

Perception of Tourist: A case study of Uttrakhand

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Abstract:-

The state of Uttrakhand which has also acquired an acronym "Dev Bhoomi" because of its tremendous potential for the tourism activities and specially related to Holiday/Leisure was the purpose of visit of about 58.2 percent of the foreign tourists visiting Uttrakhand. In addition, about 21.9 percent visited for the purposes of health, yoga, etc. These two groups taken together constituted over 80 percent of all foreign tourists visiting Uttrakhand shares a top five position in terms of Domestic tourist arrivals and also the foreign tourist arrivals in the country as per the data released by Ministry of Tourism, Government of India. Indian domestic tourism market which has crossed the mark of 563 million tourist arrivals has major share of tourist in the form of Religious Tourism and Tourism is one of the fastest growing industries in Uttrakhand. According to statistics maintained by the Tourism Board, the estimated tourist visits in Uttrakhand during 2006 were about 18.99 million by domestic tourists and 0.1 million by foreign tourists. According to a survey undertaken by a consultancy agency in 2005 on behalf of the Ministry of Tourism, the major source markets of international tourists for Uttrakhand were United States of America, United Kingdom, Australia, Other European Countries, Nepal, Germany, etc. This paper is an attempt to understand the present scenario of tourism Industry in the state and also understand the profiling of the tourists.

Keywords: Tourist arrivals, Tourist Inflow, Economic, Tourism Satellite Account, Holistic approach, surveys

INTRODUCTION

Uttaranchal, in the north of India, is bound by Uttar Pradesh in the south and the west, by Himachal Pradesh in the north-west and by China (Tibet) and Nepal in the east. Uttaranchal, for reasons of geography, topography, migration and historical trading ties, shares a number of similarities with its mountain neighbours. Up in the misty heights of the majestic Himalayas that adorn the magnificent

State of Uttaranchal, await a rejuvenating spiritual experience for the devout. Nestling in the lofty peaks are the four most holy pilgrimages of India - Yamunotri, Gangotri, Kedarnath and Badrinath, collectively referred to as the Char Dham (or four pilgrimage centers) of Hinduism. For centuries, saints and pilgrims, in their search for the divine, have walked these mystical vales known in ancient Hindu scriptures as 'Kedarkhand'. Through these sacred shrines meanders the greatest river of India, Ganga - the stream of life synonymous with sanctity and splendour that is eternal, around which are woven a myriad legends and tales from mythology and history of India. According to a legend, Goddess Ganga took the form of a river to support life on earth and hence is the most venerated deity in Hinduism. The four dhams receive their holy waters in the form of four streams - Yamuna (in Yamunotri), Bhagirathi (in Gangotri), Mandakini (in Kedarnath) and Alaknanda (in Badrinath). Traditionally, the Char Dham yatra (or journey) is done from the west to the east - starting from Yamunotri, then proceeding to Gangotri and finally to Kedarnath and Badrinath. Although Char Dham are accessible through a network of motorable roads, arduous trails remain in the ancient sanctuaries of faith for a fulfilling experience. The other blessed destinations are Haridwar, Lokpal, Nanakmatta, Meetha-Reetha Sahib, Piran Kaliyar and Punyagiri. Among the various entrancing religious rituals, the evening Aarti by the banks of the Ganga at Haridwar is in itself a divine experience. The Yatras to pilgrim destinations such as Nanda Devi and Kailash Mansarovar offer an opportunity to savor some of the most breathtaking sceneries. Holy confluences, scenic surroundings, and an aura of spiritual serenity make an ideal abode for the Gods and are a refreshing reward for the pilgrims and tourists who visit Uttaranchal.

Thus, this paper aims: to analyze the growth pattern of Uttrakhand tourism; to develop customer profiles of tourists; to develop some strategies to develop tourism in Uttrakhand and to analyze perceptions and tourists to Uttrakhand.

Population

The population of Uttaranchal was estimated at 8.479mn in 2001, an overall decrease of 10% from

the 1991 population of 8.583mn. The density of population³ in the State is 159persons/km², which is markedly less than the country average of 324persons/km². Dehradun, the provisional Capital of the State has a population of 447,808 in 2001, an increase of 177% over the 1991 figure of 270,159. Placed overleaf is a listing of the domestic tourist visitation of destinations within Uttaranchal. Mussoorie and Nainital, the traditional ‘hill

stations’, are the most popular individual tourist destinations, followed closely by pilgrimage destinations. Dehradun is popular due to a variety of reasons, as a transit hub, a base town for the Garhwal region, as well as being the seat of the State government. Notable in the listing is the overall popularity of the Garhwal region.

Table 1 - Popularity Rating of Destinations in Uttaranchal

Destination	Region	Character	% of domestic visitors
Mussoorie	Garhwal	Hill Station	21.40%
Dehradun	Garhwal	Transit / Hub	10.66%
Badrinath	Garhwal	Pilgrimage	10.36%
Nainital	Kumaon	Hill Station	8.60%
Uttarkashi	Garhwal	Pilgrimage transit	6.39%
Rishikesh	Garhwal	Religious	5.41%
Joshimath	Garhwal	Pilgrimage transit / hub	5.17%
Hemkund	Garhwal	Pilgrimage	5.08%
Kedarnath	Garhwal	Pilgrimage	4.61%
Gopeshwa	Kumaon	Religious	3.50%
Pauri	Garhwal	Hill town	3.01%
Srinagar	Garhwal	Hill town	2.74%
Kotdwar	Garhwal	Hill town	2.39%
Pithoragarh	Kumaon	Hill town	1.71%
Almora	Kumaon	Hill town	1.62%
Kausani	Kumaon	Hill resort	1.60%
Ranikhet	Kumaon	Hill resort	1.58%
Corbett	Kumaon	Wildlife tourism	1.38%
Yamunotri	Garhwal	Pilgrimage	1.30%
Kathgodam	Kumaon	Transit / hub	1.03%
Gangotri	Garhwal	Pilgrimage	0.32%
Auli	Garhwal	Ski resort	0.16%
Valley of Flowers	Garhwal	Trekking	0.06%

Source: based on statistics from the Department of Tourism, Uttaranchal

Tourist visitation within the State

Uttaranchal attracted over 19,454,717 tourists in 2006 (of which 96,264 were foreigners) and is expected to set a new record for tourist arrivals this year. Adventure tourism is the biggest draw for the state — 55 percent of domestic and 80 percent of foreign adventure seekers landed here in 2006. The next big crowd puller is the pilgrim tourism. In fact, there has been a consistent rise in the number

of pilgrims visiting the Char Dhams over the past few years with 2006 seeing an almost 20 percent rise over the figure of 2005. As many as 16,75,500 tourists visited the Char Dhams (Gangotri, Yamunotri, Badrinath & Kedarnath) in 2006 in comparison to 13,41,300 pilgrims, who undertook the pilgrimage in 2005. The board is expecting that the number of pilgrims will again increase by over 20 percent.

Table 2. - Tourist arrival in the state (Indian & Foreign)

Year	Indian	Foreigner	Total
2001	1,05,48,784	54,701	1,06,03,485
2002	1,16,52,018	55,974	1,17,07,992
2003	1,29,29,593	63,499	1,29,93,092
2004	1,38,30,045	74,761	1,39,04,806
2005	1,62,80,785	92,744	1,63,73,509
2006	1,93,58,453	96,264	1,94,54,717
2007	2,21,54,250	1,06,150	2,22,60,400

There is 15% growth in 2007 comparison to 2006.

Source: Department of tourism, Uttrakhand

Profile of Domestic Tourists Visiting Uttarakhand

According to the survey conducted by A.C. Nielsen ORG-MRG, the largest number of domestic tourists in Uttarakhand is from Delhi which accounts for about 14.7 percent of the total arrivals. It is followed by Uttar Pradesh with a share of 11.2 percent, West Bengal with 9.1 percent and Punjab with 7.8 percent share. The shares of each state/UT in the domestic tourist visits of Uttarakhand as per the above survey are given in Table-3.

As in the case of foreign tourists, a snap shot survey of domestic tourists was also conducted during the first two weeks of October, 2007 and the results are comparable to a large extent. The top three states of tourist origin are exactly the same except for the larger percentage shares estimated for the present survey. A notable variation, however, is the percentage share of tourists from

Uttarakhand, which has gone down significantly as per the present survey. This may be due to non-inclusion of day visitors in the present survey. Further it was conducted only for a limited period of two weeks only. Nevertheless, the survey has been able to capture the tourists from southern states better as per the evidence available from the Domestic Tourism Survey undertaken by the NCAER. The shares of different states in the domestic tourist visits of Uttarakhand as per the survey are Holiday/Sight seeing was the purpose of visit of about 58.2 percent of the foreign tourists visiting Uttarakhand. In addition, about 21.9 percent visited for the purposes of health, yoga, etc. These two groups taken together constituted over 80 percent of all foreign tourists visiting Uttarakhand

Table-3 State-wise Tourist Arrivals in Uttarakhand

State/UT	Tourists	Percentage
Delhi	1255686	14.68
Uttar Pradesh	953943	11.15
West Bengal	781335	9.14
Punjab	670662	7.84
Uttarakhand	569256	6.66
Haryana	547583	6.40
Gujar	532481	6.23
Rajasthan	488747	5.71
Maharashtra	457695	5.35
Orissa	350738	4.10
Madhya Pradesh	292084	3.42
Tamilnadu	204199	2.39
Himachal Pradesh	197459	2.31
Karnataka	146635	1.71
Andhra Pradesh	109459	1.28
Jammu & Kashmir	109323	1.28
Chattisgarh	90725	1.06
Total	8552713	100.00

Source: ACNielsen ORG-MRG survey

According to a survey undertaken by a consultancy agency in 2005 on behalf of the Ministry of Tourism, the major source markets of international tourists for Uttarakhand were United States of America, United Kingdom, Australia, Other European Countries, Nepal, Germany, etc. Over one-third of the domestic tourists in Uttarakhand were females. The State thus has a good reputation of being a safe place for female visitors. About 32.5 percent of the tourists in the State belonged to the age group 25-34 followed by the still younger age group of 15-24 with a share of 17.5%. The other domineering age group was 45-54 years with a share of 16.2%.

Travel Pattern and Motivations

The domestic tourists mostly travelled to Uttarakhand in groups either with own family

Table-4 Percentage Distribution of Domestic Tourists by Travel Pattern

Travel Pattern	Number	Percentage
Alone	34	3.4
With spouse	31	3.1
With family	83	8.2
With spouse & family	162	16.0
With friends	220	21.8
With friends & family	197	19.5
Others	283	28.0
Total	1010	100.0

Source: ACNielsen ORG-MRG survey

The domestic tourists generally travel to Uttarakhand either by train or by bus. While about 36.2 percent travel by train, 19.2 percent travel by ordinary bus and another 18.1 percent by tourist bus. About 15.9 percent also travel by taxi. As per the survey the most frequented place of domestic tourists is Haridwar. About 54.7 percent of the domestic tourists visit Haridwar. It is followed by Rishikesh with a share of 46.04 percent. The other places largely frequented by the domestic tourists are Nainital(44.3%), Badrinath(39.4%), Kedarnath (36.6%),Gangotri(24.2%), Uttar Kashi (23.9%), Mussoorie (19.3%),Yamunotri (18.4%), Almora (11.0%), Ranikhet (10.4%) and Dehradun (10.0%).The average number of places being visited by the domestic tourists in Uttarakhand in each trip is 4.41. As per the list made available by the Uttarakhand Tourism Board, there were 13 classified hotels, 949 other hotels, 95 Paryatak Awas Girhs run by the Garhwal and Kumaon Tourism Corporation and about 536 supplementary accommodation units consisting of guest houses, lodges, dharmashalas, circuit houses, dak bungalows, etc. These establishments taken together provided 27,186 rooms and 74,734 beds for the stay of tourists in different parts of the State.

members and friends or with colleagues from the educational institutions or corporate houses. In fact a large number of persons from educational institutions, corporate houses, or special interest groups visit Uttarakhand as a part of their annual holiday or camp. Students from educational institutions, members of NCC or scouts and guilds, etc are often taken to Uttarakhand for adventure sports activities like rock climbing, trekking etc.. The domestic tourists visiting Uttarakhand all alone are merely 3.4 percent. Even those visiting only with spouse also do not exceed 3.1 percent. The percentage distribution of domestic tourists by travel pattern is given in Table-23. The domestic tourists travelling on package tours constituted about 13.2 percent

The share of classified hotels in rooms is just 2.4 percent and that in terms of beds is only 1.7 percent. About 62.8 percent of the rooms and 50.7 percent of the beds are provided by other hotels which are not subject to any quality standards. The shares of rooms and beds provided by the two Tourism Corporations were 4.7 percent and 5.5 percent respectively. These establishments are expected to establish quality standards and ensure a check on room tariffs apart from providing accommodation facilities at new and emerging destinations which are not served by the private sector. It, however, needs to be assessed to what extent these establishments are presently able to achieve the stated objectives and how they can be made more functional and efficient. The supplementary accommodation facilities provide about 15.5 percent rooms and 29.0 percent beds. These are largely located at pilgrim centres of different communities and managed by the respective religious establishments. These accommodation units are meant for pilgrims travelling on low budgets. In general, the quality of accommodation facilities available in the state is of average quality even for an average domestic tourist

Research Methodology

Uttarakhand State has immense tourist potential. It has got the natural beauty, the climate, etc. This potential has not been tapped effectively. Though absence of infrastructural facilities is a major drawback for exploiting this potential, lack of well coordinated and properly directed efforts in marketing is also a reason behind the inability of the Uttarakhand tourism industry to mobilise a good number of tourists from within and outside India.

Research Design

The study is basically exploratory in nature. The study attempts to analyze the tourist’s responses regarding various factors of tourism in Uttarakhand. It was done with the help of a questionnaire analysis.

Data Collection Methods

The collection of data in this study has been through the survey method. The present study has been done based on primary data and secondary data. The **primary data** was collected by administering questionnaires to tourists who have been to Uttarakhand. **Secondary data** was used, to support the primary data. The major sources of information were the various journals, news paper reports, research articles, market research agencies and the World Wide Web.

Questionnaire Design

The primary objective of the questionnaire survey was to obtain an insight into the tourist perceptions about Uttarakhand tourism. The questions asked pertained to various factors that affect their stay in the state.

Questionnaire for Tourist

These questions are asked randomly from the tourist (Foreign or Domestic) based on tourist profile and their interest in the destination. These types of questions are likely to be related to their budget, suggestion about services, education, occupation and their preferences etc. This research paper is a partial fraction of my research work and will need lot of intensive research to achieve the real objective of my research topic, but, this paper is submitted so as to test the results with the help of questionnaire having 10 questions and trying to draw inference and results which are shown in the research carried out by the **ACNielsen ORG-MRG survey** and the pilot testing is done on the the sample size of 50 tourists at two different entry points in Uttarakhand i.e., Haridwar & Dehradun to assess the tourist’s education pattern, pattern of travelling, type of occupation, approximate household income ,source of information about Uttarakhand ,travel arrangements, purpose of visit type of accommodation used and interpretation of data is done with the help of simple mathematical

formula of tabulation of data and with the help of pie charts and graphs , paper have made an attempt to represent the data in a clearer perspective.

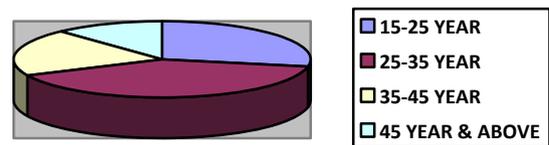
Graphical Representation and Interpretation

Table 5 - Age group

Total sample: 50

Sl No.	Attributes	No. Of Sample	%
1	15-25 Years	14	28.0
2	25-35 Years	20	40.0
3	35-45 years	10	20.0
4	Above 45	6	12

Source: Primary survey done at two entry points of Uttarakhand
Graphical Representation



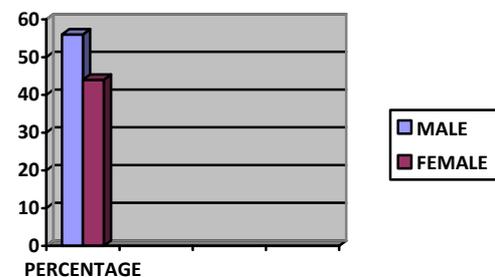
Interpretation

Research shows that young age group like 15-25 years and 25-35 years are very much interested in Uttarakhand especially in adventure.

Table 6- Gender Representation

Sl No.	Attributes	No. Of Sample	%
1	Male	28	56
2	Female	22	44

Source: Primary survey done at two entry points of Uttarakhand - Graphical Representation



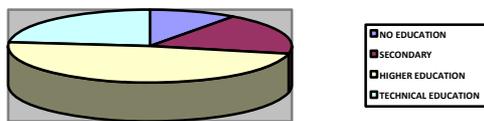
Interpretation: Research indicate that male are very much interested to see the new state Uttarakhand.

Table 7 -Tourist’s education pattern

Total sample: 50

Sl No.	Attributes	No. Of Sample	%
1	No formal education	06	12
2	Secondary/Upper Secondary	11	22
3	Higher Education	29	58
4	Technical education	14	28

Source: Primary survey done at two entry points of Uttrakhand Graphical Representation



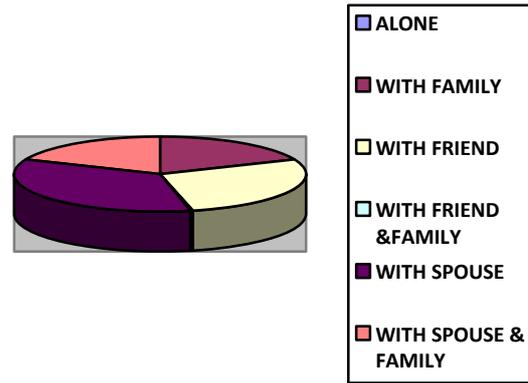
Interpretation: In research it shows 58% tourist who visited the state, are mostly highly educated. More than one fourth of total tourists are technically qualified.

Table-8 Pattern of travelling

Total sample: 50

Sl No.	Attributes	No. Of Sample	%
1	Alone	02	0.04
2	With family	08	16
3	With friend	12	24
4	With friend & family	03	0.06
5	With Spouse	15	30
6	With Spouse & family	08	16
7	Others	02	0.04

Source: Primary survey done at two entry points of Uttrakhand Graphical Representation

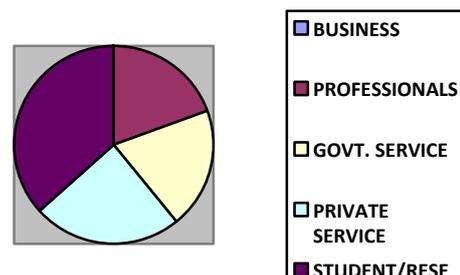


Interpretation: Results reveal that majority of people prefer to travel with the friend and with spouse and there is very small segment of tourist who prefer to travel alone and almost similar results have been shown in the ORG-MRG survey

Table 9s- Types of Occupation
Total sample: 50

Sl No.	Attributes	No. Of Sample	%
1	Business/Industrialist	04	0.08
2	Professional	08	16
3	Govt Service	08	16
4	Private Service	10	20
5	Student/researcher	15	30
6	Retired	03	0.06
7	Others	02	0.04

Source: Primary survey done at two entry points of Uttrakhand - Graphical Representation



Interpretation

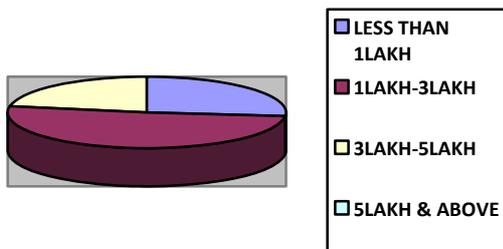
Research shows that people who are working in private companies (national or international) and students or researchers prefer to spend their vacation in Uttrakhand.

Table-10 Approximate annual household income
Total sample: 50

Sl No.	Attributes	No. Of Sample	%
1	Less than 100000	12	24
	Between 100000-300000	23	46
3	Between 300000-500000	10	20
4	Above 500000	05	10

Source: Primary survey done at two entry points of Uttrakhand

Graphical Representation



Interpretation

Research shows that 46 % tourist came to Uttrakhand, having a annual household income was between Rs 100000-300000. Research also shows trend that middle class people prefer Uttrakhand.

Table 11- Source of Information about Uttrakhand

Total sample: 50

Sl No.	Attributes	No. Of Sample	%
1	Television Advertising	06	12
2	Newspaper/Magazine	15	30
3	Website	24	48
4	Travel Agent	05	10

Source: Primary survey done at two entry points of Uttrakhand

Graphical Representation

Interpretation: Research indicates that tourist who are visiting Uttrakhand, got the information about state through website and news paper/magazine.

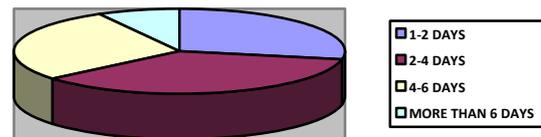
Table 12- Duration of night stay

Total sample: 50

Sl No.	Attributes	No. Of Sample	%
1	1-2 days	14	28
2	2-4 days	18	36
3	4-6 days	14	28
4	More than 6 days	04	0.08

Source: Primary survey done at two entry points of Uttrakhand

Graphical Representation



Interpretation

It shows that tourist prefer to stay here maximum only 2-4 day. Tourist who visit the char dham or two dham stay here 4-6 days.

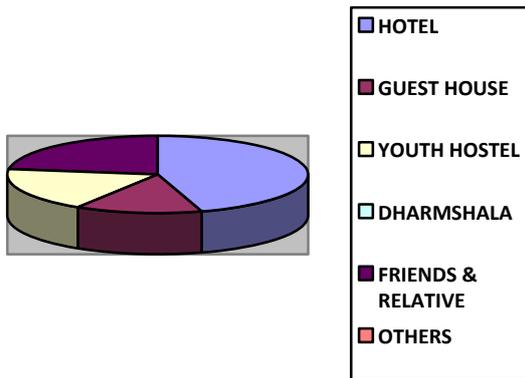
Table 13-Type of accommodation used

Total sample: 50

Sl No.	Attributes	No. Of Sample	%
1	Hotel	20	40
2	Guest House/Rest House	06	12
3	Youth Hostles/YMCA	08	16
4	Dharmasala	04	0.08
5	Friends & relatives	10	20
6	Other	02	0.04

Source: Primary survey done at two entry points of Uttrakhand

Graphical Representation



Interpretation

Research shows that maximum tourist still prefer to stay in hotel. It's also indicate that tourist usually not prefer to stay in their relatives house. They want to enjoy their freedom and personal life.

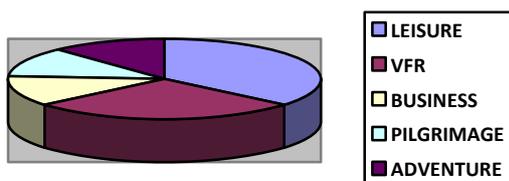
Table 14- Main purpose of visit

Total sample: 50

Sl No.	Attributes	No. Of Sample	%
1	Leisure, recreation, holidays	18	36
2	Visiting friends and relatives	14	28
3	Business	06	12
4	Pilgrimage	06	12
5	Adventure sports	06	12

Source: Primary survey done at two entry points of Uttrakhand

Graphical Representation



Interpretation

Research indicates that leisure, recreation and holidays are biggest purposes for the tourist. 36% tourists visit the state only for recreation purposes

Conclusion

As the results indicates that majority of tourist who is visiting the state of Uttrakhand is a young generation, budget conscious tourist whose prime purpose of visit is Leisure & Excursion ,therefore, it becomes utmost important that they should be provided with the better equipped infrastructure and new facets of tourism to explore upon

Suggestions & Recommendations:

- The majority of the tourist coming to the state is between the age group of 25-45 years therefore, more entertainment facilities must be provided in order to ensure a longer stay by the tourists. They must have a unique thing to take back with them.
- Uttrakhand has wide diversity in its tourism product and can be promoted with the help of Cinematic tourism and providing special package for the Bollywood.
- To attract the different segment of tourist Railways must be given a boost so that long distance travel becomes easy. Only few destinations are linked with railway system. Toy train can be started in region especially for Nanital and Mussoorie.
- By air the facility needs to be improved, Low cost airlines and helicopter services also can be used to reach the inaccessible regions depending on the climatic conditions. Although the Helicopter services are used for pilgrimage purposes in Garhwal region and airstrips are also made in some places.
- Create new planned tourist destinations spots from the unexplored regions which must be opened up at least in the peak months.
- Information must be available to tourists at all places. Govt should open the new information centres in various prominent locations.
- Adventure tourism and Eco-tourism is the theme of Uttrakhand tourism so it must be developed and promoted accordingly.
- To encourage traditional handicraft, rural craftsmen should be provided necessary training and craft bazaar and craft villages will be set up and developed.
- Facilities on the various trek routes should be improved i.e. for camping, provision for safe drinking water and hygienic food.

- Local people have very good knowledge of their region and even they are very good trekker and the mountaineer. Therefore Tourism Deptt should provided them proper training so they can get the employment.
- A familiarisations tour to tourist places should be conducted or organised from time to time for national and international media and adventure tour operators.
- Arrangement should be made for prepaid facilities for trained guide, porters and tents on hire at the starting points of these treks.
- Special efforts should be made to ensure that the environment is not polluted during trekking and necessary guidelines will be prepared.
- River Rafting and other water sports are conducted on limited areas of Utrakhand. It should be further promoted /extended to other area in Utrakhand. For this purpose, guides should be trained and employed from among the locals, who will also assign the task of protecting both the tourists and the environment.
- A Rescue co-ordination committee should be set up and a separate set of rules should be framed for this purpose.
- Utrakhand has great potential but due to lack of proper marketing it could not grow properly. So the Utrakhand should participated in national and international seminars and show their product effectively. Advertisements should published in magazine and also broadcast in national and international channels.
- Most of the pilgrimage centres, trekking routes and ski resorts are based on Utrakhand. Proper facilities should be provided enroute and the destination.

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