



The Role of Tourism in Sustainable Socio-Economic Development of Uttarakhand

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Abstract- Nowadays, the field with the fastest growth rate is the global tourism industry. Across the globe, the market has seen significant sales increases and numerous economic benefits. The point is to reflect on the state of the province of Uttarakhand towards India and analyse its attractiveness in the national sense and hence be able to propose to increase the influx of domestic and foreign tourists into different tourist countries of the state. These estimates are largely focused on secondary literature data and numerous other sources. The paper concludes that the ranking of Uttarakhand in India is very weak and not a key contributor. In addition, local government rivalry is adversely affected by a variety of factors. Relevant metrics need to be used in a large number of attempts to enhance the efficiency and picture of the state. The Uttarakhand state will be able to use its cultural, natural and historic resources in this way and this will increase the government's domestic and international tourists.

Keywords: Employment generation, poverty elevation, Tourism, Uttarakhand.

INTRODUCTION- Tourism has become an important social force and economic power over the past few years. It has been a major player in job development globally and is a significant source of revenue as well. The reality is that tourism has surpassed the level of the world's largest segment and, in addition, in recent years, the industry has generated many jobs. Most economists today see the sector as a place where useful and valuable foreign exchange can be produced. Over the past few years, tourism as an industry has the ability to generate job opportunities, contribute to the development and development of the infrastructure of the country, and this contributes to the overall growth and development of the region in question. Tourism as an industry has evolved and prospered from time immemorial, but it has gained much-needed attention in the last few years as it is more than just a smoky industry and has the ability to produce tremendous profits from a number of industry approaches. Compared with the small investment needed, the return on this sector is massive. Tourism has emerged as an important industry over the past few decades as it helps with direct and indirect jobs that cater to various segments of the population. This sector has developed as an approach to manufacturing and agriculture since, it falls within the economic services sector, the necessary investment is very limited. Many other significant factors in the growth of the industry often contribute to the tourism business. Uttarakhand is also identified in different religious texts as Dev Bhumi, which means the Land of God. The name Uttarakhand is also comparable in terms of tourism for many visitors, as the state has many potential tourist attractions. As a tourist destination, Uttarakhand has a unique character that offers something else to all tourists of every age group, including traveling, entertainment, hiking, leisure, meditation, recreation, to name a few. The market, on the other hand, spreads well beyond this mountainous province's economy. As per a business study estimate, in the 2013-14 financial year, Uttarakhand was able to earn approximately ~250 billion through employment explicitly or implicitly linked to the tourism industry and, needless to say, thousands of workers depending on the industry. Efforts are being made by the national government and its various agencies to collect funds from the sector.

OBJECTIVES

The key research objectives are the following:

- Ensuring government initiatives.
- Exploring Uttarakhand tourism competition in terms of country.
- Suggest approaches to enhance international and local tourists' footprint in the province

Literature Review- In a research article entitled "Tourism in India, India as a tourist destination, Bhatia (1987) looks at the development of the economy. In India, international tourism generates more than a million direct jobs and almost three times as many jobs. The gap is much greater than in manufacturing between investment and employment in hotels and other tourism-oriented industries. The number of jobs provided by the tourism industry is projected at 4 million, considering the capacity for domestic tourism employment. The Department of Tourism identified a target of 2.5 million tourists by 1990, using efficient infrastructure, tourist attractions and the country's size, relative to 1.2 million in 1984. In their review of the Industrial Tourism Growth Survey in Bangladesh, Kashedul and co-authors (2011) state that tourism is regarded the world's largest and fastest growing industry in the modern business world. It has a major effect on the economic development of the country. On the world map, Bangladesh is a new tourist destination. Due to its attractive natural beauty and rich cultural heritage, Bangladesh has great potential for tourist growth. When effective planning and marketing strategies are developed and used for this reason, tourism will add value to the Bangladeshi economy. However, because of inadequate marketing strategies, the industry is struggling to achieve its destination. The tourism industry in Bangladesh has identified problems and suggested remedial steps.

The study also indicates that, to grow the industry, the government should develop a tourism policy as soon as possible. In the tourism sector, public and private investment is required and regional cooperation can bring benefits to Bangladesh. In their study of Police Culture, Tourists and Destinations: A Study of Uttarakhand, India, Tyagi and co-workers (2015) assess the standard of service given to police officers in tourist areas in Uttarakhand, India, and its effect on the faith of tourists in the police. The research also explores the role that police culture plays in deciding the quality of work and the influence of the actions of leaders on the assessment of relationships between them. To gather data from police officers and tourists to the site, the survey approach was used. A CFA and SPSS macro called PROCESS was used to analyse data. The findings showed that the police force culture had a direct influence on the loyalty of visitors to the police and police services that mediated the relationship between the two slightly; and the leader's actions investigates well between the culture of the police and the standard of the service. This research adds to the credentials of visitors to the local police station, police culture, leadership ethics, and the quality of police service. Bihu and others (2000) in their research paper -This research contributes to the credentials of local police station tourists, police history, ethics of leadership, and the quality of police service. In their research report, Trends in China's Domestic Tourism Growth at the Turn of the Century, Bihu and others (2000) state that Chinese domestic tourism has grown rapidly over the past 20 years. The study briefly reviews the tourism potential of China and summarises three factors. This document discusses key domestic tourism products and government policy reform in pursuit of development options. McDowall and co-authors (2009) described the International Tourism Growth Study in Thailand: 1994-2007 and noted that tourism is a means of generating foreign exchange for Thailand, growing international reserves, stimulating production and the use of resources from other relevant sectors, which improves the economy of a country as well. In Southeast Asia and the world, the development of tourism inspires Thailand to aspire to become a major tourist destination. In Southeast Asia and the world, the importance of tourism inspires Thailand to aspire to become a major tourist destination. An overview of the past of the tourism industry and an important and reliable analysis of SWOT will promote the continued success of international tourism and the potential of tourism growth in Thailand (strengths, weaknesses, opportunities and threats). This paper summarises the history of the growth of global tourism in Thailand from 1994 to 2007, assesses the performance of the Thai tourism industry during this time, provides a SWOT overview of the Thai tourism industry, and makes recommendations for the potential success of Thailand as a successful tourist place. Prasad (2013) examines tourism activities and reviews future developments in the Uttarakhand Himalayas in his research titled Practice Tourism and Growth Ways in Uttarakhand Himalayas, India. In the development of sustainable tourism, the different types of tourism are widely discussed and suggestions are given accordingly. The study found that tourism has played a promising role

in the region's social and economic growth for centuries. Moreover, fishing, hiking, ice hockey, and river slicing are just as effective as what is already done here, both natural and tourist tourism. At the moment, it has a negative effect on the environment of tourist attractions, especially tourist centres. Information was gathered from the main and secondary sources and from tourist sites for thorough follow-up visits. The figures in this research paper are related to the second data collected from the literature of the Department of Tourism, Government of India, Uttarakhand Tourism Development Board, Government of Uttarakhand, World Trade Organization reports of the United Nations and various other research reports, papers and books, as well as various other sources. Additional to these multiple suggestions and proposals, various stakeholders employed in the tourism and tourism field in the province of Uttarakhand are suggested in this research paper to define areas attributing to the growth of the country's tourism industry.

UTTARAKHAND VISIT- Tourism is the leading destination for tourism in the world. Tourism around the world is remarkable, year after year, with new achievements. Global tourism is a very significant activity considering the obstacles it faces, since it generates about 5 percent of the world's GDP and six percent of the global and keeps one in twelve individuals in the developed economy and emerging economy. The Travel & Tourism Competitiveness Index 2011 of the World Economic Forum highlighted the dynamic movement from the advanced economy to the developing economy in the Foreign Tourist Arrivals (FTAs). Uttarakhand has been one of India's fastest-growing tourist destinations over the past few years. The dedication of my research work is one of the primary reasons for choosing this position. If the new point guide is known, it can be seen that Uttarakhand is not really the favoured tourist destination for Foreign tourist arrivals (FTAs) and domestic tourist arrivals, apart from its numerous tourist destinations (DTAs). Uttarakhand is non-stop and not even one percent of domestic or foreign tourists visit the country, in addition to the list of the top ten tourist destinations and locations. It shows that for tourism and other related activities, a large number of tourists choose to cross the state. While Uttarakhand is a tourist destination with an uncommon, diverse and suitable tourist attraction, FTAs and DTAs have not been attracted. There is a much smaller flow of FTAs than their entry into the rest of the country. The flow of DTAs is well below the national average, too. In addition to the above estimates, it is believed that in terms of International Tourist Arrivals (FTAs) or Domestic Tourist Arrivals, the Uttarakhand state could not make itself a major tourist destination (DTAs). These figures were reported prior to the government's 2013 adverse events and, needless to say, these devastating events had a negative effect on the entire state tourism industry as a whole. As a province, Uttarakhand has many places that are not yet available in any part of the tourism business to domestic or foreign tourists. The main reason behind this is the lack of commitment on the part of different tourism and tourism industry stakeholders to promote visitors to the different areas of the state. Many efforts should be made by the state in the upcoming years to increase its acceptance among domestic and foreign tourists. This is obvious table representing the visit of Foreign Tourist Arrivals (FTAs) and Domestic Tourist Arrivals (DTAs) to India in 2013 as well as the international organisation and Union Territories: Table 1.1 reflects the statistics relating to the arrival of foreign tourists (FTAs) and the arrival of domestic tourists (DTAs) in the different provinces and the Indian Unions. This data reflects the fact that Uttarakhand's share of the total tourist income in the country is only 1.92 percent in terms of DTAs and only 0.52 percent in terms of FTAs. The state ranks 12th in the country's DTA. The state's location on the 18th, according to the FTAs. The despicable condition of the hilly Uttarakhand province should call on the government and its various agencies to develop strategy to enhance the number of state feet of tourists. From the point of view of visitors, relevant authorities can research the tourism industry in Uttarakhand in relation to India in terms of the various tourist attractions and their rivalry. Table 1.2 recognizes that none of the ten most popular monuments visited by Foreign Tourist Arrivals (FTAs) and Domestic Tourist Arrivals (DTAs) in India in 2018 was in the Himalayas province. This is one of the key reasons for Uttarakhand not being in India's top five or ten FTA and DTA slots. There is not much to tell about temples in the state of Uttarakhand, even though there are a lot of natural landscapes that can be transformed into monuments that provide a tourist view, but no meaningful measures have been taken in this direction so far. The heritage buildings of Agra and Delhi in India set the high graph for foreign and domestic tourist income for 2018. Not many attempts have been made by the government to make landmarks a concern for visitors yet.

DEVELOPMENT STEPS TO VISIT TO UTTARAKHAND- Compared to the rest of the country, the tourism industry began late in Uttarakhand. The government launched a variety of programmes to develop and upgrade

multiple tourist attractions that were spread throughout the country after the establishment of the state in 2000. The state tourism sector is presently in a position to help grow the state. The government is highly focused on improving infrastructure and encouraging private and foreign investment in the sector. The different programmes implemented by the government are: balanced strategies

for government growth with tourism sector assistance in non-industrial areas. A single window has been launched by the government to augment financial support for the state tourism sector. In order to increase the tourism potential of these stations, the development of heritage, environmental and cultural protection policies in different areas. Improvement and development of facilities to meet visitors' needs by the frequency of trains at nearby stations, more tourists will enter different parts of Uttarakhand.

Table 1.1: List of percentage shares and rank of different States/UTs in domestic and foreign tourist visits, during 2018

Sl. No.	State/UT	No. of Tourists		Percentage share		Rank 2018	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	ANDAMAN & NICOBAR ISLAND	498279	15242	0.03	0.05	31	28
2	ANDHRA PRADESH	194767874	281083	10.5	0.97	4	16
3	ARUNACHAL PRADESH	512436	7653	0.03	0.03	30	30
4	ASSAM	5856282	36846	0.32	0.13	22	26
5	BIHAR	33621613	1087971	1.81	3.77	14	9
6	CHANDIGARH	1538796	39681	0.08	0.14	25	25
7	CHHATTISGARH	19329501	14399	1.04	0.05	16	29
8	DADRA & NAGAR HAVELI	609435	1608	0.03	0.01	29	34
9	DAMAN & DIU	898824	5694	0.05	0.02	28	32
10	DELHI *	29114423	2740502	1.57	9.49	15	4
11	GOA	7081559	933841	0.38	3.23	21	10
12	GUJARAT	54369873	513113	2.93	1.78	9	12
13	HARYANA	4888952	73977	0.26	0.26	23	23
14	HIMACHAL PRADESH	16093935	356568	0.87	1.23	18	14
15	JHARKHAND	35408822	175801	1.91	0.61	13	17
16	J&K	17076315	139520	0.92	0.48	17	20
17	KARNATAKA	214306456	543716	11.55	1.88	3	11
18	KERALA	15604661	1096407	0.84	3.8	19	8
19	LAKSHADWEEP	10435	1313	0	0	36	35
20	MADHYA PRADESH	83969799	375476	4.53	1.3	8	13
21	MAHARASHTRA	119191539	5078514	6.43	17.59	5	2
22	MANIPUR	176109	6391	0.01	0.02	33	31
23	MEGHALAYA	1198340	18114	0.06	0.06	27	27
24	MIZORAM	76551	967	0	0	35	36
25	NAGALAND	101588	5010	0.01	0.02	34	33
26	ODISHA	15208540	110818	0.02	0.38	20	21
27	PUDUCHERRY	1616660	141133	0.09	0.49	24	19
28	PUNJAB	44595061	1200969	2.4	4.16	11	7

29	RAJASTHAN	50235643	1754348	2.71	6.08	10	5
30	SIKKIM	1426127	71172	0.08	0.25	26	24
31	TAMIL NADU	385909376	6074345	20.8	21.04	1	1
32	TELENGANA	92878329	318154	5.01	1.1	6	15
33	TRIPURA	414388	102861	0.02	0.36	32	22
34	UTTAR PRADESH	285079848	3780752	15.37	13.09	2	3
35	UTTARAKHAND	35609650	151320	1.92	0.52	12	18
36	WEST BENGAL	85657365	1617105	4.62	5.6	7	6
	TOTAL	1854933384	28872384	100	100		

Table 1.2: List of Top ten monuments of the India 2018

SNo	Name	Year	Location
1	Taj Mahal	1648	Agra
2	Hampi Monuments	14th-16th century	Bellary district, Karnataka
3	Sun Temple	13th century	Konark
4	Khajuraho Temples	11th century	Khajuraho, MP
5	Ellora Caves	6th-12th century	Aurangabad
6	Ajanta Caves	5th-6th century	Aurangabad
7	Humayun's Tomb	1570 AD	New Delhi
8	Great Living Chola temples	11th-12th century	Thanjavur
9	Hill Forts of Rajasthan	18th-19th century	Rajasthan
10	Rock shelters	Paleolithic age	Bhimbetka

Source:<https://www.jagranjosh.com/general-knowledge/list-of-top-10-monuments-in-india-1607954440-1>

The KMVN and GMVN offices The KMVN and GMVN offices have been set up in the country's major cities to promote and draw visitors to all parts of the country. To yield better results, UTDB worked on a full sink with KMVN and GMVN. Different systems have been developed to attract more tourists, especially in those regions where tourist accessibility is low compared to popular destinations. Proposals for the construction of peak value in order to attract tourists to different destinations. In particular, the IRCTC and UTDB are committed to promoting tourism to prove that the country is a location for yoga and thus there is a faesability for employment generation, poverty elevation and economic development through tourism in Uttrakhand.

ADDITIONAL PROPOSALS:

In terms of promoting different destinations, such as the result of visitors in different provinces of the country and abroad, the government must act responsibly. There is a need to improve public transport services in order to encourage more visitors to visit the state and to promote a more fitting definition of tourism. The construction of residential services at better locations and at lower prices is needed. At the tourist stations, sanitation facilities should be provided. The state must invest in health facilities and disaster risk management systems so that visitors' lives can be saved in the case of an emergency. Public property goods should be marketed and a forum

should be created for these people. This man has built an atmosphere that should be enhanced to give visitors the chance to relax, as this will allow tourists to stay longer in these stations, which will boost tourism sector revenues. Banking facilities should be updated to areas close to state tourism, in particular ATMs. The government should enable local artists to grow into tourist festivals and major tourist attractions, as this would indirectly provide people with this. The government must implement government programmes for sustainable tourism growth. In recognising the challenges of the tourism industry, government agencies should engage experts and offer solutions to these problems. Government Various types of packages for different types of visitors should be planned by the government. Stakeholders must import operating equipment from different stakeholders to ensure that visitor protection is not compromised.

CONCLUSIONS:

In order to draw visitors from a significant portion of the world, the provincial tourism sector has a wide range of natural and heritage resources. In the expansion of the tourism sector in different parts of the state, efforts by different government agencies and actors have been instrumental. It is said that there is still a lot of space to increase the flow of visitors to the government. Today, not only are visitors from all over the world drawn to natural beauty, but they also need more tourist attractions. It does not hold the country's top ten in terms of Uttarakhand's position.

It is wrongly affected by several variables to integrate the state rivalry where it is presented. Relevant metrics need to be used in a large number of attempts to enhance the efficiency and picture of the state. Uttarakhand will be able to use its natural, cultural and heritage resources in this way and this will increase the government's domestic and international tourists.

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