

# Sustainable Development in Uttarakhand through Tourism

Dr. Vinay Devlal<sup>1\*</sup> Dr. Usha Singh<sup>2</sup>

<sup>1</sup> Assistant Professor, Department of Commerce, Govt. Degree College kotdwar bhabar Pauri Garhwal, Uttarakhand

<sup>2</sup> Assistant Professor, Department of Economics, Govt. Degree College Kotdwar Bhabar Pauri Garhwal, Uttarakhand

**Abstract – The emphasis of this paper is on sustainable tourism growth in Uttarakhand. Uttarakhand is a state in the North Himalayan zone of India and has become a hot spot for tourism because of its magnificently varied farmland, strong biodiversity of ample religious tourism potential and an abundance of cultural heritage. The tourism industry is one of the largest and fastest expanding business sectors in the world community with major positive and negative impacts on the climate, culture, society and the state. Tourism is regarded as the biggest and fastest expanding sector in the world. The key aims of the analysis are the development of tourism tours in order to recognize problems and formulate an effective strategy for sustainable tourism in Uttarakhand.**

**Keywords: Sustainable Development, Tourism, Uttarakhand Region**

-----X-----

## INTRODUCTION

The tourism sector has been profoundly concerned with the climate and the socio-cultural issues connected with unsustainable tourism in the countries and regions where companies are guided. There is already a rising consensus on the need to foster sustainable tourism growth in order to reduce its environmental effects and optimize overall socio-economic advantages in tourist destinations. Sustainable tourism, defined by the World Tourism Organization (WTO), refers to tourism activities which are 'leading to management of all resources such that economic, social and aesthetic needs are met while maintaining cultural integrity, important ecological processes, biodiversity and existence.'

Tourism is a significant medium for economic and social progress in Uttarakhand. The tourism industry has the capacity to generate exchange revenue, build jobs, encourage growth in different sections of the country, minimize income and employment inequalities between regions, deepen the partnership between a number of national and state sectors and contribute to poverty alleviation. This typical approach to the tourism sector does not, however, provide a full image of the possible contribution tourism may bring to areas of the world in general and to countries in particular. The idea of sustainable tourism growth will offer a more comprehensive perspective as it will enable governments to implement more successful strategies and initiatives intended to reach the maximum social

and economic potential of the tourism industry. Sustainable growth of tourism is focused on the duty of policymakers and other tourism stakeholders to ensure that long-term stability and future generations' quality of life are not put at risk.

## OBJECTIVES OF THE STUDY

The following are the broader aims of this study:

1. To study the sustainable tourism development in Uttarakhand.
2. To analyze the Demographic Profile of the Tourists in Uttarakhand state.
3. To analyze the Distribution of the Tourists on the basis of Nationality.
4. To analyze the Distribution of the Tourists on the basis of Nationality and Sex.

## LITERATURE REVIEW

### Studies in Uttarakhand Scenario

**Ahmed (2013)** In his report "Sustainable Tourism Growth in the Uttarakhand area of India" he investigated and addressed the creation of tourist circuits, the numerous issues and a related tourism development plan in Uttarakhand. His research was focused on a study of some of Uttarakhand's

important tourist attractions. He identified the possibility to use sustainable tourism in numerous ways that allow optimum use of environmental capital, namely economic sustainability, reverence for the authenticity of host cultures, i.e. local or neighborhood sustainability; and ensure long-term economic operations, i.e. economic sustainability and cultural sustainability. He concentrated on tourism for the needy.

**Masarrat (2012)** In this article, Tourist satisfaction with tourism goods and markets: an Uttaranchal case report, shows international tourists pleased with the high level of hotel accommodation, sufficient hygiene and sanitation, cultural and cultural heritage conditions, religious tourism sites, places of exploration, parks, but not pleased with travel and banking systems; She conducted a detailed state study and proposed increasing tourist happiness for Uttarakhand's socio-economic growth.

**Tarannum Husain's (2007)** Historical accounts of tourism and its growth in the Uttarakhand were given in her study dissertation entitled "Tourism Strategies in Uttaranchal, State of India." She illustrated the numerous tasks and functions of Uttarakhand's UTDB, which helps to promote the state as a better tourism destination. She also presented a succinct strategy for the tourism promotion in Uttarakhand. She proposed that production and promotion of adventure tourism, nature, sport tourism and tourism is essential to render the State a tourist destination all year round and during the season.

**Buil, Chernatony and Martinez (2011)** It showed the partnership between advertisement and sales promotion and its effect on brand equity development. They used a sampling tool and picked 350 UK customers. They concluded that an important role in shaping brand equity is the mindset of individuals towards advertisements. They also had various brand value dimensions and their interrelationship.

## UTTARAKHAND'S ECONOMY

Uttarakhand's conventional economy relied heavily on natural resources. The Bhartiya communities in northern districts were focused on subsistence cultivation, forest resources, crafts, some mining and foreign trade with Tibet. The nature and growth of the traditional economy were affected by prolonged struggles for control and use of Uttarakhand's natural resources, particularly forests. The form of administrative regulation decided the usage of the forests of Uttarakhand – whether the state was used for economic purposes or whether they provided the population with subsistence services and safeguarded the ecosystem. In 1865 and 1878, British politicians introduced Woodland Acts to set up a control over trees in the areas under an authority. Around the same period, municipal residents' traditional privileges were curtailed. The governor of Tehri state subsequently

also retained his forestry sovereign privileges and decreased citizen property. Local farmers vigorously protested the reserve of forests in the Kumaon area between 1911 and 1917. As a consequence, most of the trees of pine, spruce and oak have been restored to the revenue agency. Commercial plants such as deodar, pine and salt also remained in the forest service. The forest reforms of Kumaon also led to the development of Van Panchayats, a rare experiment in the management of the forests handed over earlier to the revenue department. Van Panchayat's lands satisfy the household needs of the village population for forest goods, while the forests under the department have been allocated for exchange.

## SUSTAINABLE TOURISM DEVELOPMENT BY FOUR PILLAR CONCEPTS

Sustainable growth of tourism is focused on the four foundations of economic, financial, cultural and community growth. Several guidelines for the construction of each pillar have been issued.

**Economic sustainability** - Both the immediate and long run this is profitable

- Form partnerships across the whole supply chain from small local firms to multinationals
- Using legally accepted and updated preparation and qualification standards
- Foster ethical and environmentally responsible actions among clients
- Diversify goods by the production of a large range of tourism activities
- Devote to preparation, ethical promotion and product creation some of the income generated
- Offer financial rewards for organizations to embrace standards of sustainability.

**Ecological sustainability** - Compatible with the preservation of important ecosystem systems, habitats and biological capital

- Codes of practice should be developed at all levels for tourism
- Guidelines should be developed for tourism activities, effect evaluation and cumulative impact surveillance
- Devise global, regional and local tourism policies and planning policies compatible with the overarching goals and

environmental effect evaluation of the Center for Sustainable Planning

- Ensure the preparation, architecture; construction and service of facilities implement concepts of sustainability
- Ensure tourism is built into and subject to clear management policies in protected areas, such as national parks.
- Track and carry out studies on the real tourism impacts
- Define appropriate visitor behavior
- Encourage responsible conduct of tourists

**Cultural sustainability** - Enhance people's influence over their life which is consistent with the culture and beliefs of the individuals.

- Tourism can be started with the assistance of large community knowledge
- Curriculum and training systems should be developed to develop and maintain heritage and natural resources
- Secure communication in the presence of ethnic identity
- Value the rights of native settlers to land and property
- Ensure the security of environment, local and indigenous communities and in particular of traditional knowledge
- Collaborate closely with aboriginal elders and marginalized groups to promote fair and correct portrayal of aboriginal peoples and societies.
- Improve, cultivate and foster the capacity of the society to develop and utilize conventional skills.
- educate visitors on attractive and appropriate conduct.
- Instruction of the tourism sector in desirable and reasonable actions

**Local or community sustainability** - that is built to profit and generate / retain income for local communities

- The society should continue to monitor the growth of tourism

- Tourism can provide neighborhood people with affordable jobs.
- Urge companies to reduce and render a meaningful commitment to local societies
- Establish a balanced allocation through the whole supply chain of financial benefits
- Include competitive benefits for local tourism firms
- Boost the potential of local human capital.

## RESEARCH METHODOLOGY

The study is solely observational and exploratory. It is focused on qualitative and quantitative data obtained from secondary data collection outlets. The research analyses the overall knowledge and encouragement, commitment, satisfaction and destination appearance by reversing and correlating them with various promotional tourism strategies.

### Sampling

The sampling universe composed of tourists visited various tourism attractions in the state of Uttarakhand. The system of sampling chosen by the researcher was easy. Researchers from the tourism collected the answers of tourists who either visited Uttarakhand in the last ten years or visited Uttarakhand during the data collection era. Dehradun, Mussoorie, Nainital, Haridwar, Rishikesh and Auli have been chosen for the data collection, since the most significant tourist influx has been generated by these destinations and because numerous tourism activities may be found in these destinations.

### Data collection

Both reported and unpublished sources gathered the secondary data required. The data collected were used to derive the related findings from the analysis derived from the Ministry of Tourism, Government of Uttarakhand, Uttarakhand Tourism Development Corporation (UTDC), Indian Tourism Development Corporation (ITDC), the Government of India's Ministry of Tourism, Indian statistics and many other central and government departments. Information from different news stories, newspapers, magazines, polls, studies, leaflets, booklets, published and unpublished academic papers, and literature relating to tourism published by different organizations has also been used as secondary details. Additional valuable details have also been taken from numerous websites linked to tourism.

## ANALYSIS

### Analysis of Collected Data

The collected data have been stored, analyzed and validated using state-of-the-art scientific methods and techniques in social research software Statistical Package (SPSS) and Microsoft excel. The data study was performed in order to identify the demographic profile of the visitors.

### Descriptive Analysis of the Demographic Profile of the Tourists

In order to get the right image of the tourism potential of Uttarakhand's different destinations, demographic assessment is very necessary. In this segment the demographic profile of the nationality, sex, was taken into account. For the explanation of the features of each table and bar part.

#### Nationality

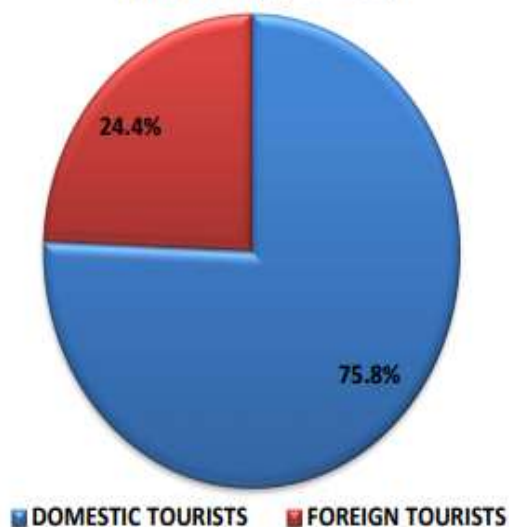
The following table revealed that out of a total of 450 respondents, there were 341 domestic visitors (Indian visitors), 75.8% of the total number of respondents and 109 international tourists, who accounted for 24.4% of the total number of respondents.

Table 1: Domestic versus Foreign Tourists

	Indian		Foreigner		Total	
	Count	Percentage	Count	Percentage	Count	Percentage
Respondents	341	75.8%	109	24.4%	450	100.0%

Fig 1: Distribution of the Tourists on the basis of Nationality

Distribution of the Tourists on the basis of Nationality (N=450)



#### Sex

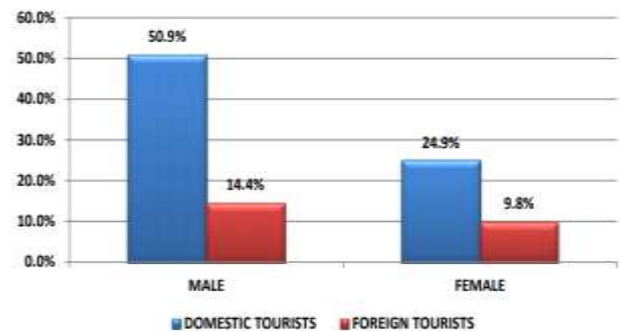
The table below explicitly indicates that males reflect 65.3 percent, 50.9 percent of whom were Indians and 14.4 percent were foreigners. The overall number of females allocated as 24.9% Indians and 9.8% foreigners was 34.7%.

Table 2: Nationality versus Sex

Characteristic/ Profile	Indian		Foreigner		Total	
	Count	Percentage	Count	Percentage	Count	Percentage
Male	229	50.9%	65	14.4%	294	65.3%
Female	112	24.9%	44	9.8%	156	34.7%
Total	341	75.8%	109	24.2%	450	100.0%

Fig 2: Distribution of the Tourists on the basis of Nationality and Sex

Distribution of the Tourists on the basis of Nationality and Sex (N=450)



## TOURIST PROFILE

A quick UNWTO snap survey showed that around 58.2% of international visitor trips are on holidays, 21.9% on health / yoga and about 19.4% for pilgrimage / religious purposes. About 59% of the visitors were drawn to the natural scenery, 51.3% to hiking facilities and 52.1% to spiritual centres. Uttarakhand 's primary markets are the USA, Israel, Australia, Italy, Germany and Nepal. Richikesh, Haridwar, Gangotri, Uttarkashi, Kedarnath, Badrinath, Auli, Nainital and Gaumukh were among the most popular destinations for international tourists.

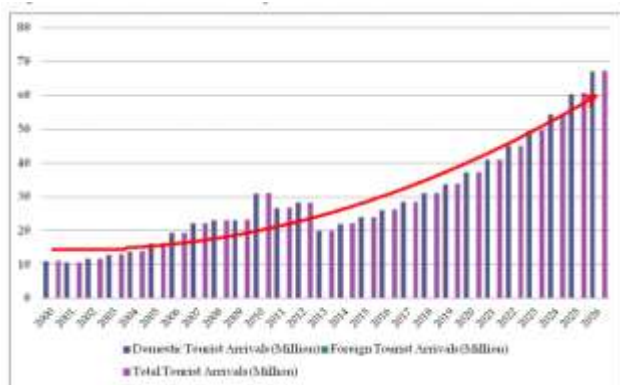
The key aim of 44,2 per cent of touristic visits for domestic visitors was pilgrimage / religion while 43,6 per cent was tourism / sightseeing. The biggest draws for visitors on holiday are the elegance of the landscape and hiking also for domestic tourists. Delhi, Uttar Pradesh, West Bengal, Punjab, Uttarakhand, Haryana, Gujarat, Rajasthan and Maharashtra were in these major states of origin of domestic tourists visiting Uttarakhand. Haridwar, Rishikesh, Nainital, Badarinath, Kedarnath, Gangotri, Uttarkashi, Mussoorie, Yamunotri, Almora, Ranikhet and



Dehradun are the most popular domestic tourist destinations.

### Projected Tourist growth in Uttarakhand

The visit to Uttarakhand was scheduled to bear in mind the implications of the 2013 tragedy and the positive outcomes of the growth of sustainable tourism by introducing Tourism Policy.



In the next ten years, domestic visits are projected to grow by about 2.5-fold. International visitor visits are projected to rise in the same timeframe by around 2.0-fold. Uttarakhand 's cumulative tourist visits are projected to hit about 67 million by 2026.

### Sustainable Development Goals (SDGs)

When countries implemented the 2030 Sustainable Growth Plan together with the Sustainable Development Goals (SDGs), was a breakthrough in global progress. The audacious strategy offers a structural roadmap to eliminate severe poverty, tackle inequalities and discrimination, and address climate change by 2030. The comprehensive collection of 17 Sustainable Development Goals and 169 related priorities is focused on historical MDG (Millennium Growth Goals) and is compassionate, progressive, standardized and interconnected.

### Alignments of Tourism to Sustainable Development Goals (SDGs)

The World Tourism Organization (UNWTO) encourages and provides leadership and assistance to tourism in the creation of worldwide awareness and tourism policies as an engine of economic growth, social development and environmental sustainability. UNWTO is dedicated to ensuring tourism plays an important position in the growth plan for the time after 2015 and the Sustainable Development Goals. Tourism has the ability to actively or implicitly lead to all its aims. Objectives 8, 12 and 14 were explicitly listed on equitable and sustainable economic development, sustainable use and output (SCP) and fair utilization of oceans and aquatic resources. Sustainable tourism is definitely on the roadmap for 2030. The introduction of this agenda needs a

consistent basis for regulation, appropriate funding and expenditure in technology, infrastructure and human capital.

### PLANNING FOR TOURISM DEVELOPMENT

- i. A thorough evaluation of the facilities deficit would be conducted at popular tourism destinations.
- ii. An action plan to ensure a long-term extension of major tourism attractions and newly defined circuits and routes coupled with enhancing connectivity will be planned over the next 10 years.
- iii. The allocation for the development of tourism service facilities in the State Government's expenditure would be raised annually proportionately.
- iv. Developing tourism would concentrate on less established and prospective regions, providing prospects for workers and fostering economic development. This priority will be upgraded by the Government of the State's Homestay Program, Rural Tourism and other inclusive growth strategies.
- v. Comprehensive research and surveys will be carried out with the participation of respected visitor consultancies to prepare and promote growth of tourism in the province. In accordance with the survey results, schemes for the growth of tourism would be planned in the former. The UTDBal budget would have a different allowance for the same.

### CHALLENGES FACED BY UTTARAKHAND TOURISM

- Catastrophe Vulnerable Areas – There are multiple cases of high-risk hazard-prone growth.
- Unplanned growth of roads in and near Hill regions. Destinations such as Mussourie, Nainital etc. are overcrowded and require immediate steps with regard to environmental management and preparation.
- The unplanned growth of tourism seriously harms the delicate State environment. Local populations in the tourism industry must be active to ensure the protection of natural resources by means of an effective system.

- Control of tourists during Char Dham Yatra.
- Traffic calming and loading at big Hill stations.
- Potable drinking water supply at all destinations.
- Destination solid waste disposal.
- Clean and appropriate public convenient services open.
- Lack of sufficient quality with suitable accommodation in all categories.
- Insufficient access on train and air.
- Lack of adequate legislation and protection requirements for Specialty Tourism growth goods such as adventure tourism, environmental health and rejuvenation.
- Tourism is seasonal in nature in Uttarakhand. Therefore, new and niche tourism items must be created to ensure the constant influx of visitors during the year.
- The absence of qualified guides in major tourist attractions (the capacity in national parks is currently limited).

## CONCLUSION

This paper presents some of the main aspects of sustainable tourism. Sustainable tourism ideas originated from the idea, first defined 10 years ago, of sustainable growth. The ideals of sustainable development concentrate on a longer and conservative growth strategy to ensure the quality of life for our families. Sustainable tourism has established how tourism will contribute and continue to deliver good quality, low impact experiences to the global sustainable development sector. The four foundations of tourism, economic sustainability, ecological sustainability, cultural sustainability and local sustainability are founded upon sustainable tourism.

All four of these components must be tackled if sustainable tourism is to be accomplished. Sustainability may be viewed as a technique, with anyone with a business school experience, which brings them from the abstract to the real. Strategies seek to shift a company or a target from a weakened place to a favorite position in the future. In this phase, strategic choices are focused on vision, common priorities and leadership.

## REFERENCES

1. Ahmad, N. (2013). Sustainable Tourism Development in Uttarakhand Region of India.
2. Masarrat, G. (2012). Tourist's Satisfaction towards Tourism Products and Market: A Case Study of Uttaranchal.
3. Tarannum, H. (2007). Promotional Strategies of tourism industry in Uttaranchal, State of India.
4. Buil, I., Chernatony, L. and Martinez, E (2011). Examining the role of advertising and sales promotions in brand equity creation.
5. Dr. Nawaz Ahmed (2013) on Sustainable Tourism Development in Uttarakhand Region of India.
6. Ravi Chopra (2014) on Uttarakhand: Development and Ecological Sustainability.
7. Chhewang Rinzin, Walter J. V. Vermeulen & Pieter Glasbergen (2007) Ecotourism as a mechanism for sustainable development: the case of Bhutan.
8. Rinzin, Chhewang & Vermeulen, Walter & Glasbergen, Pieter. (2007). Ecotourism as a mechanism for sustainable development: the case of Bhutan.
9. J Kandari, O. P., & Gusain, O. P. (Eds.). (2001). Garhwal Himalaya: Nature, Culture & Society. Srinagar, Garhwal: Transmedia.
10. Nicolette de Sausmarez (2007) on Crisis Management, Tourism and Sustainability: The Role of Indicators.
11. Noel Biseko Lwoga (2013) on Tourism Development in Tanzania Before and After Independence: Sustainability Perspectives.
12. C. Eusébio, Elisabeth Kastenholz, Zelia Breda (2013) on Tourism and Sustainable Development of Rural Destinations: A stakeholders' view.
13. Besculides, A, Lee, E.M., & McCormick, J.P. (2002). Residents Perceptions of the Cultural Benefits of Tourism.

---

**Corresponding Author**

**Dr. Vinay Devlal\***

Assistant Professor, Department of Commerce, Govt.  
Degree College Kotdwar Bhabar Pauri Garhwal,  
Uttarakhand