CHAPTER VI

TOURISM INDUSTRY - PROBLEMS & PROSPECTS

The survey showed that the tourists visiting hills have to face a number of problems. The problems are from the point of views of tourists, regular residents, businessmen and administration.

Tourism did not get proper attention upto seventies. Later on Central and State governments realised the importance of tourism which led to declare Tourism as Industry. We have selected the universe of the Garhwal region with Kumaon region as destination research. In reality hilly region has all the semblance of problems and prospects. The hill area of Uttar Pradesh is endowed with nature's fullest bounty. It is truly described as the abode of God. Its snow covered mountain peaks, shimmering lakes, lush-green valleys, flora-fauna, beautiful ski-slopes that decorate itself with ethnic villages, rural visits of agro-pastoral landscape, religious-cultural properties, fairs and festivals during springs and autumns and above all its salubrious climate attract tourists and holiday seekers throughout the year. World famous shrines like Badrinath, Kedarnath, Gangotri and Yamunotri have always been a source of inspiration for pilgrims and seers.
There has been constant increase in the number of tourists because the roads have made it easily accessible. Native emphoria on the nascent tourism found public support in providing visitor's amenities and services, giving impetus to more Tourism.

Thus this study attempts to explore the 'Hilly Region as Uttar Pradesh's Recreation Corridor' with all its honeypot interceptors and examines tourism dynamics at hills as a Micro level study with possible impacts in various environments. Having a fair input of Agriculture, Forestry and Horticulture there is an opportunity of a friendly interaction of these sectors for a self-sustaining tourism industry.

The moment we utter that Tourism is an industry, we imply to make its use in profit. We must reap the benefits of whatever we spend for the provision or improvement of amenities for its promotion. Hereby there must be a large number of tourists using the roads we build, the hotels we construct and numerous material attractions we offer to them.

The phrases 'opening out of Hilly Region' means to make them inviting, their image tempting to satisfy the devouring hunger of the moneyed modern tourists. A typical modern tourist is in a hurry to complete his itinerary enjoying all the pleasure by turning the hill
resorts into corridors of naked sensuous recreations. The approach is not that of a pilgrim perceiving and watching the natural environment and local traditions and cultures with a feeling of sanctity. The supreme in-concern for the harmonious talent of environment towards the fragile native of the land - water - air - plant and people relationship in the mountains, does rarely appreciate the work of ages in producing the total harmony unique to each place.

Modern Tourism - the mass tourism has become important as a money earner in developing countries like India. It generates employment by way of throwing economic benefits for the hill folks. It adds to their partly incomes derived from fastly depleting or poorly matching resources to the needs of their growing numbers. But the relationship between tourist and the local persons, does not extend beyond commercial transactions. It is pure and simple payment and receipt for recreation and entertainment. The events necessary to keep alive this brand of tourism, know no limits to its growth. The behaviours of these who handle the modern tourism Industry fail to examine the effects of accelerated role to human intrusion into the realm of environment.

The problems crop up one after another when we fail to take stock of the impact of tourism upon native's
environment and uniqueness of local cultures, apart from economic benefits. The outlook of the industrial entrepreneurs and even the State Agencies tend to be over-attentive to publicity device to promote tourism. There is the need to look beyond the nose. The tourists are temporary seasonal visitors observing the principle of "Touch and go" during their sojourns in the mountains. But the environment and its soothing influence has to remain unspoil	.

The greatest problem is about the number of tourists, a place or an area within the region which would accommodate in the peak season. The increase in the seasonal population of pleasure seeking tourists is the heaviest during particular season. Should we allow it without realising the left over of this explosion? How least to face the problem of explosion increase in population of tourists lavishly resorting to a few selected spots in the mountains?

Such a sudden rise in human population has a great negative impact upon fragile nature of mountain environment. There is the need to scatter the rising tide of seasonal visitors so as to match the numbers to the carrying accommodating capacity of hills and dales. This aspect of the problem has not received the attention it deserves in the interest of an healthy promotion of
tourism. New forms of tourism like "Rural Tourism" may be one way out to help the scattering of tourist population. Day by day the management of Tourism Industry is proving problematic although many of its impact are yet not tangible to measure.

Tourism lives upon the scenic appeal of the environment. This is the sound basis for its development. The physical cultural and economic components of regional environment need to be protected from the ill-effects of unplanned mass tourism, ushering in the era of ecotourism, is the need of the hour. Protection of the tourist environment is a challenge for the very survival of tourism.

The bid to build up the image of the scenic appeal of alpine environment is alight. But it is like opening out the privacy of its nooks, honeypot chambers, all sorts of recreations for an increasing number of visitors, negative impact of the development of Himalayan tourism needs to be examined. The quiet valleys have been made accessible by building roads for mechanised vehicles. Hotels and lodges are being constructed and new structures raised to accommodate to tourists. We are working on the principle 'move and mix'. In the process, inexcusable encroachments have taken place. The rocks are cracking because of the construction of roads and
destruction of vegetation. Many a time the road
alignments are ill conceived to cut short the expenses or
to encourage the faster automobiles traffic. The target
is sight seems to just make mountain enclosures
accessible for speeding vehicles.

Forests are destroyed more by constructing hotels
and lodges in total disharmony with the natural
landscape. These constructions do not seem to be a part of
the landscape. A single vehicular road with foot-tracks
branching off from it and temporary huts in place of
large modern structures may have to be preferred to keep
up the hues of rocks and the trees.

The flowing waters, falling torrents, waterpools,
snow and the trees enhance the charm of wilderness. They
are to be saved from the casual whims and ways of the
tourist. To keep them free from the dirt and leftovers of
the consumables material carried by the tourists is no
small an aim. The wilderness is not to be treated as a
dumping ground of waste material. This is easier said
than done.

For understanding the implications of this problem
different zonal images of the environment have to be kept
in mind. Tourism needs to be planned in tune with varying
images of the environment. It would pertain equality to
the promotion of Tourism at a single spot or in a valley locale, the environment now a day is visualised having a pastoral, agro-pastoral solitude, total wilderness, friendliness or a sophisticated personality. We come across such impacts of an environment at different levels within a mountain season. A sophisticated image is congenial for providing more of recreational houses and market conveniences of shopping attractions. A zone of environmental friendliness suits the location of residential houses.

A feeling of area, smallness of human delicacy before native, is as valuable in a mountain wilderness as is a solitude within a forest or in a meadow at the foot of a snowscape. The pastoral, forest and agricultural images of a mountain landscape import a different values to the mountains.

The local rich people join hands with them and a nexus of wealthy investors and ruling elites, takes its shape. The jobs available to the commoners will be menial jobs. The land prices rise abnormally and are out of the reach of local people. It opens the wide door to outsiders to supply the capital market. Inflationary problems become acute in local areas. The local residents suffer because of shortage and high costs of commodities, houses and even water. It has to be guarded in order not to create social tension.
In course of time the gap between the two classes is likely to breed socio-cultural tensions. We are to be watchful that in a haste to cater the needs of Tourism Industry, a new set of such problems may not arise. The safeguards are to be laid down for the purpose.

Sheer commercialisation defies the sanctity of the everything which constitutes the environment of the mountains. The users of natural scenery must also understand the making and preservation of scenery. Besides a number of temporary wooden and stone structures around one comes across slogans and commercial advertisements painted on the rocks and even in the midst of rivers. It strikes as no less a population to a discerning human eye.

The native youth of hills find many achievements in sharp contrast or the life style of a traditional hill society. Without in any way advocating in isolationist policy, it is not an healthy sign seeing the local youth spending time crazily watching films in video, precures loitering about tempted by cheap entertainments. This ill-gotten cultural intrusion is no good for the impressionable ages of youngmen and women of the hill areas. The results are not far to be seen. How best to integrate the best of outside artistic creations, performances and values with the folk creations and
virtues of local society? This is a question mark at the moment. A healthy tourism is not incompatible to the maintenance of such varying images of the environment in Uttar Pradesh.

The hills of Uttar Pradesh exemplified by Mussoorie and Nainital retain the customary life, songs, dances and festivals of the hill folk. Modern tourism must compromise not only with the natural environment but also with local cultures. Commercial type of entertainments must not be allowed to pollute the folk recreations beyond repair. The core problem accompanying the promotion of tourist amenities is how to bring about a sort of working alliance between Tourism and Agriculture; Tourism and Forestry; Tourism and Horticulture and Tourism & Recreation.

The provision of better facilities attracts tourists, there is no doubt about it. But the problem of retaining the aesthetic profile, quietude and quaintnees of mountain and valley resorts needs to be cast and understood in a policy framework. No adhoc approach applied here and there, will be fruitful for a longer period.

Hills has the semblance of all the problems the Tourism Industry faces. The tourist influx in the peak season doubles the number of the population at Mussoorie-
Nainital and some other main spots. Obviously one comes across new building by way of large hotels around the original terraces. The crowding of the hill resort brings in its trail all the problems referred above. The building bye-laws are ignored and the rich-entrepreneurs from outside invest huge capital in construction ventures.

It must be emphasised that tendency to develop tourism at the cost of other resources is as risky as mono-cropping happens to be for a region. A number of possible cottage industries and handicrafts using local resources need to be encouraged. Their products can also cater to the needs of tourist market within and outside the region.

It is hazardous if recreation and entertainment of tourists, however lucrative, becomes the sole base for sustenance of the people. At the same time, the development of the type of industry has to be decided within the purview of a 'Tourist State'. For just one instance, an industry like cement manufacturing is a short sighted measures of resource development. Its dust produces pollution in the atmosphere fastly. This industry hardly suits to maintain the environmental attraction of a mountain region in the long run.

Development of Tourism is quite sensitive a venture vis-a-vis the problems of maintaining an ecological balance between environmental and
developmental parameters. Nature-Man-God make a trio and it is left to man to see that nature in its purity embodies the spirit of Godliness.

**Political Instability:**

Political instability has always and everywhere hindered the people to travel to a place bereft and peace and tranquility. After all a tourist invest just to produce some hours of spiritual rest and peace, away from the madding noise of commercial streets and routine socio-economic problems and social life. Where such type of risks, the tourist psyche is to avoid visiting such places. Political instability has been the irritant to the smooth functioning of the tourism industry in the state. Separation demand of Uttrakhand region is also one of the obstacles in development of this region. Politicians have time and often created conditions of political instability in the state by over throwing the democratically elected governments.

(i) **Lack of Transport Facilities:**

If transportation facilities are lacking, the Tourism Industry is definitely to get set-back. There is no doubt that important tourists places like Mussoorie, Nainital, Uttarkashi and Almora towns are well connected with better transport facilities but on the other hand there are other equally significant tourist spots in
hilly region of U.P. places of Kedar Nath, Deoriya Tal, August Muni, Hailang (Virhi) which are still relegated to
the background and not accessible easily. In order to
boost tourism industry, these tourists places need to be
linked with roads and buses, cheap and comfortable
transport may lead to the development of this industry in
this the region.

Although Vayudoot service is available from Delhi
and Agra to Pant Nagar and Pithoragarh has been observed
that normal flights become irregular. Rescheduling of
flights, cause inconvenience to the tourists considerably
thus affecting Tourism Industry adversely. During peak
tourist season, there appears scarcity of Air Service.
This fact has been admitted by the Department of Tourism,
Government of India in the following words: "It can be
stated categorically that probably single major obstacle
in the growth of tourist travel in India is the
difficulty in getting confirmed accommodation on the air
crafts within India. It is possible for a potential
travellers in New York to get confirmation for round the
world to travel while in office, but there have been the
cases where individuals have waited two or more weeks for
Indian Air-lines confirmation only to abandon the idea of
visit India after such a wait".¹

¹. Draft Eight Five Year Plan, p. 8.
In order to overcome this problem, Ministry of Tourism and Aviation, Government of India had launched a policy of Privatisation of Air Services. Consequently the Government has approved a few private Airlines Companies - Sahara, Jet, Modicraft and Continental Airlines to fly Aeroplanes from Delhi to Pant Nagar and Pithoragarh. The landing facilities of Boeing Aeroplanes are not available at these places which result the tourist industry suffers a lot.

(2) Inadequate Food Arrangement:
If unsatisfactory food is provided in the Hotels to the Tourists, the Tourism Industry shall naturally be affected. Foreign tourists generally do not get food of their taste and choice in the hotels which brings bad impression of our country. Similar is the case with the Bengalis and South Indian Tourists who visit hilly region of Uttar Pradesh and fail to get food of their taste and choice. Due to non-availability of such food, the stay of Tourists is minimised thus loosing revenue to a large extent. As such efforts should be made to serve standard and cheap food suited to all categories of the tourists. This will definitely promote Tourism Industry.

(3) High Tariff Charges:
The charges in Government Hotels are comparatively
higher than the private hotels through the accommodation facilities are almost identical. There is also general complaint by the tourists that they are exploited by paying exorbitant charges in the private sector hotels. This practice discourages Tourism Industry to develop largely. If reasonable and cheap rates are charged in the hotels, the future of Tourism Industry may be very bright.

(4) Non-Availability of Central Shopping Arena:

Lack of standard shopping arena also cause inconvenience to the tourists in purchasing local products except a few places of hills. There is lack of shopping places centrally located with the result the tourists are misguided and much of their valuable time is wasted, wandering here and there. The majority of tourists is interested in purchasing local famed products as Shawls, Caps and socks etc. There is also ample demand of Lichi, Apples and other fruits, juice, jam and honey by the Tourists. They also show curiosity in purchasing the local handicrafts which are very attractive. There is no shopping centre of these commodities at one place, rather scattered with the result Tourism Industry is extremely affected. If the shopping places are centrally located having all the items for the tourists at one place this step will promote Tourism Industry and earn
revenue in this region. The economy of this region shall have positive results.

(5) **Entertaining Facilities Missing:**

During tourist season, Tourist throng to Mussoorie and Nainital like crowned. A sufficient number of tourists feel boredom in the evening and do not know how to pass their time, because there is no arrangement of entertainment programmes viz. Folk-Songs and Dances, Drama and Puppet shows etc. In case such programmes are organised by the District Administration at different places, the Tourists may think to extend their stay for a longer period. In modern times, entertainments and recreation play key roles and tourists aim at them while visiting tourist places.

(6) **Tourism Department Staff Not Well-Trained:**

The staff of Tourism Department do not get proper tourist guidance which adversely affects Tourism Industry. The staff require proper training programmes with the sense of dedications and sincerity in them. It has been found that they lack the knowledge in local History, Geography, Topology, Horticulture, Traditions and Customs. Flora and Fauna Fair and Festivals. The conductors or Tourist Buses (Luxury and Deluxe) are also not trained to narrate History, Geography, Horticulture, details of tourists places etc. to the Tourists in the
buses. This disappoints the visitors as they remain
unaware about the local people, their customs, food
festivals, local products, handicrafts and the very
purpose of Tourism is forefeited. Proper training should
be imparted to the personnel of Tourism Department.

(7) Lack of Publicity:

Publicity now a days plays a significant role in
Tourism Industry. Uttar Pradesh Department is able to
tap this media but the government is still unable to
provide latest publicity literature on tourism in time in
overseas countries as well as other states in India. Mass
media is not so effective as it ought to be. This is the
reason why the targets of Tourist Traffic is not
fulfilled in true sense. International and National Food
Festivals, Fairs, Cultural programmes, Exhibitions at
national and international alevel ought to be organised
if we want to boost Tourism Industry. Automation may also
be helpful in this field. The publicity on tourism may be
done in the following manner:

1. Printed publicity - Folders, Brochures, Posters,
   Leaflets, Books, Travel Magazines and Calenders.

2. Publicity through Advertisement in the leading
   newspapers and magazines.

3. Projected publicity media - films (Feature films
   and Documentary).
4. Establishment and well-equipped tourist publicity by tourist offices abroad in organising international Fairs, Festivals and Exhibitions.

5. Personal Publicity - Interviews, Radio Broadcasts, Television etc.

(8) **Scarcity of Package Tours:**

Scarcity of Package Tours also affects the Tourism Industry considerably. Although the Uttar Pradesh Tourism Development Corporation is conducting Package Tours from Delhi to Rishikesh, Kedar Nath, Badri Nath and other different package tours but there is no programme of package tours in the interior, which is most essential. No doubt the private buses/taxis operators have come forward to conduct package tours to hilly region of Uttar Pradesh which have become very popular to promote tourism industry. The Government agencies should also increase the number of package tours within hilly region of Uttar Pradesh especially to the interiors. Similar steps are required to be taken in other districts of hilly region where there are several important tourists spots to be visited.

(9) **Insufficient Arrangements for Adventure Tourism:**

The Conventional Tourism is now being replaced by 'Adventure Tourism' which is a great challenge to the
Tourism Industry. This new trend in this industry has forced to rethink and frame the policy accordingly. The Central and State Governments have not yet taken up this challenge seriously and still concentrating on Conventional Tourism. Adventurous Sport and enjoyment of snowfall in winter are great attractions to these tourists. Proper attention should be focussed by the State Tourism Department to encourage Adventure Tourism so that tourists may get all facilities like other categories of Tourists.

(10) Inadequate Resting and Parking Places:

It is said that roads are the lifeline in the hill areas. There are no sufficient resting and parking places on National Highway, where tourists may relax and recreate in the way by parking their vehicles. Facilities of standard hotels and restaurants are also inadequate. For the development of Tourism Industry, "Way side Amenities" and "Rest a While Stay" with the facility of food and drinks are urgently needed. If these steps are taken, the Tourism Industry is likely to develop in a large way.

(11) Neglect of off-season Tourists:

The neglect of off-season tourists is also a problem in Tourism Industry. The number of this category of tourists is immensely increasing. They have now proved
an effective source of income, so the State Government should patronise it. Adventure lovers of white Tourism and Travel writers fall in this category. It is the duty of the State Government to treat off-season Tourists like seasonal Tourists because they have also become regular source of revenue to the region.

(12) **Better Facilities to Researchers:**

The local people apprehend that the Researchers and knowledge seekers may exploit their cultural heritage. But it is a misconception. As a matter of fact their research may prove fruitful for boosting the Tourism Industry in a long way.

(13) **Insanitation:**

Insanitation in the surroundings badly effects the tourism industry. The tourists are disappointed when they find dirty atmosphere. Local authorities have not taken concrete steps so far to solve this problem. This is the first and foremost task which is to be taken up by local bodies in order that Tourism Industry may flourish smoothly.

(14) **Inadequacy of Developmental Funds:**

No doubt, the planners and policy makers of the state are very much in know of the economic significance of Tourism Industry for the overall development of state
economy. Yet amounts allocated in the state five year plan for the growth and promotion of this industry are not sufficient. Right from the first five year plan to eight five year plan tourism industry has not received due share for its proper and speedy development. The funds allocated for the tourism development are not sufficient, due to which desired development of tourism as so many developmental schemes could not be undertaken in time for want of sufficient funds.

(15) **Haphazard Construction of Buildings - A Threat:**

The Tourism Industry is getting set-back due to haphazard constructions of buildings especially where the tourist traffic remains at the climax. These structural buildings have not only affected the environment of the region but also created ugly look of the material surroundings. Thus, it is a threat in the development of Tourism Industry which requires immediate effective measures to be taken by the authorities.

It is realised by all the section of society that the survival of the state economy and well being of a in-habitants is closely related and linked with the survival of the tourism industry. If economic welfare of the people is desired to be accelerated through the tourism industry, it is imperative for the state and the Central Government to remove the problems faced by the industry and accordingly.