Chapter-6

Therates of Tourism Marketing in Uttarakhand

6.1 Economic Threats
6.2 Non-Economic Threats
6.3 Constitutional Threats
As India has been enjoying a boom in economic development with tourism being a key part of overall diversification strategy. Various states have adopted a long-term approach for creating a sustainable tourism product, and a lot of investment of India to shape it as a destinations of choice over the next few year for leisure, business, education, sports and medical facilities etc. success is also about marketing India as the niche tourism destination. But some threats challenges before tourism industry are as follows:

- High land cost
- Issues of safety, security and hygiene
- Lack of approved accommodation in all categories of hotel.
- Lack of uniformity in taxation within the different states of India and high taxation structure.
- Non availability of land in some key destinations.

These challenges are continued to persist and in the wake of this role of the government gains significance and makes it imperative for it to intervene and offer cooperation for the industry to keep sailing in high spirits. Industry experts maintain that the govt. can mediate by building necessary infrastructure such as roads, parts and airports for the tourism industry. Govt. must also be made aware of the lack of approved accommodation in all categories of hotels. Once supply exceeds demand the industry will work harder towards fuelling the growth of tourism. The surging tourism sector of the country has increased the demand for tourist accommodation, especially in the budget
segment, In a bid to increase the budget segment of hotels, the minister of tourism has requested all state govt's to allot maximum number of plots in their states for construction of hotels, especially budget category, with a view of streamline the scheme for grant of subsidy to budget category of hotels, ministry of tourism has introduced a scheme. Incentive to accommodation infrastructure.

In a move to involve and employ local villages in Uttarakhand, the center for eco-tourism and sustainable livelihood has launched an initiative to train youth in skiing and also as tourists guide’s as part of the state’s community based tourism (CBT) Another example of community participation is seen at Corbett National Park in Uttarakhand where intensive patrolling with the help of local villagers has also led to a decline in the incidence of poaching and unauthorized entry. Various facts are still prevailing but there is direct need to join hands together to make India a fastest emerging destination of the world. Though It’s a long way to go with the single first step but once the momentum is gathered things will begin moving on their own with the collaborative efforts of all stakeholder to show case India’s fair image to the world.

Threats of Tourism in Uttarakhand

(a) Economic Threats

(b) Non-Economic Threat

(c) Constitutional Threats
In relation to tourism very often statements are:

- The country has tremendous tourism potential but no development is taking place in this regard,
- There has been a fall in tourism arrivals,
- So and so destination is no more an attraction the way it used to be etc.

Such situations emerge because of certain hurdles. Hurdles are generally understood as those procedures and policies that block, interrupt or reverse the free flow of tourism. At the same time studies have shown that even culture and perceptions can also become instruments of obstruction.

The approach of the WTO is to facilitate tourism as the fastest growing industry in the world and its emphasis is on the expansion of tourism for political, economic and income gains. Anything that interrupts these aims is a hurdle to tourism. The approach of the Travel Trade is to match a range of choices with a range of products by a number of producers operating from a variety of destinations. Anything that interrupts this relationship is a hurdle to business of tourism. However, tourists and residents do not view the threat to from tourism or the obstacles that emerge as a result of its development in such a one sided manner. On the one hand it is relationship between the tourism Industry and the consumer while on the other, it is political, economic, sociological, anthropological and cultural encounters between tourists, their destinations and residents. These encounters can also be a hurdle to tourism.
Generally, hurdles are perceived only at the destination and not at the point of origin. To understand the true meaning of a hurdle to tourism this have to locate the conflict. This is not simple. Conflict can be physical, psychological, cultural or ideological and, therefore, will be both specific (between two people, two nationalities or two regions) and generic (between the West and the East). Therefore, the hurdle to tourism is located at the point of origin as well as the destination. For example, India’s Tourism Year 1991 was not successful because we were unable to promote India as a safe destination. This was because America and West European countries issued travel advisories to warn their nationals not to travel to India in the light of the anti-reservation in the northern parts. Now India do not issue travel advisories against America when here are race riots in Los Angeles or tourist murders in Florida. This is because India is only as a tourist receiving country and not a market for world tourists. The perception of our government is determined by viewing India as a destination only.

The international community is threatened by hurdles like the energy crisis, the use and distribution of resources, inflation, unemployment, and deteriorating terms of trade. In this context it is to clarify the true nature of tourism and its role in the future to see how these factors function as obstacles. Countries, by adopting paid holiday and some form of a tourism subsidy LTC or holiday bonus) have made a commitment to leisure time and, therefore, to tourism. Such a commitment is often made without realizing that is an
interdependence between the general level of development and the social framework of civil society. These then act as hurdles to tourism development. These factors are identified as threats to the development of modern tourism. These can be:

1. Economic Threats
2. Non-economic Threats
3. Constitutional Threats

6.1 Economic Threats

Heavy investment Required: A strong economic argument for investment in tourism industry is its great economic benefits. It is however, not sufficient to consider the immediate economic impact of tourism. Firstly, the inherent characteristics of the tourist industry, initially, are negative, as it requires heavy investment on infrastructure at the destination since tourism does not allow a gradual improvement of services, in line with the gradual development of the place. The tourist does not accept sub-standards in food, lodging, transport and entertainment. Therefore, The tourist industry requires huge investment in its early phases and one should prepare for a longer gestation period to get the returns. Secondly, while putting the tourism industry in a wider developmental context then have to take into consideration the leakages like the income going outside the destination to get those goods and services available locally. Thirdly, It must also be consider whether the effects reach the population as a whole or remain within a favoured sector. For
example, in Jammu region (Jammu and Kashmir State, India) more than sixty-five lakh pilgrims are visiting Shri Mata Vaishno Devi shrine every year. But, the economic impact of such mass traffic is not visible even in the surrounding rural areas.

**Low per capita income:** India's per capita income is very low. Because of this the Indians even cannot afford the basic things of life and do not spend or a very low percentage spends on tourism. Per capita income and tourism are directly interlinked.

**Lack of incentives:** Tourists approach a particular tourist spot/resort in a city/town/village. They spend heavily over there on account of staying as well as eating. Profit earned through it goes to the Agency concerned, whether private or governmental, 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 octroi. Nothing goes as maintenance or developmental fund to the local bodies. Hence, it is not surprising that they lack in taking up the tasks of tourism promotion.

**Poor Finances:** It is very difficult to provide for any service or to undertake any function without proper finances available. Unfortunately, Indian local bodies have always been wanting of adequate and required amount of
finances. This dissuades the bodies to take up maintenance as well as developmental tasks. Furthermore, there is misutilization of the funds also. The finances available are not put to utilization on required areas of priority.

**Negligible shares in Five Years Plan:** Tourism has been denied the priority it deserves over successive Plan periods because its potential as an engine of economic growth has not been appreciated. This is visible in the low allocation of resources. Allocation to tourism has averaged 0.16 per cent of the total Plan outlay from the Third Plan to the Ninth Plan. According to the WTTC, India is one of the lowest spenders on tourism - 153rd out of 160 countries - while its neighbouring competitors and China invest far more: Malaysia (5.1 percent), Nepal (5 per cent), Indonesia (8.4 per cent), Maldives [15.7 per cent], China (3.8 per cent). The growing domestic and international demand, which is set to boom, reinforces the need for higher investment. Failure to measure up to additional investment demand for domestic tourism is likely to lead to the over-exploitation of existing facilities, discouraging foreign visitors while leading to an increase in the outflow of high-spending domestic tourists from the country.

**Private sector investment:** Apart from the State Governments, the private sector plays a vital role in the growth and development of tourism. Although the Central Government and certain state governments have, from time to time, announced incentives to involve the private sector in tourism development, the results achieved have fallen short of expectations. To provide
a conducive 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 coordinated policies and stability in approach. Contradictions 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 multiple taxes, restrictive aviation.
- Land policy

**Lack of interest on the part of the state governments—the primary players:** Most State Government gives scant importance to tourism even though they virtually control the tourism product located within their boundaries. They are responsible, inter alia, for local infrastructure, transport systems, sanitation and hygiene, leisure and recreation, law and order, the upkeep of local monuments and the general well being of the tourist. Their support and participation is essential for tourism to succeed and spread its benefits among the host population.

**Governmental aid:** In India, no governmental aid is given to the ism industry and there is only 1% of budget for tourism whereas in other countries it is approximately 6.8% of the total budgets.
Tax policies: Tax policies in India are harder in comparison to other countries in respect to tourism industry. In India the tax rates in hotel industry 30-40% whereas in other countries it is just 3-4%.

Poor allocation: The funds allocated to tourism are also not used appropriately. There is a totally mismanagement of funds. Various elements and factors that are working with tourism industry are under various ministries and due to the political jicks and jacks funds are given not because of priority or need but only due to political needs.

Heavy expenditure tax and heavy service tax: In India, there is heavy expenditure tax and heavy service tax imposed to tourism industry and this is major hurdle. For enhancing the competitiveness of Indian Tourism Industry among other industries related to tourism in the world the taxes imposed by Indian Government are two heavy that they many times stops the developments and thoughts.

No incentive under income tax for tourism industries: There is no incentive is given to tourism industry under Income Tax Act. To promote and support some industry it is necessary for some government to give tax benefits and relaxation’s, but Indian Tourism Industry is not getting such benefits and concessions.

Limited public sector investment: Problem of funds is always with Indian Tourism Industry as it is handled by government which takes a very less interest in it and the persons or institutions engaged in it can’t invite
general public to invest in their industry. Lack of public awareness is also one of the related factor in this.

**Lack of proper distribution to states:** Lack of proper distribution to states from central government. Sometimes some states government gets special packages and other states do not get anything.

**Lack of priority to tourism on account of unappreciated potential:** Generally, the tourism industry gets its income mostly from the service sector. Tourist spends on the food, lodging, local transport, shopping, etc. which means the immediate recipients of income from tourists will be units in the service sector that is hotel, restaurants, transport companies and retailers. Some of the income passes on to the government through taxation. Income to the government from tourism serves many purposes when government directs it towards development.

In every country, tourism tends to be geographically concentrated and concentration is mostly in urban areas or along the coast. The urban concentration is generally unfavourable to the development, especially in the developing countries. So the need for income and employment is higher, in the rural areas, which tends to have massive underemployment problems. The ‘trickling-down’ effect of tourism to rural development is not automatic. The economic benefits go primarily to the high-quality, urban service sector and its employees, secondly to big fanners, middlemen and small-scale industry, and that only to the main target of development, the peasant, landless labourers and poor persons.

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6.2 Non-Economic Threats

Tourism has furthermore, a social impact in addition to its economic consequences. There are two problems. These two are relating to

(a) What the ultimate development effects of tourist consumption are; and

(b) What the immediate long-term effects of the social contacts established by tourism are.

A society has a social as well as an economic structure. Both structures have institutions where interaction between tourists and society is particularly intense. Every financial transitory between tourists and locals has a social component as well. But social encounters without economic aspects also occur. It would, actually, be more correct to say that every interaction is social, but some of them also have & financial component. The institutions at the social interface are economic-hotels, restaurants, shops, banks, markets and, non-economic-parks, beaches, mountains, local sights, and pilgrim places. Tourists will have an immediate impact at the interface, through face-to-face encounters, and, in turn, will have spread- effects throughout the social structure later on.

Trod Hoivik and Turid Heiberg with the assistance of Vigdis Mathiesen (1980) have made certain predictions about the sociology of tourism. These are:

- The interaction between standard tourist and local is evenly distributed among the tourists, but concentrated on a few individuals in the local population.
Conservations are more restricted both by language barriers and limited "natural" opportunities and occur mainly in the hotel restaurant and shop settings.

The concentration of relationships creates a local group that specializes in such contacts. Since this group bridges the gap between two cultures, and benefits from being the bridge, they are entrepreneurs in the anthropological sense.

Standard tourists at a tourist locality have a very high turnover rate. This means that social relationships are necessarily transient, which reduces the degree of commitment and responsibility from both sides.

There is a basic symmetry in the way local contacts are established. The tourists have a more or less sincere interest in getting to know local people as part of their overall vacation experience. On the other hand, the acquaintances have a very different meaning for the locals who have specialized in tourists as they sought these relationships for profit motive also.

In the present context Indian Tourism Industry is facing various threats due to negligence by government. Lack of elementary facilities in the country, problems regarding, civil unrest, sanitary conditions and pollution etc.

Civil unrest and crime: From the point of view of the Tourism Industry civil unrest is a major threads to the business of tourism. In this context are cited incidents like:
- Strikes in airlines or hotels
- Agitations or civil disturbances,
- Communal riots, and
- Activities of militants/terrorists, etc.

It is a fact that tourists are very much concerned about their safety. Hence, they would avoid a destination that is not regarded safe. The cancellations immediately after the Ayodhya incidents of 1992 or the decline of domestic as well as foreign tourist traffic to Kashmir Valley are examples in this regard. However, the losses have to be looked in totality. It is not only the tour operators, airlines or travel agents who suffer a loss but the local population is also a victim. The tour operator can negotiate or arrange for changed itineraries but what alternative has the location population? In most of the cases destinations have a seasonally. Failure of one season leads to extreme hardship—particularly for those who belong to the informal sector or depend on providing subsidiary services.

**Crime**: Crime at a destination is another hurdle. For example theft, molestation or cheating, all bring a bad name to the destination. In certain cases the inflow of tourists is severely affected when news reaches home about a molestation incident and so on. This is common to both foreign as well as domestic tourists.

**Redtapeism**: Redtapeism is a common feature for the delay in framing or implementation of plans. Tourism is no exception to this. Another aspect is
the attitude of certain bureaucrats and politicians towards tourism. Most of
then down realize that it is a specialized area and not everyone can plan or
handle the operations. Frequent transfers are a drawback. Postings in tourism
departments should not be considered easy postings for relaxation etc. Many
times the resources of tourism departments are utilized

for the benefit of politicians or influential people rather than for generating
revenues through tourism development. It is vital for tourism that competent
officials who have sound knowledge of tourism industry and impacts handle
the issue rather than novices in the area.

**Trained Manpower and awareness**: Lack of trained manpower and
Awareness are two other threats in tourism development. 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 services or
actions on other services.
Ignoring domestic tourists: The proportion of the movement of domestic tourists is much higher when compared to foreign tourists in Uttarakhand. However, because of foreign exchange earnings, the emphasis remains on providing facilities for the foreign tourists while domestic tourists are ignored. Of late the significance of encouraging domestic tourism is being realized and more and more states are coming forward to create infrastructure facilities, keeping the domestic tourists in view.

Worst condition of roads: Worst condition of roads and even uncomfortable journey schedules and means of transport also leads to non-occurrence to tourists in India more than one time.

Limited seats: Non-availability of seats in international as well as local airlines, lack of good hotels also gives rise to problems in flourishing of tourism industry. Approximately, 1,30,000 rooms are required every year, out of which only 60,000 rooms are available for tourists and the some declining figure lies with airlines where 50 lakhs seats are available out of I crore seats required.

Lack of warm treatment: Tourist in India does not get a warm treatment. Lack of morality among Indians also stops tourists to visit India and again. Tourists have are seen only as money machines and conditions for women is also unpleasant in the country. Tourist coming in any country expects good behaviour and homely treatment and India lacks at this point, that is why foreign tourists never return with good impression of India in their mind.
Hygienic conditions: The hygienic conditions in India are dirty streets also prohibit the tourists to visit India.

Lack of specialized knowledge: Some educated persons having Specialized knowledge of tourism are required to promote the industry and Uttarakhand has very few persons of this kind.

Transportation links: Transportation links are also not good in Uttarakhand and some good tourist spots are just like remote areas with conventional transport modes that are not liked by foreign tourists.

Lack of concern for competitiveness: As tourism is a highly competitive industry, the traveller has a wide range of choices and looks for good value for money. The lack of quality infrastructure, uncompetitive rates, indifferent or poor product quality, difficulty in getting access to information on travel and tourist destinations, untrained service providers, and above all, lack of hygiene, have an enormously negative effect on the competitiveness the tourism product.

Inadequate facilitation services: There is a lack of tourists support centers and authorized guides, travel agents and transporters in Uttarakhand, tourists will be more attracted towards the state and rather benefited if airports, bus static stations and on other entrance points some tourists counseling offices may be opened.

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.

**Lack of emphasis on product quality**: The products that are designed and manufactured for Tourists are not of good quality and in all ways after sale services must be provided because with that product the impression of a country is going world wide.

**Lack of training at the cutting edge**: Training and orientation of ground staff in every field whether they are on airports, hotels and even in security services is very much needed in our country because higher authorities and high profiled personnel’s are not directly linked with the tourists. Tourists interact with the ground staff all the times.

**Low utilization of modern marketing and publicity tools**: In Uttarakhand, inspire of various technological developments, modern techniques are not been used in advertising and promoting tourism eg. Internet, Video Conferencing etc.

**Lack of community participation and awareness of benefits**: Local public and local authorities are also not show a welcoming face towards visitors because they can’t see them as a bright future prospect for the state.

**Lack of involvement of the rural sector**: Rural sector is also not contributing a lot in this industry in various ways. If youngsters of rural background even take interest just for the sake of job then also the industry can be uplifted and rural people will be easily step into the urban world.
Lack of concern for sustainability: Government of Uttarakhand has started various projects and festivals in order to attract tourists in the state but the pump and show is not maintained and uplifted. After sometime the lusture of that festival is faded.

Social-Cultural Impact: The magnitude of direct socio-cultural impacts associated with tourism development is determined by the extent of the difference in socio-cultural characteristics between hosts and guests. B. Asher suggested the following factors/basis for differences:

- Basic value and logic systems Religious beliefs.
- Traditions
- Customs
- Life styles
- Behavioural patterns
- Dress code
- Sense of time budgeting
- Attitude towards strangers.

The negative socio-cultural impacts are sometimes the result of direct contact and the demonstration effect, but can also be generated if tourism development is not managed properly and potential economic benefits are not realized. The exclusion of hosts from certain facilities will further increase the pressure of resentment and may create conflict between hosts and tourist.
Tourism contributes tremendously to the improvement of political understanding. Tourism has a potential to foster better rapport among populations of different regions. The increase in tourism brings different people with different ideologies and political conceptions together and influences, to some extent, the overall political environment. It can create or remove political, ideological and cultural misconceptions. Travel experiences have a profound effect upon the life of the individual as well as upon society as a whole.

Initially, the planners and developers did not account for the role of local bodies in tourism development. The policy formation was done at national or state level and the local bodies were ignored in this regard. The tendency has been to thrust projects from above leading to complaints later on that the local body is not cooperative or creates hurdles. Most of the local bodies also are not aware regarding their functions and responsibilities in this regard. Of late, they becoming conscious regarding their role and rights. Their relevance in destination development and sustenance is being recognized at top levels also, in fact there is a direct correlation between tourism and local bodies.

It is acknowledge that tourist resorts, motels and other places of historical significance and natural beauty are possibly able to attract large number of tourists if the environment around the site is hygienic, well developed, neat and clean and properly maintained. For this the onus is on the local bodies. However, it must be noted that these areas are to be looked upon not just because of tourism They are in any way a part of the normal functions of the local bodies:
Roads, Traffic Signs and Directions
Sanitation and Toilets
Water Supply
Recreation, Parks and Parking
Pollution
Health Hazards and Medical Aid
Shopping Centers
Local Transport
Security, Law and Order

There are always certain reasons and factors responsible for not coming to required expectations. Before pointing out the reasons for poor performance of local bodies in promoting tourism, it would be appropriate if it rings to light some of the issues, which do establish the need for the involvement of local bodies in tourism promotion and development. These are as follows:

i) If a tourist resort is promoted, or in other words, proper conditions are made by the local bodies to attract tourists to a place of prominence falling within its jurisdiction, it will provide a sense of pride to the locals. Tourists coming from a number of distant places, in and outside the country, would be able to know of the place.

ii) Local elected body is a body of, for, and by the inhabitants of local area. An increase in tourism would bring direct/indirect
benefits to the local inhabitants in the shape of earnings from marketing, sale of eatables, sale of locally manufactured goods, by way of service-charges, etc. thus, giving a boost to local economy.

iii) In today's context a major reason is to enhance the sustainable capacity of the destination and check what are termed as the negative impacts of tourism.

**Environmental Threats**

Talking about the sustainable tourism development, environmental consequences acquire a central stage. In the initial stages of tourism the environmental concerns go into the backdrop, especially, in the backward and under developed regions. Pilgrims traffic to Shri Mata Vaishnodevi cave in India has increased tremendously and the authorities involved have not paid enough attention to the fragile ecology of the place. The forest cover in the winding areas is depleting fast due to its excessive use. Development of infrastructure and superstructure is going on with a rapid pace, and without a proper check. However, increasing number of pilgrims indicates that the new and old returnees are still pleased with the environment in the cave and outside. From local and pilgrims point of view, excepts for heavy rush months/ days the carrying capacity of the destination has not exhausted.

This indicates that the concept of sustainable development and environmental consequences has little relevance at places where super natural
beliefs are stronger than the logical results and aesthetic values. However, considering long term benefits and interests of the destination the concerned authorities should make an appropriate policy strategy to maintain the balance and harmony in the total environment of the destination. This may include checking of the traffic as per its actual carrying capacity where most of the tourists are satisfied without disturbing the local environment and community life.

Normally when a particular destination crosses its carrying capacity, it effects not only the physical environment but also the socio-cultural and economic environment. This is more so in case of pilgrim places where supernatural beliefs are stronger than any other concern. In most of the cases this has a negative, impact on sustainable development. From socio-economic angle the tourism can create a conflict in the society since The upper layer of the society more benefits from tourism than the common people. Similarly, tourism influences the social value system of the local community because it loses them to various cross-cultural values.

India the second highest populous country is one of the poorest nation of the World. A sizeable number of its people neither have a single meal to eat in a day, nor shelters or cloth to cover their body properly. Still they are enjoying a peaceful life what others perceive. This calls for other foreign nations to experiment with the situation prevailing in India. Further the physical and geographical attractions highest mountains, sunny sea beaches, awesome
rivers, scenic valleys, and deserts, forests and rich cultural heritage, flowing from an ancient civilization, colorful and vibrant population. Each area and each community in the vast country being unique in its life style and culture; motivate the foreign national to land in this poor country to enjoy rich heritage and culture. It has been rightly said that India can on its own offer old world charm and scenic attractions, which can compete with those of established destinations like Spain. On the basis of factual information the World Tourism and Travel Council (WTTC) has estimated that India’s travel and tourism potentials can provide in another 10 years time (by 2010) its economy substantial resources Rs. 5,00,000 crore in contributing to GDP. Rs 1,30,00 crores in capital investment and Rs. 1,60,00 cores in export earnings besides 7 million new job opportunities- If properly harnessed, the WTTC feels travel and tourism can account for one job out of every 15 jobs created in India, The share of tourism that is just 1.2 per cent in GDP will go up by 7 per cent that is quite substantial for economic development of the country.

It is quite common perception among all that India’s achievements in tourism have been far below the potential it has. This is quite clear form the fact that the total tourist inflow is only 0.4 per cent of the total international arrivals and its position is 44th among the nations. When it is often quoted expression that India offers “THE WORLD IN ONE PLACE” and that India has got everything for every one for all seasons, Translated into numbers, it is certainly a disheartening situation, It is, obvious because since the
implementation of Mahalanobis plan model, the tourism sector in the country had been given a back seat with it being treated, at best, as a residual sector of wealth creation and employment generation.

The socio-cultural effects of tourism

The cultural and social impact on a host country of large numbers of people sharing different value systems and away from the constraints of their environment, is a subject increasingly drawing the attention of social dentists and planners, especially those responsible for developing tourism in the Third World. The impact of mass tourism is most noticeable in lesser-developed countries, but is by no means restricted to these: tourism has contributed to an increase in crime and other social problems in New York and London, in Hawaii and Miami, in Florence and Corfu and India (Uttarakhand) also.

6.3 Constitutional Threats

The economic limitations can be rationalized in relation to the very substantial financial inputs from tourism. However, the socio-cultural and political consequences are not so lightly wished away. Many citizens in Third World countries fear serious socio-political consequences from the economic disparity caused by the creation of islands of extraordinary affluence amid oceans of deep deprivation and poverty. Those among the more affluent, whose life styles are directly or indirectly affected, including officials, could readily echo the sentiment from tourism centers in the developed countries. "We like tourist money but not the tourists". Paris, for example, empties of
Parisians at the height of the tourism season with many pungent, "explicative expurgated" comments by the departing citizens. Concern about the consequences for the societies where tourism can and has added to local tensions has to become an important element in assessing the effect of tourism in host countries.

Looking from another end, providing for basic facilities like, water, better sanitation, eradication of communicable diseases, etc., are the obligatory tasks of the local bodies in relation to their own people. Therefore, by doing so they are not in any case directly attempting to promote tourism but by not doing so it certainly directly affects tourism. It would be appropriate to point out some of the major constitutional reasons for the local bodies not doing so. These are:

**Visa policies:** Visa policies of India are also one of the major problematic areas because India gives visa to the tourists of only those countries where Indian citizens are getting visas. This stops many tourists to visit India,

**Some prohibition policies:** Some policies like ban on liquor and drinking in open places is prohibited makes tourists uncomfortable in India.

**Own interests and politics:** Local bodies and officials, both elected as well as civil servants, have their own interests and politics. Very often development programmes are taken with short-term gains in mind. Lack of long term perspective stands in the way of maintaining or developing works/activities contributing to the promotion of sustainable tourism.
**Mismanagement**: There is mismanagement of the activities undertaken by the local bodies. The local bodies functionaries are neither well qualified nor properly trained to perform the assigned duties appropriately. They lack the sense of commitment and dedication to the employer organization. Furthermore, neither the jobs are designed nor the goals fixed keeping in view the targets as well as social factors. All this results in mismanagement of the affairs, which leads to poor performance of the local bodies.

**Not having sound workable relationship**: At 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 affects the performance of both whereby the tourism promotion also faces challenges and problems.

**Political Implications**: Another factor is on account of political implications. Supposing the party in power at the state level is different than the party in power at the local level, the later hardly gets support of the State Government in developing the area. Furthermore, at the local levels also when there are different political groups trying to serve their own interests the performance of the local bodies is hampered.

**Officials–Elected Representatives Relationships**: Every local body has elected representatives as well as professional permanent officials. Often it is found that relationship between these two wings, that is, the Deliberative and the Executive, is not as it should be. At times lack of mutual trust stands in the called for performance of the local bodies.
Local Inhabitants are not Involved: By and large the local inhabitants are not involved, to the extent needed, with the functionaries of the local bodies. No scheme can be executed successfully unless the citizen’s co-operation and involvement is there. In many cases the local bodies suffer on I count of lack of such help and co-operation being provided by the inhabitants of the local area.

Absence of consensus on role of tourism: The Indian population is not considering the tourism industries as a priority industry and hence the Indian people not working as a priority to tourism.

An unprofessional adhoc approach of tourism: People of Uttarakhand not accepting the professional approach of tourism due to heavy investment and slow and low rate of return.

On the behalf of the above detail it can be said that in Uttarakhand there are different types of threats before tourism industry. So to remove these threats Central Govt. of India & State Govt. of India should take positive steps. To remove these threats. So that tourism marketing could be develop in the State.