

## **ABSTRACT**

### **IMPACT OF TOURISM ON ECONOMIC DEVELOPMENT IN SHIVALIK HILLS AREA OF UTTRAKHAND**

***Dr. Ravi Bushan Kumar***

*Professor and Chairman*

*Department of Tourism & Hotel Management*

*Kurukshetra University, Kurukshetra*

***Vineet Kumar***

*Assistant Professor*

*University College,*

*Kurukshetra University, Kurukshetra*

The shivaliks are the southernmost range of the Himalayas extended from Jammu and Kashmir to Arunachal Pradesh for a length of 2,400 km. Most parts of this range are densely forested badly dissected with ravines and badland topography. However, few parts have human settlements, which are also popular tourist destinations. This paper is an empirical study focusing on the impacts of tourism in the areas of Shivalik Hills of Uttarakhand. The study has been conducted on the residents which are supposed to get major benefits of tourism. The impacts are analysed by using percentage, mean value and the rank and their significance is judged by using T and Z Test. The result shows positive impacts on economic development in the study area. The government should make suitable policy to tap the tourism potential and enhance the benefits of tourism so that the area may develop utmost

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## **INTRODUCTION**

Tourism is not only important, but of vital importance for many countries especially the under developed and developing economies. This activity is essential to the life of nations because of its direct effects on social, cultural, educational and economic characters of national societies and on their international relations. Tourism brings to the various countries large amounts of foreign exchange income in lieu of payments for goods and services available, accounting for about 30 percent of the world's export of services and 6 percent of overall exports of goods and services. It also creates opportunities for employment in the service sector of economy, the development of small scale and handloom industries, development of infrastructure like roads, transport and communication sector and the hotel industry associated with the tourism. Review of literature reveals that some attempt has been made in the various countries to ascertain the direct and indirect impact of tourism in their respective tourist areas. A few studies have been conducted in some states within the country. Some attempt on a few objectives has been attempted for Uttar Pradesh and the tourist hub of Uttarakhand, but little attempt has been made in the Shivalik hill areas of Uttarakhand. A study has therefore been planned on the Impact of Tourism on the economic Development in Shivalik Hills area of Uttarakhand state with the following objectives in mind:

## **OBJECTIVES**

- To study the role of tourism in the economic development of residents in the study area.
- To evaluate the improvement in infrastructure facilities available for tourism development at destinations.
- To investigate the perception of residents about tourism.

## **RESEARCH METHODOLOGY**

The research design, sampling technique and tools used in the scientific investigation laid down for the present study in the light of objectives have been discussed below:

### **Selection of the Study area:**

The Shivalik hills are the southernmost and geologically youngest east-west mountain chain of the Himalayas. The Shivaliks extend from Sikkim westward through Nepal and Uttarakhand continuing into Indian Jammu and Kashmir and Pakistani Azad Kashmir and are cut through at wide intervals by large rivers flowing south from the Himalayas. The width of the Shivalik hills varies from 10 to 50 km (6.2 to 31 miles), their average elevation being 6,00 m to 1,500 m (1,960 to 4,950 ft). The newly found state of Uttarakhand was purposely selected in view of the region being attractive, beautiful and sarcastically accolade as the “Switzerland of India” and a “Place of Paradise” and above all near to the place of researcher.

### **Selection of Tourist Spots**

All the important tourist places in the selected districts were ascertained from the secondary sources and a selection of 12 such places was made randomly, taking care to cover the entire area.

### **Selection of Sample Size**

The persons residing in the vicinity of the selected tourists sites were the respondents. A selection of 16 respondents each from the 12 tourist spots were selected so as to form a total sample of 192.

### **Collection of data**

The present study is mainly dependent on primary data. However, some of the data was collected from secondary sources. Primary data was collected through structured questionnaire from various beneficiaries listed above. The secondary data was collected from various published and unpublished records/reports of various departments of Uttarakhand Government, State Tourism Department, District Statistical offices and various State Government websites. The survey schedule for primary data collection

comprised of two sections (i) the socio-economic demographic particulars of the selected resident households and (ii) the attitudinal questions designed to measure a multitude of opinions about tourism impacts on different domains. The data was collected on 5 Point Likert Scale by the researcher himself by enquiry method during the period 2011-12..

### **Analytical Procedure**

The data on the socio-economic particulars were analysed using simple tabular analysis technique. The main focus was on the analysis of respondents' perception towards the tourism impact in the study area. The researcher employed different statistical tools to draw the conclusion. The study was divided into three sections. In first section, the responses of various functionaries were analysed with the help of simple percentage method, the higher percentage indicated better impact. The responses were also analysed with the help of mean, standard deviation, mean ranking and T/Z Test. These were employed to ascertain the intensity of responses and the significance of the impact. Higher mean indicated the higher intensity of responses and the level of significance indicated the higher impact. The factor analysis too was used to examine the respondents' responses. 40 items were identified, which were further grouped into five factors as per their relevance to the core factor i.e. tourism impacts. Further factor analysis was used to identify the degree of relevance of each factor toward the core factor.

## **RESULTS AND DISCUSSION**

Commensurate with the objectives set forth for the present study, the results of the analysis so obtained are presented below:

### **Respondents Profile**

The residents of the area play a significant role in the impact assessment since they are the real witnesses to the tourism scene, both as an actor and spectator and eventually are the ones who are directly or indirectly affected by tourism development.

The study of sex and age of the respondent revealed that 86 percent of the respondents were males, 52 percent of the them being in the age group of 45-60 years and 46 percent between 18-45 years. Only 2 percent were in the age group of above 60 years. The education status of the respondents revealed that 67 percent of the respondents

were matriculates and 15 percent graduates or above. Only 2 percent were illiterates and the remaining were primary educated. Occupation structure of the respondents revealed that 32 percent of the respondents were engaged in the business followed by 18 percent in farming and 17 percent in service. The remaining were either artisans, labourers or housewives. Income of the respondents revealed that 92 percent of the respondents were earning more than Rs 25,000 per month. The persons with income less than Rs 10,000 were only 1 percent, the remaining having their income in the income group of Rs 10000 to Rs 25000. The caste structure of the respondents revealed that 86 percent of the respondents were from General category. The remaining 14 percent belonged to either the Scheduled Castes or the Backward classes.

## **IMPACT ANALYSIS**

To ascertain the impact of tourism, the data on various aspects like Economic Development, Cost of living and Infra-structure development, socio-economic factors and the environment quality in the area were collected and analysed. The results of the analysis are discussed below:

### **Residents Responses on Economic Impact**

The response analysis of residents residing in the study area revealed that 80 percent of the residents were of the opinion that tourism had created additional jobs in the area for the local residents. 16 percent were negative in their approach, while the remaining 4 percent were undecided and had no idea about the situation. About the creation of seasonal jobs, 83 percent opined in the positive and mentioned the statement as agree or strongly agree. 10 percent and 7 percent mentioned the statement as disagree/strongly disagree and no idea/uncertain respectively. 80 percent of the resident respondents opined that tourism has made them dependent. The failure of the season due to climatic or other political reasons affected their income badly. 10 percent each did not believe in the statement or were uncertain. The results further revealed that 89 percent of the residents agreed to the statement that tourism had increased their income. Only 8 percent did not agree with the statement, while 3 percent were not having any idea. Almost similar findings were observed in case of "increased business of local traders". Regarding the optimal use of resources, more than 9 percent did not have the idea while

82 percent agreed with the statement. 88 percent of the selected households found the statement increased ancillary enterprises as either agree or strongly agree. Only the remaining 12 percent did not find the statement true or were uncertain. 70 percent of the residents were of the opinion that the labour has been withdrawn from other occupations, while 81 percent found that tourism has created scarcity of labour in the area. It could thus be summarised that in short, according to the residents, tourism has created a positive impact in the economic development of the area.

### **Residents Response on Cost of Living**

The impact of tourism on the cost of living of the residents of the area ascertained through 4 questions viz. increase in general price level, increase in cost of land and housing, increase in the rent of accommodation and shops and improvement in the standard of living. The analysis of the data revealed that the statement "Increased general price of goods and services" 66 percent of the residents either agree or strongly agree, while reported disagree by 25 percent of the residents. The remaining were uncertain. In case of increase in price of land and housing property, the percentage of households grading these as true or false were 65 and 23 percent respectively. 66 percent agreed with the statement that there was an increase in the rent of housing accommodation and shops for business purposes as against 22 percent, who did not agree with the statement and termed it as disagree or strongly disagree. 74 percent of the respondents agreed with the statement that the living standard of the masses has undergone an improvement. Only a little less than 16 percent mentioned that the statement was wrong, while 10 percent were uncertain or having no idea. In short, the impact of tourism was positive and the living standard of masses was undergoing an improvement.

### **Residents Response on Infrastructure Development**

Every citizen in the country expected the Governments, centre as well as state, to provide the basic infrastructure facilities like roads, mode of transport and communication, supply of electricity and water, drainage and sanitation, but in tourism area, the importance of all these is much more, therefore, the views of the respondents on these aspects were ascertained. The analysis of the views of the respondents revealed that the statement "Improved road condition" 79 percent of the selected respondents either agree or strongly agree. According to 10 percent of the respondents, either disagree or

strongly disagree, while the remaining 11 percent were uncertain. 86 percent reported that the tourism has helped the small scale and handloom industry to grow. 3 percent of the household had the negative attitude and replied-no idea. To the statements "increase in transport facilities' and "increase in Communication facilities" 88 and 93 percent respondents respectively found the statement true. 83 percent residents each reported the statement "Lead to infrastructure development" and "Improvement in electricity and water supply and drainage and sanitation" as true. In short, tourism had a positive impact on infrastructure development in the area.

### **Residents Response on Impact on Socio-Cultural Effect**

For any impact study, its effect on the society both in social and culture terms is considered as of utmost importance. Since in the tourist area, the tourists arrived from different areas within the country, different civilisations/cultures, communities and other countries of the world having different ways and methods of leading their lives left a certain impact in the area consciously or un-consciously. In this study, the said effect has been studied by asking the respondents their views on a questionnaire comprising of about 15 questions. The data so collected has been analysed. The results that 65 percent of the residents reported the statement "Increased the availability of recreational facilities" as true, while 11 percent reported the statement as wrong, the remaining 24 percent being uncertain. The persons mentioning the statement (changed the local values, norms and customs) agree/strongly agree were observed to be 50 percent, residents having the negative opinion being 28 percent, the remaining being uncertain. "Increase in opportunity of shopping" was found to be true by 77 percent of the residents, marking the statement disagree/strongly disagree being 8 percent. 31 percent households agree/strongly agree with the statement "affected the religious activities" as against 51 percent who either it as disagree or strongly disagree. 77 percent of the residents found it true that the tourism has helped in the renovation and maintenance of monuments, which were in the neglected position creating the work for all category of people. only 12 percent disagree with it. The statement "Disturbed the peace in the area has been taken as agree/strongly agree by about 41 percent of the respondents while 45 percent opined as disagree/strongly disagree. 84 percent of the selected respondents were of the opinion that the literacy rate has increased. Only 9 percent gave the negative opinion while 7 percent were uncertain. 77 percent and 81 percent agreed with the statements that the

faith in local deities and the knowledge about the religion has improved. 82 percent households believed that the statement that tourism has increased the awareness of locals about the world. 55 percent considered it as true that the crowd has increased and the social evils were also increasing (48%). however the others were of the opinion that this phenomena was not due to tourism, but other reasons mentioned above. In general the respondents opined that the statements "made a loss to the cultural identity", increased the law and order problem" and affected the local culture and values by about 44,41 and 32 percent respectively. The others were either undecided or considered the statements as wrong/ very wrong or could not make a sound opinion and were uncertain. They however pointed out that all these could be due to the other reasons like increase in income, awareness and the available opportunities and cannot be attributed to increase in tourism.

### **Residents Response of Impact on Environment Quality**

It is a general belief that when the development takes place, to construct tourist centres, hotels, dhabas, restaurants, the various production units, construction of roads and creation of various amenities for the additional population, the materials are dumped, trees are cut, and the area under forest decreases. This all helps in polluting the environment unless the action is taken by the authorities to take remedial measures. To see the impact of tourism on the environment the data was collected from the respondents through 5 specially structured questions. The views of the respondents on Environment quality. 36 percent of the responded mentioned the statement "affected the natural beauty and scenario adversely", 40 percent-decreased the area under forests, 44 percent- increased the air pollution, 44 percent -increased the noise pollution and 45 percent-disturbed the water pollution as true or very true. The respective percentage of residents who mentioned the respective statements as wrong were 47 percent, 44 percent, 42 percent, 42 percent and 37 percent. In short, according to the data provided by the respondents, as envisaged the adverse effect of environment was not much.

### **IMPACT BY MEAN, STANDARD DEVIATION AND MEAN RANKING**

The analysis to ascertain the tourists impact in the area, the data was analysed using the technique of mean, standard deviation, mean ranking and T/Z test. T test and Z test observed values were compared with the book values and were marked as highly

significant (1% level of significance) and significant (5 % level of significance) for all the categories of beneficiaries in the area. The factors considered in the study are: created more jobs for the locals ( $X_1$ ), created more seasonal jobs ( $X_2$ ), made people dependent on tourism ( $X_3$ ), increased the income of residents ( $X_4$ ), increased the business of local traders ( $X_5$ ), encouraged the optimal use of resources ( $X_6$ ), increased the ancillary enterprises ( $X_7$ ), withdrawal of labour from other occupations ( $X_8$ ), created scarcity of labour in other enterprises ( $X_9$ ), improved the marketing facilities ( $X_{10}$ ), increased the general price level of goods and services ( $X_{11}$ ), increased the cost of land and buildings ( $X_{12}$ ), increased the rent of accommodation ( $X_{13}$ ), improve the living standard ( $X_{14}$ ), improved the road conditions ( $X_{15}$ ), helped the small scale industries grow ( $X_{16}$ ), increased the transport facilities ( $X_{17}$ ), increased the mode of communication ( $X_{18}$ ), lead to infrastructure development ( $X_{19}$ ) and improvement in electricity, water supply and sanitation ( $X_{20}$ ), increased the availability of recreational facilities ( $X_{21}$ ), changed the local values, norms and customs ( $X_{22}$ ), raised the opportunity of shopping ( $X_{23}$ ), affected the religious activities in the area ( $X_{24}$ ), helped in the renovation of historical places and monuments ( $X_{25}$ ), disturbed the peace of the area ( $X_{26}$ ), increased the literacy rate ( $X_{27}$ ), improved the faith in local deities ( $X_{28}$ ), improved the knowledge about religion ( $X_{29}$ ), increased the awareness about the outer world ( $X_{30}$ ), increased the crowd more than the carrying capacity ( $X_{31}$ ), increased the social evils like gambling, drinking and prostitution ( $X_{32}$ ), made a loss to cultural identity ( $X_{33}$ ), increased the law and order problem ( $X_{34}$ ), affected the local culture and values ( $X_{35}$ ), affected the natural beauty and scenerio adversely ( $X_{36}$ ), decreased the area under forest coverage ( $X_{37}$ ), increased the air pollution ( $X_{38}$ ), increased the water pollution ( $X_{39}$ ) and increased the water pollution ( $X_{40}$ ). The results of the analysis of are discussed below:

The results of the analysis revealed revealed that the impact was found to be positive and highly significant in respect of the various statements  $X_1$  to  $X_{10}$ ,  $X_{14}$  to  $X_{23}$ ,  $X_{25}$  and  $X_{27}$  to  $X_{31}$ . The impact was also found to be positive and highly significant for the statements  $X_{11}$  to  $X_{13}$  like the increase in general price level, increase in cost of land and buildings, increase in rent etc. though these were the negative points, but these were bound to be there in a growing economy, moreover these increases were not only in this area, but the entire state as well the country due to the inflationary trends in the economy. On some observations like  $X_{24}$ ,  $X_{26}$ ,  $X_{34}$ , to  $X_{40}$ , the impact was highly negative and significant, which was a good sign showing that there was no ill impact of

tourism on our cultural identity and religious values, rather many tourists visited the area for religious purposes, which improved the knowledge on religion and the faith on local deities. On the remaining observations the impact though negative was not significant or significant at 5 percent level of significance.

### Factor Analysis of Residents Response in Uttarakhand

Table 2 revealed the factor analysis of residents living in the study area. Factor I, Economic Development showed higher loading value 0.430 for ED 8 (Increased Education Status of households) followed by 0.422 for ED 7 (increased the ancillary enterprises) and ED 5 (Increased the business of local traders) indicating the core factors. The average loading factor value lied between 0.323 to 0.430. The second factor- Cost of Living comprised of four items. The results revealed that the higher factor loading value of 0.399 was for CL 1 (Increased the general price level of goods and services) followed by 0.387 for CL-4 (Improved the living standard of masses). The average value lied between 0.330 to 0.399. The third factor- the Infrastructure Development comprising of six items revealed that the highest contributing factor was by 0.389 for IS 1 (improved the road conditions in the area) followed by 0.387 for

**Table 1: Analysis of Residents Views Towards tourism Impact in the Shivalik Hills of Uttarakhand**

Particulars	Mean	Std. Dev	Rank	T/Z test
Created more Jobs for locals (X <sub>1</sub> )	3.76	0.763	15	13.77***
Created more Seasonal Jobs (X <sub>2</sub> )	3.86	0.832	11	14.29***
Made people depended on Tourism (X <sub>3</sub> )	3.82	0.821	13	13.80***
Increased the income of Residents (X <sub>4</sub> )	3.99	0.861	7	15.89***
Increased the business of local traders (X <sub>5</sub> )	4.43	0.653	1	30.26***
Encouraged the optimal use of resources (X <sub>6</sub> )	3.89	0.643	9	19.13***
Increased ancillary Enterprises (X <sub>7</sub> )	4.01	0.965	5	14.46***
Withdrawal of Labour from other Occupations (X <sub>8</sub> )	3.65	0.546	19	16.45***
Created Scarcity of Labour in other Enterprises (X <sub>9</sub> )	3.98	0.725	8	18.68***
Improved the Marketing Facilities (X <sub>10</sub> )	3.69	0.691	21	13.80***
Increased the General Price of various Goods/Services (X <sub>11</sub> )	3.31	0.658	24	6.51***
Increased the cost of land and Housing in the area (X <sub>12</sub> )	3.49	0.699	22	9.69***
Increased the rent of accommodation and shops (X <sub>13</sub> )	3.44	0.889	23	6.84***
Improved the living standard of masses (X <sub>14</sub> )	3.60	0.721	20	11.50***
Improved the road conditions in the Area (X <sub>15</sub> )	3.75	0.876	16	11.83***
Helped the Small Scale and Handloom Industry (X <sub>16</sub> )	4.01	0.532	5	26.24***
Increased the transport facilities (X <sub>17</sub> )	4.00	0.799	4	17.49***
Increased the mode of communication in the area (X <sub>18</sub> )	4.08	0.940	2	15.88***
Lead to the Infrastructure Development (X <sub>19</sub> )	3.87	0.821	10	14.65***
Improvement in elect., water supply and sanitation (X <sub>20</sub> )	4.01	0.821	5	17.00***
Increased the Availability of Recreational Facilities (X <sub>21</sub> )	3.53	0.492	24	3.31***
Changed the local values, norms and customs (X <sub>22</sub> )	3.12	0.681	25	2.44***
Raised the opportunity of Shopping (X <sub>23</sub> )	3.74	0.821	17	12.47***

Affected the Religious Activities in the Area	(X <sub>24</sub> )	2.42	0.847	36	-6.85***
Helped in Renovation and Maint. of Histor. Monuments	(X <sub>25</sub> )	3.76	0.836	15	12.56***
Disturbed the peace of the Area	(X <sub>26</sub> )	2.65	0.893	34	-5.42***
Increased the Literacy Rate	(X <sub>27</sub> )	3.83	0.908	12	12.63***
Improved the faith in local deities	(X <sub>28</sub> )	3.78	0.829	20	13.00***
Improved the knowledge about religion	(X <sub>29</sub> )	4.02	0.813	14	17.34***
Increased the Awareness of Locals about the outer World	(X <sub>30</sub> )	4.04	0.626	13	22.96***
Increased the Crowd more than the Carrying Capacity	(X <sub>31</sub> )	3.31	0.352	24	12.17***
Increased the Social Evils- Drinking, Gambling and rost.	(X <sub>32</sub> )	2.92	0.523	27	-2.11**
Made a Loss to Cultural Identity	(X <sub>33</sub> )	2.98	0.258	26	-1.07
Increased Law and Order Problem	(X <sub>34</sub> )	2.90	0.465	28	-2.97***
Affected the local culture and values	(X <sub>35</sub> )	2.87	0.492	20	-3.65***
Affected the natural Beauty and scenario Adversely	(X <sub>36</sub> )	2.60	0.548	35	-10.08***
Decreased the area under forest coverage	(X <sub>37</sub> )	2.69	0.818	33	-5.24***
Increased the air pollution	(X <sub>38</sub> )	2.74	0.658	32	-5.46***
Increased the noise pollution	(X <sub>39</sub> )	2.82	0.549	31	-4.53***
Increased the water pollution	(X <sub>40</sub> )	2.86	0.457	30	-4.23***

\*\*\* Significant at 1% level of Significance \*\* Significant at 5 % level of Significance

Table 2 Factor Analysis of Tourists Responses for Tourism Impacts in Uttarakhand

Particulars	1	2	3	4	5
ED 1	0.373				
ED 2	0.300				
ED 3	0.414				
ED 4	0.388				
ED 5	0.428				
ED6	0.343				
ED7	0.335				
ED8	0.378				
ED9	0.378				
ED10	0.350				
CL 1		0.342			
CL 2		0.353			
CL 3		0.397			
CL 4		0.342			
IS 1			0.391		
IS 2			0.422		
IS 3			0.369		
IS 4			0.391		
IS5			0.347		
IS6			0.391		
SC 1				0.330	
SC 2				0.293	
SC 3				0.341	
SC 4				0.287	
SC 5				0.436	
SC 6				0.330	
SC 7				0.367	
SC 8				0.417	
SC 9				0.422	
SC 10				0.323	

SC 11				0.399	
SC 12				0.322	
SC13				0.265	
SC14				0.313	
SC 15				0.278	
EQ 1					0.269
EQ 2					0.260
EQ 3					0.277
EQ 4					0.283
EQ 5					0.290

factor IS 4 (Increased the mode of communication in the area) followed. It was closely followed by IS 2 (helped the growth of small scale and handloom industry in the area). Socio Cultural Effect the 4th factor having 15 questions revealed the highest core factor 0.417 for SC 3 ( raised the opportunity of shopping) followed by SC 7 (Increased the Literacy rate) Closely followed by SC-10 (Increased the knowledge about the outer world). The environment quality (Factor Five) revealed that the highest factor 0.303 was EQ 1( affected the natural beauty scenerio ) followed by EQ 4 (affected the noise pollution). In both the cases the respondent felt the neither the Beauty or Scenerio has been affected adversely nor the noise pollution in the area due to tourism.

The foregoing discussion leads to conclude that following all the three methods the impact in the area was positive. In the area the development has taken place in all the three core sectors viz. Economic Development, Cost of Living and the Infrastructure Development though the core factor varied from category to category as visualised from the interest of beneficiary group. No doubt the cost of living has increased in the area, which is a negative factor, but the study revealed that the standard of living of masses have undergone a change and has developed. However the increase in cost of living is a general phenomena since the prices are increasing in the entire state as well as the country. However, caution must be observed and the findings of the study should not be for the entire area for which a greater study with higher sample and more coverage is required.

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