



Seasonality Syndrome in Tourism of Garhwal Region of Uttarakhand due to Covid -19

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Abstract: Tourism is not merely an activity for leisure and entertainment but it also an enriching and energizing activity. In modern world tourism is emerged as one of the largest service-sector industry and generates national income as well as job opportunities especially for local population and become an avenue of economic and social development and cultural exchange. Various international agencies like World Tourism Organization (WTO) have pointed out the vast development potential of tourism, particularly with reference to developing nations like India. India that has a bountiful natural beauty and resources heritage sites, archeological remains, splendid natural scenery, beaches, mountains and enrich biodiversity have an ample scope for tourism potential. Uttarakhand known as Devbhoomi or 'Abode of Gods' is a site of temples and pilgrimage, endowed with salubrious climate, exotic greenery, rich flora besides its rich culture. Moreover, the beautiful lakes, mountain peaks, mesmerizing scenic landscapes makes Uttarakhand an attractive tourist destination in India and abroad. The present paper tries to analyze the problem as well as prospects of tourism development in the state, the nature of the research is qualitative and based on the secondary sources of data.

Keywords: Tourism industry, tourist, attractions, prospects, arc GIS, Uttarakhand

INTRODUCTION

Tourism is considered as one of the largest and fastest growing sectors of the Indian economy. However, according to Mill and Morrison, 1985; Gunn, 1988; Inskeep, 1991; and the World Tourism Organization, 2004, if not properly planned and developed, tourism can negatively impact a community. Essential then, is tourism planning and development that guides a community's growth, protects its valuable resources, and leads the community to economic and societal success. According to the World Tourism Organization (2004) "in this context, the design and content of tourism education systems is subject to strong pressures from the environment around it, since the human factor has become one of the key elements in achieving competitiveness in tourism enterprises and destinations" (p. 4). The dynamic nature of the tourism industry demands professional competencies. Jafari, (2002) insists that tourism destination planning and development will continue to reach higher levels of sophistication. Yet, Gunn (1998) and The World Tourism Organization (2004) cautioned that programs of study in tourism higher education may not be meeting the needs of future tourism professionals. Decision makers in institutions of higher education, tourism industry professionals, and governmental leaders may not consider tourism planning and development important competencies, even though the strategic planning of tourism is the basis for a community's tourism success. In fact, tourism professionals staffing Tourism Destination organizations lead the public policy effort to nurture the tourism industry. To begin to understand the emergent problem of poorly planned and executed tourism development, this study sought to identify 2 competencies essential to tourism professionals. Further, the study investigated professional competencies that may be needed in the future, and measured industry professionals' interest regarding the functions of tourism planning and development.

Improving upon the aforesaid definition, the League of Nations defined tourism as 'travel for a period of at least 24 hours whose purpose could be leisure, business or family, mission or meeting'. This definition distinguished tourists from excursionists who were classified as temporary visitors staying in a destination for less than twenty-four hours. Today, the most widely accepted definition of tourism is that provided by the United Nations World Tourism Organization (WTO) in 1991. The sixth five plan emphasizes tourism as an instrument for economic development, integration and maintaining social harmony. The first public milestone in the history of tourism was the creation of the Indian Tourism Development Corporation (ITDC), in 1966. This federal organization was meant to develop tourist infrastructure and services. After 1980s tourism activity gained momentum as an employment generator, income, foreign exchange earnings and as a leisure industry. The government has taken several significant measures to promote tourism. Tourism was recognized as an industry by the planning commission of India in June, 1982. The first tourism Policy was announced in 1982. The importance of domestic tourism was recognized by public policy makers in the 1990s. They included it as an important issue in the Tourism Action Plan of 1997 and decided that it was a state government (policy). The central government was to take care of international tourists. In 2002, when the action plan was finally translated into a tourism



policy. Tourism policy officially became a joint central-state government concern. Currently at national level national tourism policy, 2002 and states have their own tourism policy.

LITERATURE REVIEW

Ashish Ankush Naik & Sunil Kumar Jangir (2013) analyse a social aspect of tourism development in India and mainly focused on the prospects of tourism industry especially in India in the present era of liberalisation, privatisation and globalisation. Now in India tourism industry is on the initiation of a major breakthrough for great financial gains.

Himadri Phukan et.al (2012) focus on emergence of spiritual tourism in India which mainly touched the various research activities emerged in spiritual tourism and explores the potentials of future work of tourism related research. They analyse research publications on spiritual or pilgrimage tourism appeared in five different journals and major conferences in between 1992 - 2009.

Leena Kakkar and Sapna (2012) this study generally focus on impact of tourism on Indian economy and they mainly focus on how India is emerging as a global tourist centre because of innovation and creating value for tourist. The contribution of travel and tourism to country's GDP will grow after passing of time as expected to grow from 4.5% in 2011 to 4.9% in 2021. Simultaneously the contribution of travel and tourism towards employment will grow from 7.5% in 2011 to 8.17% by 2021.

S. K. Thakur (2014) analyses tourism education in India need quality people. It is specifically focuses on the different facets of tourism education in India. He investigates how institutions and universities are failing in transforming soft skill people through least measures and also due to presence of poor-quality people and lack of infrastructural facilities negating in providing quality. Tourism industry requires badly star - performer. India's major problem in tourism is its image outside.

S.A. Mufeed and Rafia Gulzar (2014) carry out a study to know the knowledge of tourism among Saudi people (n=130) nationals. The findings show because of the presence of various natural beauty like sea, mountains and desert the tourist should not come across with any difficulties at the time when they are selecting Saudi Arabia as their destination of choice.

Mohammed I. Eraqi (2006) carry out research on tourism services quality in Egypt. The main purpose of the study is to evaluate the customer's views related to tourism quality in Egypt. He tries to measure the extent to which tourism business environment is creative and innovative as required conditions for internal customer satisfaction.

Akhilesh Sharma et.al (2012) carry out a study on the foreign direct investment in Indian tourism industry, its flow in Indian tourism industry and its impact on the economy of India. FDI can play a significant role in developing tourism sector in India. There is a great need to develop proper policy and plan to grow new tourist destinations and facilities because there is increase of foreign direct investment in tourism. There is definite scope of increase of contribution of travel and tourism to country's GDP. They suggested certain measures required to be implemented in India to attract more and more FDI in tourism industry such as to rationalize taxation on hotel industry, to be implemented pollution control equipment and energy producing devices to protect environment, service tax should be based on value of service given, 252 concessions under section 10 (5)(B) of IT act should be implemented and 5% air travel tax should be asked based on base price.

Assegid Ayele Misganaw (2015) this research article gives information about how far tourism development is emerged to be a viable option for pro poor growth at Arba Minch town, Nech Sar National Park, crocodile Ranch and Dorze cultural village. The findings clearly shows that tourism has generated cash incomes for local poor in the form of wages, collective income, dividends and outsourcing of services but it hardly improved the physical and human capitals of locals.

STATEMENT ON TOURISM PATTERN OF UTTARAKHAND

The Central Himalaya, popularly known as Uttarakhand, carved off from Uttar Pradesh. Uttarakhand as a state came into existence on 9 Nov, 2000 as the 27th state of India. The state of Uttarakhand known as "Dev Bhoomi, Abode of Gods". The state is divided into two regions, Garhwal with seven districts and Kumaon with six districts. The geographical location of the state lies between 28° 53' 24" and 31° 27' 50" N latitudes and between 77° 34' 27" and 81° 02' 22" longitudes. The time of the Uttarakhand movement, state agitators dreamed of making Uttarakhand as a tourist state (Paryatan Rajya). Uttarakhand is rich in scene beauty with a healthy climate and ample avenues for adventure sports and eco-tourism. River rafting, trekking, rock climbing, camping etc. are emerging as serious tourism businesses. The state was awarded the prestigious National Tourism Award by the Government of India in 2003 in the category of "Best practices by the state government". In Uttarakhand tourism is considered to be an important vehicle for economic and social development. The tourism industry has the potential to generate foreign exchange earnings, create employment, promote development in various parts of the region, reduce income and Employment disparities among regions, strengthen linkages among many sectors of the nation as well as state economy and help to alleviate poverty. Many countries regard tourism to be an important part of their economies. Tourism related infrastructure has improved



the quality of life for local people and helped to promote local arts and crafts in many sections of the country. Tourism has aided in raising public awareness about environmental and cultural heritage issues. Tourism is the world's fastest growing business today. People have always travelled to far-flung corners of the globe to view monuments, arts and culture, and sample new cuisine, among other things. The League of Nations first used the term "tourist" as an official term in 1937. People who visit overseas for more than 24 hours are considered tourists. the phrase to ungained acceptance in the 18th century, when the Grand Tour parts of the Europe became part of the upbringing of the educated and wealthy British noblemen. Tourism is a service industry, consisting of transportation, accommodation and hospitality. tourism and travel are often used inter change ably through literally there is a difference.

GARHWAL DIVISION

Lying in the Himalayas, it is bounded on the north by Tibet, on the east by Kumaon region, on the south by Uttar Pradesh state, and on the northwest by Himachal Pradesh state. It includes the districts of Chamoli, Dehradun, Haridwar, Pauri Garhwal, Rudraprayag, Tehri Garhwal, and Uttarkashi. The people of Garhwal are known as Garhwali and speak the Garhwali language. The administrative center for Garhwal division is the town of Pauri. The Divisional Commissioner is the administrative head of the Division, and is a senior Indian Administrative Service officer. As the administrative head of the division, the Commissioner is overall incharge of the 7 districts in the Garhwal region of Uttarakhand, and is aided in his duties by an Additional Commissioner and the District Magistrates. Vinod Sharma is currently the Divisional Commissioner of the Garhwal Division.

HISTORY

The Garhwal Himalayas appear to have been a favorite locale for the voluminous mythology of the Puranic period. The traditional name of Garhwal was kedarkhand means "the land of God".Excavations have revealed that it formed part of the Mauryan Empire.

The earliest reference regarding Garhwal and its pride spots are cited in the Skanda Purana and the Mahabharata in the Van Parva. Skanda Purana defines the boundaries and extend of this holy land. It also finds mention in the 7th-century travelogue of Huen Tsang. However, it is with Adi Shankaracharya that the name of Garhwal will always be linked, for the great 8th-century spiritual reformer visited the remote, snow-laden heights of Garhwal, established a Joshimath and restored some of the most sacred shrines, including Badrinath and Kedarnath.

The history of Garhwal as a unified whole began in the 15th century, when king Ajai Pal merged the 52 separate principalities, each with its own garh or fortress. For 300 years, Garhwal remained one kingdom, with its capital at Srinagar (on the left bank of Alaknanda river). Then Pauri and Dehradun were perforce ceded to the Crown as payment for British help, rendered to the Garhwalis during the Gurkha invasion, in the early 19th century.

The earliest ruling dynasty of Garhwal known is of the Katyuris. The Katyuri Raja of Uttarakhand (Kumaon and Garhwal) was styled 'Sri Basdeo Giriraj Chakara Churamani'. The earliest traditions record that the possessions of Joshimath Katyuris in Garhwal extended from Satluj as far as Gandaki and from the snows to plains, including the whole of Rohilkhand. Tradition gives the origin of their Raj at Joshimath in the north near Badrinath and subsequent migration to Katyur Valley in Almora district, where a city called Kartikeyapura was founded.

Katyuris ruled Uttarakhand up to the 11th century and in certain pockets even after their decline. In Garhwal their disruption brought into existence 52 independent chiefs. One of the important principalities in that period was that of Parmars, who held their sway over Chandpur Garhi or Fortress. Katyuris ruled Uttarakhand up to the 11th century and in certain pockets even after their decline. Kanak Pal was progenitor of this dynasty. Raja Ajay Pal, a scion of the Parmars in the 14th century is credited with having brought these chiefs under his rule. After his conquest Ajay Pal's domain was recognised as Garhwal owing to exuberance of forts. It is possible that after annexing all principalities, Raja Ajay Pal must have become famous as Garhwala, the owner of forts. With the passage of time his kingdom came to be known as Garhwal.

GEOGRAPHY

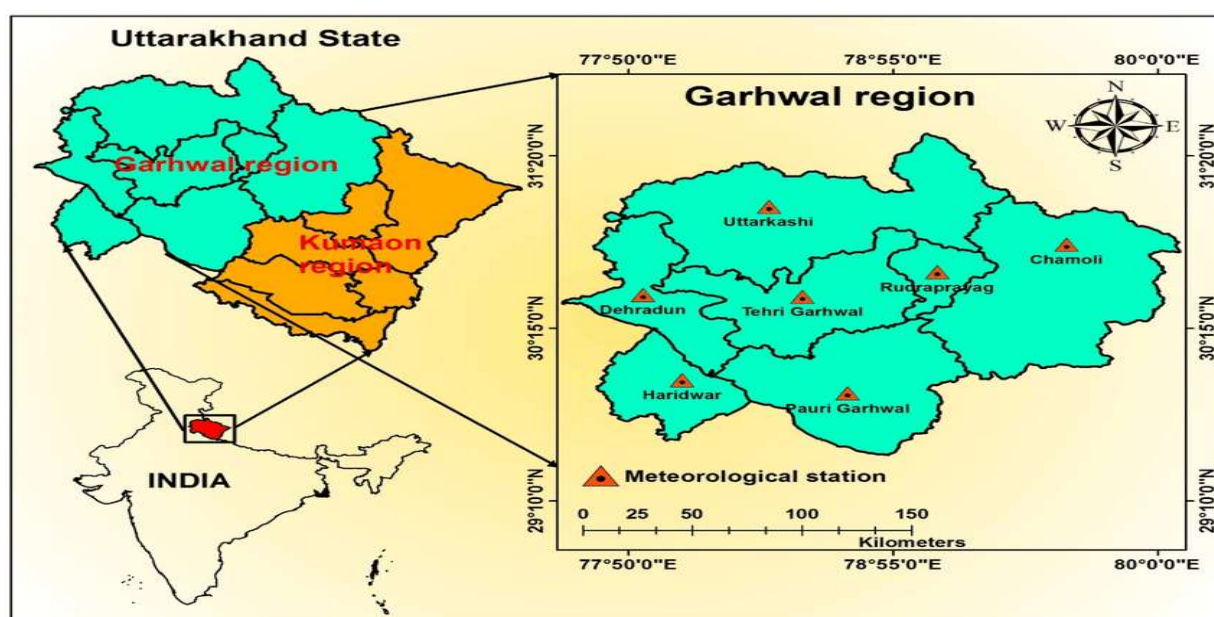
The region consists almost entirely of rugged mountain ranges running in all directions and separated by narrow valleys, which in some cases become deep gorges or ravines. The only level portion of the district was a narrow strip of waterless forest between the southern slopes of the hills and the fertile plains of Rohilkhand. The highest mountains are in the eastern Chamoli district, the principal peaks being Nanda Devi 7,816 m (25,643 ft), Kamet 7,756 m (25,446 ft), Chaukhamba 7,138 m (23,419 ft), Trisul 7,120 m (23,360 ft), Dunagiri 7,066 m (23,182 ft), and Kedarnath 6,940 m (22,769 ft).



The Alaknanda River, one of the main sources of the Ganges, receives with its affluents the whole drainage of the district. At Devprayag the Alaknanda joins the Bhagirathi, and thenceforward the united streams bear the name of the Ganges. Cultivation is principally confined to the immediate vicinity of the rivers, which are employed for irrigation.

In June 2013 a multi-day cloudburst centered in the mountainous valleys of the area resulted in widespread damage and over 5,000 deaths. It was India's worst natural disaster insofar as death toll since the 2004 tsunami.

MAP OF GARHWAL REGION OF UTTARAKHAND



Source :<https://www.researchgate.net/figure/Location-map-of-Garhwal-region>

Objectives of Research

- To examine the existing tourism trend in the study area
- To identify the potential areas for the development of tourism
- To assess and examine the problem and challenges of the development of state through tourism industry

WHAT CAUSES SEASONALITY SYNDROME IN TOURISM ?

Tourism seasonality implies unequal distribution of the tourist activity at a certain destination and generates alternation of overcrowded periods with others during which resources are underutilized. Seasonality of demand is generally considered one of the major challenges in the tourism business. Seasonality may jeopardize sustainable development of tourism due to its impact on the economy, environment, society, and the labour market. This impact endangers economic development, conditioning citizens' attitude toward tourism (Koenig-Lewis & Bischoff, 2005; Martín, 2018). As Martín, Salinas, Rodríguez, and Jiménez (2017, p. 1693) argue "a low degree of seasonality is a necessary or desirable condition, at least, since a steady flow of annual income, activity and employment is needed to position tourism as a real development alternative." "Many economic activities are highly dependent on tourism and are at risk because the high seasonality of the tourist destination does not allow continuity in commercial and economic operations during the whole year" (Brida, Osti, & Faccioli, 2011, p. 365). This is particularly true for tourist destinations whose characteristics make them more vulnerable to systematic fluctuations of demand, for instance, destinations located in poorly developed areas or areas with a weak business network or high unemployment rate (Kastenholz & Lopes de Almeida, 2008). Managers of tourist enterprises and policy makers may consider seasonality as a "disgrace," especially when they have to address its consequences for unemployment, migration, less income, disinvestment, and so on (Candela & Castellani, 2009).

RESEARCH METHODOLOGY

Tourist seasonality can be explained by attending to general and particular causes at the destination. Hylleberg (1992) defines three groups of factors: meteorological conditioners, factors related to festivals and religious events, and

factors related to time planning, such as school and work vacation, fiscal and accounting periods, and so on. Butler (1994) complements the factors described by adding inertia in decision making and social pressure. Higham and Hinch (2002) relate the main causes of tourist seasonality to the constraints of the tourist activity itself. In addition to global causes, specific causes of seasonality are determining factors. These are factors believed to be factors conditioning each destination.

The study was based upon the collection of primary as well as secondary data .The primary data was collected by the student herself by asking tourists who visited Garhwal ,through direct personal investigation method .A questioner was prepared for the same .The secondary data was collected from various published and unpublished records of Ministry of tourism Government of India ,Tourism of Uttarakhand ,Various sources of publications such as magazines,journals ,internet and research survey.

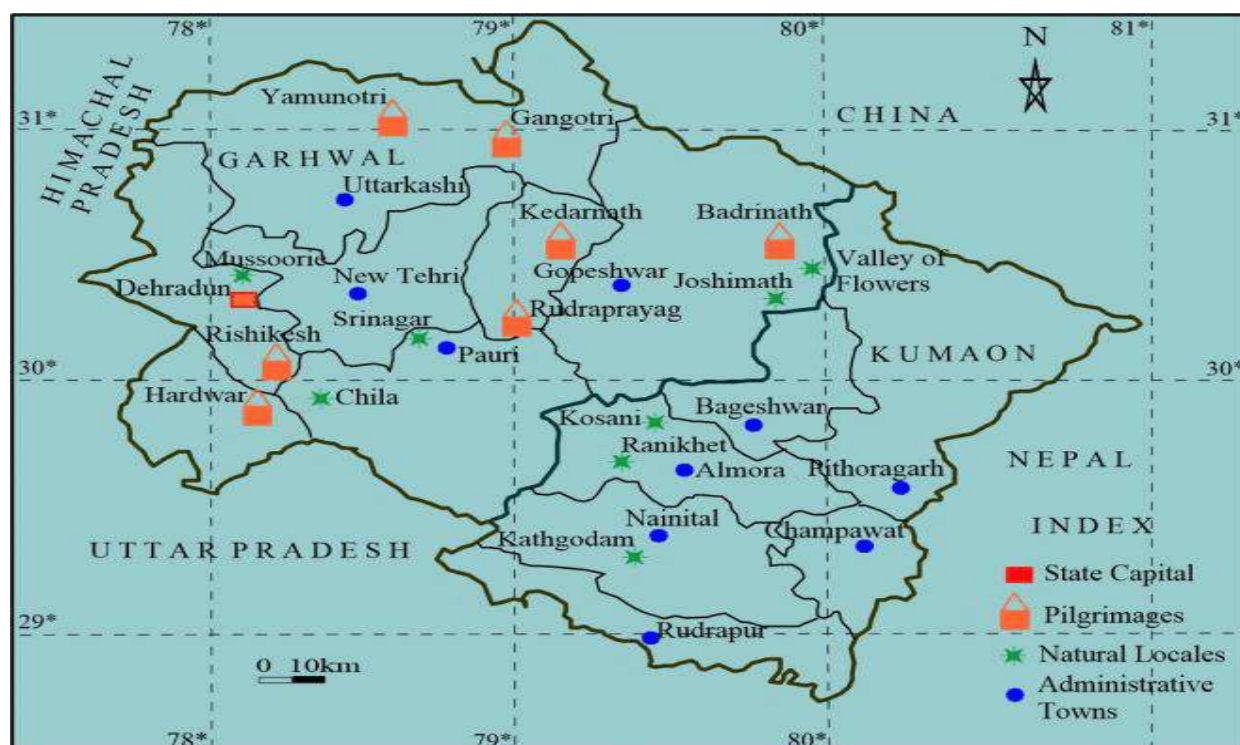
District-wise name of Tourist place of Garhwal Region of Uttarakhand for the year 2017-18

S.No.	District	No. of tourist places	Name of Tourist Places
1	Haridwar	9	Har ki Pauri ghat, Mansa Devi Temple, Chandi Devi Temple, Maya Devi Sanctuary, Daksha Mahadev Temple
2	Dehradun	74	Triveni Ghat, Ram Jhula, Gun Hill, The Mall, Mussoorie Lake, Sir George Everest House, Lake Mist, Jawala ji Temple, Tibetan Temple, Kempti Fall, Lakha Mandal, Robber's Cave, Forest Research Institute, Malsi Deer Park
3	Uttarkashi	30	Gangotri Temple, Gaumukh, Yamunotri Temple, Kashi Vishwanath Temple, Dodi Tal, Maneri Dam, Dayara Bugyal, Harsil, Bharon Ghati, Gangnani Hotspring, Kandar Devta Temple, Nehru Institute of Mountaineering, Sattal
4	Pauri Garhwal	26	The Garhwal Rifles Regimental War Memorial, Garhwali Mess, Regimental Museum, St. Mary Church, Bhulla Tal, TIP-in-Top, Jwalpa Devi Temple, Binsar Mahadev, Neel Kanth, Veer Chandra Singh Memorial, Chila Wildlife Sanctuary
5	Tehri Garhwal	26	Tehri Dam, Kanatal Kodea Jungle, Barehi Pani and Joranda Fall, Dashavtar Temple, Amber and Dhara Ecoparks, Deogarh Fort, Matatila dam, Dashrath Shila
6	Rudrapur	20	Kedarnath Shrine, Gauri Kund, Triyuginarayan Temple, Vasuki Tal, Tungnath Temple, Madhyamaheshwar Shrine, Deoria Lake, Dhara Devi Temple, Nandi Kund, Kanchula Korak Musk Deer Sanctuary
7	Chamoli	20	Valley of Flowers, Badrinath Pilgrimage, Hemkund Sahib, Gopinath Temple, Tapt Kund, Rudranath Temple, Panar Bugiyal, Mata Murti Temple, Auli, Charah Paduka Meadow, Joshimath

Source :Tourism Dept. of Uttarakhand



Major Pilgrimage Tourists Attraction in Garhwal, Uttarakhand



Source :Tourism Statistics of Uttarakhand

Variation in tourism of Uttarakhand because of Pandemic

Year	No. of tourists arrived in Uttarakhand
2017	3.5 Crore
2018	3.7 Crore
2019	3.9 Crore
2020	78.4 Lakh

Source :Survey of India

Tourist Arrival in Chardham Yatra

Year	No. of tourists arrived in Uttarakhand
2017	21.9 Lakh
2018	26.2 Lakh
2019	32.4 Lakh
2020	3.2 Lakh

Source :Survey of India

The COVID-19 pandemic has impacted the tourism industry due to the resulting travel restrictions as well as slump in demand among travelers. The tourism industry has been massively affected by the spread of coronavirus, as many countries have introduced travel restrictions in an attempt to contain its spread. The United Nations World Tourism Organization estimated that global international tourist arrivals might decrease by 58% to 78% in 2020, leading to a potential loss of US\$0.9–1.2 trillion in international tourism receipts.

In many of the world's cities, planned travel went down by 80–90%. Conflicting and unilateral travel restrictions occurred regionally and many tourist attractions around the world, such as museums, amusement parks, and sports venues closed down. UNWTO reported a 65% drop in international tourist arrivals in the first six months of 2020. Air passenger travel showed a similar decline.^[7] The United Nations Conference on Trade and Development released a report in June 2021 stating that the global economy could lose over US\$4 trillion as a result of the pandemic

As far as Uttarakhand state is concerned, the COVID-19 pandemic has had large scale ramifications. The strict lockdown enforced by the government to curb the spread of the virus in India precipitated a humanitarian and economic crisis. The imposition of a complete lockdown in March 2020 to prevent a rise in COVID-19 infections has had a substantial impact on the state's economy and health. Over the past one and half year, a large proportion of people, mainly the socio-economically marginalised, have found it difficult to find jobs, feed their families and access basic healthcare. Consequently, the impact of coronavirus pandemic on Uttarakhand state has been largely disruptive in terms of economic activity as well as a loss of human lives. Almost all the sectors have been adversely affected as domestic demand and exports sharply plummeted with some notable exceptions where high growth was observed.

CONCLUSION

Tourism is one of the fastest growing industries in Uttarakhand. According to statistics maintained by the Tourism Board, the estimated tourist visits in Uttarakhand during 2006 were about 18.99 million by domestic tourists and 0.1 million by foreign tourists. Though these estimates have the inherent problems of non-uniform coverage and aggregation of non-comparable sources, these estimates can be considered as indicative of the existing dimensions of tourist visits in the State. The share of Uttarakhand in the over all domestic tourist visits of the country in 2006 was, however, lower than its share in the earlier years of 2001 and 2002. In the case of foreign tourist visits, the share of Uttarakhand has been declining consistently since 2001 except for a marginal increase during 2005. While the share was 1.01percent in 2001, it declined to 0.84 percent by 2006.

Comparative Estimates of Tourist Visits in Uttarakhand

Year	India (Million)		Uttarakhand (Million)		Percentage Share (%)	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
2001	234.20	5.42	10.37	0.055	4.43	1.01
2002	269.60	5.16	11.37	0.056	4.22	1.09
2003	309.04	6.71	12.58	0.063	4.07	0.95
2004	366.22	8.30	13.34	0.075	3.64	0.90
2005	390.47	9.94	15.92	0.093	4.08	0.93
2006	461.16	11.4	18.99	0.096	4.12	0.84

Source : Tourism Dept. of Uttarakhand

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