

# Sustainable Tourism Development through Integrated Planning In Uttarakhand

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**Abstract-** This paper focuses on the sustainable development of tourism activities through integrated planning in Uttarakhand. Uttarakhand is a state in the Northern Himalayan Region in India and it has been a hot spot of tourism due to its magnificently diverse landscapes, high biodiversity enough religious tourist potential and rich cultural heritage, which has also generated a good source of income and employment to youths and rural masses. Tourism is one of the biggest and fastest-growing economic sectors in the global economy and has significant environmental, cultural, social, and economic effects, both positive and negative. Tourism has been noted as the world's largest and fastest-growing industry. The main objectives of the study are formation of tourist circuits, find out the problems and suggest a suitable plan for sustainable tourism development in Uttarakhand.

A field based systematic survey was carried out on the basis of questionnaire in some selected tourism destinations to find out the problems and the data has been calculated on the basis of simple percentage methods. Further the maps have drawn through GIS Arc-view 3.1 for the better results. Sustainable tourism is one of the pre-requisites of achieving sustainable development in this region. This form of sustainable tourism, oriented toward the viability of tourism industry, is referred to as the 'economic sustainability of tourism' or 'tourism imperative'.

In order to achieve this, the primary aim of tourism development requires physical resources to facilitate its expansion. Maintaining the quality of the environment, however, is usually also among the main goals of sustainable tourism. Sustainable tourism can be taken in four different interpretations that include economic sustainability of tourism, the ecologically sustainable tourism, sustainable tourism development with both focus of environment as well as long term feasibility of the industry and finally tourism as a part of a strategy for sustainable development. Therefore, the purpose of this research is to adopt integrated approach and establishment of new plans for the sustainable development of tourism in Uttarakhand. And finally to synthesis all the findings and give feasible suggestions and recommendations for further development of tourism in this region.

**Index Terms-** Sustainable development, ecologically, development, employment, environmental

## I. INTRODUCTION

Tourism as an industry has been flourishing and growing since time immemorial, but it has been in the last few decades that specific attention has started to be given to this

smokeless industry. Tourism has emerged as an important as well as organized industry which scattered its benefits over large segments of the population. Uttarakhand, 27th of India republic, known universally as the abode of gods, is one of such states of India which offers variety of experiences to the tourist. Thus there is every need to focus our attention to achieve the required prosperity, well-being and high quality of life for the people of the state, from the income generated in this sector (Tourism). Tourism industry is also called the "Smokeless Industry" because with out using any chimney, having more advantages than disadvantages. Tourism comprises of biggest component of the tertiary sector. In fact one in every 16 workers in worldwide owes his or her job in tourism. Tourism will become the world's number one export industry by the turn of century (Mohanty, 1992).<sup>1</sup>

The tourism is already developed in this region but tourists facing lot of problems by which the tourism industry is not developed at par with the other regions of India like Rajasthan. In Uttarakhand there is potentiality to develop the tourism industry. Tourists want to see new places which are close to nature and away from hustle and bustle of city. So the new concepts in tourism have been emerged like ecotourism, new age tourism, rural tourism, health tourism, medical tourism etc. In Uttarakhand the nature is not polluted at par with other states in India, so that is why there is enough potential and have a future development of tourism in this region. To achieve the heights in the development of tourism in Uttarakhand sustainable tourism development through integrated planning is needed.

## II. OBJECTIVES

The present study has certain specific research objectives. They are as follows:

1. To identify the major tourist circuits or nodes which have enough potentiality for development.
2. To identify the factors which create hindrance in the sustainable development of tourism in Uttarakhand.
3. To find out proposed plans for sustainable development of tourism in Uttarakhand.
4. Enumerate the measures and suggestions for future prospects of tourism development.

## III. METHODOLOGY

1. In order to assess the sustainable development of tourism through integrated planning in Uttarakhand, a field based systematic survey was carried out on the basis of

questionnaire in some selected tourism destinations. 15 indicators suggested for the purpose of this study.

2. The first part of the questionnaire contained two questions that were aimed at the determining the importance of the rural tourism within local authorities. While in the final part of the questionnaire respondents were asked to rate each of the 20 indicators using a five – point Likert scale.
3. The selected tourist destinations have been surveyed for problems and hindrances coming for the development of tourism, find out the sustainable tourist potentials and integrated planning for tourism development of the region.
4. Information has been collected on the basis of questionnaire and interview method from tourist, local people, tourist officials and workers engaged in tourism industry. On simple percentage methods the results has been calculated. Besides secondary data is also used to get the results.
5. The information is geographically interpreted and sustainable development of tourism through integrated planning has been development.

#### IV. STUDY AREA

Uttarakhand State (Fig.1) (area 53586.53 km<sup>2</sup>) one of the newly emerged state of India, born on 9th Nov., 2000 with 13 districts and Dehradun as its working capital. Uttarakhand is drained by main perennial and non perennial river systems i.e. Ganga, Yamuna, Ram Ganaga, Kali, Sarayu, and Kosi. Presently it has Two Divisions (viz; Garhwal and Kumaun), 13 Districts (viz; Almora, Bageshwar, Champawat, Chamouli, Dehradun, Haridwar, Nainital, Pauri, Pithoragarh, Rudrapur, Tehri, Udam Singh Nagar and Uttarkashi. Bounded on the west by Himachal Pradesh, Tibet in the North and Uttar Pradesh in the South and Nepal in the east.

#### V. SOCIAL INDICATORS OF TOURISM IN UTTARAKHAND

Social indicators play an important role for the development of the tourism industry in a region. Although both the social as well as the environmental indicators are interdependent on each other, but in the modern concepts of tourism more emphasis given on the social indicators. Social indicators include place of living, health, longitivity nutrition, literacy, employment, education, people, transport, tourist services and more others. These modern days the environment influences less on people as compared to the human impacts on the environment. Man controls the environment wholly and solely and less impact of environment on man.

It has been observed from the Table that 1000 tourists have been interviewed, out of which 90 percent tourists feel that Uttarakhand is the best place to visit while 10 percent surveyed tourists feel average not too good not too bad.

Their concept regarding the accommodation also shows a great variation in the tourist concepts. 52 percent feel accommodation is good while 25 percent feel average and 37

percent below average. In general the given table shows that tourists visited Uttarakhand are not happy with the food transport. Mostly tourists like the climate and more than 50 percent surveyed tourists feel that tourist service is good in Uttarakhand.

#### VI. INTEGRATED PLANNING FOR TOURISM DEVELOPMENT IN UTTARAKHAND.

Although in the region the tourist potentials are in abundance but not explored at par with the neighboring region like Himachal Pradesh. The region has been identified as an important ecotourism destination and others tourist potentials in the form of types of tourism are found. There are intraregional as well as interregional disparities with in the region in the tourist flow. The Haridwar alone receives more than 50 percent of total tourist coming to Uttarakhand because due to well connectivity by roads as well as railways. There is need to develop the vertical connectivity means Haridwar should be connected with the Char Dhams and other remote regions like Uttarkashi, Chamoli and Pithoragarh by a good network of railway. It was the duty of top priority government to develop railway tracks and connect the region with railway.

Only the best source of moving the heavy machineries from one place to another by means of railway. When we enable to join the region from last more than 50 years after independence how can we develop the country. The railway tracks which were developed by the British government remain same no change is there. There is a need to introduce the integrated plans for the development of the region. The transport plays a key role to develop a region. If a region is not well connected the resources are hidden and the best use of resources is not possible. Same is the condition with Uttarakhand although the region is having enough potentiality to develop tourism and other related sectors but due to lack of connectivity and transportation facilities the region is lacking behind. So there is a need to develop a toy train track by which the tourists get benefited and save the time to visit whole state. In fig. 2 and 3 there is a proposed plan for railway development in this region. If that dream map come in reality that enhances the tourist flow and socio-economic development of the region. The Uttarakhand has identified tourist nodes and tourist circuits, (Fig.1) which are popular tourist destinations. The Uttarakhand has the fortune of being endowed by prominent circuits belonging to different religious ideologies. Above all, a circuit route has been established all along the places related to natural beauty. Secondly the projected plans should be introduced in the most attractive region i.e., Uttarkashi, Pithoragarh, Chamoli, Almora and Tehri. The projected toy train tracks and tourist nodes as shown in Fig.3. Basically the tourist destinations of erstwhile Uttarakhand could be defined and categorized into eight distinct circuits. These are:

- 1) **Ranikhet Haldwani and Pithoragarh Circuit:** This circuit includes the important tourist destinations like Ranikhet, Pithoragarh, Almora, Champawat, Ramaswar Pancheswar, Jagheswar, Bageshwar, Haldwani, Bhimtal, and Nainital. Nainital is dotted with lakes;

Nainital's unending expanse of scenic beauty is nothing short of a romance with awe-inspiring and pristine Mother Nature. Ranikhet is a place, which has preserved its virginity and pristine charm. **Pithoragarh Fort** is on the top of a hill on the outskirts of the town and was built by the Gorkha rulers. **Patal Bhuvaneshwar** is an enormous limestone cave with stalagmite and stalactite formations that are considered to be holy figures. This tourist circuit is famous for natural beauty and having geological importance. Besides Pithoragarh region offers many adventure sports such as hang gliding, paragliding, trekking, skiing, canoeing, river rafting and fishing. (Aggarwal).

- 2) **Lansdowne - Corbett - Ramnagar Circuit:** This lies in the southern part of Uttarakhand. This is a natural and wildlife tourist circuit which is having important tourist spots like Lansdowne, Corbett, Kalagarh, Tarkeshwar, Ramnagar etc. Both flora and fauna attractions are found in this circuit. This tourist circuit includes The Corbett National Park has reptiles, fish eating gharial, mugger, sporting fish such as mahseer and malee that thrive in the river and lake. Tigers are the biggest attraction and also include elephant, leopard, hog, bear, deer, sambar, fox and muntac. This park has over 300 species of birds and the common birds are snipe, herons, ducks, egrets, spotted eagle, darter, harrier, cormorants, wood pecker and thrushes. **Ramnagar** is situated in the rich farm belt of Terai, on the southeastern fringes of the great forests; the busy market town of Ramnagar is the main administrative centre for Corbett National Park and Project Tiger. Lansdowne is a hill station surrounded by beautiful oak, silver fir, spruce, bamboo and pine forests, it is a summer getaway for nature lovers and romantics. (Rawat, A. S. 1989).
- 3) **Rudraprayag, Bageshwar, Chaukhutiya:** - This tourist circuit is located at the central part of Uttarakhand. This region is famous for the religious tourism as well as cultural tourism. Besides this region is very rich in cultural diversity as well as in natural beauty. The important tourist destinations of this circuit are Baijnath, Rudraprayag, Bageshwar, Kausani, Guachar, Gairsain, Chaukhutiya, Gwaldam and Dunagiri. Rudraprayag is a small pilgrim town on the holy confluence of river Alaknanda and Mandakini which is venerated as one of the five sacred confluences or the 'Panch Prayag'. Chaukhutiya is a picturesque place derives its name from a Kumaoni word Chakuta which means four ways. This circuit has religious significance.
- 4) **Valley of Flowers, Chamoli Pindari Glacier:** - This tourist circuit is located at the Northern part of Uttarakhand. This circuit is most dynamic and diversified tourist circuit having all the tourist potentials ranging from tasteful water to high and mighty glaciers. This tourist circuit includes, Badrinath, Vishupryag, Joshimath, pipalkoti, Chamoli Nandprayag, Karnaprayag, Gwaldam, Kafni Glacier, Pindari Glacier, Sunderdunga Valley, Nanda Devi Sanctuary and Valley of Flowers. It is one of the most easily accessible of all the Himalayan glaciers. Pindari's rugged beauty offers a breathtaking sight, especially for the trekker who is in love with nature in all its pristine glory. The Pindari Glacier is located in the Pindar Valley. The colour of Pindari Glacier is very white and at some places, spots of light blue and brown may also be seen. The world famous Valley of Flowers is situated in the upper expanse of Bhyundar Ganga in the far interior of Garhwal Himalayas. The splendour and the scintillating beauty of the valley attract tourists from all over the world. (Kandari, 2001).
- 5) **Badrinath, Gangotri, Yamnotri, Kedarnath and Harkidum:** - This tourist circuit lies in the north part of Uttarakhand. This is most important religious tourist circuit known as the char-dham. The four holy shrines of Yamunotri, Gangotri, Kedarnath and Badrinath - collectively known as the Chardham are the most sacred of all pilgrimages. For centuries saints and pilgrims, in the search for the divine, have walked these mystical valleys and mountains. Today, pilgrims make a beeline to Char Dhams in the summer to get a slice of peace and spirituality. The Char Dhams receive their holy water in the form of four streams- Yamuna (in Yamunotri), Bhagirathi (in Gangotri), Mandakini (in Kedarnath) and Alaknanda (in Badrinath). Owing to the significance of this religious circuit, devotees from all over the world, come here to experience the eternal bliss. The picturesque surroundings of the mountainous region are simply enthralling, giving the visitors a perfect opportunity to unwind themselves by filling their lungs with fresh air. (Guha, R. 2000).
- 6) **Dehradun and Roorkee tourist circuit:** - This circuit is famous for educational activities. The students from all over India came to this circuit for getting education. This circuit has two important educational places like Dehradun and Roorkee. So important need to develop this circuit further because the future of the country depends upon the education status.
- 7) **Uttarkashi, Chakrata and Massoorie:** - This circuit is famous for natural tourism, which is having diverse landscapes, water falls, rapids and other physical features are found in this circuit. The important tourist destinations in this circuit are, Uttarkashi, Tehri, Mussoorie, Kempty fall, Tiger fall, Chakrata, Dakpathar, Deoban, Lakhamandal etc. So this circuit is lacking of well connectivity, although it is connected through roads but a toy train track is important for sustainable development of this region.
- 8) **Haridwar- Pauri- Devprayag and Rishikesh:** - This is the most important religious tourist circuit not only in Uttarakhand but well known in whole India. This tourist circuit is well connected with railways as well as

roadways so more than 60 % of the Uttarakhand's tourists visit this circuit. This circuit is located in the southern part of the State.

**Concentric Circles Model for Sustainable Tourism in Uttarakhand (ST)**

In this work author tried to develop the model for Sustainable Tourism. The aim is not to bring the new definition of Sustainable Tourism, but rather to search in various definitions and guidelines for common threads, and translate them into something that is understandable and meaningful in practice. These findings were combined with some of the main issues in various codes and principles. The outcome of this study is Concentric Circles Model of Sustainable Tourism (Fig. 1). The model consists of three concentric circles of sustainability. The center of the model is the **intergenerational equity (IE)**, as the main objective of the sustainable development as stated in **Brundtland Report** "...without compromising the ability of future generations to meet their own needs". The aim of IE can not be pursued without sustaining capital stock. (First circle - sustainability of local capital stock). This includes environmental, socio-cultural and economic capital. For sustainability of local capital stock, the interactions between capital stock and stakeholders, and interactions within stakeholders shall be sustainable (second circle - equity of stakeholders). In order to reach such equilibrium, sustainable strategies should be implemented (third circle- sustainability of strategies). The outer circle of model consists of tools for sustainable strategies: planning, management, integration into local economy, partnership and cooperation, assessment, training and education, research.

**Quantitative Results: Assessment of local people for sustainable development of tourism**

This section deals with the quantitative components of the study. The study attempted to investigate which attributes satisfy local people for the sustainable development of tourism. The first part of the section provides the demographic characteristics of the respondents. The second part presents distribution of responses to for various indicators for sustainable tourism development in Uttarakhand.

**i. Demographic Characterists of the Respondents (N= 500)**

The gender distribution of the respondents was quite uneven, with 65% male respondents and 35 % female respondents. It is observed that majority of the respondents in study area i.e., 51 % are fall in the category of 20-40 years, followed by below 40-60 years ( 32% ), below 20 years (17 %).

**ii. Indicators used in study**

Frequency distribution and measurements in the form of means and standard deviations (SD) for the perceived indicators are reflected in the table 2. A higher mean indicates a stronger level of agreement with the statement. Respondents to the indicators of Uttarakhand offer sustainable tourism development through various indicators on the five Likert scale questionnaire, respondents perceived the indicator, Social impact (4.2899), Attractiveness (4.0811), Contribution to local economy (4.0688),

Local tourism (4.0123), Local Satisfaction (4.0098) were rated high. This is also confirm by their means scores which have values above 4, and shows stronger level of agreement for these variables by respondents. The indicators which have values more than 3 and below 4 show level of agreement but it is between Average and Agree which confirm these indicators have also great impact for sustainable development.

The resultant mean values of the variables having values more than 2 and below 3 Education and training (2.3391) and Gender equity (2.5780) show little level of agreement by the respondents.

S. No.	Attributes	N	Mean	Type
1	Social impact	500	4.2899	Social
2.	Development control	500	3.6462	Planning
3.	Waste management	500	2.3786	Ecological
4.	Planning process	500	3.6929	Planning
5.	Local tourism	500	4.0123	Social
6.	Employment	500	3.3243	Economic
7.	Contribution to local economy	500	4.0688	Economic
8.	Local involvement	500	3.3538	Social
9.	Attractiveness	500	4.0811	Ecological
10.	Local Satisfaction	500	4.0098	Social
11.	Economic diversity	500	3.9386	Economic
12.	Energy consumption	500	4.0123	Ecological
13.	Marketing	500	3.9705	Economic
14.	Education and training	500	2.3391	Economic
15.	Gender equity	500	2.5780	Social

Results Based on current Research Practices

VII. CONCLUSIONS AND SUGGESTIONS

After going a long discussion regarding the sustainable tourism development through integrated planning in Uttarakhand it may be concluded that there is enormous tourist potential, the Uttarakhand has been receiving a large number of tourists annually since ancient times. The present influx of tourists to the Uttarakhand can be attributed to enumerable number of factors. The existing tourist potential in terms of natural beauty, historical and archeological sites, games and sports activities, culinary and religious sites and other factors as the major pull factors. Tourism in Uttarakhand is still in a discovering stage. Many sites are still lying untapped. Not only the natural or historical sites, but also huge reservoirs of traditional and cultural heritages still remain to be unearthed. People are fully keen to explore it all, for the development of whole state. But the political factors create problems for development of tourism in the Uttarakhand. The important suggestions for integrated planning of tourism development through sustainability in Uttarakhand given below.

1. Developing a detailed master plan is very important.
2. It is very important to raise awareness of among local people in a simple way.

3. Micro level studies should be incorporated for the development of tourism in Uttarakhand like recent study for development of heritage tourism, rural tourism.
4. Roads, local railway like toy trains, CNG Buses should be introduced for sustainable development of tourism in Uttarakhand Kashmir Valley.

**Table: 1 Tourists opinion regarding various social indicators in percentage.**

Opinion regarding	Excellent	Average	Below average
Place	90	10	00
Accommodation	52	25	23
Food	24	39	37
Transport	12	29	59
Tourist service	52	33	15
Security (Feel secure)	70	25	05
Climate	80	15	05

Source: - Based on the field survey of 500 tourists conducted in 2007

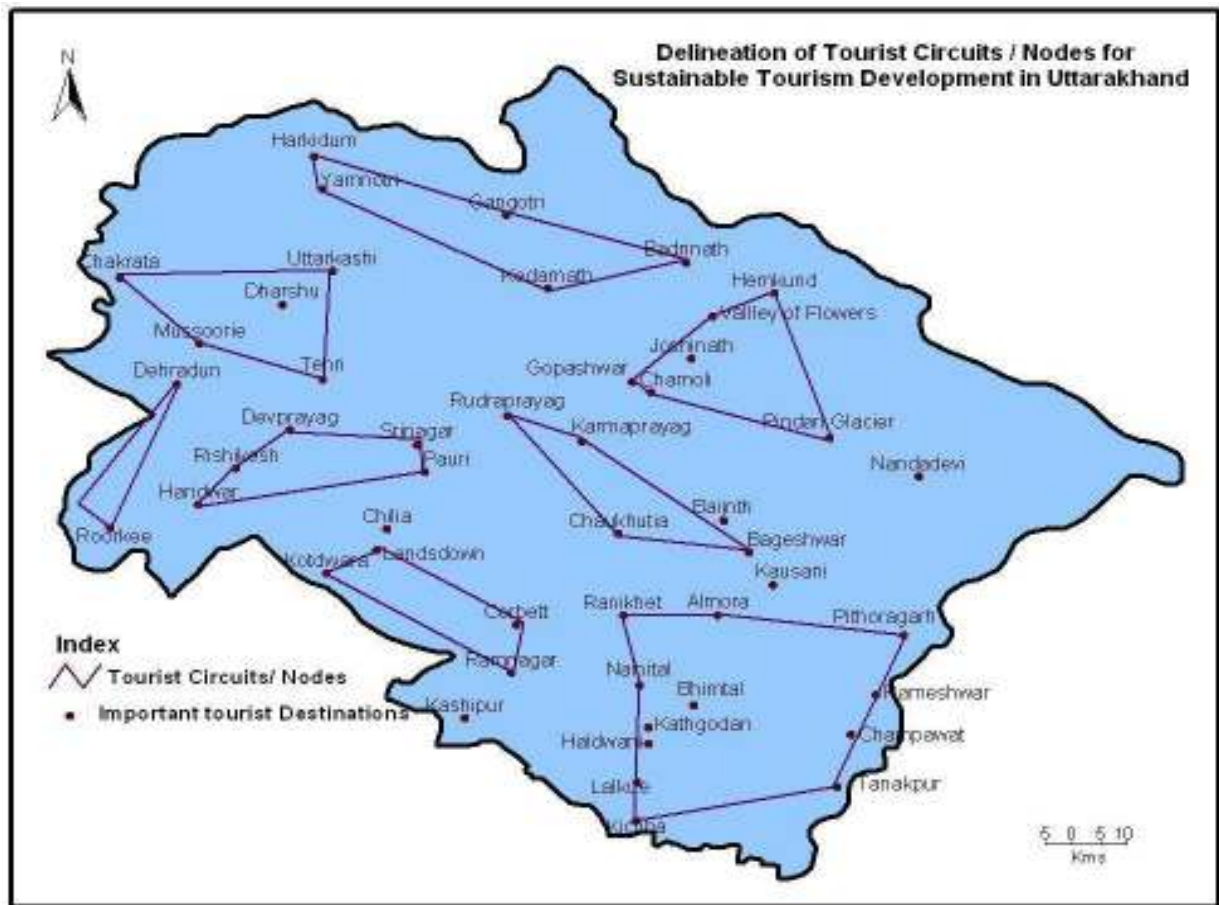


Fig.1

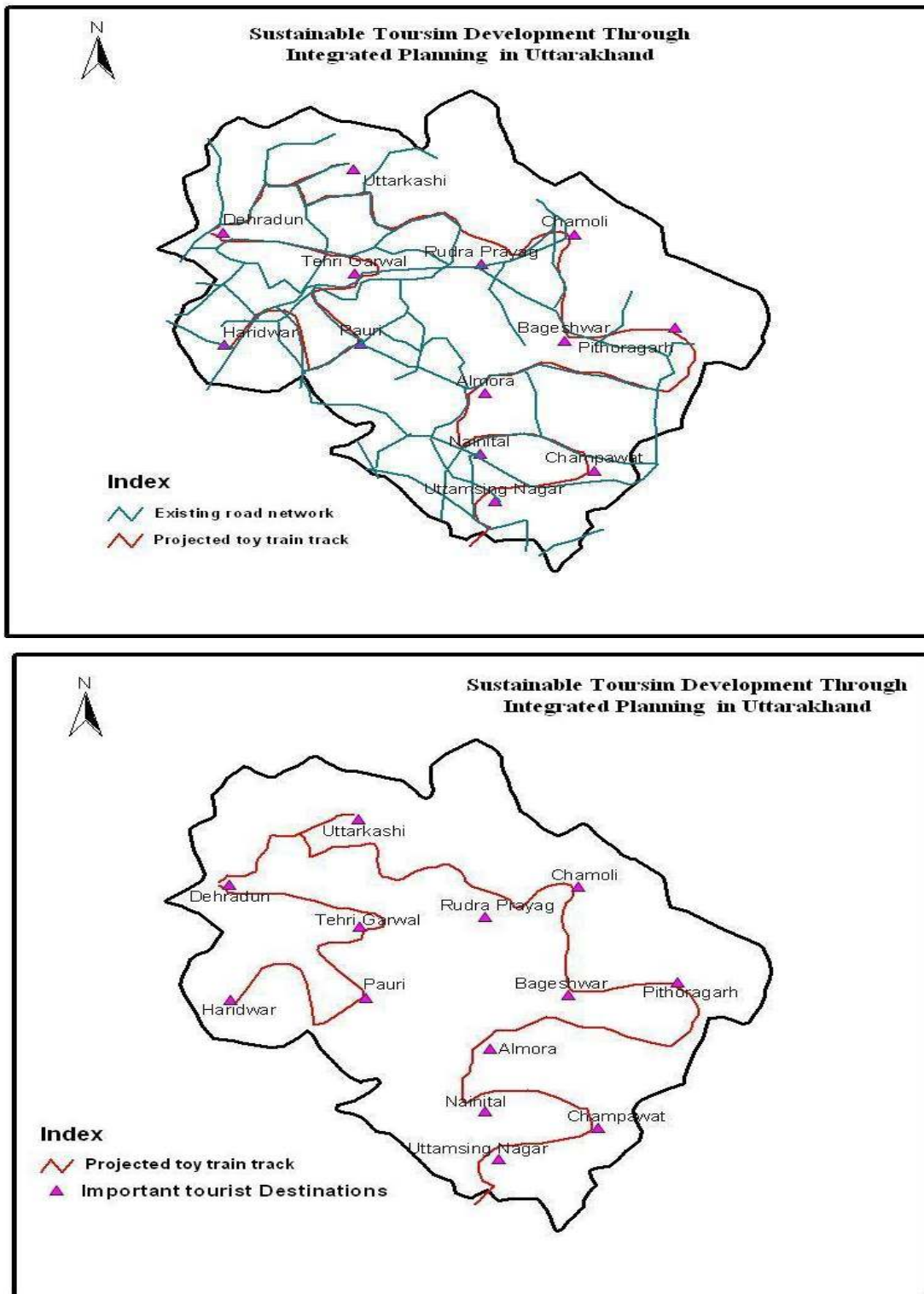


Fig 2 & 3

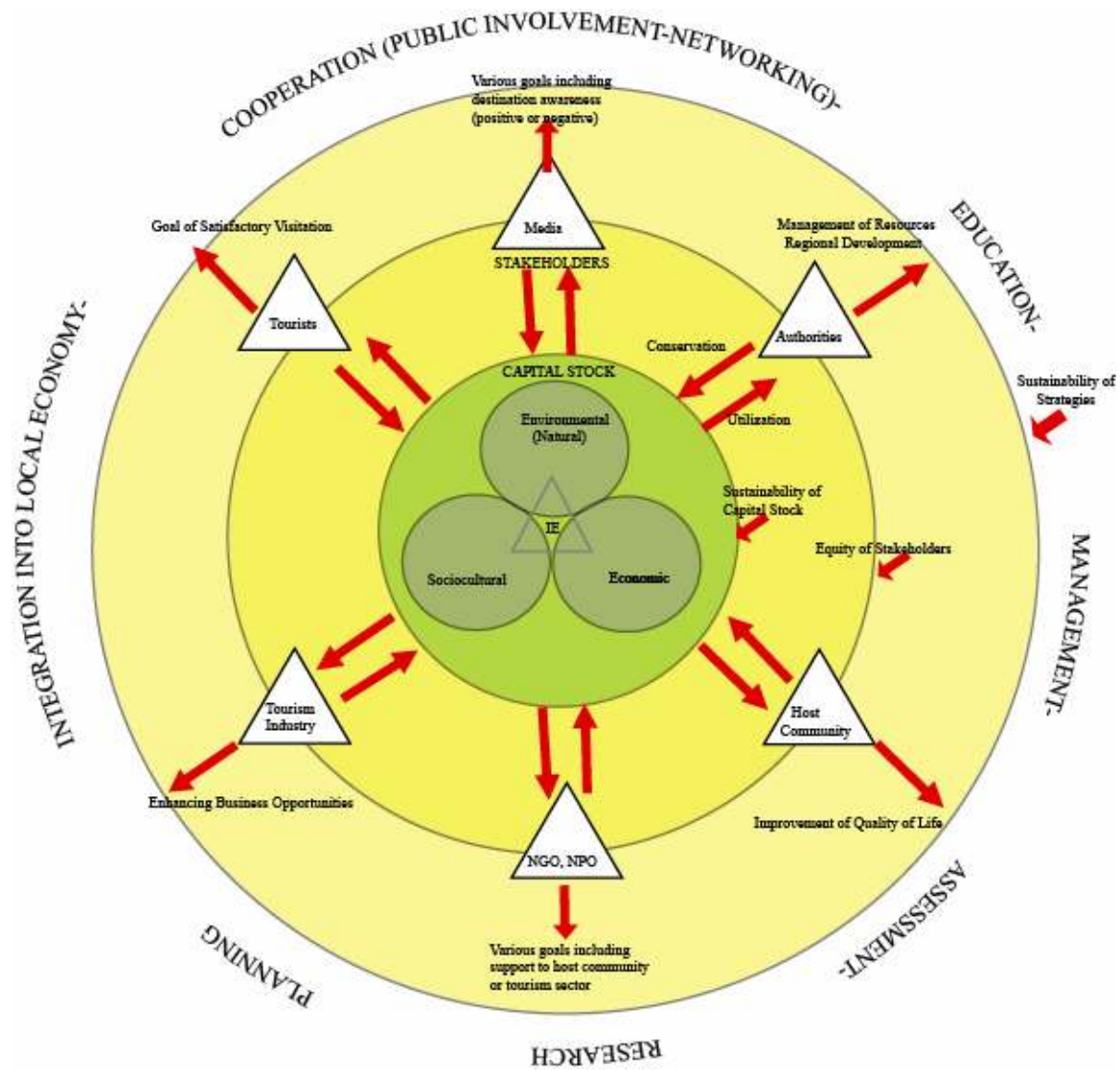


Fig 4: Concentric Circles Model of Sustainable Tourism

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