

# The Investigation of Issues and Challenges in Tourism Industry: A Detailed Study of Uttarakhand (Bharat)

Shailendra K. Rai<sup>1\*</sup>, Uday Pratap Singh<sup>2</sup>

<sup>1,2</sup>Department of Hotel Management, Parul University, Vadodara, India

**Abstract:** The hospitality industry is booming especially in the new year, especially in non-industrialized countries like India its development is significant. The increase in remuneration of Indian workers has a critical task to be done in this regard. Currently days a ton of Indian families will have lunch, dinner and in addition to earning accommodations and a large part of the large number of crowds taken by Indian families. This is leading to an increase in the number of hotels in India, but as the business grows by increasing the number of problems in the accommodation sector. In this paper the creator tries to investigate these problems and in addition suggest a few that focus on overcoming these problems. This paper investigates common problems in the accommodation industry and in Uttarakhand. The state is one of the ten most popular tourist regions in India but similarly a province that faces many problems in the neighboring industry especially in terms of geographical location.

**Keywords:** Connectivity, Develop, Promotional Measures, Facilities.

## 1. Introduction

India is known the world over for its extraordinary feature and man-made attractions from the days of the past. Its language, culture, position and ideas, respect, customs, legends, travel and music attract travelers from all major countries throughout the year. Its 28 provinces are loaded with various attractions and Uttarakhand is one of them (Chamola P. et al.). Uttarakhand was excommunicated in Uttar Pradesh and granted free status as the 10th state of the Himalayas and the 27th state of the Indian Association on November 9, 2000. The province of Uttarakhand is bordered by Nepal in the east, Tibet Independent Locale of I China to the north, Himachal Pradesh to the west and Uttar Pradesh to the south. The average attraction is the average number of visitors from all over the place. The distinctive presentation of the state of affairs in itself is interesting in itself and the intensity of the landscape shows that a few clear areas have potential for development in these returning regions, for example, tourism industry areas (Negi, 1994). In any case, an agricultural country like India has neglected to use the tourism industry and put the industry in its power because of one definition or another. The contribution of Indians to international tourism business is much lower than its ability to build the industry. Global Access Information The

tourism industry association indicates that France has maintained a top position in the number of international holidays. Spain and the USA combine second and third place. Highly polite nations like Singapore, Indonesia and Thailand regularly promote business more than India from the tourism industry. The global settlement industry is facing a state of development and problems. The problems are exacerbated by the geological and financial conditions of a particular region. The tourism industry and the tourism industry in India are facing many challenges, for example, low accommodation, rising conflict, high inspections, rising costs, lack of fuel, low profits, etc. In this paper the creator tried to focus on the unequal area of India- Uttarakhand and the problems looked at the neighboring industry around there.

## 2. Objectives

1. To study hospitality and tourism industry of Uttarakhand
2. To find out the problems faced by hospitality industry in Uttarakhand and steps taken as well as required to improve its conditions.

## 3. Literature Review

Otherworldliness, all in all, has as of late become a significant subject of exploration in social and business zones. This has added another measurement to the travel industry, called otherworldly the travel industry'. Thusly, there has been an expansion in the mindfulness and exploration interest in the topical field of profound the travel industry. The travel industry is a well-established movement related with enlightened countries. In this way, the travel industry writing also has a long history. Be that as it may, there are not many territories in the travel industry which have gone to the space of logical examination as of late. Otherworldly the travel industry is one such zone in which a couple of specialists have begun their work in a deliberate manner (Himadri P, et al,2012). Uttarakhand has tremendous potential for otherworldly the travel industry. The travel industry is a significant driver of financial development and occupation advancement in the Uttarakhand territory of India. The commitment of the travel industry to the state total national output (Gross domestic

\*Corresponding author: rais6316@gmail.com

product) and business age is huge. The extension of the travel industry unavoidably achieves the advancement of the lodging business. Inns should make successful serious procedures for endurance and utilize an exhibition estimation framework that meets the necessities of an evolving climate. A few investigations have been led to examine the rich traveler capability of the state. Be that as it may, no exploration contemplates are accessible with respect to execution estimation rehearses embraced by accommodation directors in Uttarakhand for estimating the exhibition of their foundation

The province of Uttarakhand is partitioned into two locales—Kumaun and Garhwal. The state has 13 regions (four more have been proclaimed as of late) which are additionally part into sub divisions and improvement blocks. Since its origin, the state has demonstrated development in all the fields. In any case, this development appears to bind just in the fields, the bumpy locales being as yet denied of advancement. The significant lacuna felt was the overall disparity in topographical appropriation and settlement. Businesses in Uttarakhand have made about 2.8 lakhs occupations however these are in fields and henceforth, the majority of the development because of industrialization is restricted to the fields as it were. More than 34th of Uttarakhand's populace relies upon agribusiness explicitly mountain farming. For physical, geological and ecological reasons, the degree for horticultural approaches dependent on current sources of info concentrated farming is seriously compelled in the bumpy districts. The state faces the difficulties of elevating occupations to hold individuals through neighborhood work and pay age and to improve their nature of lives. Simultaneously, the slope locale of Uttarakhand have huge potential. The tremendous common assets add to the state's allure as a venture objective, particularly for the travel industry and farming and woodland based businesses.

Uttarakhand is the main state in the nation to have made "Vacationer Advancement Board" by enactment. Likewise, it is the first to be called an "Natural State". Uttarakhand once in the past Uttaranchal, is a state in the northern piece of India. It is frequently alluded to as the Place that is known for Divine beings because of the numerous sacred Hindu sanctuaries and urban areas found all through the express, some of which are among Hinduism's generally profound and favorable spots of journey and love. Known for its regular excellence and abundance of the Himalayas, the Bhabhar and the Terai, the state was cut out of the Himalayan and connecting north-western regions of Uttar Pradesh on 9 November 2000, turning into the 27th condition of the Republic of India.

Indeed, even before its initiation as an autonomous state, Uttarakhand was the purpose of fascination for the sightseers everywhere on the world as a result of its inbound beautiful magnificence the state is enhanced with. True to form, the things steadily took their shape similarly. Presently, following 12 years of its arrangement, Uttarakhand has been getting a charge out of the relative multitude of advantages and offers from the state level just as from the focal level. Uttarakhand is the solitary uneven state in India which make its name in top ten vacationer favored state in India. The state saw an enormous number of vacationer flood from everywhere, be it from

neighboring states or nations. The administrations additionally left no stone unturned to make this state more appealing for the entertainment darlings. The travel industry is believed to be the chief wellspring of income in the territory of Uttarakhand.

According to the information significant wellspring of acquiring of the individuals of Uttarakhand is through the travel industry. Service of The travel industry of Uttarakhand is liable for keeping up and creating income from the travel industry in the state. It is additionally the obligation of the travel industry service of Uttarakhand to figure plans for expanding income from the travel industry. The service needs to choose the guidelines and guidelines for the proficient working of the travel industry. The significant test which is face by Uttarakhand is that the greater part of the locale, around 92.57 is covered by slopes, thus leaving a little area i.e., 7.43% for cultivating rehearses.

Uttarakhand is an occasion objective for traveler in view of its authentic, social and common legacy. The areas atmosphere and assets empowers monetary and social improvement that outcomes for the travel industry then again the quantity of vacationer heading for the district speaking to danger to its characteristic assets just as to the equilibrium of its Eco framework. To moderate neighborhood biodiversity while support the travel industry another methodology including reasonable advancement should be actualized to accomplish this, diverse part of the travel industry should be coordinated in a worldwide procedure of the natural assurance. Since lodging industry is at the core of the travel industry action, it is critical to assess constantly its ecological effect, there is henceforth a requirement for greener inns that are at the core of The travel industry

Indian little and medium size accommodation ventures (SMHEs) are a significant factor for the financial advancement as far as Gross domestic product and business age in the nation. Nonetheless, financial changes started since 1990s have made the two chances and dangers for the nearby business people. Numerous staggered changes were required, so they will have the option to adjust in the new period. As a rule these changes had a few challenges to be acknowledged by Indian SMHEs (Chand M. et al, 2010)

Inn in creating economies should make viable serious techniques for endurance, since they exist in a climate where partners are requesting more from each association. Thus, they should zero in on dependable and basic execution markers, totally significant for the accomplishment of inns and receive a thorough exhibition estimation system that meets the prerequisites of the dynamic climate (Kala D et al, 2014).

Administration quality is viewed as the life of inn (Min et al, 1996) and center of administration the executives (Chen, 2008). Administration quality is connected with consumer loyalty (Shi et al, 2007) and consumer loyalty is related with clients return to goal (Han et al, 2009). On the off chance that a powerful picture is depicted to clients, it will make upper hand for inn (Ryu et al 2008).

#### 4. Research Methodology

An exploratory and spellbinding examination configuration

was followed to complete this investigation. The information was gathered with the assistance of auxiliary information assortment methods. Optional information utilized in this examination and is gathered through distributed and unpublished sources which incorporated the web, magazines, diaries, research distributions, etc.

## 5. Result and Discussions

Haridwar city experiencing more elevated level of clamor contamination when contrasted with standard specified by Central Pollution Control Board (CPCB), New Delhi. The fundamental wellsprings of higher commotion level in Haridwar city because of transportation exercises. Evaluation of commotion level in various zones of Haridwar City, Uttarakhand. Haridwar is perhaps the main sacred urban communities not just of India, situated in recently cut territory of Uttarakhand. Haridwar is reached out from scope 29° 58' in the north to longitude 78° 13' in the east and has subtropical atmosphere. It is around 60 kms long from east to west and around 80 kms in width from north to south. Region Haridwar lies in the foot slopes of Shivalik ranges. Complete region of region Haridwar is 2,360 km<sup>2</sup> with a populace of 14, 44,187 according to 2001 statistics (Joshi and Swami 2007),

Physiological reactions of some tree species under side of the road Assessing administration quality and execution of the accommodation business has gotten more significant than any other time in recent memory. Globalization, serious pressing factors, changing climate and all around educated clients make the customary practices not, at this point suitable for estimating execution and gain upper hand. Adjusted scorecard (BSC) has acquired wide acknowledgment inside the administration area as a method for improving by and large execution. An exploratory examination utilizing the BSC as hypothetical system was taken to assess the presentation estimation rehearses received by hoteliers of Uttarakhand State of India and inspect the mentality of inn chiefs towards BSC viewpoints. The investigation found that supervisors were not regularly mindful about the BSC in a conventional way despite utilizing measures from all points of view of BSC automatically. Results uncovered that the chiefs utilize a cross breed approach consolidating both the monetary and non-monetary measures to assess execution. Mentalities of cordiality chiefs towards BSC points of view don't shift across the inns of various classifications and areas.

A Study was directed to look at the mentalities of representatives working in Indian inns taking into account travelers. It examined their view of preparing openings and the effect of such preparing on the administration gave to visitors and the finding proposed a solid connection between worker preparing and the nature of administrations offered by representatives in vacationer inns (Rajib Lochan Dhar, 2015). Service imaginative conduct can be viewed as the center interest of inn workers who serve their clients in the most ideal way. Atmosphere for advancement went about as a mediator in the connection between hierarchical responsibility and administration inventive conduct. Results from the examination led by SC Bagri *et al.*, (2010) show that representatives are

happy with their remuneration bundles yet not with the working conditions, and the worker turnover rate is moderately high. Sufficient preparing isn't frequently given by the hoteliers to build up workers' operational aptitudes. Enlistment is primarily through inward references prompting high inbreeding and ensuing other human asset issues. There is a huge hole between what is normal from new workers and the ability levels of accessible ability pool.

## 6. Problems for Uttarakhand Hospitality Industry

In spite of much vacationer inflow, the friendliness business has been at a moderate speed in Uttarakhand. The way that two of India's biggest, generally revered and holy streams, Ganga and Yamuna, start from the icy masses of Uttarakhand is adequate motivation to represent the humungous the travel industry inflow in the state. Moreover, the large number of Hindu journey spots, amazing grand magnificence of a few slope stations and exceptional verdure, draw in great many individuals. This is the reason Uttarakhand is set among the best 10 most favored vacationer states in India, bragging 4.1 percent homegrown travelers. As per 2010 information, roughly 31 million homegrown travelers and 0.13 million unfamiliar vacationers visited the state. Notwithstanding, in spite of such a lot of traveler inflow, there has been a moderate speed of friendliness in "The Land of Gods". (GKVM, Some of the major problems of the state are:

### 1) *Connectivity*

Good road connections, train capacity and flying planes are major obstacles to the growth of this empire as a tourist destination. Until this problem is resolved it will be very difficult to promote the tourism industry in India and will eventually affect the hospitality industry in Uttarakhand. The crossings that should have been widened to ensure free traffic were still to be completed which led to traffic congestion. One department accuses the other easily of not completing the work.

And then there is the glittering example of stretching the growing Chakrata Road from Clock Tower to the Prabhat movie so that the bottle that was a nightmare for passengers was removed. A dream project of the previous Government, shops on both sides of the road were demolished to make way for the site and it emerged that the project would eventually see the light of day

### 2) *Basic facilities*

Problems like water supply and food preservation are also big concern for hoteliers. These problems affect the efficient functioning of the hotels. Although Uttarakhand due to its scenic beauty attracts a lot of tourists and encourage hoteliers to expand their business but such basic problems discourage them to open new branches. Government has to take some effective measures to overcome this problem. These problems may look small but they have a significantly adverse effect on the overall hospitality industry of Uttarakhand.

### 3) *Infrastructural facilities*

Tourism and infrastructure facilities in the state are deteriorating and "no major steps are taken to rectify or rebuild the infrastructure, because of the geographic conditions of Uttarakhand it requires special attention to develop its

infrastructure. Hilly scenery of Uttarakhand is beautiful enough to attract a vast number of tourists to the state but it also poses many problems for the hospitality and tourism industry of the state.

#### 4) *Entertainment facilities*

A guest needs to enjoy and spend time in a leisurely mood. There is no entertainment facility because entertainment tax is 30 percent; VAT on food is 13.5 per cent and luxury tax 10 per cent, plus service tax of 5.16 per cent on room rent. Further, apart from natural beauty there are very few places where human made attractions are located; it is only in Dehradun, Mussoorie and Haridwar, apart from them other places are not well developed for tourist attraction.

#### 5) *Government role*

There is no parking facility, no support of government in tourism destination advertisements. The government has to be aggressive to promote growth and create the support system to maintain it further.

#### 6) *Natural problems*

Uttarakhand has a long history of natural disasters. This state comprises mostly hilly terrain by virtue of its origin and is highly prone to natural disasters. Natural disasters in the region occur primarily due to geological instability or hydro-metrological variability. Apart from earthquakes, the state is also vulnerable to flashfloods, avalanches, cloudbursts, droughts and forest fires. Other than these, landslides are another major hazard that threatens the region. These problems also affect the hospitality industry in the state because it creates the fear in the mind of the tourists.

### 7. Suggestions

#### 1) *Improve connectivity*

It should be our priority to follow up with the relevant authorities to make the roads look good, as they are the best way to connect to this hill station. The airports in Dehradun and Pantnagar are fully operational and we should look forward to the increase in traffic in both.

#### 2) *Promotion steps*

The government should also encourage recreational sports, the traditional yatra route, and economic and recreational tourism to achieve that goal. But they should pay special attention to connectivity; there must be progress in air transport and development of tourist facilities.

#### 3) *Tax reductions*

The government should reduce current taxes to make the area more attractive. These taxes are a place of thought for those who want to establish their own hotel and other attractions.

#### 4) *Infrastructure development*

Uttarakhand's infrastructure problems are already being discussed, hampering the government's hospitality industry. The government should take steps to remedy the situation. On the one hand they must maintain the good fortune of the state and on the other hand they must develop the infrastructure without harming this natural beauty.

### 8. Natural Disaster Management

Although there is not much we can do about this but at least

we must have an effective plan to deal with these natural disasters. We cannot stop natural disasters but at least our disaster management equipment must always be able to manage these disasters in the most efficient and effective way. We need to have a separate department working on this that can create policies and strategies related to natural disasters. We have to do it in a way that tourists should feel safe when they come to government, in the minds of tourists there should be a sense that if something like that happens our management has a plan that can easily deal with the situation.

### 9. Conclusion

Human Resource Management, an integral part of the organization, often ensures the success of shared relationships between employees and the organization by identifying and satisfying the needs of employees first through recruitment and continuity throughout their work. Uttarakhand, India offers unique staff challenges in this popular tourist destination. Customer satisfaction has been researched for a long time and used by retailers to achieve competitive edge. As everyone in the market is trying to satisfy their customers, contentment does not seem to be enough and moving beyond customer satisfaction to customer enjoyment is necessary. Therefore, from the above discussion we can conclude that the hospitality industry is growing rapidly but at the same time facing difficulties. In particular, a country like Uttarakhand, which has great potential in the tourism industry, faces many difficulties due to its location and government negligence. When the government takes important steps in this regard such as improving connectivity, promotional measures, lower taxes etc. The situation will then improve significantly which will lead to an increase in the number of tourists in Uttarakhand which will also increase the number of hotels and improve the quality of services offered by the hotels.

### References

- [1] S. C. Bagri et al, "Human Resource Practices in Hotels: A Study from the Tourist State of Uttarakhand, India, *Journal of Human Resources in Hospitality & Tourism*," vol. 9, no. 3, pp. 286-299, 2010.
- [2] Devkant Kala, S. C. Bagri, "Key Performance Indicators for Hospitality Industry: A Study from the Tourist State of Uttarakhand, India, *Tourismos*," *An International Multidisciplinary Journal of Tourism*, vol. 9, no. 1, pp. 187, 2014.
- [3] Pankaj Chamola and Prakash Tiwari, "Customer delight and mood states: an empirical analysis in Indian retail context," *International Journal of Indian Culture and Business Management*, vol. 8, no. 4, 2014.
- [4] Rajib Lochan Dhar, "The effects of high performance human resource practices on service innovative behavior", *International Journal of Hospitality Management*, vol. 51, pp. 67-75, 2015.
- [5] Mohinder Chand, Ashish Dahiya, "Application of management accounting techniques in Indian small and medium hospitality enterprises: an empirical study", *International Journal of Entrepreneurship and Small Business*, vol. 11, no. 1, 2010.
- [6] Rajib Lochan Dhar, "Service quality and the training of employees: The mediating role of organizational commitment, *Tourism Management*", vol. 46, pp. 419-430, 2015.
- [7] Devkant, S.C. Bagri, "An exploratory study of managerial attitude towards performance measurement in hotels of Uttarakhand State of India", *International Journal of Qualitative Research in Services*, vol. 1, no. 4, 2014.
- [8] Negi J. M, "Tourism Development and Nature. Conservation, Tourism", vol. 2, pp. 7-12, 1994.

- [9] S. C. Bagri and A. Suresh Babu, "Historical Development of Tourism Education in India: The Case of the Himalayan State of Uttarakhand", *Journal of Tourism*, vol. 12, no.1, pp. 39-59, 2011.
- [10] Himadri Phukan, Z. Rahman P. Devdutt, "Emergence of Spiritual Tourism in India", *International Journal of Marketing and Technology*, vol. 2, no. 4, pp.300, 2012.
- [11] Parth Sarathi Mahapatra, H. B. Vasistha, Rajiv Pandey, "Socio environ impact of river rafting industry on Ganges in Uttarakhand, India", *International Journal of Environmental Sciences*, vol. 1, no. 5, pp.757, 2011.
- [12] Joshi, P. C., and Swami, A. "Physiological responses of some tree species under roadside automobile pollution stress around city of Haridwar, India. *Environmentalist*," vol. 27, pp. 365-374, 2007.
- [13] Kala, D and Bagri, S.C, "Balanced scorecard usage and performance of hotels: A study from the tourist state of Uttarakhand, India", *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, vol. 3.No. 2, pp. 153-173, 2014.
- [14] Min, H. and Min, H. "Benchmarking the quality of hotel services: managerial perspectives," *International Journal of Quality & Reliability Management*, vol. 14, no. 6, pp. 582-597, 1996.
- [15] Ryu, K., Han, H. and Kim, T-H. "The relationships among overall quick-casual restaurant image perceived value, customer satisfaction, and behavioral intentions," *International Journal of Hospitality Management*, vol. 27, pp. 459-469, 2008
- [16] Shi, J. H., and Su, Q "Evaluation of hotel service quality based on customer, satisfaction", In J. Chen (Ed.), *International Conference on Service Systems and Service Management* (pp. 113- 117, 2007.
- [17] Chen, F. "Study on the Service Quality Evaluation and Improvement for Medium and Small Sized Hotels," *Journal of Modern Applied Science*, vol. 2, no. 5, pp. 145 – 147, 2008.
- [18] Han, H, Back, K. J. and Barrett, B. "Influencing factors on restaurant customers' revisit intention: The roles of emotions and switching barriers," *International Journal of Hospitality Management*, vol. 28, pp. 563-572, 2009.
- [19] Neeraj Agarwal and Mussoorie "An Analytical study of tourist perception for Accommodation sector in reference to Dehradun," *International Journal of Arts, Humanities and Management Studies*, vol. 1, no.6, pp.8-19, 2015.