10. As most of the tourists stay for the days in between 1-3 nights in the places of tourism importance in Uttarkashi district, more places of tourism importance could be developed to refrain tourists from getting saturated within 3 days and the development of these places should be so much so that the tourists could make their stay for longer period.

11. Since majority of the tourists prefer to stay in hotel, government should take necessary steps to give incentives and concessions to develop hotel properties in various places of tourism importance in Uttarkashi district. The incentives and concessions may range from free land to subsidy on principal amount ranging from 20% to 40%.

12. Moderate satisfaction among tourists have revealed that facilities provided in hotels seems to have been insufficient and below the expectation of the tourists. Therefore, tourism authorities should monitor all major hotel properties to ascertain whether the existing hotels provide required basic facilities to the tourists on payment basis or not and if there is any lack of facilities in hotels, authorities should take an immediate action whenever and wherever it is necessary to address such grievances.

13. Existing trekking and local guide facilities be given attention of the concerned authorities and should be upgraded in view of services reservation of tourist traffic.

14. Remarkable numbers of tourists are either moderately satisfied or dissatisfied with existing banking facility, electricity and water supply, drainage system in Uttarkashi. This reveals that these areas needs further attention of concerned authorities.

15. Language problems seem to have been a major problem in the places of tourism importance in Uttarkashi district. Tourists from South India visiting this place face hardship in communication with others. This is because of the fact that the basic information is written only in the native language in various places of tourism importance. Hence, tourism authorities should also consider including other languages, particularly English.

16. Police assistance to the tourist visiting various places has to be improved. Police personnel should also be made to work like Guide in providing the required information to the tourists enthusiastically. They should be made to behave with tourists as friends and not as authorities. Deploying police pickets at various places could play a major difference in service arena.
17. Presently, booking of accommodation to their destinations from across the country among tourists is not easy one. Hence, authorities should take relevant steps to make the booking easier.

18. Authorities should restrain temple priests and other servants working in temples from exploiting and misguiding the tourists visiting for pilgrimage.

19. Trekking tourism should be developed in such a way that tourists may get ample opportunity to see nature and culture.

20. As Taxi seems to be the preferred mode of transport, these services are to be regulated and tariff table should be provided to displayed properly. Further, a short-term training programme be made for taxi drivers on values and ethics.

21. As most of the tourists’ respondents, irrespective of the personal characteristics have felt that the role of tourism department in development of infrastructure at various places in Uttarkashi is at moderate level, this itself has to be taken care of by the Government.

22. Further promotion of various other places of tourism importance like Harsil, Dharali, Belak, Arakot and Tuni etc. require government attention as all the tourists visiting Uttarkashi, irrespective of their personal characteristics, would like explore various places of tourism importance.

23. Now-a days, it became mandatory to conduct fairs and festivals at places of tourism importance. The same concept can be implemented by tourism authorities in various places of tourism importance.

24. According to public, the transportation facilities in Uttarkashi are neither adequate nor inadequate. Therefore, necessary steps to be taken to improve the transportation facilities. It includes push back chairs, proper leg space, skilled drivers and conductors and proper information to tourist passengers on way to tourist places.

25. Consistent attention be given to all pilgrimage centres as the primary means of tourism is to generate employment to all concern stakeholders.

26. The frequency of transport services presently available to tourist places is not at expected level. It requires much attention of the authorities.

27. Since operating of transport service by private owners is more effective and reliable, the transport authorities in this district has to give incentives to bus owners to increase their level of services so that it can reduce the existing problem of transportation facilities.
28. There is a need of tourism awareness programme for local people as general public have not perceived Uttarkashi as a source of tourism attraction.

29. Existing medical facilities should also be improved further. This is because of the fact that the majority of the general public are not satisfied with existing medical facilities in Uttarkashi.

30. Existing communication system also needs improvement as general public of all characteristics has expressed greater dissatisfaction with existing communication system.

31. In order to include Uttarkashi in international tourism map there is a urgent need of having an approved hotel and restaurant based hotels in Uttarkashi, Gangotri and other places.

32. Hoteliers should take necessary steps to improve the quality of rooms so that tourists can be induced to stay for more number of days.

33. Hoteliers are expected to increase the number of rooms with various facilities and avail the services of highly professional and skilled personnel particularly from hotel management institutes at various levels to improve the quality of services.

34. Tour operators in Uttarkashi district should initiate confident building measures so that more of tourists can avail of the services of tour operators.

35. Authorities should evolve various strategies to solve the guiding problem by means of appointing seasonal guides on contractual and sharing payment basis.

36. It is well found that the length of stay of tourists in Hotels in Uttarkashi for short period is significantly more than their stay for long and moderate period due to lack of expected facilities. This needs improvement.

37. As major source of drinking water is ‘stream water’. Thus, proper purification of water is necessary for tourist places.
**Recommended for Attractions**

a. Conservation and Protection Policies of attraction are vague. Hence the protection and conservation strategies to be adopted in the area are to be defined.
b. The feasibility and impacts of infrastructure on the conservation and socio-economic and environmental aspects of the areas are to be evaluated.
c. Adaptive changes in various economic and livelihood activities without changing the characteristics of the area are to be explored. Development of programs for promotion of alternative livelihood practices in the wake of infrastructure building and subsequent tourism development are to be considered.
d. Development of an integrated management plan for flora and fauna, prevention from degradation complementary to the infrastructure development is to be devised.
e. Development of integrated management programs along with suitable location specific, well designed and cost effective infrastructure are to be devised to avoid erosion and runoff pollution, land slides and other natural hazards.
f. Better community and stakeholders’ participation in infrastructure development are to be encouraged.
g. Creation of Public awareness, imparting of education and institutionalization of tourism development for saving these areas are to considered and practiced with paramount authenticity.
h. Adaptive changes in community behaviour to use natural resources, water and reduction of wastes are to be encouraged.
i. Strict quality control in construction and maintenance should be treated as an essential prerequisite and adhered to.
j. Development of strict and appropriate building codes and establishment of special hill region construction approaches may be considered.
k. Prospects for development in hazardous areas should be eliminated as far as practicable.
l. The use of updated technology, such as, information technology, GIS application in planning, development and land use decision-making should be promoted and practiced.
m. Local capabilities to implement operate and maintain updated technologies need to be developed.
n. A network of monitoring institutions at regional level should be established.

o. Creation of an atmosphere for building up a proactive group who would play an important role in conserving and improving the areas they visit can go along way in attaining sustainable development and appropriate infrastructure creation.

p. Creation of complex tourist products designed for environment is also factor to be looked at as a potential for future tourism development in hilly areas.

Above all a destination-specific planning approach for creation of appropriate infrastructure integrated with the regional and state level planning, management, policies, marketing and information decimation at sub-national, national level is the essential requirement for sustainable tourism development in hilly areas without which it may remain incomplete.
Annexure- I

Uttaranchal Tourism Development Board (UTDB) Development Plan for Dayara Bugyal

Planning and development of Dayara Bugyal into an international tourist destination requires a comprehensive evaluation of inter-linked aspects i.e., tourist attractions and tourist traffic, connectivity, accommodation, physical and social infrastructure, ecological factors, local factors and impacts, feasible products, phasing, promotion and disposal (Offerings) etc. Information collected was collated component-wise for ease in analysis. The analysis flow is shown in figure listed below in Annexure 1.1. Industry experts were involved for providing inputs on specialized components. In-house architects and engineers worked out design and costing.

Fig-1.1: Analysis Flow Diagram of Various Plant Facilities and Site Evaluation at Dayara Bugyal

Analysis Flow Diagram

Source: Uttarakhand Infrastructure Development Project Report
A close liaison with the representatives of the Client has been maintained during the course of assignment and their valuable inputs have been suitably incorporated in the report submitted to the Govt. of Uttarakhand.

**Dayara Bugyal Ski Area Design**

It is of prime importance to give due emphasis on that key activities undertaken for assessing the tourism potential of the region and the development of a world class ski resort at Dayara Bugyal. In view of this major points have been underlined as follows.

- Site inspection of Barnallah and Dayara Bugyal to study terrain, access options, snow conditions and lift placement.
- Site inspection of the Barsu and Raithal villages to consider access options to Barnallah Tal and Dayara Bugyal and resort infrastructure needs.
- Consider development issues and options.
- Determine potential carrying capacity of the ski area and consider development stages.

**Average Length of Season**: Annexure 1.1 furnishes the details of average winter depth and length of season at Barsu, Bernallah and Dayara in order to project the total touristic traffic annually.

**Table 1.1- Average Winter Depth and Length of Season**

<table>
<thead>
<tr>
<th>Location</th>
<th>Average Winter Depth Cm</th>
<th>Length of Season 90 cm depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barsu</td>
<td>0 – 24</td>
<td>Nil</td>
</tr>
<tr>
<td>Bernallah</td>
<td>60 – 100</td>
<td>December - March</td>
</tr>
<tr>
<td>Dayara</td>
<td>100 – 150</td>
<td>December - March</td>
</tr>
</tbody>
</table>

**Source**: Uttarakhand Infrastructure Development Project Report
SUITABILITY OF SLOPES FOR SKIING AND OTHER WINTER ACTIVITIES

Aspect is the exposure the slopes have to sun and is a critical part of the planning process. The sun has a melting effect on the snow and this coupled with grooming and skier use will hasten the melting of the snow pack. Slope angle is also a contributing factor to sun affects. The closer the slope is to being at right angles to the sun's rays the greater the melting effect. Observation of the slope angles of the terrain supports the opinions of the local villagers that avalanche activity is minimal. Analysis of the terrain map confirms there are no appreciable avalanche hazards within the proposed skiing area. However it is important to remember the observations of the local people were made during fine weather periods after storm cycles and when evidence of avalanches may have been eradicated by wind or new snow. Avalanche activity can and will change with the introduction of more people into the area. As part of the development of the ski area, identification and management of such hazards will have to be undertaken in a formal process.

Dayara Access Lift: Seasonality, Issues and Options

The proposed Dayara Access Lift (DAL) provides two distinctly different opportunities. First and foremost it will be a sightseeing lift taking visitors in the summer (approximately April to October) to Dayara for sightseeing both during the ride and from the top of the lift. As well, it will give those who want to be more active easy access to the trekking and other recreational options currently available or proposed around Dayara, its environs and beyond. Secondly it would provide access to the yet to be developed ski area of Dayara. It will carry skiers and others interested in using the facilities in or around the top of the access lift, such as the proposed accommodation. On an annual basis it will be the summer activity that should provide the majority of the revenue for the DAL in the foreseeable future. However it is important to recognize the entire project to be viable, the lift must be able to carry out both functions. The final decision will have considerable impact on the communities and the residents who live there. It is central in making this decision, to
remember the wants and needs of the potential customers as well as those who are going to invest in the development. The location of the base terminal will be driven by a range of considerations such as ease of access from Bhatwari, existing support facilities, environmental factors, customer acceptability and so on. Project lift plan for Barsu and Raithal enroute Dayara Bugyal Entire process is outlined in annexure 1.3. From an operations perspective, including safety, the lifts will be comparable except in the case of a lift evacuation when the longer lift length from Raithal will make the process slower. Considering these issues, having Barsu as the base of the lift will have significant cost benefits due to the shorter length and vertical rise of the lift.

**Table 1.2- Projected Lift Plan for Barsu and Riathal enroute Dayara Bugyal**

<table>
<thead>
<tr>
<th></th>
<th>Barsu</th>
<th>Raithal</th>
<th>% Var.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vertical</td>
<td>1060m</td>
<td>1200m</td>
<td>+ 13%</td>
</tr>
<tr>
<td>Inclined length</td>
<td>3860m</td>
<td>4650m</td>
<td>+ 20%</td>
</tr>
<tr>
<td>Horizontal length</td>
<td>3250m</td>
<td>4125m</td>
<td>+ 27%</td>
</tr>
<tr>
<td>Lift line simplicity</td>
<td>Less variable</td>
<td>More variable</td>
<td></td>
</tr>
</tbody>
</table>

**Lift Construction**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to lift line</td>
<td>Difficult</td>
</tr>
<tr>
<td>Access for 12meter long shipping containers to base of lift</td>
<td>Difficult</td>
</tr>
</tbody>
</table>

**Cost**

|       | USD 4.0m* | USD 5.0m |

**Source:** Uttarakhand Infrastructure Development Project Report, Dehradun
Access to Barnallah Tal, while of significance to local people because of its religious significance and its natural setting, is unlikely to be a significant feature of the overall Dayara experience. While the ambience of the area is pleasant, the vistas from Barnallah are much less impressive than those from Dayara and restricted by trees. While trekking to Barnallah from Barsu or from Dayara is possible, this may hold little appeal for the bulk of the tourists whom it is hoped will visit the area. The tracks to and from Barnallah are generally well formed but steep and offer few places where the trekker can walk and will have moderate to low physical stress, be it walking uphill or down. It is anticipated that most visitors will not be very fit and the combination of physical exercise and the altitude will be a deterrent for most. In the winter, with the focus on skiing, access to Barnallah, which is covered by snow much of the time, offers no particular attraction for the sightseeing.

**Development Phasing**

Clearly there is ample terrain for all ability levels with the exception of the expert category. Given the current level of market development we believe this is not an immediate weakness. The trail’s lengths and verticals provide good skiing experiences for all levels with the exception of the expert segment. The oversupply of trail capacity is not easily addressed when designing for such a low number of skiers. To limit the trail options would provide a bland experience with little appeal for those staying even one day let alone three or more. In the final analysis the additional trails will make little difference to development or operating costs. The extent to which the trail width is formed or groomed will have an impact on capacity. However, as a general principle, it is undesirable to have the trails less than 30m wide. Reducing further the availability of terrain to match the required balance will detract from the experience. Limiting the trail lengths to go no lower than 3150m will avoid the risk of no/low snow below this level, especially in early and late season, thus stopping access to the bottom (loading) terminal of the lift.
PROJECT PLAN

Important factors have been considered for estimating the project plan. These includes Land development including landscaping, pathways, roads, parking, water bodies and so on. Type of construction for each project component and identified facilities. Type of exterior & interior finishes. Utilities provisions as per National Building Code (NBC) standards. Central air conditioning / Unit air conditioning as required. Electro-mechanical utilities with 100% Diesel Generator (DG) power back-up and distribution network. Water, waste water and solid waste management.

Tourism Market Assessment and Planning
In the present tourism market scenario it is of utmost importance to make an assessment of the current tourism offerings and to present a Market Assessment for Dayara Bugyal. It assesses the various marketing aspects of developing Dayara Bugyal as a ski resort. It also suggests an indicative scheme for dissemination of promotional information to position Dayara Bugyal as a prime skiing destination.

Seasonality Aspects
The figure 6.2 depicts the seasonality aspects associated with Dayara Bugyal. This is based on the tourists’ visitation patterns across the years as recorded by the Uttarakhand Tourism Department. As can be seen, snow season lasts a maximum of four months, during which tourists can visit Dayara Bugyal for winter sports like
skiing. Another major tourist inflow takes place during the Gangotri-Yamunotri yatra season. The months of April, July and August typically constitute the lean season. During this period, tourist flow to the hills is minimal owing primarily to the risks of landslides during the rainy season.

Current Tourism Offerings and Market Demand Dayara Bugyal

The locational setting of Dayara Bugyal makes it stand out as a potential tourist destination. It offers a wide spectrum of tourist attractions that can cover a whole gamut of tourist segments like nature tourists, adventure tourists, general holiday-makers, trekkers, young and old tourists (Ian, 2001). Dayara Bugyal offers a mix of natural beauty in the form of snow and snow covered Himalayan peaks, with prospects of skiing during winters and lush green meadows and a variety of flowers spread over a wide area during summers. As such, it holds promise to cater to the demands of tourists of varied interests. A broad assessment, however, suggests that Dayara Bugyal needs to offer attractions that fall in the following three categories, in order to fulfill the aspirations of different tourist segments and for attracting tourists round the year. Image assessment for a destination with limited comparative advantages, infact, plays a decisive role in further destination growth and development (Kang, 2004).

Round-the-Year Attractions

Some of the products and services that are a must for attracting tourists around the year would include pristine natural beauty of the destination, proper accommodation to cater to all categories of tourists, good variety and quality of food and beverages, cleanliness of the resort and surroundings, high levels of service at the resort (room service, housekeeping and associated services), entertainment for people of all ages and background - there should be entertainment for kids (engaging in fun games), entertainment for youths (by providing events that are more participative) and entertainment for the elderly (by providing them light observative kind of
programmes), ease of accessibility to the destination with respect to proper roads, public transport facilities and additional services like complementary pick up and drop facilities, basic infrastructure amenities (stable Power, Water Supply, Sanitation and Telecom Facilities), good restaurants, hotels and wayside amenities on the way to Dayara Bugyal, intercom facilities and room service at the resorts, planned leisure facilities for tourists during the period of stay so that they can go back with a rich and memorable experience. For a healthy and judicious return on investment, it is logical to assume that Dayara Bugyal needs to be developed as a ski resort that has the potential to cater to the needs and aspirations of summer time tourists as well, that is, Dayara Bugyal must be a “Round the Year” destination. The development, of course, would have to be phased, and more summer time attractions would need to be added over time to give people more reasons to come to Dayara.

**Indicative Marketing Plan and Target Market**

An indicative marketing plan that would help in promoting Dayara Bugyal as a favoured tourist destination holds a prime consideration. Skiing and Winter Sports are not very popular in India. These are still perceived as elitist sports. Moreover, skiing and other attractions have generally high cost implications. A person would need to have a decent income in order to purchase the ski equipment, and even if the equipment is hired, one must have the money to visit places that offer skiing facilities. This is the segment that has the will and the ability to spend on travelling to new places for pleasure and adventure. Targeting people living in urban areas is important, as they are likely to have greater awareness about skiing and other adventure sports (James, 2004). The promotion campaign for Dayara should target to attract people to come as a group with friends or family. The target segment of summer tourists would comprise nature lovers on vacation and belonging to the middle and upper middle strata of society.
Promotion Media

Advertising, Sales Promotion, Public Relations, Sales Force and Direct Marketing are some tools, which are generally used to achieve this objective. Advertising is one of the most potent tools for building awareness about a product or a service. Considering its reach, it is supposed to be the least expensive tool amongst all. Done properly, advertising can create a lasting impression in the minds of the target audience, build a favourable image and even build a certain amount of preference for the product or service being advertised. This is more applicable in domestic market where ‘demand creation’ and ‘awareness’ are both required. Some of the media that can be used in promoting Dayara Bugyal to domestic and international tourists are suggested here.

Domestic Promotion Media

Based on the domestic and international tourist profiles, it is observed that most tourists interested in skiing and adventure sports belong to the group as identified earlier. People in this category are generally well educated, and well informed about the prevailing and upcoming trends. As information plays a vital role in their life, it is logical that they would be using various sources to get the desired information. Some of the common sources of information in India are newspapers, magazines, books, TV, radio, etc. Dayara Bugyal can be promoted through the following:

a. Mutually beneficial tie-ups

There could be mutually beneficial tie-ups with different media for promoting Dayara Bugyal. Travelogue writers, News Editors, News Reviewers, Travel Writers and Journalists from local, national and international news media could be invited to Dayara Bugyal and encouraged to write articles with photographs about the place and
their experiences. Tie-ups could be established with magazines, to provide them with posters and other promotional materials of Dayara Bugyal, to be supplied as a free gift with their different issues.

b. **Audio-Visual Media**
Promotion by means of audio-visual media would primarily include:

- A short documentary film on winter sports activities at Dayara Bugyal.
- Indian film producers and directors could be invited to produce a commercial film with the backdrop of Dayara Bugyal.
- A CD could be made on Dayara Bugyal, which encompasses both summer and winter attractions at Dayara Bugyal. The CD could be made as a virtual walk through of Dayara Bugyal. Copies of this CD could be kept at the Tourist Information and Reception Centres and at the proposed resort at Dayara Bugyal, for interested tourists to buy.

c. **Direct Mailers**
DoT and GMVN can send mailers about Dayara Bugyal to a select category of people like the bureaucrats, businessmen, famous personalities and celebrities. These mailers could be invitations for spending vacations in Dayara Bugyal. A good word-of-mouth publicity by these people can go a long way in promoting Dayara Bugyal in the country and abroad.

d. **Celebrity Endorsement**
Lifestyles of the Rich and the Famous create a lasting impression on the minds of the masses who try to emulate them. This phenomenon holds well in India as well. DoT should rope in some celebrities like filmstars, sports personnel, theatre personalities, models to endorse Dayara Bugyal. This would give a major fillip to the promotion of Dayara Bugyal.
e. **In-flight Magazines**

In-flight magazines of various domestic airlines can carry articles and reports about Dayara Bugyal. This would make the people aware about Dayara Bugyal. Even these reports and articles can have the contact numbers, e-mails of some major Tourist Information Centres, which could be contacted by interested people for details about Dayara Bugyal. Some of these magazines that can be useful are: Indian Airlines’ *Swagat*, Jet Airways’ *Jetwings* and Sahara India’s *Rashtriya Sahara*.

f.

g. **Handouts/ Brochures**

Handouts or brochures about Dayara Bugyal can be distributed in flights and some of the prestigious trains like the Rajdhani Express, Shatabdi Express, Palace on Wheels and the Royal Orient Express. These can be distributed along with the food trays by the catering staff of these trains.

h. **Tourist Information Centres**

DoT and Garhwal Mandal Vikas Nigam (GMVN) have their information centres for tourists in various cities in India. These centres should be fully equipped and stocked to provide any information that a tourist might need about Dayara Bugyal. With all the efforts being put into the awareness campaign, the number of people seeking information about Dayara Bugyal is likely to swell. People would have all sorts of queries about Dayara Bugyal. These might be regarding the accessibility, food, restaurants, hotels, infrastructure, etc. The staff deputed to handle these queries must be customer-oriented and friendly, cooperative and knowledgeable about Dayara Bugyal.
i. International Promotion Media

Internet

In this age of the Internet most people surf “the net” to fulfill their information needs. The Internet today plays a major role in all aspects of life. There should be a website dedicated to Dayara Bugyal and linked to the official website of Uttarakhand, website of Uttarakhand Tourism Department, and websites of Garhwal Mandal Vikas Nigam (GMVN) and Kumaon Mandal Vikas Nigam (KMVN). This site should also be linked to all the search engines through key words like ‘SKIING’ or ‘SKI TRAINING COURSES’. This should have all details about Dayara Bugyal pertaining to its location, how to reach there, what Dayara Bugyal offers, what are the tourist attractions on the way to Dayara Bugyal, what is the infrastructure, what kind of accommodation is available in and around Dayara Bugyal, etc.
Annexure -II

Questionnaire 1

Using Pattern of Various Infrastructure for Tourist and Locals

I shall be grateful if you could kindly spare some time to fill up the enclosed questionnaires and oblige on a Research Project on Uttarkashi

1. What nature of accommodation did you avail during your stay at:
   a. Hotel
   b. Lodge
   c. Dharmshala
   d. Govt. Guest House

2. What mode of transportation did you undertake to come to your destination?
   a. Own Car
   b. Bus
   c. Delux Bus
   d. Taxi

3. Did you avail the ATM facility during your visit to the destination?
   a. Yes
   b. No

4. Did you use Debit Card/Credit Card for the purchases your made your visit?
   a. Yes
   b. No

5. Which is your preferred mode of communication during your visit?
   a. Mobile
   b. Telephone (STD)
   c. Telegram
   d. Internet
   e. Postage

6. From places where did you avail medical facilities?
7. How do you feel about the condition of medical facilities at the destination?
   a. Highly Satisfied
   b. Satisfied
   c. Poor

8. Your perception about the power supply
   a. Highly Satisfied
   b. Satisfied
   c. Poor

9. Did you avail the services of local travel agent/tour operator?
   a. Yes
   b. No

10. Nature of Travel Services Avail in the places of the visit
    a. Hiring Porter
    b. Guiding Service
    c. Contact Catering
    d. Hiring adventure sports car
    e. Hiring Tent
    f. Hiring Coach/Car
    g. Booking Ticket
    h. Any other (please specify)

11. Your participation about the local travel agencies
    a. Highly Satisfied
    b. Satisfied
    c. Poor
    d. No Opinion
12. Your perception about the police behaviour?
   
   a. Highly satisfied
   b. Satisfied
   c. Poor
   d. No Opinion

13. Your perception about the sanitary measures taken by local authority
   
   a. Highly satisfied
   b. Satisfied
   c. Poor

14. Your perception about the availability and condition of public toilets at the destination
   
   a. Highly satisfied
   b. Satisfied
   c. Poor

15. Your perception about potable (drinking) water supply at the destination
   
   a. Highly satisfied
   b. Satisfied
   c. Poor
Questionnaire 2

Analysis of Available Infrastructure for Tourism Promotion in Uttarkashi
Questionnaire for general Public

1. Name________________________________________
2. Age________________________________________
3. Sex male/ Female
4. Occupation (i) Service (ii) Business (iii) Agriculture (iv) Unemployed
5. Education (i) Up to matric (ii) Matric to Graduate (iii) Post Graduate
6. Marital Status (i) Married (ii) Unmarried
7. Annual Family Income (i) Up to Rs. 50,000 (ii) Rs. 50,000 to 1.50 lakhs (iii) Above one lakh
8. Back Ground (i) Rural (ii) Urban (iii) Semi Rural and Semi Urban
9. Distance from District Head quarter. (i) 50 Km. (ii) 100 Km. (iii) More than 100 Kms.
10. Transportation facilities (i) Adequate  ii) Inadequate
11. What do you mean by Tourism?  (i) Sight seeing (ii) Scenic Beauty (iii) Pilgrimage (v) Sports, Culture (iv) Recreation (vi) Any other, specify
13. To what extent you are satisfied with the role of Tourism Department in the promotion of Tourism in Uttarkashi?
   a. To a great extent
   b. To a moderate extent
   c. To some extent

14. Reaction of local people-
   a) Do they feel that Tourism is a medium of Social and Cultural development Yes/ No
   b) Do you feel that Tourism has a negative impact on society Yes/ No

15. Are you satisfied with the road facilities? Yes/ No

16. Do you agree that frequently transport is available? Yes/ No

17. Which transport service is most effective and reliable in the region?
   a) GMYM   b) Private Owners Buses
   c) Line Taxies   d) Hired Coaches and Cars

18. Do you agree that regularly power supply is available? Yes/ No

19. Are you satisfied with present water supply system? Yes/ No

20. Are you satisfied with existing drainage water system? Yes/ No

21. Are you satisfied with the existing medical facilities? Yes/ No

22. Are you satisfied with the existing the communication system? Yes/ No

23. Have you ever visited Uttarkashi? If yes, do you think that such a place are the source of attraction for the Tourist. Yes/ No

24. Do you think that this place has remained neglected and may be tapped from tourism point of view? Yes/ No

25. In your eyes is there any area which could be developed as a Tourist spots. Yes/ No

   If yes please specify in order of merit?
   i. ---------------------
   ii. ---------------------
   iii. ---------------------
   iv. ---------------------

26. What kind of infrastructure do you feel is needed in your area?
Dear Entrepreneur,

Centre for Mountain tourism and Hospitality Studies is a well-known and renowned institute in the field of tourism and is totally devoted for the development of tourism which is continuously working for many years in the field of tourism in order to plan infrastructure and promoting in Uttarkashi district carrying out a research program under the supervision of Prof. S. C. Bagri who is the head of the which would be of great importance for the region in terms of environment conservation, employment generation and all round development of the region. So you are requested to answer few questions in order to make this research program effective and result oriented. He will always be grateful to you for your kind cooperation.

1. Name

2. Name of your Organization

3. Years of experience in the field
   a. Below 5 years
   b. 5-10 Years
   c. 10- 15 years
   d. More than 15 Years

4. What is the category of your set up?
   a) Sole Proprietorship      b) Partnership
   c) Company                  d) Any Other

5. What category of hotel
   a. Star                  b. Approved
     c. Large               d. Unapproved
     e. Restaurant

6. Type of rooms offered in the hotel.
   a) Single               b) Double
     c) Suite              d) Deluxe

7. How many rooms are there in your hotels?
   a) 1-10                 b) 10-20
     c) 20-30              d) 30-40
8. How many beds are there in your hotel?
   a) 10 to 20  b) 20 to 30  c) 30 to 40

9. Number of employees in your organization?
   a. 1-10    b. 11-20
   c. 21-30   d. 31-40
   e. 41-50   f. 51- above

10. Percentage of Hospitality Graduates in your Hotel.
    a) 0 to 20  b) 20 to 40  c) 40 to 60 d) 60 to 70 e) 70 above

11. To what extent the nature of job at the executive level demands highly
    professional and skilled people.
    a) To a large extent
    b) To a marginal extent
    c) To a little extent

12. How far the Hotel Management qualified students fit to the nature of job they
    are provided with-

13. Have you visited any campus for recruitment?          Yes/No
    a) To a large extent
    b) To a marginal extent
    c) To a little extent

14. If no why?
   a) You get enough applications for walk-in interviews
   b) Inconvenience to approach the campuses
   c) You don't require frequent recruitment
   d) Its a costly affair
   e) You did not get any invitation form campuses
   f) You don't have any policy as such

15. You would prefer campus recruitment if-
    a. Less costly
    b. Get quality applicants
    c. Is less time consuming
    d. Frequent recruitment policy

16. In which of the area are you interested to establish to close interaction with
    any hospitality institution?
    a. Marketing through students
    b. Institutional marketing
    c. Consultancy program for the students
    d. Guest lecture for the students
    e. Management Council of the institutions
17. Do you think hospitality graduates are equally paid a par with other management firms?
   a. Yes
   b. No
   c. Can’t Say

What do you feel about the labour turn over rate in this industry in whole?
   a. High
   b. Moderate
   c. Normal

18. Which do you think to be important for the students to get the job score out of 10 according to the degree of importance?

<table>
<thead>
<tr>
<th>Variables</th>
<th>Score (Out of 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Good Academic Percentage</td>
<td></td>
</tr>
<tr>
<td>b. Pleasing Personality</td>
<td></td>
</tr>
<tr>
<td>c. Fluency in English</td>
<td></td>
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<tr>
<td>d. Knowledge of Hotel Operations</td>
<td></td>
</tr>
<tr>
<td>e. Knowledge of Hospitality Industry</td>
<td></td>
</tr>
<tr>
<td>f. Any other Please Mention</td>
<td></td>
</tr>
</tbody>
</table>

19. To what extent these nature of jobs match their expectation and ability of a hospitality professional graduates? Score according to degree of matching.

<table>
<thead>
<tr>
<th>Natures</th>
<th>Score (Out of 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Management</td>
<td></td>
</tr>
<tr>
<td>b. Receptionist</td>
<td></td>
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<tr>
<td>c. House Keeping</td>
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<tr>
<td>d. Front Office</td>
<td></td>
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<tr>
<td>e. Room Service</td>
<td></td>
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<tr>
<td>f. Food Operations</td>
<td></td>
</tr>
<tr>
<td>g. Food Services</td>
<td></td>
</tr>
</tbody>
</table>

20. What do you think the motivation factor of employees to work? Score out of 10 according to your preferences!

<table>
<thead>
<tr>
<th>Variables</th>
<th>Score (Out of 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Money</td>
<td></td>
</tr>
<tr>
<td>b. Security</td>
<td></td>
</tr>
<tr>
<td>c. Career advancement</td>
<td></td>
</tr>
<tr>
<td>d. Work environment</td>
<td></td>
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<tr>
<td>e. Intensive travel</td>
<td></td>
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<tr>
<td>f. Leisure</td>
<td></td>
</tr>
</tbody>
</table>
21. To what extent hospitality professionals can bring innovation to your hotel?  
   a) To a large extent  
   b) To a marginal extent  
   c) To a little extent

22. What is the future of hospitality industry in Uttarkashi?  
   a) Great  
   b) Moderate  
   c) Some  
   d) Negligible

23. What would be the length of stay of tourists in this hotel?  
   a) Short Period  
   b) Long period  
   c) Moderate period

24. Do you think that government should provide assistance for the promotion of hotel in local region? Yes/ No  
   If yes in what way?  
   a) Giving Govt. land on lease  
   b) Giving loans  
   c) Building Ecotel  
   d) Cheaper land prices for locals

25. Are you satisfied with the road connection? Yes/ No

26. If no what kind of road do you need?  
   a) Metal Road  
   b) Non Metal Road

27. On an average how many tourists come to your hotel?

28. From where do you collect the drinking water?  
   a) Stream water  
   b) River water  
   c) Underground water\  
   d) Any/other
29. The facilities you have in your hotel?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Medical</td>
</tr>
<tr>
<td>2.</td>
<td>Money Exchange</td>
</tr>
<tr>
<td>3.</td>
<td>Shopping centre</td>
</tr>
<tr>
<td>4.</td>
<td>Internet</td>
</tr>
<tr>
<td>5.</td>
<td>Fax</td>
</tr>
<tr>
<td>6.</td>
<td>ISD/STD/PCO</td>
</tr>
<tr>
<td>7.</td>
<td>Courier</td>
</tr>
<tr>
<td>8.</td>
<td>Convention hall</td>
</tr>
</tbody>
</table>

30. Do you think types of existing tourism and other attractions existing here are sufficient for the promotion of hotel? Yes/ No
If yes to what extent?
   a. Major
   b. Moderately
   c. Marginally

31. What category of accommodation do you think is the requirement of the visitors to this hotel?
   i. Higher category
   ii. Budget category
   iii. Low category

32. What do you think the facilities should be increased qualitatively or quantitatively?
   i. Quantitatively
   ii. Qualitatively

33. In your opinion what category of accommodation tourists prefer in the region?
   i. GMVN
   ii. TGH
   iii. Dharmashal
   iv. Private hotel
   v. Private lodge
   vi. Paying Guest house

34. Do you think star category hotels should be opened in the region? Yes/ No
If yes to what level will they be successful?
   i. To a majority level
   ii. To a moderate level
   iii. To a marginal level
   iv. To negligible level
35. In your view is present infrastructure which is available in this region is harmonious with the ecofragile environment of the region?
   Yes/ No
   If yes to what extent
   i. to a major extent
   ii. to a moderate extent
   iii. To a marginal extent
   iv. To negligible extent

36. Are you involved in any other business other than Tourism?    Yes/ No
   If yes to what extent
   i. Partly
   ii. Fully

37. In your view the favorites in terms of accommodation transportation infrastructure are capable enough to meet the tourists’ satisfaction level?
   Yes/No
   If yes to what extent
   a) To a major extent
   b) To a moderate extent
   c) To a marginal extent
   d) To negligible extent

38. Are you satisfied with the present level of facilities you provide to the tourists’? Yes/No

39. Do you have any plan for future expansion of infrastructure? Yes/ No
Questionnaire 4

Analysis of Available Infrastructure for Tourism Promotion in Uttarkashi

Questionnaire for Tourists

2. Name__________________________________

3. Age _____________________________________

4. Sex male/ Female _________________________

5. Occupation (i) Service (ii) Business (iii) Agriculture (iv) Unemployed

6. Education (i) Up to matric (ii) Matric to Graduate (iii) Post Graduate

7. Marital Status (i) Married (ii) Unmarried

8. Annual Family Income (i) Up to Rs. 50,000 (ii) Rs. 50,000 to 1.50 lakhs (iii) Above one lakh

9. Purpose of Visit

   i. Business
   ii. Pleasure trip
   iii. Official
   iv. Sight Seeing
   v. Pilgrimage
   vi. Excursion
   vii. Health Sports
   viii. Education
   ix. Visiting Friends and Relatives
   x. Holiday/relaxation/ honeymoon
   xi. Gaining knowledge
   xii. Hunting
   xiii. Recreation
   xiv. Any other specify
10. Whom do you consult for your visit to Uttarkashi district
   a. Tourist Information Centre
   b. Friends
   c. Relatives
   d. Travel Agent
   e. Website
   f. Neighbors
   g. Newspaper & magazine
   h. Media
   i. Any other specify

11. Why did you choose Uttarkashi district than other district of Uttaranchal because of its
   a. Pilgrimage
   b. Scenic beauty
   c. Peaceful atmosphere
   d. Temples and historical site
   e. Pollution free environment
   f. Fairs and festivals
   g. Attraction and winter sports and adventurous activities
   h. Any other specify

12. What mode of transport you have chosen for traveling?
   a. Road ways
   b. Railway
   c. Airway
   d. Own vehicle
   e. Chartered taxi
   f. Public transport

13. Are you satisfied with the road condition here? Yes/ No

14. Are you satisfied with the transport facilities? Yes / No
   If no the problem lies on
   a) Non availability of luxury transport
   b) Time consumption
   c) Over charges
d) Over loaded traffic

15. Length of stay as tourist in Uttarkashi District (please tick)
   a. One to three nights
   b. Four to five nights
   c. A week
   d. More than a week

16. Place of stay in Uttarkashi district (Please tick)
   a. Hotel
   b. Guest house
   c. Dharmashala
   d. Rest house
   e. In open tents

17. To what extent you have satisfied regarding your stay( tick the relevant)
   i. To a great extent
   ii. To some extent
   iii. Not at all

17. Are you satisfied with the accommodation charges? Yes/ No
   If yes to what extent you are satisfied
   i. To a great extent
   ii. To some extent
   iii. Not at all

18. To what extent you are satisfied with the facilities at the place of your stay?

<table>
<thead>
<tr>
<th>Attributes</th>
<th>To a great extent</th>
<th>To moderate extent</th>
<th>To some extent</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Music/Entertainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>