

Opening the Himalaya for sustainable ecotourism industry: Some observation from Uttarakhand India

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The concept of ecotourism promotion has been initiated in Indian subcontinent almost after 1980 but its future scope seems very favorable in India specially in the Himalaya of the Uttarakhand state. There are a large number of visitors arriving in the state for pilgrimages and recreation purposes but with the sudden change in the interest and motivation of tourist arrival to go from traditional tourism to activity oriented tourism, ecotourism has been proliferated on wider dimension across the state in which the prime consideration of tourist is to have resource conservation and active involvement of local community for self reliant. In view of this the theme of the present paper has been conceptualize. To know the present status and future prospects of ecotourism business in Uttarakhand state, a survey was undertaken during the months of May, June and July 2011 in Jim Corbett National Park, Har Ki Dun Wildlife Sanctuary, Chakrata and Kedarnath Musk Deer Sanctuary. The target audiences was divided into three segments namely local people, local entrepreneurs and tourist arrival. In order to know the views of target audience, structured questionnaire were given to respondents. The questionnaire includes questions pertaining to their views on personal insights regarding the various aspects of ecotourism promotion. The data were analyzed through a statistical package for social sciences and the respondents were asked to rate each statement of question in the survey using likert scale using 5 point response scale. Although the study is basically based on primary data, secondary data resources were also used in order to authenticate the study. The secondary data include official records of the directorate of the Uttarakhand Tourism Development Board, Forest development corporation Dehradun (Govt. of India) mainly. Besides this, non-governmental organizations publications, research journals, magazines and unpublished doctoral thesis of universities and survey reports wild life research institutes were also consulted. The present study shall serve as a base for initiating healthier ecotourism practices with sufficient corporation from the participating rural communities. Further, it shall boost the community by strengthening the economy through effective using the available resource to promote ecotourism. The research paper is supported by maps, tables, photos and tourist data.

Keywords: Uttarakhand, Garhwal, Eco tourist, Ecotourism, Parks, Sanctuary

Biography

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