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Vindicable Blooming of Tourism in Uttarakhand

Parichay Durga¹

Assistant Professor,
Department of Humanities,
Uttaranchal University,
Dehradun (U.K.) – India

Nishi Chachra²

Lecturer,
Department of Humanities,
Uttaranchal University,
Dehradun (U.K.) – India

Rachna Juyal³

Assistant Professor,
Department of Humanities,
Uttaranchal University,
Dehradun (U.K.) – India

Abstract:

Uttarakhand, the state of heritage;

Uttarakhand, the state of rivers;

Uttarakhand, the state of Ghats:

Uttarakhand, the state of culture;

Uttarakhand, the state of natural beauty has also possessed an acronym of Devbhoomi. Someone has correctly added two phrases for this state, 'The land of God' and 'Switzerland of India'. It is the dream destination for those who look for a holiday visit to such a state which fulfills all the aspects of excitement, amusement and fun. This was surveyed by a consultancy agency that the biggest source markets of international tourists for Uttarakhand were USA, UK, other European countries, Germany etc. It gets a glimpse of art, culture and heritage and at the same time adventure of wildlife destinations also. Tourists admire the places, the temples, rivers, the wildlife spots and the tranquil environment of this state worldwide. Uttarakhand is the state which can fulfil all the needs of tourists who are from different fields, cultures and interests. The prolificness in biodiversity and the location has grabbed the attraction for tourism industry. This state has potential to develop tourism industry to its best.

I. INTRODUCTION

Tourism as an industry is growing and grooming day by day and presenting itself as conflagrant industry. It is an organized industry. It has kept its palette of benefits and profits to the large segment of the people. This is the state which can fill the hearts of tourists with the varied experiences. Uttarakhand, the simply heaven has an incredible range of resources to offer to all and sundry. The two most revered rivers of nation 'Ganga' and 'Jamuna' originate from the Himalayan glaciers in Uttarakhand. The Valley of Flowers fills the heart of tourists with its utmost beauty and vibrant colours. The hilly terrains of Uttarakhand offer unmatched thrill to the tourists. The National Parks and Bird Sanctuaries are famous for the some of the rarest birds and animals. The state itself is a wonder for the tourist who visits this state in search of lucid eternal love for the nature. This valley has an everlasting belt of sky-kissing Himalayan pinnacles, huge glaciers, rivers, lakes and taals. The high altitudes make trekking in Uttarakhand very special. It provides great opportunities for sports like skiing and water sports. Auli in Garhwal

offers an immense possibility for skiing in India. That is how it grabs the attention of tourists of worldwide to spend their leisure time here.

II. BENEFICENCE OF TOURISM

- Increases employment opportunities
- Gives growth to Gross Domestic Product
- Promotes the ancient culture and heritage
- Gives economic stability

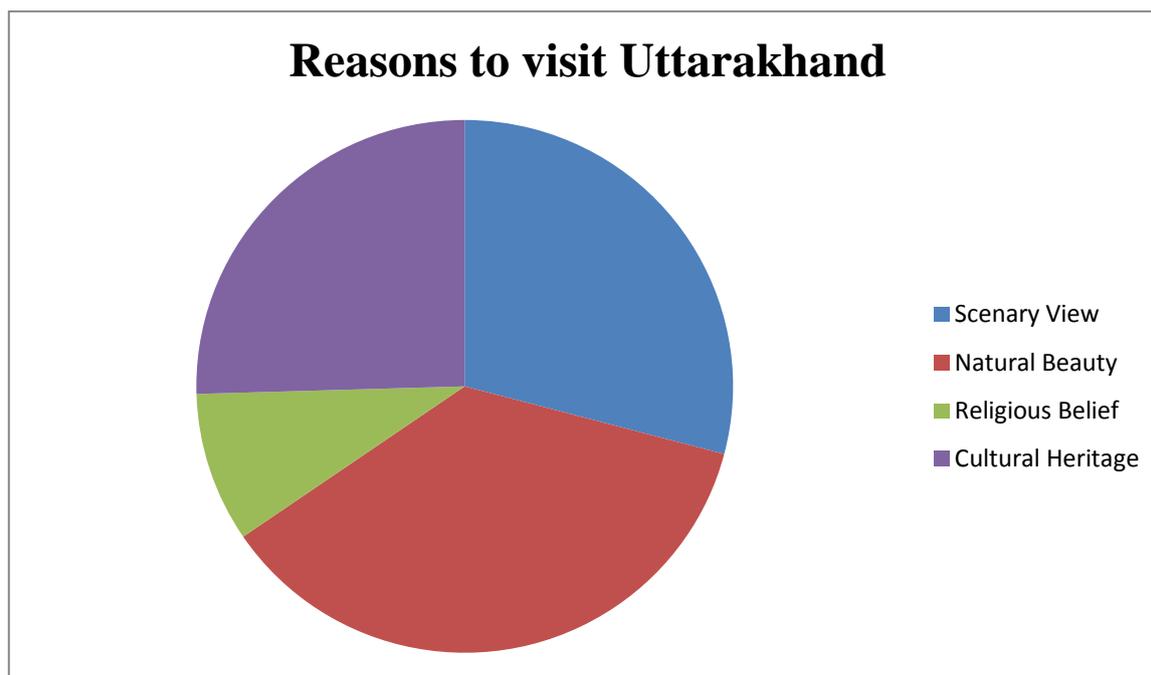
III. OBJECTIVES OF STUDY

- To study tourist satisfaction in Uttarakhand.
- To study the gap between tourist or expectation level and perceived services in Uttarakhand.
- To study the causes for the gap between tourist expectation level and the services actually received by tourist.
- To develop some strategies to empower tourism in Uttarakhand.
- To recommend the steps in order to improve the availability of tourism products so as to enhance the tourist satisfaction level.

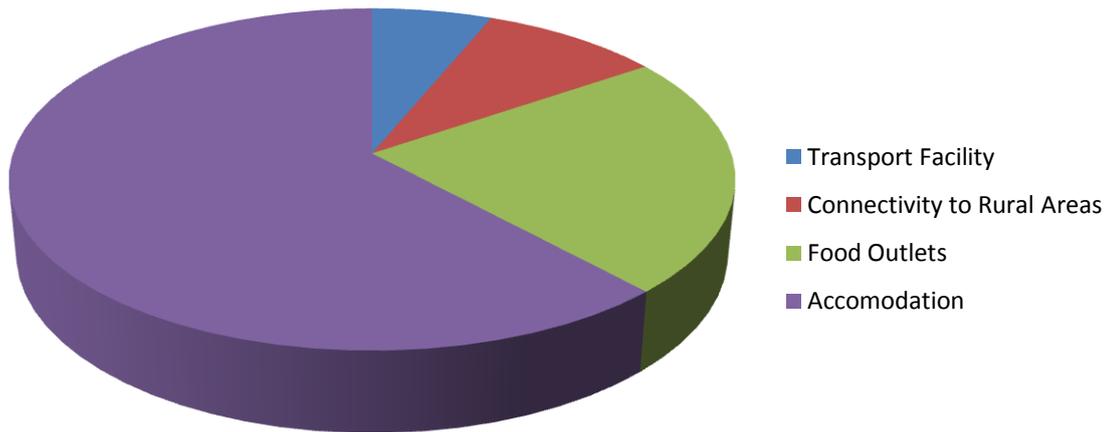
IV. METHODOLOGY OF STUDY

The underlying aim of the methodology is to achieve sustainable development which implies the natural, economical and other resources of tourism for future. The study materials collected for this research work is completed with the help of secondary sources like Internet, various Google sites, Newspapers, Sample Survey papers, Reports and Journals.

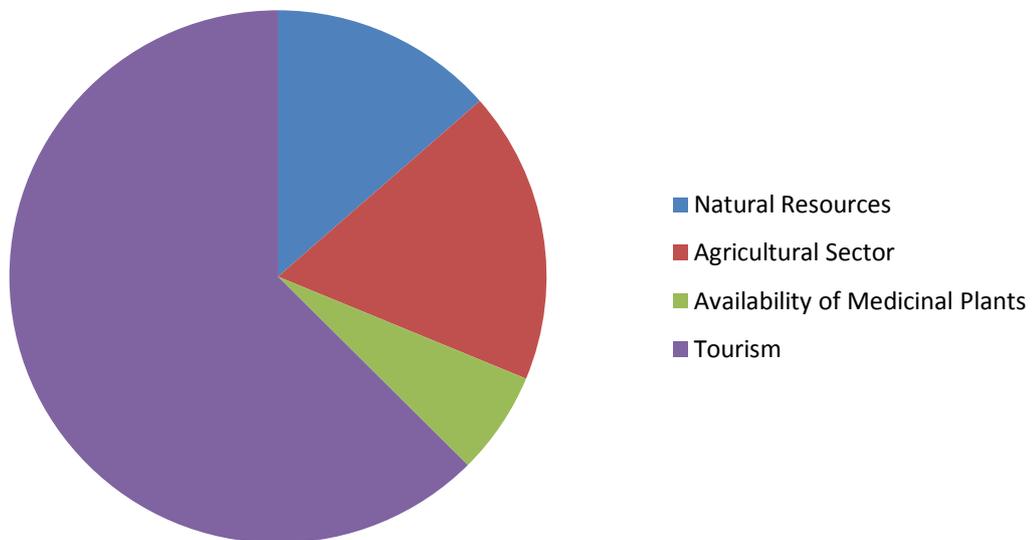
V. DATA AND RESEARCH ANALYSIS



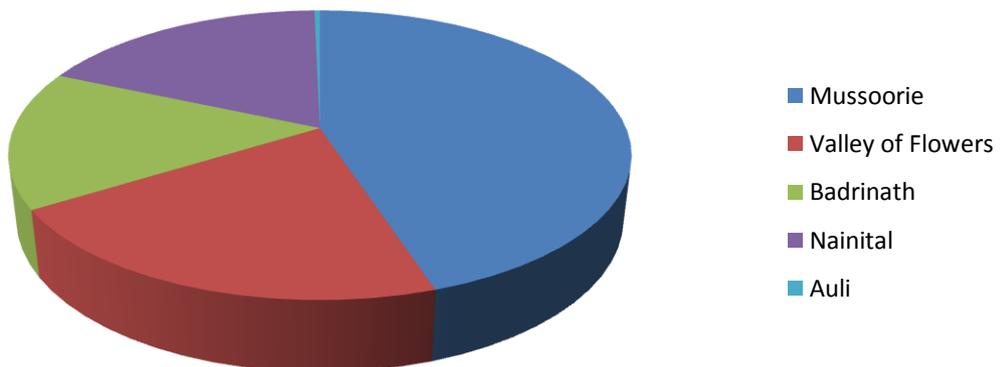
Tourist's Satisfaction towards Uttarakhand



Source of Income



Popularity Rating Destination in Uttarakhand



VI. PLACE TO EXPLORE

1. **DEHRADUN:-** Dehradun, the capital of Uttarakhand is famous for its splendid architectural display and unmatched natural beauty. River Ganga and River Yamuna engulfed the city on the either sides.
2. **MUSSOORIE:-** Queen of Hills, Mussoorie is incarnated with snow covered Himalayan peaks, the land lavished with natural beauty, the chilling winter and pleasant summers. The beautiful beauty of this place has mesmerized the tourists and enforced them to visit it at least once.
3. **HARIDWAR:-** The land of God, Haridwar is inhered with the temples, ashrams and ghats. This place is well acclaimed for its KUMBH MELA which is held once in 12 years.
4. **RISHIKESH:-** Rishikesh is a perfect blend of serenity and adventure, it is also acclaimed with the title 'THE YOGA CAPITAL OF THE WORLD'. It touches the soul of tourists in such a way which leaves footprints of Serene and eternal love for the nature.
5. **NAINITAL:-** The lake district of India, Nainital is a destination which would be tempting to any tourists. This place is surrounded by Naini Lake which adds immense scenic of nature to its beauty.
6. **KAUSANI:-** Kausani is in Bageshwar district and is famous for its scenic splendor and its spectacular panoramic view of Himalayan peaks. Kasauni is given one more name for its picturesque hill town by Mahatma Gandhiji 'THE SWITZERLAND OF INDIA'.
7. **ALMORA:-** Almora got its name from 'KILMORA' a short plant which was used for washing the utensils of Katarmal Temple. It is also acknowledge as the cultural heart of Kumaon region.
8. **BADRINATH:-** It is the most important sites in India's Char Dham pilgrimage and gets its name from the temple of Badrinath. It is a holy town and in Chamoli district.
9. **RANIKHET:-** This is a hill station and is maintained by the Indian Army. This is a cantonment town and is home for the Kumaon Regimental Centre and Naga Regiment.
10. **KEDARNATH:-** This place has gained importance because of Kedarnath Temple which is considered as the holiest pilgrimage . It is in Rudraprayag district.
11. **PITHORAGARH:-** This district is easternmost Himalayan district which is landscaped with high Himalayan mountains, snow covered peaks, passes and Alpine meadows. It is located in Saur valley.
12. **LANSDOWNE:-** It is a cantonment town in Pauri Garhwal district. Tourists who come in search of peace fill their hearts with profusely found natural beauty here.
13. **AULI:-** Auli is famous for trekking and Skiing. It is a dream destination for those who seek for adventure. The slopes of Auli Hill Station are smartly draped by Coniferous and Oak forests that offer a scenic outlook to the tourist and the nature lovers.
14. **JIM CORBETT:-** Jim Corbett is well known for Bengal Tigers. It is a forested Wild life sanctuary. It lies in Nainital district of Uttarakhand.
15. **CHAKRATA:-** It is a cantonment town situated between the Tons and Yamuna rivers. Those who look for a place to be silent and enjoy the beauty of hills find this place an ideal place.
16. **MUNSIYARI:-** This scenic hill station is perched at an altitude of 2298 mts above sea level. This is a comely hamlet situated in Pithoragarh district of Uttarakhand which is mounted with snow-flooded Himalayan range.
17. **VALLEY OF FLOWERS:-** The most rememberable and remarkable places to visit in Uttarakhand is the Valley of Flowers. Those who seek beauty of nature will admire it as a paradise.
18. **HEMKUND SAHIB:-** Hemkund Sahib is the place where we can find the eternal peace. The peace which we are looking for away from this physical world.

VII. IMPORTANCE OF THE STUDY

Based on the survey, interviews of the tourists and analysis this paper has notified the importance of study the following ways:-

1. It points out how the tourism can bring economic development.
2. It puts in notice the strength of Eco-Friendly environment.
3. It brings the important features of tourism in GDP of country.
4. It clarifies how the culture can contribute and sustain the growth and development.
5. It also mentions the progressive and constant growth.

VIII. LIMITATIONS OF THE STUDY

1. Research is set on hundred tourists which may not be representative for all.
2. The information presented by tourist may not be appropriate due to lack of interest and time.
3. The information which is added is purely settled on primary and secondary data that also carries its own limitations.
4. There may be feasibility of partisanship but extra tutelage was taken to make this report precise.
5. Time curb arrests the detailed research for the topic.

IX. CONCLUSION AND RECOMMENDATION

Uttarakhand is an unparalleled destination and has an expanded tourism, since ancient times it has been continuously approaching by a number of tourists annually. Tourism is progressively discovering in Uttarakhand.

Suggestions of tourism and its sustainable development are listed below:

1. An essential master plan is required.
2. To bring awareness among localities in a simple way.
3. Microscopic study relevant with tourism should be incorporated.
4. The latest, fastest and cheapest mode of transport must be introduced.
5. Intensive publicity is essential to make tourists aware of spots and occasions in Uttarakhand.
6. Opening avenues for business opportunities.
7. Enhancement of infrastructural facilities.
8. Implementation of strict conservation laws.
9. Enlargement of services and chains of hospitality.
10. Availability of any information at all places to tourists.

This paper has introduced some of the key features for sustainable tourism, economic, ecological, cultural and local sustainability. This paper has also concluded that it is quite necessary to market spots and destinations of Uttarakhand at national and international level. It has also concluded that how the tourism industry can give its contribution in economic value of state and GDP of the country.

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