

## STATUS OF ACCOMMODATION UNITS IN GANGOTRI AND YAMUNOTRI PILGRIMAGE TOURISM ROUTES: LINKING FACILITIES AVAILABLE AND PILGRIMS' VIEWS

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### Abstract

India's Tourism and Hospitality industry have seen constant growth in the last few decades. The Government of India and the Ministry of Tourism have made significant contributions to the development and growth of the industry by providing various tax incentives, policies, schemes and other supports. The same has been reflected in the complications in the standardization and quality control of hospitality establishments in the country. Policymakers, administrators, industry experts, researchers and other stakeholders are working towards the development of the industry round the clock. Pilgrimage tourism in India was initially only given its importance because of its cultural significance, but nowadays everyone identified its economic significance and scope on boosting GDP. Even though there are many studies conducted on pilgrimage tourism products or destinations in India, very few studies have focused on the Uttarkashi region of Uttarakhand. This paper analyses status of accommodation units in Gangotri and Yamunotri pilgrimage tourism routes by linking with facilities available and pilgrim tourists' views or comments on the services offered. For this purpose, the authors have conducted an extensive

survey in the study area including major villages or destinations en route of Gangotri and Yamunotri pilgrimage tourism routes. Both local people, staff, employers, and tourists are included in the study design. The present study confirmed the findings on the need for more accommodation units and the requirement of standardization of quality of amenities and services in accommodation units (and related hospitality establishments). These observations discussed have implications for further studies related to human resource training in hospitality establishments in pilgrimage tourism destinations.

**Keywords:** Hospitality, pilgrimage tourism, pilgrim tourist, Gangotri, Yamunotri, accommodation facilities and service.

## Introduction

The contemporary interpretation of hospitality refers to the relationship process between the guest and the host. When we talk about the hospitality industry, we mean companies or organizations that provide food and/or drink and/or accommodation to people "away from home". However, this definition of "hospitality" only satisfies most situations. The hotel industry faces increasing economic and social changes and increased competition. The development of technology is also very fast. Continuous innovation and adaptation are necessary to stay in business. The hotel industry in India has created many job opportunities and is a major source of foreign exchange for India. According to the planning commission, the hospitality sector is responsible for creating more jobs per million rupees invested than any other sector. The field has provided a wide variety of jobs that are in demand from the unskilled to the highly skilled. The Government of India and the Ministry of Tourism have contributed significantly to the development and growth of the industry by providing a variety of tax incentives, policy measures and other support. The hospitality industry includes areas such as hotels, motels, motels, restaurants, bars, cafes and nightclubs. Characteristics of the Indian Hospitality Industry Includes i) Two Way Communication, ii) Diversity in Culture, iii) Labour Intensive, iv) Relationship Building, and iv) Product Service Mix. Uttarakhand Tourism has created immense scope for various kinds of hospitality products and establishments in the state. Eventhough the state's culture is wellknown for a positive hospitality service from the early days of pilgrimage

tourism, the need for standardization has been required to serve all kinds of people who are coming for pilgrimage tourism, adventure tourism, wellness tourism, leisure tourism and other business tourism activities. There has been an increased need that more attention has to be paid to niche studies on different regions of the state to understand, evaluate and develop tourism and hospitality activities. And these developmental activities will ensure reverse migration in rural areas and a new source of revenue to the local communities. The current study is focused on Gangotri and Yamunotri Pilgrimage tourism routes in Uttarkashi district. Located in the upper Himalayas, this region contains a diverse geographical environment, from snow-free valleys and outer hills to high mountain peaks with permanent ice and glaciers. Depending on factors such as topography, geology, soil, climate and natural vegetation, the delimitation of areas is taken into account. Coming to the sociocultural importance of the state, draws its alliance from the Pandava culture from antiquity. Several fairs are also held in the different areas, which are an integral part of the regional culture. Magh Meta is the most famous fair in the region. The fair begins on the occasion of Makar Sankranti of the month of Magha. Dolls of local gods and goddesses were brought to the area from their flat spots. The traditional dishes of the region are nutritious, easy to prepare, and at the same time appealing to the palate. Some recipes are special for specific occasions or festivals. To mark the welcome of guests or loved ones, `purl` and `shingals` are often served with `aalo ke gutke`. Eventhough few researchers have studied different dimensions of tourism activities in the study area, still the multidimensional research focusing on accommodation units in these two pilgrimage routes have not been well expressed. The current study is to i) identify the type of accommodation units or various hospitality establishments, allied business like restaurants, short trips etc. and to analyse based on tourist's comments on available accommodation units and services/facilities. The entire study area covers the availability of the hospitality industry in the given area. To date, no work has been done on the current state of the infrastructure available on motorways. Because the data are not enough, the research work is based on exercise. No single authority, i.e. government/non-governmental organization, has taken the initiative to analyze the competencies, skills and professionalism of those involved in the hospitality sector. There is the future scope for research focus on the working conditions, living standards, qualifications, wages and training modules of the workforce engaged in the field.

## Literature Review

There are several studies on the issues and prospects of the tourism industry in India and Uttarakhand. However, research into the hotel industry has only grown in recent years. To date, there has been no comprehensive, detailed and systematic study of the hospitality industry in Uttarakhand. A very poor database of the availability of hotels and restaurants, even in major tourist centres, is a serious problem. Descriptive literature exists only at the general level. This section will attempt to review some of the relevant literature. Anand (1976) in his study examined the reasons for the low tourist traffic in India. The author said that hotels and other complementary accommodation facilities are at the heart of the tourism industry and suggested that there should be sufficient quantities needed to develop tourism appropriately. Negi & Manohar (2009) addresses all kinds of needs and problems facing the hospitality industry. This study predicts that the hotel industry has a lot of potential for expansion in the future. The Indian Institute of Public Opinion in a study cited the accommodation sector as one of the central factors as spending by foreign tourists accounts for 65% of food and drink and dominates foreign exchange earnings. IIPO, 1986). Seth (1978) suggested that there should be a close relationship between the development of accommodation facilities and the development of modes of transport. Selvam (1989) in his research also discusses the adequacy and future needs of housing. Leela Shelly (1991) attempted to present a broad profile of the hospitality industry. The author sheds more light on the hospitality industry and provides a critical assessment of the contemporary landscape in the hospitality industry. Pragathi Mohanty (1992) in his study analyzed the growth pattern of the hotel industry in Odhissa and examined the growth trends related to different regions and different types of hotels. In a study carried out by the Ministry of Tourism, Government of India (1982), it was shown that hotels of 4 stars and above are generally considered to be of international standard and cater to foreign tourists, as well as the richest tourists. According to Robert Collier (1993), a new hotel customer will be looking for 3-star accommodation with good value for money. Therefore, it is necessary to focus on developing 3-star hotels. The study claims that to survive in today's global village, hotels will need to have a strong brand or brand or position in a niche market. The results predict that there is still room for large chains to grow with multiple brands as well as individual and small regional chains in niche markets. In a survey conducted by M.M. implemented and in 1966, 22% of foreign tourists



replied that housing shortage was the main reason hindering travel to India. The Hotel Review and Inquiry Commission of 1968, established to study the need for extra beds in major tourist hubs, once again highlighted the housing shortage in India. The National Council for Applied Economic Research (NCAER) has estimated that hotels are arguably the most essential destination a country must offer if it plans to expand tourism. The Lok Sabha appraisal committee report for 1975/76 estimated that various measures taken and efforts made for the promotion of tourism would not yield the desired results if hotel accommodation domestic lag behind JRD Tata believes that unless a large and sustained program of building new hotel facilities is implemented within the next 5 years, up to one million foreign visitors per year will move directed to other countries, resulting in a loss of foreign exchange earnings of the order of Rs. 500 crore.

Lattin (1989) states that the hotel industry is the only sector where supply must precede demand. The growth of the hotel industry is the premise for the growth of tourist traffic. Naik S.D. and Davis N.V. (1979) in an article expressed that the development of hotel accommodation has not kept pace with increasing demand. J.R.D. Tata feels that the lack of accommodation makes travel unsafe and discourages tourists from visiting a particular area. According to the author, having modern hotels is essential for the development of a country in general or a city in particular, to provide facilities and amenities to visitors from all over the world. Anand (1976) emphasized that the lack of hotels that meet acceptable international standards has been a key factor in traffic restrictions across the Pacific, especially in India. Haksar (1980) argued that accommodation should have the necessary quantity and quality to meet the needs of visitors. Accommodation probably predates any other type of accommodation. Naik S.D. and Davis N.V. (1979) also found that the future growth of the tourism industry will depend largely on the growth of suitable hotel accommodation in the country, along with transport and other infrastructure. The Economic Times (November 10, 1982) reported that severe housing shortages and travel difficulties can affect a country's image to the world. The Southern Economist (May 15, 1984) estimates that the main problem foreigners face when coming to India is the lack of good hotel accommodation in tourist attractions. Most of it is concentrated in urban cities. According to Howard L. Hughes (1990), accommodation and food services must exist for tourism to develop. The hotel industry will be responsible for the benefits and costs of the tourism phenomenon itself, and the number

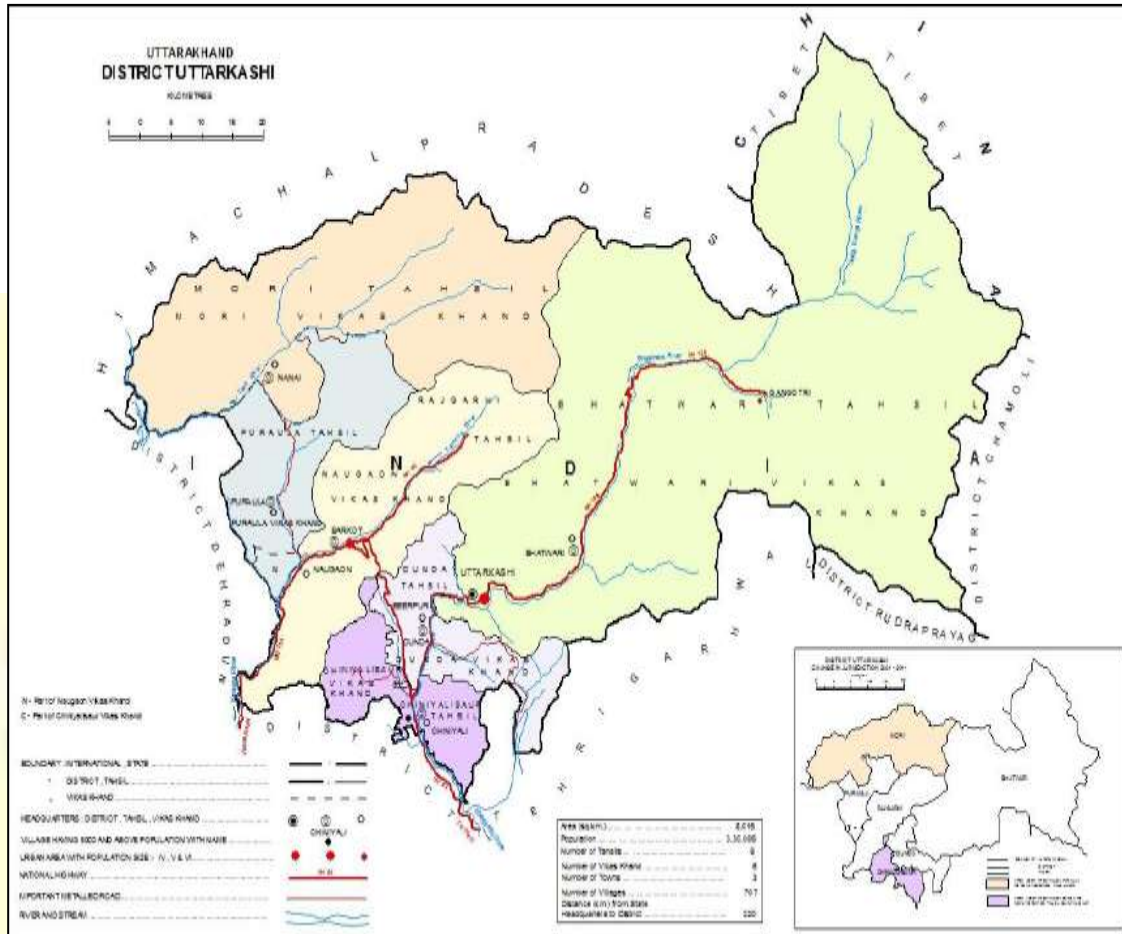
of stays will partly determine the capacity of a tourist destination. The author also points out that the expansion of tourism may require an increase in accommodation supply. Tourists, especially international tourists, can be influenced in their choice of destination by the availability of suitable hotels and restaurants. According to Medlik (1989), the ratio of foreign and domestic tourists to total tourists of a country is related to the number of hotels in that country. The higher the proportion of foreign tourists, the more dominant the hotel and vice versa. Sharma K.K. defines stay as part of the tourism matrix (1991). It can be seen that for tourism to grow rapidly, a prerequisite is to have enough hotel accommodation. The economic importance of hotels strongly recommends the establishment of more hotels of different types, especially "class hotels" in which the private sector should be heavily involved.

## Research Methodology

### Study Area

Garwal is a region and administrative division in the northwestern part of the state of Uttarakhand, in northern India. These include the regions of Chamoli, Dehradun, Haridwar, Pauri Garwal, Rudraprayag, Tehri Garwal and Uttarkashi. The people of Garhwali are known as Garhwali and speak the Garhwali language. The current study area is focused on the Uttarkashi area established on 24 February 1960 at Parganas Ravain and Uttarkashi Ravain tahsil in the former Tehri Garwal district. The area is named after the headquarters of Uttarkashi, an ancient site with a rich cultural heritage, and as the name suggests, it is the "Kashi" of the North (Uttara) as opposed to the "Kashi" of the Plains (Varanasi). The Kashi Plains and the north are located on the banks of the Bhagirathi and Ganges rivers, respectively. This article describes two popular pilgrimage tourist routes in the Uttarkashi region, namely Gangotri and Yamunotri Yatra.

Fig 1 Uttarkashi District (Map not for scale)



Source: District Administration, Uttarkashi, Uttarakhand.

**Gangotri:** Gangotri is a city and Nagar Panchayat in the Uttarkashi district of Uttarakhand, located at 30.98° N 78.93° E. It is a Hindu pilgrim city located on the banks of the Bhagirathi River and at the source of the Ganges River. It is located in the Great Himalayan Range at 3100 meters above sea level. According to a famous Hindu legend, it is here that the goddess Ganga descended when the god Shiva released a mighty river from his hair.

**Yamunotri:** The source of the Yamuna River and the residence of the Goddess Yamuna in Hinduism. It is located at an altitude of 3293 m above sea level. It is located at 31.01° N at 78.45° Garhwal Himalayas East longitude, about 30 km north of Uttarkashi, the headquarters of the Uttarkashi district in the Garhwal department of Uttarakhand. This is Chota Char Dham, one of the four major pilgrimage sites in India. The sacred site of Yamunotri, the source of the

Yamuna River, is a shrine located at the top of Bandar Punch Parbat, the westernmost point of the Garwal Himalayas. The main attractions of Yamunotri are the temple dedicated to the goddess Yamuna and the sacred hot springs of Janki Chati.

### Study Design

The description of the research is exploratory as well as conclusive in nature. Data were collected from both primary sources and secondary sources. To describe further, the results are analyzed which was collected by survey or observation method. Firstly, the primary focus was on all stakeholders on the accommodation units including the local people, tourists and others from whom information was obtained for research. Secondary, research involves analysis of local documentation. Which consists of planning documents of UTDB, local news reports, printed government reports and other information in the forms of suggestions that were valuable on the development of accommodation units in the region. The first set of questionnaires explores the socio-cultural, economical, environmental factors influencing pilgrimage tourism in the region. The other set drove to extract tourists' views on available accommodation units. It includes the basic preferences, facilities available, and dining services. Different sources regarding tourist's data were collected from various tourism officials for a concrete study. The sample size at each tourism location was 500 and the questionnaire was prepared according to the subject matter of study. Includes 5 points Likert scale questions and open en questions. Having a 5 points Likert scale questions allowed authors to summarise a collection of complex factors ensuring customer stratification of accommodation units, especially pilgrimage tourists.

### Results and Discussion

This section is divided into two parts (i.e. A&B). The first part(A) illustrates different types of accommodation units available in Gangotri and Yamunotri Pilgrimage tourism routes and how these units are distributed between government-owned properties and privately owned properties. It also discusses the number of beds available in each destination or village in the route. The study is focused on the distributions of the number of beds and units available in each destination under different types of establishments and owners. In the second part (B),the authors have established a descriptive analysis of tourists' comments on accommodation units and facilities available in the region or pilgrimage tourism route (both Gangotri and Yamunotri



Pilgrimage). Which includes tourists' comments on facilities available, dining services, and socio-cultural factors etc.

### A: Accommodation Units in Gangotri and Yamunotri Pilgrimage Tourism Routes

As per the analysis on accommodation units available at Gangotri Pilgrimage tourism route (Table 1.1), the total accommodation units available from Bhojwasa to Uttarkashi, the 100km stretch designated as an eco-sensitive zone (including A: Bhojwasa to Jaspur/Sukhi, B: Ganganani to Naitala & Hina, C: Gangotri & Ganeshpur to Uttarkashi) in the form of TRH, Yatri Niwas, Hotels, GHs, Lodges, Ashrams etc. and owned by the government and private sector can accommodate around 7027 tourists and Pilgrims. This shows a high number of beds available in private properties compared to government-owned properties.

**Table 1.1. Accommodation Units Available at Gangotri Pilgrimage Tourism Route**

	Name of the Place	Tourism Department		Private	
		Accommodation Type	Bed capacity	Accommodation Type	Bed capacity
A: Bhojwasa to Jaspur/Sukhi	Bhojwasa	TRH	24	-	
	Gangotri	TRH	58	Hotel/Lodge/GH	454
	-	Yatri Niwas	19	-	
	-	Ashram	-	Ashram	750
	Harshil / Dhraali	TRH	28	Hotel/Lodge/GH	548
	Jhala	-	-	Hotel/Lodge/GH	123
	Jaspur / Sukhi	-	-	Hotel/Lodge/GH	150
		Sub-Total		<b>129</b>	<b>Sub-Total</b>
<b>Total from Bhojwasa to Jaspur / Sukhi: 2154</b>					
B: Ganganani to Naitala	Ganganani	-	-	Hotel/Lodge/GH	60
	Barsu	TRH	24	Hotel/Lodge/GH	45
	Raithal	TRH	24	Hotel/Lodge/GH	15

	Bhatwari/Malla/Lata/Sainj/Naluna	-	-	Hotel/Lodge/GH	240
	Maneri		30	Hotel/Lodge/GH	356
	Naitala & Hina			Hotel/Lodge/GH	757
			<b>78</b>	<b>Sub-Total</b>	<b>1573</b>
	<b>Total from Ganganani to Naitala &amp; Hena: 1651</b>				
<b>C: Gangotri &amp; to Ganeshpur Uttarkashi</b>	Gangori & Ganeshpur	-	-	Hotel/Lodge/GH	432
	Uttarkashi	TRH	110	Hotel/Lodge/GH	1880
	-	Ashram	-	Ashram	800
		<b>Sub-Total</b>	<b>110</b>	<b>Sub-Total</b>	<b>3112</b>
	<b>Total from Gangotri &amp; Ganeshpur to Uttarkashi: 3222</b>				

Source: Amended from Zonal Master Plan (Tourism), UTDB, Government of Uttarakhand.

Coming to the analysis on accommodation units available at Yamunotri Pilgrimage tourism route (Table 1.2), the region or route can accommodate a total of 3147 tourists or pilgrimages in different units of government-owned and private properties of TRH/Ashram/Hotel/Lodge/GHs. The route includes destinations or villages like Uttarkashi, Dharasu, Barkot, Hanumanchatti and Kharsali. Uttarkashi is having a high number of beds available in both cases of government-owned and privately owned properties.

Table 1.2. Accommodation Units Available at Yamunotri Pilgrimage Tourism Route

Name of the Place	Tourism Department		Private	
	Accommodation Type	Bed capacity	Accommodation Type	Bed capacity
Uttarkashi	TRH	110	Hotel/Lodge/GH	1880
Dharasu	TRH	30	Hotel/Lodge/GH	112
Barkot	TRH	70	Hotel/Lodge/GH	450
Hanumanchatti	TRH	70	Hotel/Lodge/GH	360
Kharsali	TRH	30	Hotel/Lodge/GH	25
-	Ashram	-	Ashram	-
	<b>Sub-Total</b>	<b>310</b>	<b>Sub-Total</b>	<b>2837</b>
<b>Total Yamunotri Pilgrimage Yatra Route: 3147</b>				

Source: Amended from Zonal Master Plan (Tourism), UTDB, Government of Uttarakhand.

Table 1.3. Available Accommodation of Forest, PWD and Irrigation department in Gangotri and Yamunotri Pilgrimage Tourism Routes

Location/Destination	Department		
	Forest	PWD	Irrigation
Gangotri	5x2= 10Beds	2x2= 4Beds	2x2= 4Beds
Harsil	2x2= 4Beds	6x2= 12Beds	-
Bhatwari	2x2= 4Beds	6x2= 12Beds	-
Uttarkashi	4x2= 8Beds	6x2= 12Beds	-
Dodital	2x2= 4Beds	-	-
Agoda	2x2= 4Beds	-	-
Dharasu	5x2= 10 Beds	2x2= 4 Beds	2x2= 4 Beds
Barkot	2x2= 4 Beds	6x2= 12 Beds	-
Hanumanchatti	2x2= 4 Beds	4x2= 8 Beds	-
Kharsali	4x2= 8 Beds	8x2= 16 Beds	-

Source: Amended from Zonal Master Plan (Tourism), UTDB, Government of Uttarakhand.

Table 1.3 shows the distribution of available accommodations under the Forest department, PWD, and Irrigation department in both Gangotri and Yamunotri pilgrimage tourism routes. Currently, Uttarakhand Forest Department in the region is having more beds compared to PWD or Irrigation department. Especially when comparing the destinations or villages like Gangotri, Harsil, Bhatwari, Uttarkashi, Dodital, Agoda, Dharasu, Barkot, Hanumanchatti, and Kharsali.

From the above mentioned available accommodation statistics (part A) it can be observed that after completion of under construction there is a requirement for further infrastructure creation for tourist outflow to Gangotri and Yamunotri is to be regulated so that there is no overcrowding at the destination as well as burdening of sanitation facilities. Also, it is observable that private players are having more accommodation units, which lacks direct control of the government regarding quality assurance.

### **B: Tourists Comments on Accommodation Units and Facilities available in the Region**

The distribution of tourist responses regarding their views about the various attributes of the accommodation services in the study area is shown in the following Table: 1.4 (Part A). An observation of the data shows that 31.4% and 40.2% of total respondents were satisfied with 'electricity and water supply' and 'safety and security' in the accommodation units of the study area. The majority of the tourists were neither satisfied nor dissatisfied about 'quality of food and hygiene' (41.8%), 'cleanliness of rooms/dormitory' (29.2%), 'tariff' (34%) and 'communication and entertainment facility' (34%) in the accommodation units whereas, majority of the respondents were dissatisfied about 'prompt service' (33.4%), 'behaviour of the staff' (33.4%), 'provision of tourist information' (43%) and 'environmental consideration' (31.4%) in the study area. No single largest group of the respondents was fully satisfied and fully dissatisfied in the study area. An examination of the satisfaction means scores regarding the accommodation facilities reports that tourists were neither satisfied nor dissatisfied (mean= 2.5 to 3.5) with all the attributes of accommodation facilities in the study area except 'communication and entertainment facility' (mean=2.47) about which the tourists were neither satisfied nor dissatisfied.



The distribution of respondents' responses about their satisfaction with the dining services in the study area is provided in Table: 1.4 (Part B). The data from the table reports that the majority (28%) of the respondents were satisfied in the case of the 'taste of food' provided by the dining units in the study area. 39.2% of total respondents were neither satisfied nor dissatisfied about the 'price of food' whereas 32% each of the respondents were neither satisfied nor dissatisfied and dissatisfied respectively about the 'restaurants quality and service'. Further, 34.4% and 30.8% of the respondents were dissatisfied about 'availability of dining facilities' and 'hygienic quality of food' provided by the dining services in the study area respectively. From the perusal of mean satisfaction scores of tourists, it can be inferred that all the tourists were neither satisfied nor dissatisfied with all the attributes of the dining services in the study area (mean=2.5 to 3.5).

The socio-cultural characteristics play a significant role in creating the image of a destination and also in attracting tourists to the destination region. Table: 1.4 (Part C) presents the distribution of tourists' satisfaction scores regarding the socio-cultural aspects of the study area on 6 items mentioned in the table. The data shows that the majority of the respondents (33.8%) have perceived 'attitude of the local populace' as satisfactory. Whereas, majority of the respondents were neither satisfied nor dissatisfied about 'quality of nature and wildlife' (43%), 'cultural sites and activities' (50%), 'local celebrations, fairs and festivals' (32.4%) and 'local handicraft items' (43.2%). Further, the majority (34%) of the respondents were dissatisfied about 'variety and uniqueness of food items'. A perusal of the mean scores from the above table suggests that there was a satisfaction among the tourists about the attribute 'Attitude of local populace' (mean score =3.53). Whereas, tourists were neither satisfied nor dissatisfied about 'cultural sites and activities', 'quality of nature and wildlife', 'local handicraft items' and 'local celebrations, fairs and festivals' (Mean scores=2.5 to 3.5) while dissatisfaction among the tourists was reported for 'variety and uniqueness of food items' in the study area (mean score=2.47).

**Table 1.4. Tourist's Comments on Facilities, Services, and Socio-Cultural Factors of Accommodation Units in the Gangotri and Yamunotri Pilgrimage Tourism Routes**

	Fully dissatisfied	Dissatisfied	Neither	Satisfied	Fully Satisfied	Mean	SD
<b>A: Tourist's Comments on Facilities Available on Accommodation units</b>							
Cleanliness of Rooms/ Dormitory	122	142	146	41	49	2.50	1.22
	(24.4)	(28.4)	(29.2)	(8.2)	(9.8)		
Tariff	48	105	170	94	83	3.11	1.19
	(9.6)	(21.0)	(34.0)	(18.8)	(16.6)		
Water & Electricity	48	104	111	157	80	3.23	1.22
	(9.6)	(20.8)	(22.2)	(31.4)	(16.0)		
Speedy Service	48	167	131	94	60	2.90	1.17
	(9.6)	(33.4)	(26.2)	(18.8)	(12.0)		
Safety and security	30	65	139	201	65	3.41	1.06
	(6.0)	(13.0)	(27.8)	(40.2)	(13.0)		
Quality of food and Hygiene	43	132	209	56	60	2.91	1.09
	(8.6)	(26.4)	(41.8)	(11.2)	(12.0)		
Behavior of the staff	58	167	129	121	25	2.77	1.09
	(11.6)	(33.4)	(25.8)	(24.2)	(5.0)		
Tourist information	50	215	115	98	22	2.65	1.04
	(10.0)	(43.0)	(23.0)	(19.6)	(4.4)		
Communication & Entertainment Facility	131	118	170	46	35	2.47	1.17
	(26.2)	(23.6)	(34.0)	(9.2)	(7.0)		
Environmental consideration	103	157	105	100	35	2.61	1.21
	(20.6)	(31.4)	(21.0)	(20.0)	(7.0)		

B: Tourist's Comments on Dining Services Available in the Accommodation units							
Availability of dining facilities	64	172	129	90	45	2.76	1.15
	(12.8)	(34.4)	(25.8)	(18.0)	(9.0)		
Restaurants quality & service	86	160	160	40	54	2.63	1.17
	(17.2)	(32.0)	(32.0)	(8.0)	(10.8)		
Hygienic food	70	154	133	88	55	2.80	1.20
	(14.0)	(30.8)	(26.6)	(17.6)	(11.0)		
Taste of food	41	123	115	140	81	3.19	1.21
	(8.2)	(24.6)	(23.0)	(28.0)	(16.2)		
Price of food	60	40	196	154	50	3.18	1.11
	(12.0)	(8.0)	(39.2)	(30.8)	(10.0)		
C: Tourist's Comments on Socio-Cultural Factors in the Region							
Attitude of local populace	14	75	141	169	101	3.53	1.05
	(2.8)	(15.0)	(28.2)	(33.8)	(20.2)		
Quality of nature & wildlife	35	125	215	100	25	2.91	0.96
	(7.0)	(25.0)	(43.0)	(20.0)	(5.0)		
Cultural sites and activities	25	125	250	25	75	3.00	1.04
	(5.0)	(25.0)	(50.0)	(5.0)	(15.0)		
Local celebrations, fairs & festivals	91	103	162	87	57	2.83	1.24
	(18.2)	(20.6)	(32.4)	(17.4)	(11.4)		
Local Handicraft items	63	75	216	91	55	3.00	1.13
	(12.6)	(15.0)	(43.2)	(18.2)	(11.0)		
Variety and uniqueness of food items	117	170	112	61	40	2.47	1.20
	(23.4)	(34.0)	(22.4)	(12.2)	(8.0)		

Source: Primary Data. Figures in the brackets are the percentage of row total.

## Conclusion

The results from the current study established the relationship between accommodation facilities available in a pilgrim tourism route and major views or comments of pilgrim tourists on various related factors. The study on accommodation units (including allied establishments) and pilgrim tourists have highlighted the facilities currently available, level of services provided, types of accommodation units established, statistics on the number of beds available in each village or destination, ownership of properties by government and private sector, the basic need of tourists, tourist's interests on pilgrimage tours etc. All these focused results and analyses on Gangotri and Yamunotri Pilgrimage tourism routes will ensure further sustainable development of tourism activities and hospitality units in the region. The main results of this work are summarized and presented in this section. In sum, the study draws major analysis of accommodation units available at Gangotri pilgrimage tourism route, accommodation units available at Yamunotri pilgrimage tourism route, distribution of accommodation units of Forest, PWD and Irrigation Department in both Gangotri and Yamunotri pilgrimage tourism routes, tourist's views/comments on facilities available on each accommodation units in both routes, tourist's views/comments on the quality of dining services offered in the accommodation units, and tourist's views/comments on socio-cultural factors in that reflects in hospitality services. The work has led us to conclude that still there is a high gap between government accommodation and privately owned units. This also reflects in the service quality offered and tourists' satisfaction with the hospitality service in both pilgrim routes. In some cases government units can provide good quality facilities and services, but also few privately owned units serve high-quality services. Taken together, these findings highlight the need for more accommodation units, fresh schemes supporting local homestay business, new policies on quality control, and training and developmental activities for all major stakeholders in the region. These findings add to a growing body of literature on the relationship between facilities and services available in accommodation units in a pilgrim route and pilgrim tourists' contentment on the same. The current study was limited by accommodation units in major en route small villages or destinations, not focused on all kinds of accommodation units available in the entire route. The present findings have important implications for suggesting what kind of hospitality establishments and services are required in a pilgrim route with more focus on training activities for all major stakeholders.

## Disclosure Statement

No potential conflict of interest was reported by the authors.

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