

‘The Role of Public Sector’s
Garhwal Mandal Vikas
Nigam(GMVN)in the
Garhwal region.’

By
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PREFACE

It gives me an immense pleasure to present before you the book entitled 'The Role of Public Sector's Garhwal Mandal Vikas Nigam(GMVN)in the Garhwal region.' The book in its present form fulfills the needs of the Tourism Department of the all states in India.

It will also help the research students in tourism.I have tried my level best to create the text in an interesting and lucid way.

I sincerely convey my heartiest gratitude to Mr. Jitendra Joshi, Hon'ble Chancellor of Uttaranchal University, for providing me with a proper infrastructure and ample facilities for writing this book.

I also feel highly thankful to Prof(Dr.) Rajesh Bahuguna, Principal and Dean, Law College Dehradun, for providing me guidance and moral support for writing it.

My thanks are also due to Prof (Dr.) Pradeep Suri, Director, Uttaranchal Institute of Management, for motivating me to perform this task.

I am also highly thankful to my father Shri. Inder Mohan Bahuguna, a retired manager from State Bank of India, my wife and my beloved daughter Pragya for their love and support. Without which, this book could have never been written.

Dr. Ravi Bahuguna.

AUTHOR

DR RAVI BAHUGUNA

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CHAPTER 1 INTRODUCTION OF TOURISM

Meaning of Tourism

It is generally accepted that travel and tourism is one of the world's highest growth sectors in the new century. Tourism is now one of the most rapidly increasing industries of the world. The nineteenth century dictionary defines tourist as "people who travel for pleasure of traveling, out of curiosity; and because they have nothing better to do," and even "for the joy of boasting about it afterwards". According to Herman Von Schullard "The sum total of operation mainly of a economic nature which is directly, mainly of economic nature and which directly relate to the entry, stay and movement of foreigner inside and outside of a sudden country, city or region is known as tourism". According to Dr. Zivadin Jaovic "It is a social movement with a view to rest, diversions and satisfaction of cultural needs". The International Union of Official Travel Organisation (IUOTO), now called World Tourism organization (WTO), has defined tourist as a temporary visitor staying for at least twenty four hours in a country; visited when the purpose of the journey can be classified under one of the following heading:-

1. Leisure- Recreation, holding, health, study, religion and sports.
2. Business, family, meetings.

Travellers staying less than twenty four hours according to WTO are excursionists. McIntosh and Goldner Defines tourism is the "Sum of the phenomena and relationship to host governments and host communities in the process of attracting and hosting these tourists and other visitors".

In 1979, World Tourism Day' created and it is to be celebrated every year on 27th September. Since the inception of WTO, it has been pivotal role in the field of Travel and Tourism. The world tourism organization its beginnings as the International congress of

official Tourist Traffic Associations set up in 1925 in the Hague. In 1934 International Union of Official Tourist Propaganda (IUOTPO) was established after World War II in Geneva. On Sep 27th 1970 IUOTO's extra ordinary general Assembly adopted the status of World Tourism Organization in Mexico. WTO plays catalytic role in promoting economic growth and Job creation, providing incentives, protecting the environment and cultural heritage, provoking peace, prosperity and respect for Right.

World tourism statistics indicate that about 70 million international tourist visited other countries in the year 1960 but in the year 2000 this number is estimated to over 710 million. It is further estimated by WTO that international tourism arrival Worldwide would reach to 1.5 billion by the year 2020. These tourists spend trillions of dollars in the host countries during their travel, resulting significant increase in the host countries economic activities. According to tourism society of Britain "Tourism is the temporary short period movement of people to destinations outside the places where they normally live, work and participate in activities during their stay at their destination".

Tourism is not a new phenomena in India. Since time immemorial people of India and abroad were traveling to many parts of India for various purposes like trade, education and pilgrimage. We find many travel documents and accounts of Chinese, Greek and Arabian travelers such as Faheyen, Huentsang, Alberuni etc. The accounts of great modern Indian traveler Mahapandit Rahul Sankrityayan is a valuable treasure of people, who want to visit the great wanderlust of Himalaya, Tibetan Plateau, Mongolia and Central Asia. In ancient India students from China, far East, Singhal Dweep (Sri Lanka) etc were coming to Nalanda, Taxila, Vikramasheela, Varanasi etc. The educational centres, during 8th century the four 'Mathas' set up in four opposite ends of India- Badrinath, Rameshwaram, Puri and Dwarka by Adi Guru

Shankaracharya was a long sighted step which has united India into one, by thread of spiritual unity.

Tourism is the world largest export industry which, according to the world Tourism Organism, generated about us and 372.6 billion during 1995 by some 567 million tourists worldwide. In the same year, travel and tourism provided direct and indirect employment for 212 million people, accounting for 10.7 percent of the global work force. The number of international tourist arrival in India was more than 25 million in 1950 which was increased to 183 million in 1990, an average growth rate of more than 10 percent. Since 1973, the effect of the fuel price increase has merely moderated the rate of expansion. The number of international tourist arrival was 815, 842.8, and 931 Laks in the year 1994, 1995 and 1996 respectively.

The economic impacts of the number of tourist movements globally is enormous. According to the latest World Travel and Tourism Council (WTTC) report in the year 1999, Travel and Tourism was expected to generate \$3.5 trillion of GDP and almost 200 million jobs across the world the rate of growth. According to World Travel and Tourism it is estimated that in GDP in real terms is 3% per annum in the decade to 2010. According to WTTC, India's investment in the tourism sectors is 0.9% of its total budget is quite low as compared to Malaysia's 5.1%, china's 3.8% and Singapore's 9.1%. As far as govt. expenditure of tourism is concerned, India ranks 150th of the 160th nations studied by the WTTC.

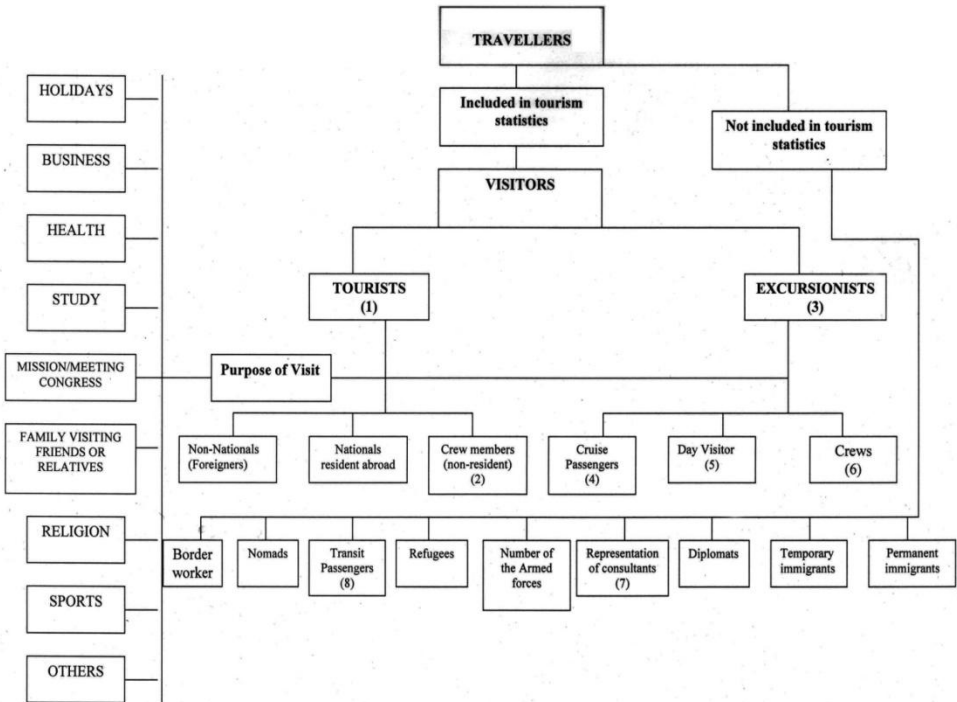
CHAPTER 2 FORMS OF TOURISM

1. Forms of Tourism:- There are many forms of tourism in which some important forms are as under:-

- a. Domestic Tourism:- This types of tourism involves residents of the given country traveling only within the boundaries of that country.
- b. Inbound Tourism:- This type of tourism involves non-residents traveling to within the given country.
- c. Outbound Tourism:- Involving residents of the given country traveling to and within another country or countries.
- d. Internal Tourism:- It comprises domestic and inbound tourism.
- e. National Tourism:- It comprises domestic and outbound tourism.
- f. International tourism: - Include the inbound tourism and outbound tourism.

In India, tourism has created direct employment for about 5 million people. The average length of stay of visitors in India is 27 days, which is one of the highest in the world. According to World Tourism organization classification of travelers:

WTO's classification of Tourists



Source : Inskeep 1991

1. Visitors who spend at least one night in the country, visited.
2. Foreign air or ship crews docked or in day over and who use the accommodation establishments of the country visited.
3. Visitors who do not spend at least one night in the country visited although they may visit the country during one day or more and return to their ship or train to sleep.
4. Normally included in excursionists. Separate classification of their visitors is nevertheless recommended.
5. Visitors who come and leave the same day.
6. Crews who are not residents of the country visited and who stay in the country for a day.

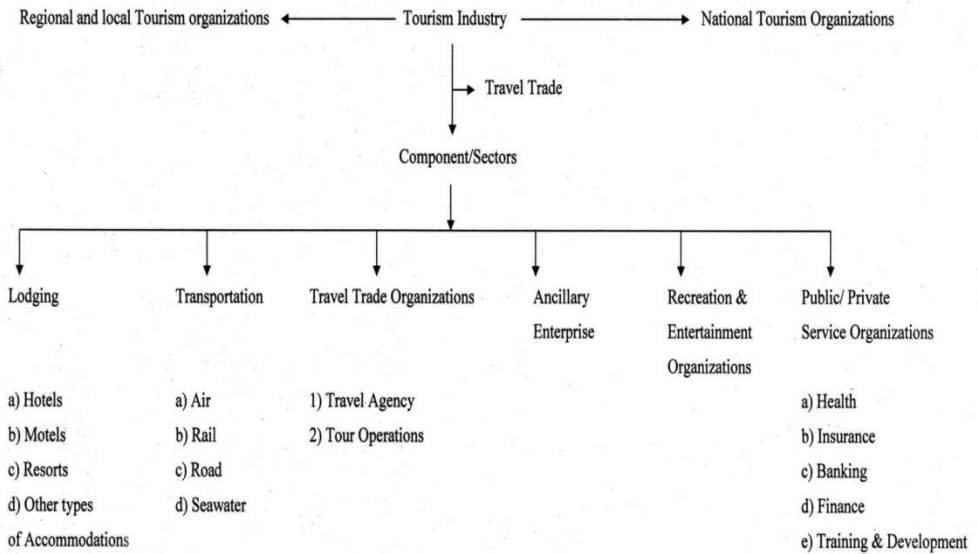
7. When they travel from their country of origin to the duty station and vice versa (including household servants and dependants accompanying or joining them)
8. Who do not leave the transit area of the airport or the port. In certain countries, transit may involve a stay of one day or more. In this case, they should be included in the visitor statistics.
9. Main purposes of visit as defined by the Rome conference (1963).

According to Burkart-

- a) Tourism is an industry because tourism industry comprises of a broad range of business and organization which are related virtually to all areas of the economy.
- b) These components include all types of supplies of goods and services which generally the tourists require.

Kaiser and others have advocated that there is nothing as vast as tourism industry, which is a collection of several industries, that function separately with various types of links with each other, as shown in the following chart:-

Structure of Tourism Industry



Tourism is a complex phenomenon. It is a amalgation of phenomena and relationship than a single one. Tourism consist dynamic and static elements. It is the movement of the people from one place to another and is temporary and short term period. It is a non-remunerative, because various destinations are visited by tourist with no intention of employment and there is no idea for business or vocation. Tourism is a multidimensional phenomena in brief it is a service industry of goods and services.

CHAPTER 3 CONTRIBUTION OF TOURISM IN THE ECONOMIC DEVELOPMENT OF THE PLACE

In the present world tourism industry is one of the largest and fastest growing industry in case of the revenue generation and employment generation. The importance of tourism as a contributor to economic growth is now generally accepted. Every year the number of tourist is fastly growing and as a result investment in many countries in infrastructure is increasing and as a whole the economic development is growing.

1. Tourism as foreign exchange earner- The tourism industry in India has become one of the precious foreign exchange revenue earner for the country. The centre and state governments should invest more and more in tourism infrastructure and facilities for developing this rapidly growing industry tourism is a ‘SMOKELESS INDUSTRY’ because it earns large sum of foreign exchange without depleting national resources.
2. Tourism industry as generator of employment- It gives employment to skilled semi-skilled and unskilled labour. Due to this industry Accommodation sector, transport sector (Road, Rail, Air and ship), transport operator, airlines, travel agents, shopkeepers, guides, hotels, restaurants, directly get employment and business. Tourism creates induced jobs in handlooms, handicrafts, arts and crafts, sanitary ware, glasswork, cutlery, crockery, linen, furniture and many others areas.
3. Tourism as a revenue earner for Government- The government gain economic benefits from taxes and duties on things tourist use and buy, say duties of alcoholic drinks and petrol and hotel room tax.

4. Tourism maintains balance of payment- With the inflow of foreign tourists in the country, the country earns foreign currency and this meets out its foreign deficit and makes it balance. Thus Tourism industry helps in making adverse balance of payment to balanced.
5. Tourism helps in the redistribution of National Income since Tourism is the backbone of a country, hence Centre Government and State Governments Tourism department take necessary initiative to develop the infrastructure like roads, accommodation and means of communication.

Economic impact of tourism can be measured in terms of the multiplier process. The concept of multiplier was developed by Kahn and Keynes. Keynes argued that economic growth was determined by two groups of flows of activity leakages from the economic systems and injections into that system. The injections comprise investment, exports and government expenditure. The leakages in the system are savings, taxation and imports. Imports are a leakage in the sense that jobs associated with the production of these goods are also to be found overseas. The above discussion can be summed up in the following way:

Injectons = Leakages

$$I + X + G + C = S + M + T + C$$

I = Investment

X= Exports

G= Government spending

C= Consumer Spending

S=Savings

M= imports

T= Taxation

When both the injections and leakages are in equilibrium, then the economy is also in equilibrium. Economic growth occurs when, injections are more than leakages

$$I + X + G + C > S + M + T + C$$

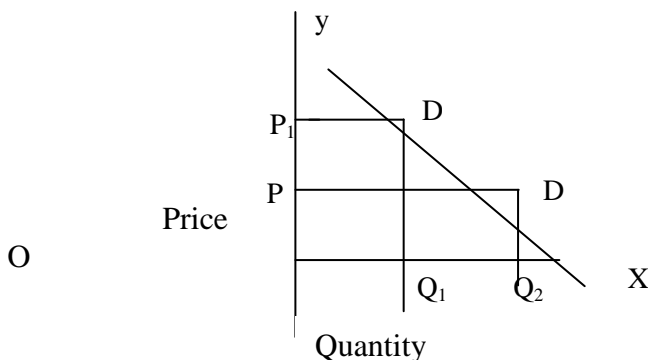
Tourism has economic effects by creating employment and income, contribution to the balance of payments, government revenue and studying the impact of tourist expenditure on business turnover. It also measures the present economic demand. That quantity of a commodity which a consumer is willing to buy at a particular price during a particular period of time is known as demand.

The Price-Demand Relationship with respect to Tourism

Law of Demand:

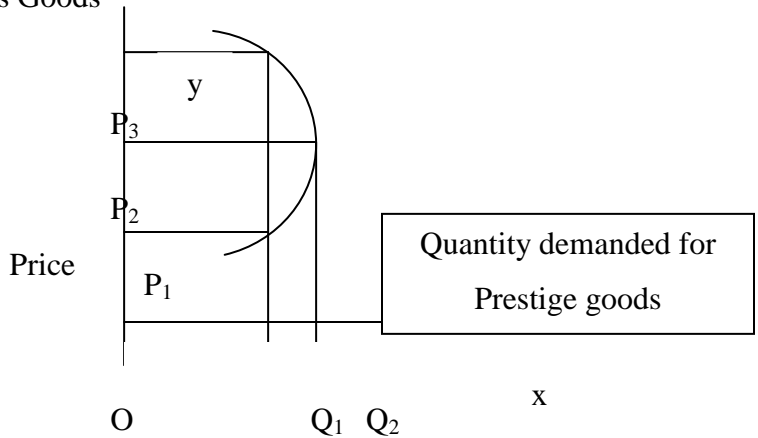
Other things being equal (Ceteris paribus), there is inverse relationship between price and Quantity of the commodity known as Law of Demand.

for Normal Case



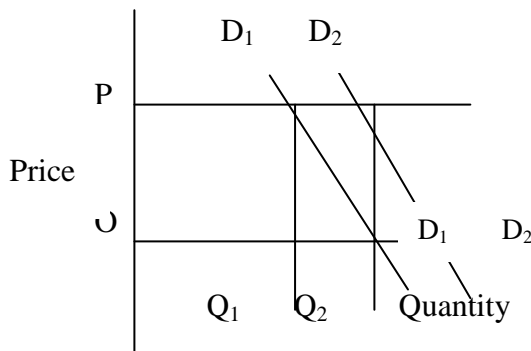
In normal case demand and price are inversely related. Thus the tourist would buy tour packages less if the price rises from P to P1. Consumers with limited budgets will usually buy less of anything when its price is too high. Most demand curve slopes downwards.

for Prestigious Goods



But for prestigious goods Quantity ve slopes upwards for example a luxury hotel may find that by raising its price from P_1 to P_2 , it will sell more rooms rather than few. Consumers do not perceive it as a luxury hotel at the lower price. However, if the hotel charges too high a price as at P_3 , the level of demand will be lower than at price P_2 .

Rightward shift of demand curve



It shows the rightward shift of demand curve because not due to price but due to some other factors. These factors include competition, the economy, advertising, sale promotion, and sales effort by tourism department. Suppose that the initial demand curve is D_1 (fig. 1.1 (d)). The seller is charging P and selling Q_1 units. Now suppose that the economy suddenly improves or sellers double its advertising budget. Higher demand is reflected through as upward

shift of the demand curve from D_1 and D_2 without changing the price P , the demand has increased.

Factors affecting Demand Related with Tourism

$$\text{Mkt DX} = f(P_x, P_r, T, N, Y, D, \dots)$$

P_x	=	Price of the commodity
P_r	=	Price of related goods.
Y	=	Income of buyers.
T	=	Taste and preferences of buyers
N	=	Population size.
Y_b	=	Distribution of Income

1. Income: - If income of the consumer increases the demand for tourism is likely to increase for normal goods
2. Price of goods and services of GMVN tour packages and Guest houses: Other things being equal, with a rise in the price of the tour packages, the demand for GMVN tour packages and Guest houses contracts and vice versa
3. Price of Related Goods: They are of two types:
 - a. Substitute goods: Increase in the price of one (GMVN hotels) causes increase in demand for the other (private hotels) and decrease in the price of one causes decrease in the demand for the other.
 - b. Complementary goods: Complementary goods are these goods which complete the demand for each other. A fall in the price of one causes (GMVN hotels price) increase the demand of GMVN hotels and vice versa.
4. Tastes and Preferences: Other things being equal demand for those goods increase for which consumers develop Tastes and preferences. Tastes and preferences of the consumers are influenced by advertisement, change in fashion, climate, new inventions etc.

5. Population size: Demand increases with the increase in population and decreases with decrease in population.
6. Distribution of Income: If distribution of income is equal, then the inflow and outflow of tourist increases but in the case of unequal distribution of income, it decreases.

CHAPTER 4 MOTIVATIONAL FACTORS THAT ENHANCE THE TOURISM

Tourism has transformed considerably from its, earlier motivation, e.g religion and business. Motivation is an essential concept behind the different patterns of tourist demand.

Mc Intosh and Goeldner mentioned four categories of motivation

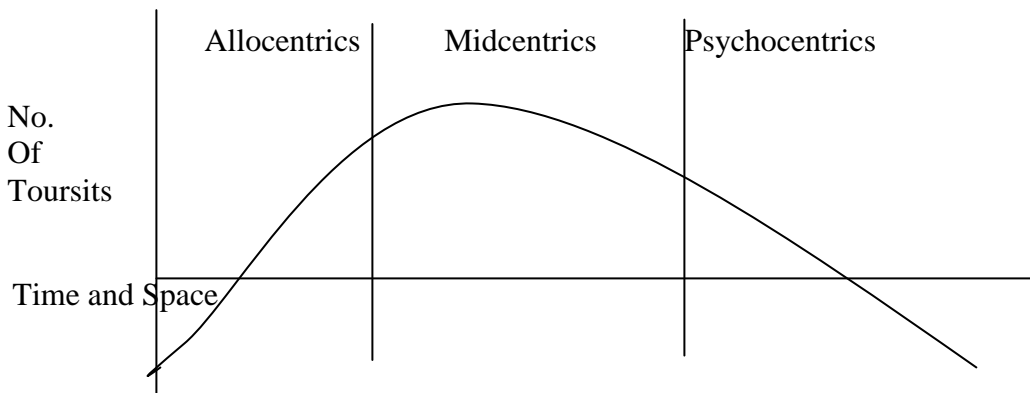
- a. Physical motivators: There are related to refreshment of body and mind, health purposes, sport and pleasure.
- b. Cultural motivators: These are identified by the desire to see and know about others culture, to find out their heritage expressed in art, music, literature, folklore etc.
- c. Interpersonal motivators: These include a desire to meet new people, visit friends or relatives, seek new experience or simply to escape from the routine of everyday life.
- d. Status and prestige motivators: These are related to travel for business or professional interests, for the purpose of education or the pursuit of hobbies.

Crompton has identified seven socio-cultural motives of Tourists as follows.

- a. Escape from a perceived mundane environment.
- b. Exploration and evaluation of self,
- c. Relaxation
- d. Prestige
- e. Regression (less constrained behaviour),
- f. Enhancement of kinship relationships,
- g. Facilities of Social interaction,
- h. Novelty and education

Gray (1970) saw two basic reasons for pleasure travel-wanderlust and sun lust. He considered a wander lust as a basic trait in human nature. It causes some individual to leave their familiar locality and to see different culture and places. Sunlust depends on the exiting environment of traveler. Wanderlust indicates the desire to exchange the known for the unknown to go and see different places, people, cultures or relics of the past in places of historical importance. Sunlust on the other hand generates a type of travel which depends on the existence elsewhere of better amenities and facilities for a specific purpose than are available in the home country of the traveler. It is prominent with particular activities such as sports and with the search for the sunshine. Wanderlust calls for facilities geared to short stay visitors and for means of movement at the destinations. Sunlust on the other hand requires facilities for a longer stay and for recreation.

Concept of Plog



This concept approximates the concept of Plog (1973) who divided the traveler into a continuum from psychocentrism to allocentricism. He suggested that at first a destination is discovered by 'Allocentrics' who are adventurous, curious and confident in nature. Gradually this place becomes more known to others by publicity media, then such place becomes an attraction for 'midcentrics' people when more and more people visit this place gradually it loses its charm. In the last phase only 'Physchocentrics' people, who are

very comfort loving people, come that place. Thus, that place loses its tourism importance. So Plog concluded that destination areas carry with them the potential seeds of their own destruction as they allow themselves to become more commercialized and lose their qualities which originally attracted the tourists.

Valence Smith has classified the tourists into seven types.

These are as many types of tourist as there are motives for travel.

Smith (1977) separates tourists into seven categories:-

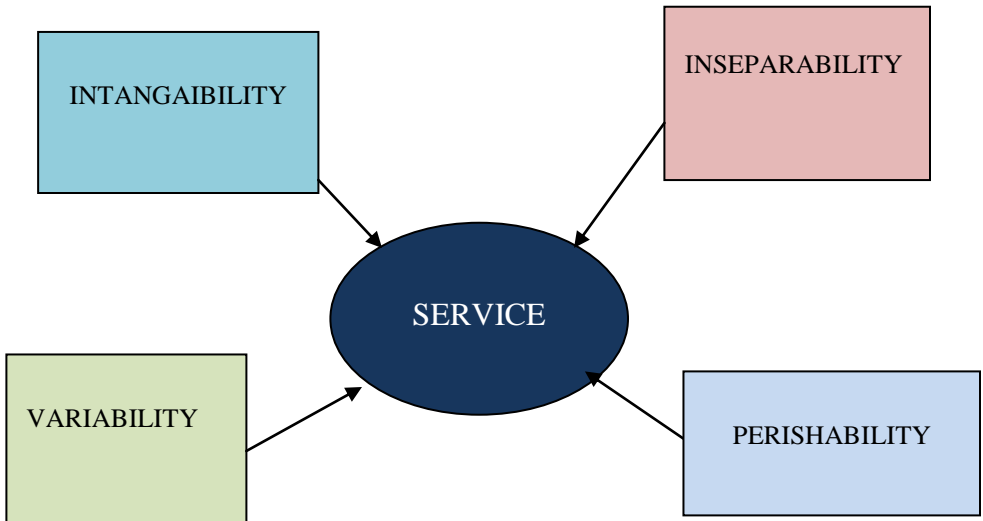
1. Explorer:- Very limited numbers looking for discovery and involvement with local people.
2. Elite: Special individually tailored visits to exotic places.
3. Off Beat: The desire to get away from the crowds
4. Unusual: The visit with peculiar objectives such as physical changes or isolation.
5. Incipient Mass: A steady flow traveling alone or in small organized groups using some shared services.
6. Mass: The general packaged tour market leading to tourist enclaves overseas.
7. Charter: Mass travel to relaxation destinations which incorporate as many standardized western facilities as possible.

Each of the above stated categories has a corresponding range of inputs on the host society and destination.

Characteristics of service marketing:-

Service marketers must be concerned with four characteristics of services: - intangibility, inseparability, variability and perishability.

Characteristics of service marketing



1. Intangibility: - Unlike physical products, services cannot be seen tasted, felt heard or smelled before they are purchased. To reduce uncertainty caused by intangibility, buyers look for tangible evidence that will provide information and confidence about the service.
2. Inseparability: - In most hospitality services , both the service provider and the customer must be present for the transaction to occur. Customer contacts are part of the product. Inseparability also means that customers are part of the product.
3. Variability:- Service quality depends on who provides the services and when and where they are provided. The high

degree of contact between the services provides and the guest means that product consistency depends on the service provides skills and performance at the time of the exchange.

4. Perishability:- Services cannot be stored. If service provides are to maximize revenue, they must manage capacity and demand because they cannot carry forward unsold in

CHAPTER 5 UTTARAKHAND AND BRIEF HISTORY OF GARHWAL MANDAL VIKAS NIGAM LTD

A wonderfully evocative description of one of the loveliest states of India- Uttaranchal. A land of dense forests, icy white glaciers, clear gurgling steams and towering mountains. A land which is known as ‘Dev Bhoomi’ the land of the Gods. Two contiguous areas Garhwal and Kumaun comprise Uttaranchal and right across this stretch are hundreds of temples, shrines, and ashrams. Devout Hindus believe that these hills are the abode of the gods, and a visit to the shrines here will bring salvation.

Uttaranchal became the 27th state of the Republic of India on 9th November 2000. It occupies 17.3% of India’s total land area which is being 51,125 sq. km. It has a population of about 6.5 million at 94.4 per sq. km, bordering Tibet, Nepal and the Indian state of Himachal Pradesh and Uttar Pradesh. It has 13 districts, administratively split into Garhwal and Kumaon divisions. Garhwal division has 7 districts, namely Tehri, Chamoli, Pauri, Rudraprayag, Uttarkashi, Dehradun and Haridwar. While Kumaon division consists 6 districts namely Nainital, Almora, Udham Singh Nagar, Bageshwar, Champawat and Pithoragarh. In garhwal region, Yamunotri, Gangotri, Kedarnath and Badrinath, Valley of flowers, Hemkund Sahib, Dehradun, Mussoorie, Chakrata, Haridwar, Rishikesh, Tehri, Uttarkashi, Pauri, Srinagar, Lansdowne, Kotdwara, Karanashram are well known tourist destinations and they all have possibilities of promoting tourism.

In Kumaon region, Nainital, Ranikhet, Vinshar Mahadev, Katarmal, Kausani, Munsyari, Pindari Glacier, Champawat and Jim Corbett National Park are internationally known attractions.

The famous holy rivers Alaknanda and Bhagirathi and Yamuna originate from Uttarakhand Himalaya and drain out into plains of Uttar Pradesh. With the beautiful natural scenes of Himalayas,

Uttarakhand presents wonderful travel destinations in all over the state particularly in Garhwal and Kumaon region.

As a result, it is famous for well known pilgrimage and tourist hill stations. Uttarakhand is the first state in the country to establish a statutory Tourism development Board with active participation of private sector. Uttarakhand Tourism Development Board is the highest body for the development of tourism in the state which advises the government on all the issues, policies, etc relating to tourism. The Board has a wide representation including non-government experts and representatives of the tourism, trade and industry. Tourism can become a single largest contributor to GDP in Uttarakhand. It has been awarded the Galileo express award in 2004 in the category of Best Tourism Board. The government of India had awarded the best performing state award to Uttarakhand in 2004 as well.

Uttaranchal state tourism department has announced its strategy for developing tourism in the state from time to time. Firstly it has given due emphasis to the following six 'S'.

1. 'Swagat'- welcome
2. 'Soochna'- Information
3. 'Suvidha' – Convenience
4. 'Suraksha' – Safety and Security
5. 'Sahyog' – Support and cooperation
6. 'Samrachana' – Infrastructure

Very recently, Uttaranchal Tourism department has announced that it will concentrate to improve 'AIM' in which

A- stands for Accessibility

I - stands for Infrastructure

M- stands for Marketing

Uttaranchal is famous for cultural adventure, wildlife, nature and leisure tourism and a wide variety of entertainment and sporting activities which attract the modern tourist.

Thus, tourism play a remarkable role in achieving self sufficiency and self reliance in the economy of Uttaranchal. It is a 'sunrise' industry offering the benefits of non-pollution, employment to local people, earning of foreign exchange and increase in their total incomes.

Tourism and pilgrimage in Garhwal Himalaya are in existence since time immemorial. There are large numbers of tourist palaces in Garhwal region attracting visitors from far and wide.

Given the geographical location and scenic beauty, Garhwal region, obviously possesses the potential of emerging as a major tourist place and source of revenue to the state. Ex Prime Minister of India Shri A B Vajpayee also said "Tourism is the mainstay of Uttaranchal's economy".

Uttarakhand Tourism statistics clearly reveals that millions of pilgrims and tourists visit Garhwal Himalayas round the year. As a result tourism industry is playing a significant role in employment generation and financial resource mobilization. There are thousands of entrepreneurs running tourism and travel businesses including travel agencies, tour operations, hotels and lodges across the region. Garhwal Mandal Vikas Nigam Ltd, is one of the organization for institutional arrangement in the state, devoted to tourism promotion. GMVN Ltd, since its inception in 1976 has achieved significant position in the case of accommodation, hospitality and transportation on this sector. It offers large number of tour packages to the tourist visiting all major tourist places in hill region. There is a team of about 540 working, full time personnel in trekking and transport, tours, accommodation and mountaineering. Thus the tourism division is very much significant. Besides this there is a chain of hotels and fleet of transport carriers that has made GMVN Ltd a brand name in travel trade.

Tourism is an industry. It is a vast growing industry. It is only provides revenue but also goes in a long way in developing infra-structure in the region/country.

Tourism Industry cannot be developed in isolation. Government, Semi Government NGO's and institutional arrangements like GMVN Ltd, are necessary for the development of Tourism Industry. GMVN plays significant role in the promotion of Tourism along with various functions and Objectives. The most important objective of this institution, since its inception, has been the promotion of tourism. The present study concentrate seriously on the ways and means, devices and measures, so that GMVN Ltd; can play a vital role in the promotion of tourism in the Garhwal region.

Tourism can become a single largest component of GDP of Uttarakhand. In order to achieve this objective, the state government and GMVN Ltd; must have high spending tourists both domestic and international in the state. What type of role GMVN Ltd can play in the field of hospitality. Religious tourism, adventure tourism, Health/Yoga Tourism, Water Sports (Rafting), winter tourism transport and accommodation besides several other provisions and facilities?

There are several fields relating to tourism promotion, in which GMVN Ltd; can develop and acquire somewhat monopoly position, one such area is river rafting. Shimpur (Rishikesh) occupies a significant place in the field of white water rafting. GMVN Ltd, by providing specialized facilities and services for this sport/activity can promote tourism in the Garhwal region considerably. White water rafting facilities are available in India at a few places such as Indus (Leh), Teesta (Sikkim), Beas (Kullu) and Brahmaputra (Assam). Therefore, the present study shall identify the/areas in which GMVN Ltd, can develop and acquire somewhat monopoly position.

Garhwal Mandal Vikas Nigam Ltd is a Government of Uttaranchal's undertaking. GMVN Ltd; is the Tourism Development Corporation for the Garhwal Himalayas.

It has got about 2000 employees and a PRO office in almost every Metro cities of the country. GMVN is the premier tourism promotion agency of the state with more than 80 guest houses and tourist bungalows all over Garhwal region.

GMVN Ltd, is a nodal agency for developing tourism. GMVN provide financial, technical assistance to the government, semi governmental and private industries in the region. It also undertakes mining work in a highly planned but in a restrictive manner in the region. GMVN undertakes electricity distribution, distribution of LPG, marketing of industrial goods, provision of pure drinking water (Mineral water), distribution of seeds, fertilizers and pesticide etc, to promote and foster green revolution and marketing of agricultural products.

Out of various functions, aims and objectives of GMVN Ltd; the most important objectives of GMVN ltd; since its inception has been the promotion of tourism in the Garhwal Himalayas, on account of the coordinated efforts by the various agencies in Uttarakhand.

Main aims of Garhwal Mandal Vikas Nigam Ltd.

1. To develop, promote tourism and tourism related activities in the state.
2. To construct tourist accommodations and catering units.
3. To acquire land, construct, develop and maintain wayside amenities and picnic spots.
4. To promote transport facilities.
5. Helps in the development of Infrastructure.
6. Promotes Garhwal as a Tourist destination.
7. To organize packages tours.
8. To generate foreign exchange and create employment opportunities.
9. To develop tourism in the Garhwal by opening and maintaining hotels, restaurants, bars, canteens and traveler lodges etc.
10. To undertake and promote cultural, recreational and sports activities.

Role of Garhwal Mandal Vikas Nigam Ltd,

the main function of GMVN is to promote tourism in Garhwal region. This function, naturally covers all those facilities which corporation provides to the tourists of Uttarakhand in Garhwal.

The facilities provided are as under:-

1. Accommodation
2. Catering service
3. Bar Service
4. Boating Facility
5. Public relation offices
6. Package tours
7. Sightseeing facilities
8. Adventures and mountaineering

1. Accommodation:- An important functions of the corporation is to provide accommodation to both internal and international tourists. The objective of it to promote and develop tourism in the Uttarakhand. The corporation has more than eighty guest houses in all over the Garhwal region.
2. Catering Service:- An important functions of GMVN is to provide effective catering service in Agrakhal, Assan Camp, Auli, Badrinath, Barkot, Bhojwasa, Chamba, Chilla, Chinyalisour, Devprayag, Guptkashi, Hanumanchatti, Harsil, Karanprayag, Kedarnath, Kemptyfall, Khirsu, Kodiyala, Lansdown, Mussoorie, New Tehri, Pauri, Pipalkoti, Purola, Rahimotel, Rishikesh, Rudraprayag, Sonprayag and running more than forty canteen in all over the Garhwal region on contract basis. Most of GMVN complexes are providing catering facilities which include Indian Continental, Chinese and Garhwali dishes round the clock.

3. Bar service:- The GMVN also carries the business of wine, beer and spirit, brewers, distillers, importers, manufactures of aerated and artificial waters and other drinks and purveyor. The GMVN has increased bar facilities that are facilitative in the stay of foreign tourists. Since they are accustomed to take hard/soft drinks.
4. Boating facility:- GMVN has also providing Boating facilities to the tourists. This facility is also provided by GMVN in the Assan Barrage.
5. Public Relation Offices:- GMVN has some tourist information offices at the important metro cities of India. Among then following are the important tourist information offices:-
 1. Tourist information office, Jaipur
 2. Tourist information office, Lucknow
 3. Tourist information office, Chandigarh
 4. Tourist information office, Ahmedabad
 5. Tourist information office, Chennai
 6. Tourist information office, Mumbai
 7. Tourist information Centre, Pune
 8. Tourist information office, Bangalore
 9. Tourist information office, New Delhi
 10. Tourist information office, Haridwar
 11. Tourist information office, Kolkata
 12. Tourist information office, Rishikesh (Yatra Office)
 13. tourist information office, Dehradun
6. Package Tours:- An important objective of GMVN is to establish and manage transport units, travel and transport counter and import, purchase lease, sell, run or otherwise, operate cars, cabs buses, coaches, trucks, lorries, ropeways, aircrafts, helicopters and other modes of transport. The package tour aims to cover various tourist destinations of

Garhwal package tour. Various package tours like Rishikesh-Badrinath and Kedarnath, Delhi to Char Dham, Rishikesh to Char Dham, Rishikesh- Char Dham and Gaumukh, Rishikesh- Valley of flowers- Hemkund – Badrinath etc, are also conducted by GMVN. Now GMVN is providing more than sixteen religious tour packages and also providing wonderful winters weekend packages in Garhwal.

Package tour arranged by GMVN (2009-2010)

Package tour arranged by Garhwal Mandal Vikas Nigam (2009 - 2010)								
	Name of the tour	Journey Every	Mode of transport	Durations	Period A.B.C	Adult	Child	Senior Citizen
Tour 1. (RKB)	Rishikesh-Kedarnath-Badrinath-Rishikesh	Every Sunday & Friday	By 2x2 Non AC Bus	06- Days 06- Nights	A B	Rs. 7610 Rs. 6110	Rs. 7350 Rs. 5870	Rs. 7220 Rs. 5760
Tour 2. (DKB)	Delhi- Kedarnath-Badrinath-Delhi	Every Monday	By 2x2 Non AC Bus	08- Days 07- Nights	A B	Rs. 10930 Rs. 9150	Rs. 10430 Rs. 8710	Rs. 10185 Rs. 8040
Tour 3. (DYGKB)	Delhi- Yamnotri-Gangotri-Kedarnath-Badrinath-Delhi	Every Friday	By 2x2 Non AC Bus	12- Days 11- Nights	A D	Rs. 16500 Rs. 13550	Rs. 15760 Rs. 12890	Rs. 15400 Rs. 11620
Tour 4. (RYGKB)	Rishikesh-Yamnotri-Gangotri-Kedarnath-Badrinath-Rishikesh	Every Tuesday, Thursday, Sunday	By 2x2 Non AC Bus	10- Days 10- Nights	A B	Rs. 12940 Rs. 10530	Rs. 12480 Rs. 10120	Rs. 12250 Rs. 9320
Tour 5. (RYGKB)	Rishikesh-Yamnotri-Gangotri-Gaumukh-Kedarnath-Badrinath-Rishikesh	Every Monday	By 2x2/3x2 Non AC Bus	11- Days 11- Nights	A B	Rs. 10460 Rs. 9060	Rs. 9960 Rs. 8610	Rs. 9710 Rs. 7760
Tour 6. With meals (RB)	Rishikesh-Badrinath-Kedarnath	Every Thursday	By 2x2 Non AC Bus	04- Days 04- Nights	A B	Rs. 5660 Rs. 5020	Rs. 5470 Rs. 4850	Rs. 5370 Rs. 4610
Tour 7. (RYGG)	Rishikesh-Yamnotri-Gangotri-Gaumukh-Rishikesh	Every Sunday	By 2x2/3x2 Non AC Bus	06- Days 06- Nights	A B	Rs. 5150 Rs. 4640	Rs. 4860 Rs. 4370	Rs. 4720 Rs. 3870
Tour 8. (RKB)	Rishikesh- Kedarnath-Badrinath- Rishikesh	Every Wednesday And Sunday	By Non AC Cab	06- Days 06- Nights	A B	Rs. 9080 Rs. 8700	Rs. 9080 Rs. 8700	Rs. 8700 Rs. 7580
Tour 9. (DKB)	Delhi- Kedarnath-Badrinath-Delhi	Every Wednesday	By Non AC Cab	07- Days 06- Nights	A B	Rs. 11400 Rs. 9690	Rs. 11400 Rs. 9690	Rs. 10050 Rs. 8540
Tour 10. (RYGKB)	Rishikesh-Yamnotri-Gangotri-Kedarnath-Badrinath-Rishikesh	Every Monday & Friday	By Non AC Cab	10- Days 10- Nights	A B	Rs. 14900 Rs. 12970	Rs. 14900 Rs. 12970	Rs. 13900 Rs. 11800
Tour 11. (DYGKB)	Delhi- Yamnotri-Gangotri-Kedarnath-Badrinath- Delhi	Every Wednesday	By Non AC Cab	11- Days 10- Nights	A B	Rs. 17040 Rs. 14600	Rs. 17040 Rs. 14600	Rs. 15740 Rs. 13070
Tour 12. (RVHB)	Rishikesh-Valley of flower-Hemkund-Badrinath-Rishikesh	Every Wednesday	By 2x2 Non AC Bus	07- Days 07- Nights	C	Rs. 7770	Rs. 7490	Rs. 7340
Tour 13. With Meals (RGB)	Rishikesh-Gangotri-Badrinath-Rishikesh	Every Saturday	By Non AC Cab	07- Days 06- Nights	A B	Rs. 10600 Rs. 9170	Rs. 10600 Rs. 9170	Rs. 9940 Rs. 8390
Tour 14. (RYGKB)	Rishikesh-Yamnotri-Gangotri-Kedarnath-Badrinath-Rishikesh	Every Wednesday & Friday	By 2x2/3x2 Non AC Bus	10- Days 10- Nights	A B	Rs. 9290 Rs. 8830	Rs. 8830 Rs. 8410	Rs. 8600 Rs. 8010
Tour 15. With Meals (DB)	Delhi- Badrinath-Delhi	Every Tuesday	By Non AC Cab	05- Days 04- Nights	A B	Rs. 9010 Rs. 7850	Rs. 9010 Rs. 7850	Rs. 8350 Rs. 7060
Tour 16. (DVHB)	Delhi- Valley of flowers-Hemkund Dakpat- Badrinath-Delhi	Every Friday	By Non AC Cab	08- Days 07- Nights	C	Rs. 12700	Rs. 12700	Rs. 11700

Note - (A) = (May - June), (B) = (July - Nov), (C) = July & August.

7. Sight seeing facilities: - The availability of transport to tourist places is another area of concern to the tourists. The corporation provides local sight seeing facilities at important

tourist places in Garhwal like Mussoorie, Dehradun, Rishikesh, Haridwar and many other tourist destinations.

HISTORY OF GMVN Ltd

Garhwal Mandal Vikas Nigam Ltd is a Uttarakhand Government's undertaking. GMVN Ltd, works under the Tourism Development Corporation. It has got about 2000 employees and more than 80 Guests houses and tourist Bungalows all over Garhwal Region. In Garhwal GMVN is the foremost organization that caters to the tourists and pilgrims with highest repute.

On 30th March 1971, Uttar Pradesh Hill Development Corporation was established with the sole objective of all round development of eight hill districts of Kumaun and Garhwal region. Its authorized capital was Rs 2 Crore. It came into existence under companies act, 1956. On 31st March, 1976, a separate organizational arrangement was made and Garhwal Mandal Vikas Nigam (Ltd) was for the established all round development of Garhwal Mandal.

In 1976, Garhwal Mandal Vikas Nigam came into existence with a fleet of deluxe coaches given by U.P. Hill Development Corporation.

Garhwal was ceremoniously opened for foreign tourism in 1979 with a network of roads and buses. This was the formal beginning of new era of tourism in Garhwal, though package tours to Badri-Kedar, Gangotri-Yamnotri were formally started in 1972 by Uttar Pradesh hill development Corporation. These package tours gave wide publicity to the tourists destinations of Garhwal, not only in India but abroad too. Ever since, the number of coaches has constantly been increasing. In the year 1981, its fleet strength went up to 22 and the Nigam conducted 220 packages tours taking 5733 tourists to various destinations in Garhwal. Package tours attracted a large number of tourists to the Garhwal region.

Although, in the year 1986-87, the number of tours were decreased compare to the year 1987-88, but the net profit was increased in many folds. After deducting the rent, salary and others expenditures from the gross income, the net profit in the year 1986-87 was only Rs. 7,245.20 where as in the year 1988-89 , it was Rs.74,897.60 .

In the year 1988-89, number of tours increased from 10 to 22 and net profit went up to Rs. 1, 63291.10. Similarly in the year 1988-89 tours went up to 34 and net profit earned up to Rs. 2, 53,604.30. If it is considered from the tourists point of view, the number of tourists visited 740 and 1582 respectively.

Since, 1977, income from chartered package tours conducted by GMVN is increasing very rapidly. In the year 1977-78 , the income was Rs. 3,77,168.50 , but in the year 1989-90 it went up to Rs. 58,63,865.00, within this short period of time , this income increased in many folds. The inflow of tourists and increase in income has encouraged the local people for constructing hotels and restaurants, shops and souvenir industry in the region. Simultaneously it has generated employment opportunities in these fields also.

In the year 1976, mountaineering division was established with 7 employees and officers. In the same way, in the year 1986 Yatra office was also established with 53 employees and officers. Now the number of officers raised up to eight hundred, although the number of permanent employees in these offices could not increase too much, but the number of seasonal and temporary employees has increased with the increasing number of the tourists.

In the year 1983 Mountaineering division of GMVN purchased climbing equipment worth Rs. 3,04,970 and started giving it on hire for earning money and providing facilities to the adventure tourists.

INCOME OF MOUNTAINEERING DIVISION FROM HIRING THE EQUIPMENT SINCE 1983

S.NO	YEAR	INCOME (in Rs)
1	1983-84	14,000
2	1984-85	29,009
3	1985-86	53,756
4	1986-87	73,840
5	1987-88	22,905
6	1988-89	40,015
7	1989-90 July	05,665
Total		2,39,190

Source: mountaineering Division, GMVN, Muni-Ki-Reti, Rishikesh.

The above table shows that till July 1990 mountaineering division earned Rs. 2,39,190 on the investment of Rs. 3,04,970 on the equipment. These equipments are with the GMVN and are capable to earn more income in the years to come. This type of investment contributed a lot to the promotion of mountain tourism.

problem faced by public sector :

1. Inadequate assistance from Central Government for tourism development.
2. Lack of deluxe buses during peak season.
3. The number of manpower employed in the public sector are much more than actual requirements. This increases the burden of payment of their wages and salaries.
4. Lack of finance is a major problem. Construction of hotels, restaurants etc requires heavy amount for investment.
5. Frequently change of the Managing director of the public sector (Garhwal Mandal Vikas Nigam Corporation) creates complications in the implementation of the policies and programmes, and development of tourism
6. Lack of proper marketing strategies
7. Objectives are ambiguous, vague and conflicting in nature.
8. Lack of professional approach and HRD problems.
9. Large number of objectives, economics as well as non economic which may be conflicting with each other.
10. Shortage of skilled experienced and competent workers because of relatively lower salary and seasonal work in public sector.
11. The management of these corporations, even if they are competent enough, do not show keen interest in their efficient working as they do not have any incentive or financial stake.

12. In practice the government, the ministers, the politicians and other government agencies constantly interface in their day to day activities of public sector. This results in inefficient functioning and poor performance of the enterprise..

CHAPTER 6 NATURE AND DIMENSION OF TOURISM BUSINESS

Accommodation (Hotels, Lodges and Tourist Bungalows).

Accommodation includes all the facilities used for the sojourn of a tourist such as hotels, motels, traveler's lodges, Dharamshalas, Ashrams, Camps and Inns. Accommodation is one of the more visible and tangible manifestations of tourism. A country may possess within its national confines the maximum number of attraction of most diverse kind but without good satisfactory hotels it is not possible to develop its tourist traffic.

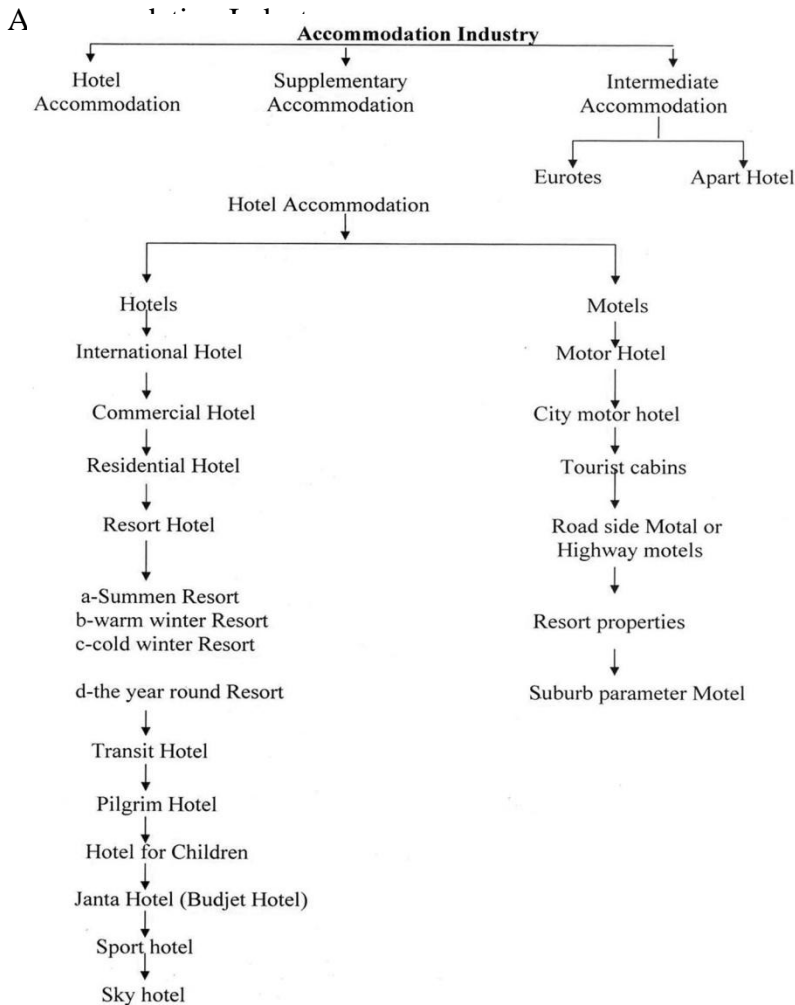
Accommodation facilities constitute a vital and fundamental part of tourist supply. It is an important part of the tourism infrastructure. It is rather the core of the tourist industry and it plays an important role in the expansion of this industry. According to the World Tourism Organization (WTO) report on the development of Accommodation sector, tourist accommodation is used to denote the facilities operated for short term accommodation of guests, either with or without service, against payment and according to fixed rates. All tourist accommodation has been divided into the following groups:-

1. Hotels and similar establishments.
2. Supplementary means of accommodation.

The first group includes hotels, motels, boarding houses and inns, while the second includes registered private accommodation, rented rooms, apartments, houses, camping and caravan sites, youth hostels, cities with hotels recreation centres for Children, mountain huts and shelters as well as health establishments, i.e., sanatoria and convalescent homes. Many countries have recognized the vital importance of accommodation industry in relation to tourism and their activities in the industry by providing big incentives and concessions to hoteliers which have resulted in the building up of a large number of hotels and other types of accommodations for example, availability of hotel sites on liberal repayment terms of

special concessions, in the form of long term loans, liberal import licenses and taxation reliefs, contribution to the equity capital, cash grants for construction and renovation of building, and similar other concessions are provided to the industry.

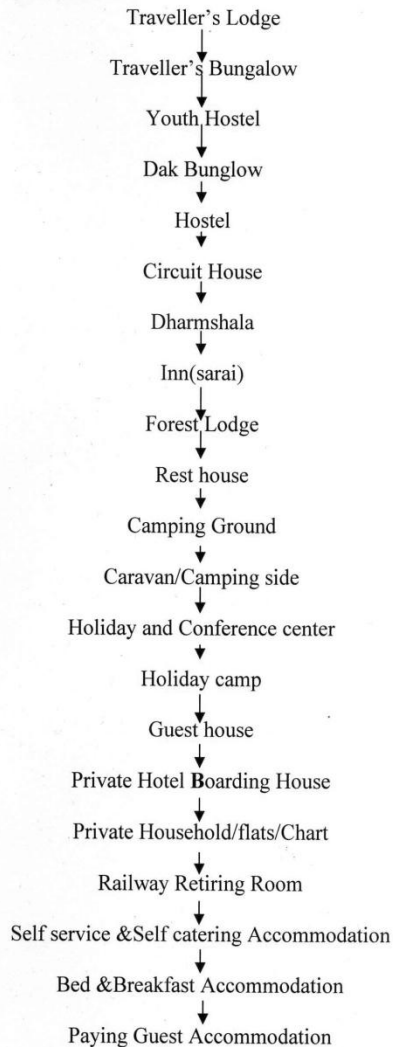
Accommodation being a comprehensive term has a very wide scope. It is somewhat difficult to classify the various type of accommodation however various instruments or tools can be categorized is the following manner:



The “Term-supplementary” accommodation, according to the International Union of official Travel Organization covers every form of accommodation except hotels such as motels, youth hostels, camping site, boarding house, guest house, secondary residence etc. the following chart also denotes it.

Fig. 2.1 (b) Structure of Supplementary Accommodation

Other Supplementary Accommodation



Supplementary Tourist accommodation plays a very important role in the total available accommodation in a country. Motels, Youth hostel, camping sites, Bed and Breakfast establishments and Tourist Holiday villages are some of the principal forms of supplementary accommodation. Motel concept had originated in the USA. Motel was meant for local motorists and foreign tourists traveling by road. Motels are mostly located outside the city limits in the countryside along with the highway and preferably at an important road Junction. Motels include parking, garage facilities, accommodation, restaurant facilities public catering and recreational facilities. The youth hostels movement started in 1900 in Germany. Later, it spread around the world. The youth were required to travel to large cities by foot and education was their primary aim. These youth were given dormitories in inns in which cots, mattresses, sheets and blankets were provided accommodation is one of the most essential tourist facilities.

Earlier, the words accommodation is used to define all types of travel-related activities, including night halt, food and rest. In western countries numerous religious monasteries and churches made arrangements for the board and lodge of travelers. Gradually, 15th century Europe saw the growth of inns in many of its states, the lead being provided mainly by England and France. Accommodation facilities development in the United states of America came to be known as ‘traverns’. Samuelcoles, a fortune hunter who came to America in 1630, started the first tavern in 1634. In 1783 George Washington hosted the famous Boston Tea party at the Frances Tavern Inn in New York city.

In India, the concept of constructing places for rest and shelter of travelers is not new. It was perhaps the Buddhist Bhikshus who first institutionalised the system of providing shelter to pilgrims and scholars in ancient India. Reference of words like Vihara, Dharamsala, Sarai and Musafirkhana, are common in historical records. With time, the Sarais and inns gradually gave way to modern hotels. The next 50 years saw the expansion of the hotel

industry in Britain, America and in other countries. The first tourist hotel was started in Switzerland in 1820. Thomas cook started rail and hotel services in 1860s and from 1868 regular travel services were started between England Switzerland and Northern Ireland. A definition of the hotel as a business entity of study was presented by hotel operators during the consideration of the hotel business to authorities of the National Recovery Administration, in Washington in 1933. Over the years the concept and format of hotels have changed in a great deal. There are various types of hotels catering to the increasing demand of tourists. Following are the main categories of hotels: –

1. International Hotels – They are the modern western style hotels located in almost all metropolitan and other large cities as well as principal tourist centers. The hotels are placed in various star categories. There are five such categories ranging from five star to one star, depending upon the facilities and services provided. These facilities include well appointed reception, information counter, banquet halls, conference facility, number of shops, travel agency, Restaurant facility, bars and banqueting which are an integral part of the business of a hotel. It also include international local cuisine, food and beverage service and specialty restaurant service. A number of these hotels belong to the luxury hotels.
- a. Resort hotels – Resort hotels cater to the needs of the holiday-maker, the tourist and those, who by reasons of health, want change of atmosphere. Resort hotels are located near the sea, mountain and other areas abounding in natural beauty. It includes recreation facilities such as swimming pool, golf course, tennis courts, skiing, boating, surf riding and other various indoor sports. It includes amenities like coffee shops, restaurants, conference rooms, lounge, shopping arcade and entertainment. They fall in the

following categories. Summer Resorts, winter resorts, Hill resorts, all season resorts and health resorts.

2. Commercial Hotels – Most of the commercial hotels receive the guests who are on business tours although some have permanent guests. As the hotel caters primarily to the people who are visiting a place for commerce or business, these are located in important commercial and industrial centres of large towns and cities.
3. Residential Hotels – These hotels can be described as apartment house complete with hotel service. These are often refined to as apartment hotels. These hotels were developed in the United States of America where people discovered that permanent living in hotels offers many advantages.
4. Floating hotels – These hotels are located on the surface of water. These hotels are very popular in many countries. In India, floating hotels, in the form of house boats, are very popular with tourists in Kashmir.

A wide range of accommodation types to suit the requirement of different classes of tourists has come up. GMVN is doing fairly well in this direction where as private sector entrepreneurs are also coming forward after initial hesitation. Other than GMVN, many other government departments have their own rest houses and dak bungalows at various tourist centers of Garhwal, foremost among them are forest Rest houses and PWD Dak bungalows. The average GMVN accommodation is of one star type though it is not officially classified. There is no five star approved Hotel in Garhwal region other than at places like Dehradun, Mussoorie and Narendernagar.

All the same, there is lack of higher grade hotels in Garhwal region catering to the needs not only of foreign tourists but also that of different domestic tourists who are though smaller in number but have greater capacity to spend.

The total available accommodation in Garhwal is not capable of adequately meeting the rush of tourists and may cause many a

tourists in peak season to cancel their plans to travel to Garhwal. In Garhwal region the tourist spots have an adequate number of private hotels, guests houses and Lodges. The GMVN, in order to encourage pilgrimage attractions and other tourism activities, has made available the necessary accommodation facilities in the far reaches of the region so that as to attract increased number of Visitors. The main accommodation units of GMVN are at Kedarnath, Badrinath, Rudraprayag, Soneprayag, Srinagar, Joshimath, Jankichatti, Chiniyalisaur, Harsil, Uttarkashi, Barkot, Rishikesh and Haridwar. It has more than eighty guest houses in all over Garhwal. These units have encouraged wildlife tourism, adventure tourism and pilgrimage. Tourism in one hand and have inspired private entrepreneurs and on the other started development process.

In Kumaon region such units are running under the control of Kumaon Mandal Vikas Nigam like Loharkhet, Budhi, Dharchula, Paangu, Kalapani, Gunji, Malpa and Jeepati are located far away located accommodation units of Kumaon region. Apart from such accommodation units are adequate facilities to rent trekking equipments at cheap rates for the domestic as well as for foreign tourist. In fact, the tourists can deposit the necessary fixed amount of money at any unit of the Nigam at Muni-Ki-Reti, Uttarkashi, Joshimath, Gangotri, Purola, Ukhimath, Ghuttu, Bageshwar, Kausani, Almora, Dharchula and Nainital and get the required trekking equipments. Garhwal Mandal Vikas Nigam has been done lot for the accommodation sector specially in Rishikesh, Gangotri, Uttarkashi, Badrinath, Harsil, Joshimath, Srinagar and Rudraprayag. The reason being that a pilgrim or a tourist who comes here has to take his first night halt at Rishikesh before pushing off next day either for Uttarkashi or Joshimath. GMVN constructed accommodation at most of the places but the progress in this matter has not come upto the expectations.

The capacity of GMVN Accommodation facility with GMVN.

S. NO.	YEAR	TOTAL BED CAPACITY OF THE YEAR	TOTAL TOURIST OF THE YEAR	PERCENTAGE OF OCCUPANCY
1	2000-01	608336	202745	33.33
2.	2001-02	656207	180547	27.51
3.	2002-03	723795	215968	29.84
4.	2003-04	730873	225963	30.92
5.	2004-05	753688	235793	31.29
6.	2005-06	990925	248788	25.11
7.	2006-07	1185320	287785	24.28
8.	2007-08	1207428	314040	26.01
9.	2008-09 (Dec-08)	994607	284993	28.65

Source : GMVN Dehradun

The above table shown that the bed capacity of GMVN guest houses has been increased from 2000-05 to 2008-09 but the occupancy rate shows that this accommodation facility could not be utilized fully by the tourist ,which is evident by the fact that in 2000-01 the occupancy rate was only 33.33 percent which further reduced 28.65 percent in 2008-09. It shows that the capital investment on accommodation is not paying the required return and the business is running on lo

CHAPTER 7 TOUR OPERATORS (PILGRIMAGE PLACES)

(1) YAMUNOTRI

Yamunotri, the mythological source of river Yamuna is the first place of pilgrimage among the Dhams in Garhwal Himalaya.

1. Yamunotri Temple:- The temple of Goddess Yamuna was built in 19th century by Maharani Gularia of Jaipur. It is set at an altitude of 3,235 meters and is dominated by the towering Banderpoonch Mountain. The temple remain closed from Nov to April/May every year.
2. Divya Shilla:- As a tradition rock pillar is worshiped before entering the Yamunotri temple.
3. Surya Kund:- The hot spring here is formed due to volcanic heat. The blistering water immediately cooks potatoes and rice tied loosely in a piece of cloth.
4. Sapt Rishi Kund:- It is the original source of river Yamuna.
5. Jankichatti:- (5km) Hot springs.
6. Syanachatti:- (18kms) Scenic spots on the banks of river Yamuna.

(2) GANGOTRI

It is the spiritual source of Ganga the holiest river in the country. The 20ft high Gangotri temple at an altitude of 3048 meters is situated on the left bank of Bhagirathi. It was built in early 18th Century by Amar Singh Thapa, a Gorkha general and was renovated in 20th century by the ruler of Jaipur. Bhagirathi is said to have worshiped Lord Shiva at the sacred stone nearby. There is also a 'submerged' shivlinga which is believed to be the site where Ganga descended into the matted locks of Lord Shiva.

1. Bharon Ghati (10km)- Here the temple of Bhairav Nath is situated in the amidst thick forests.

2. Kedartal (18km)- Enchanting Lake surrounded by majestic peaks.
3. Gaumaukh (18km)- It is the physical source of Bhagirathi (Ganga) and is of great importance to the pilgrims. Here one has to trek from Gangotri to Gaumukh.

(3) KEDARNATH

Kedarnath, one of the holiest Hindu pilgrim sites is perched at an altitude of 3584 meters amidst towering snow-clad Himalayas peaks on the head of River Mandakini.

Kedarnath Temple:- The 8th century shrine built by Adi Shankaracharya enshrines one of the twelve sacred Jyotirlingas of Lord Shiva. The Jyotirlingas here resembles a hump of a bull. In front of the temple door is a large statue of Nandi as a guard. The Mandapa walls are adorned with idols of the five Pandavas and Draupdi. There is also an image of Lord Ganesha. The Shrines close for the winters on the first day of Kartik (Oct-Nov) and reopens in Vaisak (Apr-May)

Shankaracharya Samadhi:- It is located just behind the Kedarnath temple. Adi Shankaracharya after establishing four sacred Dhams is said to have gone into the Samadhi here at an age of 32 years.

Around Kedarnath :-

1. Guptkashi (39kms) Pilgrims site famous for the ancient temples of Vishwanath and Ardhnareshwar.
2. Okhimath(60kms):- It is the winter residence of Lord Kedarnath and the seat of the Rawal of Kedarnath.
3. Koteswar Temple (3kms):- The cave temple of Lord Shiva lies on the banks of Alaknanda.

Panch Kedars is famous for

1. Kedarnath:- Kedarnath for the bulls
2. Tungnath:- Tungnath for the Arms (Bahu)
3. Rudranath:- Rudranth for the face (Mukh)
4. Madhyameheswar:- Madhyamaheswar for the stomach (Nabhi)
5. Kalpeshwar:- Kalpeshwar for the Hair (Jata)

Jointly there five parts are worshiped as the Panch kedars

(4) BADRINATH

Badrinath, one of the most important pilgrim centres of the country, is a part of Sacred 'Char Dhams' of the state. It lies on the right bank of Alaknanda at an altitude of 3,133 meters and is flanked by Nar and Narayan mountains while the Neelkanth Peak forms a splendid backdrop. The Shri Badrinath temple dedicated to Lord Vishnu was established by Adi Shankaracharya and divided into later built by the rulers of Garhwal, about two centuries ago. It is divided into Darshan Mandap and Sabha Mandap. There is a 'Tapt Kund' with hot water which has to be mixed with cold water before taking bath. About 8 kms from Badrinath in the west, there is a group of snow peak called Choukhambha with a height about 6700m and there is another peak called Neelkanth about 9 km. south west of Badrinath.

What to see at Badrinath

1. Mana Village:- Last Indian Village before crossing over the border to Tibet, Vyas Cyta, Bhimpal, Vasundhara fall are all located around Mana Village.
2. Valley of Flowers:- The paradise of nature lovers sprawling over an area 87.5 kms lies 6 kms from Bhyundar village and is a 19 kms, trek from Govind Ghat. The Valley exceptionally rich in floral wealth was discovered by Frank Smythe along with R.L. Holdsworth in 1930s. According to mythological legends Lord Hanuman visited the valley to collect Sanjeevni herb to save the life of Lakshman, the brother of Lord Rama. With the melting of snow from May onwards, the entire valley blooms with exotic flowers till September. There are over 521 species of flowering plants and it was declared a national Park in 1982, to preserve the biodiversity of the valley.
3. Joshimath - The winter home of Badrinath Ji lies on the slopes above the confluence of Alaknanda and Dhauliganga.

The place is the seat of one of the four 'Maths' founded by Adi Guru Shankaracharya. A 15 km ropeway has been constructed here to link Auli with Joshimath. Auli is an important place for tourists attraction because of the winter sports facilities available here for skiing.

(5) PANCH BADRIS

Panch Badris :- Lord Badrinath Ji is worshiped at different places under five different names. These are as follows:-

1. Badri Vishal:- Main Shrine of Lord Badrinath Ji known as Badrinath.
2. Adi Badri:- Adi- Badri is 19 km away from Karanprayag on Ranikhet Road where a group of 16 temples dating back to Gupta age are in existence.
3. Vridha Badri:- This is the first holy place of Lord Badrinath Ji located at Animath. Animath is 8 km short of Joshimath approachable by motorable road. Vridha Badri remains open throughout the year.
4. Yogdhyan Badri:- 23 km short of Badrinath shrine located at Pandukeshwar. It is believed that king Padavas have mediated here after their victory over Kaurva's and before leaving for his heavenly abode.
5. Bhavishya Badri:- Bhavishya Badri is 19 km far from Joshimath which is supposed to be an alternative seat of Lord Badrinath Ji if for some unknown reason 'Badrinath Shrine' disappears.

(6) THE PANCH PRAYAG

'Panch Prayag' or the five most sacred river confluences of the Garhwal Himalayas are of immense religious importance:-

1. Dev Prayag:- It is situated on the confluence of Alaknanda and Bhagirathi rivers, on the Rishikesh- Badrinath route, about 70 km from Rishikesh.

2. Rudra Prayag:- Situated at on the confluence of Alaknanda and Mandakni rivers Rudraprayag is famous for its Shiva Temple.
3. Vishnu Prayag:- It is 12 kms from Joshimath on the confluence of Alaknanda and Dhaul Ganga Rivers. Now it is famous for its first Hydro Electric Power station.
4. Nandprayag:- It is situated at the confluence of Alaknanda and Mandakini rivers, about 21 kms from karanprayag, on the main route to Badrinath.
5. Karanprayag:- It is situated on the sacred confluence of Alaknanda and Pindari Glacier.

(7) RISHIKESH

Rishikesh situated on the right Bank of Ganga and surrounded by three sides by Himalayan ranges, known from medieval time as celestial abode. It is a great pilgrimage centre of India, attracting a large number of Indian and foreign tourists. Rishikesh is the base for Char Dham Yatra and gateway to Garhwal Himalayas, Sikh Shrine Hemkund Sahib and Valley of flowers. It is believed that Bharat, the brother of Lord Rama, subjected himself to severe penance here. It is said that when Rishi Raibhya did hard penances, God appeared by the name of Hrishikesh and henceforth the area came to be known as Rishikesh. The Yoga centres of Rishikesh have enhanced the significance of the place, Indian and foreign tourists all over the world visit this place to have lessons in yoga and meditation.

Neelkanth Mahadev:- It is 14 km from Rishikesh, which is located at a height of 1,550m, is also famous for its healthy climate and scenic beauty.

Places of Tourist Interest and Pilgrimage:

1. Laxman Jhoola:- This is mainly known for its rope bridge (without pillar) till 1889, but later it was rebuilt with iron ropes in 1939 over Ganges with a span of 240 meters. It is a beautiful sight for tourists all over the world.

2. Rishikesh and Raghunath Temple:- It is said that in Rishikund (1.6 km long) Lord Rama took bath here and it is a popular bathing spot for pilgrims and tourists.
3. Triveni Ghat:- A bathing Ghat, where three streams of Ganga, Yamuna and Saraswati are said to flow together.
4. Bharat Mandir:- Near the Triveni Ghat is the oldest temple popularly known as Bharat Mandir.

The Spiritual institutions like Sivananda Ashram (head quarters of Divine life Society), Swargashram, Gita Mandir, Parmarth Niketan, Bhaganashram, Kailas Ashram, Mahesh Yogi Ashram are located here. Most of the Ashrams have arrangement for flooding and lodging at very reasonable price.

(8) HARIDWAR

Haridwar is the gateway of pilgrimage to Badrinath, Kedarnath, Gangotri and Yamunotri in Uttarakhand. The town of Haridwar stands on the right bank of the Ganges at the foot of the Shivalik mountains. Haridwar is one of the four pilgrim centres where Kumbh is held after every twelveth year.

In Hindu mythology Lord Vishnu is known as Hari and Shiva as Har. Dwar means gate and it is for this reason that this place is known as Haridwar or Hardiwar. The foot prints of Lord Vishnu are present on a slab of stone and it is said that Lord Vishnu blessed the gods with home of Ashrams and Dharmasalas which have been established by religious institutions to meet needs of numberless pilgrims who come and go every day.

Places of Tourists Interest and Pilgrimage: -

1. Har-ki-Pauri:- The most sacred bathing ghat is Har-Ki-Pauri. Kumbh is held after every 12 years and Ardh Kumbh after every 6 years at this place. The temple of Ganga, Mansingh-ki-Chhatri, Haricharan Temple and Birla Tower are also situated here.

2. Parmarth Ashram:- This is situated near the Sapt Rishi Ashram and is a branch of Paramarth Niketan of Rishikesh.
3. Gurukul Kangri University:- This well known institute of learning is situated 3 km away from Haridwar railway station on Haridwar-Jwalapur Road.
4. Bharat Heavy Electricals Limited (BHEL):- This is a government of India undertaking for manufacturing of heavy electrical equipments like motors, turbines, generators etc.
5. Other Ashrams and Temple:- Mansa Devi Temple, Chandi Devi Temple, Bharat Mata Mandir, Manav kalyan Ashrams in Haridwar.

(9) DEHRADUN

Dehradun is located in the valley with Mussoorie hills in the north, shivalik hills in the south and river Ganga and Yamuna in the east and west respectively. Dronacharya established his Ashram in Doon Valley which later came to be known as Dehradun. Beside the hills products Basmati Rice, Leechies, Tea, Timber and Lime are the main products of Dehradun.

Place of Interest:-

1. Tapkeshwar Temple:- The temple is dedicated to Lord Shiva. An Annual fair is held on the occasion of Shiv Ratri which attracts large number of devotees from far and near places in Dehradun.
2. Sahastradhara:- 14 km from Dehradun, noted for its natural beauty and medicinal properties. Sahastradhara is a very popular picnic and entertainment spot. The sulphur water has been found very useful for healthy point of view.
3. Laxman Sidh:- 18 km far from Dehradun on Dehradun-Rishikesh road. Vehicles can go right upto the temple. The temple is dedicated to saint Laxman.
3. Robbers Cave:- 8 Km local bus service available upto Anarwala Village . It is an ideal place for picnics except during monsoon.

4. Other places to visit include Malsi Dear Park, Bhagirath resort, Indian Military Academy, Forest Research Institute and College, Indian Institute of Petroleum.

(10) MUSSOORIE

Mussoorie generally known as the Queen of the Hills, commanding a wonderful view of extensive Himalayan snow ranges to the north west and glittering views of the Doon Valley. It is situated at an altitude of 2000m and 34 km far from Dehradun. It is a famous Hill station Discovered in 1827 by Captain Young, a Military officer. It is now a premier tourism destination among tourists. As the nearest hill station from Delhi, Mussoorie, is a popular destination for tourist throughout the year with its green hills, varied flora and fauna. It provides all kind of amusement and every facility for domestic and foreign tourists. The Mall road connects Kulri and Library Bazars. There is frequent bus and Taxi services from Dehradun to Mussoorie. During the peak tourist season Mall road is closed for traffic. There are lovely walks along the mountain ridges. The Woodstock International School and an International language school are situated at beautiful location and are famous throughout the world for its high standards.

Places of Interest:-

1. Gun Hill:- Gun Hill is the second highest peak of Mussoorie. It is famous because prior to independence, a midway gun fire enabled residents to adjust their watches. The view of the snow capped Peaks of Bunderpunch, Skrikantha, Pithwara and Gangotri Group etc is stunning and best at Sunrise.
2. Kempty Fall:- 15 KM on the Chakrata Road, from Mussoorie is Kempty fall. Children as well as adults take bath at the foot of the falls.
3. Camels Back Road:- It starts from kulri and ends at the library covering a total distance of about 3 kms.
4. Mussoorie Lake:- 6 km from Mussoorie this is a newly developed picnic spot on Dehradun Mussoorie Road.

5. Others places of interest include Clouds End, Binog Mountain, Quail Sanctuary, Jharipani Fall, Mussoorie Fall, The Jwalaji Temple are ideal.

CHAPTER 8 ADVENTURE TOURISM(GMVN)

Adventure tourism is mainly known as thrilling activity based tourism and activity based tourism, such as Mountaineering, Trekking, Sailing, White Water Rafting, Angling, Ballooning, Parachuting are the main example of such type of tourism. According to John Canning, the fascination for the word adventure is perhaps that most people think it as a life being lived at a far greater intensity than normal (John Canning). Adventure activities are generally outdoor activities involving risk and excitement and are taken in conjugation with nature. Different types of Adventure Tourism which Includes aerial Adventure, Water Adventure and Land Adventure. Aerial Adventure includes Ballooning, Parachute Jumping, Sky Diving, Paragliding, Parasailing, Hang gliding and Bungee Jumping. Water Adventure includes Water Aqua adventure, White water rafting, Canoeing, Water surfing and Wind surfing. These are very much popular because they have annual competitions. Land adventure includes safari, wall climbing, Trekking, camping, Rock climbing, mountain biking along with a camping trip. Skiing is most popular among both the International and domestic tourists.

SKIING IN UTTRANCHAL

The Himalayas are the highest mountain chain and are also the Youngest. Believed to be the home of gods, the sages have always come to the Himalayas to experience the blissful air of divinity.

The hills of Uttranchal have all the ingredients for adventure packed with excitement and thrills with towering peaks, flowing rivers, snow-capped mountains, a splendid combination of flora and fauna and vast tracts of virgin snow. The region also provides immense opportunities for adventure sports like skiing and the thrilling water sports which make Uttranchal an ideal venue for adventure seekers.

Garhwal Himalayas of Uttranchal offering exciting skiing opportunities to both, the beginner and as well as the advanced skier. Uttranchal, like other sectors of Himalayas are in a position to offer

the thrills of exploratory long distance skiing round the year. Important skiing slopes in Uttranchal are Auli, Mundali, Dayara Bugyal, Kush Kalyani and Kedar Kantha in Distt Uttarkashi, Panwali and Natya in Distt. Tehri Garhwal, Bedni Bugyal in Chamoli Distt and Chiplakot in Distt Pithoragarh.

Auli (2750m)

No matter where you are, if you are looking for the best ski slopes, come to Auli. And for those who yearn to learn, no other place matches Auli. It offers exciting skiing opportunities to both, the beginner as well as the advanced skier. Auli, 14km from Joshimath is an ideal winter resort. The natural advantages of Auli's slopes, coupled with state of the art facilities provided by GMVN have made it comparable to the best in the world. Auli resort is located at an altitude of 2915 mts to 3049 extendaboe to Gorson 3400 mts and the ski slopes are spread over 5 to 7 square kms. Auli offers a 180 degrees panormic view of Mt. Nanda Devi, Mana parwat, Dunagiri, Bethartoli, Nilkantha, Nar and Narayan Parwat, Hathi and Ghori parwat and many more Himalayan Peaks. The ideal time is from January to March and this is when the Nigam conducts one, five, ten and fifteen days ski courses at Auli.

Adult Snow Skiing

Snow Skiing and Course Programme For the year 2008-2009

Months	(A)7 Days Non Certificate Course	Course No.	Total Seats Course	(B) 14 Days Certificate Course	Course No.	Total Seats
January 09'	9 to 15 16 to 22 25 to 31	1 2 3	40 40 40	9 to 22 25 to 7 Feb.	1 2	15 15
February 09'	1 to 7 9 to 15 16 to 22 24 to 2 Mar.	4 5 6 7	40 40 40 40	9 to 22 24 to 9 Mar.	3 4	15 15
March 09'	3 to 9 10 to 17 18 to 24 25 to 31	8 9 10 11	40 40 40 55	11 to 24	5	15

Course Fees

<u>Course Category</u>	<u>A (7 Days)</u> <u>Non- Certificate</u>	<u>B (14 Days)</u> <u>Certificate</u>
1. Student (upto 25 years)	Rs. 4800.00	Rs. 9620.00
2. General	Rs. 5280.00	Rs. 10580.00
3. Foreigner Irrespective of Age	Rs. 6600.00	Rs. 13225.00

Fees include boarding, lodging, ski equipment, [Skies, ski boot and Ski pole], lift and training charges at Auli. In case of students, no participants will be admitted without producing the documents and confirmation letter issued by GMVN Ltd.

Charges per day tourist and casual visitors will be as follows: -

Ski Equipment	Category	Charges
(1) Alpine / Nordic Ski hiring charges	Adult	Rs 350/-
	Child	Rs 275/-
(2) Ski Lesson	Adult / Child	Rs 175/-
(3) Ski Gloves	Adult / Child	Rs 175/-
(4) Ski Goggles	Adult / Child	Rs 100/-
(5) Snow Board	Adult / Child	Rs 600/-

Source : GMVN Dehradun

Participants are required to bring heavy woolen clothing, cap, socks (minimum four pairs), dark glasses, gloves, mufflers pull-overs, trouser, wind proof Jacket, gum/snow boots and torch light for their personal use.

(1) Package Tours

GMVN conducts 7 and 14 days skiing courses at Auli and Special provisions for day tourists are also available. Ski training is given by qualified ski instructors. A part from Coordinating among various

agencies the departments engaged in safety and rescue of mountaineers and high altitude trekkers. Safety and rescue training has been the part of the training programmes being conducted by Departmental Adventure Tourism Experts.

(2) Equipment Garhwal Mandal Vikas Nigam Provides most of the ski equipments but participants would be required to bring along necessary woolen clothes like woolen cap, under wear as required, gum boots, snow boots for mountaineering, boots for walking on snow, woolen socks thick four pairs, small torch with cells, toilets articles are required. Woolen trousers, woolen, Long jackets, thick Jersey, leather gloves, woolen mittens or gloves, wind proof or padded jacket, anti sun burn cream, woolen clothing for the evening and for holidays, reading materials, dark glasses, stationery and sewing kit.

(3) Accommodation

GMVN provides comfortable and well equipped residential facility at both places Auli as well as Joshimath. Meals both vegetarian and Non vegetarian, morning and evening tea are also provided as a part of the skiing course package.

(4) Medical facilities

At both the places Joshimath and Auli have well equipped hospital and at Auli doctors are available for 24 hours a day. Participants are advised to bring along their own first-aid kit, which should include balm, foot powder and medicines to take care of headaches, cold and etc.

(5) MOUNTAINEERING

Mountaineering is a sport where certain amount of risk is involved like in any other game. It is an interesting sports and very close to nature. It develops the qualities of self reliance, leadership and discipline amongst men or women and a sense of satisfactions in the achievement of the task. Mountaineering has also played an important part in bringing people together from all over the world irrespective of caste, Colour, creed, race or nationality. It is mountaineering which develops the trait or self sacrifice, team spirit and endurance. Indian Mountaineering Foundation based at Delhi is

the national apex body for this sport in India. The Importance of mountaineering was appreciated in India during the year 1953 when the first successful Everest expeditions was launched and the Indian Sherpa Tenzing Norgay reached the Peak summit of Mt. Everest. Later the Keen climbers of Doon School Dehradun Contributed towards mountaineering particularly in Garhwal Himalaya

The GMVN Ltd, provides logistics and base camp support to the expedition team like low and high altitude porters, sherpas, Meals and Transportation. Adventure Sport like Rock climbing is conducted at George Everest house (Mussoorie), Buranskhanda (Near Dhanaulti) and Phool Chatti (Near Rishikesh). GMVN provides NIM trained instructors, complete climbing equipment and transport, facility TRH/ camping,catering and first aid facility. In Garhwal adventure tourism and pilgrimage are not only providing employment in primary sector directly but also provides employment and development in Secondary and tertiary sector. Due to mountain tourism activities, accommodation, and transportation especially road transport in Garhwal, amenities of life are improving and good markets are developing near Srinagar, Rishikesh, Uttarkashi and Joshimath.

Recommended Treks by Garhwal Mandal Vikas Nigam

<u>S.No.</u>		<u>Period</u>	<u>Duration</u>
1.	Panch-Kedar trek	Summer	15 Days
2.	Kedarnath – Vauskital trek	Summer	6 Days
3.	Dodital – Yamnotri trek	Summer	9 Days
4.	Gangotri – Nandanvan – Tapovan	Summer	8 Days
5.	Kalindi Khal trek	July- August	12 Days
6.	Khatling – Sahastra tal trek	August – September	14 Days
7.	Valley of Flower trek	July – August	8 Days
8.	Har Ki Dun trek	Summer	9 Days

9.	Roopkhand trek	Summer	10 Days
10.	Uttarkashi Lata Budhakedar Panwali trek	Summer	12 Days
11.	Kalsi – Lakhamandal trek	Round the year	7 Days
12.	Kuari Pass trek	Summer	9 Days
13.	Binsar trek	Round the year	7 Days
14.	Nagtibba trek	Round the year	6 Days
15.	Devi Darshan trek	Round the year	6 Days
16.	Chandrshilla trek	Winter / Summer	7 Days
17.	Rishikesh – Chakrata – Mandali – Dakpathar trek	Round the year	5 Days
18.	Rishikesh – Auli – Kuari Pass Tapovan trek	Summer	7 Days

Source : GMVN Dehradun

The Himalays are the trekker's delight. The gentle Himalays of the Garhwal region are among the most picturesque in country. On a deeper level, trekking is a bridge between ancient life styles. The interesting part of this trek is that the trekkers will be sojourning in the traditional houses of the local people and will have a face to face interaction with the indigenous culture and local tradition. Garhwal Mandal Vikas Nigam Ltd, a Uttaranchal Govt. undertaking has ventured to make trekking around the year delight. It has divided its treks in two parts viz summers (April to Oct. trekking upto 4,628m) and winters (Nov. to March trekking upto 2,500m).

Mountaineering Division of Garhwal Mandal Vikas Nigam is under the supervision of trained staff to organize and accompany the parties. Porters are easily available at the motor terminals and nearby villages. The GMVN has a roster of approved and reliable guides, high altitude porters and porters stationed at Mussoorie, Joshimath and Uttarkashi. GMVN provides the trekking tips like well fitting strong boots with a couple of woolen socks, a raincoat is a must, medicine for minor accidents and sickness. It is advised and

trekkers generally bring with them chocolate, dozenges, candy, glucose and dry fruits. It is advised not to exhaust your energy by fast walking, otherwise the trek will not be enjoyable. Mountaineering Division of Garhwal Mandal Vikas Nigam Ltd, which has a well equipped trekking equipment stock like four men Alpine Tents, Two men Alpine Tents, Kitchen Tents, Feather Sleeping Bags, Windproof Jackets, Feather Jackets, Windproof Trousers, Groundsheet / Mattresses, Snow Goggles and Rucksack.

Winter and Water Sports

Water sports are for those adventure seekers for whom land is not enough the rivers of Utranchal are inviting many adventure seekers amateur as well as die-hard professionals. Garhwal offers some very exciting opportunities for the water sport lovers. According to Sir Hillary: “Ganga is a beautiful river, particularly in the upper reaches with fast flowing water and many lively rapids. It is a superb river for inflatable rafts and challenging to for kayaks and Canves”. Garhwal Mandal Vikas Nigam can arrange this sport where one “sweeps over the rapids and crashes through the stopper waves”.

River Rafting

The rivers like Alaknanda, Bhagirathi and the Ganga challenges the expert to survive the thrill, to Rishikesh on the Rishikesh Srinagar road. The best period for rafting is October to March Rafting courses are to be taken by trained and qualified river guides of GMVN.

(A) White Water

River rafting Koudiyala Course Programme (2008 – 2009)

Three Days Introducing	Months	Duration	Course No.	No. of Seats	Min. Reg.	Seats
	Oct 08	10 to 12	1	15	08	
		21 to 23	2	15	08	
	Nov 08	10 to 12	3	15	08	
		21 to 23	4	15	08	
	Dec 08	10 to 12	5	15	08	
		21 to 23	6	15	08	
	Jan 09	10 to 12	7	15	08	
		21 to 23	8	15	08	
	Feb 09	10 to 12	9	15	08	

		21 to 23	10	15	08
	March 09	10 to 12	11	15	08
		21 to 23	12	15	08
	April 09	06 to 08	13	15	08

(B) Five Days Course

Months	Duration	Course No.	No. of Seats	Min. Seats Reg.	Five Days Course
Oct 08	15 to 19	1	15	08	
	26 to 30	2	15	08	
Nov 08	15 to 19	3	15	08	
	26 to 30	4	15	08	
Dec 08	02 to 06	5	15	08	
	15 to 19	6	15	08	
Jan 09	15 to 19	7	15	08	
	26 to 30	8	15	08	
Feb 09	15 to 19	9	15	08	
March 09	25 to 29	11	15	08	
April 09	12 to 16	13	15	08	

Source : GMVN Dehradun

Rafting Packages/ Rafting with Rock Climbing/ Rappelling

Package No.	Activities	Category	Rate	Remarks
1.	One Night halt at Kaudiyala One day full Meal (veg) One Stretch Rafting (12 Kms)	Student General	@ Rs 930/- per seat @ Rs. 1150/- per seat	Minimum 8 persons Required
2.	One Night halt at Kaudiyala One day full Meal (veg) One Stretch Rafting (12 Kms) + Rock climbing/Rappelling	Student General	@ Rs 1230/- per seat @ Rs. 1550/- per seat	Minimum 8 persons Required
3.	Two Nights halt at Kaudiyala Two days full Meal (veg) Two Stretch Rafting (12+12 Kms) + Rappelling + Rock	Student	@ Rs 1860/- per seat @ Rs. 2300/- per seat	Minimum 8 persons Required

	climbing			
4.	Deluxe Packages			
(a)	One Night halt at Kaudiyala One day full Meal (Veg/Non Veg) One Stretch Rafting (12 Kms)	General	@ Rs 1475/ - per seat	Minimum 8 persons Required
(b)	One Night halt at Kaudiyala One day full Meal (Veg/Non Veg) One Stretch Rafting (12 Kms) + Rappelling + Rock climbing	General	@ Rs 1875/ - per seat	Minimum 8 persons Required
(c)	Two Night halt at Kaudiyala Two days full Meal (Veg/Non Veg) One Stretch Rafting (12 Kms) + Rappelling + Rock climbing	General	@ Rs 2950/ - per seat	Minimum 8 persons Required

Source : GMVN Dehradun

GMVN conducts 3 day introducing and 5 day special courses for it. Facilities regarding boarding, Lodging, rafting equipment and training are provided by GMVN. The rafting camp kaudiyala has a total capacity of 30 beds, including 4 deluxe huts, 6 executive huts with attached bath, 3 ordinary huts with common bath. GMVN restaurant at Kaudiyala has a seating capacity of 20 persons generally offers vegetarian, non veg meals and snacks. GMVN does not hold any responsibility for any unforeseen events that may arise on the rafting trip. For reservation one have to contact, the manager GMVN tourism Rafting camp kaudiyala Distt, Tehri Garhwal (Uttarakhand). A self contained rafting trip adds greatly to your felling of adventure and thrill.

Skiing Activities:-

The Assan Barrage is the hub of Skiing Water Activity. The Assan Barrage developed as a water sports resort is located at the foothills of the Shivaliks and on the banks of river Yamuna. Assan Barrage, Dakpathar is 40 km far from Dehradun on Chandigarh highway.

The Assan Barrage is the hub of water skiing activities. GMVN has sufficient infrastructure to offer you the complete experience in whatever you choose to do here. Be it surfing, water skiing, Rowing, Paddle boats, Kayaks, rowing boats and surfing boards. These are available here today visitors, on very nominal charge. The accommodation facility at Assan Barrage has a total capacity of 20 beds. Dakpathar is also very near to it guest house which offers a host of lodging facilities. The canteen at Assan Barrage offers snacks throughout the day and meals on order. GMVN conducts 5-days Basic, Intermediate and Advanced water sports enthusiasts. Training is provided by well qualified instructors from GMVN.

Water Ski Course Programme for the year 2008 – 2009

5 Days Course Programme

Month	Five Days Course	Course No.	No. of Seats
April	18 to 22	1	10
May	03 to 07	2	10
	10 to 14	3	10
	17 to 21	4	10
	24 to 28	5	10
June	01 to 05	6	11
	07 to 11	7	10
September	18 to 22	8	10
	26 to 30	9	10
October	02 to 06	10	10
	09 to 11	11	10
	16 to 20	12	10

Course Fees :

Course Category	Course Fees
(1) Student (upto 25 years)	Rs. 6400.00
(2) General	Rs. 7050.00
(3) Foreigner (Irrespective of Age)	Rs. 7760.00

Source : GMVN Dehradun

Fee includes boarding, lodging sharing accommodation, Ski equipment at Assan. Participants are requested to send the dully filled application form along with 50% of fees (Non Refundable) in advance by bank drafts drawn on favour of Garhwal Mandal Vikas Nigam Ltd, Participants must be physically fit for water Skiing course.

Water skiing courses at Assan are usually held in the months of April to mid-June and then Sep to Oct. The course includes ski-equipment, training, boarding and Lodging. GMVN held no responsibility for any unforeseen events that may arise on the rafting trip. The Assan Barrage is also an extremely significant staging and wintering grounds for migratory birds. It was also declared as India's first home for migratory birds. Important Birds like Ruddy Shellduck presence of Palas Fish Eagle, Blacknecked crebe, Rednecked crebe, Bares Pochard, Longtailed Buck, Painted stork Black Necked Stork and Black Stork which attracts lot of tourists towards Assan Barrage. For a satisfactory Birding trip you need to carry with you the basic equipment like Binoculars of 8x to 10x magnification a field guide and a notebook. GMVN does offer a limited number of Binoculars on payment basis. Other attractions at Assan Barrage include a water sports facility run by GMVN for water skiing in summers i.e., Paddling, Rowing, Kayaking and Sailing.

CHAPTER 9 MARKETING TOOLS ADOPTED BY PUBLIC SECTOR

Publicity

Publicity refers to dissemination of information without charge or its news value in order to inform the prospect about a particular tourist place or promotion mix. Garhwal Mandal Vikas Nigam must promote publicity which plays an important role of attracting tourists and promoting the business of GMVN.

Generally the publicity programmes include the following:

1. Regular publicity stories and photographs in newspapers, travelogues, contact with magazines on stories. It helps in projecting the positive image of GMVN Ltd, since the prospectus trust on the news items publicized by the media people. Its main purpose is to inform the people about the activity of GMVN in facilitating tourists.
2. Participation in programmes, seminars and conferences related to travel and tourism also help in this respect. The GMVN has to set a book stall for this purpose. The Senior executive or manager of the GMVN generally give lectures about GMVN tour packages covering all the aspects. These activities help the corporation in building an image in the markets. Word of mouth publicity is the best weapon in the hands of manager of GMVN. A satisfied client would bring ten more clients. Thus, it is important to satisfy the existing number of clients and solve the problems of those clients who are on Tour.

Public relation

Public relation is the “Art and science of planning and implementing honest, two way communications and understanding between a company or an organisation and many different groups it is concerned in the course of its operation”. In other words Public relations may be explained as the continuous and consistent representation of an organisation’s activities e.g., potential

customers as well as to its local and national government. It is evident that the main function of public relations is to inform public about the activities of an organization. Normally it is a part of an organisation's total communication effort. In the field of tourism, the need for making complete information and facts available to both potential and actual tourists assumes special significance.

Public relation is one of the important functions of the official tourist organization. In tourism it is used to create and maintain a positive image for a country. A tourist destination in the minds of people who are in a position to influence public opinion (Journalists, editors, travel writers etc) or in the minds of sales intermediaries (travel agents, tour operators etc). It is oriented towards creating and maintaining an atmosphere whereby traveling public at large is convinced for visiting the local cities or countries. The main tools of public relations in the tourist promotion are as follows:

1. Organising various types of contests.
2. Organising cultural programmes, musical and folk shows, TV interviews, exhibitions and national friendship weeks in the country, where the tourist office is located.
3. Arranging seminars and workshops in the place where the tourist promotion office is located.
4. Organizing radio and television contests featuring the destination country.
5. Organizing press releases and arranging press conferences with key personnel connected with tourism with a view to disseminate information about the destination.
6. Organizing familiarization tours for travel writers, editors, travel agents, photographers and other key personnel from different parts of the world as guest to visit the country and to get first hand knowledge about it.
7. Encouraging Large departmental stores, Organisation of fashion shows and manufacturing Companies to project the country or a part of the country as a promotion show case in their premises.

Promotional and Selling Activities

Tourism is the fastest growing industry in the world and therefore the need for marketing it becomes imperative. Tourism needs to be marketed just as any other product, indeed more so, because it is an industry where the customer has an immense variety of choice. Tourism marketing can be defined as the systematic and coordinated efforts exerted by the national tourist organizations and or the tourist enterprises at international, national and local levels to optimise the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth. The British Institute of Marketing has formulated the following definition Marketing is the management function in which an organisation directs all those business activities involved in assessing and converting customer purchasing power into effective demand for a specific product or service and in moving the product or service to the final customer or user so as to achieve the profit target of other objectives set by the company. In essence the marketing concept is a customer orientation backed by integrated marketing aimed at generating customer satisfaction.

A Corporation's marketing communications program is called its promotional mix, which consists of advertising, sales promotion, public relations, and personal selling to achieve advertising and marketing objectives. The four major promotional tools are defined next as under.

1. Advertising- Any paid form of presentation and promotion of ideas, goods or services by an identified sponsor.
2. Sales promotion- Short term incentives to encourage the purchase or sales of a product or service.
3. Public Relations- Building good relations with the Company's various publications for obtaining favorable publicity, developing a good corporate image and handling of unfavorable rumours, stories, events etc.

4. **Personal Selling-** Oral presentation or conversation with one or more prospective purchaser for the purpose of making higher sales.

Sales promotion

It refers to short-term incentives offered to stimulate on the spot buying. It consists of all the promotional activities other than advertising, personal selling and publicity. According to American Marketing Association, Sales promotion includes those marketing activities other than personal selling, advertising and publicity that stimulates consumers purchasing and dealer effectiveness such as display, shows and exhibitions, demonstrations and various non recurring selling efforts not in the ordinary routine. The following methods of sales promotion generally used by the companies.

1. Coupons – Coupons are certificates that offer buyers savings when they purchase specified products. Coupons are most popular in the Restaurant and hotel industry.
2. Packages – Promotion often involve packages of a number of the company's products. Packages particularly popular with hotels and resorts that have a number of products to offer. The hotel developed packages around the meals, tasting and demonstrations.
3. Premiums – Premiums are goods offered either free or at low cost as an incentive to buy a product.
4. Patronage rewards – Patronage rewards are cash or other awards for regular use of company's products of services.
5. Contests or Sweepstakes – An opportunity under this device is given to consumer to contest with a chance to win cash prizes, free air trips or goods. It is an indirect manner of introducing new product.
6. Point of Purchase Displays – Point of purchase promotions include displays and demonstrations that take place at the time of purchase or sale.

Sales Support technique

It includes printed material such as brochures, folders, direct mail material and display material etc.

1. Brochure is like a pamphlet in the form of booklet. GMVN mainly used brochure which includes information on accommodation, and its prices, travel schedules etc.
2. Folder is a single piece of illustrated paper which can be folded. Folder as compared to brochure is short, tastefully illustrated and attractively designed and produced.
3. Sales letters are a direct mail material. Sales letter offer many opportunities for selling travel services.
4. Display material includes posters for sales literature card boards stands, articles of handicrafts, exhibits etc. the material must be displayed by GMVN in such a way that it attracts the attention of a tourist as soon as he enters the office.
5. Special offers Temporary price reductions, free gifts, premiums and various types of contests which are being used like reduced airfares for students, affinity group, special off season rates at hotels and tourist resorts are some of the special offers in the tourist industry.

Advertising

It is concerned with popularizing a product and boosting its sale by adopting different types of media. It can communicate the desired information and message about the product and for service to the right people, at the right time and at the right cost. It is an effort of a business to increase sales. Following media of advertising are like Press media, Radio, Television, films, outdoor media, Window display and Advertising by mail etc.

1. Press – It is a print media comprising of newspapers and Magazines. A well drafted press copy has an unmatched appeal and enable the GMVN to communicate with a large number of tourist.
2. Radio – It is a medium of advertising has becoming increasingly popular in India because of its availability at low prices.
3. Television – It is a device combining spoken word, visual presentation of facts and motion.

4. Films – Films have also become the prominent media of advertising. The picture runs about five minutes and its theme is clearly designed tour packages and guest houses of GMVN.
5. Outdoor media – refers to the media used to reach people when they are out of the doors. Therefore outdoor advertising means exhibition of advertisements of GMVN at street corners, railway stations of Dehradun, Rishikesh, Haridwar and Kotdwar, bus stations, on moving vehicle etc through posters, hoardings, electric or neon signs sky writing, loud speakers, travelling allouncers etc. Outdoor advertising is highly flexible and economical.
6. Windows display means exhibition of goods in artistically laid out windows at the shop fronts or at important busy centers like railway station, bus stands, market place etc.
7. Advertising by mail is maintained a mailing list for sending the literature to customers who can be expected to take conscious interest in the tourism products to be advertised. The list is prepared on the basis of information collected through salesmen by reference, trade directories, telephone directories, trade and travel Associations like International Air transport Associations (IATA), Travel Agent Association of India (TATA), World Association of Travel Agencies (WATA), World Tourism Organisation (WTO), Pacific Air Travel Associations (PATA), Universal federation of Travel Agents Associations (UFTAA) etc. Advertising messages that are sent by direct mail may be in the form of sales letters, circular letters, leaflets, folders, calendars, booklets and catalogues. Direct mail cannot be a suitable medium for advertising. Tourism products meant for public use on a mass scale.

There are some other tourism promotional activity which must be adopted by GMVN: -

8. Travel trade shows, travel marts and travel seminars – Held for members of the trade, these gathering offer an excellent opportunity for government tourist offices and suppliers to meet face to face with travel agents and other distributors. They are

particularly effective ways for promoting Garhwal Mandal Vikas Nigam's Activities.

9. Sales contests which must be sponsored by GMVN to reward travel agents who sell a certain number of airline tickets, hotel rooms, package tours etc.
10. Brochures, Travel videos and Travel Documentaries have their own role, in promoting the tourism. In this context the CD-ROMS have come up in a big way.
11. Travel fairs and exhibitions are important platforms where literature of GMVN must be distributed in a large scale for promoting GMVN tourism program

CHAPTER 10 TOURISM BUSINESS PROFILE (GMVN)

Visitor's profile

Tourist information regarding their original purpose of visit, age-sex structure, length of stay, mode of transport and accommodation used etc, are some of the main factors that determine the standard of tourist traffic and their characteristics. These characteristics are the determinants of behavioral of tourism development which play a significant and crucial role in further planning and promotion. To understand general characteristics of tourist arrivals a detailed field survey was conducted at Yamunotri, Gangotri, Kedarnath, Badrinath, Uttarkashi, Rudraprayag, Siyalsaur and Joshimath. Some 200 tourists were interviewed during Char Dham Yatra. On the basis of the data collected and analysed some salient features of tourist behavior are summarized below:-

(1) Origin of Tourist-

The survey reveals that 80 percent tourists come to Garhwal from urban area and the rest from the rural areas. It is noticed that maximum tourist come from Delhi, Punjab, Uttar Pradesh, Maharashtra, Rajasthan, Punjab etc. Tourists from west Bengal generally visit Mussoorie, Pauri, Khirsu, Srinagar, in autumn season during the month of October to November specially on the holidays of Durga pooja. The season is often termed as season of Bengali tourists. Due to the climatic reasons maximum foreign tourists from USA, Germany, England, Australia, France visit Uttarakhand and its tourist places such as Haridwar, Badrinath, Valley of Flowers, Hemkund sahib, Gangotri, Mussoorie and Nainital etc.

(2) Demography-

Demographic profile of the tourists is an essential aspect through which their accommodation and preferences, food habits, and recreational interests and age sex can be identified, for example young children always require, playgrounds, National park, Wild life sanctuaries etc. Adults need more recreational opportunity and

facilities like River Rafting, Skiing, Paragliding, Para jumping etc; while old persons need avenue for peace, rest and relaxation. To know the age and sex structure of tourist, a field study was someone was conducted at Char Dham Yatra. About 75% tourists were in the age group of 26-55 years and only 20% tourists were above 56 years of age and they had come along with their family members to rejuvenate their health and to have Darshan of Char Dham Yatra. On the basis of sex wise distribution of tourist it is noticed that majority of tourist were male, accounting 85% of the total tourist and female tourist had only 13% of the total tourists. The number of tourists below the age of 35 years accounts about 33% of the total and generally they come along with their parents for Char Dham Yatra. It has also been discussed in chapter five and six.

(3) Purpose Of Visit-

It is not very easy to assess the purpose of visit of tourist arrivals because it was observed that majority of the tourists were interested to visit Char Dham i.e. Badrinath, Kedarnath, Gangotri and Yamunotri and remaining tourists visited Garhwal Mandal Vikas Nigam Ltd, mainly for adventures purpose like River Rafting in kaudiyala, trekking in valley of flowers, Hemkund Sahib, Kedarnath, Vasukital Trek, Panch kedar trek, Har Ki Doon trek, skiing in Auli (Joshimath) etc and took all help from GMVN and very few tourists visited Srinagar, Pauri, Khirsu, Mussoorie, Chilla, Chopta, Lansdowne etc, just for enjoying Natural beauty, rest and recreation.

(4) Duration of stay-

Length of stay is an important measurement for the development and growth of tourism industry, earnings from tourism business mainly depends upon the number of total nights stay of the tourists and on the number of total tourist arrival. The average duration of stay is closely related to the cost of accommodation. During visitor's survey when tourist were asked about the choice of their stay at guest houses of GMVN, most of the visitors said that

they would like to stay over here for two to four days to enjoy the beauty of nature and place.

(5) Tourist Typologies:-

The trend of tourist coming to Garhwal reveals that the percentage of tourist belong to high income group is very high and it is also appreciable. Low income group up to Rs 10,000 per month is very low. i.e. more than Rs 20,000 is above 64% and where as below 20,000 is 36%.It is already discussed in detail under topic Tourist clientele.

(6) ACCOMMODATION REQUIREMENT-

During the entire survey it was generally noticed that majority of tourists preferred to stay in unclassified hotels in Badrinath, Kedarnath, Yamunotri and Gangotri. The percentage of visitors staying in unclassified hotels were 45 percent approximately, 30 percent of the visitor's like to stay in Tourist Bungalows, Tourist rest houses, Tourist lodges and forest rest houses because of their less tariff and rent.

CHAPTER 11 REVENUE EARNED PUBLIC SECTOR (GMVN)

Revenue

Tourism has always been a great help to the governments of the destination countries to earn revenues through various types of taxation on Tourism. Such a taxation increases an overall economy of the country as well as its region where the tourism is generated. Tourism has been contributing revenue to state exchequer. Different sources of revenues like toll tax at the entry point of visitors entering in the destination, service tax on the hotel bills like tax on accommodation, tax on food and beverage etc and on air tickets. There are many other sources of total Revenues in the form of Tax Revenue, non tax revenue, economic services, tourism and grants in aid. Every corporation produces some output to sell in the market. The term revenue refers to the income or payments received by a corporation from the sale of goods at different prices.

TR = Total revenue.

P = Price.

$$TR = P \times Q$$

Q = Units output Sold.

Total Revenue to the corporation is the same thing as the total income received by buyers on the Boating, Surfing, Snow Skiing, River Rafting, Trekking and Mountaineering.

Table 3.2 (1)

Income earned by GMVN Trekking and mountaineering division

Since 2005-06 to 2008-09 (up to July 2009)

S No.	Year	No. of trek	No. of tourist		Income
			Indian	Foreigner	
1	2005-06	10	111	78	32,83,311.00
2	2006-07	7	79	34	35,62,975.00
3	2007-08	8	164	04	15,66,824.00
4	2008-09	7	58	53	21,19,427.00

Source : GMVN Rajpur Road, Dehradun

Income of GMVN from trekking and mountaineering

The above table reveals the data for the years 2005-06, 2006-07, 2007-08 and 2008-09 only up to July. During these periods number of trekking packages were organized every year are 10 , 7, 8 ,7 having 111 Indian and 78 foreign tourists, 79 Indian and 34 foreign tourists 164 Indian and 4 foreign tourists ,58 Indian and 53 foreign tourists , the revenue earned was Rs.32,83,311.00 , Rs. 35,62,975.00 , Rs. 15,66,824.00 and Rs. 21,19,427.00 respectively. It is evident from the data that in the year 2007-08 the income is very low although the Indian tourists are maximum, but the foreigners are minimum, Similarly If we see the year 2008-09 which is only up to July, but the income is quite high compare to other years it is very clear that number of foreigners is higher side. Thirdly in the year 2005-06 the trekking packages are more than the year 2006-07 , but the income in case of the year 2005-06 is less than the year 2006-07 all though the number of packages are more in the year 2005-06. Therefore it is concluded from the data that the income will be more if the packages are of long distances, number of foreigners is high.

INCOME EARNED BY GMVN FROM WATER SPORTS

ASSAN BARRAGE

YEAR (2005-06, 2006-07 and 2007-08)

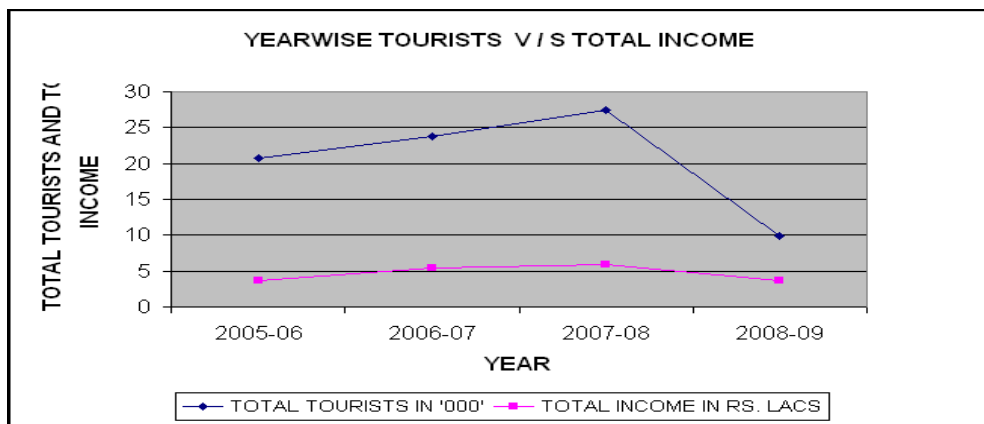
Year	No. of Tourist			Boating	Surfing	Skiing	Total
	BOATING	SURFING	SKIING	income	income	income	income
2005-06	20,492.00	198	0	3,39,650.00	24,750.00	0.00	3,64,400.00
2006-07	23,354.00	410	13	3,96,600.00	51,335.00	90,332.00	5,38,287.00
2007-08	27,293.00	212	14	4,68,350.00	26,640.00	93,310.00	5,88,300.00
2008-09	9,730.00	174	17	2,45,950.00	21,855.00	96,320.00	3,64,125.00

Source : GMVN 74/1, Rajpur Road Dehradun.

Income of GMVN from water sports (Assan barrage)

The above table reveals the data for the years 2005-06, 2006-07, 2007-08 and 2008-09 only up to July. During these periods number of tourist visited at Assan barrage for different type of sports like boating, surfing and skiing. It is evident from the data that in case of boating and skiing there is more or less increasing trend in income from these two sports .If we see in case of surfing the average income is the same , but over all income is increasing every year. It can also be seen in the line graph below.

YEAR WISE DISTRIBUTION OF TOTAL TOURISTS IN THOUSANDS AND TOTAL INCOME IN Rs. LAC



GMVN Income from River Rafting at Kaudiyala.

S.No.	Year	Rafting Income	Total no. of tourist	
			Indian	Foreigner
1	2005-2006	13,46,970.00	2129	280
2	2006-2007	11,38,640.00	2064	20
3	2007-2008	12,47,729.00	1972	42
4	2008-2009	7,23,000.00	945	09

3.2 (3) Income of GMVN from River Rafting at Kaudiyala

The above table reveals the data about the income of GMVN from River Rafting at Kaudiyala for the years 2005-06, 2006-07, 2007-08 and 2008-09 only up to July. It is evident that the trend as shown above is similar in all the years but slightly influenced by the foreign tourists.

Table 3.2 (4)

Snow Skiing Auli

Income and expenditure at Auli Skiing

(2005-06 to 2007-08)

Year	Indian	Foreigner	Total tourist	Income
2005-2006	310	10	320	1095553
2006-2007	219	10	229	760468
2007-2008	384	18	402	1814296

(4) Income of GMVN from snow skiing at Auli

The above table reveals the data about the income of GMVN from snow skiing at Auli for the years 2005-06, 2006-07 and 2007-08. It is evident from the above data that the income is directly proportion to the number of tourists. No doubt there is some effect of foreign tourists also as it shown in the year 2007-08.

5 Employment Generation

The fundamentally economic effect of tourism is reflected in term of employment. Tourism is a labour-oriented industry and it provides many times more employment than any other manufacturing industry can provide. Investment in tourism provides employment in many ways in hotels, restaurant, boarding houses, recreation centers, porter agencies, travel agencies, gift shops, transport companies and other utility center. It also provides a wide range employment from skilled to unskilled labour such as office Personnel, Chamber maids, porters, kitchen staff, guides and travel agents etc. Garhwal Mandal Vikas Nigam Ltd., providing employment to many people in hotel, Restaurant, bar, rest houses, transport, travel agencies, amenities sectors, souvenir industry and in the industries providing equipment,

furniture accessories, used by catering establishments. Apart from this electric gas supplies, Sanitation, water supplies, vegetables and fruits, dairy products etc are also used by tourist and it is providing employment to the people.

The number of permanent employees and officer employed in yatra office of GMVN was 58 in the years 1986, which increased to 72 in 1988 and 95 in 1990, but now there is more than eight hundred permanent employees working in GMVN. More than twelve hundred employees working on the basis of daily wages during the tourist season to cope with the heavy inflow of tourists and pilgrims. Both the officers, yatra and mountaineering Division appoint employees on daily wages during the tourist season. GMVN is foremost organization that attract to the tourists and pilgrims with highest repute.

6.Capacity Building

Capacity Building, training and education is considered one of the key issues of development of Tourism in Garhwal in general and GMVN Ltd in particular. Without adequate training and education of all stakeholders, from government and private Sector and consumers, regarding regulation, certification and monitoring the growth of tourism is not possible. In many seminars and symposiums the scholars emphasized capacity building for the rapid growth of tourism in Garhwal. Human Resource development is also a primary requirement for the development of Tourism. Generally it is said that, capacity building and training programmes in the field of tourism could be directed by youth and young people particularly when they start the career in Tourism. Trained human resource is an important component of the tourism infrastructure. Considering it as necessary the GMVN is providing education and training in tourism and hospitality related fields.

A large number of tourism service providers in the organized and unorganized sector also require basic training and certification for providing better service for the satisfaction of consumers. The

ministry of Tourism, Government of India, therefore plans to provide education, training and certification to the tourism service providers at every level through the capacity Building Scheme. It is necessary for GMVN personnel's also, who are engaged in providing services to the tourists are to be termed as social providers viz. persons employed in different guest houses of GMVN, worked as a cooks, servers, waiters, helpers, Front office staff, GMVN staffs, personnel engaged in handling tourists activity like booking of tour package, information about GMVN Govt. staff who come in contact with tourists, manager for small hotels, Reservation and ticketing assistant, meal providers, Tour Escort/Assistant, Police Department Staff, Guides, Bus Driver and conductor should have proper training, teaching and education and it should be provided by GMVN and Government department through specialist of Tourism Department.

GMVN shall provide training for health and personnel hygiene, cleanliness of different hotels of TRH, Garbage Disposal Etiquette and Basic Nutrition value, Basic Tourism Awareness, Presentation and communication skills, Behavior skills, First Aid, handling of accidents, client handling and behaviour skills, Skill development in general for fresh candidates, specialised skill Development including language courses for fresh as well as existing service provides, Awareness programmes, Tourist police training programmes, Training of Trainers programmes, Developing skills in Tourism product presentation in all over the Garhwal. To impart training and education to the workers from the bottom to the top levels in different organizations of GMVN can be major progressive step in increasing the capacity building of the tourism sector. To train and educate manpower is considered a valuable tool in translating the research findings in accordance with the ground realities so that all types of problems coming by way of tourism development in a region can be resolved satisfactory.

CHAPTER 12 INFRASTRUCTURE AVAILABLE WITH PUBLIC SECTOR (GMVN)

INFRASTRUCTURE AND OTHER FACILITIES

Infrastructure plays the most crucial and an activating role in the process of economic and social development. It may be defined as comprising those basic services and public utilities which is essential for various kinds of economic activities in primary, secondary and tertiary sectors. The major components of infrastructure may be grouped into two categories i.e., economic as well as social. The economic components like road, transport, power, water and banking institutions constitute economic infrastructure where as those encompassing social components like education, public health, sanitation and drinking water are designated, as social infrastructure. Although the latter, no doubt, also provides vital bases for development but the economic infrastructure is supposed to carry much greater importance mainly because of greater emphasis on its development of economic activity and have particularly tourism inflow.

The term infrastructure of tourism means the development of the accommodation sector, transport system, touristic sports, travel agencies, tour operators, the entertainment industry, arts and crafts, the souvenir industry and so on. Economists frequently advocate about it as the main pre-requisite for the development of tourism and accelerating economic growth. The network of infrastructure is basic requirement of every type of production whether agriculture, manufacturing or service industries, whether production for the home market or export markets. It plays a pivotal role in regional development especially in restructuring and promotion of backward regions. Infrastructure of tourism is an essential feature of the developing economy for its rapid growth and development. Development of Tourism is important in view of creating unemployment, earning foreign exchange and for regional development of nation. The discovery and development of the new

tourist resorts, opens the doors for the movement of more and more people, goods and services, to the underdeveloped regions. The construction of hotels, production of goods and services etc, largely depend on the available touristic infrastructure.

Other Infrastructure include Water Supply Systems, Sewage Disposal Systems, Natural or Artificial Gas Lines, Electric Connection System, Drainage System, Highways, Roads, Parking Lots, Night Lighting, Airport Runways, Parking Areas, Access Drives, Facilities at Airport, Marine and Dock Facilities, Bus and Train Station Facilities, Railways Lines, Other Tourism Installations and development of socio economic infrastructure enhances all types of socio economic activities. Development of infrastructure like hot mixed wide roads, railways, air service, hotels, public utility services, etc, encourages tourist inflow to a tourist place. It is important to note that all these activities and services, whether they are economic or social, are interlinked. The tourist inflow on a destination again induces the investment on hotels, lodges and other public utility services as a result the overall the economic development of a particular region/country got a accelerated.

TRANSPORT FACILITIES

There are different modes of transport which have been evolved over the years. Technological developments have revolutionized various modes of transport and continuous research is going on for up grading them. Transport may be public or private, inland or air or sea transport. In recent years the fastest means of long distance tourist transport has been the aircraft. There are four major modes of transport i.e., Road, Rail, Air and Sea transport.

(1) Road transport – Road transport is dominated by the automobiles. Car is the most perfect means for providing door to door service, providing views of the landscape and a means of transporting recreational equipment. Development of automobile allowed the freedom to travel. Improvement in road transport facilities stimulated tourism in many European countries. Great

progress has been made in USA by building highways, expressways and Superhighways. In many other countries never and faster roads were built which made movement of traffic faster by road and move comfortable.

The emergence of the automobile has spread the benefits of tourism more widely and has provided more and more people with the means to travel individually or in small groups. While the growth of tourism in Uttaranchal may be said to be a recent phenomena. Uttaranchal was not unknown in the past. In olden days travel was in the form of pilgrimages and people from all parts of the country visited the famous shrines of Kedarnath, Badrinath, Gangotri and Yamunotri.

Before 1950, this Himalayan region was completely travelled by on foot as there was no road transport facility available. The important tours at that time was Pauri, Tanakpur, Haldwani, Kathgodam, Lansdown, and Mussoorie and Kotdwar. After Indo-China war in 1962 the government of India took appropriate action to develop network of roads in Uttarakhand hill region. Now construction of network of roads is necessity for industrial economic development of the region as well as for promotion of tourism and pilgrimage.

The chief modes of communication in Uttarakhand region are mainly Buses, Taxies, Jeeps, Cars and Trucks. The main agencies operating road transport are the state Transport Corporation Garhwal Motor owner unions Ltd, (GOMU), Kumaon Motor owners union Ltd (KMOU) and Garhwal Mandal Vikas Nigam. The State Transport Corporation has limited Buses but Garhwal Motors owners union in considered to be biggest company in Asia in this respect. A broad picture of roads in Uttarakhand is given below

An outlook of Roads in Uttarakhand

S.No. / Items	Year	Unit	Length of Roads
<u>(A) Motor Roads Maintained by PWD</u>			
(1) National Highways	2007–2008	Km.	1328.30
(2) State Highways	2007–2008	Km.	1575.50
(3) Major District Roads	2007–2008	Km.	569.85
(4) Other District Roads	2007–2008	Km.	6781.40
(5) Rural Roads	2007–2008	Km.	9234.72
(6) L.V. Roads	2007–2008	Km.	1617.10
<u>(B) Motor Roads Maintained by BRTF</u>			
(1) National Highways	2007–2008	Km.	778.65
(2) Other District Roads	2007–2008	Km.	438.30
<u>(C) Motor Roads Maintained by Local Bodies</u>			
(1) District Panchayats	2007–2008	Km.	566.29
(2) Urban Local Bodies and others	2007–2008	Km.	1763.60
<u>(D) Roads Maintained by other Departments</u>			
(1) Irrigation	2007–2008	Km.	702
(2) Cane Development	2007–2008	Km.	762
(3) Forest	2007–2008	Km.	3232
(4) Others	2007–2008	Km.	1404
<u>(E) Postal and Communication Services</u>			
(1) Post Offices	2007–2008	No.	2714
(2) Telephone Exchanges	2007–2008	No.	455
(3) Telegraph Offices	2007–2008	No.	16
(4) PCO's	2007–2008	No.	12868
(1) Telephone Connections (Including WLL) by BSNL	2007–2008	No.	385879
(5) Mobile phones by BSNL	2007–2008	No.	624170

Source : Statistics Department, Dehradun

In 1976 Garhwal Mandal Vikas Nigam came into existence with a fleet of deluxe coaches managed by U.P. Hill development Corporation. GMVN also offers package tours to Badri-Kedar, Gangotri and Yamunotri. In the year 1981 its fleet has 22 such buses and the Nigam conducted 220 package tours taking 5,733 tourists to various destinations in Garhwal. Package tours attracted a large number of tourists in the region. Now the roads are well connected

with the Garhwal and Kumaon region. The north eastern part is connected by footpath with Tibet and Nepal respectively.

Western part is also connected by roads with Shimla, Chandigarh and Ambala. However maximum villages of the region are still isolated or connected with the Kachcha footpaths.

- 1) Rishikesh-Yamunotri Route – This route starts from Rishikesh and extends upto Jankichatti. From Jankichatti to Yamunotri there is a trek route and vehicles could not move on it due to unstable mountainous rocks, so pilgrims have to go there on foot. This route is only seasonal and is opened only during summer.
- 2) Rishikesh – Gangotri Route – From Rishikesh to the length of this route is Gangotri (245 km). Tourists and pilgrims can go there easily by bus or taxi. The distance of Gaumukh from Gangotri is 18 km and pilgrims have to go there by trek route on foot.
- 3) Rishikesh-Kedarnath Route – This route starts from Rishikesh and goes up to Gaurikund (214 km). There is a trek route started from Gaurikund to Kedarnath which is seasonal trek route.
- 4) Rishikesh – Badrinath Route – This route starting from Rishikesh goes straight up to Badrinath. There is also a trek route which goes from Govind Ghat to the Valley of flowers and HemKund.

In the entire Uttarakhand K.M.O.U (Kumaon Motor Operators Union) and G.M.O.U. (Garhwal Motors Operators Union) buses provide regular services to tourists and pilgrims as well as to local people. Garhwal Mandal Vikas Nigam and many travel agencies are also involved in providing transport facilities to tourists. The government takes care for constructing and maintaining these routes. Tourism was declared as an industry in 1984 therefore roads and other related facilities are provided to tourists for attracting more and more tourists and pilgrims.

(2)Railways :

The Introduction of railways has vastly increased the opportunity to escape from the din and bustle of the city life. Railways brings people together from the farthest corners of the country and makes possible the conduct of business through Sightseeing, Pilgrimage and Education. Indian Railways is the nation's Lifetime and is the principal mode of transport in the country. From a modest beginning in April 1853, when the first Railway train steamed off from Mumbai to Thane, a stretch of 34 Km, the Indian Railways, with route Kilometrage of 61,836 has now grown into Asia's largest and the world's fourth largest Railway system.

In Uttarakhand Communication is presently available up to the railheads of Dehradun, Rishikesh, Haridwar, Kotdwar, Ramnagar, Kathgodam and Tanakpur. Direct trains are available upto all important towns in the state of Uttar Pradesh as well as Delhi, Calcutta, Chennai, Bombay, Amritsar and Jammu. The rugged tarrain offers very little scope for the development of railways in Garhwal region and no worthwhile efforts have been made to construct railway line beyond the foothills of Uttarakhand hill region, similar to one existing from Kalka to Shimla in Himachal Pradesh, Silaguri to Darjeeling in West Bengal or Mettu Palayam to Ooty in Tamilnaidu.

There is a wide scope for extending railway line from Rishikesh upto Karanprayag and Ministry of Railway has surveyed it recently in 1996-97. The foothill centres which are connected by a transport net to a specific region reveal strong commercial and other linkages between the foothills and the mountains. It is by virtue of this fact alone that these centres are able to develop a definite service gone in the mountainous part which provides the base for all kind of transport and commercial activity that emanates at there foothill centres. Needless to emphasise, therefore, that these centres play a vital role in the economy of the region. Currently generates a

revenue of more than \$ 200 billion annually and generate employment opportunities for more than 3 million people.

(3) Airways :

After accommodation the major part of the tourist expenditure is on transportation. At present landing ground for Aircraft are available at Pithoragarh, Chinyalisaur in Uttarkashi District, Jolly Grant, Near Dehradun and one more is proposed to be at Gauchar in Rudraprayag district. There is further scope for setting up of air fields at Tehri and Uttarkashi. The Helicopter service can be started on Gauchar - Gopeshwar – Joshimath – Hemkund – Kedarnath - Gauchar, Gauchar - Guptakashi-Kedarnath-Gauchar and Tehri-Uttarkashi-gangotri- Tehri Sectors. Similarly, aeroplane service from Lucknow can be started covering Pantnagar-Gauchar-Dehradun. On the whole, at present the air transport is inadequate at Garhwal.

Ropeways – Ropeways is another attraction-cum-facility which deserves greater attention. Ropeways can be very useful in hilly areas both for quick transportation to hill tops of tourist attraction for adventure sports like skiing. At present Ropeways one operational at Nainital, Mussoorie and Auli near Joshimath for tourist attraction.

The Assan Barrage-

The Assan Barrage is the hub of water skiing activities. GMVN has the complete infrastructure to offer tourists complete experience in whatever he choose to do here. Be it Surfing, Water Skiing, Rowing, Paddle Boating, Kayaking, Double Water or Mono-Skiing. The entire water ski equipment, paddle boats, Kayaks, rowing boats and surfing boards are available here to the day visitors at nominal price. The accommodation facility at Assan Barrage has also available by GMVN. The canteen at Assan Barrage offers snacks throughout the day and meals on order.

Auli –

Infrastructure available at Auli

The important infrastructure available at Auli is as follows.

- 1) Hotel accommodation, Tourist Bungalows and guest houses at Auli and Joshimath are available for 1000 persons per day.
- 2) 13 kms motorable metalled road from Joshimath to Auli.
- 3) 3.9 kms long cable car from Joshimath to Auli, 500 mts.
- 4) Long ski lift, 800 mts long chair lift with two snow packing machines for maintaining ski slopes.
- 5) Wireless and Telephone communication.
- 6) Medical (first aid) facility available at Auli along with medical assistance from ITBP at Auli, Army and Civil hospitals at Joshimath.
- 7) Two snow-beaters which have been imported from Germany.

GMVN is planning to introduce the following facilities at Auli shortly.

- 1) A state of the art Ice skating Rink.
- 2) Extension of the chair lift facility till Garson Top.

Accessibility –

GMVN also provides accommodation facility at both Auli and Joshimath. Easily accessible, state transport vehicles regularly from Joshimath to Rishikesh (253 kms), Haridwar (277 kms) and Delhi (500 kms), Luxury coaches for a 15 or more can also be arranged if order reserved in Advance. The Govt. of Uttaranchal creates skiing festivals at Auli. The winter games attracts top skiers in the senior, junior and sub junior categories.

GMVN has the entire paraphernalia including most modern alpine skis nordie skis, gloves and goggles. Skiing equipments are available on hire to day visitors on a very nominal rates. Auli is well linked to the rest of the country through telephones. As a part of ecotourism promotion programme, visitors are desired to ensure that there is no environmental degradation.

Uttarakhand Infrastructure

Directorate of Economics and Statistics Uttaranchal at a Glance 2008–2009.

S.No / Items	Year/Period	Unit	Statistics
(1) Tourist Places	2007–2008	No.	251
(2) Tourist Rest Houses	2007–2008	No.	178
(3) Raïen Basera (Night shetters)	2007–2008	No.	32
(4) Beds in T.R.H	2007–2008	No.	6679
(5) Beds in Raïen Basera	2007–2008	No.	1750
(6) Hotels and paying guest Houses (as on 31.12.2008)	2007–2008	No.	2634
(7) Dharmshala (as on 31.12.2008)	2007–2008	No.	857

Tourist Arrival

S.No / Items	Year/Period	Unit	Statistics
Tourist Arrival			
1. In Tourist Places (including Pilgrims)	2008	No. Lakh	231.76
(1) Indian Tourist	2008	No. Lakh	230.64
(2) Foreign Tourist	2007–2008	No. Lakh	1.12
2. In important National parks and Wild life Sanctuaries	2007–2008	No. Lakh	247838
(1) Indian Tourist	2007–2008	No. Lakh	231375
(2) Foreign Tourist	2007–2008	No. Lakh	16463

Source : Directorate of Economics and Statistics.

Tourist Offices

The opening of a chain of tourist offices both in India and abroad was one of the important steps taken by Tourism department. Steps were taken to establish regional offices at important ports of entry. Tourist offices were opened in Delhi, Kolkata, Mumbai and Chennai. This was followed by the establishment of a chain of information offices all over the country. By the year 1955, nine such offices were opened. The staff in the Regional offices in India consisted of one Regional office consisted of one informational officer and one clerk.

Garhwal Mandal Vikas Nigam Ltd is the implementation wing of department of Tourism. The need for such a corporation arose

because the private sector was shy of undertaking the construction and running of tourist facilities where profitability was in doubt. Public relation offices of GMVN Ltd, were opened at Rishikesh, Dehradun, Haridwar, New Delhi, Kolkatta, Bangalore, Mumbai, Chennai, Ahmedabad, Chandigarh, Lucknow and Jaipur.

The main functions of the tourist offices are as follow:

1. Attending to personal and to carry postal enquiries of Indian and foreign tourists.
2. Collection and Compiling of detailed up to date information for dissemination to tourists.
3. Preparation of cyclostyled handouts containing information about the places of tourist interest at different distributions.
4. Assistance in expeditions, clearance of travel formalities of tourists arriving by air and sea.
5. Making various arrangements for departmental guests consisting of travel agents, writers, film maker etc, including booking of accommodation, airline seats, arrangements for sight-seeing, transport, entertainment etc.
6. Rendering non-financial assistance to important tourist groups and individual tourists, travel writers, journalists etc who are on a tour of India.
7. Publicity and tourist promotion by contributing articles on press and travel magazines, organizing film shows, radio talks, lectures, clubs etc.
8. Taking up problems of various sections of the travel trade in order to ensure that tourists face no difficulty what so ever. This involves liaison with Various Central and state government departments.
9. Liaison with Archaeological department, State government tourist departments and other local bodies for the maintenance and improvement of tourist facilities.
10. Arranging regular film shows at airports for a large number of tourists.

11. Distribution of tourist literature to travel agencies hotel counters, etc and publicizing tourist centres through display of posters, at main points.
12. Participation in meetings and conferences related to tourism promotion like PATA, WTO etc.
13. Maintaining a statistical section for compiling tourist statistics.
14. Promotion of sightseeing tours and inducing tours operators agents to start new tours where necessary.
15. Publicity among tourists for sale of Indian stamps and Coins and introducing tourists to Garhwal art, Cuisine etc.
16. Organizing special programmes for tourist such as cultural shows, Garhwali songs, fashion shows etc at different Tourist Rest houses of GMVN.

Necessary improvements and future requirements

The structure and functions of the existing Garhwal and Kumaon Mandal Vikas Nigam or Local Development Corporations will be reviewed and stream lined with a view to enhancing their commercial viability and operational efficiency. Establishment of World class infrastructure facilities will be the highest priority of the Government. In order to do this, special efforts will be made to mobilize institutional resources and private sector investment and participation. The following areas like rail and Air Transport, Road Transport, Accommodation facilities for tourists of different income groups, Modern telecommunication facilities, Hygienic conditions and clean drinking water, land and buildings for development of modern tourist facilities, for connecting the important pilgrimage and tourist destinations in Uttaranchal is one of the recent agenda of the government. A master plan for up gradation of facilities on important pilgrimage routes will be drawn up and implemented in a time bound manner. Roads linking important tourist centres will be equipped with petrol pumps, motor garages, fast food centres, toilet facilities arrangement for parking and transport Private sector

participation will be encouraged for this purpose. Special efforts should be arranged by GMVN to develop and upgrade tourism accommodation at important tourist centres in Garhwal.

Accommodation and Lodging

Accommodation constitutes the most significant segment of the infrastructural facilities for tourist in a country. Accommodation is of two types, namely, organized accommodation which includes hotels, motels and resorts and supplementary accommodation which would include private guest houses, tourist bungalows, youth hostels, forest lodges. Domestic tourists generally contribute higher occupancy rates in lower category of hotels, although a significant number of them also patronised luxury hotel. The hotel projects are highly capital intensive. The fixed costs in this industry is very high. There is an inbuilt inflexibility in the hotel accommodation. The hotel capacity can neither be diverted or stored in off season nor it can be expanded during peak season. So it is obvious that hotel industry needs substantial investment. The state Government have also extended another set of incentives to the hotel industry and extended a large number of concessions and benefits to encourage and private investment in the hotel industry. It is hoped that entrepreneurs will take fullest advantage to these concession and benefits and come.

CHAPTER 13 A CASE STUDY OF GMVN

Uttarakhand the “land of Celestial Beauty” is also known as “Dev Bhoomi” or the abode of gods. As far as scenic beauty and socio-cultural heritage are concerned, Uttarakhand region has got immense potentialities of tourism Development. This land of great pilgrimages has attracted pilgrims and seekers of spiritual fulfillment from world over since time immemorial. It is also a ‘paradise’ for nature Lover’s and adventure sports enthusiasts. In Garhwal region, Badrinath, Kedarnath, Gangotri, Yamnotri, Hemkund Sahib, Valley of flowers, Mussoorie are the known tourist destinations and have all possibilities of promoting Tourism. It is also ‘paradise’ for nature lovers and adventure sports enthusiasts. Garhwal Mandal Vikas Nigam Ltd is an Uttarakhand Government Undertaking and is the premier tourism promotion agency of the state. The present study concentrates seriously on the ways and means, devices and measures, so that GMVN Ltd; can play vital role in the promotion of Tourism.

There are several fields relating to tourism promotion, in which GMVN Ltd; can develop and acquire somewhat monopoly position like Char Dham package tour, Trekking, Skiing (Auli, Dayara Buggal, Munsyari), Mountaineering and Water Sports.

The research problem for proposed research work shall be based upon the role of Garhwal Mandal Vikas Nigam Ltd; in promoting tourism in Garhwal region. By working on this problem, it is envisaged that research findings shall be useful for further tourism promotion, operations, planning and marketing by the organization Garhwal Mandal Vikas Nigam plays a significant role in this regard, not only as a travel agency or bus operation; but also as the provider of board and lodging facilities all across Garhwal Himalayas, including District Uttarkashi and Chamoli. A considerably large number of Indian and foreign Tourists visiting GMVN, for

information, itinerary planning, reservation of accommodation, shopping, escort/ guide services and transport services,

It is evident from the findings that tourism is supposed to be an economic indicator and it is responsible for growth in employment and other regional development. Tourism is one of the valuable attributes to most developing nations of economic growth which can act as pivot of vehicle for economic development. Economic impact of tourism can be measured in items of multiples process. The development of tourism in a region bears a direct relationship to its economic prosperity, social upliftment and educational advancement. Its importance as a source of revenue, foreign exchange earnings and employment also need hardly be overemphasized.

The age classes 26 to 45 years are dominated, but the tourists belonging to higher age groups, i.e. 46 and above are also good in number, probably due to the fact that the region is home to religious tourism, with four major shrines situated in the area, best known for the *yatra* – Badirnath, Kedarnath, Yamunotri and Gangotri. Apart from this, the presence of the holy Ganges and other places of pilgrimage add to the tourist inflow of this age.

Each Visitor spends money on food and lodging, local products and their goods and services. Their spending has a multipurpose affect on Local income employment and on the tax revenue generated by business. So GMVN prefers to target those visitors who spend the most per day and stay the longest.

Almost 85 per cent of the tourists visit these areas are males. Male tourists are comfortable in this terrain, while female ones may not be as comfortable. The difference between the two kinds of gender is too much to be closed. The facilities available in the region may not be of the standard required by the female tourists thus some more facilities to be developed for female and children tourists.

Awareness is proportional to education. An educated tourist is a good guest. Almost 60% of the tourists who visit this region are post graduates. When compared by the age group, wherein only 5% were below 25 years, we may assume that the literacy levels of the tourists are more associated with those more than 25 years of age. Since the education levels of the tourists are more on the brighter side, the measures of environmental preservation can be propagated and aims realized.

It is also found that the majority of the tourists visiting and staying with GMVN earn an average of Rs.25000 per month (the class mark of the highest class available). The facilities which are offered by GMVN should be suitable to the tourist with average earnings. It also caters to the tourist of comparatively lower earnings. That is why the facilities should be improved / increased according to the higher group of income.

Since the main tourist season is less in hills, managing the tourism enterprise during off-season is a major challenge. GMVN should manages during this period by adopting various measures like reducing tariff, promoting winter tourism, offering special packages, etc. Reduction in tariff during off-season is the main and commonly employed method.. The management comprises all the measures appropriate to remain in business throughout the year.

Hospitality is the most appropriate attribute determining the success of the tourism enterprise. The hospitality offered upon reaching the facility determines the first impression of the facility. In response to the Satisfaction with hospitality, GMVN did not fare well. Mainly, this may include the availability of room boys and initial room service after registration, a welcoming attitude of the staff, coupled with the ambience of the location. A vast majority, were only partly satisfied by the first step into the GMVN facility, is sufficient for tilting the balance against the enterprise although the front office management was satisfactory.

As far as the cleanliness of the hotel property is concerned is rated as good and adjustable only. Relating it to the income groups using

the property, the groups are not fussy about swanky places and are used to adjusting to the available facilities.

The overall satisfaction of the tourists with the employees of GMVN can be rated as an average. This may indicate the outlook of employees as business as usual. GMVN needs to take steps to get its employees a better rating.

In a hospitality enterprise, the rooms should be commensurate with the tariff charged. Often it is a feeling that government properties are expensive when the facilities are compared. A majority of the guests were of the view that the tariff is not correct when compared to the facilities provided in the rooms and the hotel. But 25 per cent were of the view that the tariff was alright with the kind of facilities.

In case of satisfaction with the employees less than 40% rated the employees as helpful and seem to be happy with the nature of employees.

The cuisine available in GMVN hotels is of a wide variety as suggested by the guests. The leading one is Chinese followed by local (Garhwali) and continental. The variety available is common to any hospitality enterprise and GMVN gives a good competition in this field. About 74 per cent of the guests expressed their satisfaction with the taste. However, the satisfaction levels were not high with only 14 per cent extremely satisfied. The majority, 58% was partly satisfied, suggesting the previous response as a part of tourism. A little effort on the part of GMVN can bring about dramatic changes in this area.

The hotel properties of GMVN need a facelift as suggested by the tourists. The room quality of the hotels also needs improvement as most of the guests expressed part satisfaction.

Maintaining punctuality in GMVN operated package tours is one parameter on which it fares good. Around 54% of the guests were satisfied by this to some extent. However, in tourism occasional delays do happen and is quite normal. A miniscule 4% were not satisfied by the punctuality.

A high percentage of tourists expressed their satisfaction with the cooperation of guides provided by GMVN. Taken together, GMVN scores a high satisfaction on this count.

It is suggestive that the publicity of GMVN does not reach down to the classes which prefer to stay in GMVN facilities. Relating to the income groups aware of GMVN, the targeting of publicity material and ways of publicity towards these groups will be of utility to GMVN.

The advertising and publicity of GMVN does not seem to be sufficient. The target groups expressed their views in the negative with a majority of respondents replying in the negative.

The publicity material did not score a high on general satisfaction. A majority of the guests, around 56% were of the view that the material is not up to market suggesting need for improvement.

The guests were not very sure if festival packages should be included. There was a mixed reaction to this suggestion.

A vast majority of the employees felt that the hotel properties of GMVN need a facelift and renovations to attract more guests and expand business. 94% of the employees expressed their desire to see renovated hotel properties.

The employees feel that the food served at GMVN properties satisfies the guests. Almost 92% of the employees were confident about this. However, they opined that almost 43% of the guests have given some suggestions or complained about the food and beverage. This is quite in contrast with their outlook. The food served by GMVN may not be as palatable to the guests as it may to the employees because of local food habits, which is quite typical of any tourist place.

The employees feel that addition of more variety, mainly of international cuisine, to the existing menu may help in attracting more guests and providing a better service. The distribution is almost equal amongst Chinese, Continental, South India, Tandoori and Local Garhwali.

Three kinds of employees were found to be in employment of GMVN – permanent, daily wages and contractual. The permanent

ones constitute an estimated 58% of the employees, while daily wages around 35 percent, and rest on contract basis.

A majority of the employees have spent a considerable time with GMVN with a major part for more than 8 years. The majority of the employees in the GMVN are between the age group of 26 to 50 years.

The most of the employees are having the educational qualification between high school to graduate and one fourth of the staff having post graduate qualification. Only one percent staff is illiterate comparably which is very less.

As per the gender point of view 99% are the male employees and 80% employees are local people.

As for as the monthly income group is concerned one third of the employees are below Rs. 5000.00 and more than 40% between the salary of Rs. 5000.00 and Rs. 20,000.00, rest having between Rs. 20,000.00 to Rs. 30,000.00. 87% of the employees working in the GMVN for more than eight years which shows that the staffs are quite experienced.

In GMVN about 59% staff is permanent and 35% is working on daily wages while rest is working on contract base.

A large number of employees 66% of the staff is satisfied with their bosses while an estimated 34 % expressed their dissatisfaction. Out of only 20% are extremely satisfied and about rest are partly satisfied. There was a mixed reaction for dissatisfaction such as salary issue, training issue, less importance to employees etc. Because 61% employee are not satisfied with their salaries.

50% of tourists of upper middle class visit the GMVN hotels while 43% of budget tourists only. The back packers and students are very rare.

The perception of employees about the food satisfaction of the tourists is about 92%. More over the complaints regarding foods and beverage are fifty fifty.

A large number of employees (55%) were found to be satisfied with their superiors, while an estimated 28% expressed their dissatisfaction. A majority of the employees were only partly

satisfied with their superiors. However, there was no clear answer on why dissatisfaction was present. The main reasons for dissatisfaction were no involvement of employees in decision making process, lack of training facilities which may have an adverse impact on their relations with the guests, temporary nature of employment for a long period and low salaries.

The salary component does not satisfy the employees. An estimated 61% of employees were not satisfied with the salaries they receive. GMVN, being a government enterprise may not be in a position to give the salaries comparable to the private players in the same field. The response was somewhat mixed with an almost equal percentage (31%) expressing part satisfaction and indifferent outlook.

The local population did not seem to be happy about the cleanliness and pollution mitigation measures taken by GMVN. Almost 64% of the locals were not happy about this aspect of GMVN.

Only 57% of the local population was affirmative about their involvement in promotion of tourism associated business or employment. The major areas in which employment is provided are work as guide, porters, drivers, cooks and helpers.

Working style of an organization is reflective of the attitude of its management towards the employees. A majority of the employees, 56%, felt the style of working of GMVN in authoritative in nature, while 30% were of the view that the management is participative. A minority, around 12%, felt that the nature of working in GMVN is that of free rein.

The employees of GMVN were equally divided over the issue of training. Around 48% of the employees were of the view that training is provided while 51% said no trainings were provided. It was also found that the trainings were annual in nature for most of the employees who were provided trainings. A majority of them revealed that no training was provided to them at all. Trainings were also less frequent (running from twice in a year to once in three years) for the rest.

The perception of employees were very different about the frequency of the training provided to the employees. As it is evident

from the data that the response given for the concept that the training was not provided at all to the employees is more than 50 percentage i.e. 52.4 %, but 20.2 percent were of the opinion that the training was provided once in a year; followed by the type training i.e. once in three years having percentage of 13.2; only 2.4 percent responses that is once two years.

The survey data portrays the perception of the employees about the off season business techniques to be adopted by GMVN hotels. As it is evident from the data that the all type of business techniques has the highest response given by the employees' i.e., 63.1% and only 2.4% responded by holiday seminars. This study was done to know the need of special festival tour packages for the tourists. It is evident from the data 29% agreed while 24% are disagreed and rest were neutral. The perception of employees about the prospects of attracting tourists after renovation of the hotels. Respondents who are of opinion that renovation would help in attracting tourists is the highest number that is 94% and rest of the opinion that renovation is not required.

In order to attract more business and ratings from the tourism sector, GMVN needs to focus on the value addition front like providing more facilities to the tourists and ensuring the upkeep of its hotel premises in tune with the modern day demands. The employee ratings were higher than normal when the facilities were more and the premises clean.

This study was done for manpower quality in GMVN for local people. It is evident from the data that more than half of the total responded to the category 'good ' i.e. 67.9% , followed by 'fair ' 21.4 %, 'very good ' (11.1%) and a very few were of the opinion that the manpower quality in GMVN is bad.

It is evident from the data that most of the local people responded that there is a response of the employees to the local people i.e. 89.2% and only 10.8% responded that there is a no response of the employees to the local people.

This study was done for the difference in quality of service between locals and tourists. It is evident from the survey that most of the total

i.e. 79.5 % responded that there is no difference in quality of service between locals and tourists only 20.5 % responded that there is a difference in quality of service between locals and tourists.

This study was done to see the capacity of local people to afford the tariff of GMVN .It is evident from the data that half of the total samples responded that the local people are capable to afford the tariff of GMVN if offered some discount i.e. 51.2 %, and 46.4 % responded that the local people are not capable to afford the tariff of GMVN and only 1.2 % responded that the local people are capable to afford the tariff of GMVN.

This study was done for GMVN food quality for local people. It is evident from the data that 61 % of the total responded that the food quality is good while 28 % said that the quality is very good only 11% of the opinion that the food quality is bad and very bad.

This study was done for GMVN quality of neatness .As for as concerned regarding the quality of neatness of GMVN, It is evident from the data that about 62% of the total responded that the quality of neatness of GMVN is good and 24% responded as very good, while 14.5% said bad.

CHAPTER 14 SUGGESTION TO IMPROVE PUBLIC SECTOR IN GARHWAL

1. GMVN requires sufficient number deluxe buses to cater in the peak season demand for its package tours.
2. Provision of Tourist information booths and security personnel at the railway stations.
3. Computerised reservation system at Rishikesh, Haridwar, Devprayag, Srinagar, Uttarkashi, Rudraprayag and almost in all Tourist Guest houses.
4. Ropeways and chair lifts should be introduced at the following places:-
Gaurikund to Kedarnath, Jankichatti to Yamunotri, Srinagar to Pauri, Kemtyfall to Mussoorie and Kunjapuri to Narendarnagar.
5. For the interaction of guests and hosts local fairs and festivals, yoga, meditation and other spiritual activities should be organized.
6. Hot water springs of Kedarnath, Badrinath, Yamunotri, Gaurikund should be converted into spas.
7. Proper Advertisement and Publicity is necessary done by GMVN near Badrinath, Kedarnath, Gangotri, Yamunotri, Railway Stations and Bus stations.
8. Facility of Internet should be introduced at almost all the Tourist Guest houses.
9. GMVN must focus on encouragement of Adventure sports.
 - (a) Introduce adventure sports training course.
 - (b) Aero sports training course.
 - (c) Skiing training.
 - (d) Guide training programme
 - (e) High altitude training programme.
 - (f) Travel and tourism course, so that more revenue should be generated.

10. There are number of ways through which GMVN increase revenue like arranging conferences, conventions, exhibition, trade shows, Educational Tours, Seminars, Events and Special Interest tours.
11. Under one house GMVN may be arrange consultancy to about passport services, Visa services and promotional services, Air ticketing, Railway ticketing, providing Car rental, Insurance and Medical. During off season this is the best way to earn profit.
12. Convert part of GMVN in both Domestic and international Call Centres in this way employment should be generated and revenue of GMVN increases.
13. Like Chowki Dhani in Jaipur (Rajasthan), Similarly GMVN should also arrange Garhwali Dhani in Rishikesh Guest house where all the cultural activities take place. Additional tour packages should be arranged by GMVN in which the cost of dinner can be added should be provided by GMVN complementary its cost include in Tour packages of GMVN.
14. A strong marketing team should be arranged by GMVN on incentive bases who may contact different companies, schools, colleges, Government organization, in Uttarakhand and provide special tour packages like yoga package, Adventure, Educational tours, MICE package tour, sightseeing package tour which includes Breakfast, Lunch and Dinner to generate revenue during off season.
15. New areas of Tourism like eco tourism, adventure tourism, yoga tourism etc., which are also popularity worldwide, should be developed by GMVN at following places Rajaji National Park, Harki dun Sanctuary, Khirshu (Pauri Garhwal), Shivpuri, Gitar Vyasi (Tehri Garhwal), Auli (Joshimath).
16. During my research I found that GMVN hired buses from other sources. Even they hire the driver and Guide for some days. So in this case it is suggested that GMVN should appoint its own permanent staff.

17. During my visit in char Dham I found that tourists take Breakfast, Lunch and dinner in private hotels. So it is necessary for GMVN they provide food and beverage in Tourist Guest houses, hotels and restaurants. Special efforts should be made by GMVN to provide special breakfast, well planned Lunch and Dinner during different destinations of GMVN in Char Dham Yatra. This is also one of the way through which revenue may be generated.
18. For GMVN there is a lot of scope for further development and improvement as far as quality of basic infrastructural facilities is concerned. Through in research tourist are satisfied from their visit best there are certain areas like telecom service, shopping facility, transport facilities; food facility, behavior of manager, staff of GMVN and guiding facility has to be improved. It is important for GMVN to improve the quality food, accommodation and the kind of services providing during peak season.
19. Rishikesh in Uttaranchal is widely considered as the yoga capital of India's they have organized as International yoga week. It is necessary for GMVN focus on yoga Tourism to generate more revenue during off season. Most of the areas are blessed with positive images in Uttarakhand like Badrinath, Kedarnath, Rishkesh, Haridwar, Mussoorie etc. So GMVN provide proper accommodation, transport and provide food facility there.
20. There are number of tools adopted by GMVN to promote tourism and increase revenue. There are advertising, direct marketing, sales promotion, public relations, personnel selling and other tools for example films, Televisions, shows, popular music, team sports boat games, T-Shirts, Caps and posters.

QUESTIONNAIRE FOR TOURIST

Respected sir / madam,

I, Ravi Bahuguna from HNB Garhwal University, Srinagar, Uttarakhand doing research on Garhwal Mandal Vikas Nigam role in Tourism Promotion. In connection to this I have to collect details from tourist staying in all GMVN properties, I kindly request you to spare some of your valuable time to answer this questionnaire as the information you provide will be highly useful to carry out this research work effectively and I assure you that this information provided by you will not be disclosed anywhere, any time and will only used for research purpose. I take this opportunity to sincerely thank you for your interest shown in answering this questionnaire.

1. Name of the employee:

2. Age:

- | | | | | | | |
|-----|-------|----------------------|-----|-------------|----------------------|-----|
| (a) | 15-25 | <input type="text"/> | (b) | 26-35 | <input type="text"/> | (c) |
| | 36-45 | | | | <input type="text"/> | |
| (d) | 46-55 | <input type="text"/> | (e) | 56and above | <input type="text"/> | |

3. Gender: Male Female

4. Education qualification:

- | | | | | | | |
|-----|--------------|----------------------|-----|---------------|----------------------|-----|
| (a) | Illiterate | <input type="text"/> | (b) | High school | <input type="text"/> | (c) |
| | Intermediate | | | | <input type="text"/> | |
| (d) | Graduate | <input type="text"/> | (e) | Post Graduate | <input type="text"/> | |

5. Designation

6. Monthly Income:

- | | | | | | |
|-----|--------------------|----------------------|-----|-----------------|----------------------|
| (a) | Less then Rs. 5000 | <input type="text"/> | (b) | Rs. 5001-10,000 | <input type="text"/> |
| (c) | Rs 10001-20,000 | <input type="text"/> | (d) | Rs 20001-30,000 | <input type="text"/> |

7. How did you come to know about GMVN property?

- (a) Through friends, Relatives and Neighbours ☐
- (b) Through Publicity Material ☐
- (c) Through their (GMVN) website. ☐
- (d) Through Uttarakhand tourist office. ☐

8. Do their advertisement / publication is effective?

- (a) Yes ☐ (b) No ☐

9. Are you satisfied with their hospitality as soon you reached at the hotel?

Extremely Satisfied	Partly Satisfied	Neutral	Partly Dissatisfies	Extremely dissatisfies
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Do the front office staffs are coordinative during your registration process.

- (a) Yes ☐ (b) No ☐

11. How do you rate the facilities of the hotel?

- (a) Very Good (Excellent) ☐ (b) Good ☐
- (c) Adjustable ☐ (d) Not Bad ☐
- (e) Very Bad ☐ (f) Worse ☐

12. How do you rate the employees of the GMVN hotel?

- (a) Very Good (Excellent) ☐ (b) Good ☐
- (c) Adjustable ☐ (d) Not Bad ☐
- (e) Very Bad ☐ (f) Worse ☐

13. Kindly rate the cleanliness of the hotel property?

- (a) Very Good (Excellent) ☐ (b) Good ☐
- (c) Adjustable ☐ (d) Not Bad ☐
- (e) Very Bad ☐ (f) Worse ☐

14. How do you rate the tariffs of the hotel rooms?

- (a) Very high
(c) Adjustable
(e) Very Less

<input type="text"/>	(b) High
<input type="text"/>	(d) Less
<input type="text"/>	

15. Do they charge correctly with the facilities provided?

- (a) Yes No

16. Do the employees are helpful and good in their duties?

Extremely Good	<input type="text"/>	<input type="text"/>	<input type="text"/>	Extremely Bad
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

17. Does the room possess the following accessories?

Sl. No.		Yes	No
1.	Music System	<input type="text"/>	<input type="text"/>
2.	Telephone	<input type="text"/>	<input type="text"/>
3.	Television	<input type="text"/>	<input type="text"/>
4.	Internet Connection	<input type="text"/>	<input type="text"/>
5.	Fire Alarm	<input type="text"/>	<input type="text"/>
6.	Sufficient Toilet accessories	<input type="text"/>	<input type="text"/>
7.	Bath tub / shower	<input type="text"/>	<input type="text"/>
8.	Hot/Cold water	<input type="text"/>	<input type="text"/>
9.	Heater	<input type="text"/>	<input type="text"/>
10.	Air conditioner	<input type="text"/>	<input type="text"/>
11.	Linen	<input type="text"/>	<input type="text"/>
12.	Bed spread Blanket, Curtains, quite etc.	<input type="text"/>	<input type="text"/>

18. Employees attend your queries immediately.

- (a) Yes (b) No

19. Does your GMVN hotel have restaurant?

- (a) Yes (b) No

20. Does all types of cuisine is served in the restaurant?

(a) Yes ☐

(b) No ☐

21. If no, which cuisine they do not have?

(a) Continental Cuisine ☐ (b) Chinese Cuisine

(c) Tandoori Cuisine ☐ (d) South Indian Cuisine

(e) Garhwali Cuisine ☐

22. Are you satisfied with food taste?

(a) Yes ☐ (b) No ☐

23. If yes, to what extent you are satisfied?

Extremely Satisfied	Partly Satisfied	Neutral	Partly Dissatisfies	Extremely dissatisfies
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. Does the ambience of the hotel satisfy you?

(a) Yes ☐ (b) No ☐

25. If yes to what extent you are satisfied?

Extremely Satisfied	Partly Satisfied	Neutral	Partly Dissatisfies	Extremely dissatisfies
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. Satisfied with the hotel and room interior.

Extremely Satisfied	Partly Satisfied	Neutral	Partly dissatisfied	Extremely dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. If you had come in a package tour of GMVN. Does punctuality is maintained by the authorities in departure and arrival to places?

Maintained Property	To some extent	Neutral	Not to some extent	Not maintained property

28. Have you come across any problem with GMVN's buses while on tour?

(a) Yes

☐

(b) No

☐

29. If yes, what sort of problem have you encountered? (kindly arrange them in order accordingly)

(a) No proper seats (congested)

☐

(b) Rash Driving.

☐

(c) Old buses.

☐

(d) Upholsteries are not good.

☐

(e) No emergency Kit.

☐

(f) No mike system to explain the details

☐

Of the place soon before they reach

(g) No heater.

☐

(h) No cleanliness.

☐

(i) Drive not cooperative

☐

30. Does GMVN have English publicity in the market to complete with private players?

(a) Yes

☐

(b) No

☐

31. If yes, do you satisfied with the publicity material they use to market their products.

(a) Yes

☐

(b) No

☐

32. If yes to what you are satisfied?

Extremely Satisfied	Partly Satisfied	Neutral	Partly Unsatisfied	Strong Unsatisfied

33. How do they differ in offering service when compared to private players?

.....
.....

34. Have they given any false information in their publicity material?

(a) Yes ☐ (b) No ☐

35. If yes what false information was that?

.....
.....

36. Does GMVN buses are accompanied by a guide while on tours?

(a) Yes ☐ (b) No ☐

37. Does guides were Cooperative with the tourists?

(a) Yes ☐ (b) No ☐

38. If yes to what extent they were cooperative?

Very				Not very
Cooperative				Cooperative

39. Any festival offer was there in GMVN tour packages.

(a) Yes ☐ (b) No ☐

40. Festival offers special packages should be found.

Strongly Agree	Partly Agree	Neutral	Neutral	Strongly Disagree

Thank you

QUESTIONNAIRE FOR EMPLOYEES

Respected sir / madam,

I, Ravi Bahuguna from HNB Garhwal University, Srinagar, Uttarakhand doing research on Garhwal Mandal Vikas Nigam role in Tourism Promotion. In connection to this I have to collect details from tourist staying in all GMVN properties, I kindly request you to spare some of your valuable time to answer this questionnaire as the information you provide will be highly useful to carry out this research work effectively and I assure you that this information provided by you will not be disclosed anywhere, any time and will only used for research purpose. I take this opportunity to sincerely thank you for your interest shown in answering this questionnaire.

1. Name of the employee:

2. Age:

- (a) 15-25 (b) 26-35
- 36-45
- (d) 46-55 (e) 56and above

3. Gender: Male Female

4. Education qualification:

- (a) Illiterate (b) High school
- Intermediate
- (d) Graduate (e) Post Graduate

5. Designation

6. Monthly Income:

- (a) Less then Rs. 5000 (b) Rs. 5001-10,000
- (c) Rs 10001-20,000 (d) Rs 20001-30,000

7. Do you belong for this place or outsider?

(a) Belong to this place ☐ (b) Outsider ☐

8. How long you have been working to this GMVN property?

(a) Less than 1 year ☐ (b) 1 – 3 years ☐
 (c) 3 – 5 years ☐ (d) 5 – 8 years ☐
 (e) 8 years and above ☐

9. Kindly mention the nature of your appointment in this GMVN hotel?

(a) Permanent ☐ (b) Temporary ☐
 (c) Daily wages worker ☐ (d) Contract ☐

10. Are you satisfied with the Boss / Employer?

(a) Yes ☐ (b) No ☐

11. If yes, Please specify to what extent you are satisfied?

Extremely Satisfied	Partly Satisfied	Neutral	Partly dissatisfied	Extremely dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. If No, what are the reasons behind your dissatisfaction kindly rate them in order.

(a) Employees Ideas are not given importance and encouraged by higher authorities. ☐
 (b) Employees were not involved in decision making process. ☐
 (c) Employees feedback and suggestion are not taken into consideration. ☐
 (d) No training is provided. ☐
 (e) Working as temporary staffs for so many years. ☐
 (f) No proper salary ☐
 (g) No proper uniform to employees. ☐
 (h) Not providing any technical gadgets in Front office. ☐

13. What type of tourists normally visits your hostel?

- (a) Budget tourists
- (b) Back Packers
- (c) School / College students
- (d) Upper middle class tourists

14. Do you satisfied with your salary.

- (a) Yes (b) No

15. If yes, to what extent you are satisfied?

Extremely Satisfied	Partly Satisfied	Neutral	Partly dissatisfied	Extremely dissatisfied
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

16. Do your hotel require renovation to attract more tourists and to promote effectively?

- (a) Yes (b) No

17. How do you forecast your business in the coming years with the development of private hotels in your town?

.....

.....

.....

18. Food served by you satisfies the guest.

- (a) Yes (b) No

19. Have you received any suggestion / complaints regarding the food and beverage?

- (a) Yes (b) No

20. Do you think to replace the food by International cuisines to attract tourists?

(a) Yes ☐ (b) No ☐

21. If yes which cuisine is mostly enquired by tourist?

(a) Chinese ☐ (b) Continental ☐
 (c) South Indian ☐ (d) Tandoori ☐
 (e) Local Garhwali cuisine ☐

22. What sort of up gradation / renovation need to be done in your hotel? (Kindly arrange them according to your order of preference)

(a) Room Interior. ☐
 (b) Furniture and fixtures to be replaced. ☐
 (c) WC and Showers to be replaced. ☐
 (d) Paintings. ☐
 (e) Setting up of bar in the hotel. ☐
 (f) Centralised A/c with Heater. ☐
 (g) Multi cuisine restaurant. ☐
 (h) Internet connection to all rooms. ☐
 (i) TV/Telephone to all rooms. ☐
 (j) Hot and Cold water to all rooms. ☐
 (k) Setting up a Souvenir shop in hotel premises. ☐
 (l) Tariff has to be changed. ☐
 (m) Employees uniform. ☐
 (n) Beautification of Public places. ☐

23. So far your suggestions were implemented by your boss?

(a) Yes ☐ (b) No ☐

24. What is the working style of GMVN?

(a) Participative ☐ (b) Authoritative ☐
 (c) Free rein ☐

25. Do Training is provided for the employees?

(a) Yes ☐ (b) No ☐

26. If yes how frequently it is done?
- | | | | | |
|-----|-----------------|----------------------|-----|-------------------|
| (a) | Once in a year | <input type="text"/> | (b) | 2 times in a year |
| (c) | Once in 2 years | <input type="text"/> | (d) | Once in 3 years |
| (e) | Not at all. | <input type="text"/> | | |

27. How your hotel manages business in off season?
- | | | |
|-----|--|----------------------|
| (a) | By reducing tariffs. | <input type="text"/> |
| (b) | By organizing marriage Ceremonies. | <input type="text"/> |
| (c) | By holding Seminars / Conferences. | <input type="text"/> |
| (d) | By Promoting winter tourism in specialized area. | <input type="text"/> |
| (e) | By offering different packages for different
Segment of people. | <input type="text"/> |

28. How do you differentiate yourself from other private tour operators in organizing package tours?

.....

.....

.....

QUESTIONNAIRE FOR LOCAL PEOPLE

Respected sir / madam,

I, Ravi Bahuguna from HNB Garhwal University, Srinagar, Uttarakhand doing research on Garhwal Mandal Vikas Nigam role in Tourism Promotion. In connection to this I have to collect details from tourist staying in all GMVN properties, I kindly request you to spare some of your valuable time to answer this questionnaire as the information you provide will be highly useful to carry out this research work effectively and I assure you that this information provided by you will not be disclosed anywhere, any time and will only used for research purpose. I take this opportunity to sincerely thank you for your interest shown in answering this questionnaire.

1. Name of the employee:

2. Age:

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3. Gender: Male Female

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5. Designation

6. Monthly Income:

- (a) Less then Rs. 5000 (b) Rs. 5001-10,000
(c) Rs 10001-20,000 (d) Rs 20001-30,000

7. What is the role of GMVN in Promoting tourism in your place?

-

 8. How do you assess the quality of manpower in your GMVN?

Very Good	Good	Fair	Bad	Very Bad

9. Do they reply to your queries/doubts property?

(a) Yes ☐ (b) No ☐

10. Are they punctual to their duty to delivering their services?

Very Punctual	Punctual	Neutral	Late	Very Late

11. Do you find any difference in quality and price of food served to you and tourist?

(a) Yes ☐ (b) No ☐

12. If yes what is the difference?

.....

13. Does the tariffs of this property could be afforded by local people?

(a) Extremely yes ☐
 (b) If offered some discount ☐
 (c) Extremely No ☐

14. Can you comment about the quality of GMVN property in terms of following factors?

Sl.		Very Good	Good	Bad	Very Bad
	Food				
	Neatness				
	Employees attitudes				
	Punctuality				
	Rooms				
	Public Areas				
	Maintenance				
	Uniform				
	Delivery of Service				
	Linens / Curtains				
	Carpets				
	Sewage disposal system				

15. Do they consider and follow measures to overcome pollution.

(a) Yes ☐ (b) No ☐

16. Do they helpful to local people?

(a) Yes ☐ (b) No ☐

17. Do they involve local people in tourism promotion?

(a) Yes ☐ (b) No ☐

18. If yes in what way they are utilized.

(a) as Guides ☐ (b) as Porters ☐
 (c) as drivers ☐ (d) as cooks ☐
 (e) as Helpers ☐

19. Do GMVN give routine business to such local people?

(a) Yes ☐ (b) No ☐

20. How do you help GMVN to develop more to promote tourism?

.....
.....
.....

21. Suggest some measures that GMVN has to follow to do better.

.....
.....
.....

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