

TOURISM AND TOURIST INFLUX EVALUATION AND ANALYSIS IN HARIDWAR AND RISHIKESH TOWNSHIPS OF UTTARAKHAND

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Abstract: Tourism is the fastest growing industry and fashion of the modern world. Thousands of people every year travel from their native places to Uttarakhand in the form of tourism. Uttarakhand, a Himalayan state is laden with mighty snow covered peaks, lush green valleys, gorgeous waterfalls, the abundance of various other geomorphic features with hundreds of religious places spread throughout its vicinity; make it an overwhelming tourist destination. Haridwar and Rishikesh are the world famous tourist centres of Uttarakhand; both witness tremendous tourist influx throughout the year. On the one hand heavy tourist influx is facilitating economic activities, employment generation, and infrastructural development in the Uttarakhand in many folds, while on the other, imposing heavy pressure on natural and human resources and causing gigantic physio-cultural and socio-economic disparities. Tourism is proving boon to the local economy of Haridwar and Rishikesh with tremendous environmental and cultural constraints. To establish a cordial relation between man and environment for sustainable tourism development, it is evident to look out the patterns and trends of tourism, tourist types, purpose of tourism and related phenomena, so that the plans can be drafted and executed accordingly. This paper focuses an attention, mainly on the patterns and trends of tourism in Haridwar- Rishikesh tourist destinations in Uttarakhand with comparative evaluation of tourist influx between Haridwar and Rishikesh; along its probable causative factors. Some plans for sustainable tourism development in the region, also has been suggested.

Keywords: disparities, man and environment, patterns and trends, physio-cultural, sustainable tourism, tourist influx.

Introduction

Curiosity and fascination of mankind for the unknown is extensive, both have collectively provided the bases to the great explorations and discoveries of the unknown world and now each and every part of the globe is familiar to humans even today celestial bodies too are under the reach of man. Although travel is not new for man, the growth of tourism as an industry and tourism being considered as a resource is only a twentieth century concept (Joshi, 2004). Earlier tourism activities were in the form of religious excursions and for the search of knowledge, but modern tourism has a vast concept. According to World Tourism Organization "tourism is a social, cultural and economic phenomenon which entails the movement of peoples to countries of places outside their usual environment for personal or business/professional purposes (UNWTO,

2015). It may be as a travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. 'Tourist' is a person who makes a tour or travel for pleasure, while 'Tourism' is an activity made by tourist. As a sub-branch of Geography; Tourism Geography investigates the spatio-temporal aspects of tourism, its pattern and trends, approaches to development, and provide suitable planning strategies for sustainable tourism development in any area or region. Tourism Geography reveals how geographic perspectives can inform and illuminate the study of tourism. The differing economic, environmental and socio-cultural impacts that tourism may exert upon destinations are examined, together with a consideration of ways in which planning for tourism can assist in the regulation of development and produce sustainable forms of tourism (Williams, 2008).

Modern advancements have given the pace to the tourism and transformed it into an industry. Tourism has become the fashion of the modern societies. Himalayan states in India are not the exception in this regard as; they are also attracting tourists from all over the world and the tourism activities are being developed in leaps and bounds. Uttarakhand could be defined and categorized into eight distinct Tourist circuits. Haridwar- Pauri- Devprayag and Rishikesh is the most important religious tourist circuit not only in Uttarakhand but well known in country. This tourist circuit is well connected with railways as well as roadways so more than 60 per cent of the Uttarakhand's tourists visit this circuit (Naik, Shrama & Sharma, 2012). Especially in India, various scholars have studied and evaluated the tourism activities and its impacts in the Himalayan and other tourist destinations. Budowski has explained the intricate relationship between tourism and environmental conservation and treated environs as sole determinant in the flow of tourists (Budowski, 1976). Dhar and Kachroo have given a valuable contribution on the environs of Alpine Flora of Kashmir Himalaya, and suggested that tourism can considerably help in the local weak economy (Dhar & Kachroo, 1983). Haridwar and Rishikesh both, attract good quantity of tourists not only from India but from all over the world. Economic growth and development of the region is very much depends on the tourism and related activities (Yadav, Bajpai & Pandey, 2015). Year after year the rush of tourists in the Himalaya is increasing to uncontrollable levels, while facilities in these resorts remain suboptimum. Social structure of the Himalaya is facing a test with advancement of mass-tourism. (Dutta & Singh, 2002). These changes are as enormous as the environment is unable to keep equilibrium within its components, which are resulting in heavy losses to the biosphere; both man and environment (Yadav, 2014).

These all circumstances and advancements have led the geographers to study and analyze the tourism related phenomena and formulate integrated tourism planning strategies which will prove to be more tourists, host and environmental friendly and sustainable.

OBJECTIVES: The main research objectives of the present study are as follows:

1. To investigate and analyze the patterns and trends of tourism in Haridwar and Rishikesh.
2. To find out the disparities in tourist influx between Haridwar and Rishikesh.
3. To find and suggest plans for sustainable tourism development with economic and ecological harmony.

MATERIALS AND METHODS:

The nature of the study is qualitative as well as quantitative. Haridwar- Rishikesh tourism sites have been selected as sample for study. The data used are secondary in nature and collected from various governmental agencies and offices, office of the tourism board, websites etc. Various informative resources such as Books, Reports, Articles and Research papers etc. have been concerned to generate the idea and related literature. Comparative analysis of tourist influx between Haridwar and Rishikesh has been done. Percentage growth has been calculated to analyze the data and draw the results. Environmental sustainability approach has been adopted to draw the conclusion and suggestions.

STUDY AREA:

Uttarakhand is famous all over the world for its sprituo-religious places and scenic natural beauty; popularly known as the 'land of God'. Haridwar and Rishikesh are world famous spiritual, religious and eco-tourism sites are situated in Uttarakhand. Both the townships are situated approximately 24 km. away from each other. The name Haridwar is the combination of two wards namely; 'Har' means 'Lord Shiva' and 'Dwar' means 'Gate way to the land of Gods'. In ancient time this town was famous as 'Maya Puri' and later changed to 'Kapila' and later to 'Gangadwar'. Vaishnav

devotees called it 'Haridwar'. The Haridwar urban centre is a part of district Haridwar, is located at 29° 58' N and 78° 10' E latitude and longitude, respectively. The total geographical area of the Haridwar Township is about 42.01 km² is situated at the height of 249 m above mean sea level. The total population of the Haridwar township is 225235 persons as per 2011 census with a sex ratio of 874 females per thousand males (Census, 2011). On the other hand, Rishikesh another important tourist town is situated at 30° 17' N and 78° 19' E latitude

and longitude respectively, at the confluence of River Ganga and Chandra-Bhaga. Rishikesh main township is a part of Dehradun district situated at the height of 372 m above mean sea level with the total areal extent of 17.32 sq. km. Some parts of the Rishikesh township as 'Swargashram' and 'Muni- Ki- Reti' are the part of district Pauri and Tehri Garhwal respectively. The total population of Rishikesh township is 102158 persons as per the census of 2011 with sex ratio of 876 females per thousand males (Census, 2011).

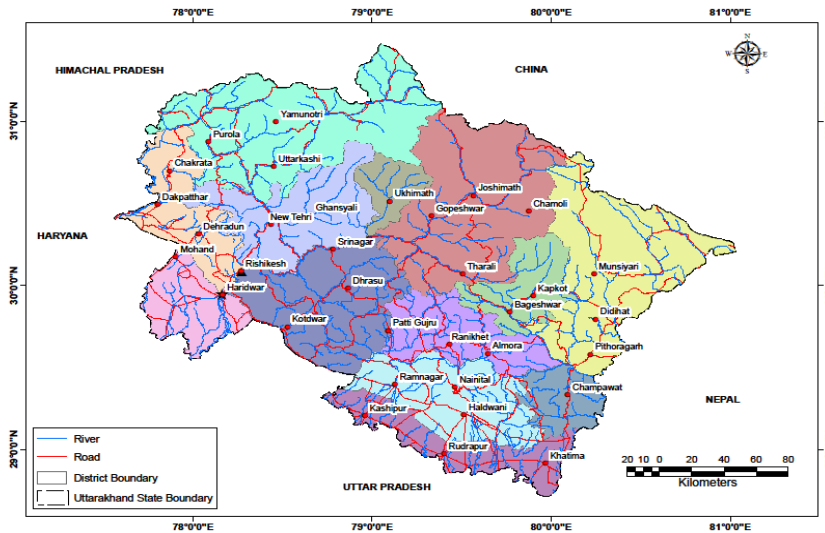


Fig. 1: Location Map of Haridwar and Rishikesh in Uttarakhand

RESULTS AND DISCUSSIONS:

Haridwar and Rishikesh are the important tourist centres; attract tourists far from the country and also from outside the country in the form of religious, spiritual, recreational, adventure and leisure tourism. It is clear from the Table.1 that in Haridwar both domestic and foreign tourists increased from the year 2006 to

2010. But the growth trends are not continuous. The increasing tourist's influx may be due to increasing inclination and attraction of peoples towards tourism. But the very high (56 percent) growth in tourists in the year 2010 from its previous year (2009) is mainly due to 'Kumbh Fair' which was held in Haridwar in the year 2010.

Table 1: Domestic and Foreign Tourist Influx in Haridwar, 2006-2010

Year	Total Tourist	Domestic Tourist	Foreign Tourist	% Growth in Total Tourist
2006	9812544	9800770	11774	-
2007	11219884	11204275	15609	14
2008	11374104	11356250	17854	1
2009	12069417	12049450	19967	6

2010 18866680 18837125 29555 56

Source: Tourist Information Centre, Railway Station, Haridwar

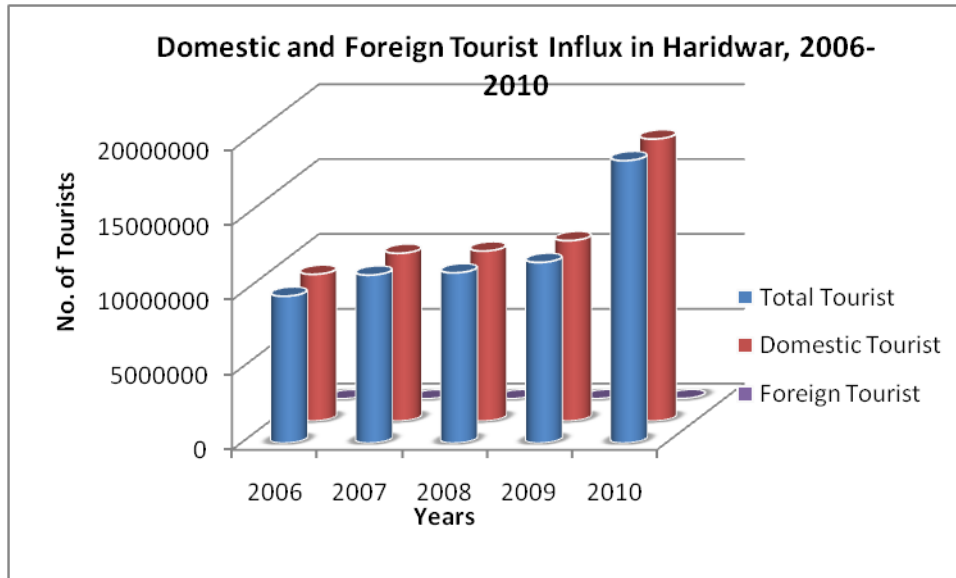


Fig. 2: Domestic and Foreign Tourist Influx in Haridwar, 2006-2010

Table 2: Monthly Tourist Influx in Haridwar, 2006 and 2010

Month	Year 2006			Year 2010		
	Indian Tourist	Foreign Tourist	Total	Indian Tourist	Foreign Tourist	Total
January	378290	876	379166	1050500	2178	1052678
February	425645	1059	426704	1875750	3606	1879356
March	527650	1233	528883	2450500	4890	2455390
April	585850	1162	587012	3025575	2989	3028564
May	790550	909	791459	1125750	1354	1127104
June	1104875	618	1105493	1685675	979	1686654
July	1785950	950	1786900	1710550	1719	1712269
August	838475	1038	839513	1970400	2596	1972996
September	874320	997	875317	995750	1775	997525
October	886325	1179	887504	1060525	2175	1062700
November	834590	886	835476	975400	2358	977758
December	768250	867	769117	910750	2936	913686
Total	9800770	11774	9812544	18837125	29555	18866680

Source: Tourist Information Centre, Railway Station, Haridwar

But growth is not regular in the sense that from the year 2006 to 2007 the growth was 14 per cent. It increased only by 1 per cent from year 2007 to 2008 and 6 per cent in the year 2008 to 2009. Drastically in the year 2010 it increased by 56 per cent (Table 1).

Table 3: Domestic and Foreign Tourist Influx in Rishikesh, 2000-2010

Year	Total Tourist	Domestic Tourist	Foreign Tourist	% Growth of Total Tourist
2000	237271	230857	6414	-
2001	231328	224792	6536	-3
2002	273455	268882	4573	15
2003	226144	220097	6047	-21
2004	329712	323794	5918	31
2005	375111	369573	5538	12
2006	335304	329392	5912	-12
2007	563171	558062	5109	40
2008	556547	551495	5052	-1
2009	586419	581869	4550	5
2010	1098712	1093164	5548	47

Source: Tourist Information Centre, Uttarakhand Tourism, Rishikesh

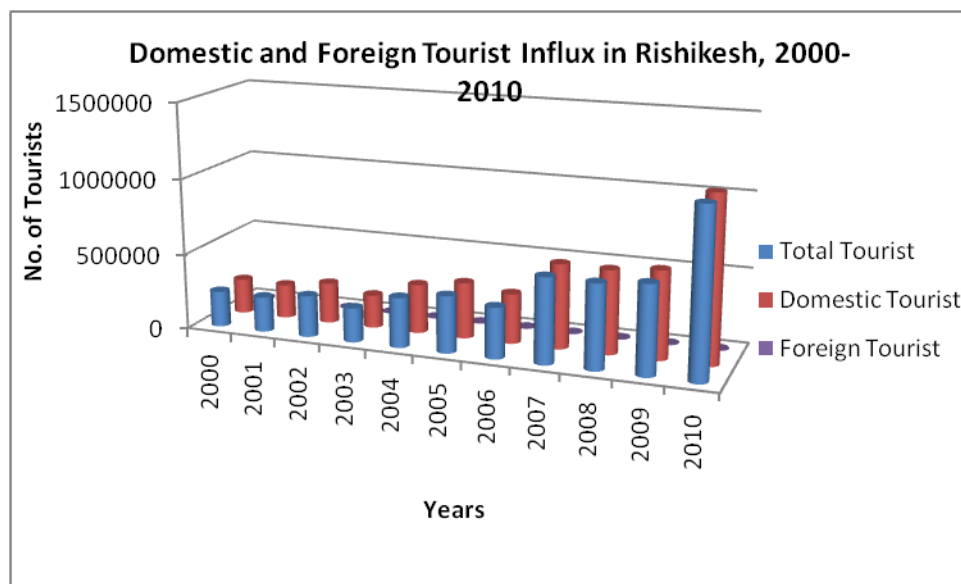


Fig. 3: Domestic and Foreign Tourist Influx in Rishikesh, 2000-2010

Table 4: Monthly Tourist Influx in Rishikesh, 2006 and 2010

Month	2006			2010		
	Indian Tourist	Foreign Tourist	Total	Indian Tourist	Foreign Tourist	Total
January	15754	530	16284	18254	644	18898
February	17694	432	18126	19854	539	20393
March	17329	538	17867	23779	636	24415
April	21218	648	21866	35842	662	36504
May	49697	417	50114	58975	445	59420

June	48797	320	49117	308406	305	308711
July	33247	372	33619	260732	431	261163
August	40462	686	41148	166145	661	166806
September	29761	283	30044	145942	306	146248
October	27556	625	28181	22304	340	22644
November	12231	470	12701	14590	275	14865
December	15646	591	16237	18341	304	18645
Total	329392	5912	335304	1093164	5548	1098712

Source: Tourist Information Centre, Uttarakhand Tourism, Rishikesh

On the other hand total tourist growth in Rishikesh from year 2000 to 2010 is very uncertain. In a particular year it increased while in the very next year it decreased dramatically. Table.3 depicts that the year 2001, 03, 06 and 2008 show the decreased growth pattern while year 2004, 05, 07, 09, and 2010 are showing increasing trends of tourists. The reasons behind these uncertain trends of tourism in Rishikesh are lack of advertisements, unawareness about potentials of tourism of

Rishikesh among masses, varied purposes and nature of tourism, etc. other causes may be poor connectivity, underdeveloped infrastructural facilities and poor governmental support.

The rationale behind tremendous tourists growth in 2010 from its previous year i.e., 2009 in both Haridwar (from 12069417 to 18866680) and Rishikesh (from 586419 to 1098712) is the holy 'Kumbh' fair, which was held in the year 2010 in Haridwar (Table1 and 3).

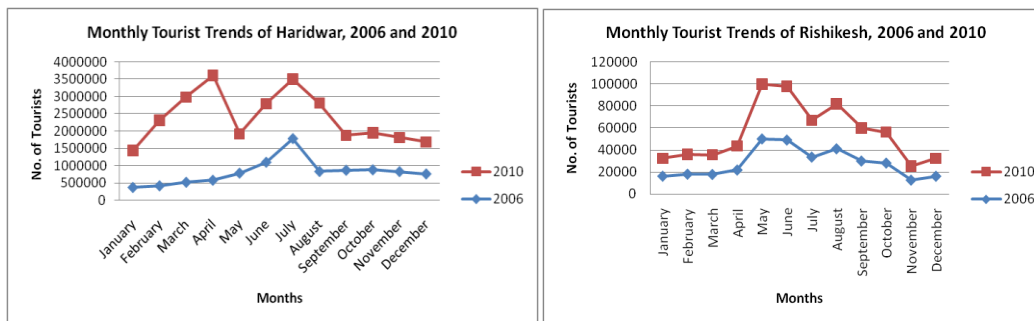


Fig. 4a: Monthly Trends of Tourist Influx in Haridwar, 2006 and 2010

4b: Monthly Trends of Tourist Influx in Haridwar, 2006 and 2010

By comparing the Table 1 and 3 it can be easily depicted that Haridwar is the major tourist centre as compared to Rishikesh. Tourist influx in Rishikesh is very less. In the year 2006, total 9812544 and in the year 2010 total 18866680 tourists came to Haridwar, while only 335304 and 1098712 tourists came to Rishikesh respectively, in the year 2006 and 2010 . Tables 2 and 4 and Fig. 4a and 4b predict that favorable months for tourism activities falls in the mid of the year i.e., from April to August; as these months attract major portion of the

tourists in the year. Shiny hot weather, summer vacations, rainy season, and hectic rice crop plantation season etc. separately or collectively drive peoples to have some break from routine work. All these facilitate heavy tourism in hilly and religious places throughout the country and more particularly in Haridwar and Rishikesh during middle months of the year.

CONCLUSIONS:

The abovestated results and discussions evidently demonstrate that tourism influx is very irregular in the study region. In one year

region witnessed a very huge tourist influx and in very next year number of tourists decreased suddenly owing to prediction of heavy rainfall and natural catastrophe. Haridwar attracts major portion of tourists, while Rishikesh; famous yogic centre of India is far- far behind in quantity of tourists. The main reason behind this is that Haridwar is a famous historical and religious centre of India so that tourists prefer to visit Haridwar as compared to Rishikesh. Besides this, lack of awareness about tourism potentials of Rishikesh, lack of advertisements and governmental support, poor connectivity between Haridwar and Rishikesh and from rest of the country, lacking infrastructural facilities, etc. so that tourism facilities must be promoted, more particularly in Rishikesh. So that overburdened pressure of tourists in Haridwar can be reduced and tourism in Rishikesh may be make possible up to a mark. Tourism is facilitating economy and employment in the study region but also creating heavy pressure on physio-cultural settings of the region leading to ecological and cultural degradation. Appropriate and standardized tourism planning and policies must be drafted and applied, eco-friendly infrastructural developments, popularizing the concept of eco- tourism among tourists and locals are the crucial requirements of the time. They all collectively achieve the goals of sustainable and eco-friendly tourism development in the region.

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