

Corona Virus Impact Trend, Pattern and Problem of Tourism in Uttarakhand State (India)

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Abstract- Tourism is the backbone of Uttarakhand Economy. Uttarakhand has been many pilgrims annually from the time of immemorial. The people have now understood the power of tourism as an option for economic development and social development. Uttarakhand's tourism growth can be depending on many factors. Most of the tourist attracting towards the Uttarakhand and people are coming not from the India but from the other countries. Uttarakhand is known as the spiritual and adventure tourism place of the country. Uttarakhand state is one of the traditional and powerful competitors in international tourism market. It has natural resources, beautiful mountains, rich cultural heritage, forests, agriculture, Industry, multi-culture and diversity of people of plains and hills, weather variations in different districts.

Keywords- Immemorial, Tourism, Natural, Diversity, Culture.

I. INTRODUCTION

The corona virus pandemic fall in the countries totally affected Indian travel and tourism industry. Government suspending all visas, with the economic impact being assessed to run into thousands of crores of rupees. This is the one of the worst crises ever to hit the Indian tourism industry impacting all its geographical segments- inbound, outbound and domestic, almost all tourism verticals- leisure, adventure, heritage, MICE, cruise, corporate and niche segments.

The hotels, travel agents, tour operations, destinations, restaurants, family entertainment venues and air, land and sea transportation whole tourism value chain across in India have been hit badly. In an impact assessment of the corona virus pandemic, CII Tourism Committee said inbound foreign tourism of over USD 28 billion in value terms accounts for an average 60-65 per cent between October to March.

"As the news of the virus started picking up from November the percentage of cancellations started going up in this segment exponentially and is reaching a peak of almost 80 per cent now in March in many Indian locations. The value at risk from this segment will be in multiples of tens of thousands of crores," According to CII report.

It further said, "The forward bookings for the inbound season of October 2020-March 2021 which should have started picking are all muted. These are showing highly discouraging signs with cancellations of important global travel marts which are marketplaces for contracting for the

next season." It further said there are reports of large scale forward cancellations from NRI segment from developed markets, which account for over 60 per cent during April to September inbound visits. "Unless the progression of the virus stops, almost the entire value for the remainder of 2020 season is at risk," the report added. The corona virus is crippling the Indian tourism and hospitality industry.

Foreign tourist arrivals (FTA) last month dropped 9.3 per cent month-on-month and 7 per cent year-on-year, according to government data. In February 2020, there were 10.15 lakh FTAs, against 10.87 lakh in February 2019 and 11.18 lakh in January 2020. The number of visitors who visited the Statue of Unity in Gujarat dropped by over 38 per cent from January to February, and the revenue collected fell approximately ₹5 crore.

The Archaeological Survey of India (ASI) has 3,691 sites registered with it, of which 38 are world heritage sites. As per information provided by the ASI, the total revenue from ticketed monuments was ₹247.89 crore in FY18, ₹302.34 in FY19 and ₹277.78 crore in FY20 (April-January).

According to Vasant Kumar Swarnkar, Superintending Archaeologist of ASI, Agra Circle, at the Taj, the monthly tickets sold did not fall drastically between January and February. "On an average, we sell over 22,000 tickets to foreigners. In March, on a daily basis, we weren't able to sell more than 16,000 tickets," he said. For the Indian tourism industry, summer is the prime season for both domestic and international tourists. It has been estimated that the larger tourism industry in India contributes to about 10 per cent of the GDP. It may not be an

overstatement to assert that almost all of this revenue may dwindle to a painfully negligible amount if Covid-19 does not come to a halt this year.

Largely an unorganised sector, the interconnected industries are staring at huge losses and lay-offs. The unskilled people become the weakest link in the whole chain and it is evident that it may impact them first.

According to the Federation of Associations in Indian Tourism & Hospitality, the tourism industry is looking at bankruptcies, closure of businesses and mass unemployment. It is believed that around 70 per cent out of a total estimated workforce of 5.5 crore (direct and indirect) — over 3.8 crore — could get unemployed.

Uttarakhand was the tenth Himalayan states of the Indian Union it separate from Uttar Pradesh on 9th November, 2000. Tourism plays a major role in building and sustaining the economy of this nascent state.

Tourism has been a major source of economic growth and livelihood of the backward areas of Uttarakhand state. The people providing various services including transportation, food, beverage, and porter services, to the tourist sustain and earning income from the tourists.

Economic Impact of Spiritual Tourism on Uttarakhand state 151 the livelihood of the villages in the remote hilly area of the state. An interesting fact about tourism in Uttarakhand is that the number of tourists to the state, both domestic and international, has been increasing. Tourism is the most important in the any state economy development. Uttarakhand is known as the spiritual and adventure tourism place of the country.

Uttarakhand state is one of the traditional and powerful competitors in international tourism market. It has beautiful mountains, rich cultural heritage, forests, agriculture, natural resources, and diversity in the plains and hills, weather variations in different districts, holy shrines like the 'Char Dham' and other attributes make Uttarakhand state very attractive and charming to international tourists. When considering the competitive market, no destination can succeed without putting in some effort and facilities.

The identification of Uttarakhand states an important contribution and a comprehensive evaluation of these attributes in terms of their effectiveness. For the international tourist the planner's strategy and policy play important role. It will, amongst others, help them to formulate appropriate marketing strategies and there is an appropriate marketing strategy is essential for such a spiritual destination to continue being successful in the more competitive international tourism market.

II. LITERATURE REVIEW

"Transportation and tourism as an important factor for long term economic growth and Economic development. Tourism industry is considered as a big source of exchange earner for many developing countries, who considered natural resources as their major prosperity" (Thullen, 1996). It has been explained by (Batra and Chalwa, 1995) in their study that "travelling increased interests in tourism field. The decision of a holiday maker to go for a particular destination is basically influenced by its comparative advantage in terms of attractiveness over the competing destination.

In the recently time tourists sector have become more discriminating and demanding." Pakka Mustoneu and Autti Honkanen (2007) examined perceived tourism behavior and desire to travel. The study is based on post modern theories which states that instead of demographics, social division are based on identity and lifestyle. S.P. Bansal and Prashant Kumar Gautam (2007) studied the issue of travelling choice of tourists.

The study highlights the leisure ladder model and follow centric personality characteristic of the tourist at the time of choice of different destinations. The study reached to the conclusion that it is the tourist behavior, which is responsible for the destruction choice.

III. OBJECTIVES

- To study the present scenario of tourism in Uttarakhand State.
- To study the problems of tourism in Uttarakhand.

IV. METHODOLOGY

The study has been conducted on Uttarakhand tourism sector. The study is based on the secondary data and the data collected from the different development reports, News papers, magazines, journals books, reports, magazines, and several online data sources. The study focused on the determine opportunities and challenges of tourism industry in Uttarakhand.

1. Uttarakhand Tourism:

Table 1. Total Tourist arrived in Uttarakhand..

Year	Indian	Foreign	Total
2012	28329686	140524	28470210
2013	21028010	103596	21131606
2014	22520097	109948	22630045
2015	29295152	111094	29406246
2016	31663782	112799	31776581
2017	34581097	142102	34723199
2018	36697678	154526	36852204

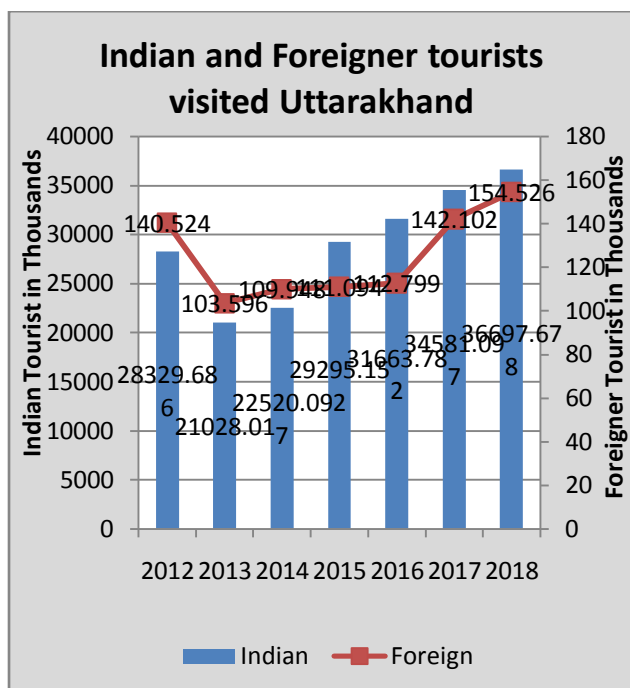


Fig 1. Indian and Foreigner tourists visited Uttarakhand.

The no of tourist increasing in the Uttarakhand State the number of tourist were 28329.686 thousand in the year 2012 local tourist come in the state but in 2018 year the population of local tourist increased and become about 36697.678 thousand. Foreign tourist population also increased from 2012 to 2018. It shows that most of the people employed in the tourism sector because when the number of population of tourist increased many people income increase.

2. Some of the important tourist destinations of Uttarakhand are:

- 2.1 Mussoorie and Environs:** The Queen of the Hills is still on of the best hill stations in the state. During colonial time it was the favoured holiday location for the people.
- 2.2 Dhanaulti and Environs:** Dhanaulti is an attractive and sleepy mountain village located 24 km from Mussoorie. Dhanaulti is the attractive, beautiful and forested surroundings place.
- 2.3 Haridwar:** Haridwar Town is located around 200 km north east of Delhi and 54km south of Dehradun and is probably the most important gateway to Uttarakhand by rail and road. Haridwar is the main gateway to the four pilgrimages of Uttarakhand.
- 2.4 Rishikesh:** Rishikesh is world famous pilgrimage and located 25 km north of Haridwar at the at the foot hills of the Middle Himalayan Region. This place is famous for adventure sports like river rafting, bungee jumping and meditation centers.
- 2.5 Binsar Wild Life Sanctuary:** This place is also famous for biodiversity a unique high altitude protected forest environment with an outstanding view to greater Himalayas

2.6 Ranikhet: This is a famous hill station amid lush highlands and dense forests. This place Founded by major Cantonment in the late 1860's.

2.7 The Valley of Flowers National Park: This place is located in the Chamoli district and extended 10 km in length and 2 km wide located from 3658 to 3962 m altitudewith an extraordinary flora and fauna. This is a unique and beautiful natural environment place and habitat of various medicinal plants.

2.8 Almora: Almora is a historical town of Uttarakhand and well known for its cultural diversity, Almora is a hill station which is situated at an average hight of 1,638 metres above sea level and it is spread across a 5 kilometre long ridge on Kashyap Hill.

2.9 Badrinath: Lord Vishnu came to the area, called 'Badri Van', or the berry garden, to meditate. Badrinath is beautifully set in the Neelkanth mountain peak. The Badrinath place means where berries grow abundantly.

2.10 Bageshwar: Bageshwar, located at the confluence of the Gomti and Saryu rivers, at a height of 960 meters above sea level lies the holy town of Bageshwar. 'Sadashiva' land area is about 1695.7 sq.km this place attracted the saints and devotees. As described in the 'Puranas', this is the unique place that liberates any person from the bondage of birth and death.

2.11 Chakrata: Located at an altitude of about 7000 ft above the sea level, Chakrata in Dehradun District of Uttarakhand State of India is a hill station and a famed tourist destination ideal for mount climbing, trekking and skiing. British rulers developed Chakrata as a summer retreat for the high executives of English East India Company.

2.12 Chamba: Chamba is a beautiful town of Tehri district and covered with lots of pine and deodar trees, It is an excellent place to relax and enjoy and is just a drive away from the city blues.

2.13 Chamoli: The District Chamoli is surrounded by China in East Uttarkashi in the North-West, Pithoragarh in South-West, Almora in South East, Rudraprayag in South-West and Tehri Grahwal in West. The total area of the Chamoli District is about 7520 sq.kms.

2.14 Champawat: The Baleshwar temple in Champawat is an important place that you must visit during your trip to the place.

2.15 Chaukori: Chaukori is a dream, surrounded by the towering Himalayan peaks and dense forests. Chaukori Located at a 2010 meter height, and 173 km away from Nainital, Chaukori is a dream, surrounded by the towering Himalayan peaks with an wonderful view of the Nanda Devi and Panchchuli peaks and dense forests.

2.16 Chopta: Chopta is a small settlement and valley that is located in Rudraprayag district of Uttarakhand, which is very famous place among the tourists, mainly because of the number of exploring and adventure facilities.

2.17 Corbett National Park: Corbett National Park got its name in 1957 after Jim Corbett, the famous naturalist and photographer. This is India's first national park and no doubt the most attractive and beautiful.

2.18 Nainital: Known as the Lake District, Nainital is one of the most popular honeymoon destinations in Uttarakhand. It shines in the Himalayan Mountains and is surrounded with lake and nature.

3. Problems in the sector of tourism in Uttarakhand:

- There is the climate change in Uttarakhand State. Uttarakhand is bearing the brunt of climate change.
- Water Crises in Uttarakhand is the main problem in the hilly area. The forest fires may deplete the ground water and cause severe water crisis in the hill-state.
- The man-animal conflict has its origin in shrinking and fragmented wildlife habitats and degrading forests that are unable to meet human and wildlife demands.
- Lack of proper infrastructure which includes non availability of good roads and poor connectivity to the tourist destinations.
- Lack of aggressive online and other marketing strategies to promote Uttarakhand as a must-visit location.
- Lack of funds due to which a long list of heritage monuments that are still sitting in squalid environments etc.
- Corona virus is the major problem not in the Uttarakhand but whole of the country. This Virus badly affected the tourism sector.

V. CONCLUSION

Tourism is the backbone of Uttarakhand state. The present scenario has changed now. The people have now understood the power of tourism because this sector giving lot of employment for people. Uttarakhand's tourism growth can be depending on many factors. Most of the tourist attracting towards the Uttarakhand. People are coming not from the India but from the other countries here.

Uttarakhand is known as the spiritual and adventure tourism place of the country. Uttarakhand state is one of the traditional and powerful competitors in international tourism market. Uttarakhand has natural resources, beautiful mountains, rich cultural heritage, forests, agriculture, Industry, multi-culture and diversity of people of plains and hills.

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