

**PROMOTIONAL STRATEGIES OF TOURISM INDUSTRY
IN UTTARANCHAL, STATE OF INDIA**

ABSTRACT

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ABSTRACT

Tourism as an industry has been flourishing and growing since time immemorial, but it has been in the last few decades that specific attention has started to be given to this smokeless industry. Tourism has emerged as an important as well as organized industry which scattered its benefits over large segments of the population. Uttaranchal, 27th of India republic, known universally as the abode of gods, is one of such states of India which offers variety of experiences to the tourist. Tourism needs variety and Uttaranchal has varied tourism products which satisfy the needs and demands of almost every class of visitors. But, despite of various resources and potential of satisfying the needs and motives of almost every class of visitor, the state of Uttaranchal have not been able to attract more and more tourists, particularly international tourists, to their shores? The present study “promotional strategies of tourism industry in Uttaranchal state of India” aims to study promotional strategies of tourism industry of Uttaranchal. This works also aims to study tourism industry in India and its problem in general and Uttaranchal in particular; to focus light on the scope of tourism sectors in Uttaranchal and explore the new avenues of the tourism industry; to study tourist motivators; tourist profile and problem and opportunities with respect accommodation, accessibility, attractions and amenities; to study the infrastructural facilities and tourism avenues in Uttaranchal. In addition, this study also aims to suggest measures to make tourism economically viable and ecologically sustainable and suggest appropriate and effective promotional strategy for promoting tourism in Uttaranchal. In order to achieve these objectives the data has been collected from primary as well as secondary sources. For the purpose of study, the primary data were collected through a pre-structured questionnaire from two respondent groups. Respondent group 1 consisting of 150 foreign tourists and 200 domestic tourists and respondents group 2 consisting of 110 hoteliers and 35 travel agents. Besides, in order to focus light on promotional measure taken by state government, the officials of UTDB has also been interviewed personally. Secondary sources used for this study are- tourism statistics compiled and collected by officials of tourism office, Dehradun; India Tourism statistics, Ministry of tourism Government of India and some news paper reports were also taken into account.

MAIN FINDINGS OF THE STUDY

- ❖ It has been observed that both GMVN and KMVN uses various audio-visual documentation, publishing maps, brochures and other related literatures.
- ❖ GMVN also organizes a seven days yoga meditation festival on the bank of holy Ganges at Rishikesh from February 1st to 7th every year in association with state government tourism ministry and sponsored organization from private sector.
- ❖ Uttaranchal tourism development board(UTDB) has launched the interactive website, CD Rom; published various literature including books and brochures depicting tourist places, advertised the tourism product nationally as well as internationally and so on. Besides, publicity campaign on electronic media has been launched, various Uttaranchal Utsavs in Delhi and Chennai has been organized and above all they have also participated as partner state in various national and international tourism events. In order to promote tourism internationally, international public relations agency has been appointed by UTDB; tourism marketing group (TMGI) has been engaged for European publicity for the last three-four years and so on.
- ❖ UTDB has also participated in various international fairs organized by different countries of the world. Some of them are WTM in London; ATM in Dubai; ITB in Berlin and PATA in Kuala Lumpur.

As discussed and analyzed that participation of other supported tourism industry is equally important in the promotion of tourism. The primary surveys of hotelier and travel agents or tour operators have revealed that most of the hoteliers and travel agents or tour operators promote their product through advertisement and sales promotion technique. As far as the advertisement media is concerned it was found that most of the hotelier and travel agent their product as well as destination in books, internet, signboards followed by newspaper and magazines. Radio, television and brochures are the least used advertising media. As far as sales promotion techniques are concerned the survey has revealed that discount and gift packages are not only used by most of the tourism industry but also regarded as effective technique.

SUGGESTIONS

- ❖ In order to make tourism as an all season as well as purpose activity in the state of Uttaranchal, it is necessary to develop as well as promote adventure tourism, sport tourism, wild life tourism, in addition to pilgrimage tourism. Winter sports like skiing should also be promoted nationally as well as internationally. Besides, in order to extend the tourist season various adventure sports competition like river rafting, skiing and so on should also be organized immediately. The efforts should also be put to combine general tourism with religious and spiritual tourism in the form of yoga; meditation etc. spa tourism is another activity which has to be promoted immediately nationally as well as internationally. A large chunk of foreign(as has been analyzed) visit Rishikesh for the purpose of yoga and meditation. This activity should not only be promoted among the foreign tourists but also be promoted among the domestic tourist so that they will be motivated to visit Garhwal region not only for pilgrimage but for other purposes also.
- ❖ It has been suggested that while constructing and upgrading the accommodation facilities, the requirement of the tourist at different places for accommodation should be considered.
- ❖ Tourist information centers should not only be located at important tourist destinations of the region but also at national and international gateways. So, the tourist particularly foreigners will not be misguided by the touts or other persons and will get the right information but the places. Furthermore. In order to make correct as well as speedy information all the information centers should be connected with each other through computerization. All these information centers should be provided related literature and brochures, booking services for package tours and so on.
- ❖ Local people should also be motivated as well as involved in the tourism process. It has been suggested that the people of the region should come forward help in providing safe and secure atmosphere for the tourists.
- ❖ Problem created by touts should be checked so that foreign tourists would not feel cheated or disturbed or so on. Besides, law and regulations may be introduced to check the heavy rush of tourists at a peak time at different major tourist attraction.
- ❖ There is an urgent need of eco tourism. Planned infrastructure and tourism development without disturbing the ecological balance of Uttaranchal is to be given top priority.
- ❖ It has been suggested that in order to attract more and more foreign tourists, advertisement in foreign journals, magazines and newspapers should be given in foreign languages. Besides, translation of tourist's literature in foreign language through different agencies in another positive steps in this direction.
- ❖ It has also been suggested that in addition of establishing film city in the region, incentives should also be given to the players of Bollywood and Hollywood to establish their studios.
- ❖ Many tour operators from European and Asian countries in world tourism seminar in London confirmed Uttaranchal as their future tourist destination. Familiarization tours of travel writers as well as travel agents from different art of the countries should be organized immediately. These groups should be invited for a free visit of the major places of Uttaranchal in order to enable them to

- popularize Uttaranchal as a destination of tourists. Such programmes will be definitely boosting the tourism in Uttaranchal.
- ❖ It has also been suggested that different independent tourism organizations like tour operators, hoteliers, restaurants and so on should also be involved in promoting tourism in Uttaranchal. These organizations should make use of various promotional tool as different time. During the off-seasons, the tourism industries should make use of personnel selling tool for persuading MNCs and other institutions to choose Uttaranchal as a venue for conference and seminars. Besides, the frequency of advertising should also be increased. A reputed advertising agency should be engaged for promotion of tourism in the state.
 - ❖ Another suggested strategy for promoting Uttaranchal is the creation of strong brand identity. Brand identity should be created just as created by Malaysia as “Truly Asia” and so on. In addition of creating strong brand identity, it should be propagated also either through advertisement or through taking part in international exhibitions or so on. Besides, the officials UTDB should also visit personally to those places who have successfully promoted tourism as a brand. This step will help them in promoting the state of Uttaranchal on the similar lines.