, Pithoragarh and Ramgarh, Jageshwar, Almora, Nainital
Rural Tourism	Mana, Chokhta, Chakrata, Deora, Pallyu, Shaukiyathal, Bageshwar, Chamoli, Almora and Tehri

Discussion

At present, Uttarakhand has above 300 tourist spots that portrays its various cultural, historical sites and gifts of

nature. From the findings it has been found that the capital of the state, Dehradun holds the highest potential for the tourism as shown in table 2.

Table 2: District-wise name of Tourist place of Uttarakhand for the year 2017-18

S. No	District	Number of tourist places	Name of the tourist places
1.	Haridwar	9	Har ki Pauri ghat, Mansa Devi Temple, Chandi Devi Temple, Maya Devi Sanctuary, Daksha Mahadev Temple
2.	Dehradun	74	Triveni Ghat, Ram Jhula, Gun Hill, The Mall, Mussoorie Lake, Sir George Everest House, Lake Mist, Jawala ji Temple, Tibetan Temple, Kempti Fall, Lakha Mandal, Robber's Cave, Forest Research Institute, Malsi Deer Park
3.	Uttarkashi	30	Gangotri Temple, Gaumukh, Yamunotri Temple, Kashi Vishwanath Temple, Dodi Tal, Maneri Dam, Dayara Bugyal, Harsil, Bharon Ghati, Gangnani Hotspring, Kandar Devta Temple, Nehru Institute of Mountaineering, Sattal
4.	Pauri Garhwal	26	The Garhwal Rifles Regimental War Memorial, Garhwali Mess, Regimental Museum, St. Marry Church, Bhulla Tal, TIP-in-Top, Jwalpa Devi Temple, Binsar Mahadev, Neel Kanth, Veer Chandra Singh Memorial, Chila Wildlife Sanctuary
5.	Tehri Garhwal	26	Tehri Dam, Kanatal Kodea Jungle, Barehi Pani and Joranda Fall, Dashavtar Temple, Amber and Dhara Ecoparks, Deogarh Fort, Matatila dam, Dashrath Shila
6.	Rudraprayag	20	Kedarnath Shrine, Gauri Kund, Triyuginarayan Temple, Vasuki Tal, Tungnath Temple, Madhyamaheshwar Shrine, Deoria Lake, Dhara Devi Temple, Nandi Kund, Kanchula Korak Musk Deer Sanctuary
7.	Chamoli	20	Valley of Flowers, Badrinath Pilgrimage, Hemkund Sahib, Gopinath Temple, Tapt Kund, Rudranath Temple, Panar Bugiyal, Mata Murti Temple, Auli, Charah Paduka Meadow, Joshimath
8.	Almora	11	Binsar Wildlife Sanctuary, Nanda Devi Temple, Deer park, Govind Vallabh Pant Public Museum, Jogeshwar Temple, Jagannath Temple, Katarmal Sun Temple, Aravat Gufa, Archeological Museum
9.	Nainital	30	Corbett Museum, Corbett Waterfall, Naini Lake, Naina Devi Temple, Observatory, Raj Bahwan Golf course, High Altitude Zoo, St. John Church, Khurpatal, Sariyatal, Bhimtal, Naukuchiatal, Ghorakhal Temple, Ghorakhal Tea Garden, Mukteshwar Mahadev Temple
10.	Pithoragarh	24	Patal Bhubaneshwar Cave, Narayan Ashram, Askot Sanctuary, Chir Kila Dam, Pithoragarh Fort, Dhvaj Temple, Thal Kedar, Panchachuli Base Camp
11.	Champawat	28	Meetha Reetha Sahib, Baleshwar Temple, Ek Hathiya Ka Naula, Krateshwar Mahadev Shrine, Patal Rudreshwar Cave, Abbott Mount, Pancheshwar, Vanasur Fort, Chaumu Temple
12.	Bageshwar	25	Pant Museum, Kumaon Shawl Emporium, Kausani Resort, Baghnath Temple, Chandika Temple, Shikar Temple, Agnikund, Gopeshwar Dham, Trijugi Narayan, Baijnath Temple, Pandusthal
13.	Udham Singh Nagar	13	Nanakmatta Sahib Gurudwara, Ataria Temple, Drona Sagar, Chaiti Devi Temple, Govind Ballabh Pant Agricultural University, Nanaksagar Lake

It is clearly been shown from the figure (2) that only one district that is the capital city have the highest tourism potential among the other districts of Uttarakhand. The reason of this might be it is the educational and commercial hub of the state and the famous “Queen of Hills”- Mussoorie also come under this district. While three

districts namely Haridwar, Almora, And Udham Singh Nagar showed the least potential for tourism, whereas other 9 districts comes under medium potentiality of tourist spot all this shows a good potentialities of tourism in the state. Table (3) shows the number of tourist arrivals in Uttarakhand which clearly depicts the increase in number of

tourist arrivals in both domestic and Foreign in 2017-18 as compared to the previous years. Trends (Figure 3) in the state also shows the same increasing number of tourist visits with previous years but the pace in the tourist arrival is almost stagnant in the last three years that is 2014-15, 2015-16, and 2016-17 as compared to the last year 2017-18 which shows a huge jump in the arrivals of tourist. Table (4) displays the pattern of both domestic and foreign tourist's visits in each districts of Uttarakhand and it clearly been illustrated from the table and figure (4) that a good number of tourist's visited every year in each district. Foreign tourists are also visited the state in a good number but it's the domestic tourist that the state witnessed in a quite large number, reason for it might be that it is one of the famous pilgrimage state of India and have a number of pilgrimage/religious sites offering pilgrimage tourism for the visitors not only the pilgrimage/religious but a paradise for adventure lovers with numerous breathtaking adventurous sites offering different adventurous sports. There are some of the districts of state namely Dehradun, Nainital, Haridwar and Pauri Garhwal, Tehri Garhwal that witnessed a good number of foreign tourist visited (Table and Figure 4). Tehri Garhwal witnessed a highest number of foreign tourists, all because of Tehri dam with stagnant

water and high mountains from all sides being the highest in India and one of the highest in the world it fulfils the purpose of being a great tourist destination in the state. Next is Dehradun, the capital city of Uttarakhand has earned the epithet of being revered as the "Educational and Commercial Hub of Uttarakhand is the gateway to famous hill station "Queens of Hill"- 'Mussoorie' and the Holy city of Rishikesh-contributing to Heath and Rejuvenation tourism seeking solace in spirituality via meditation and yoga become a point of attraction for tourist both domestic and foreign. It is interesting to note that Haridwar that have the least number of tourist spots (Table 2) witnessed a largest number of domestic tourist and also a good number of foreign tourist, the reason might be that it is the place where the world famous UNESCO cultural heritage 'Kumbh Mela' is celebrated after every three years rotated over four important pilgrimage centres and also the auspicious Ganga Aarti held at Har ki Pauri is a sight to behold divine aura of glittering diyas. Last but not the least Nainital sometimes referred to as "Queen of Lake" is famous for the Naini Lake offering an enchanting and breathtaking experience to the tourist, paradise for nature and adventure lovers, not only lures the domestic travelers and tourists but also a number of foreign tourists.

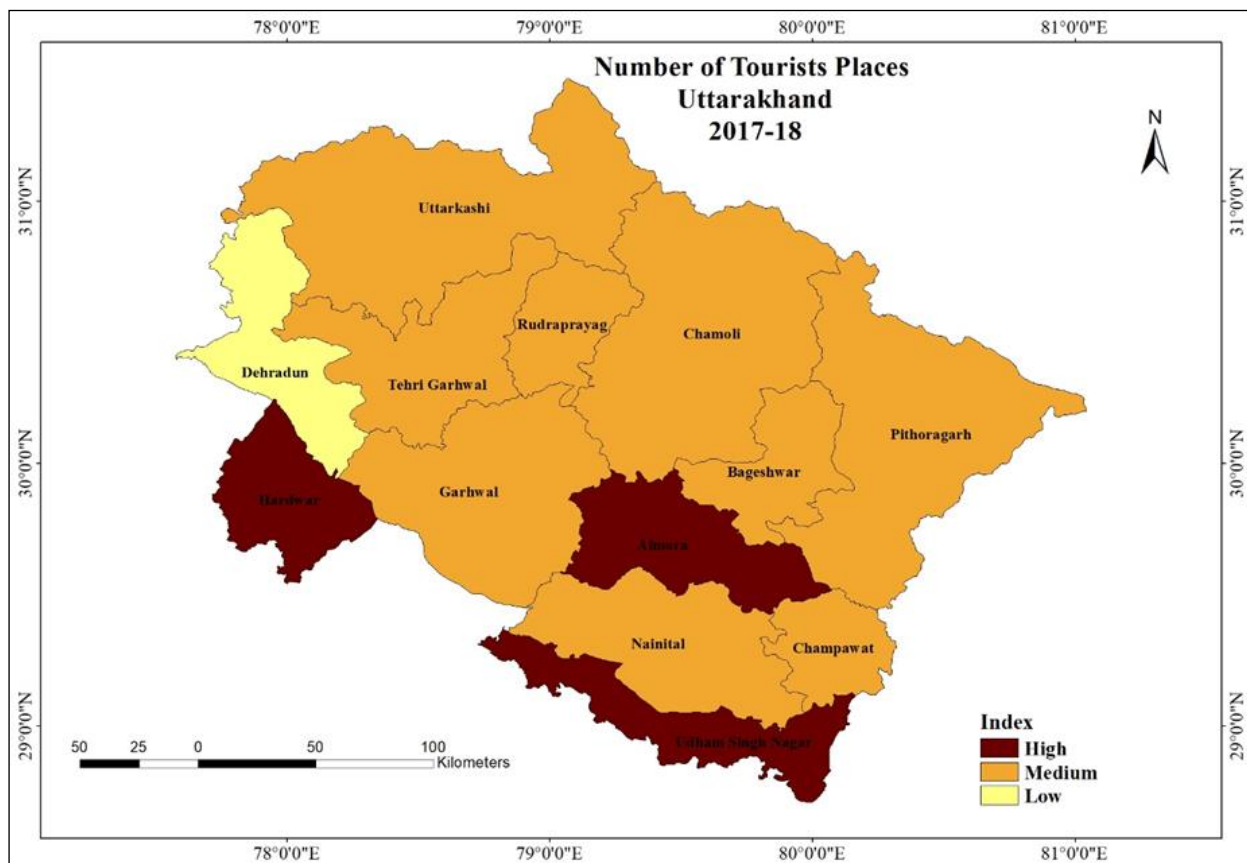


Fig 2: Tourist places of Uttarakhand

Table 3: Pattern of Tourist arrivals in Uttarakhand

Years	No. of Domestic Tourists (in Lakhs)	No. of Foreign Tourists (in Lakhs)	Total No. of Tourists (in Lakhs)
2012-13	200.25	0.90	201.15
2013-14	225.25	1.10	226.35
2014-15	293.74	1.11	294.85
2015-16	317.95	1.12	319.06
2016-17	316.44	1.13	317.77
2017-18	345.81	1.42	347.23

Source: Statistical Diary, Uttarakhand

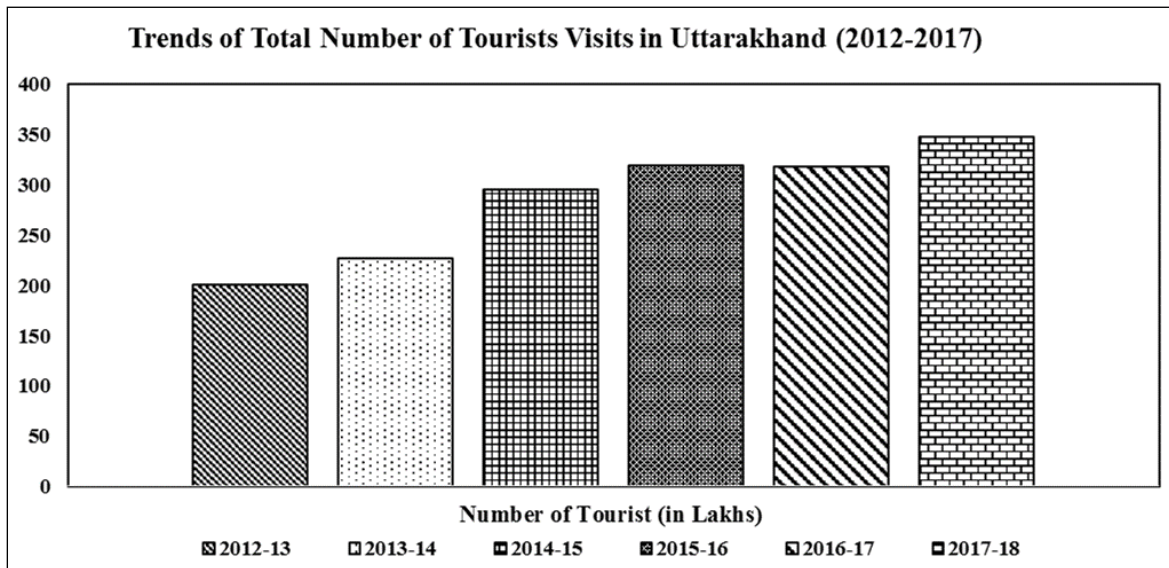


Fig 3: Trends and Pattern of Tourist in Uttarakhand

Table 4: District-wise patterns of Tourist arrivals in Uttarakhand for the year 2017-18

S. No	District	No. of domestic tourist	No. of foreign tourist	Total No. of tourists
1	Chamoli	1663502	4681	1668183
2	Almora	252303	6048	258351
3	Bageshwar	71408	376	71784
4	Champawat	2759241	237	2759478
5	Nainital	866164	7231	873395
6	Dehradun	6053381	30933	6084314
7	Pithoragarh	192756	470	19322
8	Udham Singh Nagar	132515	1728	134243
9	Uttarkashi	439670	1675	441345
10	Pauri Garhwal	395882	21162	417044
11	Haridwar	20985975	23123	21009098
12	Rudraprayag	393307	527	392834
13	Tehri Garhwal	1425732	37092	1462824

Source: District Statistical Handbook, 2017-18

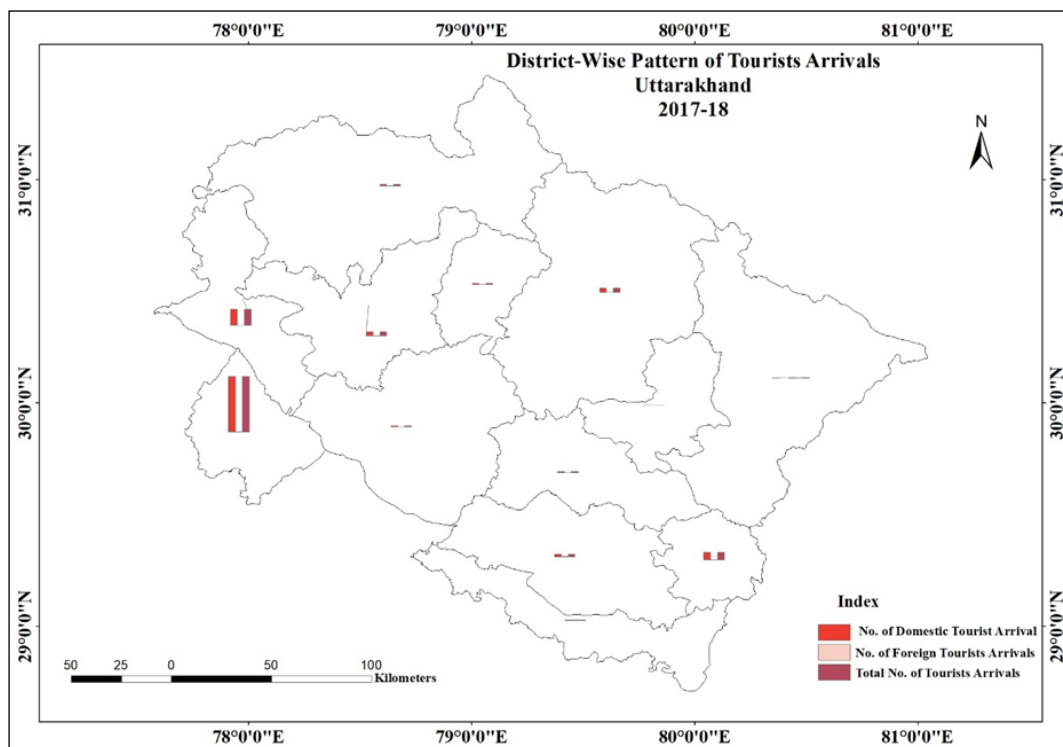


Fig 4: district-wise Tourist Arrivals in Uttarakhand

SWOT analysis of Uttarakhand tourism**Strengths**

- Unique and outstanding mountainous environment encompassing world famous Himalayas.
- Presence of exceptional geographical features (e.g. glaciers, mountain peaks, waterfalls, rapids).
- Presence of some highly distinctive Himalayan mountain villages and towns set amidst outstanding scenery (e.g. Dharchula, Munsiyari, Bageshwar).
- Good range of viewpoints of Himalayan Range.
- Existing range of trekking paths and circuits (e.g. Sankri, Gangotri, Dodital and Yamunotri, Hem Kund and Valley of Flowers).
- National parks and Wildlife sanctuaries of International repute (e.g. Corbett, National Park, Nanda Devi Wildlife Sanctuary) with wide range of wildlife, including tiger, Asiatic elephants, leopard, bear etc.
- Strong conservation regulations as implemented by Forest UTDB have succeeded in curbing encroachment of development into natural areas.

Weaknesses

- Unplanned development in disaster prone zones.
- Almost all urban environment are having poor quality in terms of overall appearance, pollution/waste management, health/safety, urban design/congestion with no concern for natural environment.
- Limited interpretation of the natural environment.
- Little awareness of potential and needs of Ecotourism among many operators and Government agencies.
- Poor design quality in development of tourism facilities as exemplified at many Government Guest Houses.
- Limited coordination among Government agencies.
- Lack of efficient public transportation.
- Lack of traffic management in towns and villages.
- Lack of community understanding and participation in tourism in many areas.
- Lack of equitable distribution of benefits (tourism revenues) to the local communities.

Opportunities

- The Char Dham all-weather road project will give a big boost for planned development along these highways.
- Potential to tap the emerging markets in the sector of rural tourism, MICE, health and wellness.
- Adventure Tourism activities like camping, Trekking, Bungee Jumping, Bird watching, Paragliding, and Water Sports like rafting, kayaking etc. have a huge potential for surrounding markets.
- Employment opportunities for local communities in rural tourism shall increase with increased impetus from State Government. Cultural distinctiveness, folklore, handicrafts could be tapped for rural and culture based tourism product development.
- Several parts of Uttarakhand are known for being favorite destinations for retired people/pensioners to settle down: thus the potential of future market for luxurious second home/holiday homes is here.
- Cluster of higher education facilities in Dehradun offer opportunities for higher advanced environmental center research, education and general conservation/ecotourism awareness among students and visitors.

Threats

- Prone to Natural Disaster.
- Exceptionally high peaks of Tourist inflows during vacations.
- Unorganized Yatra tourists especially at destinations.
- Additional traffic and pollution from vehicles lead to serious congestion, pollution in towns and villages.
- Continued poor maintenance of roads will make accessibility a key constraint for improving quality and numbers of tourists.

Conclusion and suggestions

From the aforesaid analysis regarding the problem and prospects of tourism industry development in the region it may be concluded that there is an immense tourism potential as the place is receiving a large number of tourism every year. This can be attributed to several countless factors like natural scenic landscape, salubrious climate, historical and archeological sites, cultural and religious sites, some distinct sports activities, cuisines and culinary are some of the major pull factors. Both the domestic and foreign tourists visits the state in a quite good numbers but the international visitors are confined only to some limited place or district the reason might be that many sites are still untapped there is a need for the government should take a step towards its promotion at international level, developing a detailed master plan assuring a good infrastructure facilities provided to each and every destination as it also plays an important role in making a place attractive, make people aware about benefits of tourism towards local communities development. Both Government and Local communities would have to contribute together towards ensuring that it maintains a state of equilibrium between environmental awareness, sustainability, and profitability during development.

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