

Development of Tourism and the Tourist Industry in India: A Case Study of Uttarakhand

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Abstract This paper aims to clarify the regional characteristics of the development of tourism accompanying economic growth in India and the tourist industry using development in the Kumaon region of Uttarakhand. The state of Uttarakhand is known as a Himalayan hill resort area with various tourism resources, such as hillside summer retreats in regions with beautiful lakeside scenery and views of year-round snow of the Himalayan Mountains, Hindu pilgrimage sites and so on. In particular, the development of hillside summer retreats was facilitated by the forging of roads through steep mountainous regions and the construction of hotels and vacation homes by the English during the colonial period. In recent years tourists from all over India have visited Uttarakhand, and that number is increasing rapidly. While it is obvious that many of the tourists come from the North and South West regions of India, there is a particularly large number who come from the greater Delhi metropolitan area. It is assumed that these visits constitute utilization of leisure time by the middle class. With new development of hill resorts, Naukuchiatal has been one recipient of the ever-increasing number of domestic tourists. Surrounded by tourism resources centered on the lake, Uttarakhand has experienced growing development of lodging accommodations by local residents and hotel capital from inside and outside the state. Hence, a certain ripple effect to the local economy can be observed for both local residents and merchants within the region regarding employment at lodging accommodations, necessary services, and the demand for materials.

Key words tourist industry, regional development, regional economies, Uttarakhand, India

I. Introduction

Prior to recent economic growth in India, domestic tourism was concentrated mainly on foreigners and a portion of India's economic elite. However, growth of the middle income level (hereafter referred to as the "middle-class") in recent years, has expanded the domestic tourism market.

The middle class is comprised of salaried workers with clear divisions between work and leisure. How these people spend their leisure time has become a topic of interest even in India. Tourism is one type of leisure activity, and the middle class, with their set amount of leisure time, has the potential to become a major presence in the consumption of tourism. The population of this class is estimated at 200 million, a market for the consumption of tourism that exceeds the population of Japan. Tourism has the potential to become a major industry in India.

This paper focuses on the Indian state of Uttarakhand, a tourist destination known for its Himalayan mountain resorts. A mountain summer resort known as "Hill Resort" lies overlooking the Himalayan Mountains and the beautiful lake scenery and perpetual snow of Uttarakhand. In addition, the source of the Ganges and Himalayan foothills regions boast a variety of tourism resources such as Hindu pilgrimage sites, trekking,

the state capital (Dehradun), and the natural beauty of national parks. The development of Hill Resort is especially advanced due to the forging of roads through steep mountainous regions and the construction of hotels and vacation homes by the English during the colonial period.

It is believed that the burgeoning middle class has had a tremendous regional impact on new development of tourist regions in Uttarakhand. This paper discusses the regional characteristics of the development of tourism accompanying economic growth in India and the tourist industry using development in the Kumaon region of Uttarakhand.

II. Development of Tourism in India

1. Burgeoning middle class and expansion of domestic tourism

The diversification of lifestyles that accompany a burgeoning middle class has encouraged the development of tourism as a leisure activity. Figure 1 shows domestic numbers of tourists for all areas of India. According to this figure, the numbers of domestic tourists have increased 10.7% year-over-year since statistics were first recorded in 1991, reaching 740 million in 2010. This growth is directly proportional to growth in GDP. Andhra Pradesh is the most popular domestic tourist destination with 155.78

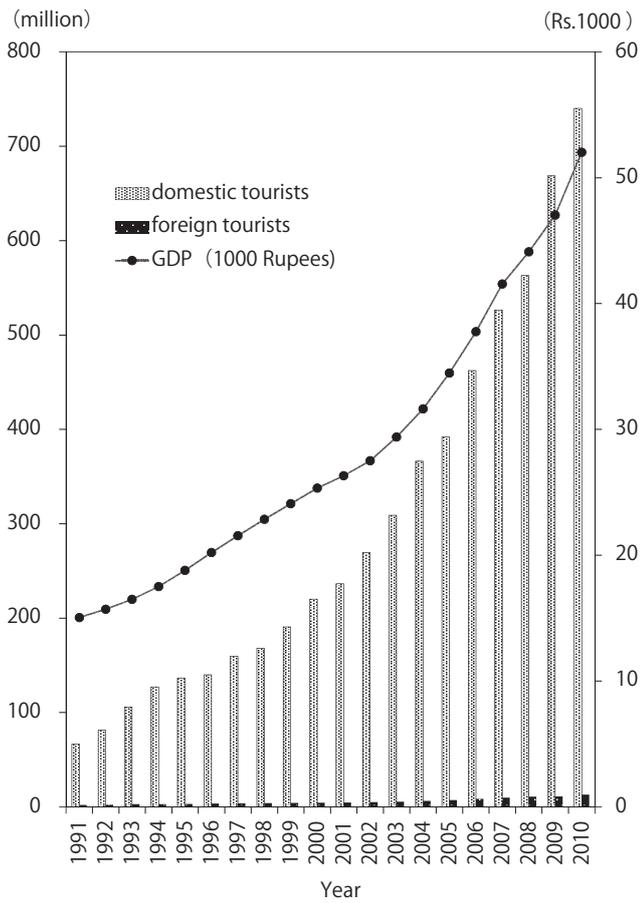


Figure 1. Number of domestic and foreign tourists and change of GDP growth in India
 Source: Ministry of Tourism (2010)

million visitors, followed by Uttar Pradesh with 144.47 million visitors, and Tamil Nadu with 111.63 million visitors.

On the other hand, numbers of foreign tourists have continued to soar since 2002. While growth slowed in November 2008 due to the Mumbai terror incident and recession caused by the global financial crisis, 2009 has seen a return to previous momentum. The number of foreign visitors in 2010 was 2.1 times that of 2001 reaching 5.78 million and ranking 40th worldwide (Japan is 29th). The nationalities of visiting foreigners were mostly countries with deep economic or historical ties such as (in order from most visitors) the United States (16.1%), England (13.1%), Bangladesh (7.5%), and Sri Lanka (4.6%). The regions in India that received the most foreign visitors were Maharashtra (28.4%), Tamil Nadu (15.6%), Delhi (10.6%), occupying the top spots. Tourist destinations attracting inbound tourists were concentrated in regions with high accessibility to foreigners including (in order from most visitors) the Taj Mahal (20.7%), the Agra Fort (12.7%), Humayun’s Tomb (7.6%), and Qutb Minar (7.0%).

The difference in tourist destinations between domestic and foreigner tourists is influenced by differences in travel purpose. A survey conducted in 2002 by India’s National Council of Applied Economic Research revealed that the majority of Indians (66%) chose “Social Purpose” as their purpose for travel. The specific breakdown showed a clear focus on ceremonial functions involving family and relatives with the specific breakdown of purposes including “visiting friends and family,” “marriage,” and “births and deaths.” Categories other than social purposes included “religious and pilgrimage” (15%), “leisure holiday” (6%), and “business and commercial” (5%). It is evident that tourism in India takes a different form than the visits to tourist facilities and long-term stays in resorts common in Japan, Europe, and North America. In contrast, overseas travel by Indians increased rapidly. The 1.94 million overseas travelers in 1991 increased to 4.41 million by 2000 and exceeded 10 million by growing to 10.86 million by 2008, reaching 12.98 million by 2010. The top five tourist destinations in 2009 were Kuwait (730,000) Singapore, Thailand, the United States, and Malaysia, followed by China and Saudi Arabia. While travel was concentrated on geographically close destinations such as the Middle East and Southeast Asia, the large economies of the United States and China were also popular destinations.

2. Development of tourism policy in India

Here, we wish to examine the background of this surge of tourists from tourism policy set by the government of India. The government of India first established tourism as an important pillar of economic activity in the late 1980s. Behind this policy were favorable evaluations of the economic ripple effect of tourists visiting from developed nations and the activation of a movement in the 1980s to establish India as a tourist destination similar to other developing countries such as Thailand and Malaysia (Nakatani, 1996). Since this period of time, tourism has continuously been recognized by the Indian government as an important means of acquiring foreign currency through an industry that is expanding globally. Foreign currency income gained from foreign tourists is a major presence in India’s economy reaching 14.2 billion dollars in 2010.

India formulates its economic plan every five years, and tourism policy is also rolled out based on its five-year plan. First, the 1970s to 1980s exhibited the tendency to focus on tourism infrastructure development, namely, the development of transportation infrastructure and accommodations. In particular, the selective development of regions with many foreign visitors was added. Next,

in place of social infrastructure by the government, the vitality of the private sector was introduced in the 1990s to promote Indian tourism in the global market. This was not merely the development of designated tourist sites, but included the development of tourism regions that encompass the surrounding area, and diversification of tourism resources from the more traditional historical and cultural heritage sites to include trekking in national parks and wildlife sanctuaries, nature observation, and development of beach resorts. Trekking in mountainous areas such as Jammu and Kashmir and India's Northeastern regions of Sikkim and Assam, as well as adventures at wildlife and nature preserves are examples.

While the aim had largely focused on attracting tourists from foreign countries, the promotion of domestic tourism was added to the agenda in the 21st century. Tourism was positioned as a means of economic growth with a clear intention to tie it to job creation and rural development, while also promoting domestic tourism. One recent characteristic is the attempt to creating unprecedented tourism resources such as rural tourism, ecotourism, medical tourism, and luxury line cruises in the Arabian Sea.

In this manner India's tourism policy has transitioned from attracting foreign tourists to the promotion of domestic tourism to a burgeoning middle class.

III. Tourism Trends and Tourism Development in Uttarakhand

1. The variety of tourism and tourist destinations available in Uttarakhand

The tourism deployed in Uttarakhand can be classified into four types with the formation of tourist areas suited to each type: 1) Hill resort tourism 2) Pilgrimage tourism 3) Wildlife tourism, and 4) adventure tourism (Sati, 2006).

1) Hill resort tourism This type of tourism has traditionally been available in Uttarakhand, originating with the "Hill Station" developed in mountainous regions during the colonial period in the 1830s. These are tourism regions developed for foreigners and wealthy Indians seeking pleasant climate and beautiful scenery in order to avoid the heat of the monsoon season. Mussoorie, Nainital, Almora, Pithoragarh, and Ranikhet are representative of the major hill resorts in the state. While a large number of people, mostly foreign tourists, have visited these hill resorts since the 1960s, recent years have seen visits by a large number of Indian tourists, as previously mentioned in this chapter.

2) Pilgrimages Pilgrimages are the form of tourism

with the longest history in India. While pilgrimages are an activity based on religious faith, they also include many elements of tourism including stopping at tourist sites along the way. It is for this reason that it is difficult to differentiate pilgrimages and tourism (Nakatani, 2011a). In other words, pilgrimages are viewed as tourism in India. Uttarakhand is positioned as a mountainous region of the Himalayas and the source of the Ganges River, and is blessed with a large number of holy sites in the Hindu religion. The exquisite natural scenery that unfolds there has reminded people since ancient times of the presence of God, and it is rumored that such pilgrimages were established in the Middle Ages (Nakatani, 2011b). Famous pilgrimage sites in the state include Haridwar, Mussoorie, Badrinath, and Gangotri in the Garhwal district, and Nainital in the Kumaon region. In particular, Haridwar receives over 5 million visitors each year.

3) Wildlife tourism The Siwalik Hills in Uttarakhand State have large expanses of land set aside for national park and nature preserves, which have also become tourism resources. In particular, Rajaji National Park and the Chilla wilderness area within the park strive to protect the Indian elephant, while Jim Corbett National Park is known as a habitat for Bengal Tigers. Areas in the state that provide habitat for rare alpine plants and the endangered musk deer that inhabit areas such as the Nanda Devi and Valley of Flowers National Parks that are registered as world natural heritage site, are also highly regarded for their potential to turn wildlife into tourism resources.

4) Adventure tourism Adventure tourism is a form of "special interest tourism" that is positioned as a type of tourism motivated by the unique interests and proclivities of its participants (Yasumura, 2011). Categorized by educational and experiential offerings, the mountainous areas of the two Uttarakhand districts of Kumaon and Garhwal provide tourism opportunities for those seeking natural experiences such as winter sports, river rafting, mountain climbing, and trekking in the southwestern portion of the state's wildlife sanctuaries and Hindu holy sites.

2. Trends and characteristics of tourist visiting Uttarakhand

Trends of tourists visiting Uttarakhand are verified from statistical data. Figure 2 shows tourist visiting Uttarakhand categorized by domestic and foreign tourists. According to these statistics, the number of domestic tourists is increasing sharply by more than doubling from approximately 10 million tourists visiting Uttarakhand in 2001 to 21.9 million tourists in 2009. While the number of foreign tourists is only about 1 tenth of the number of

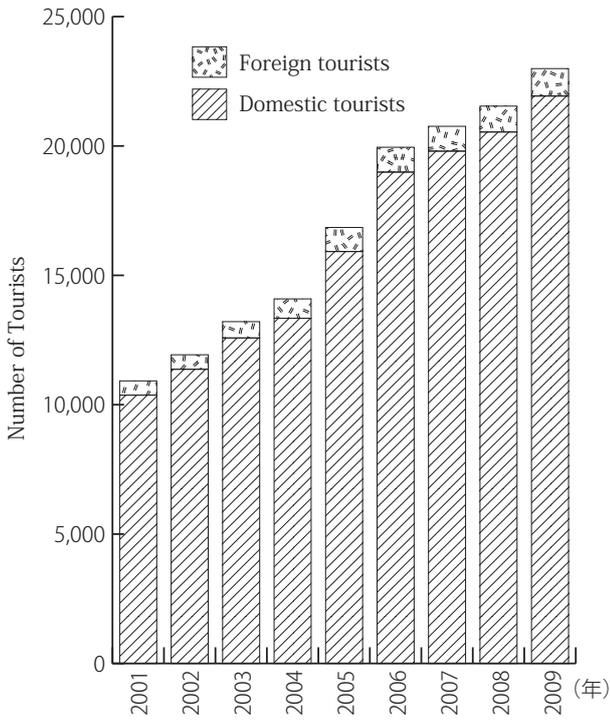


Figure 2. Number of domestic and foreign tourists in Uttarakhand
Source: Ministry of Tourism (2010)

domestic tourists, there was close to a twofold increase from approximately 55,000 in 2001 to 106,000 in 2009.

Next, Figure 3 shows the number of domestic tourist arrivals (13.83 million) in 2005 by district, with the largest number visiting Haridwar (6.29 million), followed by the site of the capital city Dehradun (2.38 million), the gateway to the Himalayas Chamoli (1.67 million), Uttarkashi (800,000), and Tehri Garwhal (590,000). Moreover, there

is a trend toward concentration in the aforementioned areas with natural experience-oriented tourism resources found only in Uttarakhand, with many tourists visiting Nainital (610,000), with its hill resorts dispersed throughout the district, and Pauri Garhwal (520,000), home to the Jim Corbett National Park.

Sample surveys targeting domestic tourists (4,456 subjects) enable a view of the specific visitor destinations, and show that destinations with the highest number of inbound visitors are areas with holy sites such as Haridwar (54.7%), Rishikesh (46.0%), Nainital (44.3%), Badrinath (39.4%), and Kedarnath (36.6%). Furthermore, this same survey asked the number of days stayed in each location. The location with the longest average stay was Uttarkashi (2.7 days), followed by Kausani (2.6 days), Dehradun (2.6 days), Nainital (2.3 days), and Gaurikund (2.1 days). Average stays at Bhimtal (mentioned in this chapter) and Naukuchiatal were both 2.0 days. Over 2.0 days requires 2 nights, but the visit duration was relatively long within the state.

Tourists from all over India come to visit Uttarakhand. Figure 4 shows distributions by residence of the 8.55 million domestic tourists visiting Uttarakhand as reflected in a sample survey. According to this distribution, large numbers of tourists originate from the North and South-west regions of India, with the largest percentage of visitors coming from Delhi (14.7%). Next is Uttar Pradesh (11.1%), followed by West Bengal (9.1%), Punjab (7.8%), Haryana (6.4%), Gujarat (5.3%), with 6.7% of all visitors originating from within Uttarakhand. It should be noted that visits by these tourists are facilitated largely by devel-

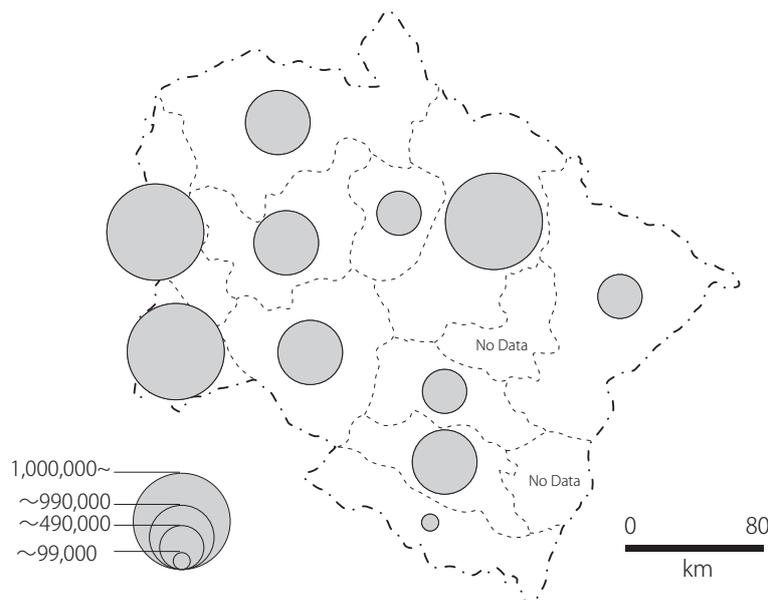


Figure 3. Number of domestic tourist arrivals by district in Uttarakhand (2005)
Source: Field Survey (2009)

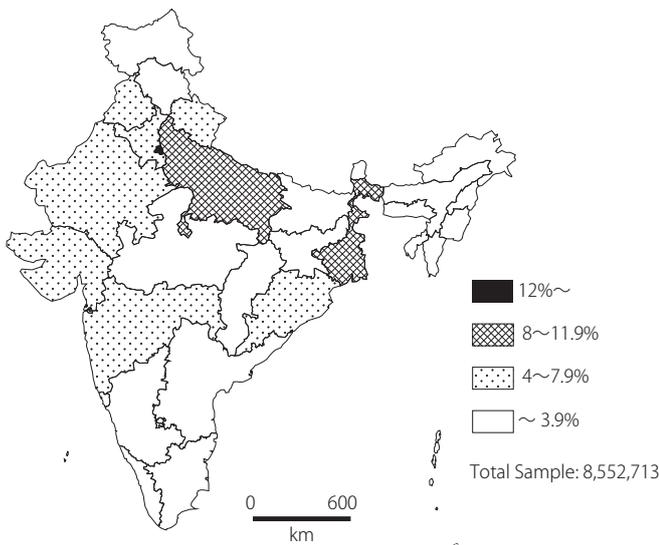


Figure 4. Distribution of residence of domestic tourists visiting Uttarakhand (2006)
Source: Government of India (2008)

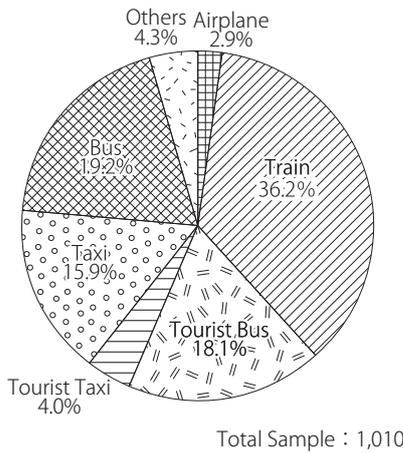


Figure 5. Means of transportation of domestic tourist in Uttarakhand
Source: Government of India (2008)

opment of transportation networks. In terms of the modes of transportation used by tourists (Figure 5), the most widely used mode of transportation was train, utilized by 36.2% of tourists, followed in order of popularity by transit bus (19.2%), tour bus (18.1%), and taxi (15.9%). Trains can be used from a wide range of areas with trains from Delhi directly linking all locations within the state, as well as trains servicing destinations as far away as Kolkata. While not reflected in the data, it is believed that the use of passenger vehicles has grown due to recent advancements in motorization and highway improvements.

The reasons (percentages reflect plural responses) that tourists with such behavioral profiles visit Uttarakhand include “pilgrimages and religious events” (44.2%) as the most popular, followed by “vacation and tourism” (43.6%),

“business and conferences” (12.2%), and “visits to friends and family” (3.0%). It is clear that tourism in the state is closely tied to participation in pilgrimages and religious events. Furthermore, the detailed breakdown (includes plural responses) of those visiting for the purpose of “vacation and tourism” in natural environments and holy grounds include “enjoy natural scenery” as the most popular (56.9%), followed by “trekking” (41.6%), “visits to holy sites” (29.1%), “visits to hill resorts” (13.3%), and “wildlife and nature observation” (3.4%). In addition, the most popular source of information about Uttarakhand obtained by tourists, according to survey responses, was “friends and family” at 53.6% (plural responses). Next, in order of popularity, were “travel agent” (23.1%), “travel guide book” (18.0%), “newspapers and magazines” (16.8%), and “websites” (13.0%). The results suggest that, in addition to obtaining tourism information through media, tourists also made use of their social networks.

IV. Formulation of Tourist Areas Observed in Distributions of Hotel Accommodations

The establishment of hotel accommodations through tourist development is believed to exert a major impact on the area. Hotel accommodations do not simply create the demand for services of patrons, but also exert a ripple effect on the economy of the area, including employment opportunities and the demand for services targeted to hotels. In this sense, clarifying the presence of hotel accommodations is essential for examining the current state of tourism in Uttarakhand.

The distributions of hotel accommodations in Uttarakhand are shown in Figure 6. As of 2009, Uttarakhand had become a state with an accumulation of hotel accommodations boasting 2,312 hotel facilities and a total of 27,899 guestrooms. The accumulation of hotel accommodations within the Kumaon region is concentrated in Nainital, with the expanse of lakeside scenery found in Bhimtal and Naukuchiata of the Nainital district, and the view of the snowcapped Himalayan Mountains of Almora and Kausani in the Almora district. In contrast, accommodations in the Garhwal region are found in Dehradun, which hosts the capital city, Haridwar and Rishikesh, areas famous as pilgrimage sites in the Hindu religion, and Mussoorie, an area well known for its hill resorts. In addition, hotel accommodations are also widely dispersed in areas that form the gateway to the Himalayas, including the districts of Uttarkashi, Rudra Prayag, and Chamoli.

Furthermore, Tourist Rest Houses, which are operated

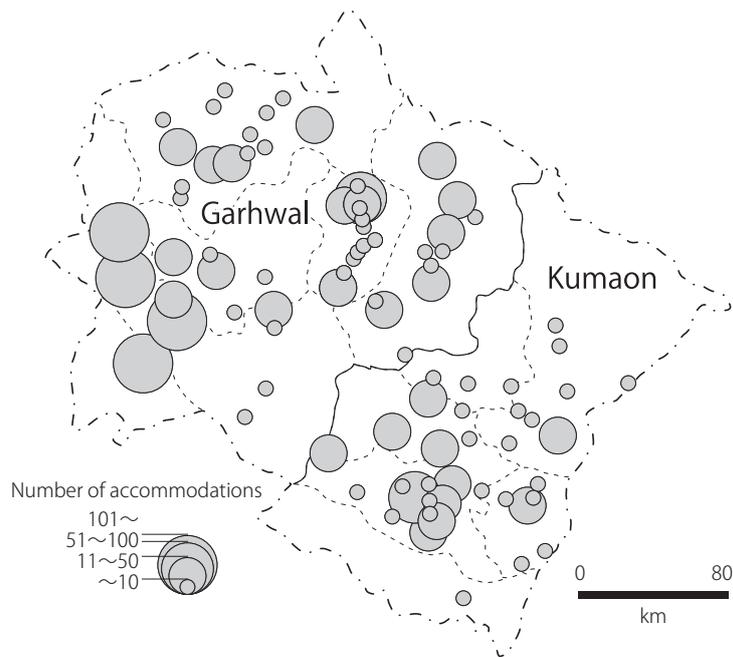


Figure 6. Distribution of hotel accommodations in Uttarakhand

Source: Nest & Wings (2009)

by the Kumaon Mandal Vikas Nigam and the Garhwal Mandal Vikas Nigam (organizations under the jurisdiction of the Uttarakhand state government), have 51 locations in Kumaon and 81 locations in Garhwal. Tourist Rest Houses are characteristically distributed in locations where private hotel accommodations have yet to be established. As will be mentioned later, a Tourist Rest House was the first accommodation located in Naukuchiata. It was subsequently followed by the establishment of hotel accommodations funded by private investment.

V. Development of the Tourist Industry and Geographical Characteristics: Lodging Accommodations of Naukuchiata

1. Establishment of lodging accommodations and their ripple effect throughout the community

Next, the role played by lodging accommodations as the nucleus of the tourist industry in the formulation of tourist regions is explored using a newly developed hill resort as an example. The example explored here is Naukuchiatal, which is approximately 20 km southeast of Nainital city in Kumaon district. Naukuchiatal is visited by tourists who seek to enjoy lakeside scenery and recreation on Lake Naukuchiatal. This emerging hill resort has experienced the successive establishment of lodging accommodations and startup of tourism-related services.

In the hills surrounding Lake Naukuchiatal, there are 16 lodging accommodations built to offer views of the

lake and lakeside (Figure 7). Lodging accommodations at Naukuchiatal can be categorized into three types: 1) Public lodging accommodations (2 facilities) operated by Kumaon Mandal Vikas Nigam 2) Hotels (3 facilities) operated with outside investment, and 3) Guesthouses (11 facilities) operated by residents and locals of Naukuchiatal with their families (Table 1).

The inaugural years of these accommodations (Table 2) began in 1992 with the opening of the “Tourist Rest House” by the Kumaon Mandal Vikas Nigam, followed in 1993 by the establishment of a hotel with funding from Delhi. New openings of lodging accommodations occurred one after another beginning in the year 2000, and new accommodations have been opened by local residents almost yearly until 2008. After a cottage-type facility was opened with funding from Delhi in 2007, a domestic chain expanded in the region with funding from Chennai in 2008. All of the hotels proceed with construction after purchasing land from local farmers. Reflecting the increase in tourists visiting the area, the number of hotel rooms in Naukuchiatal has seen significant increase from 15 rooms at the outset to 172 rooms (Figure 8).

Next, lodging accommodations, employment, the procurement of necessary materials, etc. are examined by type of accommodation. 1) Public lodging accommodations (No. 1, 2 in the center of Figure 7) were the first type of accommodation to be established in the region. Accommodation No. 1 was the first in the area, opening in 1992 with a small guest room count of only 15 rooms. There is a

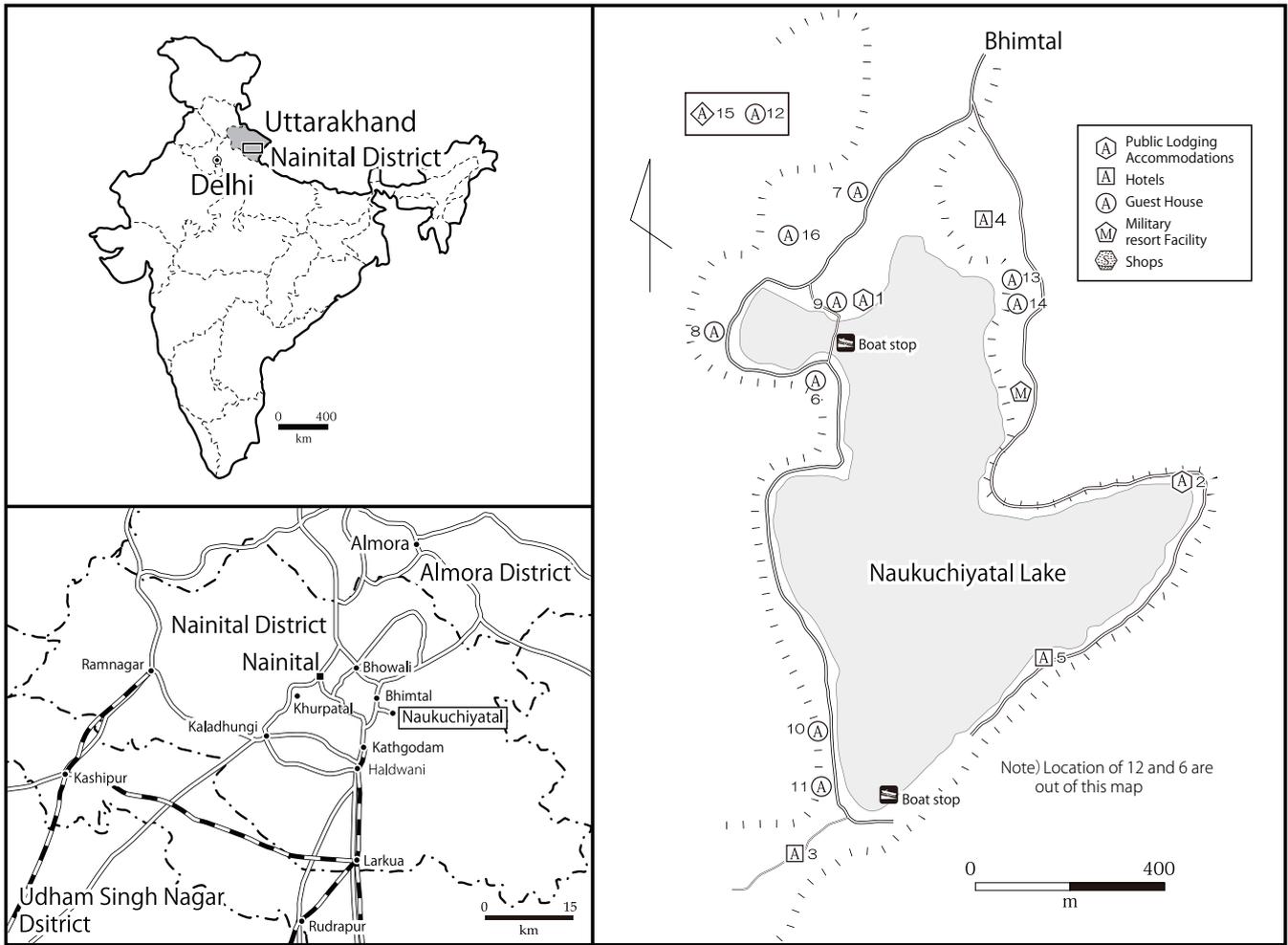


Figure 7. Location of hotel accommodations in Naukuchiyatal
 Source: Field survey (2009)

Table 1. The characteristics of hotel accommodations in Naukuchiyatal

Types of Lodging Accommodations	a) Public Lodging Accommodations	b) Hotels	c) Guesthouses
Administrative organization	Kumaon Mandal Vikas Nigam	Firms	Local Residents
Opening terms	Early of 1990s	After 2005	After 2000
Tariff	1,000–2,000 Rs.	2,500–6,000 Rs.	500–3,000 Rs.
Number of employees	10	20–60	2–5
Ages of employees	30 s–40 s	20 s	20 s–50 s
Hometowns of employees	Nainital district (Seasonal employees are local residents)	Nainital District Almora District U.P. State	Local areas (Seasonal employees are local residents)
Procuring areas of foods	Local merchants Haldwani	Delhi Haldwani	Local merchants Bhimtal Haldwani
Procuring areas of materials	Haldwani Bhimtal Nainital	Delhi Haldwani	Haldwani Bhimtal

Source: Field Survey (2009)

differential of almost double in room rates (busy season), with the rate for a regular room at accommodation No. 1 ranging between 1,000–1,500 Rs. and the room rate in

accommodation No. 2 ranging between 2,000–2,500 Rs.

Both facilities employ around 10 people with ages of employees ranging from 30 to 51. Most employees

Table 2. The establish year and changes of number of hotel accommodations

N=16	a) Public lodging accommodations	b) Hotels	c) Guesthouses
1992	●		
1993		●	
2000			●
2003	●		●
2004			●
2005			●
2006			● ●
2007		●	● ●
2008		●	● ● ●
Total	2	3	11

Note) ● means the establish of one accommodation
 Source: Field Survey (2009)

are natives of Nainital district, and seasonal employees account for 6 of the 11 employees at accommodation No. 1. Both seasonal and regular employees are comprised of residents living in villages surrounding Lake Naukuchiatal. In addition to these aspects, the ripple effect of procuring necessary materials is also important to the local economy. A certain effect is evident in dealings with local merchants as vegetables, grains, seasonings, and soap are purchased from shops in Naukuchiatal, and milk is transported from local farmers. In addition, meat and fish are procured from Haldwani and Bhimtal, linen is sent

to proprietors in Bhimtal.

2) The scale of Hotels (accommodation Nos. 3–5) is relatively large, with number of guest rooms ranging from 20–30. Although the inaugural year for accommodation No. 5 was early (1993), the other two are new hotels opening in 2007 and 2008. The room rates (busy season) for accommodation Nos. 3 and 4 are upper class at around 5,500 Rs for a regular room, while the room rate at accommodation No. 6 is also somewhat more expensive, ranging between 2,500–3,000 Rs. The classification of “hotel” used here is a lodging accommodation targeted to the wealthy, and many individuals seeking accommodations in Naukuchiatal seek accommodation at such hotels.

The employment situation in Table 1 shows that the number of employees at these three hotels ranges from 20 to 60 individuals with age ranges between 19–22 and 23–30. All staffs are full-time employees, and natives of Nainital district account for 30–90% of the total. There are also a relatively large number of employees native to Almora to the north and Uttar Pradesh to the south. Many employees find work in positions that require a large amount of manual labor, such as cooks, room service, housekeeping, etc. According to interviews with these three hotels, employees working in reception have an education level of middle school and above. Accommodation No. 4 reports that it employs many alumni of the local Kumaun University. Due to the high price of services and

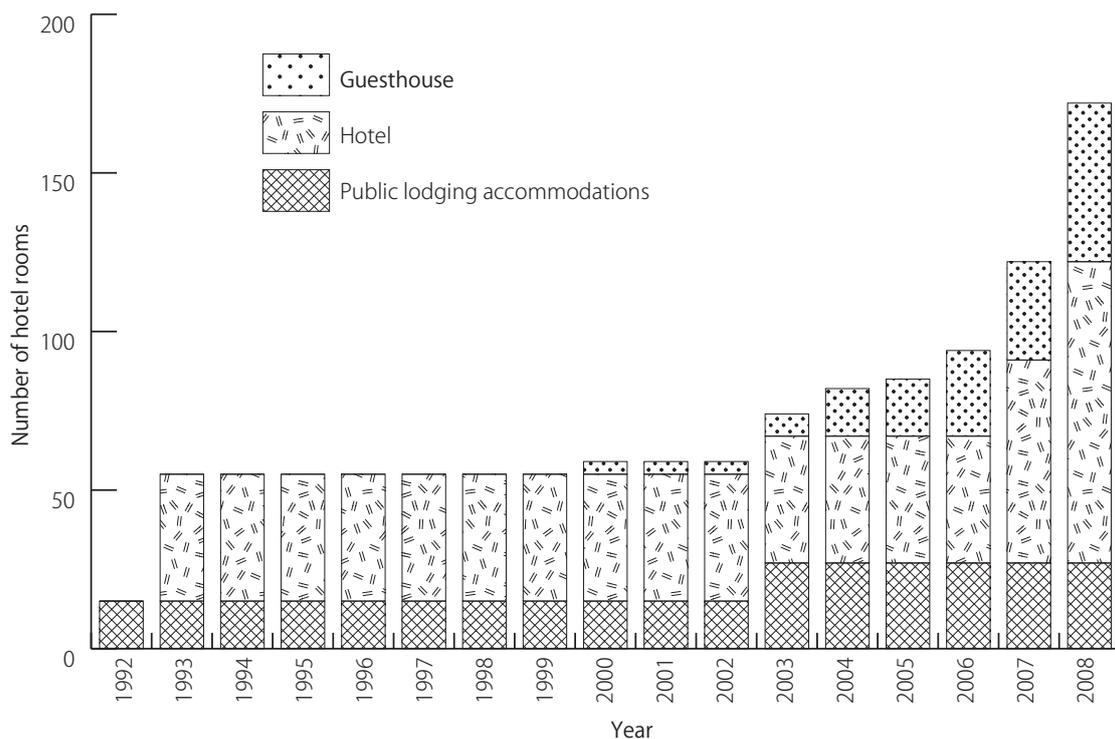


Figure 8. Number of hotel rooms in Naukuchiatal
 Source: Field survey (2009–2010)

large number of rooms, necessary materials are not procured locally, but many materials such as foodstuffs and linen are delivered directly from Delhi and Haldwani.

3) Guesthouses (accommodation Nos. 6–16) are family operated by local residents and have between 2–5 guest rooms. They operate on a small scale of around 5 people. 10 of 11 guest houses opened since 2005 are typical examples of local farmers participating in tourism-related businesses. Among the owners are four who were born in Naukuchiatal but live in Delhi and open their guest houses only in the busy season (accommodation Nos. 10, 13, 15, 16).

Nine of the guesthouses employ workers who are not family members by hiring people from Nainital district to fill jobs such as cooks and room service during the summer busy season. While room rates are quite low, ranging from 500–1,500 Rs during the busy season, there are also four luxury guest houses with room rates that range from 3,000–5,000 Rs. (accommodation Nos. 9, 10, 11, 16). There is evidence of efforts to maintain ties with local merchants in the procurement of materials, with nine procuring milk and four procuring vegetables and grains from Naukuchiatal.

2. Regional characteristics of visitors by examining guest records

Next, the characteristics of visitors to Naukuchiatal are examined using guest records. Analysis is conducted based on the 2009 guest records of a Tourist Rest House (accommodation No. 1), which is categorized as a public lodging accommodation. The period studied was June, the month with the largest number of guests within the year. Because the individual characteristics of a single representative of a tour group are noted in guest records, groups were also examined as units.

Figure 9 shows estimates of the number of visitors to accommodation No. 1 from 2007 to 2009. This figure shows that over half of the total annual visitors stay between April and June, the time period preceding the monsoon season. In particular, June represents the peak with 500–700 guests within this one month period. It is also evident that the number of visitors increases after the monsoon season in October and at the end of the year in December. These visitor trends are common among the lodging accommodations doing business in Naukuchiatal.

There were 502 individual guests and 130 guest groups during June 2009. Table 3 shows that 3–4 individuals was the most common average size of groups (46.2%) followed by 1–2 individuals (19.2%). The majority of groups consisted of husband and wife or families with children,

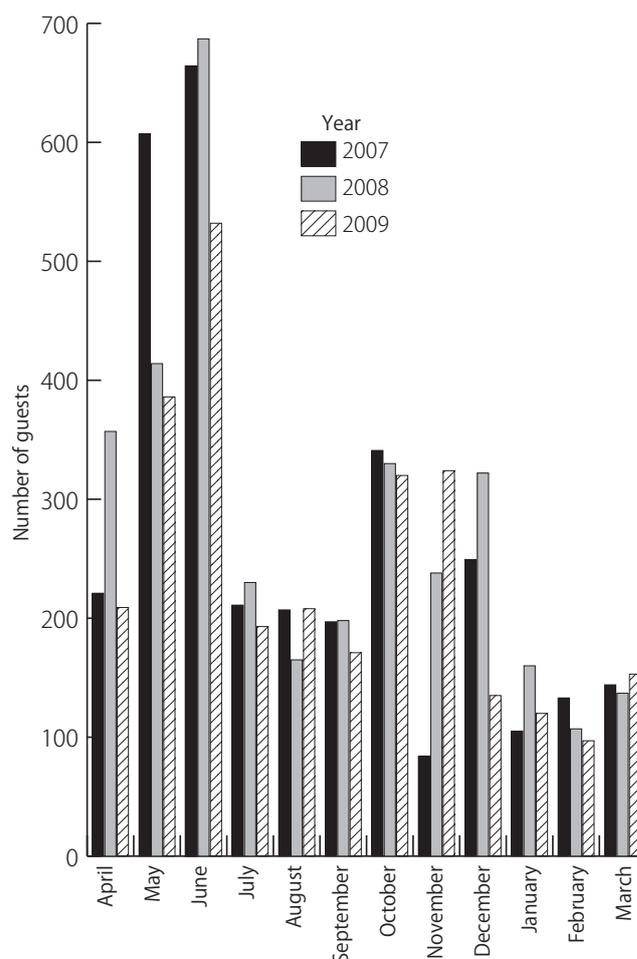


Figure 9. Number of guests to Tourist Resthouse Naukuchiatal (2007–2009)

Source: Field Survey (2009)

Table 3. Characteristics of guests in public lodging accommodation

Items		Number of groups	%
Total number of groups		130	100
Number of group members	1–2	25	19.2
	3–4	60	46.2
	5–6	20	15.4
	7–9	14	10.8
	Over 10	11	8.5
Purpose of visiting	Tourism	128	98.5
	Others	2	1.5
Occupations of visitors	Service/Business	93	71.5
	Government	5	3.8
	Doctor	6	4.6
	Others	26	20.0
Means of transportation	Automobiles	73	55.7
	Others	57	44.3
Length of stay	2 days & 1 night	68	52.3
	3 days & 2 nights	34	26.2
	4 days & 3 nights	25	19.2
	Over 5 days & 4 nights	3	2.3

Source: Visitors' registration of Tourist Rest House Naukuchiatal (July, 2009)

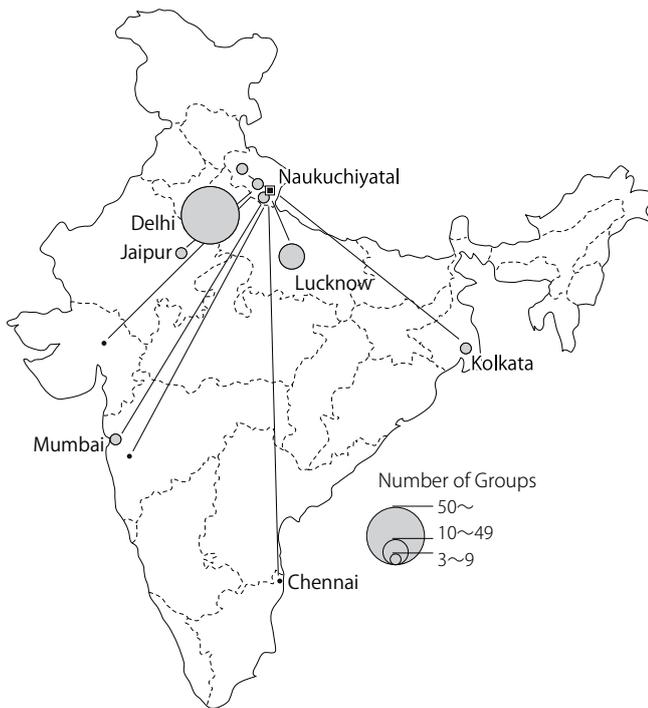


Figure 10. Residence location of guests of Tourist Rest House Naukuchiatal
Source: Field Survey (2009)

and some guests were European or North American backpackers. 15.4% of groups consisted of 5–6 individuals while 10.8% consisted of 7–9 individuals. There were also families with many children and families who traveled together with grandparents. 8.5% of groups consisted of 10 or more individuals, and some groups consisted of multiple families. The purpose of visit was almost always tourism with most visitors to the area coming to escape the summer heat.

The most common occupation, accounting for the majority, of group representative was Service/Business (71.5%) indicating that middle-class individuals are visiting hill resorts. In addition, doctors, public servants, and teaching staff made up 3–5% of group representatives.

The most common location of residence (Figure 10) of guests was Delhi (46.9%), with the surrounding areas of Ghaziabad, Gurgaon, and Noida each accounting for 2–3%. When combining these areas, over half of guests were visiting from the greater Delhi metropolitan area. Hence, it appears that Naukuchiatal is maintaining its function as a recuperative vacation resort for the people of Delhi. Traditionally, access from Delhi to Naukuchiatal was by train and taxi; however, with the popularity of automobiles accompanying economic growth, over half of groups (55.7%) used automobiles for direct access to the area. It is believed that the popularity of this individualistic mode of transportation and road improve-

ments enhanced access from Delhi and contributed to the increase in visitors. In addition, there were also visitors from large cities in India such as Kolkata and Mumbai in spite of the long-distance. According to management, visitors from these areas travel over 20 hours by train to reach Naukuchiatal. Furthermore, there are also visitors from Lucknow and Dehradun - the capital cities of Uttar Pradesh and Uttarakhand, as well as from capital cities in the Kumaon division within Uttarakhand (Rudrapur, Ramnagar, etc.).

Over two thirds of groups stay for relatively short periods of time with the most common length of stay in Naukuchiatal at 2 days and 1 night (51.9%) followed by 3 days and 2 nights (26.2%). There were also groups following the old style of long-term rest and recuperation with over 20% of groups staying 3 nights or longer. According to guest records, Naukuchiatal is not the sole destination, with almost half of all guests stopping by on the way, or in return from, nearby Almora district and Nainital City. According to guesthouse owners regarding inbound patterns of visitors to their guest houses, guests often seek accommodations in Nainital with its high concentration of lodging accommodations (103 facilities). If rooms are sold out, visitors seek accommodation in nearby Bhimtal (23 facilities), and when Bhimtal is sold out, the visitors seek accommodations in Naukuchiatal (16 facilities). While reservations are required in advance for Tourist Rest Houses and hotels, there is a clear pattern of visitors resorting to accommodations in guest houses when other accommodations are full, as guest houses do not require reservations. Behavioral patterns of visitors differ depending on the type of lodging accommodation, suggesting that guests in Tourist Rest Houses and hotels consciously choose Naukuchiatal as one of their destinations.

VI. Conclusion

Uttarakhand is known as a Himalayan hill resort area with various tourism resources, such as hillside summer retreats in regions with beautiful lakeside scenery and views of year-round snow of the Himalayan Mountains, Hindu pilgrimage sites, national nature parks that offer Himalayan trekking and nature observation, and the state capital city (Dehradun). In particular, the development of hillside summer retreats was facilitated by the forging of roads through steep mountainous regions and the construction of hotels and vacation homes by the English during the colonial period.

In recent years tourists from all over India have visited Uttarakhand, and that number is increasing rapidly. While

it is obvious that many of the tourists come from the North and South West regions of India, there is a particularly large number who come from the greater Delhi metropolitan area. The most common motivation for visiting the area is religious pilgrimage followed by vacation for an increasing number of visitors to hill resorts. It is assumed that these visits constitute utilization of leisure time by the middle class.

With new development of hill resorts, Naukuchiatal has been one recipient of the ever-increasing number of domestic tourists. Surrounded by tourism resources centered on the lake, Uttarakhand has experienced growing development of lodging accommodations by local residents and hotel capital from inside and outside the state. Hence, a certain ripple effect to the local economy can be observed for both local residents and merchants within the region regarding employment at lodging accommodations, necessary services, and the demand for materials.

Beginning in 2005, the establishment of lodging accommodations accelerated quickly in Naukuchiatal, the area discussed in this paper, with various levels of accommodation with room rates ranging from economy to luxury. More specifically, hotels built with outside capital tend toward the luxury end of the scale, while public lodging accommodations tend toward the midrange, and guest houses operated by local residents tend toward the economy end of the scale.

The location rollout of these lodging accommodations has caused tourism organizations under the jurisdiction of Uttarakhand State Government to build Tourist Rest Houses in locations where private lodging accommodations are not located, and there is evidence of a pattern in Naukuchiatal of local residents and outside funding following up with the subsequent establishment of lodging accommodations. Judging from the 132 Tourist Rest Houses located within the state, it seems that the same pattern exists in other regions within the state. The result leads to promoting the location of lodging accommodations in order to facilitate tourism development by the state government.

The establishment of lodging accommodations is also important from aspects of employment and procurement of materials. While staffing at lodging accommodations in Naukuchiatal largely centers on natives from the Nainital district, employment for the residents of Naukuchiatal usually consists of seasonal employment. The suppliers of the necessary materials for hotels tend to be located in the greater Delhi metropolitan area, while public lodging accommodations and guesthouses tend to procure goods from small shops operated by local residents.

Visitors to lodging accommodations in Naukuchiatal are largely comprised of people that fit the definition of “middle class.” Most groups are families consisting of approximately 4 members that stay for relatively short periods of time (1 or 2 nights). Many of these live in the greater Delhi metropolitan area, and are participants in the current transition from accessing the area by traditional means such as train and taxi to travelling directly to the location by automobile. Because Uttarakhand is located approximately 300–400 kilometers from Delhi, the combination of motorization and road improvements have facilitated the increase of visitors travelling by automobile. As shown by the example of tourism development in Naukuchiatal, there are major benefits that can be expected from the influx of tourists, provided there are improvements in the access roads that connect major highways with lodging accommodations. Focus on the tourism industry as a pillar for growth will continue into the future for Uttarakhand, a mountain state that does not meet the conditions for being advantageous as a location for traditional industry.

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