

## Community and tourism in Uttarakhand- its Challenges and Opportunities

Dr. Reenu Rani<sup>1</sup> & Arti Arora<sup>2</sup>

<sup>1</sup>Assistant Professor, <sup>2</sup>Research Scholar

Department Of Economics, S.B.S. Govt. PG. College Rudrapur U.S Nagar

### ABSTRACT-

*Uttarakhand was formed on 9<sup>th</sup> November 2000 as the 27<sup>th</sup> state of India when it was carved out of northern Uttarpradesh. Located at the foot hills of the Himalayan boundaries with China (Tibet) in the north in Nepal in the east. On its North West lies Himanchal Pradesh, while on the south is Uttarpradesh. It is rich in natural resources especially water and forests with many glaciers, rivers, dense forests and snow-clave mountain peaks. chardhams the for most sacred and revered Hindu temples of Badrinath, Kedarnath, Gangotri, Yamunotri, are nestled in the mighty mountains .it's truly god's landDEVBHOOMI. The state is divided into 2 divisions Garhwali and Kumaun , with total 13 districts like- Dehradun , Haridwar , Tehri garhwal, Uttarkashi , Chamoli, Rudraprayag, Paurigarhdal, Almora, Bageshwar, Nainital, Champawat, Pithoragarh and Udham singh nagar.*

### Keywords-

Community; tourism; Uttarakhand; chardhams

### INTRODUCTION-

A community by definition implies individual with some kind of collective five responsibility and the ability to make decision by representative bodies As tourism rules on visiting places and people, it cannot exist outside a community so both tourism and communities must be viewed simultaneously- any change to one will affect the other community based tourism is a tourism in which local residents often rural, poor and economically marginal invite tourist to visit their communities with the provision of accommodation. The nation of using tourism as a tool for economic growth was developed by the world-bank in1970 by founding low income countries with credit to develop local infrastructure and other amenities. Department for international development (DTFD) founded on developing tourism as a force for poverty reduction. Community based tourism is managed by the communities for the tourist destination. It is Managed and run by the communities itself management decision are made by local people and profits density go to the community. It leads to the management of all resources in such a way that economic social needs can be fulfilled while mantainship cultural integrity essential ecological process biological diversity and

life support system. (World tourism organization, 2001).

Community based tourism development is a technique used by tourism planners by involving the community in the development tourism to improve the plans and help them with the skill to implement and maintain the project. It focuses on planning approaches. The goal is social economic empowerment and a value added experience for local and foreign visitors. This process opens new avenues for destination.

Community development through tourism refers to the social, cultural, economic and an environmental aspect of tourism development is needed to make effective in long term.

#### OBJECTIVES-

the present study has certain specific objectives they area follows –to explain the relationship between development of tourism and communities, to development the concept of community based tourism through the better option of the tourism ,to access the growth of tourism based community development and environmental sustainability

#### METHODOLOGY-

The main focus of the method along to achieve *community based tourism development will be based integrated planning for sustainable tourism development is economic, ecological, cultural, and community sustainability. This approach involves a survey and analysis of*

*the social environmental, and economics viruses relating to the planning process and plan formulation. Both qualitative and quantitative data are collected through journalsdifferent websites of tourism industry. The present study has certain specific objectives. They are follows to explain the relationship between development of tourism and community, to develop the concept of community based tourism through the better opportunity that integrated tourism with community, to excess the growth of tourism based on community development, environmental sustainability.*

#### POSITIVE IMPACT OF CBT-

Community based tourism is imaging as a important for human development in clouding poverty, employment generation, environmental regeneration and development of remote areas and advancement of women and other disadvantage groups in the country apart from social integration and international understanding. It improves people to be more aware of the values their community assets-their cultural, heritage and lifestyle, it mobilizes them to convert these into income generation project while offering a more worthwhile experience to visitors. The citizen earns income to land manager, entrepreneurs, service and product provides and employs. It provides tourists to discover local habitat, wildlife enjoy and respect traditional cultural. Its benefits' include creating employment for the rural youth, income level rise other generate foreign exchange, and with the rise of income other measures of community like education,

health etc, and also rise demands for other goods and services increase improvement in the public services.

#### TOOLS FOR THE DEVELOPMENT OF THE COMMUNITY BASED TOURISM-

Economic sustainability is profitable in both immediate and long term by forming partnership through entire supply choose from micro sized local business, Tourism can be used as a vehicle for the economic benefit of local communities through skill development, The community is required of to have access to a phone and email facility , It is necessary to promote an ethical and environmentally behavior among clients, Ensure that the design, planning, development and operation of facilities incorporate sustainability principle Community development through tourism is the development of local community through the healthy integration of community planning, business planning and tourism planning. Every citizen must be considered as a potential business partner in small business management product development and marketing.

#### NEGATIVE IMPACT OF COMMUNITY BASED TOURISM DEVELOPMENT-

Community based development offers both an opportunity and threat to communities. If the management and capacity building of local community are not done in parallel, opportunities will be lost and damage will be caused. Some problems like benefits going to small groups of people, environmental damage, sex tourism are often seen. The rural people can be exploited urban entrepreneurs often take away most of

the benefit; Most of the product consumed are imported for outside not local produce locality.

Due to compilation the local handicrafts and form products can be sold at a lower price. Natural ecology may be disturbed Sometimes it gives rise to more crimes as everyone wants to get benefit out of this. Both tourists and local people and need to generate a democratic moment which will help the people at all levels to participate in tourism development.

“ If the sector is grow, it is necessary to adapts to what the local community nave, adapt to what they know and adapt to what they do”.

#### DEVELOPMENT OF COMMUNITY BASED TOURISM IN INDIA-

In India tourism is not only a growth engine but also an employment generator as per the economic survey 2011 -2012. The sector has the capacity to create large scale employment both direct and indirect through the multiplier effect. It is third largest foreign exchange earner after jewellery and readymade garments (Kurushetra may 2012 vol.60 no.7)

Tourism ministry plan budget for funding the developments megaprojects for rural tourism .The scheme of community base tourism was started by the ministry of tourism in 2002-2003 with the objective of highlight rural life, art culture and heritage at rural locaters and in village which have competence in art, craft, handloom and natural also aimed to generate revenue for

community and stop migration from rural to urban areas.

In India almost 70% population lived in 7 million villages the development community based tourism provide strong platform for the development in villages. Ministry of tourism sanctioned projects at 189 villages in 29 states during 12 Five year plan the scheme of rural tourism is being replaced with the scheme of 'Rural tourism cluster. This concept has been successfully implemented in states like Maharashtra, Rajasthan Jharkhand, Gujarat and Himanchal Pradesh.

#### Case of Rajasthan-

This concepts in Rajasthan for many year at an informal level where visitor away for home with Rajasthani Families. Rajasthan has developed some unique selling to attract domestic and foreign visitors by providing traditional level at traditional style. Traditional folk dances and songs promoting Rajasthani handicrafts and garments. Now it becomes the most popular tourist destination in India both for India and foreign tourists endowed with natural beauty and a great history. Rajasthan tourism is playing an important role in not only generating foreign exchange but also in creating opportunities like employment, good infrasture, communication links and investment opportunities etc.

#### Case of Uttarakhand-

Uttarakhand Devbhumi is one of the most spiritual centres of India. It is rich in natural resources especially water and forest with many glaciers, rivers, dense forest, snow-

clad, mauntainpeaks, adventure and religious tourism play a permanent role in Uttarakhand economy.

Since the period of Vedas because the holy places, temple and the clam river this place is considered as the land of gods **Devbhoomi**.

After the declaration a free independent the state government uttarakhand has started many crucial programmers to tourism. It is beneficial step taken under the programmes of the "VIR CHANDRA SINGH GADHWALI"imploy program it will start to stop the migration of youth.

Haridwar, Gangotri, Hemkund sahib , Badrinath, Kadarnath, Rishikesh, Hill station like- Nainital, Almora, Ranikhet, Kaushani, Massurie, wild life sanctuaries natural parks- Auli Bankot, Gangolihat, Pindari glacier are located here valley of flowers, Nanada devi national park are UNESCO world Heritage sites. To help attain a district identity at a national level Utrrakhand government is new getting a social with commercial tourism.

In the prunes, Himalaya is considered a figure of God the Mountain rays like.

#### **KAILASH MANSAROVER YATRA**

Such many prominent holy places thousand of visitors. Kailash mansrover yatrafirst started on 1982 which is regularly organized by the government of India by the cooperation with foreign ministry and kumaun mandal vikas nigam of the state government from Delhi to kathgodam followed by journey to DharChula in a base.

Many spiritual place like. Kalapant, Omparwat, Yamdwar, Tarboche, Bharmaputra River, Gaurikund, Rakshas Taal etc. Kailas mansover is a lake situated at nearly 15000 ft attitude from sea level.

Tourism in the state has been increased by 168 percent (213 percent according to uttarakhand tourism department) over the past twelve year but the unbalance development of the tourism in uttarakhand was evident when tragedy stuck. On June 16 cloud blast and extreme rain caused flooding and devastation in uttrakhand. The temple town of kedarnath was destroyed. Al though it was a natural incident but unchecked growth of concrete the more harm. The government and social organization are pounding relief and compensation to build these related to tourism and micro enterprises, paying more attention to their capital, skill and market needs.

The sustainable development of tourism must be the case of development for tourism survival financing for infrasture base development. Uttrakhand is trying hard to came out of tragedy phase and soon it until became and international tourist.

Conclusion- Community based tourism development is emerging an important for

sustainable human development. To make it meaningful it is necessary that issues related to community must be discussed with them before the start of the project. Sustainable marketing and realistic planning's caused for the development of the community based rural tourism. Community based tourism development will also make the community award of the commercial and social value of their natural and cultural heritage and this will faster community based conversation of the resources.

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