

Tourism a Business for Livelihood- Case Study of Nainital and Its Environs

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Abstract

Tourism is a complex phenomenon that starts with the people's displacement to various destinations and their stay in these destinations. Now a days, Tourism is a booming industry and has become a strong economic force on the world horizon .The developed as well as the developing nations want to encourage tourism in their respective areas. It has major economic implications- tremendous employment potential, foreign exchange earnings, more demand for agriculture, infrastructural development, opportunities for sale of local handicrafts and other items. Besides this, the land resources which cannot be used for any other commercial, agricultural or industrial use can prove to be boom for tourism related product. Tourism has been recognized as one of the fastest growing industry in worldwide. One of the characteristics of tourism is that it can be used as a tool for various dimensions of social, cultural and environment prospective for good. Tourism is the fastest growing industry in the case of foreign exchange also. It is also serving as the single largest means of export for over 40 countries.

Even the United Nations acknowledged this fastest growing and yet smokeless industry as a holistic development apart from contributing in communal harmony, international understanding and world peace. The beauty of this industry is that it can be promoted anywhere and everywhere - even such areas where no other alternate way of economic gains is distinctly possible. Conceptually tourism arises from the movement of people to and their stay in different destination.

Nainital is one of the districts that lies in Kumaon Region of Uttarakhand. It is blessed with scenic natural beauty and varied natural resources and is known as the 'Lake District' of India . It has varied topography hence promoting tourism will generate a business for host population by giving them employment, infrastructural development and of course the sale of local handicrafts.

The paper intends to highlight on the immense possibilities of establishing a tourism industry in Nainital and its surroundings which is obviously a hot spot and also want to highlight those areas where still tourism is not revenue generated phenomenon. The author, realizing the above facts and abundant opportunities in this field, is submitting this research paper which would certainly be an asset for the planner and the practitioners.

Keywords: Tourism , Nainital, Foreign Exchange, Employment .

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1. INTRODUCTION

Globally, tourism as an industry has been recognized as a strong economic force. Undoubtedly, it has now assumed magnanimous proposition not only in economic terms but also as a strong influence on the Socio-cultural and environmental perspectives. Having its genesis in primitive nomadism, tourism in the form of travel grew strength by strength through the ages along with the progressive civilization.

While the consistently increasing awareness level led to ever newer and stronger travel motivations, the steady improvements in the wayside facilities paved way for more and more travels, over the ages. Obviously, due to the 'antiquated means of transport,' lack of way side facilities, safety and security' and, non-availability of 'discretionary money and time' during earlier phases of history, 'travel' largely remained the privilege of the elite and well to do class of society who could afford to buy the conveniences (**Kandari, 1984**). Middle ages, for the first time witnessed the emergence of a new class of travelers, i.e. 'adventures and explorers'. Strongly motivated by 'curiosity' and 'quest for knowledge' these inquisitive souls, despite their limited means, used to set out on long and arduous voyages, bravely facing the enrooted risks and discomforts. Their accounts on 'different land and people' induced a strong urge in the society to travel to 'alien lands and cultures' or to 'explore bounties of nature'. Thus, daring spirits like Marco polo, Columbus and Vasco-de-gama, Benjamin of Tudela, Jewish Scholar, Iban Batutah, Francisco Friar added new dimensions to travel in terms of 'activity', 'concept' and 'philosophy' (**Kandari, 1984**).

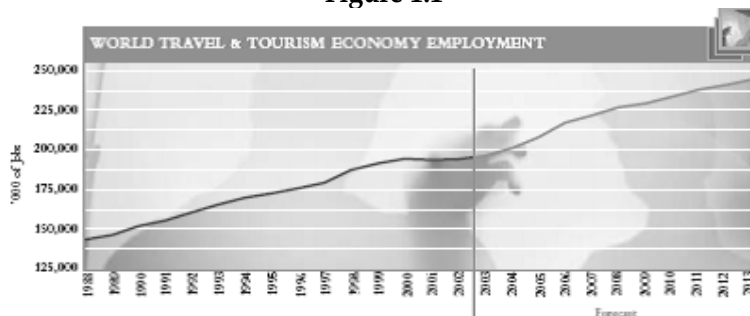
Talking of European countries, the Renaissance followed by the era of Grand Tours and subsequently, the development of spas, beaches and resorts as health destinations gave further momentum to travel and tourism but only to be dispirited by the two successive World Wars when the movement of people remained largely confined to the displacement armies. However, end of the Second World War not only at once rejuvenated 'traveling' but also 'institutionalized' it in the modern concept of Tourism. Since then, technological and the consequent economic prosperity are synergistically contributing to the ever faster growth of this multifaceted industry in a sustained manner. As of now "the sporadic travels of the yore have dramatically transformed into mass movement of people thereby giving way to world's fastest growing industry namely Tourism (**Kandari 1998**). To quote **Singh (1975)** modern tourism is a direct product of economic and social progress promoted by technological and scientific advances, Higher real income, longer leisure time, demographic expansion and increasingly cheaper and varied tourist plant facilities that provide the essential conditions for the growth of tourism'.

The ever increasing automation, particularly on the industrial front have provided more and more people with higher disposable income and leisure time coupled with strong desire to at least temporarily escape physical and psychological problems of noise, pollution, overcrowding, routine, monotony and boredom etc prevailing in industrial and urban focals. In fact, the interplay of technological advancement and industrialization has made travel and tourism both a 'convenience', and 'compulsion' to the modern society (**Kandari, 1984**). Researchers have proved that-"the inhabitants of large urban and industrial cities are most eager escapers from their environment on weekends and annual holidays (**Wahab, 1971**). Consistent innovations in the field of transport and communication have further contributed towards increasing propensity to

travel. Now people have a natural access to faster, cheaper and safer means of transport and an equally effective communication system. Time-distance gap in real terms has considerably narrowed down thereby transforming the world into a close neighborhood. "The spread of education has created cultural awareness and has stimulated desire to travel" (Hellen, 1966). Development of newer attractions and destinations, improvement in tourist plant facilities and services, availability of competitive tourist supplies both in terms of quality and price and, effective marketing strategies being adopted by tourism developers and private sector enterprises are further tempting more and more globe trotters to set out on recreational, pleasure and adventure trips or to explore nature and culture. Talking in economic terms, tourism accounts for more than 8 % of the world trade and over 30% of the total international trade in services besides acting as single largest item of export for many countries. Putting together the international tourism receipts including those generated by international fare, tourism surpasses all other international trade categories (Source: WTTC Report 2005).

Apart from helping out countries in improving their balance of payment situation, tourism has enormous employment potential. The fact that one out of every nine persons engaged in the service trade is in tourism business, speaks of it. Almost 300 million people are now directly engaged in travel and hospitality sectors and this number is likely to touch 4300 million marks by the year 2009. Going by the general observations that each job in tourism sector creates approximately 1.5 additional jobs in other sectors, the actual workforce directly and indirectly engaged in tourism and allied sectors may come to approximately 750 million in the present context. The WTO forecasts on employment (Figure 1.1) indicates that approximately 25 crore people shall find direct employment in tourism industry by the turn of 2020. The figures below (1.2 & 1.3), depicts the significance of travel and tourism industry to developing nations in terms of employment potential and annual growth in demand. In terms of jobs being created by the Industry in next ten years, the leading beneficiary nations are China (11,493, 000), followed by Indonesia (4,192,000), Mexico (3,914,000) and India (3,845,000).

Figure 1.1



Source: WTO

Figure 1.2

TRAVEL & TOURISM ECONOMY EMPLOYMENT 2004-2013 (000 of Jobs Created)		
Top Ten Countries		
1	China	11,493
2	Indonesia	4,192
3	Mexico	3,914
4	India	3,845
5	CIS*	2,221
6	Brazil	1,854
7	United States	1,559
8	Bangladesh	1,104
9	Spain	971
10	Pakistan	968

Figure 1.3

TRAVEL & TOURISM DEMAND 2004-2013 (N. Annualized Real Growth)		
Top Ten Countries		
1	Angola	9.5
2	Mexico	9.5
3	Turkey	9.2
4	China	8.9
5	India	8.8
6	Botswana	8.5
7	Laos	8.4
8	Malaysia	8.2
9	Hong Kong	8.1
10	Vanuatu	7.8

Source: WTO

Tourism is equally appreciated for modernization of infrastructure, improving living standard, infusing social, cultural and environmental awareness and helping in protection, preservation and conservation of natural and culture heritage. Its role in social integration and making better understanding among the countries vis-à-vis world peace has been highly acknowledged and appreciated by the United Nations. One of the unique features of tourism industry is that it can be developed even in areas otherwise deficient in basic minerals and economic geology. Likewise, the basic product of tourism (i.e., attraction) is non-consumptive by nature and hence can be used as long as its appeal is maintained. Further, since tourists are on the spot consumers of the various goods and services, therefore the cost/risks/leakages in transporting the product to the market are also not involved in tourism business. Since, the infra-structural requirements of tourism, except for board and lodging, are largely same as that of general development viz., road and communication networks, safety-security-health and hygiene provisions, power/energy supply, recreation/entertainment facilities, and the diverse range of public utility services, the investment needed for tourism development, in real terms, is much less as compared to any other trade, business or industry, provided that the destinations are strategically planned.

2. INDIAN CONTEXT

Indian sub-continent, on account of its long and prestigious history, fascinating monumental heritage, rich art and craft, colourful fairs and festivals, vividly varied folk traditions and life style, fabulous diversity in nature's manifestations – flora, fauna, landform and land architecture, the country has inherent strength to attract almost all interest groups of tourists ranging from mountaineers, trekkers, wild lifers, beach enthusiasts to those interested in history, art and culture. Incidentally, the country is also credited to institutionalized travel in the form of *Teerthatan* (pilgrimage) much before the rest of the world could have even thought of. Perhaps Indians were aware of the immense socio-cultural implications of travelling thousands that is why it has been greatly supported in the ancient literature/scriptures as a most desired activity. One of the verses in *Aitreya Brahman specifically observes that Indra (good qualities) is the friend of travelers; therefore travel* (cited in **Singh, 1975**). *Attithi Devo Bhav (guest is god)*, preached by scriptures is still practiced in the country by a larger section of the society.

Infact, the significance of tourism is comprehensively acknowledged and appreciated by the government of India. In fact, efforts to promote neo-tourism in the country date back to 1945 when a committee under Sir John Sergeant was constituted to find ways and means to promote this industry. Though no budget could be allocated to it in the First Five Year Plan, tourism became an important constituent of the central planning process onwards the Second Five Year Plan. The strong desire of country's policy makers to promote tourism in a big way is well reflected in the major steps taken by the them, from time to time, *like creation of regional tourism offices in the country; opening a series of foreign tourist offices (presently 19) setting up of the Sargeant Committee, Jha Committee and NCT; inception of institutions like ITDC; state tourism departments, State tourism development corporation, IITTM, TFCI, and National council of Hotel Management, Catering and Nutrition; putting tourism under Ministry of civil aviation and tourism which in cow under full flagged Ministry of tourism and culture; covering a round Table conference on tourism by the then Prime Minster in 1967; launching special operations schemes viz.; operation US and operation UK; and Organizing India festival abroad to penetrate potential markets; awarding industry status to tourism; celebration visit India year(s) and formulating a well defined comprehensive tourism policy.* As a result of these efforts, tourist arrivals have steadily increased over the years, registering an average annual growth rate about 10% during 1950-90 period. In net terms, the tourist arrivals touched 2.64 million marks in 2000 as against 16829 arrivals in 1951 thereby witnessing more than 150 times growth over 50 years, which may sound to be highly satisfactory. However, going by the comparison with international trends, country's performance appears to be utterly dismaying, i.e., less than 0.4 % in terms of tourist arrivals and 0.70 % in terms of receipts. Unfortunately, onwards year 2000, the tourist traffic to the country witnessed sizeable negative annual growth of -4.2% and -6.9% in 2001 and 2002 respectively, thereby affecting India's performance for the worst. In fact, throughout 1990s there have been comprehensively uneven trends in arrivals, at times going as high as +12.6% or witnessing the decline to the tune of -5.5% over the preceding years. Spate of consequences of the likes of Gulf war, insurgency in Kashmir, communal riots in different parts of the country, natural calamities like, plague, earthquake and of course, September 11 debacle have largely been responsible in this regard.

3. MAJOR TOURISM STATES OF THE COUNTRY (INDIA) – A BRIEF OVERVIEW

As stated in the foregoing, domestic tourism, especially in the form of pilgrimages, has been a glorious heritage of India, which finds frequent mentions in the Epics and other Scriptures. Over the years, this prestigious institution grew strength by strength despite a relatively weak infrastructure, weaker economy and the other obvious constraints. Though, no authentic data are available in this context, conservative estimates reveal that annually about 250 to 260 million people travel from one part of country to other under different pretexts of tourism; religious visits being the dominant reason.

Andhra Pradesh, Uttar Pradesh and Tamil Nadu are the top three destinations of domestic tourists while Delhi, Maharashtra, Uttar Pradesh, Karnataka, West Bengal, Kerala, Tamil Nadu, Rajasthan and Goa are the preferred destinations of foreign tourists, in that order. A much higher foreign tourist influx in case of Delhi can be attributed, as much to its being the major port of entry, as for enjoying the status of an important historical, commercial and above all administrative center.

Maharashtra, Uttar Pradesh, Tamil Nadu, Rajasthan and Karnataka are also relatively popular among foreign tourists due to their rich monumental heritage. The tiny state of Goa, because of its beautiful beaches, colorful culture and excellent climate has emerged as one of the most favoured destination of both domestic and foreign tourists. The tourist potential of northeastern states, on the other hand, is yet to be exploited both from International and domestic tourism viewpoints. Unfortunately, the state of Jammu and Kashmir, despite its distinctive natural grandeur and unique culture, is steadily losing grounds on account of terrorism. A good deal of the diverted tourist traffic from J & K is being received by the - neighboring Himachal Pradesh and a part of it by the newly incepted state of Uttarakhand. This Himalayan state has fascinating land architecture, unique and diverse biotic treasure, rich and colorful cultural landscape and, glorious religio-spiritual heritage, has tremendous resource potential for promotion of both domestic and international tourism. *The Uttarakhand state is particularly known for its sylvan and mundane environment, as for amazingly diverse natural grandeur and vividly varied cultural landscape. It seems as if Mother Nature has used best of its creativity in designing this enchanting piece of land, richly studded with silvery peaks, black mountains, glaciers, spectacular vales and dales, stupendous waterfalls, gurgling-tumbling-falling foaming rivers and fabulous of forest types inhabited by equally diverse fauna including many a unique and rare species (Kandari, 2001).*

The great philosophers of yore – the religio-spiritual souls and pilgrim forefathers who were also ardent naturalists, voyagers and explorers on their own counts, not only made it a point to visit this sacrosanct land but extensively dotted it with religious sites and shrines, so that people from far and wide, alongside paying obeisance to their respective deity, could also feel the varying moods, modes and chores of the nature (Kandari, 2001). Interestingly, the socio-cultural fabric in the region is also as contrasting and colourful as the natural one. Thus, alongside the pilgrims and Yoga followers, this region has the inherent strength to attract the tourists interested in mountaineering, skiing, soft/hard/eco trekking, river running, aero sports, nature spotting and wildlife watching to those inclined towards folk life styles, traditions, art and craft, festivities and rural or tribal life, etc. Additionally, for domestic tourists, there are a number of effective and potential hill stations, as well. Now, when adventure, pure nature and old world culture are steadily emerging

as the strongest tourist motivations, the Himalayan Region in general and Garhwal Himalaya in particular, obviously has rich scope for tourism promotion. Otherwise also, on account of the rather insalubrious meteorological, geo-morphological and edaphic conditions prevailing in most parts of this geographically remote region vis-à-vis extreme dearth of natural resources neither agriculture nor industries can prosper as the economic mainstay for the residents. Available water resources or the already fast diminishing forest resources too can help in generating income only to a limited extent. In such a situation, tourism development obviously comes on the priority of the region for which there exists virtually an unlimited. The region has particularly bright prospects in view of the strongly emerging market for *nature, culture* and *adventure tourism*. Thus, the need of the hour is to identify the potential destinations for sustainable tourism development and judiciously promote them taking cost-benefit into account in terms of time, investment and, ecological and cultural implications vis-à-vis the market perspectives. In this regard, adventure tourism naturally comes as one of the priority areas for the region, since it can be promoted in less time and at lesser cost with least negative implications. Since the region has extra-ordinary resource potential for development of land, air and water based adventure activities.

4. UTTARAKHAND AS AN STATE

Uttarakhand the newly founded tiny state in the lap of Himalayas has been considered as one of the most revered area and finds reference in all most all the Hindu mythological scriptures. The region is fastly growing as a most sought after destination among the domestic as well as international travellers. On account of the rugged mountainous terrain in most parts and the consequent physical remoteness, as well as, meteorological complexities, the state suffer from extreme remoteness but is also naturally exposed to economic backwardness where neither agriculture nor industries can become source of economic sustenance. Tourism industry can provide the much needed economic boost to the area, as the terrain is richly dotted with sites and places of touristic and pilgrim interest.

Keeping in view the fact that promotion of tourism for which there exists a strong base and which requires relatively lesser investment in terms of money, man-power and time, it needs to be taken on immediate priority. Incidentally, while the tourism planners have so far been concentrating more on pilgrimage tourism, only trekking, among various forms of neo-tourism, could so far attract their attention, to some extent. However, the efforts to promote it have even remained confined to bringing-out a few colorful brochures incorporating some general information about a few already popular treks. Thanks to the efforts of Garhwal Mandal Vikas Nigam that basic accommodation and transport facilities along with semi-trained escorts are now available to the trekking tourists. However, with the creation of the UTTARAKHAND STATE, perhaps now it will be the compelling priority in front of the policy makers to think of tourism promotion along professional lines, if this hill state is to be made a self-sustaining administrative unit. The first and foremost step towards planned development of tourism is careful enlisting and mapping of the available tourist resources in the region. Simultaneously, the emerging market demands in term of the various tourist activities vis-à-vis the prevailing potential in the area, are to be closely examined. It will enable the planners to identify potential tourist destinations and activities to be developed on priority basis, keeping in view the time factor vis-à-vis available manpower and money. Obviously, the market is to be thoroughly studied with due attention on special interest tourists. Thus, tourist activities including trekking, skiing, mountaineering, river running or

wildlife tourism are to be specifically promoted to penetrate the relevant micro-market of hard/soft/eco trekkers, alpine/solo/winter climbers, down hill/cross country/novice skiers, rafters, kayakers, and so on.

5. TOURISM RESOURCE POTENTIAL FOR BUSINESS IN THE STUDY AREA (NAINITAL AND ITS ENVIRONS)

The Tourist resource potential has been defined and described differently by social scientists. According to Rogers (1989), tourist resources can be defined as *"the inputs required by the transformation process that satisfies tourists needs or wants"*. Infact, majority of scholars asserts that, any natural, cultural, historical, social or man-made element qualifies to be a tourist resource that has an appeal to attract people. However, it would be fallacious to believe that every resource is an attraction. Thus, it has been rightly remarked that, *"Resources are not they become"* (Zimmermann, 1964). The ultimate test of what constitutes a tourist resource and the degree of appeal must be the preferences, interests and requirements of the tourist themselves (Ferrario, 1978). Essentially, the core of tourist product consist of the total appeal of all natural and man made characteristics that an area can offer, supported by an adequate development of catering equipment and promoted by an effective sales organization (Jefferies, 1971).

Majority of resources of tourism are part and parcel of pilgrimage tourism and it becomes imperative that systematic Identification, enlisting and mapping of the tourist resources comes as the first step, and yet, the most important one in planning and development of tourism. Obviously, tourism planners and developers ought to be ever keen to know the degree of attractiveness of a resource or a set of resources, though it is a challenging proposition as the touristic value of an attraction is dynamically changing factor owing to the consistently changing 'tourist demand trends' and the 'resource use patterns'. In this context, there is now a consensus view that the most effective way to assess the touristic appeal of the 'generic' and 'specific' attractions, is to consistently cross-examine the perceptions and priorities of tourists vis-à-vis the attractions in question. However, the result of such studies cannot be applied to the similar type of resources or attraction distributed in different geographical and socio-cultural settings since the ultimate attractiveness of a natural and cultural feature not only depends on its quality but determined by a complex combination of many factors including additional resources/attractions besides the other features already stated above.

The exclusive feature of tourism industry is that there intrinsically exists potential in the form of conversionable resources ranging from a mountain, river, stream, lake, waterfall, dam, forest, wildlife, beach, island, desert, historical site, museum, monument, art object, fair or festival, tradition and folk dress, to the fact that even a prominent personality can be a tourist resource. It can, thus, be conveniently observed that almost every place has some degree of tourism resource potential (Singh, 1999). Since psychological make-up and consequently the perceptions, interests, tastes and preferences differ from person to person, as also time-to-time; the relative touristic value of each of the resource is obviously diverse for different individuals (Kandari, 1984). Likewise, the use pattern with relation to a given resource varies from person to person i.e., the same landscape may be used by the individuals for photography, trekking, bio and geo-studies, nature spotting, wild life watching and so on. The best resources are those that have mass appeal

or say, the strength to attract huge number of people from widest possible psychographic segments.

Undoubtedly, India carried splendid legacy for offering hospitality to the strangers, as aptly exemplified from the age-old dictum, '*Atithi Devo Bhav*', i.e., *Guest is God*. As of now, with the dramatic growth vis-à-vis underlying multifaceted benefits of modern tourism, the concepts of hospitality are tilting towards commercialization, like in any other part of the world. Nainital and its environs has also rich historical, cultural, natural and environmental heritage, salubrious climate, scenic locale, snow-clad mountains coupled with colorful fairs, festivals and friendly people has become a favorable destination for tourists from all over the world, it has the best to offer to tourist of diverse interest. The resources of touristic importance with special reference to pilgrimage, religious, culture and adventure visitors are provided in the following pages.

Nainital is a glittering jewel in the Himalyan necklace, blessed with scenic natural splendour and varied natural resources. Dotted with lakes. Nainital has earned the epithet of 'Lake District' of India. The most prominent of the lakes is Naini lake ringed by hills. Nainital has a varied topography Nainital's unending expanse of scenic beauty is nothing short of a romance with awe-inspiring and pristine Mother nature. In Nainital there are so many tourism resources which can provide economic benefit to the state. The Resources like Lake, The mall, The Flatts, Zoo, Aerial Ropeway, Caves garden, Hanuman Ghari, Aryabhata Research Institute of Observational sciences (ARIES), Naina Peak or China peak, Lands End, Tiffin top and Kilbury are to be exploited to endorse tourism..

6. TOURIST PLANT FACILITIES

The potential for development of tourism at a given destination depends as much on the availability of a strong tourism resource base, as on the tourist plant facilities in terms of accessibility, internal transportation, accommodation, recreation and entertainment provisions, travel agency and tour operations services, shopping opportunities and so on. However, the state of art infrastructure, related to water and power supply, communication and currency exchange facilities, health-hygiene and security-safety services etc. seemingly more relevant from resident viewpoint, essentially acts as a decisive factor in the ultimate growth and development of tourism industry. Obviously, tourist may not feel impelled to visit a destination, which lacks in the basic infrastructure.

Putting it other way round, even the areas with lesser tourism resource potential but equipped with requisite support infrastructure has greater development potential than those with rich tourist resource treasure but very poor infrastructure. Promoting tourism in areas of strong infrastructural base is more convenient both from time and money view points. Naturally, potential tourism enterprises too, prefer to invest in such areas, in view of the lesser cost of development vis-à-vis possibility of access to a greater market segment. Fact remains that the quality of tourist plant facilities at a destination are necessarily determined by the quality of available basic infrastructure. Otherwise also, quality infrastructure has decisive impact on the economy as a whole as it acts as a strong stimulant to economic development besides effectively activating the latent entrepreneurship. Not only this, from resident view point, modernization of infrastructure leads to improvement in the living standard, enhancement in awareness and effective interaction with the outside world etc, in addition to expansion of trade and industries.

Coming back to tourism, the infrastructural requirements are too diverse and at times too specific, depending on the type of touristic appeal and the range of tourist activities possible/or to be developed at a given destination. For example, trekking does not involve much of the infrastructure or tourist plant facilities, except a definitive trek and a guide, as also availability of suitable camping site(s) enroute. Likewise, river running, aero-sports and ice-skiing activities have their own set of requirements in term of basic infrastructure vis-à-vis tourist plant facilities. Interestingly, same tourist visiting different destination or traveling under different motive may have different set of demands guided by his/her purpose of visit vis-à-vis expectations with regard to the given destination.

7. OBSERVATIONS AND RECOMMENDATIONS

Based on the information collected through primary and secondary sources and critical analysis of the tourism resources, along with the tourist plant facilities available in the study area, vis-à-vis the existing & predicted market trends and the level of commitment and involvement of the local community, the author has reached to the following observations and recommendations with the objective of maximizing the benefits from the phenomenon of tourism in Nainital and its Environs:

- Tourism awareness among the local people needs to be created, not only in order to avoid the situation of cultural shocks but also to invite motivated involvement from the hosts. In this regard, apart from strengthening tourism education and training perspectives, it is also to be ensured that maximum benefit of tourism should be given to the resident population. Provision of special incentives to the local people to actively venture into the various functions related to tourism supplies can prove to be an effective step in this regard.
- Specialized training programmes with regard to guiding, adventure skills, hospitality operations, culinary functions, tourist informations, travel trade business and tourist transportations etc. need to be taken on priority basis. Universities and other academic institutions of the region can play a decisive role in transforming the latent entrepreneurship into the active one; they are inherently equipped with the basic training infrastructure.
- For effective marketing, systematic and authentic information on the touristic appeal is pivotal, not only in terms of availability but also with respect to distances, meteorology, seasonality, socio-cultural values, prices and so on. It is all the more important to effectively document and disseminate the fact thus collected. While State Tourism Department need to incept an exclusive section to this effect, assistance from professional and academic institutions can prove to be very much importance.
- Since the state suffers from economic backwardness, it need to establish an institution on the lines of Tourism Finance Corporation of India, if the local entrepreneur are to be realistically motivated to actively come forth.
- State tourism need to set-up Tourist Information Counter at important transit place, also outside the state and the country. In this context, close co-operation with allied institutions can be forged at both national and international levels.
- Since the prevailing environment in the Himalayan region is extremely sensitive and fragile, all forms of tourism must be strictly promoted within the concept of eco-tourism or

responsible tourism. Applicability of this concept becomes all the more vital as majority of the adventure tourism activities are possible in best of their form in high altitude environment, where the natural system is prone to sharply react against any kind of intervention.

- The area has rich tradition of craftsmanship, which if supported, can not only revive there otherwise dying heritage but open-up fresh opportunities for the craftsman, which may ultimately contribute in enhancing the overall touristic appeal of the area.
- Likewise support to local fairs and festivals may also contribute in creating an ideal tourist magnetic environment in the area.
- In order to inculcate keen interest among local youth, it is also recommended to organize the competitive events based on the various adventure activities. Such a step may obviously help in promoting the various sites for tourism purposes.
- One of the most effective ways to promote new destinations is to organize familiarization tours for the various tourism enterprises from within the country and abroad.
- Provision of appropriate signages not only help the tourists but essentially act as an effective tourism promotion strategy; therefore it should be planned in an effective manner.
- Guides are the ambassadors to the tourism destinations. Incidentally, so far there is no guide training facilities in the area, rather in whole of the state. Therefore, due attention needs to be paid to this effect.
- While promoting the tourist destinations, apart from economic and ecological cost-benefit need to be essentially workout. Auli can be taken as a benefiting example in this context where despite massive investment the tourist influx is too meager. Efforts could have been made to develop ski resort under the concept of downhill or cross-country skiing where instead of support infrastructure, authentic information is more important.
- The state tourism policy and planning concept need to be urgently revamped. Time has one to deal with planning or development in a generic way without specifically taking into consideration the viability perspectives.
- In view of the experience of the various successful destinations in the world it seems decisive now to promote right kind of tourism at right place trying to invite or satisfy wide interest groups of tourists at a given destination which may ultimately lead to non-satisfaction of none and that too at the cost of the destination environment.
- With little efforts the health and hygiene conditions can be improved in the area to the satisfaction of the tourists else they are bound to carry a negative image of the region.
- Evidently search and rescue and medical facilities have been identified by the tourists to be two major constraints areas with relation to the adventurous activities in Garhwal region of the state of Uttarakhand, which need to be taken care-of in an effective and time bound manner.
- Tourism need to be essentially promoted in the study area strictly within the concept of bio-physical, socio-cultural and facility carrying capacity, especially in view of the prevailing environmental conditions of any high Himalayan region. Surpassing the carrying capacity not only means loss of the market but also irreparable injury to the environment. Active and

vigilant conservation act and programs also need to be simultaneously implemented so that the resource /environmental quality, for which the tourists visit, are effectively maintained.

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