



## Tourism and its evaluation: A case study of district Nainital

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### Abstract

The travel has been an integral part of human life through ages. Tourism is one of the alternative ways that can create new jobs and reduce poverty for the communities in the remote and resource scarce regions. It can be helpful especially in the mountainous regions where agriculture is difficult and not so profitable business. Tourism plays an important role in regional development and thus in national development and diversification of national economy. The present study is an attempt to assess the impact of tourism in district Nainital. Nainital known as the 'Lake city of India' is one the most favored destinations of tourists. The study was primarily focused on Nainital town and its surrounding tourist areas. The results were drawn based on both primary and secondary data. It was analyzed during the study that tourism creates a lot of opportunities for people in these areas and thus prevent migration. But it has a sad picture as well in the form of problems that arise out of tourism. The paper will discuss in detail the positive and negative impact tourism in District Nainital along with suggestions for future.

**Keywords:** tourism, development, environment

### Introduction

Tourism is an industry that has global importance. India also has a unique position when it comes to tourism. With rich heritage and its multitude attractions the country offers several activities for tourists from all over the world. India is enriched with natural beauty which attracts a good number of tourists.

As per encyclopedia Britannica, "tourism is the act and process of spending time away from home in pursuit of recreation, relaxation and pleasure, while making use of commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in Western Europe in the 17th century, although it has antecedents in Classical antiquity <sup>[1]</sup>.

In the recent years there has been a significant growth of tourism in India. Along with natural landscapes the government is also working towards development of several artificial attractions for the foreign and local tourists as well.

### Tourism

As per Oxford dictionary tourism means "the business activity connected with providing accommodation, services and entertainment for people who are visiting a place for pleasure". The travel has been an integral part of human life through ages.

The need and want to seek out new places, experience unique environments, the urge to know the unknown, to gain his livelihood, to discover new land and for sheer thrill in seeing and enjoying the natural beauty the man started to move from one place to another. This insatiable wanderlust of man materialized into classical tours <sup>[2]</sup>. Tourism industry has now a days become one of the main pillars of the economy. As per World Trade Organization, "Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes" <sup>[3]</sup>.

### Types of Tourism

Following is some of the types of tourism-

#### 1. Adventure tourism

As a kind of tourism in India, adventure tourism has recently grown in India. This involves exploration of remote areas and exotic locales and engaging in various activities. For adventure tourism in India, tourists prefer to visit places like Ladakh, Sikkim, Himachal Pradesh, Kashmir, Uttarakhand, Assam and Arunachal Pradesh due to various adventurous places, scheme facilities, rafting, trekking and scenic beauty <sup>[4]</sup>.

#### 2. Heritage Tourism

Cultural Heritage Tourism (or just Heritage Tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States defines heritage tourism as "travelling to experience the places and activities that authentically represent the stories and people of the past," and cultural heritage tourism is defined as "travelling to experience the places and activities that authentically represent the stories and people of the past and present" <sup>[5]</sup>.

#### 3. Agricultural Tourism

It is defined as tourism activities connected with agriculture activities, like stays near agri-farms, connected with agrarian environment, using agrarian products for recreation, sale and daily use.

#### 4. Eco-tourism

It is defined by the International Ecotourism Society as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education.

#### 5. Medical tourism

Tourists from all over the world have been thronging India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical

institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as USA and UK. The city of Chennai (Tamil Nadu) attracts around 45% of medical tourists from foreign countries [6].

## 6. Green tourism

It is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small-scale alternative to standard commercial tourism [7].

## Objective

The objective of the present research paper is to evaluate the impact of tourism in District Nainital. The paper will deal with the benefits from growth of tourism, problems related to tourism and future prospects.

## Methodology

The present study is in the form of descriptive analysis. The results of the study will be based on both on primary and secondary data.

Primary data was however was collected through informal interaction with tourists and local people visiting Nainital and nearby areas. Some of the results are also recorded based on researcher's observation. Secondary data was collected from tourism department, studies of past, government reports etc.

## Study Area

Lying between the latitudes 28°43' and 31°27' N and longitudes 77°34' and 81°02' E, Uttarakhand region encompasses an area of 53,483 km<sup>2</sup> which supports a population of 100.86 lakh [8]. Uttarakhand comprises all the five latitudinal physiographic-geological zones- the Tarai Bhabar, the Shivalik with Duns, the Lesser Himalaya, the Great Himalaya and the Trans-Himalaya [9].

The tourism in Uttarakhand is an opportunity to explore as well as to soak the culture of a state that is adorned with significant nature's beauty and charming traditions. The state also renders an excellent chance to attain the complete rejuvenation of body, mind and soul. The state offers some incredible trekking trails, mountain climbing challenges, and white-water rafting opportunities, spiritual tourism, adventure tourism and much more.

Nainital is one of the thirteen districts in the state, which is famous for its tourism activities. It is commonly known as the 'Lake District of India'. The city is a beautiful mixture of all the hues of nature (Dept. of Tourism). Nainital has an advantage of being situated in vicinity of several other lesser-known hill stations that are connected through all season motor able roads, thus becoming the most ideal destination for tourists.

## Results and Discussion

Development of responsible tourism, especially in the fragile high-altitude Himalayan region is fraught with significant challenges. However, tourism is also one of the few available alternative pathways that can create new jobs and reduce poverty for the communities in the remote and resource scarce regions.

In the present study an analysis was done of tourism in district Nainital. The interaction with locals and tourists was done in the month of June-July, 2022, which is generally considered a peak season.

## Benefits of Tourism in Nainital

1. It creates local market for natives and provide natural and local products to tourists (e.g., Handicrafts, fresh fruits, jam, jelly etc.).
2. It was found from the study that it is helpful in generating employment, thus prevents migration and increases income of local folks. Increased income also helps in increasing the standard of living.
3. The rural areas of District Nainital are rich in fruit production. Tourism helps in increase in production of fruits like apple, peach, plum pear etc.
4. Increased number of tourists from various places help in cultural and social integration. Thus, in Nainital one can see the mix of various cultures, festivals and social blending.
5. Homestays, hotels, restaurants, local product shops etc. are an important source of earning for local people.

## Problems of Tourism in Nainital

1. Nainital is rich in natural beauty, however there have been no significant steps taken by government to enhance its beauty.
2. People practice various jobs under tourism on part time basis without any skills and training. These are the people who are unemployed during lean seasons of agriculture.
3. When it comes to Nainital town the number of tourists visiting is high whereas the surrounding rural areas do not have same number of tourists visiting due to several drawbacks like hilly terrain travel, long distance, few and costly stay options etc.
4. Also, the number of entertainment activities are few which reduces the number of tourists visiting on one hand and on the other those who visit shorten their duration to 1 or 2 days.
5. When on positive side people learn others culture and customs, they tend to forget their own culture and value. The same stands true for Nainital as well.
6. There is no proper channel adopted by government to promote tourism in Nainital. Moreover, lack of infrastructural facilities, lack of public investment by government is yet another hurdle that tourism faces.
7. Increased tourists' activities are increasing waste material in these areas, thus harming natural environment

## Future scope for Development of Tourism in Nainital

The scope for development of tourism is vast in District Nainital. Many adventure activities can be developed. Uttarakhand is Land of Gods which opens the scope for spiritual tourism also. Being rich in flora it is home to many medicinal plants that are not available elsewhere, it has scope for medical tourism. Government should develop methods to divert tourists to these areas. It should also work towards providing skill and training to local people as there are many employment opportunities that are waiting to be harnessed.

## Conclusion

Along with all the positive aspects of tourism one should not forget about the threats that increased tourism poses on the environment. Agriculture is already vanishing from the lives of people the increased income in tourism is further motivating people to leave agriculture which is serious issue

for everyone to think about. Therefore, after analyzing all the positive and negative impacts of tourism in District Nainital sustainable tourism, which is an age old concept although the term is fairly new is an alternative approach. However, there is long road to reach the goals of sustainable development but as it is said “For every Journey to Complete the first Step is Equally Important as the Last”.

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