

Analysis of Variables Which Motivate Domestic Tourists and Help them to Took Decision to Select a Destination – A Case of Little Kashmir of Uttarakhand

Ajay Arora*, Bipin Chandra Pant**

Abstract

Pithoragarh district has unique tourism treasures to offer for tourists. The resources have not been utilized to gain meaningful economic benefits for the society. The purpose and scope of this study exactly tries to focus on that issue. Even through the tourism potentials are plenty, many peoples are not aware about entire areas. The research design was exploratory followed by descriptive, based on primary and secondary data. The information was collected from the various tourism resource potential areas through direct distribution of questionnaire where the tourist visited. The study has used both quantitative and qualitative research approach for data collection. Necessary information as a secondary data were obtained from the office of KumaonMandalVikas Nagar Ltd. (KMVN), DTDC, Forest department, Transport department, Adventure tourism trainers, Non-Governmental organization (NGOs), Hotels, Travel agencies and Tour operators, Universities and College libraries etc. The major problems was road condition, parking, connectivity timing of transport and sanitation in main town, land slides, soil erosion. Suggestions and recommendation were given to solve the problems and developing tourist sites.

Keywords: Tourism, Facilities, Services, Variables, Destination

Introduction

The success of tourism is depends on the ability of that destination to sufficiently develop, manage and market the tourism facilities, services and activities. Tourism industry play an important role in economic development by earns

the gross revenue. Tourism can therefore be a catalyst of national and regional development, bringing employment, exchange earning, balance of payment advantages and important infrastructure development benefiting locals and visitors alike. Therefore, the backward countries have been endeavoring to promote this sector because it is an instrument of economic growth. Similarly, the economic development as the establishment of the new avenues, employment generation and earnings revenue is one of the major functions of tourism. The frequency of visit to a particular destination is depend upon the types of facilities, services and activities available for tourists.

Objectives

- The Present study attempted to analyze the potential and usefulness of various types of tourism facilities and services in Pithoragarh district.
- Analysis of demographic profile of domestic tourists to know their interest and purpose of visit.

Literature Study

The primary objective of literature review of previous and current aspects is to identify and understand the background of the research study. Review of literature is required for the basic purpose of cataloguing information and explaining as per the objectives of the research. It helps in entering into the deep of the knowledge and brighten the scope for research study with certain

* Director and HOD, Department of Hotel and Tourism Management, Kumaon University, Nainital, Uttarakhand, India.
Email: ajayaroraku@gmail.com

** Sr. Assistant Professor, Tourism and Hotel Management, NIMS University, Jaipur, Rajasthan, India.
Email: bipin114@gmail.com

objectives. The existing body of knowledge helps to enlighten the problems at hand and giving the valuable insight on how best the study can be conducted with some of the constraints. The body of published literature serves as the theoretical and practical foundation for learning, understanding and developing a strong and deeper knowledge base. This literature review helps in the research design and the implications of findings.

Dixit (2005) in his book “Aspect of Tourism Development”, deeply engrossed into the various aspects of development and strategic implications. In his book he discussed the development of tourism with twelve chapters. He emphasized on the macro-micro environmental analysis, SWOT Analysis, Strategic directions and methods of development, global strategies, present and future management trends and implications of sustainability. According to him, the development strategies would be useful to tour operator, manager, hotelier, developer and planner.

Butler (2006) in his article, “Modeling Tourism Development: Evolution, growth and decline”, emphasized that description and explanation of development process is more important than the forecasting of tourist numbers and a typical tendency leading to a marketing orientation and predictive planning. Here evolution of destinations implied an organic change over time, generally but not exclusively in one direction, incorporating existing development, rather than a revolutionary pattern of development whereby previous developments were removed or drastically changed very suddenly.

Sigala (2008) in her article “Managing Tourism Destinations”, discussed the determinants of travel choice, tourism planning and policy making, development stages and factors affecting the evolution of destination, and impacts on society and the environment. Here, the first issue the determinants of travel choice included traveler characteristics, the market, sources of travel information and the destinations. The second issue planning and policy making included a partnership and collaboration mechanism for policy decision making, strategic planning and implementation, quality and human resource management, crisis and disaster management, tourism satellite accounts and technology. The third issue development and evolution was a more concrete section, dealing with the development stages and factors responsible therein. The forth issue impacts on society

and the environment dealt with the socio-economic and environmental impacts of tourism.

Singh (2009) in his book “AtithiDevoBhavah (Guest Management)”, said that the broad objectives of future tourism development in India would be oriented to an accorded status in the national agenda for action and its eco-friendly sustainable development. The target of tourist arrivals to/in India revolved around its importance of creating awareness and people’s participation, improving the quality of services, identifying the needs for a new thrust in image building, improving organizational capabilities and looking for other areas of resource generation. Besides, making travel a pleasurable experience, basic cleaning and hygiene facilities, care for heritage properties, uniform standard for all facilities and services and setting a common platform for all parties involved in the industry would certainly bring about a new orientation for tourism development in India.

Singh, Timothy & Dowling (2003), in the book “Tourism in Destination Communities”, has describe about the tourism destination communities. They broadly divide the study into three parts viz. community tourism perspectives, community tourism dynamics, challenges and opportunities for destination communities. The first part ‘community tourism perspectives’, dealt with the interrelationship between tourism and local people, diverse structural nature of destination communities based on morphological traits, various efforts to place destination communities into a broad based typology of tourism-destination relationship. The anthropological and aboriginal issues relating to the identity heritage, economic and present socio-cultural issues, political issues, rights, responsibilities and ethical issues contributing to the proactive and sustainable practices were taken into account in the second part of the book. The third part was essentially addressing and entering into the deep aspects of tourism development and planning, considering the level or extent of involvement of locale people, attitudes of hosts, and inclusion or presentation of hosts in destination marketing.

Gupta and Bhatt (2010) in their article, “Community Based Tourism Development: A Case Study of Eco Village Sari in Kedarnath Sanctuary Region”, addressed philosophical changes in tourism development from conventional mass tourism to the adoption of alternative tourism through many frameworks and strategies. They

analyzed and interpreted socio-economic impacts of tourism and reviewed the opportunities and challenges for community based tourism through SWOT analysis and opinion survey.

Butler (2005) in his article "Problems and Issues of Integrating Tourism Development" highlighted different meanings and implications of the term integration in tourism with the changing time and facets. Since the era of newly introduced mass tourism to the modern complex supply side developmental aspects of destinations, the term integration included and changed several meanings but the core point is the success of tourism development depends largely on integration at destination level; industry level or such other levels as may be required. To most planners, developers and managers efficiency is a goal to be achieved, and steps and processes which need the process of completion and acceptability of development are to be welcomed as a mean to achieve sustainability. The policy issues in integration included priority, control, scale, stage, and timing of development, community harmony and conflict.

Bagri (2003) in the book, "Trends in Tourism promotion; Emerging Issues", tried to emphasize the need and importance of setting up of a standing Himalayan Tourism Advisory Board (HIMTAB) for inter-state cooperation in the development of hill tourism through joint marketing, publicity and promotion and initiating innovative development plans in close interaction with the tourism industry.

Choudhury (2010) in his article "Demographic Profile of the Tourist: A Case Study of Tourist's Purpose of Visit to Jammu and Kashmir State", enlightened on demographic profile of tourists visiting Jammu and Kashmir and how the characteristics are contributing to the purpose of visit or selection of a destination or a set of destination found therein. He has also considered the destination Unique Selling Proportion (USP) at the same time and its influences on demographic profile ultimately contributing to the destination choice.

Singh (1989) followed by Pirazizy (1993) and Batta (1998, 2000) gave the first study on the environment effects of tourism in Indian Himalayas, because there has been very little research on that issue.

Batta (2001) offers a detailed account of effects of tourism on various components of the environment in Himachal Pradesh.

Mieczkowski (1995) and Batta (2001) discusses the impacts of tourism on natural, built and socio-cultural environment in an international perspective with greater emphasis on developed countries.

Hanrid et. al. (1999) published a paper on "Eco-tourism under multiple management". Using direct observations and interviews of direct stakeholders The paper examines the status of eco-tourism industry in the Sunderbans, Bangladesh. It explores the predicaments of eco-tourism industry as it relates to resource management and policy statements. Issues discussed were the Economic impacts; eco-tourism in the Sunderbans; problems and prospects in the Sundarbans; and the Sunderbans management dilemma the need for a single outlet shared approach.

Gokhale et al. (1998) have referred to the revival of forests in Pithoragarh region by local communities using religious faith along with reference to variety of ecosystems such as forests, pastures, water bodies, etc. being conserved by local communities as sacred in India. There have been several studies on sacred groves in India. However, studies on this aspect in Uttarakhand are meager.

Rawal and Dhar (2001) have described the Chipla - Kedar sacred grove in Askot Wild life Sanctuary, Pithoragarh district, Uttarakhand.

Yoon (2002), have written a thesis on development of a structural model for tourism destination competitiveness from Stakeholder's Perspectives. This study offers an integrated approach to understanding the competitiveness of tourism destinations and attempts to extend the theoretical and empirical evidence about the structural relationships among the following constructs: 1) tourism development impacts, 2) environmental attitudes, 3) place attachment, 4) development preferences about destination attractions/resources, and 5) support for enhancement strategies for destination competitiveness. This study was approached from the perspective of tourism stakeholders about tourism destination competitiveness. Their perceptions, attitudes and behaviors in terms of tourism were assessed as critical sources of testing the proposed structural model in this study.

Bagri (2003) there are various trends and emerging issues in tourism promotions, these are described by which help to develop new tourism products and making marketing strategy.

Bagri (2006) has describe the key stages within the process of tourism planning and development at a destination, national and international level. He has explain the differences in the tourism planning and development process in mature and new tourism destination areas, discuss the influence of key stakeholders in tourism planning and development, described the main characteristics of tourism and conservation planning in sensitive areas and critically assess the interdependencies between the characteristics of destination, types of development, types of tourists, and tourism impacts.

Mittal, Tripathi and Sethi (2008) has discussed about the development strategy for the hill districts of Uttarakhand. The positive features of these hill districts are that they have enormous potential for tourism, a suitable climate for high-value agriculture and a pleasant environment due to 60% forest cover. These have to be harnessed for a development strategy. The development strategy for Uttarakhand hills should be based on developing brand equity under the name of Organic Green State and an Uttarakhand Brand Equity Fund should be set up. This can be achieved by working towards this common goal through infrastructure development, tourism promotion, agriculture diversification, poultry- and wool-based livelihoods, and SMEs based on the above that capture linkages with industry and tourism.

ICIMOD Kathmandu, Nepal (2010) has prepared assessment report on Environmental change and Ecosystem Services in Kailash Sacred landscape in three countries –China, India and Nepal. It help to drawing or making ideas about the feasibility assessment in the study areas.

Kumar and Taunk (2010) has conducted a study on the sanitation of toilets in the rural areas of Ranikhet in Uttarakhand. This paper is based on the primary data collected from the teachers and the students studying in the elementary and senior secondary schools situated in rural areas of the state of Uttarakhand in India. The study was conducted in six districts of Uttarakhand. All these schools were randomly sample. Data were collected through interview schedule in an unbiased manner. The sample included 200 elementary and 142 senior secondary schools situated in the rural areas of six Districts of KumaunMandal (Commissionary) of Uttarakhand. This paper has described that how we can improve the sanitation in the toilet because there is huge

potential of rural tourism in not only that particular area but also in entire state.

Negi (2010) documented 168 sacred natural sites including 75 sacred forests, 74 sacred groves, 10 water bodies and 9 pastures in nine districts in Uttarakhand. There are some well known sacred groves in the state which truly represent the wealth of religion based conservation traditions, for example, Binsar, Tarkeshwar, Tapovan, Nagdev, Goldev, Mayavati, Kot, Nandisain, Paabo, Dewal and Chapdon.

Alam, Sharma, Tripathi (2012) has write a research paper on ‘Bryoflora of Munsyari and Dharchula Tehsil of Pithoragarh, Uttarakhand, Western Himalayas, India’. In this paper they have describe various form of floras in two blocks of Pithoragarh district i.e. Munsyari and Dharchula.

Bhatnagar and Dhar (2014) has given green concept of accommodation in Kumaon, in their research paper on ‘Tourism Sustainability and Destination- Exploring the potential green accommodation in Kumaon, Uttarakhand, India’.

Research Design

The research design is exploratory followed by descriptive, based on primary and secondary data. The study has used both quantitative and qualitative research approach for data collection. Ordinal scale and interval scale were used. Inclusive method is used because the overlapping of the class intervals is avoided. There is the gap between the upper limit of first interval and lower limit of the second interval and so on. The exclusive type of class interval was used for knowing the number of family members where the upper limit number was not included.

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Sampling unit: District, *Size of Sample:* 200, *Measurement scale:* Rating scales, Rank scales and Summated Scales (or Likert-type Scales), *Sampling method:* Convenient sampling method

Primary Data Collection Method

The primary data were collected by observation method, interview method and through Structured questionnaires.

The format of questionnaires for tourists is given below:

General information of tourists same like respondents as age, gender, marital status, occupation, qualification, family size etc. (Objective types - tick mark). Apart from that frequency of visit, purpose, motivational factor, mode of transport, types of vehicles, duration of stay in destination, duration of stay in accommodation, types of accommodations, services in accommodations, source of information, types of inconvenience, information brochures, perception about destination and overall experiences.

Secondary Data Collection Method

Secondary data are collected from the various research papers published in journals, edited books, conference proceedings, research articles, magazines, doctoral thesis, reports, publications, websites, census, statistics etc. Necessary information are collected from the Department of Tourism, Kumaon Mandal Vikas Nagar (KMVN) office, District Tourism Development Office (DTDO), Forest department, Transport department, Adventure tourism trainers, Non-Governmental organizations (NGOs), Hotels, Travel agencies, Tour operators, Universities and College libraries etc.

Data Analysis and Result

Age is an important variable, which affects the tourist's motivation and decision of destination. The data related to various age group of domestic tourists who visited Pithoragarh during the period of the study is presented in table 5.1. The data presented in the table reveals that out of the 200 domestic tourists as high as 81 representing 41.5% belonged to the age group of 31- 40 years. Whereas the lowest 06 representing 3% belonged to the age group of 51- 60 and above. Around 66 (33%) were in the age group of 21-30 years, 39 tourists (19.5%) were in the age group of 41-50 years and 8 tourists (4%) were below 20 years of age .

Table 5.1: Age-wise Distribution of Tourists

Age in years	Number	%
Below 20	08	4.0
21-30	66	33.0
31-40	81	40.5
41-50	39	19.5
51-60 & Above	06	3.0

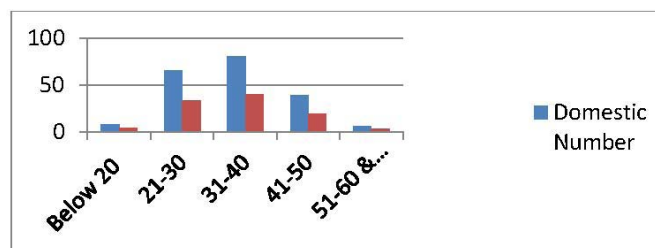


Fig. 5.1: Distribution of Tourists by Age

Another very interesting relation is that compared to domestic tourists more number of elderly foreign tourists have visited Pithoragarh during the period of the study.

Table 5.2: Gender-wise Distribution of Tourists

Gender	Number	%
Male	129	64.5
Female	71	35.5

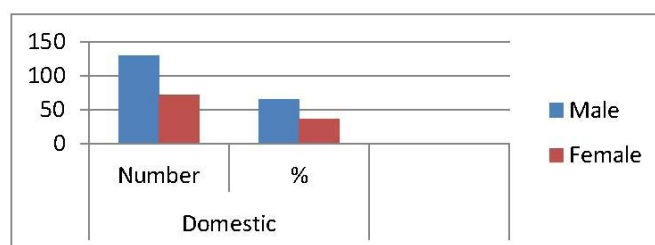


Fig. 5.2: Distribution of Tourists by their Gender

Gender is an important factor, which determines the choice of the destination. It was seen that out of 200 domestic tourists as high as 129 representing 64.5% tourists were male and 71 representing 35.5% tourists were female.

It is revealed from the data in the table given below that out of 200 domestic tourists, 134 representing 67% tourists were married and 66 representing 33% tourists

was un-married. Marital status is an important factor, which determines the interest of married and un-married person to visit a particular or selected destination.

Table 5.3: Distribution of tourists by Marital Status

Marital Status	Number	%
Married	134	67.0
Un-married	66	33.0
Others	Nil	0.0

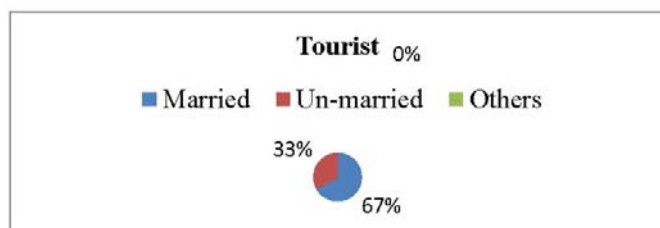


Fig. 5.3: Marital status of Tourists

Table 5.4: Pattern of Responding tourists by Occupation

Occupation	Number	%
Business	41	20.5
Self –employed professional	18	9.0
Salaried Employed (Govt./Private)	86	43.0
Dependent	45	22.5
Retired Person	10	5.0
Any Other	Nil	0.0

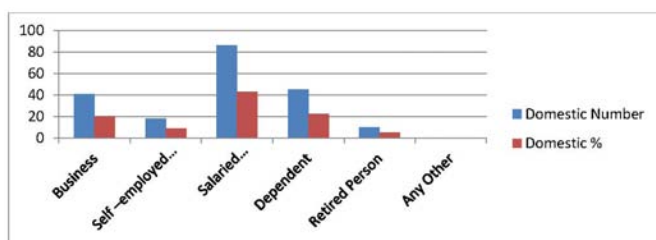


Fig. 5.4: Occupation of Tourists

Occupation is very significant factor which affects the tourist's choice of a destination and vacation. The data collected during the period of the study is indicated in the table 5.4.

Out of 200 tourists, as high as 86 representing 43% were salaried government and private employed as a highest and 10 representing 5% were retired person as low, whereas 45 representing 22.5 % were dependent, 41 representing 20.5% were business man and 18 representing 9% were self-employed professionals. There was no one in the category of any other.

Table 5.5: Distribution of Tourists by Educational Background

Qualification	Number	%
High School	18	9.0
Intermediate	53	26.5
Graduation	72	36.0
Post Graduation	41	20.5
Others	16	8.0

As far as educational background of tourist is concerned, maximum 72(36%) were graduate and minimum 16 (8%) were in the category of others. The tourist who were second in number were intermediate qualified, representing 53 (26.5%). 41 represented (20.5%) were post graduate and 18 represented (9%) were high school pass tourists. It shows that maximum tourist were highly educated.

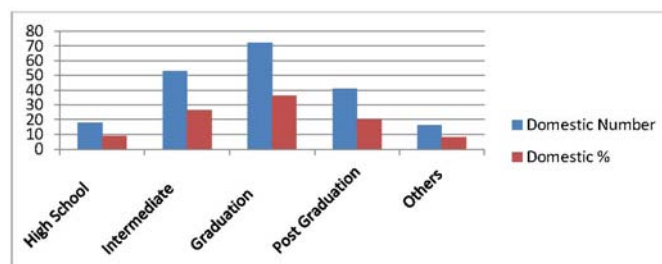


Fig. 5.5: Distribution of Tourists by Educational Background

Table 5.6: Distribution of Tourists by Income

Monthly Income (Rs.in Thousand)	Number	%
Below 8000/-	Nil	0.0
8001 - 13000	06	3.0
13001 - 20000	05	2.5
20001 - 30000	25	12.5
30001 and above 300001/- and above	164	82.0

Majority of tourists 164 (82%) were in the slot of income group 30001 and above and minority of 5 (2.5%) were in the slot of income group 13001-20000. Second number of income group was 20001-30000 with 25 numbers (12.5%) and 6 (3%) were representing to income group of 8001-13000. It shows that the person who has good salary, visit this place as they have good disposable income or fix their plan accordingly.

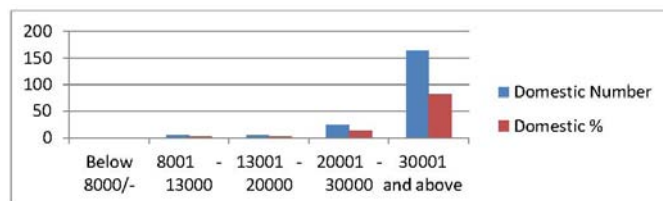


Fig. 5.6: Tourists by Income

Table 5.7: Distribution of Tourists visited or not Visited to Pithoragarh Earlier

Visited Pithoragarh	Number	%
Yes	178	89.0
No	22	11.0

Out of 200 domestic tourists 178 (89%) told that they have visited Pithoragarh earlier also whereas 22 (11%) tourists told we are coming first time.

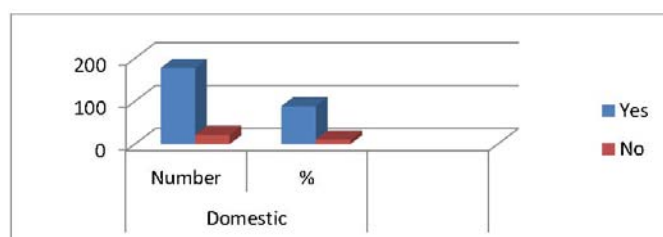


Fig. 5.7: Distribution of Domestic Tourists Visited or not Visited to Pithoragarh Earlier

Table 5.8: Distribution of Tourists visited Pithoragarh Including this Trip

Number of Visit	Number	%
First time	22	11.0
Second time	96	48.0
Third time	53	26.5
Fourth time	17	8.5
Others (Monthly basis business, taking salary etc.)	12	6.0

The maximum number of domestic tourists were second time visitor with 96 (48%) and the minimum number were in the category of others 12 (6%) including taking salary from head quarter, doing business etc. The 53 (26.5%) domestic tourists were third time visitors, 22 (11%) were first time, 17 (8.5%) were fourth time visitors.

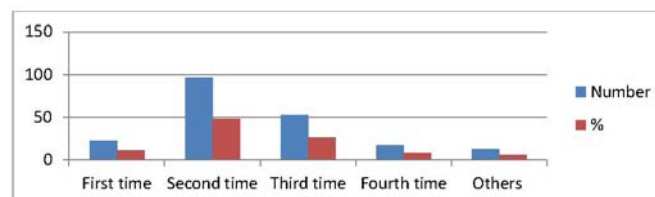


Fig. 5.8: Distribution of Domestic Tourists visited Pithoragarh Including this Trip

Table 5.10: Distribution of Domestic Tourists by Purpose of Visit

Purpose of Visit	Number	%
Wild life & Adventure	56	28.0
Pilgrimage	49	24.5
Culture	42	21.0
Sightseeing & Leisure	41	20.5
Any Other	12	6.0

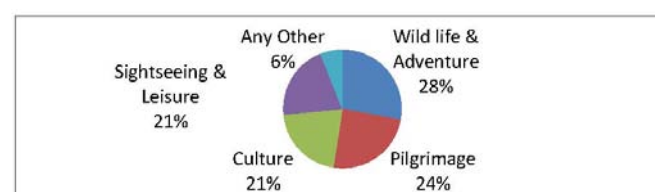


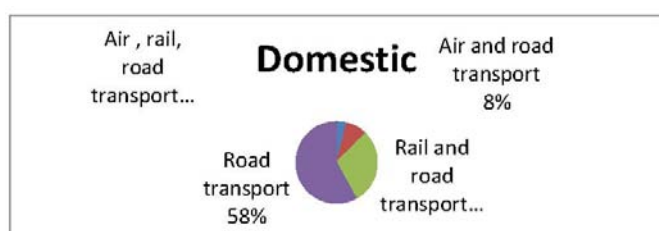
Fig. 5.10: Distribution of Domestic Tourists by Purpose of Visit

As per the purpose of visit of domestic tourists, the maximum number 56 (28%) were wildlife and adventure lover, whereas the minimum number 12 (6%) were any other category. The pilgrim were second in number 49 (24.5%), the tourists who were interested in culture were third in number 42 (21%) and the tourists who were interested in sightseeing and leisure were 41(20.5%) in number with fourth position.

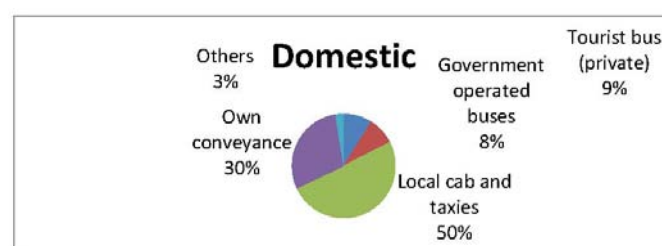
Table 5.11: Distribution of Tourists by Mode of Arrival

Mode of Transport	Number	%
Air, rail, road transport	08	4.0
Air and road transport	17	8.5
Rail and road transport	59	29.5
Road transport	116	58.0

Maximum number of domestic tourists 116 (58%) were used road transport to reach in the various places in the entire district, whereas the minimum number 8 (4%) were used air, rail and road transport to reach the destination. The rail and road transport user were second in number 59 (29.5%), air and road transport user were third in number 17 (8.5%).

**Fig. 5.11: Distribution of Domestic Tourists by Mode of Arrival****Table 5.12: Distribution of Tourists as per Transport Used During their Visit to Pithoragarh**

Types of vehicle	Number	%
Tourist bus (private)	18	9.0
Government operated buses	17	8.5
Local cab and taxies	101	50.5
Own conveyance	59	29.5
Others	05	2.5

**Fig. 5.12: Distribution of Domestic Tourists as per Transport Used During their Visit**

The types of vehicle used by the domestic tourists during their visit to Pithoragarh district were maximum in number 101 (50.5%) in the category who used local cab and taxies, whereas the minimum number 5 (2.5%) were in the category of others. 59 (29.5%) domestic tourists were with their own conveyance, 18 (9%) have used private tourists buses and 17 (8.5) have used government operated buses to visit.

Table 5.14: Distribution of Domestic Tourists by Types of Accommodation Used During their Stay or Visit to All the 7 Tehsil

Days	Pithoragarh	Munsiyari	Dharchula	Didihat	Berinag	Gangolihat
< 3	32	24	18	11	13	21
3-5	17	08	04	03	06	12
6-9	31	Nil	Nil	Nil	Nil	Nil
10-15	Nil	Nil	Nil	Nil	Nil	Nil
>15	Nil	Nil	Nil	Nil	Nil	Nil

The types of hotel used by domestic tourists during their visit to all the 7 tehsils of Pithoragarh district was analyzed and it found that the maximum number of tourists stayed in Pithoragarh town for less then 3 days were 32 and minimum 11 in Didihat. Munsiyari 24, Gangolihat 21, Dharchula 18 and Berinag 13 were in descending order.

The tourists who stayed for 3 to 5 days were maximum in Pithoragarh 17 and minimum in Didihat 3. Gangolihat 12, Munsiyari 8, Berinag 6 and Dharchula 4 in descending order. The domestic tourists who stayed for 6 to 9 days were only in Pithoragarh town with 31 numbers. There were no tourist who stay for 10 to 15 or more than 15 days in any tehsil.

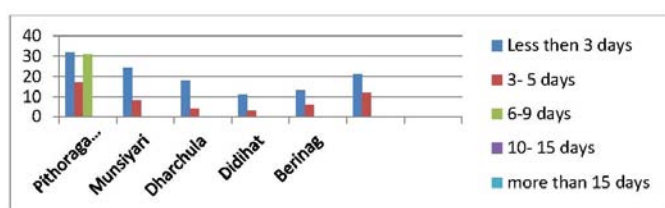


Fig. 5.14: Distribution of Domestic Tourists by Types of Accommodation Used During their Stay or Visit to All the 7 Tehsil

Table 5.15: Distribution of Tourists by Types of Accommodation Used During their Stay or Visit

Types of Hotel	Number	%
Star category	Nil	Nil
Non star category	116	58.0
Guest houses	51	25.5
Dharamsalas	15	7.5
Others	18	9.0

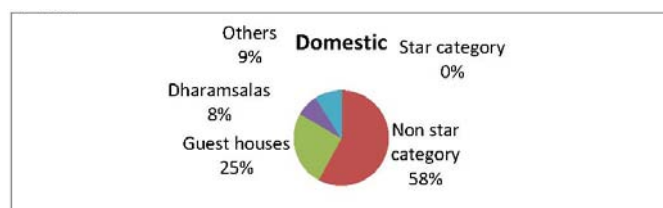


Fig. 5.15: Distribution of Domestic Tourists by Types of Accommodation Used During their Stay or Visit

Table 5.16: Distribution of Tourists by Service Areas of Accommodations

S. No.	Service areas	Excellent	Very Good	Good	Average	Poor
1	Front Office	90	70	40	Nil	Nil
2	House Keeping	49	62	89	Nil	Nil
3	Food & Beverage(food quality)	53	52	95	Nil	Nil
4	Food and Beverage (staff)	97	79	24	Nil	Nil

Table 5.17: Distribution of Tourists by Overall View About Service Areas of the Accommodations

Service area	Excellent	Very Good	Good	Average	Poor
Personal Care	102	72	26	Nil	Nil
Pubic Relation	105	76	19	Nil	Nil
Hospitality	103	71	26	Nil	Nil
Food and Beverage	62	56	72	10	Nil
Comfortable	98	79	23	Nil	Nil

There are no star category of accommodation in the entire district. The maximum number of domestic tourist 116 (58%) stayed in non star category accommodations, where as 51 (25.5%) were stayed in guest houses, 15 (7.5 %) stayed in Dharamsalas and 18 (9%) tourists were used to stay with their relatives, friends or any others.

Distribution of Tourists by Service Areas of accommodations in the service area of front office 90 (45%) domestic tourists has marked as excellent, 70 (35%) has marked as very good, 40 (20%) has marked good , whereas no one has marked as average and poor. In the service area of House keeping 49 (24.5%) tourists has marked as excellent, 62 (31%) has marked very good, 89 (44.5%) has marked good, whereas same like front office there were no one in the category of average and poor. The tourist who have marked the quality of food and beverage as excellent were 53 (26.5%), very good were 52 (26%), good were 95 (47.5%) and no one have given average and poor. The food and beverage staff were marked maximum as excellent as 97 (47.5%), very good 79 (39.5%), good 24 (12%). Same like front office, house keeping, quality of food and beverage and food & beverage staff, there were no one who have marked as average and poor. It shows that the hospitality shown by the local staff in various department were excellent and very good. The quality of food and beverage was good because of not local touch or difference. Due to lake of water and other amenities the house keeping services were not excellent or very good.

In the service area of personal care 102 (51%) domestic tourists has marked as excellent, 72 (36%) has marked as very good, 26 (13%) has marked good, whereas no one has marked as average and poor. In the service area of public relation 105 (52.5%) domestic tourists has marked as excellent, 76 (38%) has marked very good, 19 (9.5%) has marked good, whereas same like personal care there were no one in the category of average and poor. The tourist who have marked hospitality as excellent were 103 (51.5%), very good were 71 (35.5%), good were 26 (13%) and no one have given average and poor. The food and beverage were marked excellent were 62 (31%), very good 56 (28%), good 72 (36%) and 10 (5%) in average but no one has marked as poor. The comfortable of their stay shown by tourists were excellent as 98 (49%), very good 79 (39.5%) and good 23(11.5%) whereas there were no one who have given average and poor. It shows that the care taken by local staff, public relation and hospitality whereas the quality of food and beverage and comfort ability have to improve in various department were excellent and very good.

Source of Information to Know Pithoragarh

The source of information used to know about Pithoragarh district by domestic tourist were given maximum in the

category of average as 54 (27%), followed by poor 47 (23.5%), very good 39 (19.5%), good 37 (18.5%) and excellent 23 (11.5%) in electronic media. The print media used were maximum in very good as 57 (28.5%) followed by excellent 51 (25.5%), good 46 (23%), average 31 (16.5%) and poor 15 (7.5%). The information get from friends and relatives were excellent 97 (48.5%) followed by very good 73 (36.5%), good 23 (11.5%) and average 7 (3.5%), but no one has marked as poor. State tourism and district tourism as a source have marked maximum in average as 59 (29.5%) followed by good as 38 (19%), very good 29 (14.5%), excellent 27 (13.5%) and poor 47 (23.5%). The travel agents and tour operator as a source have marked maximum in average as 71 (35.5%) followed by poor as 70 (35%), good 25 (12.5%), very good 19 (9.5%) and excellent were 16 (8%). Others including mouth publicity were maximum in good as 89, excellent as 56 (28%), very good 49 (24.5%) and 6 (3%) as average. The opinion of tourists to judge the impact of advertising was analyzed and found that the impact of travel magazines was maximum as average with 87 number (43.5%) by domestic tourists and minimum as excellent with 13 number (6.5%). The impact of travel magazines was second as poor with 53 number (26.5%), 28 domestic tourist (14%) have told that the impact of travel magazines was good and 19 (9.5%) has told it was very good.

Table 5.18: Source of Information to Know Pithoragarh

Sources	Excellent	Very good	Good	Average	Poor
Electronic media	23	39	37	54	47
Print Media	51	57	46	31	15
Friends & Relatives	97	73	23	07	Nil
State Tourism & District Tourism	27	29	38	59	47
Travel agents & Tour Operators	16	19	25	71	70
Others (Mouth publicity)	56	49	89	06	Nil

Table 5.22: Views of Tourist About the Quality of Information Service and Public Relation Networking Availed

Source of information service	Excellent	Very Good	Good	Average	Poor
KMVN Offices and sites	09	21	119	38	13
Pithoragarh tourism office & site	13	29	98	43	17
Information from Block level	11	17	20	31	121
Offices , Municipalities, police etc.	09	13	17	48	113
Travel trade shows , Mahotsav& fairs	12	19	112	46	11
Tourism publication, news , events	04	15	38	47	96

Views of Tourist about the quality of information services and public relation networking of KMVN Offices and sites were told good as maximum by 119 (59.5%) and excellent by only 9 (4.5%). 38 (19%) told average, 21(10.5%) very good and 13 (6.5%) poor. The Pithoragarh tourism office and site were mostly visited by domestic tourists and marked as good 98 (49%), average 43 (21.5%), very good 29 (14.5%), poor 17 (8.5%) and excellent 13 (6.5%). The information from block level was very poor with 121 (60.5%) followed by average 31(15.5%), good 20 (10%), very good 17 (8.5%) and excellent 11 (5.5%).

The information which was available or provided by various offices, municipalities, police and other tourist informative centers were poor 113(56.5%), average 48 (24%), good 17 (8.5%), very good 13(6.5%) and excellent 9(4.5%). The impact of travel trade shows, mahotsav and fairs was comparatively satisfied with good as 112 (56%), average 46(23%), very good 19 (9.5%), excellent 12 (6%) and poor 11(5.5%). The tourism publications, news

and events were analyses and found that the maximum domestic tourists have told poor 96(48%), average 47 (23.5%), good 38 (19%), very good 15 (7.5%) and excellent only 4 (2%).

Table 5.23: Distribution of Tourists as per the problems or Inconveniences Faced During Visit

Types of Inconvenience	Number	%
Inhospitable climate	Nil	0
Quality of accommodation	Nil	0
Inadequate guide service	Nil	0
Poor sanitary condition	Nil	0
Lack of entertainment	Nil	0
Unfriendly people	Nil	0
Safety and security	Nil	0
Cheating	Nil	0
fraud	Nil	0

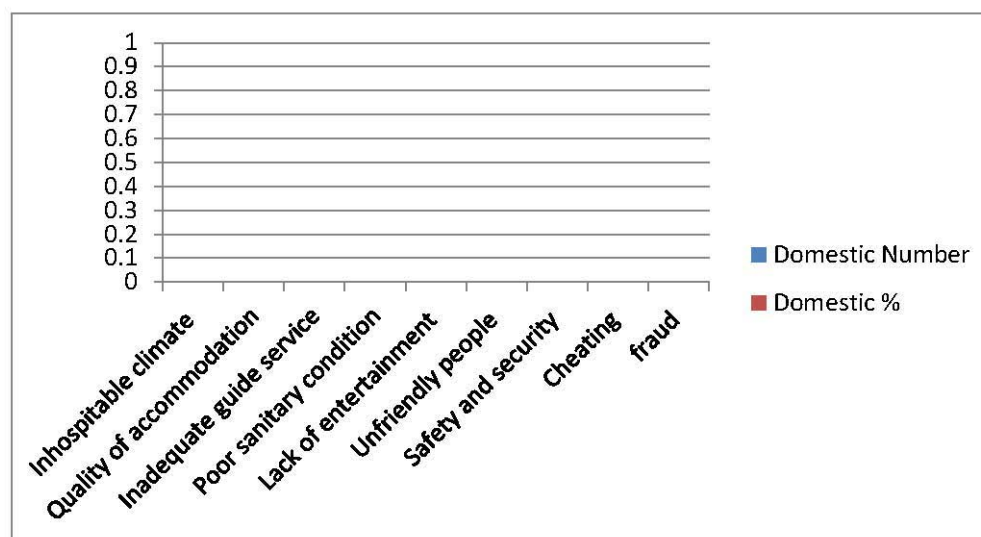


Fig. 5.23: Distribution of Domestic Tourists as Per the Problems or Inconveniences Faced During Visit

There were no problems or inconveniences faced during visit by all the domestic tourists as inhospitable climate, quality of accommodation, inadequate guide services, poor sanitary condition, lack of entertainment, unfriendly people, safety and security, cheating and fraud.

Table 5.24: Know the Interest of Tourists to Visit Pithoragarh District Again

Option	Tourist	%
Yes	186	93
No	02	1
Not decided	12	6

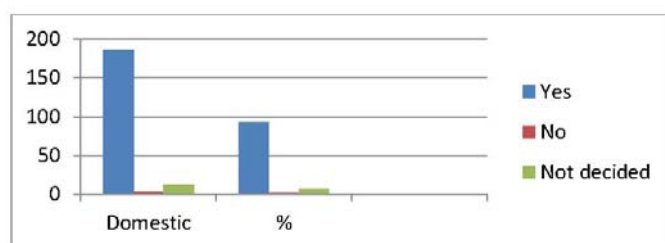


Fig. 5.24: Know the Interest of Domestic Tourists to Visit Pithoragarh District Again

The majority of domestic tourists 186 (93%) told that the entire district has many attractive sites which allow us to revisit. Many domestic tourists told that there are various resources available in the entire district which are not promoted by the Tourism department. The home stay accommodation facilities and supportive services should be operated in these places to make them potential tourist spots. Only 2 (1%) domestic tourists told they are not interested to visit here due to poor road infrastructure whereas 12 (6%) told that they have not decided yet.

Table 5.27 Factors Considered by Tourists which was Most Favorable and Motivated You to Visit Pithoragarh

Motivation Rank	Excellent	Very Good	Good	Average	Poor
Wildlife and natural boundaries	129	59	12	0	0
Monument and Pilgrimage	79	55	40	17	9
Sightseeing	169	31	0	0	0
River bank site	76	59	35	19	11
Shopping	98	67	35	0	0
Cuisine	76	49	53	17	5
Adventure	121	65	14	0	0
Photography	169	23	8	0	0

Factors considered by tourists which were most favorable and motivated them to visit the entire Pithoragarh district. The maximum domestic tourist with 129 numbers (64.5%) told that the wildlife and natural boundaries were excellent, whereas only 12 (6%) told that it was good. There was one who told that the wildlife and natural boundaries were good, average or poor. The maximum domestic tourist with 79 numbers (39.5%) told that monuments and pilgrimage were excellent, whereas only 9 (4.5%) told it was poor. There were 55 tourists (27.5%) who told that it was very good, 40 tourists (20%) told it was good and 17 tourists (8.5%) told it was average. The maximum tourist with 169 numbers (84.5%) told that the sightseeing was excellent, whereas 31 tourists (15.5%) told it was very good. There was no one who told that it was good, average or poor. The river and river banks were excellent as maximum with 76 numbers (38%) whereas 11 (5.5%) as minimum in poor category. There were 59 (29.5%) tourists who told it was very good, 35 (17.5%) told it was good and 19 (9.5%) told it was average. The maximum tourist told that the shopping facilities were excellent with 98 numbers (49%) whereas 35 (17.5%) told it was good as minimum. The 67 (33.5%) tourist told that the shopping facilities were very good. There were no one who told that the

shopping were average and poor. The maximum tourist 76 (37.5%) told that the cuisine was excellent, whereas the minimum 5 (2.5%) tourist told that the cuisine was poor. The 49 (24.5%) tourist told that the cuisine was very good, 53 (26.5%) told good and 17 (8.5%) told it was average. The maximum tourist 121 (60.5%) told that the adventure tourism activities were excellent, 65 (32.5%) told it was very good, whereas only 14 (7%) told it was good. There were no tourists who told that the adventure tourism activities were average or poor. The maximum number 169 (84.5%) of tourists told that the tourist places were excellent for photography, whereas 23 (11.5%) told that it was very good, only 8 (4%) told that it was good.

Table 5.30: Tourist Perception about Pithoragarh

Perceptions	Very Good	Good	Average	Poor
Before Coming	58	125	17	Nil
Time of arrival	98	69	33	Nil
Time of Departure	165	25	10	Nil

The domestic tourist's perception about the tourist places were analysed on the basis of before reaching, at the time of arrival and at the time of departure. Before

coming to the destination majority of domestic tourist was thinking that it will be good as 125 number (62.5%) whereas minority of tourist 17 (8.5%) was thinking it may average. The perception about the destination before reaching the destination were very good by 58 (29%) tourists whereas there were no perception as poor . At the time of arrival the majority of tourist told it was excellent as 98 (49%) number whereas 33 (16.5%) told it was average, 69 (34.5%) told it was good and on one has told was poor. Majority of tourists were satisfied at the time of departure with maximum 165 number (82.5 %) as very good whereas 25 (12.5%) told that it was good , 10 (5%) told it was average and no body told it was poor.

Table 5.31: Overall Experiences of Tourist in Respect of the Following

Overall Experience	Excellent	Very Good	Good	Average	Poor
Transport	65	48	25	42	20
Road	19	32	29	76	44
People	159	28	13	Nil	Nil
Guiding	102	78	20	Nil	Nil
Accommodation	48	53	68	33	Nil
Information	71	63	42	16	8

The Tourist in transport services in entire district was analyzed and found that majority of domestic tourist with 65 number (32.5%) told that it was excellent, 48 tourist (24%) told it was very good, 25 tourist (12.5%) told it was good, 42 tourist (21%) told it was average and 20 tourist (10%) told it was poor. The road condition and connectivity was average as maximum number of tourist 76 (38%) told about it whereas 19 tourist (9.5%) told it is excellent. Other tourist 32 (16%) told that it is very good, 29 (14.5%) told it was good and 44 (22%) told it was poor. The people of entire district were excellent with 159 number (79.5%) whereas 28 (14%) told it was very good and 13 (6.5%) told it was good .There were no one who told that the people was average and poor. Local people as guide were available over there and their performances were excellent with 102 tourist (51%) , 78 tourist (39%) told it was very good whereas only 20 (10%) tourist told it was good. The performance or services of guide were not in the category of average and poor. The majority of accommodation facilities were good given by 68 (34%) tourist whereas 48 tourist (24%) told it was

excellent, 53 tourist (26.5%) told it was very good, 33 tourist (16.5%) told it was average and no one has told it was poor. The information about the tourist destination was given excellent by 71 tourist (35.5%), 63 (31.5%) tourist told it was very good, 42 (21%) tourist told it was good, 16 (8%) tourist told it was average and only 8 (4%) tourist told it was poor.

Suggestions and Recommendations

The major problems is road condition, parking, connectivity timing of transport and sanitation in main town. The widening of road, beautification in various road sides, road side safety pillar is required. There should be parking facilities in all the towns before 2 to 3 kms. More toilets and dumping stations should be open in crowded areas. There should not be hard construction for making hotels in hill areas. Home stay accommodation and paying guest accommodation should be promoted to stop constructions. It will minimize land slides, soil erosion and develop economic benefits to the locals.

Road-system is the life-line for any region but that is much more significant in a hilly terrain moreover in the context of tourism. Circulation constitutes the back bone of tourist industry. Pucca and metalled roads should be built to all the pivotal points and minor roads should also be made more dependable. Wherever possible it is better to encourage rope ways or small flying clubs on lines.

Small helipads at some important places would be quite helpful. Trekking should be encouraged to the utmost and these pathways should be made safe for carefree and comfortable journey. Arrangement for mile stones should be made on Thal- Munsiyari and Thal-Dharchula road to facilitate the trekkers. Travel circuit route already in operation should be popularized by connecting various tourist places. The bus service here needs a complete overhaul. More comfortable buses of different sizes should be introduced for major and minor roads. Travel agencies and agents should be all license holders and duly registered to avoid cheating of tourists. It is often observed that roadways buses are mostly sub-standard not fit to ply on zigzag hilly roads, they need some better replacement. It was proposed by many that Kumaon Motor Owners Union Ltd. (KMOUL) should be given the full responsibility for operating the total transport in the region.

The Naini-Saini airport should be in operation with employed local peoples as guard, servant, house keeping service provider, transportation provider, office related work provider etc. Some respondent recommended that the tourism and its related services should be identified with the help of coordinating of Non Government Organizations (NGOs) and others stakeholders for the development of tourism in entire district. Skill development program under “hunar se rojgaar” scheme should start for local peoples.

Hotels often pollute the area they are in, by simply dumping all the garbage down the hill. Tourists should be encouraged to report such hotels to KumaonMandalVikas Nigam Ltd. (KMVNL) which then should forward the information to concerned authorities. Expecting well meaning tourists to search out Corporates or village headmen or Pollution board for complaints is ridiculous. One of the responsibilities of the Tourist Police could be to prevent such pollution. Marketing of Pithoragarh as a tourist destination should not be limited to TV advertisements. A 24 hrs. toll free helpline and a 24 hrs. live chat at KMVNL Website could be started, with expert personnel ready to woo tourists.

Bookings should also be accepted by phone or chat . This helpline or chat line should also accept feedback or complaints from tourists. While KMVNL Guest houses can be booked online, online booking of bus tickets should also be started. In places where KMVNL does not have a guest house, it should book with reputed hotels or guest houses on behalf of tourists, instead of just referring them. Forest Rest Houses could also be booked by KMVNL on behalf of tourists, as direct booking is a cumbersome procedure. This will open a much wider and richer area for tourism.

The old houses, Havellies and all other old constructed properties of ancient style, art form, sculpture should be conserved and promoted as a heritage tourism. Home stay accommodation in the various villages of Berinag blocks can be used as eco-lodges. Enough supply is there in the various villages of Berinag block to promote village or rural tourism. Due to various issues, these villages are untouched by any tourism activities. There are various resources which are not used as tourism products i.e. Garaun Water fall, KoteswarMahadev Cave Temple, PungeshwarMahadev Temple, Mool Nag Devta Temple and various other temples in both blocks. These issued

should be short out then proper marketing and promotion of these new or possible tourism products and services should be conduct with the help of Geographical Information System (GIS), Global Positioning System (GPS), Global mapping, Cartographic Modeling and Multi Criteria Evaluation (CMMCE) for Exploring the Potential for tourism Development.

Likewise, other Himalayan countries can put the policy which Bhutan follows in place which is: “High Value, Low Volume”. Its means to bring in high end tourist with less number, and this will help reduce environmental impact of mass tourism. Therefore, the above mentioned strategies will help to reduce the environmental impact caused by tourism in the Himalayas.

The Indian Institute of Skiing & Mountaineering has been made fully operational in Gulmarg from January 2009. This institute now has its own building and all modern equipment and training facilities for adventure sports. Various adventure courses have been started and are being successfully run by this institute. Same like this the Nehru institute of mountaineering should provide training to the adventure tourists. Same like the National Institute of Water Sports, in Goa the Ministry of Tourism should provide training in water sports activities.

The tourism Ministry should work with the Indian Mountaineering Federation and Adventure Tour Operators Association of India to explore positioning Pithoragarh district as an Adventure tourism Destination. Ministry of Tourism should facilitation for development of adventure tourism and security clearance for opening of additional peaks in entire district, subject to stipulations and clearances form State Govt., Home Ministry and other concerned agencies. The opening of the additional peaks will help in positioning the Himalayas of Pithoragarh district as Adventure tourism destination.

In the field of Information Technology (IT) the National E- Governance scheme for online certifications, E-district scheme, Common Service Centers in the name of DevBhumijansevacadra (DevBhumi social Service Center), Regional expansion network as state wise areas network (Swan), District data centers, Wi-Fi zone, UIDAI- Aadhar scheme, District information based structure, should develop.

The Information and Public Relation Department (IPRD) should promote all the activities related to tourism and

other areas with the help of print or non-print media, provide facilities to reporters, Award and respect of reporters and Reporter's pension scheme.

Encourage Local people and Culture: Activities focusing regional cultural traits like festivals, fairs, dances, music etc. should be properly patronized and artists should be given proper facilities and subsidies to develop and display their traditional arts. However, every possible care should be taken to preserve native customs and traditions of the local residents.

Traditional handicrafts of the hill region should be given proper boost up to enable them to cater to modern needs and fashions. It is only thus that souvenir market can be fully enriched. Government must come forward with an action plan to provide basic raw material, necessary capital and marketing facilities to the local crafts men for developing and producing better items of souvenir trade.

Tourism in the hill region is concentrated mostly in towns. Hill people who are engaged in production of various types of citrus fruits and vegetables specially potato in the far interior should be linked with tourism trade. Fruits more or less can be made tourism items. Some small industries should be set up in the region for packing fruits and preparing some items from them. These would fetch good money from the tourists. Apple juice industry in Himachal Pradesh has become so much popular only because of incentives given by tourism there. Such types of incentives should be given to the Citrus and pear juice industry by the state government to the government at district level.

Jageshwar monsoon festival is celebrated in the month of July and August in the place Jageshwar, which is near to the district boundary of Pithoragarh. The festival is very significant from religious and historical point of view. Each day during the festival, approximately 1000 tourists visit to Jageshwar temple. Same like Jageshwar monsoon festival this type of festival may be organize in KapileshwarMahadev temple in Pithoragarh. Cultural mapping of entire Pithoragarh district should be taken and uploaded in the website of Uttarakhand tourism.

Village Haat should be develop to promote local made products. The local people should encourage to grow more vegetables, fruits and grains and provide them all the facilities to develop.

Poni services are available in the route of KailashMansarovar, Khalia top and Milam to Munsiyari There is no provision of poni services in the potential areas like Thal to Sundari nag devta temple, ThalKedar, Dharamgharto ShikharBhanaar and Sanigaad. The development of tourism and its related services in those areas definitely provide economic benefits to the local community i.e. Pony services, back packers, local guides, touts etc.

Afforestation for Ecological Sustainability, Pithoragarh must now adopt the vision of green development that fuelled the demand for a separate mountain district. The first priority of green development should be for improving forest cover in a manner that enables livelihoods to grow.

The Environmental Impact Assessment (EIA) process needs to be strengthened so that hydropower sustainability environmental conservation and public acceptance can be achieved. EIAs must be mandatory for all HEPP with installed capacities greater than 1 MW. Project developers should pay a fee to the Ministry of Environment and Forest which in turn gets the EIAs done by independent, experienced, multidisciplinary institutions and organizations. Involving the potentially affected communities in the assessment process and making public hearings mandatory and honest can enhance public acceptance.

Gram Prayatan or Rural tourism development in Mawda in Almora where there is development of Eco-hut, Toilets, Temple, Public meeting center. Conservation of heritage properties, naulas, dharas, Home stay. There should be Coordination among tourism, agriculture, Horticulture, JalSasthan, Silk department. This is a very good concept and initiative which must be adopt for Pithoragarh for promoting Eco-tourism.

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