Chapter-1

Introduction

1.1 Meaning of Tourism & Factors Affecting Tourism
1.2 Meaning & Concept of Tourism Marketing
1.3 Purpose of Tourism Marketing
1.4 Significance of Tourism Marketing
1.5 Objectives of the Study
1.6 A Brief History of Uttarakhand
1.7 Tourism Policy of Uttarakhand
1.1 Meaning of Tourism & Factors Affecting Tourism

Tourism is concerned with pleasure, holidays travel and going or arriving somewhere. There are the motivations that make people leave their "normal" place of work and residence for short-term temporary visits to "other" places.

Tourism is concerned with consuming goods and services for example, you need some mode of transport, some form of accommodation to stay and so on. However, the only reason for the consumption of such services and goods is that we have a pleasurable experience or that we enjoy ourselves. A part of the enjoyment is in the fact that these goods and services are different from what we typically consume everyday, another aspect of our enjoyment is that we.

- Look at a set of different landscapes, cultures and life styles, and
- See different people and hear other languages etc.

Because we are "going away" what we look at and experience becomes something out of the ordinary something unique. In fact, we do anticipate the new experience and this leads us to view it with greater interest and curiosity. However, few of us realise that in the production of this pleasant experience many professionals and experts help to develop and construct our viewing. How this experience has changed and developed depends on a variety of factors like which:
○ Historic period we are looking at,
○ Social groups we belong to,
○ Society we live in.

In fact tourism is a leisure activity because it co-exists with its opposite that is regulated and organized work. This shows that in modern societies work and leisure are organised as separate and regulated areas of social practice. They are located in specific places and periods of time. Tourism involves the movement of people to, and their stay at various distinctions. This involved a journey and service like transport, accommodation, catering and viewing etc. The journey to and stay at a site is outside the normal place of work and residence for a short period. There is a clear intention when “going away” to “return home”.

A substantial proportion of the population engages in going away on holiday. Hence, new socialized forms of the provision for goods and services are developed in order to cater to the mass character of tourism practices. The tourist is therefore different from the traveler. Because travel has an individual character where as tourism has a mass character. Tourism is directed at places chosen for the anticipation (after built on day dreaming and fantasy) of intense pleasure because such places are different to what we normally encounter. Such anticipation is sustained through a variety of experiences which influence our daily lives like Film, T.V., Fiction, Magazines, Records, Videos etc. which construct and reinforce our image of a tourist distinction.
Finally, tourism has also become a status symbol in modern society and thought to be necessary to one's health. Today 40% of free time is devoted to travel in developed countries. Tourism services will probably be the largest sources of employment in the world. Now, tourism is a global phenomena.

**Definition of Tourism**

Over the years the definition of tourism has undergone a change along with the historical changes. One of the earliest definitions of tourism was provided by the Austrian economist in 1910, who defined it as, "Bob total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region."

The league of Nations in 1937 recommended that tourism covers that social activity of those who travel for a period of 24 hours or more in a country other than the one a person usually lives in. However, the limitation of this definition was that it excluded domestic and emphasised only on international tourism.

**Hunziker and Krapf, in 1941,** defined tourism as the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as it do not lead to permanent residence and is not connected to any earning activity." This definition emphasises travel and stay, but excludes day trips, business trips etc., and the overlapping of these boundaries with other practices.
The Rome conference on tourism in 1963 adopted the recommendation to replace the term “Tourist” with the term “Visitor” and defined tourism as a visit “to a country other than one's own or where one usually resides and works,” for the following reasons:

1. **Tourism** – The activity of temporary visitors staying at least 24 hours for leisure, business, family, mission or meeting.
2. **Excursion** – The activity of a temporary visitor staying less than 24 hours but excluding people in transit.

This definition also excludes the domestic tourist, although it did recognize the day visitor. **In 1976 tourism society of Britain proposed** to clarify the concept of tourism by saying that “Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during their stay at these destinations, including day visits and excursions.”

**According CHRISTOPHE. J. Holloway:** Tourism is a pleasure activity in which money earned in one's normal domicile is spent in the place visited.

**Fouster Douglas:** Tourism is an activity involving a complex mixture of material and psychological elements. The material ones are accommodation, transportation. The attraction and entertainment available. The psychological factors include a wide spectrum of attitudes and expectations.

Tourism is travel for predominantly recreational or leisure purposes or the provision of services to support this leisure travel. **The World Tourism Organization** defines tourists as people who “travel to and stay in places
outside their usual environment for not more that one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. Tourism has become a popular global leisure activity.

Tourism is vital for many countries, due to the income generated by the consumption of goods and services by tourists, the taxed levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. These services industries include transportation services such as cruise ships and taxis, accommodation such as hotels, restaurants, bars, and entertainment venues, and other hospitality industry services such as spas and resorts.

The United Nations classified three forms of tourism in 1994 in its Recommendations on Tourism Statistics: Domestic tourism, which involves residents of the given country traveling only within this country; Inbound tourism, involving non-residents traveling in the given country; and Outbound tourism, involving residents traveling in another country.

The UN also derived different categories of tourism by combining the 3 basic forms of tourism: Internal tourism, which comprises tourism and Inbound tourism; National tourism, which comprises domestic tourism and outbound tourism and International tourism, which consists of inbound tourism and outbound tourism. Interbound tourism is a term coined by the Korea Tourism Organization and widely accepted in Korea. Intrabound tourism differs
from domestic tourism in that the former encompasses policy-making and implementation of national tourism policies.

Recently, the tourism industry has shifted from the promotion of inbound tourism to the promotion of intrabound tourism because many countries are experiencing tough competition for inbound tourists. Some national policymakers have shifted their priority to the promotion of intrabound tourism to contribute to the local economy. Examples of such campaigns include “See America” in the United States, “Get Going Canada” in Canada, and “Guseok Guseok” (corner to corner) in South Korea. “Truly Asia” in Malaysia, “Wow Phillippines” in Phillippines. “Amazing Thailand” in Thailand and “Incredible India” in India.

Before people are able to experience tourism they usually need disposable income i.e. money to spend on non-essentials); time off from work or other responsibilities; leisure time tourism infrastructure, such as transport and accommodation; and legal clearance to travel.

Individually, sufficient health is also a condition, and of course the inclination to travel. Furthermore, in some countries there are legal restrictions on traveling, especially abroad. Certain states with strong governmental control over the lives of citizens (notably established communist states) may restrict foreign travel only to trustworthy citizens. The United States prohibits its citizens from traveling to some countries, for example Cuba.
According Geographical Dictionary

Making a holiday involving an overnight stay away from the normal place of residence. This is in contrast to recreation which involved leisure activities lasting less than twenty-four hours. This holiday may be based on the cultural, historic, and social attractions of an urban center, or on the appeal of a different environment. Urban tourism increases the importance of the central place while tourism at the periphery can provide the income for economic development.

Tourism is an economic and industrial activity in which many individuals, firms Corporations, organisation and associates are engaged and is directly concerned with many others. It is economically important as it provides a source of income, it provides employment, It brings infrastructural improvements and it may help regional development. Tourism is complex combination of inter-related industries and trade and the complete nature of tourism phenomenon implies that various academic disciplines. Tourism is the main stay of economics of many countries and a major foreign exchange earner for several others.

At present more and more emphasis is being placed upon people planning in the expanding world of tourism. No. doubt, many of the countries are beginning to seek protection of their values and environment, but at the same time they desire to lure more tourists and their money. India has fantastically, rich and varied tourist potential, deserve a substantially greater tourist inflow that so-called other foreign tourist paradise which have least of almost everything
to offer but which some how manage to get more tourists. The tourists both-
domestic and foreign all contribute to the development of economy of the
area, provide employment to the people and afford opportunities to them to
them to assimilate the best in many and diverse culture.

Tourism like other economic activities, flourishes best when it fits into
the context of general economic policies and programmes designed to lead to
the optimum growth of the economy of a country as a whole.

**Factors Which Influence Tourism**

1. **Politics and Legal Environment**: It is one important factor that
affects the movements of tourist flows. Political conditions, the
type of government and travel regulations (like visa, foreign
exchange etc.) effect the free movement of travelers. For example
China has very recently only encouraged in bound tourism. In
India also there are certain regions which are not open to tourists
or one needs a permit to enter those regions. In fact the general
political condition of a country to a great extent determines in
inflow of tourists.

2. **Social and Safety Factors**: These are directly related to mental
and physical security of the tourists. Those factors also affects the
trends of tourists flows. For example the flow of tourists to the
Kashmir Valley has gone done where as Himachal Pradesh has
picked up. Certain social activities attract tourists. If there is a
special social event like a festival meet or a conference the tourists industry at that location should be ready to receive higher tourists inflows.

3. **Geographical & Climate Conditions**: These conditions decide the personality of flows, such as tourists flow from areas of hot plains will go to hill stations in summer or tourists from colder countries will escape to sunny beach resorts during winter etc. By making proper observations the forecasting of tourists arrivals can be made to undertake planning of additional tourists inflows.

4. **The economic environment** also affects the trends of tourist flow particularly from the tourist generating engineers. Also the exchange rate between two counies can affect the cost of holidays thus a holiday package may become cheaper or more expensive which also affects the tourists traffic.

5. **Accessibility and accommodation** are two basics of tourism any change in these affect the tourists traffic tremendously. The change in frequency of transport services or begining of any new services in bound to affect tourist traffic alongwith the distance and time of travel. Long haul destinations face a problem in this regard. In fact a major draw back for India in the American and European makrets in the long haul travel to India from these tourists
generating regions. Similarly availability and rates of accommodation will also make an impact on tourist flow.

6. **New developments in the industry** such as setting up of a new attraction say an amusement park or any other theme park will definitely bring in more tourists. Opening of new destinations like “Sun City” in South Africa has lured lot of traffic from India. It is important that the industry players watch such changing trends and competition to do forecasting.

1.2 **Meaning & Concept of Tourism Marketing**

Tourism marketing is still an underdeveloped area and is often confused with selling. The tourism industry is comprised of small enterprises (Travel agencies, Tour operators etc.) and few among them actually adopt marketing whereas selling is done by all. However, the way tourism market is maturing, the relevance of marketing is being acknowledged more and more as an important activity for the success of the enterprise. This is also because competition is increasing. In the tourism markets (tourist generating areas or countries) such competition is getting intense among:

1. Countries to market their destinations,
2. Airlines to market their seat,
3. Hotels to sell the room,
4. Tour operators to market the packages etc.
A similar situation is witnessed at the destinations where competition is emerging in practically every service sector, among guides and escorts, restaurants, hotels transporter, shops etc. In fact tourism market is that place where demand and supply have. Their role to play and the linkages between them have a fearing on marketing. Keeping in view the nature of the tourism product a more professional approach to marketing is required by all the players in tourism i.e. the government, tourism industry and the host population. In today’s tourism business marketing is not a requirements of big players like airlines or hotel chains only but even the smallest enterprise requires it.

Before discussing the tourism marketing it is essential to understand the meaning or concept of marketing.

Actually marketing is related to a variety of things like needs assessment of the consumers, marketing research products development, pricing and distribution, etc. Everyone has their own perception of marketing and he or she understands or interprets marketing in relation to their own activities. It must be noted here that marketing is much more than selling or promotion of a product. In fact they form only one aspect of marketing, on different occasions, various definitions of marketing have been provided by various people most of these definition are individual variations with in the larger marketing concept the marketing is consumer and profit oriented.

**According to Philip Kolter,** “Marketing is the analysis, planning, implementation, and control of carefully formulated programs designed to
bring about voluntary exchanges of values with target markets for the purpose of achieving organisational objectives. It relies heavily on designing the organisation's offering in terms of the target market's needs and desires and on using effective pricing, communication and distribution to inform, motivate, and service the markets.”

After giving this definition Kotler suggests that several things should be taken note of in this definition:

1. It is managerial process which involves analysis, planning, implementation and control.
2. Marketing can also be identified as a social process which identifies, expends and serves the material needs of a society.
3. Marketing is not just taking random actions to achieve desired responses on the contry, it manifests itself in carefully formulated programmes.
4. Marketing attempts to bring about voluntary exchanges of values.
5. Marketing means the selection of target markets rather than an attempt to serve every market.
6. Marketing depends on designing the organisation's product or service in terms of the needs and desires of the target markets (consumer).
7. The purpose of marketing is to assist organisation in their survival and growth by serving their more effectively.
According British Institute of Marketing, "Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably."

At the world tourism organisation seminar, held in Ottawa in 1975, on testing effectiveness of promotional campaigns in international travel marketing, marketing was defined as "a management philosophy which, in light of tourist demand, makes it possible through research, forecasting, and selection to place tourism products on the market most in line with the organisation's purpose for the greatest benefit."

Three aspects are suggested in this definition:

1. Marketing is a thought process related to a situation which matches and balances the needs of the tourists with the needs of the destination or the needs of the organisation's designing and providing tourism related services.

2. Tourism research is an inherent part of tourism marketing which culminates in the identification and selection of target markets based on market segmentation.

3. In order to have a proper placement of tourism products and services, the marketing concepts of positioning and product life cycle are of great significance.

According to Alastair M. Morrison, "Marketing is a continuous sequential process through which management in the tourism industry plans,
researches, implements, controls and evaluates activities designed to satisfy both customer's needs and wants and their own organisation's objectives. To be effective, marketing requires the efforts of everyone in an organisation and can be made more or less effective by the actions of complementary organizations.”

As per this definition marketing is an on going concern for any organisation in tourism and it should not be treated as a one time effort only. Further, it stresses that marketing is the concern of everyone in the organisation and not only of the marketing department.

It is clear that the marketing of tourism is different from other products because tourism is a service product where instead of selling physical goods an intangible experience is sold, some aspects of the tourism products are as follows:

- It is not possible to evaluate or demonstrate the tourism product in advance. This is because the services are consumed and felt at the same time.
- The tourism products can not be stored.
- The tourist buys the experience and does not own the product.
- The tourism products is a combination of several services.
- In the designing and packaging of a tourism product a number of intermediaries are involved. Bad experience at one level can spoil the entire image of the product or service.
The demand in tourism is highly elastic and seasonal in nature.

Some of the problems faced by the tourism industry for the purpose of marketing are there because of its own lack of efforts in the area for example few in the industry go for market research as the industry is dominated by small business which locks in both expertise as well as resources for adopting a marketing approach. Most of the time a short time outlook is adopted rather then a long term approach the presence of too many intermediaries effects quality controls and leads to consumer dissatisfaction. The consumer of the tourism products and services in future is going to be different from that of today. The emergence of specialized tourism is going to make more demands on the industry in relation to the consumer needs. Competition is already on the increase and hence more and more consumer satisfaction will be the key to success. A major challenge for tourism marketing is coming in the form of consumer protection laws and eco-friendly distinctions. Time is not far when inspite of the best marketing efforts if consumer protection and unpolluted environment do not form a part of the marketing package, the destination product or service is bound to be adversely effected.

Some definitions of tourism marketing are as follows :-

Krippendorf Says, “Marketing in tourism is to be understood as the systematic and coordination execution of business policy by tourist undertakings whether private or state-owned at local, regional, national, or international
levels to achieve the optional satisfaction of the needs of identifiable consumer groups and in doing so achieves an appropriate return.

According Burkart and Medlik, Tourism marketing activities are systematic and co-ordinated efforts extended by national tourist organisation and/or tourist enterprises or international national and local levels to optimize the satisfaction of tourist groups and individuals in view of sustained tourism growth.

The aforesaid views of different experts make it clear that tourism marketing becomes a process of creating a product or providing a service for which there is actual and/or potential demand. Thus, tourism marketing comprises the following:—

- Fact finding, data gathering and analysis (Market Research)
- Communication to inform and promote (Promotion)
- Ensuring and facilitating sales, selection of market planning (Distribution)
- Co-ordination, control and evaluation (marketing planning and auditing) It is important here to mention that noted expert Krippendorf stresses that marketing in tourism involved co-ordination of policies of several organisations at several levels (not just policies within an organization) is concerned with the needs of identifiable consumer groups (merely with the market at large).
In view of the after said views, the following paints emerge:

- Tourism marketing is an integrated effort to satisfy tourists by making available to them the best possible services.
- It is a device to transform the potential tourists into actual tourists.
- It is the safest way to generate demand and expand market.
- It is also supposed to be an effort to make possible harmony between the social interests and interactions of tourist organisations.
- It is an approach to promote business and to feed the organisations necessary information for farming and revamping the marketing decisions.

1.3 Purpose of Tourism Marketing

Gone are the days when the marketing objectives remained confined to the generation of profits. Of late, the modern marketing principles find customer or user satisfaction a focal point. Some of the marketing experts call marketing a customer satisfaction engineering where as some other find it a business toll to manage change which becomes inevitable due to discriminating nature of customer or users coiling more dynamism in their likes and dislikes. Noted marketing experts Barket and Anshen opine, the end of all the marketing activities is the satisfaction of human wants. This makes it clear that the main objective of tourism marketing is the satisfaction of tourists. If we succeed in
satisfying the tourists, the expansion of market becomes natural. The following points clarify the multi-faceted objectives of tourism marketing:

1. **To satisfy the user**: We consider marketing a customer satisfaction engineering. Against this background, the main purpose of applying marketing principles in the tourism services is to satisfy the users. Of late, no tourist organisations can think of protecting their existence with the unsatisfied group of users then what to talk of thriving and prospering. After the alignment of services with marketing, the tourists get right services, at right prices, in right time and even in a decent way. The services are well matched with the users expectations. In this context, there is no question of dissatisfaction. An organization on the basis of marketing information system is found in a position to include the desired services in the product mix. Thus, the avenues are paved for users' satisfaction and the creditability for the same goes to marketing.

2. **To make possible operational economy**: In addition, one important purpose is to make possible operational economy which necessitates an optimal utilization or resources. A correct estimate of users' expectations makes it possible for an organization to order the supply position with the demand position. This contracts avenues for the non-optimal utilization of resources. Further, the
organization appears interested in excelling competition and establishing leadership in the market. This in a natural way requires a control on the wastes of resources. The tourism marketing on the basis of a correct estimate of tourists’ arrival simplifies the task of tourist organisations.

3. **To generate profits**: Another purpose of tourism marketing is to help an organisation in the generation of profits. No doubt, it is a long-term objective as economy in operation, expansion of size and projection of a fair image are found essential to generate profits and all these activities are found to be time consuming. Hence, the organisations amalgamating the tourist products have to act in a planned way so that the users continue to use their services without any break. This continuity paves ways for generation of profits.

4. **To project a fair image**: The purpose of tourism marketing is to help an organisation in the projection of a fair image. In a true sense, the marketing principles are found effective in removing the image problem. We find a number of cases where marketing strategies have been successful in removing the image problem. It is due to the fact that effective communication devices simplify the task of transmitting the positive points to the users. The advertisement, publicity, public relation and sales promotion
activities become instrumental in publicizing the positive points and ultimately succeed in influencing the target users. Of late, it is only not sufficient that we offer world class services to the users. The main thing in the present day world is to convince the users that they are really getting the world class services. In the marketing strategies, the creative promotional devices become effective and succeed in persuading the target users.

5. To excel competition: Of course, it is also an important objective of tourism marketing. Today, the magnitude of competition is found high. The marketing practices make it easier to follow a suitable strategy making possible organisation effectiveness. The organizational goals are accomplished with the help of marketing decision and an organisation often succeeds in establishing the product leadership. The moment we establish product leadership, the competitors find it difficult to complete. It is also to be quoted here that the operational economy simplifies the task of establishing price leadership in the market. Thus, the alignment is also done with the motto of excelling competition.

The aforesaid objectives of tourism marketing make it clear the marketing of goods or services is becoming more complex and extremely sophisticated. The research shows that it has become more sophisticated as users’ needs are becoming more sophisticated themselves. As a result, the techniques used by
the tourist organisations are changing. In response to rapidly changing markets, the current trend is to be market-driven rather than sales-driven. This in a natural way necessitates change in goals and objectives. To be more specific when the users have become more discriminating in their purchasing habits; their needs for different products and different brands are constantly changing. Here, it is significant that we consider marketing a business tool instrumental in managing the emerging changing.

1.4 Significance of Tourism Marketing

In the modern business world, it is not only sufficient that an organisation protects its existence. In addition to the safeguarding of existence, it is also essential that an organisation thrives, succeeds in projecting its fair image and ultimately becomes successful in establishing leadership in the market. This naturally requires professionalism and excellence which can’t be possible unless the services are aligned with marketing. To be more specific in the developing countries like ours where the tourism industry has been facing the image problem, the application of marketing principles may play a sensitive role. This is due to the fact that marketing forces bear the efficacy of identifying the non-users and then transforming the potential users into actual and heavy users. Hence, the marketing strategies make possible an expansion in the scale or size of market. The incoming changes in the environmental conditions influence the users’ expectations, taste preferences, likes and dislikes and needs and requirements. This makes it essential that providers of services have an indepth knowledge of emerging changes so that the managerial decision are
made creative. The marketing practices by concentrating on users, behavioural profile simplify this task. An organisation is found in a position to offer right services, at right places, in right time and in a right way. This instrumentalises the process of raising the tourists, influx and paves ways for price leadership. Hence, a number of factors testify the instrumentality of marketing in the tourism industry. The following positive effects are a stauch testimony to this proposition that failing the application of marketing principles, the tourism industry can’t thrive.

1. **Marketing helps in studying the users’ behaviour**: The sensitivity of managerial decisions rests on behavioural profile. If we have a correct estimate of the consumer’s or users’ behaviour, it is a bit easier to study the level or their expectations. Here, the psychologists feel that expectation and satisfaction move together. Our expectation directly or indirectly are influenced by the multi-faceted developments in the society, e.g., the disposable income, standards of education, extent of communication, social consciousness and so on. Against this background, we find a change in the level of expectations. Yesterday, our expectations were limited; today, we find them moving upward and just tomorrow, the same may be at peak. This necessitates a microscopic study which is possible with the help of behavioural studies. Satisfaction is generated where expectations coincide not
only with perception but also interest and aptitude. The creative awareness of the nature of the tourist resorts and the creation of the image of the tourist zones are two important effects for aggravating the success rate of marketing decisions. It is important here to mention that the perception and image of a zone becomes part of perceptual process of the tourist which leads to the formation of sets of expectation and in turn these expectations help to shape behaviour.

2. **Marketing helps an organisation in attaining organisational effectiveness:** If we find marketing a perverse approach, a societal concept of marketing is needed which makes possible marketing concept compatible with a social perspective. The holistic approach to the management science helps marketing in proving its instrumentality as a philosophy when a company strives to develop an integrating marketing programme generating long-run profitable sales volume by satisfying the long-run wants of the customers of its product and services. This helps a tourist organisation in attaining the organisational effectiveness as the potential tourists are conveniently transformed into actual tourists. The organisations are well aware of the magnitude of users’ expectations which simplify their task of structuring the product mix in tune with users’ taste preferences.
3. **Marketing makes possible management of information**: To be a more specific when the market is competitive and we talk about the management of multi-segment industry, the management of information becomes significant. The application of marketing principles in the tourism industry concentrates on information based decisions. This naturally requires strengthening of marketing research so that the services to be offered have a close match with the services to be expected. The key areas in the tourism marketing are concerned with the development of product which necessitates market research, for the detailed study of a market. The marketing information system simplifies the task of getting a right idea of users’ choice and competitors’ strategies. The strategic marketing decisions are thus found creative and effective. Of late, the information based decisions are found significant to prove the organisational competence.

4. **Marketing helps in excelling competition**: Even in the tourism industry, the magnitude of competition is found aggravating. This necessitates excellence so that the users get world class services, albeit at the reasonable price structure. The application of marketing principles in the tourism industry is found essential since the marketing decisions make possible qualitative improvements in the services to be offered to the users. The
marketers are well acquainted with the strategies followed by their competitors and so, it is found easier to formulate the produce mix bearing the potentiality to create the impulse easier to formulate the product mix bearing the potentiality to create the impulse using. The users naturally make their decisions in favour of excellent product/services to be offered in a decent way. Thus, the task of excelling competition is simplified.

5. **Marketing simplifies the task of planning the product**: Tourism is a multi-segment industry in which the tourist face a high degree of involvement and uncertainty both concerning the product itself and their role in the buying process. The products are non-transportable and the users have different cultural, economic and social backgrounds. This necessitates and intensive care on planning and development of the tourist products. The tourist organisation have to respond in a positive way. It is to be noted that in the tourism industry, a deeper product line is a must. The extent to which the marketers are successful in deepening their product would have a telling impact on the net gain or satisfaction. The marketers while making the product decisions have to be careful that features like physical, psychological and peripheral are essential. While making efforts for planning the product, it is important that the three main components of the tourist product
amalgam are postulated-attractions of the destination; including its image in tourists’ mind’ facilities at the destination like accommodation, catering, entertainment and recreating and accessibility of the destination. In the tourism industry, all the tourists need the same general facilities, the width of the product is almost fixed. The marketing principles simplify the task of marketers.

6. **Marketing simplifies the task of setting prices** : The instrumentality of tourism marketing is also concerned with the setting of prices. In a true sense, the setting of prices is a difficult task which required an in-depth study of pricing strategies followed by competitive tourist organisation. In addition, it is also essential that the marketers have a complete knowledge of changing market conditions. An organisation is also expected to prefer a strategy that helps in attracting the tourists. The marketing principles are found instrumental in focusing light on the direction which makes possible a fair blending of social and commercial considerations. A marketing manager should be aware of the fact the price says something to the consumer about the nature of the product and by manipulating price in combination with product quality and promotional messages, sales can be oriented to a new market, or market share can be increased at the expense of competitors.
Marketing innovates the promotional efforts: The promotional strategies play a vital role in influencing the target users. For stimulating demand, it is essential that an organisation makes possible creativity in the promotional decisions. The advertisement and publicity campaigns become here significant. If the advertisement slogans and publicity campaigns succeed in impressing upon the potential users, the task of transforming them into actual users is simplified to a considerable extent. This in a natural way makes it essential that advertisement planners assign due weightage to the psychology and receiving capacity of the different groups of potential and actual users. By doing such, they are found in a position to compose sensitive slogans bearing the acceptability of high magnitude. The selection of media, place and traveling vehicles simplifies the task of advertising agencies. To be more specific in the tourism industry where users are expected to be more sensitive, it is essential that all promotional decisions are creative or innovative. This is meant that our decisions have a close match with the users of different segments and groups. Here, the need for wide and different measures of promotion and publicity is all the more great. In this respect, a good deal of promotional activity is necessary to attract tourist. To be more specific when the service s more than just service.
The consumers face a high degree of involvement and uncertainty both concerning the product itself and how own role in the buying process. Hence correct and complete information of the product in its entirety must be given to the market. It is due to the marketing strategies that a tourist organisation is found successful in having the innovative promotional devices bearing the sensitivity of high magnitude.

The aforesaid facts clarify the significance of tourism marketing. In view of multi-dimensional positive effect, it is right to say that a tourist organisation can’t thrive unless the marketing principles are practiced. Manifestation of perfection in the purest form is need of the hour which help an organisation in fulfilling the organisational goals but his perfection can’t be possible unless the tourist services are well aligned with marketing. This makes it essential that the tourist organisations pave ways for the application of marketing principles which would simplify the task of satisfying tourists, transforming them into heavy users, expanding market, generating profits and thus projecting a fair image in the market.

1.5 Objectives of the Study

The research objectives categorized as under:

1. To define the meaning of tourism and concept of tourism marketing.
2. To study the development of tourism industry in uttarakhand.
3. To study the strengths of tourism marketing in Uttarakhand.
4. To discuss the weaknesses of tourism marketing in Uttarakhand.
5. To study the opportunities of tourism marketing in Uttarakhand.
6. To discuss the threats of tourism marketing in Uttarakhand.
7. To suggest the concrete suggestions to develop the tourism marketing in Uttarakhand.

1.6 A Brief History of Uttarakhand

Uttarakhand is a state located in the northern part of India. The state is the origin of national river of India i.e., Ganga, Vyas Maharishi author of Mahabharat is believed to have live in the caves of Uttarakhand. It was known as Uttarakhand. Uttarakhand became the 27th state of the republic of India on November 9, 2000.

Uttarakhand borders Tibet to the North, Nepal to the east and the states of Himachal Pradesh and Uttar Pradesh (of which it formed a part before 2000) in the West and South respectively the region is traditionally referred to as Uttarakhand in Hindu scriptures and old literature, a term which derives from the Sanskrit for Northern country or fiction, with an area of 20,682 Sq. Mi (53,566 Km).

In January 2007, the name of the state was officially changed from Uttarakhand, its interim name, to Uttarakhand according to the wishes of a large section of its people. The provisional capital of Uttarakhand is Dehradun which is also a rail head and the largest city in the region. The small helmet
of Gairsen has been mooted as the future capital owing to its geographic centrality but controversies and lack of resources have led Dehradun to remain provisional capital. The High Court of the state is in Nanital.

Recent developments in the region include initiatives by the state government to capitalise on handloom and handicrafts, the burgeoning tourist trade as well as tax incentives to lure high-tech industry to the state. The state also has big-dam projects, controversial and often criticised, in India, such as the very large Tehri dam on the Bhagirathi Bhilangona rivers, conceived in 1953 and about to reach completion. Uttarakhand is also well known as the birthplace of the Chipko environmental movement, and a myriad other social movements including the mass agitation in the 1990s that led to its formation.

Uttarakhand is both the new and traditional name of the state that was formed from the hill districts of Uttar Pradesh, India Literally North Country or Section in Sanskrit the name of Uttarakhand finds mention in the early Hindu scriptures as the combined region of Kedarkhand and Manaskhand. Uttarakhand was also the ancient Puranic term for the central stretch of the Indian Himalayas. Its peaks and valleys were well known in ancient times as the abode of gods and goddesses and source of the Ganga River. Today, it is often called “The Land of the Gods” (Dev Bhoomi) because of the presence of a multitude of Hindu pilgrimage spots. The Paurvas Kushanas, Guptas, Katyuris, Palas, the Chandras and Parmaras or Panvars and the British have ruled Uttarakhand in turns.
The region was originally settled by Kols an aboriginal people of the Dravidian physical type who were later joined by Indo-Aryan Khas tribes that arrived from the northwest by the Vedic period. At that time, present day Uttrakhand also served as a haunt for Rishis and Sadhus. It is believed that Sage Vyasa scripted the Mahabharata here as the Pandavas are believed to have traveled and camped in the region. Among the first major dynasties of Garhwal and Kumaon were the Kunindas in the 2nd century B.C. who practiced an early form of Shaivism. They traded salt with Western Tibet. It is evident from the Ashokan edict at Kalsi in Western Garhwal that Buddhism made in roads this region. Folk shamanic practices deviating from Hindu orthodoxy also persisted there. However, Garhwal and Kumaon were restored to nominal Brahmanical rule due to the travails of Shankaracharya and the arrival of migrants from the plains. In the fourth century, the Kunindas gave way of the Naga Dynasties. Between the 7th and 14th centuries, the Katyuri dynasty of khas origin dominated lands of varying extent from the Katyur (modern day Baijnath) valley in Kumaon. Other peoples of the Tibeto-Burman group known as Kiratas are thought to have settled in the northern highlands as well as in pockets throughout the region, and believed to be the ancestors to the modern day Bhotiya, Raji, Buksha, and Tharu peoples.

Kumaon with headquarters at Nainital. Area 35,136 km²; pop. (1901), 1,207,030, showing an increase of less than 2% in the decade. Kumaon proper
constituted an old Rajput principality, which became extinct at the beginning of the 19th century. For some time region was ruled by Gorkhas. But People of Kumaon fought them valiantly. At that time, India was divided and nobody came to help them. With their courage, wisdom and their ever indomitable spirit, and help from British, they finally defeated the Gorkhas, who earlier seemed invincible, and opened the way for the liberation of Garhwal from the oppressive Gorkha rule. Inspired by their bravery the British granted on the people of Kumaon the title of (martial race). Later, the region was annexed by the British in 1815, and was governed for seventy years on the non-regulation system by three administrators, Mr. Traill, Mr J. H. Batten and Sir Henry Ramsay. In 1891 the division was composed of the three districts of Kumaon, Garhwal and the Tarai; but the two districts of Kumaon and the Tarai were subsequently redistributed and renamed after their headquarters, Nainital and Almora. Kumaonis have been famous for their valour, their courage was legendary, their honour indomitable. Kumaonis had helped the British in their efforts against the Gorkhas in the Nepal War. Kumaonis were observed by the British to be fighting from both sides the British as well as the Gorkha side, their valour was thus given recognition by the British and were included in the British Army. It is interesting to know that the famous 3rd Gorkha regiment was known as the Keemaon battalion when it was formed and it included Kumaonis along with the Gorkhas. They showed their exceptional courage in the Indo-Chinese War, the Battle of Rezang La has been proverbial for valour.
By the medieval period, the region was consolidated under the Garhwal Kingdom in the west and the Kumaon Kingdom in the east. From the 13th-18th century, Kumaon prospered under the Chand Rajas who had their origins in the plains of India. During this period, learning and new forms of painting (the Pahari school of art) developed. Modern-day Garhwal was likewise unified under the rule of Parmar/Panwar Rajas, who along with a mass migration of Brahmans and Rajputs, also arrived from the plains. In 1791, the expanding Gurkha Empire of Nepal, overran Almora, the seat of the Kumaon Kingdom. In 1803, the Garhwal Kingdom also fell to the Gurkhas. With the conclusion of the Anglo-Nepalese War in 1816, a rump portion of the Garhwal Kingdom was reestablished from Tehri, and eastern British Garhwal and Kumaon ceded to the British as part of the Treaty of Sugauli.

In the post-independence period, the Tehri princely state was merged into Uttar Pradesh state, where Uttarakhand composed the Garhwal and Kumaon Divisions. Until 1998, Uttarakhand was the name most commonly used to refer to the region, as various political groups including most significantly the Uttarakhand Kranti (Uttarakhand Revolutionary Party est. 1979), began agitating for separate statehood under its banner. Although the erstwhile hill kingdoms of Garhwal and Kumaon were traditional rivals with diverse lingual and cultural influences due to the proximity of different neighboring ethnic groups, the inseparable and complementary nature of their geography, economy, culture, language, and traditions created strong bonds between the two regions. These
bonds formed the basis of the new political identity of Uttarakhand, which gained significant momentum in 1994, when demand for separate statehood (within the Union of India) achieved almost unanimous acceptance among the local populace as well as political parties at the national level. Most notable incident during this period was the Rampur Tiraha firing case on the night of October 1, 1994, which led to public uproar and eventually to the division of the state of Uttar Pradesh in 1998.

However, the term Uttarakhand came into use when the BJP-led central and Uttar Pradesh state governments initiated a new round of state reorganization in 1998 and introduced its preferred name. Chosen for its allegedly less separatist connotations, the name change generated enormous controversy among the rank and file of the separate state activists who saw it as a political act, however they were not quite as successful as Jharkhand state that successfully thwarted a similar move to impose the name Vananchal. Nevertheless, the name Uttarakhand remained popular in the region, even while Uttarakhal was promulgated through official usage.

In August 2006, India's Union Cabinet assented to the four-year-old demand of the Uttarakhand state assembly and leading members of the Uttarakhand movement to rename Uttarakhal state as Uttarakhand. Legislation to that effect was passed by the State Legislative Assembly in October 2006, and the Union Cabinet brought in the bill in the winter session of Parliament. The bill was passed by Parliament and signed into law by the
President in December 2006. Since then, Uttarakhand denotes a state in the Union of India.

**Demographics**

According to 2001 India census, Uttarakhand had a population of approximately 8.48 million. A population exceeding 10 million is expected by the next census of 2011. The native people of Uttarakhand are generally called either Kumaonior Garhwali depending on their place of origin in either the Garhwal or Kumaon region. Colloquially they are also referred to as Pahari meaning “hill person”. Another well known category is Gujjar, cattle herders in the southwestern Terai.

Kumaoni and Garhwali dialects of Central Pahari are spoken in Kumaon and Garhwal region respectively. Jaunsari and Bhotiya dialects are also spoken by tribal communities in the west and north respectively. The urban population however converses mostly in Hindi.

Hindus form the majority of the population at 85.0%, Muslims form 12.0%, Sikhs 2.5% and Christians, Buddhists, Jains and others about 0.5%. It has male-female ratio of 964 and has a literacy rate of 72%. The largest cities in the state are : Dehradun (530,263), Haridwar (220,767), Haldwani (158,896), Roorkee (115,278) and Rudrapur (88,720). The state government recognizes 15,620 villages and 81 cities and urban areas.

**Geography**

Uttarakhand has a total geographic area of 53,483 Sq. Km. of which 93% is mountainous and 64% is covered by forest. Most of the northern parts
of the state are part of Greater Himalaya ranges, covered by the high Himalayan peaks and glaciers, while the lower foothills were densely forested till denuded by the British log merchants and later, after independence, by forest contractors. Recent efforts in reforestation, however, have been successful in restoring the situation to some extent. The unique Himalayan ecosystem plays host to a large number of animals (including bharal, snow leopards, leopards and tigers), plants and rare herbs. Two of India’s mightiest rivers, the Ganga and the Yamuna take birth in the glaciers of Uttarakhand, and are fed by myriad lakes, glacial melts and streams in the region.

Uttarakhand lies on the south slope of the mighty Himalaya range, and the climate and vegetation vary greatly with elevation, from glaciers at the highest elevations to tropical forests at the lower elevations. The highest elevations are covered by ice and bare rock. The Western Himalayan Alpine Shrub and Meadows ecoregion lies between 3000-3500 and 5000 meters elevation; tundra and alpine meadows cover the highest elevations, transitioning to Rhododendron-dominated shrublands below. The Western Himalayan subalpine conifer forests lie just below the tree line; at 3000-2600 meters elevation they transition to the Western Himalayan broadleaf forests, which lie in a belt from 2,600 to 1,500 meters elevation. Below 1500 meters elevation lies western end of the drier Terai-Duar savanna and grasslands belt, and the Upper Gangetic Plains moist deciduous forests. This belt is locally known as Bhabhar. These lowland forests have mostly been cleared for agriculture, but
a few pockets remain. Indian National Parks in Uttarakhand include the Jim Corbett National Park (the oldest national park of India) at Ramnagar in Nainital District, Valley of Flowers National Park and Nanda Devi National Park in Chamoli District, Rajaji National Park in Haridwar District, and Govind Pashu Vihar National Park and Gangotri National Park in Uttarkashi District.

**Government and Politics**

The Chief Minister is B.C. Khanduri. The last state elections in Uttarakhand were held on February 21, 2007. The Bharatiya Janata Party emerged as the largest party with 34 seats in the 70-seat legislature. One seat short of forming a majority, the BJP have had to rely on support from the Uttarakhand Kranti Dal and the three independents to form the government. The Indian National Congress is the official opposition, holding 21 seats.

**Districts**

District of Uttarakhand (as of 2001): There are 13 districts in Uttarakhand which are grouped into two divisions. Kumaon division includes Almora, Bageshwar, Champawat, Nainital, Pithoragarh, Udham Singh Nagar. Garhwal division includes Chamoli, Dehradun, Haridwar, Pauri Garhwal (commonly known as Garhwal), Rudraprayag, Tehri Garhwal and Uttarkashi whereas .

**Important Cities**

- Almora
- Dehradun
- Haldwani

:: 37 ::
○ Haridwar
○ Kashipur
○ Kotdwara
○ Nainital
○ Pithoragarh
○ Ramnagar
○ Roorkee
○ Rudrapur

**Economy**

Uttarakhand's gross state domestic product for 2007 is estimated at $6 billion in current prices. Born out of partition of Uttar Pradesh, the new state of Uttarakhand produces about 8% of the output of the old Uttar Pradesh state. Consolidated Finvest and Holdings, a S & P CNX 500 conglomerate has its corporate office in Uttarakhand. It reported a gross income of Rs.137 million for 2008.

In 2003, a new industrial policy for the state with generous tax benefits for investors was initiated that has led to a massive upsurge of capital investment. SIDCUL, the State Industrial Development Corporation of Uttaranchal (sic) has established seven industrial estates in the southern periphery of the state, while dozens of hydroelectric dams are being built in the upper reaches. However, hill development remains an uphill challenge as out migration of local peoples continues from the highland hinterlands.
Tourism

Leisure, adventure, and religious tourism play a prominent role in Uttarakhand's economy, with the Corbett National Park and Tiger Reserve and the nearby hill-stations of Nainital, Mussoorie, Almora, Kausani, Bhimtal and Ranikhet being amongst the most frequented destinations of India. The state also contains numerous peaks of interest to mountaineers, although Nanda Devi, the highest and best-known of these, has been off-limits since 1982. Other national wonders include the Valley of Flowers, which along with Nanda Devi National Park, form a UNESCO World Heritage Site.

To Uttarakhand, long called "abode of the gods" (Devbhumi), belong some of the holiest Hindu shrines, and for more than a thousand years, pilgrims have been visiting the region in the hopes of salvation and purification from sin. Gangotri and Yamunotri, the sources of both the Ganges and Yamuna fall in the upper reaches of the state and together with Badrinath (dedicated to Vishnu) and Kedarnath (dedicated to Shiva) form the Chardham of Uttarakhand, one of Hinduism most spiritually auspicious pilgrimage circuits. Rishikesh near Haridwar is known as the preeminent yoga centre of India while the spectacular view from Hemkund is of special significance to Sikhs. In addition, the state has an abundance of temples and shrines, many dedicated to local deities or manifestations of Shiva and Durga, references to many of which can be found in Hindu scriptures and legends. The architecture of most of these temples is typical of the region and slightly different from other parts of India,
the ancient temples at Jageshwar being the most prominent for their distinct architectural features. Tibetan Buddhism has also made itself felt with the recent reconstruction of Mindroling Monastery and its Buddha Stupa, touted as the world’s highest, southwest of Dehradun.

Uttarakhand has educational institutions of major importance to India and the world. It is home to the oldest engineering college in Asia, the Indian Institute of Technology at Roorkee (formerly University of Roorkee). Other universities and institutes of prime importance include Dehradun Institute of Technology, University of Petroleum & Energy Studies, Dehradun, a domain Specific University in the field of Energy, Transportation and infrastructure, H.N.B. Garhwal University in Srinagar, Kumaun University in Nainital and Almora, G. B. Pant University in Pantnagar, Gurukula Kangri University in Haridwar, new Doon University in Dehradun, Govind Ballabh Pant Engineering College, Pauri and Kumaon Engineering College. Dwarhat. Garhwal and Kumaun Universities were founded in 1973 as part of the upsurge of regional sentiment that led to the Uttarakhand statehood.

The hill stations of Uttarakhand are also home to several reputed boarding schools including the Doon School (Dehradun), Woodstock School (Mussoorie), Birla Vidya Niketan (Nainital), G D Birla Memorial School (Ranikhet), St. Joseph’s College (Nainital) and Sherwood College (Nainital). Several Indian luminaries attended these schools including former prime ministers and film stars. Historically, Uttrakhand is believed to be the land where the Vedas and
Shastras were composed and the great epic, the Mahabharata was written.
Rishikesh is widely considered the Yoga capital of the world.

1.7 Tourism Policy of Uttarakhand

Tourism has the potential to become a mainstay of Uttrakhand’s economy, and needs to be developed in a planned and time bound manner. Towards this end, the following thrust sectors have been identified:

2. Infrastructure development.
3. Enhanced private sector participation.
4. Mobilization of resources.
5. Human resources Development.
6. Publicity and marketing.

Institutional Frame Work

Constitution of a Tourism development Board: The absence of a comprehensive policy and work plan has been one of the main reasons why the development of tourism in Uttarakhand has not proceeded as per expectations. There has also been lack of coordination among the various agencies connected with tourism.
In this backdrop, it has been decided to establish a high-level Tourism Development Board, which will replace the existing Tourism Directorate, and will be set up through appropriate legislation. The responsibilities of the Board will be as under: Formulation of a Policy and Strategy for development of tourism in Uttarakhand. Preparation of plans and guidelines for developing and strengthening tourism related infrastructure in the State.

Preparation of plans for various tourism segments and activities, identification and development of projects and ensuring their timely implementation. Establishment of standards / norms and framing of policy guidelines for various tourism activities.

Formulation of a strategy for mobilizing private sector participation and investment in the tourism sector.

The Tourism Development Board shall be the highest body to advise the Government on all matters relating to tourism in Uttarakhand. It shall also function as a Regulatory and Licensing Authority.

**Organisational Structure of the Board**

The State Tourism Minister shall be the Chairman and the Chief Secretary shall be the Vice Chairman of the Board. The Tourism Secretary shall be the Chief Executive Officer. The board shall also have non-official members who would be persons from the private sector and experts in tourism related matters.

:: 42 ::
1. The Board shall have separate divisions for Infrastructure, Investment and Finance, Administration, Planning and Project Development and Publicity and Marketing. These will be headed by officers who shall be appointed either from Government or through open advertisement.

2. The Board shall appoint separate Committees, consisting of subject-specialists to study the existing resources, prepare development schemes and set quality, safety and other standards in different areas of Tourism.

3. The Board shall also have a Single Window Information / Assistance Centre.

This Centre will, inter alia provide the following facilities:

- All tourism related information.
- Sanctions for projects.
- Escort services for obtaining clearances and approvals from other departments.

Consultancy Services

Services of specialists and consultancy agencies will be requisitioned for planning, implementation and evaluation of tourism projects.

Role of Zonal development Corporations in Tourism Development

The structure and functions of the existing Garhwal and Kumaon Mandal Vikas Nigams or Zonal Development Corporations will be reviewed and
streamlined with a view to enhancing their commercial viability and operational efficiency.

**Infrastructure Development**

Establishment of world class infrastructure facilities will be the highest priority of the Government. In order to do this, special efforts will be made to mobilize institutional resources and private sector investment and participation. In this context, the following areas will receive special attention

1. Rail and Air services.
2. Road transport.
3. Accommodation facilities for tourists of different income groups.
4. Modern telecommunication facilities.
5. Hygienic conditions and clean drinking water.

**Rail and Air Services**

Efforts will be made to connect Uttarakhand to important cities in India by high speed trains. Efforts will also be made to develop and upgrade existing airports and air strips in the State and link them to major air service centres. Integrated development plans will be prepared for areas around the airports and air strips. Participation of the private sector in this area will be sought wherever feasible.
Road Transport

An efficient road network, equipped with modern tourist facilities, will be developed to connect the important pilgrimage and tourist destinations in Uttarakhand. A master plan for upgradation of facilities on important pilgrimage routes will be drawn up and implemented in a time bound manner.

Roads linking important tourist centres, will be equipped with petrol pumps, motor garages, fast food centers, toilet facilities, arrangement for parking and transport, etc., Private sector participation will be encouraged for this purpose.

Transportation facilities in the private sector will be strengthened. Schemes like “Rent a car” will be encouraged.

Treating major tourist centres as base camps, trails to the nearby lesser known tourist spots will be developed and package tours to these places will be organized and encouraged.

Accommodation

Special efforts will be made to develop and upgrade tourism accommodation at important tourist centres in Uttarakhand keeping in view the requirements and income levels of different categories of tourists. Apart from the State government agencies maximum involvement of organized private sector and local residents (having guest accommodation) will be encouraged in this sphere.
Modern Telecommunication Facilities

With the help of the Government of India and the private sector wherever feasible modern telecommunication facilities will be made available in the far flung areas of Uttarakhand.

Hygienic Conditions and Clean Drinking Water

Special efforts will be made to ensure healthy sanitary conditions and safe drinking water supply in all important cities, major pilgrimage destinations and tourist centers in the State. Effective supervision in this regard will be provided by the local tourism offices with the help and involvement of voluntary organizations and local citizens. Steps will also be taken to establish water conservation facilities in units of tourist accommodation.

Land and Building for Development of Infrastructure Facilities

Land will be identified and Land Bank established for purposes of developing accommodation and other infrastructure facilities at important destinations and tourist spots and along the pilgrimage routes. Land will be made available, on reasonable terms / price or as equity, by the State Government to private entrepreneurs for tourism schemes. Regulations will be separately framed for this purpose.

In addition to the properties of the Tourism Department and Garhwal / Kumaon Mandal Vikas Nigam or Zonal Development Corporations, rest houses of the various departments such as the Forest Department, Irrigation Department and Public Works Department will be utilized for tourism activities. Private
sector participation in the development and management of such facilities will be promoted and encouraged.

**Private Sector Participation**

Private sector participation in the tourism industry is of vital importance. Development of accommodation facilities for the different categories of tourists, tourist resorts, specialized food restaurants; facilities for adventure sports, amusement parks and facilities, etc. are some areas which provide attractive investment opportunities and where private sector could play a vital role. For this, the following facilities will be provided:

1. New tourism units in the State will be allowed rebate/deferment facility in the payment of luxury tax for a period of five years from the date of commencement.

2. The norms and procedures for determining luxury tax on hotels will be modified and simplified.

3. New ropeways installed in the state will be exempt from the payment of entertainment tax for a period of five years from commencement.

4. A Compounding Scheme will be made applicable for fixing the rate of entertainment tax on hotels showing programmes on the various channels through cable operators or dish antenna.

5. New Amusement parks set up will be exempt from entertainment tax for a period of five years from the date of becoming fully
operational. For this, standards will be specified to determine eligibility.

6. Steps will be taken to provide beer-bar licenses to hotel units with attached restaurant facilities.

7. To ensure increased participation of the private sector in the area of tourism a consultative mechanism will be established.

Schemes for Self-Employment / Uttarakhand Tourism

Development Scheme

To provide self-employment opportunities for local residents and encourage maximum participation of the host community in the tourism sector a new “Uttarakhand Tourism Development Scheme” will be implemented. Under this Scheme, State assistance up to a maximum of 20% for projects with a capital investment of up to Rs.10.00 lakhs will be provided. Projects under this Scheme will include fast food centres, setting up retail outlets for local handicrafts, plying of buses and taxis, provision of equipment for adventure sports, establishing small motel-like residential accommodation, setting up tourism information centres with PCOs / restaurants, tented residential facilities and garages.

Package Tours / Tour-Travel Agencies

With the objective of boosting tourist traffic to Uttarakhand and enriching the quality and content of tourism products, attractive package tours will be developed and promoted, with the help of private sector tour operators and
travel agencies, these will include air/ road / rail travel, boarding and lodging, excursions, site visits etc. These package tours will be specially promoted for the Char Dham, Nainital and Mussoorie sectors, and the Dehradun - Haridwar - Rishikesh Golden Triangle.

A list of the accredited travel agencies will be prepared. Rules for accreditation will be simplified. Assistance of such accredited agencies will be sought to enlarge tourism business.

**Augmenting Capital Investment in Tourism**

To develop infrastructure facilities in the tourism sector, it is proposed to invite domestic private sector investment, foreign investment as well as investment from non-resident Indians. Such capital investment is specially proposed for construction of star-category hotels, tourist-resorts, golf courses, large eco-parks, amusement parks, ropeways, children’s parks and winter sports projects.

In addition, efforts will be made to seek financial assistance from World Bank, Asian Development Bank and other international agencies.

To ensure private capital investment and participation for the development of tourism, separate Funds for tourism development will be established. Arrangements will also be made to mobilize finances for these Funds through voluntary contributions from travel trade representatives, industrialists and other establishments connected with tourism. For this a separate set of rules will also be framed.
Human Resource Development High-Level

Training Programmes

Diploma and degree training programmes will be conducted in the Hotel Management and Catering Institutes. Training institutes will be developed for specialized activities like adventure sports, aero-sports, water sports, etc.

Middle-level Training Programmes

Arrangements will be made for tourism awareness programmes, and short-term training in specialized tourism related activities and services such as catering, fruit conservation, cookery, running paying guest facilities, managing S.T.D. equipped tourism information centers, handicrafts / souvenir related activities, guides and porters.

Special Training Programme

Special training programmes will be developed for local women and for the youth in areas like adventure sports, trekking etc. will be established with participation of the private sector as well as experts.

Private sector involvement in training programmes and establishing training facilities will be encouraged.

Publicity and Tourism Marketing

1. Posters, pamphlets, guide maps, U-Matic films and other tourism literature depicting the important tourism attractions in Uttarakhand will be produced and widely circulated.
2. An Uttarakhand Tourism website will be launched and campaigns will be run in both print and electronic media, apart from providing tourism related information, reservation facilities shall also be made available through the proposed website.

3. Familiarisation tours to tourist places in Uttarakhand will be organized from time to time for members of various sections of the tourism trade and industry, media persons, departmental officers / employees.

4. Organisation of, and participation in Tourism Conferences / Seminars, Travel and Trade Fairs on a regular basis will be encouraged.

5. In order to give wide publicity to places of tourist interest in Uttarakhand, efforts will be made to promote film shooting in the region. Action will be taken to establish a Film City in this region and the necessary infrastructure for film shooting will be provided.

6. Information Centres and other tourist facilities will be provided and developed at railheads and convenient points on highways in Uttarakhand.

7. Tourism related signages will be developed at all important highways, airports and bus stands for the information and convenience of tourists.
Pilgrimage Tourism

1. Amendments in the relevant statutory framework will be considered with the aim of streamlining the institutional arrangements pertaining to the “Char Dham” pilgrimage, and improving the facilities for pilgrims.

2. Accommodation and facilities along the pilgrimage routes will be augmented and upgraded in a phased and coordinated manner and a Master Plan will be drawn up for this purpose.

3. Action will be taken for the integrated development of the less developed and lesser known pilgrimage sites such as Punyagiri, Patal Bhuvaneswar, Panchprayag, Panchbadri etc.

4. Efforts will be made to develop integrated packages and facilities whereby pilgrims are also attracted to other tourism destinations in the

Cultural Tourism

The various fairs and festivals, traditional life styles and customs, dress and food habits of the people of Uttarakhand will be given wide publicity, so that tourists and visitors can get a chance to see and partake of the rich and varied culture of the region. Efforts will be made to develop the local fairs and festivals into tourism events and attractions. Action will be also be taken for preservation of buildings and places of archaeological interest.
Nature & Eco-Tourism

1. Botanical Gardens-cum Heritage Centres and Theme Parks will be established in order to highlight the biodiversity of Uttarakhand.

2. Integrated Eco-Tourism projects will be developed and established and steps will be taken to promote eco-friendly tourism activities like Jungle Safaris, Nature Walks, Mountain treks, Camping, etc. in a manner that also promotes awareness and sensitivity towards environment conservation.

3. Tree plantation as a tourism linked activity will be given special attention. Action will be taken in a planned manner to deal with the problem of non-bio-degradable wastes. Intensive campaigns to regulate plastic waste will be launched with the assistance of the private sector and non-government organisations.

4. The use of earthquake resistant technology and techniques in construction of buildings, and use of local materials will be promoted and encouraged.

5. Special attention will be given to the aspect of carrying capacity while preparing tourism development plans.

Amusement Tourism

Action will be taken to develop projects for ropeways, amusement parks, golf courses, children’s parks, lakes and ponds and generally augment entertainment facilities in places of tourism interest.
Leisure Tourism

Uttarakhand has innumerable locations which can serve as quiet retreats amidst exquisite natural beauty, for those seeking leisure away from the stresses of modern urban life. Special efforts will be made to develop leisure-oriented tourism spots including Health resorts, spa centres, yoga and meditation centres etc. herbal treatment and naturopathy centers to attract such tourists.

Tourism Villages

Action will be taken for development and promotion of village tourism and tourist villages at different places in the State. This would include development of basic facilities of clean and healthy food and comfortable accommodation to tourists in these villages. Together with mountain tourism activities in the surrounding areas, the historical traditions of the villagers, folk arts / culture and cuisine will be promoted as special attractions.

Corporate Tourism

Steps will be taken to develop the enormous potential in Uttarakhand for Corporate tourism. The private sector will be encouraged to participate in the establishment of high class Convention Centres and facilities for conferences, seminars, workshops, business meets, etc.

Adventure Tourism

A major thrust will be given to the promotion and development of the following adventure tourism activities in the State.
Trekkking

1. There exists a great potential for trekking in Uttarakhand. A Master Plan for development of trek routes will be prepared and implemented.

2. The facilities on various trek routes will be improved i.e. for camping, provision for safe drinking water and hygienic food.

3. Arrangements will be made for pre-paid facilities for trained guides, porters, tents and apparatus on hire at the starting points of these treks.

4. Special efforts will be made to ensure that the environment is not polluted during trekking and necessary guidelines will be prepared.

5. A review will be undertaken in regard to the determination of the Inner Line.

Water Sports

Activities like river rafting, canoeing, kayaking etc. are becoming increasingly popular. At present, these are being conducted with private sector participation, along the Ganges from Kaudiyala to Rishikesh, and on some other rivers and water bodies. River rafting will be further promoted / extended to other areas in Uttarakhand. For this purpose, guides will be trained and employed from among the locals, who will also be assigned the task of protecting both the tourists and the environment. Steps will be taken to set standards and regulations for this purpose.
Other water sports will also be developed and extended to various water bodies in Uttarakhand like Dodital, Asan Barrage, Haripur lake, Tehri Dam and Maneribhali, etc. Fishing /angling, including “Catch and Release” angling will be promoted in a planned and regulated way.

**Development of Winter Sports Centres**

A Master Plan will be drawn up to further develop Auli (already an established centre) as an ultra-modern winter sports centre. Action will be taken in a time bound manner to develop Dayara Bugyal in Uttarakashi district as an international winter sports center. Steps will also be initiated to promote similar centres at other places such as Munsyari. Although these centres are envisioned mainly as winter sports centres, they will be developed in such a manner as to attract tourists round the year.

**Aero Sports**

Great potential for aero sports related activities like hang gliding, paragliding and ballooning etc., exists in Uttarakhand. Action will be taken to promote these activities with private sector participation.

**Standardisation and Rescue Organisation**

Adequate facilities will be developed to provide a high level rescue system for adventure sports and other tourism related activities. This will include provision of various rescue equipments like recovery vans, Repling, Piten, Jumar and walkie-talkie sets etc. A Rescue Co-ordination Committee will also be set up.
Registered organizations / clubs connected with adventure tourism will be encouraged through grants. A separate set of rules will be framed for this purpose.

**Development of Handicrafts and Souvenirs**

To encourage traditional handicrafts, rural craftsmen will be provided the necessary training and craft bazaars and craft villages will be set up and developed. Stalls will also be made available for marketing the crafted goods, especially during the various fairs and festivals. Besides, space will be provided for development in the Tourism Department Hotels / Guest Houses for setting up Souvenir shops in order to showcase and market locally produced handicrafts.