

ECONOMIC DIMENSIONS OF TOURISM IN UTTARAKHAND

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ABSTRACT

Tourism is considered as one of the largest economic activities in the world, and perhaps the largest in the services sector. It is also one of the fastest growing sectors of the world economy, Tourism is vital for many countries, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. Tourism has its own direct and indirect effect on society which is regarded as an effective instrument of country's economic development. Tourism is the short term movement of people from the place of their natural living to some other places for fun, adventure or trips. Tourism does not only means travelling to some destinations but also include day visit and excursion. Travel and tourism are one of the major socio-cultural and economic activities in the present era.

I INTRODUCTION

Tourism plays an important role in employment generation and economic growth of the country, it is accepted as the potent engine for inclusive social economic progress at universal level through its forward and backward linkages and ability to create employment in the economy. Tourism is the fastest growing service industry in the world. It is playing a crucial role in the economic growth of the most of the nations of the world, as it leads to generate employment opportunities for the local residents who are residing nearby these tourist places. Tourism not only helps in generating employment opportunities but also prevents the migration that is becoming a major issue in the recent times. India being the fastest growing economy of the

world has a lot of potential and opportunities in the tourism industry. Being rich in the heritage and its culture there are many famous tourist spots and places that are famous all around the globe. 'Taj Mahal' one of the seven wonders of the world is an appropriate example of it.

Tourism has the potential to influence the living pattern of communities. It is one of the most important channels of cultural exchange which break down the barriers between people from different parts of the world. It is the collection of activities, services and industries that deliver a travel experience including transportation, accommodation, eating and drinking, establishments of retail shops, entertainment, business and other hospitality services provided for individuals or group of individuals travelling away from home.

The world travel and tourism council calculated that the contribution of the tourism industry in the total GDP of India was nearly 9.2%, and supported 42.673 million jobs which is 8.1% of its total employment in the year 2018. The country's share in the international tourist arrivals in 2018 was 1.17% of world's total traffic.

Tourism has emerged as a pivot in the service industry in the last decade. Tourism is a multi-dimensional activity and private sector can play a major role in the sustainable growth and in the sustainable growth and development of tourism industry. Tourism has been an integral part of Indian culture and tradition. Tourism industry has gone through various phases of development. Globalization and liberalization has provided pace to the hospitality' and tourism industry. International arrival of tourists has been increased much faster after the introduction of LPG policies in India.

Government of India felt that the tourism industry can play a crucial role in the economic growth and development of the nation. In 1982 it introduced "A national policy on tourism", later in the year 1988 "National committee on tourism" was framed, in 1992 "National action plan" was prepared and in 1996 "National strategy for promotion of tourism" was drafted.

For the growth of the economy first of all focus should be given to develop the tourism industry

by protecting our culture, tradition, norms and values and transmitting them to the next generation. Wildlife, plants and habitat should be preserved for eco-tourism, pilgrimage centers should be developed to promote spiritual tourism, river rafting and trekking for adventure tourism, yoga center for promoting yoga tourism.

The major constraint to attract large number of foreign tourist are non availability of adequate infrastructure, poor accessibility of various tourist spots, non-availability of proper accommodation facilities and very less number of properly trained manpower staff to provide help to the needy tourists. India has great potential to generate employment and to earn large amount of foreign exchange for the economic growth of the nation.

Nest land in the lap of the Himalayas, Uttarakhand is one of the most beautiful northern state in India, that attracts everyone through its scenic landscape, charming hill stations, snow-capped peaks and many more. The state of Uttarakhand was formed as the 27th state of the Indian republic on 9 of November 2000. The state is close to the national capital region (NCR) and has excellent connectivity with its neighboring states. Uttarakhand has great potential in the tourism industry as its natural beauty catches the eyes of everyone towards it. Jim Corbett tiger national park, world heritage like “Valley of flowers”, Nanda Devi biosphere reserve and the famous Char Dham are some of the popular tourist spots. Its rich culture and religious heritage ensure that it remain on the top of everyone’s mind when it comes to make a tour. It has been a favored choice for travelers around the world every year, as it has something for everyone visiting here despite of seasonal variation.

II RESEARCH METHODOLOGY

The study is based on the secondary data which has been collected through government reports, books, magazines, journals, research papers and websites. The study is based on the following objectives-

1. To Analyze the current status of tourism in the state of Uttarakhand.
2. To examine the factors that are responsible for the development of tourism in the study area.
3. To assess the economic impact of tourism on the growth potential of the state.
4. To suggest measures for promoting and improving the tourism industry in Uttarakhand.

III- FACTORS RELATED TO THE GROWTH OF TOURISM

There are the important factors that affect the development of tourism are as follows:

1. Environmental factors:
 - a) Good climate.
 - b) Beautiful scenery, etc.
2. Socio-economic factors:
 - a) Accessibility.
 - b) Accommodation,
 - c) Amenities.
 - d) Ancillary services, etc.
3. Historical and cultural factors,
4. Religious factors and
5. Other factors.

1. Environmental factors- the major factor affecting the development and the growth of the tourism industry is the environment. Two main environmental factors that have led to the growth of tourism:

- a) **Good Climate :** Good climate is one of the most important features of attraction for any tourist place. Pleasant climate with warmth and ample of sunshine attracts tourists who come from the temperate and colder regions.
- b) **Beautiful Scenery:** Tourism booms at picnic spots with beautiful sceneries. For example, sunrise and sunset points, long sea beaches, fresh water lakes, waterfalls Etc. often attract large numbers of tourists

2. Socio-economic factors- Four important socio-economic factors that influence the development of tourism:

- a) **Accessibility: Of** all socio-economic factors, accessibility is the most important one. All tourist centers must be easily accessible by various modes of transportation like roads, railways, air and water.

- b) **Accommodation:** Places of tourists' interest must be capable enough to provide good accommodation and catering facilities. A type of accommodation required by tourists depends on their lives styles, standard of living, capacity to spend money, nature of services expected, etc.
- c) **Amenities :** Growth of tourism at a particular place is also influenced crucial factors like; how well the site is maintained for touring activities like skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, etc. Whether emergency facilities are available or not, so on.
- d) **Ancillary services :** If a tour destination is equipped by ancillary (supplementary) services like banking and finance, the Internet and telecom connectivity, hospitals, insurance, so on, then such a place succeeds to hold (retain) more tourists for a longer time. This overall helps to boost the local economy to some extent.

3- Historical and cultural factors- Many tourists are attracted to places of historical significance and that which have a legacy of rich cultural heritage. People love and enjoy exploring destinations where there are famous ancient monuments, marvelous forts, castles and palaces of earlier kings and queens, etc. Taj Mahal in India is one of the famous example of it.

4- Religious factors- People often make pilgrims to places of religious importance to seek inner peace, get blessing of their favorite deities and gurus, attain salvation before death, ect. Here faiths, beliefs and sentiments of people contribute in booming tourism at holy places.

5- Other factors- Sometimes other factors also contribute toward growth of tourism at unexpected places. Research activities and adventures of deep seas and caves, geological studies of hot-water springs and geysers, seismic analysis of active volcanoes, investigation of paranormal activities in abandoned ghost towns, etc. also contribute in developing tourism on some scale. So these are some of the main factors influencing the growth of tourism.

IV MAJOR SCHEMES IDENTIFIED FOR IMPLEMENTATION FOR THE ECONOMIC GROWTH OF THE STATE

- a) **State Share for Centrally Sponsored Schemes:** Along with an outlay of Rs. 2625.00 lakh total plan outlay as the central share, Rs.500.00 lakh as state share have been proposed as state share for centrally sponsored schemes.
- b) **Schemes under Recommendation of XII Finance Commission:** Various construction works like Bathing Shots, Parking and Beautification of Tourist Spots have been proposed under various Master Plans. For this purposes, only Rs. 875.00 lakh have been sanctioned against the approval of Rs. 3500.00 lakh by Govt. of India.
- c) **Establishment of the State Tourism Development Board (UTDB) :** State Tourism Development (UTDB) has been set up under an Act of the State Legislature for the purpose of giving suggestions the government on all matters related to the development of tourism in Uttarakhand state.
- d) **Upgradation and establishment of information Centres:** Upgradation of existing Information centers at Haridwar, Mussoorie, Rishikesh, Srinagar and establishment of new information centers at Ramnagar, Kashipur, Haldwani, Kotdwar were undertaken .
- e) **Development of tourist spots:** The need for the upgradation and development of infrastructural facilities telecommunication etc. was recognized during the eleventh five-year plan and hence development of tourist spots has been proposed by the state government at the Char Dham as well as small less known destinations such as destination such as Chota Kailash, Purnagiri Adibadari ect.
- f) **Publicity /Tourism Marketing/Corporate Tourism:** Due to lack of publicity and marketing facilities, many snow clapped mountains, lush green valleys and numerous pilgrimage sites which have huge tourism potential of the State has remained untouched. Hence, it was proposed to start a publicity / marketing campaign under publicity and marketing strategy. For this, a multimedia approach and a specific action plan have been adopted by the state government.
- g) **Cultural / Grants/Fairs & Festivals:** To promote cultural tourism in the state, 5-6 major cultural events were organized. In addition, about 200 fairs and festivals depicting traditional life styles, customs and cuisines of the State has given financial support and publicity annually by the state government.

- h) **Veer Chandra Singh Garhwali Self Employment Scheme:** The scheme was started in June, 2002 in order to generate self-employment opportunities for local community and promote huge community participation in this sector. Under this scheme, about 25% of the total project cost i.e. upto a maximum of Rs. 3.75 lakh has been given as state assistance.

V- DATA ANALYSIS

TOURIST ARRIVAL IN UTTARAKHAND (IN MILLIONS)

Year	Domestic	Foreign	Total
2011	28.28	1.41	29.7
2012	19.21	0.9	20.11
2013	22.52	1.1	23.62
2014	29.37	1.11	30.48
2015	30.62	1.16	31.78
2016	33.53	1.19	34.72

Source- Uttarakhand tourist development board (department of tourism, government of Uttarakhand)

- 1- The above figure shows that there have been a continues change in the number of tourist arrivals whether it is a case of domestic or foreign tourists. There was a downfall in the year 2012 with regards to the number of tourist arrivals.
- 2- The percentage increase in the number of tourist arrivals was highest in the year 2014, as there was a major increase in the number of domestic tourist arrivals.
- 3- The percentage increase in the number of foreign tourist arrivals was maximum in the year 2015 as compared to other years.
- 4- The highest number of domestic tourist and foreign tourist arrivals was in the years 2016 and 2011 respectively.

VI- CONCLUSION

Tourism has great potential in the state of Uttarakhand due to its cultural heritage and its pleasant atmosphere. The government has taken various steps in the form of various schemes to

attract tourists all-round the globe and to protect the cultural heritage of the state. A greater number of domestic tourism events and road shows should be organized in order to offset seasonality of tourist inflow. Events may be based on innovative themes of music, dance, sports, food, fruits, hand crafts, Indian culture and traditions, Indian villages, festivals etc, its high time that the State should boost on Its Strengths and combat Its weakness and plan out the economic development with right perspective and of course by maintaining the ecological strengths,

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