Chapter-4

Weaknesses of Tourism Marketing in Uttarakhand

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In Uttrakhand number of places are available for the tourism purpose but tourist does not visit accordingly. Only the North Indians and foreign countries like UK, USA people come for the tourism purpose. Meaningfully it can be stated that where will not be extra benefit or privilege, these will not be consideration. In the tourism marketing if any Government is not providing the above extra benefit or facilities in that case will be called as weakness.

On the ground of the following points the weakness of tourism marketing of Uttrakhand are as follows:

4.1 Lack of Proper Accessibility

Accessibility is a very crucial factor as it is a means by which a tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are in accessible by the normal means of transport. If the tourist attractions are located at places where no transport can reach or where there are inadequate transport facilities, these become of little value. The tourist attractions, which are located near to the tourist generating markets and are linked by a network of efficient roads and can be easily reached by air receive the maximum number of tourists. The distance factor also plays an important role in determining a tourists choice of a destination. Longer distances cost much in the way of expenses on travel as compared to short distances. An example can be that of India. About two million and a half tourists arrivals for a country of the size of India may look rather unimpressive. However, if one looks at certain factors like the country's
distance from the affluent tourists market of the world such as the united states. Europe, Canada, Japan and Australia, one may conclude that the long distance is rather one of the factors responsible for low arrivals. It costs a visitor from these countries quite a substantial amount to visit India for a holiday. The Intra-regional tourism (Tourism between countries of the same region) has an appreciable influence on the distribution of world arrivals of the total international tourists movements within Europe and north America, at least 75% are interregional. In the Americas the united states and Canada alone account for nearly 50 percent of all international tourists traffic in the regions, where inter-regional tourists movements are also predominant. In Europe inter-regional tourism accounts for over 70 percent of international tourists movements, easy accessibility thus is a key factors for the growth and development of tourist movements. But in Uttarakhand there is an urgent need of high quality roads to connect all the tourist destinations deploying high quality bus services and encouraging car rental facilities can further develop. The transport facilities can further develop. The transport network. The connectivity of the destinations can be further improved by developing facilities for the air taxi services by small air crafts.

Thus due to lack of easy accessibility number of tourist is lower in Uttarakhand.

4.2 Lack of Co-ordination among Govt. Agencies

Lack of Co-ordination among govt. agencies is also a weakness of Uttarakhand tourism. There is a need for co-ordinated action among the
agencies. A powerful high-level state tourism board should create to provide a coordinated thinking and action. The Channels of marketing cannot just be Govt. Dept. and offices alone, different agencies have to be involved like travel Agents, charter and Tour Operators Convention Managers, Airlines, Departmental and Chain stores and Media Managers. At some times the local bodies and the state administration existing at the district/city/sub division/block levels, are not having sound workable relationship, lack of cordial relations affect the performance of both whereby the tourism promotion also faces challenges and problem.

4.3 Lack of Efficient Public Transportation

Lack of efficient public transportation and worst condition roads and even uncomfortable journey schedules and means of transport also leads to non-occurrence to tourists in Uttarakhand more than one time. Transportation links are also not good in India and some good tourists spots are just the remote areas with the conventional transport modes that are not liked by foreign tourists.

4.4 Lack of Private Sector Investment

Apart from the state government the private sector plays a vital role in the growth and development of tourism. Although the Central Govt. and certain state Govt. have, from time to time, announced incentives to involve the private sector in tourism development, the result achieved have fallen short of expectations. To provide a conductive environment for private sector investment,
it is important to realize that the travel and tourism sector is adversely affected by the lack of synergy in inter sectoral policies. The growth of the sector requires well-integrated and co-ordinated policies and stability in approach contradiction and arbitrary changes in policy sent confused signals to the investor.

Barriers that discourage private investment:

- Absence of legislative support.
- Lack of policy integration and co-ordination.
- Lack of long term investor-friendly policies.
- Heavy and multipal taxed, restrictive aviation.
- Land policy

4.5 Lack of Incentives

Tourists approaches a particular tourist/spot/resort in a city/town/village. They spend heavily over there an account of staying as well as eating profit earned through it goes to the Agency concerned, whether private or governnmental. And no share from that is given to the concerned local body. It amounts to a pitiable situation when the tourist agency wants the local body to provide roads parks, shops, etc. but nothing out of the profits earned is passed on to the local bodies.

Rather, the tourism industry has always been critical of local tariffs or octrai-nothing goes as maintenance or development fund to the local bodies. Hence, It is not surprising that they lack in taking up the tasks of tourism promotion.
4.6 Lack of Trained Manpower and Awareness

Lack of trained manpower and awareness are two other hurdle in tourism development in Uttarakand. Tourism is a service industry where a high degree of training and professionalism is required. However, this is lacking at many levels—particularly in the informal and subsidiary services. Imagine a situation where a taxi driver does not know the route or a receptionist is unable to tell the major attractions of the city to a tourist.

Another aspect is the lack of awareness about tourism. By awareness we just do not mean as to knowing what is tourism. Awareness also includes knowledge about the impact of tourism on day-to-day life of the people their own attitudes towards tourism benefits or loss etc. very often people working in one segment of tourism are unaware about the impact of their service or actions on other services.

4.7 Lack of Quality Infrastructure

Infrastructure means not only the hotels and restaurants but all the things like waiting rooms, public toilets, local transport etc. if these things are designed keeping foreign tourists in mind then naturally they will feel India as their own country. A general observation concerning infrastructure about Uttarakhand is that there seems to be little to no communication and co-ordination between the different stakeholders and other department. It is important to achieve a high degree of interdepartmental co-ordination to prevent infrastructure projects from negatively impacting tourism by spoiling the scenery.
of preventing other projects. Apart from building and maintaining the physical infrastructure, areas are of major concern are road, safety, road transportation quality standards and vehicle transport infrastructure is the cornerstone for a successful tourism development in Uttarakhand. The state has all the ingredients needed for a first class destination except the means of getting visitors into state and around with in, Building transport infrastructure in a steep mountainous terrain with a difficult geology can cripple even the budget of a wealthy nation and care has been taken to identify the most beneficial projects and the most pressing needs.

So, there is a need to improve the quality of infrastructure.

4.8 Poor Rail Service to Delhi

The Rail Service in Uttarakhand is very poor. There are limited trains from Delhi to Dehradun, Haridwar or Kathgodam. The Delhi-Haridwar-Rishikesh/Delhi-Haridwar Dehradun Rail line needs to be upgraded and electrified. The Rail line to Kathgodam suffers from the some deficiencies as the one reaching Dehradun. This Railway could provide an important link to Delhi for visitors on their way to either Carbett National Park or Nainital.

4.9 Lack of Virtual Non-existence of Public Sector/Private Sector Co-ordination

There is a lack of co-ordination and dialogue between the public sector and private sector involved in tourism. They do not agree streamline policies that affect the development of the tourism sector in Uttarakhand or keep each
other informed about their activities and plans; and they do not co-ordinate their marketing effort to achieve economics of scale. The stated guiding principle of greater ‘Private sector participation’ expressed in the tourism policy has yet to be achieved.

Poor tele communications, notably internet connections restricts hotels and guest houses from accepting credit cards and from establishing a state of the art reservation system: In Uttarakhand, the total state is to be developed by infrastructure and other facilities. The basic development of the state is not furnished till now. There is a lacking of poor tele communications due to hill area, lacking in the connectivity through the internet. There is no more websites for the information provided. In hotels and guest houses normally credit card acceptance is restricted by the notably internet connection. This is the weakness of tourism marketing of Uttarakhand.

4.10. Lack of Market Research

There is a lack of market research to understand the profile of visitors, their perceptions, demands and satisfaction levels; The marketing division at the Uttarakhand tourism development boards is a very small department with just two part time publicity officers and one of the directors who manages the publicity section. The division is supported by a Skelton staff. District officers are also seriously understaffed. There is a pressing need to create a well staffed professional marketing department able to carry out all the tasks expected of a tourism administrations.
There is no guiding marketing strategy which is regularly monitored and adopted. The only direction is provided by the tourism policy which was published in 2001.

There is an urgent need to restructuring the marketing department of UTDB and the establishment of a new division which would report to an independent Bord. Comparing a mix of public and private sector stakeholders and headed by a chairman from the private sector.

The above efforts are not taken into consideration by the Uttrakhand Tourism Development Board. On the ground of market research board is not doing accordingly. There should be a large scale research of the market but not happening accordingly. So this is the most important weakness of tourism marketing of Uttrakhand.

When the tourist will not be aware of places, they will not be attracted and not come to the places. What is the requirement and what the facilities should be given to the tourist. The Board should be aware of that fact. For this purpose, the market research should be in the following manner:—

- Market Analysis, to show size, spread and growth of market in terms of volume, revenue shares of competition, economic conditions, etc.

- Consumer Research, to know profiles, awareness, habits, needs, preferences, expectations, preceptions, both quantitatively and qualitatively.
O Products and Price Study, to know products in the market, price sensitivity technology, acceptability of features, packaging.

O Promotion and Sales Research, to know consumer reaction to alternative concepts and media, effectiveness of sales force and promotion.

O Distribution, availability of facilities for stocking, merchandising, possibilities, outlets and shelf space availability, and

O Evaluation and performance monitoring, looking at the extent of customer satisfaction.

Decision on the research design include:

O Deciding the purpose of the study like knowing the duration of stay or expenditure habits, etc.

O Choice of samples like tourists coming from Europe or US or high budget tourist or low budget tourist,

O Determination of the nature of the data to be collected,

O Method of data collection (surveys, secondary sources, observation etc.) and

O Design of questionnaires (instruments) to collect and record data, including scales to be used.

A lot of data can also be collected through desk research, looking at record, publications, commercial analysis, trade information, press cuttings, previous studies etc.
Other ways to obtain data are:

- Tourism Department,
- Discussions with tourists (customers),
- Observations of customers at premises,
- Observations and discussions with visitors to exhibitions and trade shows,
- Market experiments and surveys with recording of responses and results,
- Attitude, image perceptions and awareness studies,
- Advertising and other media response studies, and
- Studies of usage pattern, etc.

**4.11 Lack of Marketing Strategy for the State**

There is no marketing strategy for the development of tourism in Uttarakhand. However, the tourism department has been actively promoting the destination in the past couple of years and has carried out advertising campaigns of year and has carried out advertising campaigns both nationally and internationally, for the domestic market, the year was divided into three periods: Summer, Monsoon, and winter.

Marketing strategy of Uttarakhand should be focused on different segments such as, geographical locations, by tourist type, and by tourism interest. Before embarking on a marketing strategy, it is important that the right team is in place to implement the strategy and adopt it when and where necessary. The
Market division should be supported by a marketing/advertising agency/agencies to advice on tourism strategy as well as on marketing and promotional activities and it/they will also carry out division or in collaboration with the division.

In the short term the most desirable and reachable markets for Uttarakhand are :-

1. Four main domestic markets Delhi, Punjab, West Bengal and Gujarat.

2. Adventure and sports tourists/especially the lucrative rafters and anglers, as well as trekkers and hikers) health, and wellness tourists and ecotourists (particularly bird watches.)

3. Awareness of the state will also be created by a sustained marketing campaign in the general Indian media.

In the medium term as facilities develop and access improves, markets that will be targeted include :

1. Other high spending domestic markets such as Hyderabad, Pune and Bangalore, especially to encourage long weekend visits and well as the family in centres such as mumbai and chenni.

2. The expatriate market living in India.

3. The India Diaspora abroad.

4. The Mice Market
In the long term, the destination will be endowed with excellent facilities, will be easily accessible and will be well promoted in the domestic as well as international markets. The focus at this stage will be an:

1. Consolidating traditional and niche market and

2. Providing the mainstream international market with well-designed products such as extending the traditional and popular ‘Golden Triangle’ tour (Delhi, Jaipur, Agra) to adjoin Mussoorie (with excursions to Haridwar, Rishikesh and Dehradun) and Carbett National park for wildlife watching with excursions to the lake district around Nainital and to Binsar for the view of the Himalayas.

Other Himalayan Countries or areas are better known in the international market such as Nepal, Bhutan and Tibet in China:

Uttarakhand’s main competitors share a major tourism asset, the Himalayas, Nationally these include Himachal Pradesh, offers a similar product to Uttarakhand and where tourism is performing well, attracting twice as many international tourists as neighbouring state, Kashmir and famous which is hampered by a continuing unsettled political situation; and Sikkim and the North eastern states which are far from the main domestic tourism generating areas and offer a distinct product internationally, the main competitor is Nepal which has become synonymous with the Himalayas, in particulars with trekking in the mountains, and despite some political setbacks, tourism to the country is now growing at a rapid rate. Other competitors include Tibet which is
mostly visited by domestic tourists and Bhutan which pursues a “high value-
low volume” tourism strategy.

Uttarakhand suffers from a recognition problem. This has been exacerbated
by the fact that the state has recently changed its name from Uttarakhand so
that all previous promotion efforts have lost whatever impact had been built
up and most of the collateral material developed under the previous name is
now unusable. The logo and slogan is eneective as the visual depiction of the
ideogram is difficult to understand and the tag line of ‘Simply Heaven’ is too
close to tay lines used by other Indian states like Himachal pradesh and
Kerala. Generally the image of Uttarakhand in the International market is
weak and, with the exception of specialist organisation associations there is
little awareness about the tourism opportunities available in the state.

Scattergun Approach to Media Advertising in Expensive
Publications: here is a lack of proper advertisement about tourism in
Uttarakhand. This is due to mismanagement and lack of funds. The tourism
department has however been actively promoting the destination in past years
and has carried out advertisemtn campaigns not only in India but abroad too.
Advertising was taken out in the more up market life style magazines and in
serious publications such as India today, outlook as well in travel trade
publications. Promotion was aimed at different segments of the high end Indian
market according to the time of the year. Internationally, advertising was taken
out in several major English speaking magazines, but also other languages like
German, Targetting high-end tourists. Two television commercials were commissioned and T.V. Campaign launched in the European and South East Asian markets. Unfortunately the department received just two thirds of the budget it required from the finance department which resulted in a scattergun approach to advertising, spread across several channels with too few inserts to have any real impact.

4.12 Lack of Tourist Accommodation

Tourist accommodation in Uttarakhand are not sufficient. Either they are old or not well furnished. The most striking observation is that more than 70% of all bed space is in Dharmshalas, mainly concentrated in Haridwar and Rishikesh. There are about 53900 beds in Hotels, Guest Houses and lodges and 1,31,500 beds in Dharmshalas. The total number of beds in Uttarakhand is 1,84,500 based on data supplied from tourism board.

The following main observations have been made:

1. Most hotels are small, averaging only 18 rooms per establishment.

2. There are only a few high-quality establishment. The majority of accommodation on after consists of mid-range to low end guest houses and small hotels.

3. Ashrams provide a large proportion of available accommodation in form of dormitories.

4. The bed to room ratio is considered high with an average of 2.2 beds per room for hotels and 2.6 for guesthouses.
5. The vast majority of hotels have no government approval.

On the basis of the above detail it can be said that there is a lack of tourism accommodation in Uttarakhand.

4.13 Lack of Community Understanding and Participation in Tourism in Many Areas

Community resides in Uttarakhand is not 100% literate. They are not able to understand the importance of tourism in Uttarakhand. They have no relation with the tourism marketing. Basically they do not know that in Uttarakhand a large source of revenue is tourism because the other industries are developing stage and the tourism places are not main assets of the Uttarakhand. So the people of Uttarakhand are not aware of the importance of the tourism that is why they have no participation in tourism. So this is the another weakness of tourism marketing of Uttarakhand.

4.14 Almost All Urban Environments are Very Poor Quality

It is also a main problem of tourism marketing in Uttarakhand that mostly urban environments are very poor quality in term of overall appearance, population/waste management/health/safety/urban design/congestion extracts.

There is vast potential for carrying out ecotourism and other forms of nature tourism in Uttarakhand. These inspire feelings of great awe good amazement, given their unique height, outstanding vistas and iconic image. Towns such as Almora, Dhachula, Nainital, Utarkashi, Pithoragarh, Champawat
and Bageshwar can act as staying posts for excursions into the surrounding
hills or beyond into the high Himalayas. The quality of the urban environment
in these towns varies greatly, as indeed do their inhabitants' perception of, and
involvement in, tourism. Towns with little tourism are generally more dilapidated
and exhibit serious pollution such as the indiscriminate discharge of untreated
sewage into streams and rivers, wide spread lettering, discharge of oils from
cooking and vehicle repair into drains, dumping of solid waste in a disorganised
manner and a general. Ramshackle appearance which shows little regard to
the environment. Solid waste problems also again appear to be prevalent in
most towns. Many of the smaller settlements however, notable the mountain
villages, have clean environments, are well kept and form attractive features
in the landscape.

4.15 Low Environment Awareness Among

Overall Population

This is also a problem in Uttarakhand that domestic tourists, resorts
owners and developers and overall population have low environmental
awareness.

The constitution of India clearly states that the duty of the state to
'Protect' and Improve the environment and to safeguard the forests and
wildlife of the country. The department of environment was established in
1980 to be main vehicle for undertaking This, later becoming the ministry of
environment and forests in 1985.

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More over, a number of environmental problems still persists. Most of these are a manifestation of agencies acting independently without a clear vision of the type of environment that is aspired to and without the clarity and direction of comprehensive management plans. In a region, which possesses some of the finest and most famous landscapes in the world, it is disappointing to find so many mountain views blighted by high and low tension electricity cables and mobile telephone towers. Visual amenity and damage to the environment is also caused by poor road construction and maintenance. This often involves the indiscriminate tipping of soil and rock down the mountainside producing ugly scars in an otherwise pristine environment. Over grazing by domesticated animals and practices involving. The collection of firewood by local people are also problematic in certain areas. Mean while the blaring of horns in both urban and non-urban areas is a constant irritant. If Uttarakhand is to be promoted as a unique and serene world wide mountain environment, consideration should be given to curbing the worst excesses of traffic noise, at lest in areas where quiet zones can be introduced to help promote auras of place and tranquillity. Awareness education and enforcement are the cornerstone towards improving such a situation.

4.16 Other Operational Constraints

These include cumbersome procedures, the lack of one stop-shop facilities to help private sector entrepreneurs setup tourism businesses and the difficulty for hotels and restaurants to obtain the liquor license. These obstacles have
deterred several well-known branded chains from establishing hotels in the state. Some stakeholders reported that the lack of entertainment venues and events in Uttarakhand leisure destinations is mostly a result of the State Entertainment tax.

So, it becomes necessary to establish a one-stop shop system to assist interested investors to set up tourism business in Uttarakhand.

The above points are basically related to the weakness of tourism marketing of Uttarakhand. In Uttarakhand, major source of income is tourism. Uttarkhand tourism board also knows about this fact and trying to improve the facilities regarding tourism but after that the above points are present as the weakness of tourism marketing of Uttarakhand. The Uttarakhand Tourism Board should try to remove the above weakness for the improvement of tourism marketing in Uttarakhand.