

# **Economic Impact of Tourism: A Study of Srinagar Garhwal**

Project Report Submitted to Department of Economics For  
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## Preface

Tourism is one of the growing industries in the mountains and it is an important source of income and employment for the local people. In Garhwal region of Himalaya over the last decades, tourism has experienced an exponential growth and increased diversification as a fast growing economic sector in Uttarakhand. Tourism has fascinated visitors and pilgrimages from our subcontinent and across the world to visit the region and due to tourism people are getting economic benefits. For local people tourism means valuable economic business opportunities and jobs and State government and Private entrepreneurs are taking it as primary source of revenues and profit.

Srinagar is one of the important halting points for the visitors and pilgrimages those are coming for *chardham yatra* and there are various hotels, local vendors, food outlets and transporters which are operating their services in the entire region and generating good amount revenues especially in the season time. The present work is aimed to assess the economic impact of tourism in the Srinagar region on various hoteliers, local people, transporters and others who are directly or indirectly dependent on tourism.

A number of people have lent their support in carrying out the current study and I would like to thank one and all involved in the successful compilation of the current study.

I express my deep gratitude to my supervisor, Dr. Prashant Kandari, for his dedicated assistance, encouragement and research understanding. I sincerely thank Professor P. S. Rana , Head of the Department and Professor M. C. Sati for their generosity, guidance, encouragement, and advice. I am also obliged to other faculty members for their valuable guidance. I am grateful to all faculty members, who provided me guidance to grow academically and professionally. I must acknowledge for the continuous support and guidance given by my father Professor S .K.Gupta and my mother Dr. Poonam gupta for her love, care and support. I express my cordial thank to Dr. Vijay Prakash Bhatt and Mr .Avishek Vaishnava who have helped me in data analysis and interpretation. I am also thankful to Mr. Sunil Tiwari and Mr. Mohd haleem for their co-operation in data collection and compilation of my work. I am greatly indebted to all respondents for their cooperation and valuable time during the fieldwork. Interactions and input given by them were of great use for accomplishing this report.

(Suryanshi Gupta)

### **CERTIFICATE**

This is to certify that Miss Suryanshi Gupta, a regular student of M. A. Final (Economics), of HNB Garhwal University, Srinagar Campus with Roll no-17134305019, has completed her Master dissertation entitled “**Economic impacts of Tourism: A Study of Srinagar, Garhwal**”, under my supervision and guidance . To the best of my knowledge and belief, it is an original piece of work, based upon facts and data collected by the scholar on her own .

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## **DECLARATION**

I, Suryanshi Gupta, student of M.A.(Economics), H.N.B.G. University with roll no-17134305019 is declaring that this dissertation work has not previously been accepted in substance for any dissertation and is being concomitantly submitted in candidature for M. A. Economics degree. This dissertation is the result of my own investigations, except where otherwise stated. Other sources are acknowledged by giving clear references.

Date:

Signature

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## **Chapter: 1**

### **Introduction**

#### **The economic impact of tourism**

Tourism comprises sectors both direct and indirect sectors such as hotels, automobile rental, sightseeing transportation, air transportation, ground passenger transportation, miscellaneous store retailers, travel arrangement and reservation services, amusement services, other general merchandise stores, apparel and accessory stores, recreation services, food services, museums and historical sites, natural sights and bakeries and grain product manufacturing etc.

Tourism creates income and employment directly in the sectors in which expenditure or tourism-related investment takes place and also induces further growths throughout the economy as the recipients spend a proportion of them. The outcome in the form of Income and employment generation is not solely from expenditure by foreign tourists, along with the associated increases in private investment and public expenditure, but also from domestic tourist expenditure, which usually exceeds that by foreign tourists.

The impact of tourism at a national and regional level depends on the existing and potential linkages between tourism and the remaining sectors of the economy. These linkages may be forward and backward, which measure the relative significance of tourism as a supplier /consumer/demander of nationally and/or regionally upstream produced goods and services (Hirschman, 1958). A typical example of backward linkages would be the purchase of local food and fruit by a hotel restaurant or of local furniture to equip hotel rooms. On the other hand, forward linkages would involve, for example, the sale of coach seats to a tour operator who prepares holiday packages for the final consumer (Cai, Leung and Mak, 2006).

Reliable information on the economic impact of tourism is valuable:

- For policy- making
- For planning and macro-management of the economy
- For distributing public sector resources in tourism development
- For internal government processes to secure additional resources for the Ministry of Tourism and the National and Regional Tourism Organizations.

Evaluation of the economic impact of tourism is a complicated task. Understanding the economic impact of the different sectors of the economy requires a method of analysis that allows us to isolate the flow of income in the local tourism economy. This is difficult because of attributing the

proportion of tourist expenditure on goods and services in relation to the total pattern of expenditure by all users of the destinations (e.g. residents, workers and visitors). It is needed to identify the different forms of tourist expenditure and how they affect the local economy.

According to **Page (1995)** these include:

- The character of the destination area and its products, facilities and physical characteristics
- The volume and scale of tourist expenditure
- The state of the economic development and economy in the destination
- The scale and kind of the local economy
- The level up to which tourist expenditure circulates around the local economy and is not disbursed on 'imported' goods and services
- Up to what extent the local economy has addressed the problem of seasonality and extends the destination appeal to all year round.

According to Mathieson and Wall (1982), the magnitude of the economic impacts of tourism is influenced by five factors.

- The category of tourism facility and attraction for tourists
- The volume and extent of tourist spending
- The level of economic development in the region
- The extent to which tourist spending is maintained and recirculated in the region
- The extent of seasonality in the region.
- The extent of seasonality in the region.

These factors determine whether economic impacts are positive or negative. Tourism gives rise to different benefits and costs and the nature and scope of economic impacts tend to depend on geography and socio-economic structures. By analyzing these factors, it is possible to assess whether the economic impact will be positive or have a unfavorable effect on the economy. In this respect, some of the commonly known economic benefits of tourism are:

- The creation of income for the local economy
- The generation of new employment opportunities
- Improvements to the structure and balance of economic activities within the locality
- The encouragement of entrepreneurial activity.

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Economic impact of Tourism can be explained as follow:

**a) The balance of payments**

The balance of payments account for a country is a record of transactions during a period of time between residents of that country and the rest of the world. This includes all imports and exports. Governments opt to promote tourism in order to improve their balance of payments. The contribution of tourism to the overall balance of payments of a nation is calculated by working out the difference between the amount spent by overseas visitors in that country and the amount spent overseas by residents of the country.

Leakage is crucial factor in computing the balance of payments. In many cases, foreign exchange generated by tourism activity may not benefit the economy of the destination. Foreign investors in the shape of multinational corporations (MNCs) which control accommodation travel and tour organization receive substantial proportions of tourist spending. Leakage may occur through:

- Repatriation of profits generated from foreign capital investment
- Vertical integration

**b) Income**

As tourism stimulates economic activity in a destination, it assists in improving the overall economic status of a country. The measurement of economic production and nation wealth is gross domestic product (GDP). Tourism can lead to increases in GDP.

**c) Employment**

In tourism sector three types of employment may be generated.

- Direct-jobs is created as a result of visitor expenditure and directly support tourism activity, e.g. hotels
- Indirect-jobs is created within the tourism supply sector but not as a direct result of tourism activity.
- Induced-jobs is created as a result of tourism expenditure as local residents spend money earned from tourism.

Several factors influence tourism-related employment patterns. Type of tourist activity has an effect on employment as some forms of tourism are more labor intensive than others. Tourism spending may induce economic benefits which directly benefits the tourism environment. This spending to a greater or lesser extent assists in local economic development.



Measuring the economic impacts of tourism focus on three areas.

- Economic multipliers and cost-benefit analyses
- Evaluation of opportunity costs
- The role of tourism in economic development

There are significant problems in trying to obtain accurate measures of the economic impacts of tourism. However, several measures can be used to give an overview of the effect of tourism. Multipliers are used extensively to examine the effect of revenue generation from tourism.

### **Multiplier Effect: Concept and application**

The evaluation of the economic impact of tourism from a quantitative perspective can be well understood on the concept of the multiplier. A multiplier is a statistical expression of how much income or employment (depending on whether one is referring to income or employment multipliers) is generated by a certain amount of tourist spending. The multiplier concept is based on the premise that tourist expenditure will inject additional cash flow into the regional economy and increase regional income. It is the ratio between the value of sales, output, income, employment or government revenue generated and the initial change in tourist spending or tourism-related investment. The initial expenditure undertaken by the tourist has not only direct implications for the economy but also a number of indirect and induced effects (Cooper et al., 2008). We can understand it by taking a case of a tourist who spends 100 rupees in a hotel. The direct (or first round) effects of this tourism expenditure are related to the income staying within the destination after subtracting any savings as well as the cost of imported goods and services required by the hotelier to offer their product to the customer. Let it be assumed that this income is equal to Rupees 80. This is then partly spent by the hotelier on goods and services provided by local suppliers (e.g. furniture manufacturers, lawyers, builders), who use this money to fund subsequent rounds of consumption of locally produced goods and services, leading to a further boost of the local economy. Assume that as a result of these indirect effects and extra income of Indian rupees (INR) 50 is generated in the economy. Finally, the initial tourism expenditure creates induced effects associated with the remuneration of local factors of production (i.g. capital returns, entrepreneurial profit, labor wages and land rents), whose owners in turn spend part of their money to consume locally produced goods and services. If these induced effects are assumed to create rupees 30 of local business turnover, then the total impact in the economy is  $INR\ 80 + INR\ 50 + INR\ 30$

30=INR 160, leading to a tourism income multiplier equal to  $160/100=1.6$ . Similar calculations can be made to estimate the employment multiplier. In general, the larger the linkages within the local economy and the smaller the leakages and the displacement and/or effects are, the larger the size of the income/employment multiplier is likely to be.

Therefore, it is understood that high multiplier values are more beneficial to the local economy than low values. However, it is necessary to consider both the multiplier value and the aggregate value of the income or employment generation, as it is possible for a high multiplier value to accompany a low value of total income generation, owing, in part, to a low initial level and change in demand. The multiplier values associated with small-scale establishments may be high, owing to the high local content of tourists' expenditure on them, but the value of expenditure on them, both in per capita and in aggregate terms, tends to be low, so that the magnitude of income and employment generated is low. In contrast, the multiplier value associated with expenditure on higher category hotels may be low because of the higher import content of tourists' expenditure, but total income and employment generation is usually relatively high, owing to the high value of tourist expenditure on them.

## **Economic costs**

### **Inflation**

Tourism development often creates inflationary effects on local economies, associated with the price of land, property and goods. The increased demand for land increases the price.

### **Opportunity costs**

Opportunity costs relate to the time, effort and money of developing tourism at the expense of other activities or areas of investment. If a government invests in tourism, then the money spent is unavailable for other uses. This may be detrimental to the well-being of local communities. Tourism investment can of course benefit local people through improved infrastructure, services and employment potential. This necessitates a cost benefit approach to the analysis of tourism impact.

### **Dependency**

Heavy reliance on a single industry in any region or country is a risky strategy in the long term. Tourism is considered by many national and local governments as a mechanism to aid the development and regeneration of economies.

As per the World Tourism Barometer of the United Nation's World Tourism Organization international tourist arrivals reached a total of 1.2 billion in 2016. In India, Foreign Tourist Arrivals (FTAs) was 8.8 million with a growth rate of 9.7 per cent and Foreign Exchange Earnings (FEEs) was estimated to US\$ 22.9 billion at growth of 8.8 per cent in 2016. FTAs during 2017 were 10.2 million in India, with a growth of 15.6 per cent, while, the FEEs from tourism were US\$ 27.7 billion, with a growth of 20.8 per cent over 2016.

Travel and tourism are one of the fastest-growing industries in the world and backbone of economy in many countries. As one of the world's largest economic sectors, Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. Travel & Tourism which create one in every ten jobs globally, is a dynamic engine of employment opportunity. Tourism provides both direct and indirect employment. Direct employment is provided in the fields like hotels, restaurants, airlines, cruise lines and resorts because the employees are in direct contact with tourists and provide the tourists experience. Employees of firms providing goods and services to direct employment firms such as aircraft manufacturers, construction firms and restaurant suppliers create indirect employment.

Annual analysis of the global economic impact of Travel & Tourism, has shown that this sector has accounted for 10.4% of global GDP and 313 million total jobs, or 9.9% of total employment and 100 million direct employment or 3.4% of total employment, in 2017. The industry also represents about 7% of the total world exports and 30% export of services. It generates more economic output than automobile industry (7.9% of GDP), Mining (8% of GDP), Chemical (9% of GDP). Employment generation is 6 times of Automobile, 4 times of mining, 5 times of chemical and 2 times of communication.

In India the direct contribution of Travel & Tourism to GDP was INR5,943.3bn (USD91.3bn), 3.7% of total GDP in 2017. The total contribution of Travel & Tourism to GDP was INR15,239.6bn (USD234.0bn), 9.4% of GDP in 2017. Tourism is the 3<sup>rd</sup> largest foreign exchange earner in India. In 2017 Travel & Tourism directly supported 26.15 million jobs (5.0% of total

employment). In 2017, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 9.0% of total employment (41.6 million jobs).

Even before its inception as an independent state, Uttarakhand was already well known for multiple tourist attractions in all over the world especially for its natural scenic beauty. The state has the reputation as one among the top ten tourist preferred state of India. The state has not only witnessed a large number of tourist influxes within the country but also from foreign countries. No doubt tourism is one of the major sources of revenue in the state. It is a popular destination for leisure, recreational, yoga, meditation, wellness, adventure, and religious tourism. Hill-stations like Nainital, Mussoorie, Almora, Kausani, Bhimtal and Ranikhet; Valley of Flowers, Nanda Devi National Park (An UNESCO World Heritage Site); Gangotri and Yamunotri, (the sources of the Ganges and Yamuna) together with Badrinath (dedicated to Vishnu) and Kedarnath (dedicated to Shiva), the *Char Dham* are some of the popular tourist destinations. Haridwar (Gateway of Gods) hosts the *Kumbh Mela* every twelve years, and uncountable of pilgrims participate in it from all parts of the India and the world. Rishikesh is known as the authenticated yoga center of India and its spiritual environment along with available facilities attracts foreign tourists all over the year. In 2017, 34.72 million tourists visited the state, majority of them are domestic tourists. Although Uttarakhand is important tourist destination in India, percentage share of government expenditure from total expenditure in tourism is meagre 0.61 percent in 2016. Number of Workers in Tourism Industries by Formal/Informal sector in Uttarakhand, in 2009-10 in Tourism characteristic industries was 125866 and in Tourism connected industries was 88383. Number of Jobs in Tourism Industries by Formal/Informal sector in Uttarakhand, in 2009-10 in Tourism characteristic industries was 136000 and Tourism connected industries was 97609. . The multiplier effect of tourism in income is estimated to be 2.41 without induced effect and 9.57 with induced effect in the national economy. The multipliers of employment are 2.36 and 10.6 respectively. These multipliers are likely to hold good for Uttarakhand also as most of the consumption items of tourists are sourced locally and the magnitude of leakages is minimal.

### **Statement of the Problem**

The regular increase of recreationists and pilgrims in the present study area has provided the status benefits, both social and economic status to the local residents. But no suitable parameter has so far been applied to evaluate the exact benefits; in the terms of economic returns the inhabitants are receiving directly or indirectly from the tourism. Increased road network and communication has

also made Garhwal mountains more accessible than before which, otherwise motivate the dense human settlement even in the serene and placid surroundings.

The economic value of tourism to an economy is often measured by way of estimating its contribution to the national income, employment and tax revenues accruing to an economy. Strictly speaking, in order to estimate the contribution of tourism, one must determine to what extent production, employment and tax revenues generated without tourism. However, this is difficult to determine. This difficulty is because of the paucity of detailed data on marginal productivities, transfer earning of factors or inputs employed in tourism in relation to those in other export-oriented sectors of the economy. In the Indian context, there are no systematic studies relating to the contribution of tourism to national economy, except a few stray remarks ranks of tourism in earning foreign exchanges in relation to other exporting sectors by commodity origin.

### **Thesis Organization**

The dissertation has five chapters and this section provides a brief snapshot of the of each chapter. The first chapter provides introduction to the research theme. The second chapter provides literature review on various studies on economic impacts of tourism and explains the approaches and methods used for that. The third chapter is based on the brief description of the study area. It includes aims and objectives of the study and also discusses the method used in this research - semi-structured interviews, sampling approach, procedure and sample size.

The fourth chapter presents analysis of findings regarding economic impacts caused by development of tourism in the present study area. This chapter presents the findings and interpretation of data gathered through field work. From the respondents in the study area. Further, the fifth chapter draws the conclusion for the tourism development in the study area. The thesis ends with the details of bibliography of secondary sources used to accomplish the present study and annexure of sample questionnaire used for collection of information from respondents.

## Chapter: 2

### Review of Literature

The relevant literature on the topic of research has been reviewed while formulating the research objectives and it would identify the research gap filled up in the form of present study.

The economic impact of tourism means the changes in the economic contribution resulting from specific events or activities related to tourism. “These changes in the economic contribution generate three types of impacts: direct effect, indirect effect and induced effect. The estimation of such impacts requires the development of an economic model” (Dwyer *et al.*, 2010). The main economic models used to measure these effects are: (a) the tourism satellite account (TSA); (b) the input-output model; (c) the social accounting model; and (d) the computable general equilibrium model.

Economists and planners have applied different models and techniques for measuring the economic impacts of tourism on regional, local and national economies.

Tourism satellite account, is an instrument designed to provide a systematic and integrated framework of information on tourism’s supply and demand. It is not the most accurate method of measuring the sector's contribution to the added value or gross domestic product (GDP). The basis for the calculation of tourism added value and tourism GDP in the tourism satellite account is the application of the ratio between the added value and the extent to which activities characteristic to tourism participate (UNWTO, 2014). TSA is the theoretical and informative basis for the development of computable general equilibrium models.

Several researchers used tourism satellite accounting (TSA) model in estimating the economic impact of tourism. Some studies, done by Blake *et al.* (2001), Kuhback and Herauf (2005), Dwyer, Forsyth and Spurr (2007), Smeral (2006), and Ahlert (2007a and 2007b) addressed the issues related to the TSA model.

The input-output multipliers are derived directly from the required coefficients of the matrix based on the input-output information tables. The added value multipliers measure the net change in the

economic activity in each stage of production for assessing the economic contribution (Dwyer and Forsyth, 2010).

Some of the prominent studies that employed input-output model for deriving sectoral multipliers in estimating the economic impact of tourism were performed by Harmston (1969); Archer and Owen (1971); Liu and Var (1982, 1983) in Victoria; Liu et al. (1984) in Turkey; and Liu (1986) in Hawaii, Andrew (1997) in U.K., Fretchling and Horvath (1999) in Washington, Yan and Wall (2002) in China.

Fletcher (1989), Briassoulis (1991) and Johnson and Moore (1993) showed the usefulness of the I/O analysis in the examination of the economic impact of tourism. However, they also brought to light some serious limitations (such as seasonality problems, intangible social and environmental impacts or more generic methodological issues not limited to tourism field), which was overcome by Zhou et al. (1997).

The social accounting model is another means of estimating the direct and indirect effects as well as the induced effects of tourism on the economy. This model presents a more complete economic structure since it includes inter-institutional transfers (Ferri and Uriel, 2004). Daniels, Normans and Henry (2004) and Oosterhaven and Fan (2006) utilized social accounting matrix (SAM) to estimate household personal income in Charleston, South Carolina in USA and the international tourism impact on Chinese economy respectively.

The computable general equilibrium models (CGE) represent markets of goods, services and factors of production as well as productive sectors and demand groups (households). They incorporate the entire mechanism of the tourism satellite accounts, input-output model and the social accounting matrix, while also incorporating the mechanism to study congestion effects among activities, markets and sectors, and it is possible to estimate the direct, indirect and induced effects through multipliers (Dwyer and Forsyth P, 2010).

Researchers have used computable general equilibrium (CGE) models in tourism economic impact studies in different countries, such as Hawaii, USA, Spain, Australia and some other countries. Some prominent studies are by Adams and Parmenter (1995) and Dwyer, Forsyth and Spurr (2005) in Australia; Zhou, Yanagida, Chakravorty and Leung (1997) in Hawaii; Blake (2000) in Spain.

Keynesian model was used by several studies although in less numbers compared to input-output analysis. Eriksen and Ahmt (1999) used this model to study regional tourism effects in Danish

Countries and Vaughan et al. (2000) analyzed the economic impact of tourism in Exmoor National Park, UK.

Since tourism has emerged as dominant economic factor at international, national and state horizon, with its economics and all the advantages, tourism can certainly play a vital role in the development of state of Uttarakhand in general and study area Srinagar in particular. Realizing the importance of tourism in the socio-economic transformation of the region, the planned development of the industry is catching the attention of scholars and researchers from various disciplines, in order to unearth and identify. As a result many research studies have already being done with different approaches and perspectives. However, the study on Uttarakhand tourism especially the socio-cultural & economic impacts of tourism in Srinagar at micro levels are conspicuous by its absence.

Several authors have discussed history, socio-economic conditions, natural resources and cultural ecology of Garhwal region from time to time. The literature contributed by these authors has proved vitally important in documenting the prevailing tourism resources in the study area. Gupta, (2002); Bist, H. (1994); Nigam, (2002); Sati, (2004); Gupta, S.K & Raina, R., (2009), Gill, and Singh, (2013) have provided a broad overview on the tourism development, especially pilgrimage tourism, pattern and its impacts. However, there is a dearth of literature specifically related to the economic impact of tourism development regarding the study area in particular.

### **Chapter: 3**

#### **Study Area and Research Design**



## **Study Area**

Srinagar is one of the important towns of Garhwal located in the Pauri Garhwal District of Uttarakhand. It was the capital of Garhwal rulers during 18<sup>th</sup> and 19<sup>th</sup> century. It is situated on the left bank of river Alaknanda at an elevation of 579m. It lies between the co-ordinate of 30 13'30 North latitudes and 78 45' 42" to 78 47' 4" East longitudes. The estimated area of the main town is 2.81 sq.km, while recorded area of Srinagar municipality is 7.7 sq. km. Srinagar sprawls in to a spacious valley (8 km. long) with low hills (1500 m.) in the environs and fertile flood plains, and river terraces. It is also an important transit point on the *yatra* route leading to Badrinath, Kedarnath, the Valley of Flowers, Hemkund, Roopkund, Auli etc, inviting pilgrims, tourists, naturalist, scientist and mountaineers from India and overseas. It is also a center of learning, housing a university, National Institute of Technology, Medical College, a polytechnic and industrial training Centre.

## **History**

It is believed that at ancient time a demon named Kokpur lived here. King Satyendra Singh penance here, to get *Sri-vidya* for killing the demon and was successful in doing so. Since then the places was known as Sripur and later it becomes Srinagar. Srinagar acquired a legendary character when religious scriptures: Mahabharat, Puranas and the likes mention its existence. In sixteenth century in 1516 king Ajaypal established the capital of his kingdom and gave the name Srinagar. He shifted his capital to Srinagar from Chandpurgarhi and Devalgadh. It remained under the rulers of Garhwal upto 1803 A.D. Then it was under the control of Gorkha rulers up to 1815 A.D. In 1815 A.D. it came under the British rule and the headquarter was shifted to Pauri in 1840 A.D. Unfortunately Srinagar town was subjected several times to natural calamities like earthquake, flood, feminine etc. Hence the history of Srinagar is a story of development decline, destruction and again reconstruction. It is a point to be noted that this historical town of Garhwal has been destroyed eleven times by flood, earthquake and again flourished. For the eleventh times in the last decade of 19<sup>th</sup> century in 1894 A.D. this town was washed away by the flood in the river Birahi-Ganga. After two years the new town was set up two km away from the old town by the British officers.

Current Srinagar town is a symbol of progressive hill town, having achieved the maximum potential of development. During last three decades the growth and development of Srinagar town

has been tremendous. The growth of population during the last two decades has taken places as much faster rate. The Srinagar town is synonymous with political dynamicity, key educational centers and cultural town of the Garhwal hill. Today’s Srinagar is quite different than traditional historical Srinagar town.

**Population of Srinagar-**

At the 2011 census Srinagar had a population of 20,115. Males and females constituted 52% and 48% population respectively. Srinagar is the largest city in the Garhwal hills. The change in population of Srinagar can be co-related with history. The survived Srinagar from earthquake, flood and war in 1821 was only conglomeration of a few hundred houses. Then gradually settlement started here and in 1858 the population was 1835, which raised to 2100 in 1881. (Atkinson 1886) In the twentieth century the growth of population in Srinagar occurs at a faster rate in the last three decades. In the twentieth century, it can be noticed that maximum growth of population occurred during the decades of 1971-1981 and 1981-1991. The population of Srinagar as per census from 1901 onwards is presented in the following table.

**Population of Srinagar**

| Year | Population |
|------|------------|
| 1901 | 2091       |
| 1911 | 2357       |
| 1921 | 2170       |
| 1931 | 1519       |
| 1941 | 1957       |
| 1951 | 2383       |
| 1961 | 3031       |
| 1971 | 5566       |
| 1981 | 9206       |
| 1991 | 18791      |
| 2011 | 20115      |

**Source: Census of Growth and of Srinagar vis-à-Educational**

In 1901, Junior Hospital, temple, Kalikamli were built in

**India**

**Development vis growth in field-**

High school, Kalyaneswar dharamshala Srinagar and it

was developed in to a reasonably good market. In 1941 it was known as town. The development of Srinagar was accelerated by the completion of Srinagar-Pauri road in 1943. In 1955 Srinagar

was declared as Notified Area Council (NAC) and came under District administration of Pauri. Junior high school of Srinagar was upgraded as high school in 1906 and finally became Government Inter College in 1954. In 1955 and 1969, Government I.T.I. and polytechnic college were set up in Srinagar. Most important educational institution, Garhwal University, was established in 1973, in the interiors of Garhwal at Srinagar rather than in a large city. Late shri Hemwati Nandan Bahuguna played a leading role in its formation. The university was renamed in 1988 as the Hemvati Nandan Bahuguna Garhwal University. It was a befitting tribute to the man who struggle all his life for the development of the hills. It was made a Central University in 2009 by the Central Universities Act, 2009. It has two other teaching campuses at Pauri and Tehri towns. It is a residential cum affiliating institution of higher learning with more than 180 affiliated colleges. In the last four decades the university has evolved new dimensions of interface with the people of Garhwal and economic and cultural upliftment of the region. National Institute of Technology Uttarakhand opened in 2010. Srinagar Base Hospital Medical College with MBBS and MS courses having more than 500 students, situated at Srikot about 3 km from Srinagar. One ITI and one Polytechnic along with one B Ed colleges are other educational institutes in Srinagar. Sashastra Seema Bal (SSB) Cadets Training Academy is also operating here. Many pre university schools in the town provide a versatile education system for all round development of students. Literacy rate of Srinagar city is 92.03 % higher than state average of 78.82 %. In Srinagar, Male literacy is around 94.22 % while female literacy rate is 89.51 %.The very existence of these educational institutes has impact on the socio-cultural and economic aspect of the town. The teaching and non-teaching staff members of the university, premier educational institutes of the region, constitute a major chunk of the total population of the town.

### **Accessibility**

The nearest airport is the Jolly Grant Airport, Dehradun 120 km away. The nearest railway stations are at Rishikesh and Kotdwara. However, Rishikesh is a small railway station not connected by fast trains. Kotdwara is connected by only a few trains. Haridwar and Dehradun railway junctions, 24 km and 45 km from Rishikesh respectively, have train connections to most of the major cities in India.

Srinagar lies on national highway NH58 that connects Delhi with Badrinath and Mana Pass in Uttarakhand near Indo-Tibet border. Therefore all the buses and vehicles that carry pilgrims from New Delhi to Badrinath via Haridwar and Rishikesh in pilgrim season of summer months pass

through Srinagar on the way to Rudraprayag, Karnaprayag, Chamoli, Joshimath and further north. Rishikesh is the major starting point for road journey to Srinagar. Regular buses operate from Rishikesh bus station to Srinagar. The road distance from Srinagar to Rishikesh is 105 km via Devprayag. Srinagar is also accessible from Kotdwara via Pauri by national highway NH 119. The road distance from Kotdwara railway station is 138 km via Pauri.

### **Tourism in Srinagar**

Srinagar is considered as well-connected base for many destinations in Uttarakhand. It opens door to many important places in Uttarakhand that further connects to several religious, adventurous and offbeat destinations in the state. Annually lakhs of tourist used to come at Srinagar for transit stay and go to Char Dham yatra especially in season time. The city is also one of the best reflections of the Garhwali architecture, which makes this modern place looks still attached to its rich history. For those seeking an insight into its culture and religious significance, they must visit during the Baikunth Chaturdashi Mela, a 5-day festival, during which , various cultural programmers are also organized.. This town and surrounding area is also dotted with numerous temples like Kamleshwar Temple, Keshorai Math, Shankar Math, Maa Raj Rajeshwari Temple in Devalgarh, Killeshwar Temple and Dhari Devi Temple etc. As per recent statistics in 2017 around 2 lakhs tourist visited Srinagar.

**Table no 1**  
**No of tourist visits**

| S.N | Name of tourist Destination | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   |
|-----|-----------------------------|--------|--------|--------|--------|--------|--------|
| 1.  | Pauri                       | 107061 | 65915  | 42050  | 65853  | 71541  | 74584  |
| 2.  | Srinagar                    | 329410 | 120355 | 80078  | 84821  | 38460  | 197061 |
| 3.  | Badrinath                   | 941092 | 497386 | 150060 | 366455 | 654355 | 471235 |
| 4.  | Kedarnath                   | 573040 | 333656 | 40922  | 154385 | 309764 | 920466 |

**Source: Uttarakhand Tourism Development Board**

## **Research Methodology**

### **Aims and Objective**

The study aims at perceiving the present state of tourism development and its implications in the study area. The objectives of the present study were:

1. To assess negative and positive impacts of tourism on the economic aspects of the study area.
2. To examine the economic impacts of tourism development revealed by the tourists and local people residing in the vicinity of the study area.

### **Hypothesis**

Promotion of tourism is essential for the economic growth of the region, as not many effective alternate economic activities are possible in this region. In this work an attempt has been made to find the major economic impacts of tourism in the study area. The main hypotheses is:-

1. The tourist flow to this area brings economic prosperity to the local residents in key tourist destination.

### **Research Methodology**

This research has used interviewing method to collect reliable data. Data collection was facilitated by going through the available secondary data sources like printed and web-based materials. Documents on tourism research and related issues were considered in this regard. Interviews were conducted following a written question schedule to guide the flow of discussions.

### **Study Population and Sample**

The target population for the study consisted of local residents and entrepreneurs in Sri nagar Garhwal . The study has followed convenient and judgmental sampling methods based on the researcher's observation and purpose of the study. The population of the study consists of 30 local people and 30 entrepreneurs.

### **Instrumentation**

In this study, a structured interview schedule, using a researcher-administered questionnaire was

utilized. It was ensured that respondents were asked similar sets of relevant questions in the same sequence. The research questions comprised closed-ended questions. All questions were designed and coded to suite the Statistical Package for the Social Science (SPSS) computer program. The analysis of data was presented in the form of frequency tables, frequency percentages and mean calculation.

## **Chapter: 4**

### **Data analysis and Interpretation**

The economic impact of tourism in any country or region is generally assessed in terms of its contribution to foreign exchange earnings, value addition, and employment generation in the economy and tax revenue to the government. The role of the sector in the development of remote areas constraint by the absence of productive resources or environmental fragility, and its impact in providing improved income and livelihood to the local community are the other aspects usually assessed in qualitative terms. The indirect multiplier effect due to demands generated in other sectors of the economy due to backward linkages of tourists expenditure and induced multiplier effect due to increased income levels of those involved in tourism industry are the other elements of economic impact measurement.

**Economic Impact of Hotel Industry** :Accommodations generate employment and income to the people of Srinagar, which are visited by a large number of transit tourists . The capacity utilization of most of the hotels primarily depends upon the number of transit tourists and also business clients as it is one of the prominent town of hill . As the number of tourists has been growing quite consistently, the number of hotels, lodges etc. that are being constructed at study area has also been increasing rapidly. With the availability of (better quality of) accommodation at this major halting point, the pilgrims tourists vis-à-vis business tourist have started coming here in large numbers. With the increase in such multipurpose tourists, the hotel industry at study area is also flourishing.

The ability of tourists to enjoy travel or vacation experiences is largely dependent upon the multitude of organizations that collectively supply the goods and services required by tourists. Typically, these include transport both to and within a destination, accommodation, food and drink, entertainment (attractions or activities) and shopping, together with associated services such as insurance and finance. Local social, economic or political structures and developmental needs dictate the nature of tourism supply. Based on the analysis of primary surveys and secondary datasets, this study assesses the costs and benefits of tourism and hospitality industry in the study area.

**Table No-  
Income and employment from hotels in Srinagar**

| S.N. | Name of hotel                     | year of est. | No. of rooms | No. of beds | Room tariff           | No. of tourist |            | No. of employee | Gross Revenue |            |
|------|-----------------------------------|--------------|--------------|-------------|-----------------------|----------------|------------|-----------------|---------------|------------|
|      |                                   |              |              |             |                       | Season         | non season |                 | Season        | non season |
| 1    | Urvashi hotel                     | 1997         | 33           | 86          | DB Rs 1490, EB Rs 500 | 8000-10000     | 500-1000   | 5               | 2376000       | 594000     |
| 2    | Hotel Ashirwad                    | 2007         | 16           | 32          | AC 1800/, Non AC 800  | 3000-5000      | 300-500    | 3               | 384000        | 76800      |
| 3    | Badrinath kedarnath Mandir samiti | 1970         | 20           | 110         | 350/ room, 500/hall   | 12000-15000    | 2000-5000  | 8               | 460800        | 92160      |
| 4    | Mukkus Residency                  | 2015         | 18           | 36          | 1500-3500             | 1000-2000      | 500-1000   | 10              | 1944000       | 388800     |

|       |                                     |      |    |     |                           |             |           |     |          |         |
|-------|-------------------------------------|------|----|-----|---------------------------|-------------|-----------|-----|----------|---------|
| 5     | Sudersan Residency                  | 2002 | 25 | 53  | DB rs 600, TB Rs 800      | 2000-4000   | 300-500   | 3   | 900000   | 180000  |
| 6     | New samart hotel                    | 1998 | 35 | 73  | 1000-2500                 | 3000-4000   | 300-500   | 8   | 2520000  | 504000  |
| 7     | Saket lodge                         | 2003 | 18 | 56  | 600/room, 1000/hall       | 2000-3000   | 300-500   | 2   | 648000   | 129600  |
| 8     | Alpine Lodge                        | 1980 | 18 | 36  | 1500/ac room, 400/ non ac | 700-1000    | 200-300   | 2   | 1296000  | 259200  |
| 9     | Appu Lodge                          |      | 6  | 16  | 300 - 600/ room           | 700-1000    | 200-300   | 2   | 216000   | 43200   |
| 10    | GMVN ( Garhwal Mandal vikas Nigam ) | 1980 | 46 | 166 | 550 - 3800/room           | 15000-20000 | 2000-5000 | 21  | 6624000  | 1324800 |
| 11    | New tourist lodge                   | 2002 | 16 | 36  | 500 DB, 800 QD            | 1500        | 500       | 3   | 1152000  | 230400  |
| 12    | Hotel Samridhi palace               | 2016 | 7  | 14  | 800/ Room                 | 1260        | 500       | 3   | 252000   | 50400   |
| 13    | Saisa Guest house                   | 2013 | 11 | 24  | DB rs 800, QD 600/        | 2250        | 600       | 3   | 396000   | 79200   |
| 14    | Monal tourist lodge                 | 1999 | 7  | 16  | QD 600/ DB 400            | 1440        | 500       | 1   | 252000   | 50400   |
| 15    | Jai jawan jai kisan lodge           | 2000 | 8  | 16  | 300/ room                 | 1440        | 600       | 5   | 172000   | 34500   |
| 16    | New Monka hotel                     | 2008 | 15 | 38  | 300, 500, 600/ room       | 3500        | 1000      | 2   | 540000   | 108000  |
| 17    | Rajhans hotel                       | 2005 | 14 | 28  | 800/room                  | 2500        | 1000      | 5   | 504000   | 100800  |
| 18    | khushi Lodge                        | 2013 | 7  | 14  | 350/ room                 | 1260        | 500       | 1   | 151200   | 30240   |
| 19    | hotel sidharth                      | 2008 | 18 | 38  | 1000, 1500/room           | 3420        | 1000      | 12  | 1296000  | 259200  |
| 20    | Ahinsha Guest house                 | 2005 | 10 | 24  | 700, 500/ room            | 2160        | 1000      | 3   | 360000   | 72000   |
| 21    | Hotel Chahat                        | 2010 | 28 | 56  | 2400, 3000, 3500/ room    | 5040        | 1500      | 14  | 4032000  | 806400  |
| 22    | Parachi hotel                       | 1997 | 32 | 64  | 1200, 1600, 2200/ room    | 5800        | 1500      | 16  | 3456000  | 691200  |
| 23    | Hotel Ji inn                        | 2005 | 24 | 48  | 800/ room                 | 4000        | 1000      | 4   | 864000   | 172800  |
| Total |                                     |      |    |     |                           |             |           | 136 | 28528000 | 2135000 |

Source:Primary data

\*DB = Double bed, QD= Quad sharing, Gross profit (season) = revenue per day / 100 \* 80, revenue per day /100 \*20 (Non season)

**Table No-  
Income and employment from hotels in Srikot**



| SN | Hotel Name         | No. of Rooms | No of bed | Rooms Category                         | No. of employee | Tariff (Season)       | Tariff (off season)   | Gross Revenue |            |
|----|--------------------|--------------|-----------|--|-----------------|-----------------------|-----------------------|---------------|------------|
|    |                    |              |           |  |                 |                       |                       | On season     | Off season |
| 1  | Hotel Happy Home   | 11           | 22        | DB economy                             | 1               | INR 300/-             | INR 500/-             | 237600        | 47520      |
| 2  | Ambika Guest House | 6            | 12        | DB economy                             | 1               | INR 400/-             | INR 600/-             | 216000        | 43200      |
| 3  | Madhuvan Lodge     | 9            | 14        | Deluxe(06 rooms)/A.C. Rooms (03 rooms) | 2               | INR 500/- (Deluxe)    | INR 400/-             | 324000        | 64800      |
| 4  | Vally Inn          | 20           | 40        | Semi deluxe, Ac & Economy              | 1               | N.A.                  | N.A.                  | 576000        | 115200     |
| 5  | Hotel UdayRaj      | 15           | 34        | Semi Deluxe & A.c. Rooms               | 4               | INR 1,400/- A.c. Room | INR 1,400/- A.c. Room | 1080000       | 216000     |
| 6  | Hotel Pratap       | 13           | 30        | DB Bed Rooms                           | 1               | INR 600/-             | INR 400/-             | 468000        | 93600      |
| 7  | Rama Hotel         | 40           | 55        | Economy & Deluxe                       | 3               | INR 600/- Deluxe      | INR 400/- Deluxe      | 1440000       | 288000     |
| 8  | Hotel Daisy        | 20           | 44        | Deluxe & Ac                            | 4               | INR 1,200/- A.C. Room | INR 700/- A.C. Room   | 1152000       | 230400     |
| 9  | Hotel Angel        | 17           | 30        | Deluxe & A.C. Rooms                    | 3               | INR 1,000/- A.C.      | INR 500/- A.C.        | 979200        | 195840     |
| 10 | Pawar Guest House  | 6            | 14        | DB Bed Rooms                           | 2               | INR 400/-             | INR 250/-             | 129600        | 25920      |
| 11 | Pacific Hotel      | 14           | 32        | AC Rooms & Economy                     | 3               | INR 1,200/- A.C. Room | INR 800/- A.c. room   | 1008000       | 201600     |
| 12 | Chandralok Hotel   | 12           | 24        | DB bed                                 | 3               | INR 600/-             | INR 300/-             | 432000        | 86400      |
| 13 | G.K. Plaza         | 12           | 26        | DBL Bed                                | 4               | INR 500/- (Deluxe)    | INR 250/-             | 345600        | 69120      |
| 14 | Srikot Castel      | 18           | 38        | A.C., Deluxe, Super Deluxe             | 6               | INR 2,500/- A.C.      | INR 1,800/- A.C.      | 2592000       | 518400     |

|    |                  |    |    |        |    |           |           |          |         |
|----|------------------|----|----|--------|----|-----------|-----------|----------|---------|
| 15 | Hotel Ganga View | 18 | 38 | DB Bed | 5  | INR 800/- | INR 400/- | 777600   | 155520  |
|    | Total            |    |    |        | 43 |           |           | 14529600 | 1911746 |

**Source:Primary data**

**\*DB = Double bed, QD= Quad sharing, Gross profit (season) = revenue per day / 100 \* 80, revenue per day /100 \*20 (Non season)**

**Table No-  
Income and employment from Restaurant in srinagar**

| <b>Name of Restaurant</b>   | <b>year of establishment</b> | <b>Category</b>       | <b>No. of sitting capacity</b> | <b>average Daily sales in Rs.</b> | <b>No. of employees working</b> |
|-----------------------------|------------------------------|-----------------------|--------------------------------|-----------------------------------|---------------------------------|
|                             |                              |                       |                                |                                   |                                 |
| Dominick Pizza              |                              | Restaurant            | 40                             | 5000                              | 7                               |
| Vatika Restaurants          | 2000                         | Restaurant            | 200                            | 20000                             | 15                              |
| Veers Food Truck            |                              |                       | 24                             | 3500                              | 2                               |
| Jugrans Restaurant          |                              |                       | 30-32                          | 3000                              | 5                               |
| Kathi Junction              | 2017                         | Restaurant            | 120+Buffet                     | 10000                             | 5                               |
| Qaulity Food Café           | 2015                         | Restaurant            | 24+Take Away                   | 5000                              | 4                               |
| Amma Bhojnalaya             | 2016, NOV                    | Bhojnalaya            | 30+Take Away                   | 4500                              | 7                               |
| Zaika Restaurant and Sweets |                              | Restaurant and Sweets | 50+Party Hall                  | 5000                              | 11                              |
| Retro Rolls                 | 2017                         | Fast Food             | 30                             | 6000                              | 12                              |

|       |  |  |  |        |    |
|-------|--|--|--|--------|----|
| Total |  |  |  | 605000 | 68 |
|-------|--|--|--|--------|----|

**Source:Primary data**

**Table No-  
Employment from Transportation in srinagar**

| Name of Association                        | Year of establishment | Address  | No. of vehicle registered | No. of employees |
|--|-----------------------|--|---------------------------|------------------|
| Taxi Association Srinagar & srikot         | 1995                  | Opposite Indian post office Srinagar               | 40 Taxi Bolero            | 40               |
| Alaknanda Commander union Srinagar Garhwal | 1982                  | Opposite sainik lodge Srinagar near police station | 350 Max texi Bolero       | 350              |
| Jai Badri kedar Tata sumo union            | 2002                  | Opposite petrol pump main road Srinagar            | 100 tata sumo taxi        | 100              |

**Source:Primary data**

As per the details furnished above about the hotels, restaurant and taxies stands in the Srinagar region of uttarakahnd it is clearly notable that there are various hotels catering lodging and fooding services and providing employment of the people but GMVN ( Garhwal Mandal vikas Nigam ) is the main hotelier which is providing highest number of employment. All the hotels are more concerns about season time and on season they used to increase number of employees. There are restaurants in the city but none of them is part of any well-known restaurant chain however these are also source of employments for the locals. On the outskirts of Srinagar two prominent hotels are there. Road Transportation is very crucial part of tourism in the Uttarakhand as it the only medium for travelling here so all the taxies stands generating good amount of revenue out of it and providing good amount of employment for the local people.

**Table No-  
Tax collection from Accommodation and Transportation units in Srinagar and Srikot in Lakh rupees**

|  |  |            |             |               |
|--|--|------------|-------------|---------------|
|  |  | <b>TIN</b> | <b>GSTN</b> | <b>LIST-1</b> |
|--|--|------------|-------------|---------------|

| S. NO | Name of Hotels                                     |             |                 | 2015-16      |        | 2016-17                                 |        | 2017-18      |        | 2017-18      | (2018-19) UPTO September 18 |
|-------|--|-------------|-----------------|--------------|--------|---|--------|--------------|--------|--------------|-----------------------------|
|       |  |             |                 | VAT          | LUXURY | VAT                                     | LUXURY | VAT          | LUXURY | GST          | GST                         |
| 1     | Jugraan banquet badrinath Road                     | 05LT2602017 | NOT REGISTERED  | NOT REGISTER | 3.08   | NOT REGISTER                            | 3.8    | NOT REGISTER | 0.4    | NOT REGISTER |                             |
| 2     | Hotel shiv Shakti lodge near Govt. hospital srikot | 05LT2602030 | NOT REGISTERED  | NOT REGISTER | 0.37   | <b>Registration Cancelled By Dealer</b> |        |              |        |              |                             |
| 3     | IVI top resort Srinagar                            | 05LT2602018 | 05AEYPG9297B1Z0 | NOT REGISTER | 1.00   | NOT REGISTER                            | 1.72   | NOT REGISTER | 0.44   | NRF          | NRF                         |
| 4     | Hotel new Alpine Srinagar                          | 05LT2602015 | NOT REGISTERED  | NOT REGISTER | 7.53   | NOT REGISTER                            | 2.54   | NOT REGISTER | NRF    | NRF          | NRF                         |
| 5     | Hotel Akananda inn Agency mohalla Srinagar         | 05LT2602028 | 05AXPPS6932H1ZY | NOT REGISTER | 4.02   | NOT REGISTER                            | 3.61   | NOT REGISTER | NRF    | NRF          | NRF                         |
| 6     | Hotel B.J. inn Srinagar                            | 05LT2602026 | NOT REGISTERED  | NOT REGISTER | 7.64   | NOT REGISTER                            | NRF    | NOT REGISTER | NRF    | NOT REGISTER | NOT REGISTER                |

|    |  |                 |                       |                     |                    |                     |       |                     |      |                    |                     |
|----|--|-----------------|-----------------------|---------------------|--------------------|---------------------|-------|---------------------|------|--------------------|---------------------|
| 7  | Hotel<br>urvas<br>hi<br>Srina<br>gar                         | 05LT26<br>02013 | 05AADPU5<br>247L1ZC   | NOT<br>REGI<br>STER | 8.21               | NOT<br>REGI<br>STER | 1.61  | NOT<br>REGI<br>STER | 0.35 | 2.89               | 10.13               |
| 8  | Hotel<br>prachi<br>kamle<br>swar<br>Srina<br>gar             | 05LT26<br>02032 | 05ABZPG15<br>40K1ZNG  | NOT<br>REGI<br>STER | 6.23               | NOT<br>REGI<br>STER | 1.27  | NOT<br>REGI<br>STER | 4.65 | NRF                | NRF                 |
| 9  | Hotel<br>GMV<br>N<br>Srina<br>gar                            | 05LT26<br>02001 | NOT<br>REGISTERE<br>D | NOT<br>REGI<br>STER | 47.01              | NOT<br>REGI<br>STER | 24.66 | NOT<br>REGI<br>STER | 7.94 | NOT<br>REGI<br>TER | NOT<br>REGIT<br>ER  |
| 10 | Hotel<br>valley<br>inn<br>srikot                             | 501723<br>7992  | 05AAUPN3<br>115F1ZS   | NOT<br>REGI<br>STER | 3.03               | NOT<br>REGI<br>STER | 8.45  | NOT<br>REGI<br>STER | NRF  | 2.52               | 7.81                |
| 11 | Hotel<br>shriya<br>nt<br>tapu<br>resort<br>Srina<br>gar      | 05LT26<br>02022 | 05AINPR02<br>19B1ZN   | NOT<br>REGI<br>STER | NIL                | NOT<br>REGI<br>STER | NRF   | NOT<br>REGI<br>STER | NRF  | 13.23              | 6.41                |
| 12 | Adithi<br>palace<br>badrin<br>ath<br>marg<br>Srina<br>gar    | 05LT26<br>02016 | 05ACSP48<br>68K2ZQ    | NOT<br>REGI<br>STER | NRF                | NOT<br>REGI<br>STER | NRF   | NOT<br>REGI<br>STER | NRF  | NRF                | NRF                 |
| 13 | Occas<br>ion<br>payin<br>g<br>guest<br>house<br>Srina<br>gar | 05LT26<br>02020 | NOT<br>REGISTERE<br>D | NOT<br>REGI<br>STER | NIL                | NOT<br>REGI<br>STER | NIL   | NOT<br>REGI<br>STER | NRF  | NOT<br>REGI<br>TER | NOT<br>REGIS<br>TER |
| 14 | Hotel<br>Deji<br>Srina<br>gar                                | 501724<br>2454  | 05ADXPA7<br>610C1ZU   | NOT<br>REGI<br>STER | NOT<br>REGI<br>TER | NOT<br>REGI<br>STER | 3.61  | NOT<br>REGI<br>STER | NRF  | 3.39               | 8.67                |
| 15 | Hotel<br>srikot<br>kailas                                    | 05LT26<br>02033 | 05AWCPM6<br>366K2Z7   | NOT<br>REGI<br>STER | 7.22               | NOT<br>REGI<br>STER | 4.3   | NOT<br>REGI<br>STER | NRF  | 14.49              | 14.21               |

|                  |  |                     |                     |                     |                     |                     |                     |                     |                             |                     |  |  |
|------------------|--|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-----------------------------|---------------------|--|--|
|                  | h<br>srikot  |                     |                     |                     |                     |                     |                     |                     |                             |                     |  |  |
| 16               | Mukku<br>ush<br>reside<br>ncy<br>Srinar<br>gar   | 05LT26<br>02036     | 05AAOPB20<br>59A1ZB | NOT<br>REGI<br>STER | NOT<br>REGI<br>STER | NOT<br>REGI<br>STER | 4.58                | NOT<br>REGI<br>STER | Ikkap<br>o"kHz<br>dh<br>NwV | 28.92               | 19.28  |  |
| 17               | Pacifi<br>c<br>hotel<br>Srinar<br>gar  | 501721<br>3160      | 05CJDPB20<br>59A1ZB | NOT<br>REGI<br>STER | NOT<br>REGI<br>STER | NOT<br>REGI<br>STER | NRF                 | NOT<br>REGI<br>STER | NRF                         | NRF                 | NRF  |  |
|                  |  |                     |                     |                     |                     |                     |                     |                     |                             |                     |  |  |
|                  |  |                     |                     |                     |                     |                     |                     |                     |                             |                     |  |  |
|                  |  |                     |                     |                     |                     |                     |                     |                     |                             |                     |  |  |
|                  |  |                     |                     |                     |                     |                     |                     |                     |                             |                     |  |  |
| <b>S.<br/>NO</b> | <b>Name<br/>of<br/>Taxi<br/>Oper<br/>ators<br/>Regis<br/>tered<br/>In<br/>Srinar<br/>gar &amp;<br/>Sriko<br/>t</b> | <b>Tin</b>          | <b>GST NO</b>       | <b>LIST -2</b>      |                     |                     |                     |                     |                             |                     |  |  |
|                  |  |                     |                     | <b>2015-16</b>      |                     | <b>2016-17</b>      |                     | <b>2017-18</b>      |                             | <b>2017-<br/>18</b> | <b>(2018-<br/>19)<br/>UPTO<br/>SEPTE<br/>MBER<br/>18</b> |  |
|                  |  |                     |                     | <b>VAT</b>          | <b>LUX<br/>URY</b>  | <b>VAT</b>          | <b>LUX<br/>URY</b>  | <b>VAT</b>          | <b>LUX<br/>URY</b>          | <b>GST</b>          | <b>GST</b>   |  |
| 1                | TAXI<br>UNIO<br>N<br>Srinar<br>gar<br>Garh<br>wal  | NOT<br>REGIS<br>TER | 05AAGAT2<br>530D1ZY | NOT<br>REGI<br>STER | NOT<br>REGI<br>STER | NOT<br>REGI<br>STER | NOT<br>REGI<br>STER | NOT<br>REGI<br>STER | NOT<br>REGI<br>STER         | 1.7                 | 2.04   |  |

Source: Office ,GST Department,Srinagar Garhwal

Perception of Entrepreneurs and Local Population on Economic Impacts of Tourism

The present study, based on the survey of the local people and entrepreneurs of Srinagar, Garhwal, focused on to understand the economic impacts of tourism in the city. The study is descriptive in nature and the respondents were selected through convenient sampling. A total number of 60 respondents were selected for the study including 30 local people and 30 entrepreneurs. The data were collected using structure questionnaire seeking information regarding the demographic profile, economic impacts and general tourism impacts exist in the city through questions/statement based on a Likert scale. The data collected were then systematically encoded and analyzed using SPSS software.

### **Demographic Profile of Entrepreneurs**

In order to record the “Economic Impacts of Tourism in Srinagar Garhwal, Uttarakhand”, a total 30 entrepreneurs were surveyed through structured questionnaire. The demographic profile of the entrepreneurs is provided in the following table:

**Table - 1: Demographic Profile of Entrepreneurs (N=30)**

| <b>Variables</b> | <b>Descriptions</b> | <b>Number</b> | <b>Percent (%)</b> |
|------------------|---------------------|---------------|--------------------|
| <b>Age</b>       | 21-30 years         | 10            | 33.3               |
|                  | 31 -40 years        | 10            | 33.3               |
|                  | Over 40 years       | 10            | 33.3               |
| <b>Gender</b>    | Male                | 26            | 86.7               |
|                  | Female              | 4             | 13.3               |

|                                    |  |    |      |
|------------------------------------|--|----|------|
| <b>Marital Status</b>              | Married  | 20 | 66.7 |
|                                    | Unmarried  | 10 | 33.3 |
| <b>Profession</b>                  | Business (Transporter/Hoteliers/<br>Restaurants) | 27 | 90.0 |
| <b>Education Level</b>             | Below High School                                | 4  | 13.3 |
|                                    | High school                                      | 21 | 70.0 |
|                                    | Graduate   | 05 | 16.7 |
| <b>Monthly Income<br/>(in INR)</b> | Up to Rs. 20,000                                 | 27 | 90.0 |
|                                    | 20,001-40,000                                    | 3  | 10.0 |
|                                    | 40,001-60,000                                    | 00 | 00   |
|                                    | 60,000 – 80, 0000                                | 00 | 00   |

*Source: Primary data.*

It is evident from the above table that 33.3% of the stakeholder belonged to the age group 21-30 years followed by 33.3% belonged to the age group 31-40 years and 33.3% of stakeholder belonged to over 40 years of age. In case of age wise distribution of the sample, the data suggests that out of total 30 stakeholder the majority of 26 (86.7%) were male while 4 (13.3%) were female. In case of marital status distribution of the sample, the data shows that majority 20 (66.7%) of the stakeholder are married and remaining 10 (33.3%) are unmarried. While considering the profession wise distribution, 27(90%) of the stakeholders belongs Business (Transporter/Hoteliers/ Restaurants) and 03(10%) stakeholder belongs to other professions like Guides, photographers etc. In case of educational level, the sample was categorized into ‘Below High School’ with 4(13.3%), ‘High school’ 21(70%), ‘Graduate’ with 5(16.7%) respondents while none of the respondents fell under educational qualifications like ‘Post Graduate’ and ‘technical’. The income wise distribution of the sample suggest that, majority of the respondent 27 (90%) were having their monthly income up to Rs. 20,000/- followed by 3( 10%) having monthly income between Rs. 20,001-40,000/- and none of the respondents were having an income of more than Rs. 40,001/- per month.

### **Opinion of Entrepreneurs about Economic Impacts**



The next section of the questionnaire examined the entrepreneurs' satisfaction regarding tourism business, their performance, foresightedness towards tourism business and awareness regarding financial assistance schemes by Uttarakhand Tourism in the study area. In order to evaluate the underlying factors the responses were collected on the basis of a 5 point Likert scale and the results are interpreted using mean score following the thumb rule where mean score  $< 1.5$  denotes Not satisfied, means between  $> 1.5$  to  $2.5$  denote Satisfied to some extent, mean values  $> 2.5$  and  $3.5$  denote  $<$  Satisfied to a moderate extent, mean values  $> 3.5$  to  $4.5$   $<$  denote Fully satisfied and mean values  $> 4.5$  is for Satisfied to a large extent.

**Table- 2:  
Perception of entrepreneurs on Tourism Business**

| <b>Factors</b>  | <b>Not satisfied</b> | <b>Satisfied to some extent</b> | <b>Satisfied to a moderate extent</b> | <b>Satisfied to a large extent</b> | <b>Fully satisfied</b> | <b>Mean</b> | <b>S. D.</b> |
|---|----------------------|---------------------------------|---------------------------------------|------------------------------------|------------------------|-------------|--------------|
| Are you satisfied with your tourism and interrelated business   | 0<br>(0)             | 0<br>(0)                        | 21<br>(70)                            | 9<br>(30)                          | 0<br>(0)               | 3.30        | .46          |
| How do you rate /assess your performance in tourism business?   | 0<br>(0)             | 9<br>(30)                       | 21<br>(70)                            | 0<br>(0)                           | 0<br>(0)               | 2.70        | .46          |
| How do you visualize the future scope of your business in tourism industry?   | 0<br>(0)             | 0<br>(0)                        | 0<br>(0)                              | 17<br>(56.7)                       | 13<br>(43.3)           | 4.43        | .50          |
| Are you aware of the financial assistance schemes, initiative by Uttarakhand Tourism/ District Industry for entrepreneurship promotion? | 0<br>(0)             | 7<br>(23)                       | 23<br>(76.7)                          | 0<br>(0)                           | 0<br>(0)               | 2.76        | .43          |

*Source: Primary Data. Figures shown in the brackets are the percentage of row total.*

The above table reveals that majority of the respondents were satisfied to a moderate extent with tourism and interrelated business, financial assistance schemes, initiative by Uttarakhand Tourism and with own tourism business performance since all the factors shown in the table (mean value ranging between 2.5 and 3.5) except one factor i.e. ‘visualize the future scope of business in tourism industry’ about which most of the respondents were Satisfied to a large extent (mean value ranging between 3.5 and 4.5)

### **Perception of entrepreneurs on Economic Impact of Tourism Business**

As the present research focuses on to find out the economic impacts of tourism, it becomes essential to understand the entrepreneur perception towards tourism business. The responses of respondents were sought on various aspects of travel business that can motivate them towards the

economic growth of tourism business and services and the responses are presented in the following Table: 3

**Table- 3:**  
**Perception of entrepreneurs on Economic Impact of Tourism Business**

| <b>Entrepreneur Perception</b>  | <b>Strongly Disagree</b> | <b>Disagree</b> | <b>Neutral</b> | <b>Agree</b>  | <b>Strongly Agree</b> | <b>Mean</b> | <b>S. D.</b> |
|---|--------------------------|-----------------|----------------|---------------|-----------------------|-------------|--------------|
| Tourism has created jobs for your city.   | 0<br>(0)                 | 0<br>(0)        | 5<br>(16.7)    | 23<br>(76.7)  | 2<br>(6.7)            | 3.90        | .48          |
| Tourism development leads to a variety of restaurants in the area.                                    | 0<br>(0)                 | 6<br>(20.0)     | 5<br>(16.7)    | 19<br>(63.3)  | 0<br>(0)              | 3.43        | .81          |
| The personal income of local residents has increased due to tourism development.                      | 0<br>(0)                 | 6<br>(20.0)     | 3<br>(10.0)    | 21<br>(70.0)  | 0<br>(0)              | 3.50        | .82          |
| Tourism development improves the quality of local services.   | 0<br>(0)                 | 0<br>(0)        | 0<br>(0)       | 30<br>(100.0) | 0<br>(0)              | 4.00        | .00          |
| Tourism creates new markets for the local products.   | 0<br>(0)                 | 16<br>(53.3)    | 5<br>(16.7)    | 9<br>(30.0)   | 0<br>(0)              | 2.76        | .89          |
| There is a variety of shopping facilities in the area due to tourism development.                     | 0<br>(0)                 | 4<br>(13.3)     | 9<br>(30.0)    | 13<br>(43.3)  | 4<br>(13.3)           | 3.56        | .89          |
| Due to tourism prices of some things has been increased just like property value and rental cost etc. | 0<br>(0)                 | 0<br>(0)        | 0<br>(0)       | 15<br>(50.0)  | 15<br>(50.0)          | 4.50        | .50          |
| There is improvement of roads and other public services due to tourism development.                   | 0<br>(0)                 | 0<br>(0)        | 0<br>(0)       | 23<br>(76.7)  | 7<br>(23.3)           | 4.23        | .43          |

*Source: Primary Data. Figures shown in the brackets are the percentage of row total.*

Again, the responses were collected on a 5 point Likert scale and the results are interpreted using mean score following the thumb rule where mean score < 1.5 denotes Strongly Disagree, means between > 1.5 to 2.5 Disagree, > 2.5 to 3.5 < Neutral, >3.5 to 4.5 < Agree and > 4.5 is for Strongly

Agree. The above table reveals that majority of the respondents were Agreed about the factors shown in the table (Mean value ranging between 3.5 and 4.5) except two factors including Tourism development leads to a variety of restaurants in the area and Tourism creates new markets for the local products about which most of the respondents were neutral (mean value ranging between 2.5 and 3.5).

## **Perception of Local people on Economic Impact of Tourism Business**

### **Demographic Profile of Local People**

A total 30 locals were surveyed through structured questionnaire. The demographic profile of the stakeholder is provided in the following table:

**Table - 4: Demographic Profile (N=30)**

| <b>Variables</b>       | <b>Descriptions</b>    | <b>Number</b> | <b>Percent (%)</b> |
|------------------------|------------------------|---------------|--------------------|
| <b>Age</b>             | 21-30 years            | 11            | 36.7               |
|                        | 31 -40 years           | 14            | 46.7               |
|                        | Over to 40 years       | 05            | 16.7               |
| <b>Gender</b>          | Male                   | 20            | 66.7               |
|                        | Female                 | 10            | 33.3               |
| <b>Marital Status</b>  | Married                | 11            | 36.7               |
|                        | Unmarried              | 19            | 63.3               |
| <b>Profession</b>      | Business               | 07            | 23.3               |
|                        | Service- Govt. or Pvt. | -             | -                  |
|                        | Retired                | -             | -                  |
|                        | Industrialist          | 13            | -                  |
|                        | Agriculture            | 10            | 43.3               |
|                        | Other                  |               | 33.3               |
| <b>Education Level</b> | Below High School      | -             | -                  |
|                        | High school            | 25            | 83.3               |
|                        | Graduate               | 05            | 16.7               |
|                        | Post graduate          | -             | -                  |
|                        | Technical              | -             | -                  |
| <b>Monthly Income</b>  | Up to Rs. 20,000       | 21            | 70.0               |
|                        | 20,001-40,000          | 09            | 30.0               |
|                        | 40,001-60,000          | -             | -                  |
|                        | 60,000 – 80, 0000      | -             | -                  |

*Source: Primary data.*

In case of age wise distribution of the sample, the data shows that majority 14 (46.7 %) of the locals belonged to the age group 31-40 years followed by 11 (36.7%) belonged to the age group 21- 30 years and 05 (16.7%) of tourist belonged from the age group over to 40 years. While consider gender it is evident from the above table that out of total 30 respondent surveyed 20 (66.7%) were male while 10 (33.3%) were female. In case of marital status distribution of the sample, the data shows that majority 19 (63.3 %) of the respondents are married and rest 11 (36.7%) are unmarried. While considering the profession wise distribution 13 (43.3%) of the local belongs to Agriculture, 10 (33.3%) belongs to other and 07 (23.3%) involved in business. In case of educational level, 'High school 25 (83.3%) with majority', 'Graduate with 5(16.7%)', and rest 'Below High School' 'Post Graduate' and 'technical' with Negligible 0(0%) respondents respectively. The income wise distribution of the sample suggest that, majority of the respondent 21 (70%) were having their monthly income ranging from Up to Rs. 20,000/- per month followed by 9 (30%) having monthly income between Rs. 20,001/- to Rs. 40,000/- and rest categories 40,001-60,000/- and 60,000 – 80, 0000/- shows negligible respondents respectively.

### **Locals Opinion about the Economic Impacts of Tourism**

In order to find out the perception of local people towards the impacts of tourism, the responses of respondents were sought on the various aspects of developments due to tourism that can also satisfied them to opt and select tourism as a core of economic development along with their social motives. The responses are presented in the following Table: 5.

**Table- 5:**

#### **Perception of Local on Economic impact of tourism**

| Economic Factors  | To great Extent | To some Extent | Not Agree | Mean | S. D. |
|---|-----------------|----------------|-----------|------|-------|
| The personal income of local residents has increased due to tourism development         | 7<br>(23.3)     | 23<br>(76.7)   | 0<br>(0)  | 1.76 | .43   |
| How far can tourism development be helpful in generating more employment opportunities? | 13<br>(43.3)    | 17<br>(56.7)   | 0<br>(0)  | 1.56 | .50   |

|  |              |              |              |      |     |
|--|--------------|--------------|--------------|------|-----|
| Tourism creates new markets for the local products.  | 0<br>(0)     | 25<br>(83.3) | 5<br>(16.7)  | 2.16 | .37 |
| Has tourism development increased infrastructural facilities?  | 11<br>(36.7) | 19<br>(63.3) | 0<br>(0)     | 1.63 | .49 |
| How far do you agree that the tourism development has increased your standard of living?               | 0<br>(0)     | 19<br>(63.3) | 11<br>(36.7) | 2.36 | .49 |
| Tourism development leads to a variety of restaurants in the area                                      | 15<br>(50.0) | 15<br>(50.0) | 0<br>(0)     | 1.50 | .50 |
| Local people are being employed in Tourism industry.   | 5<br>(16.7)  | 22<br>(73.3) | 3<br>(10.0)  | 1.93 | .52 |
| Tourism development is resulting in a significant consumption of locally produced goods and services.  | 0<br>(0)     | 9<br>(30.0)  | 21<br>(70.0) | 2.70 | .46 |
| Sale of local handicrafts and souvenirs make a significant contribution in the tourism receipts in the | 0<br>(0)     | 9<br>(30.0)  | 21<br>(70.0) | 2.70 | .46 |
| Has the development of tourism increased your Educational level?                                       | 6<br>(20.0)  | 16<br>(53.3) | 8<br>(26.7)  | 2.06 | .69 |
| Tourism is a major source of earning foreign exchange to Srinagar, Uttarakhand                         | 0<br>(0)     | 9<br>(30.0)  | 21<br>(70.0) | 2.70 | .46 |

*Source: Primary Data. Figures shown in the brackets are the percentage of row total.*

The responses were collected on a 3 point Likert scale and the results are interpreted using mean scores where mean scores < 1.5 denote To great Extent, means between > 1.5 to 2.5 < To some Extent and means > 2.5 to 3.0 < is for Not Agree. The above table reveals that there are outnumbered respondents were agreed to Some Extent since all the factors shown in the table have positive economic impact of tourism in the study area (mean value ranging between 1.5 and 2.5). Moreover, a significant number of respondents are agreed to Great Extent on the factor including Tourism development leads to a variety of restaurants in the area (mean value ranging <1.5) While for the factors including consumption of locally produced goods and services, Sale of local handicrafts and souvenirs and Tourism is a major source of earning foreign exchange most of the respondents were Not Agree (mean value ranging between 2.5 and 3.0).

## Responses of Locals about the Physical Development

The next section deals with collecting the responses of locals about the physical development in the study area due to the tourism. In order to evaluate the factors the responses were collected on the basis of a 3 point Likert scale and the results are interpreted using mean score following the thumb rule where mean score < 1.5 denotes To great Extent, means between > 1.5 to 2.5 < To some Extent, > 2.5 to 3.0 < is for Not Agree.

**Table- 6: Responses of Locals about the Physical Development**

| Development Factors                       | To great Extent | To some Extent | Not Agree    | Mean | S. D. |
|---|-----------------|----------------|--------------|------|-------|
| Health service                            | 13<br>(43.3)    | 17<br>(56.7)   | 0<br>(0)     | 1.56 | .50   |
| Road facilities                           | 21<br>(70.0)    | 9<br>(30.0)    | 0<br>(0)     | 1.30 | .46   |
| Shopping facilities                       | 16<br>(53.3)    | 14<br>(46.7)   | 0<br>(0)     | 1.46 | .50   |
| Entertainment facilities                  | 0<br>(0)        | 10<br>(33.3)   | 20<br>(66.7) | 2.66 | .47   |
| Telecommunication facilities/ Information | 13<br>(43.3)    | 17<br>(56.7)   | 0<br>(0)     | 1.56 | .50   |

*Source: Primary Data. Figures shown in the brackets are the percentage of row total.*

The above table disclosed that respondents were agreed to great extent regarding the physical development of the city including Road facilities and Shopping facilities due to the tourism that the factors shown in the table (mean value ranging <1.5). Likewise respondents are agreed to Some Extent on the factor including Health service and Telecommunication facilities/ Information (mean value ranging between 1.5 and 2.5) except on one factor including Entertainment facilities about which most of the respondents were Not Agree (mean value ranging between 2.5 and 3.0).

## Perception of Locals on Negative Impact of Tourism

As every coin has a two side, so it is essential to understand the negative impact of tourism in the city. In order to evaluate the underlying factors the responses were collected on the basis of a 3 point likert scale and the results are interpreted using mean score following the thumb rule where

mean score < 1.5 denotes To great Extent, means between > 1.5 to 2.5 < To some Extent, > 2.5 to 3.0 < is for Not Agree.

**Table- 7:  
Perception of Locals on Negative Impact of Tourism**

| <b>Factors</b>  | <b>To great Extent</b> | <b>To some Extent</b> | <b>Not Agree</b> | <b>Mean</b> | <b>S. D.</b> |
|---|------------------------|-----------------------|------------------|-------------|--------------|
| Tourism development has increased the leakages                    | 11<br>(36.7)           | 19<br>(63.3)          | 0<br>(0)         | 1.63        | .49          |
| Tourism development has increased prices of essential commodities | 16<br>(53.3)           | 14<br>(46.7)          | 0<br>(0)         | 1.46        | .50          |
| Tourism development is responsible for increased rate of land.    | 19<br>(63.3)           | 11<br>(36.7)          | 0<br>(0)         | 1.36        | .49          |
| Tourism development offers reduction in local ownership           | 12<br>(40.0)           | 12<br>(40.0)          | 6<br>(20.0)      | 1.80        | .76          |
| Tourism has helped in increasing the corruption                   | 12<br>(40.0)           | 18<br>(60.0)          | 0<br>(0)         | 1.60        | .49          |

*Source: Primary Data. Figures shown in the brackets are the percentage of row total.*

The above table reveals that majority of respondents were agreed to Some Extent that all the factors shown in the table have negative economic impact of tourism in the study area (mean value ranging between 1.5 and 2.5). Moreover respondents are also agreed to Great Extent on the factor including Tourism Development increased prices of essential commodities and Tourism development is responsible for increased rate of land. (Mean value ranging <1.5).



## **Chapter: 5**

### **Conclusion and Recommendations -**

The study was an attempt to understand and evaluate the economic impacts of tourism in Srinagar Garhwal, Uttarakhand. In order to measure the responses of stakeholders, 60 stakeholders (including 30 entrepreneurs and 30 locals) were surveyed using questionnaire based on Likert scale questions. The findings of the study revealed that, majority of the entrepreneurs were satisfied about the economic impacts of tourism in the city and visualize a bright scope for tourism businesses in the city. It has been noted that the entrepreneurs were aware about the financial assistance schemes and initiatives of Uttarakhand government and Tourism Department and were found satisfied of the performance of their enterprises. Entrepreneurs also opined that tourism has created jobs for the city, increased the income of local residents, improved roads and other public services and also created a new market for the local products. On the other hand, most of the entrepreneurs believed that tourism should be made a year round phenomenon.

Similarly, the local people also believe that tourism development has significant impact on the economy of the city in the form of improved chances for employment and income along with the improvement in basic infrastructural facilities especially the connectivity of the city to other places. They opined that after the completion of the all-weather road the area will certainly receive more quality tourists. However, locals believe that tourism has contributed to a moderate extent in the physical development like health service, shopping and entertainment facilities. As far as the negative impacts of the tourism are concerned, majority of the respondents perceived that tourism has negligible negatives except increased prices of essential commodities and rate of land. The present study could help the government while planning the economic and tourism policy for the Garhwal region and give them proper details of source of employment in Srinagar.

The results of the study show that support of the tourism industry is strong among the local residents of the region. Furthermore, residents not only support the current size of the industry, but are also in favour of its expansion. Despite the overall positive attitude toward tourism, local residents pointed out also negative changes that they perceived as consequences of the impacts of the tourism industry on the region. The most strongly perceived positive impact was the improvement of employment opportunities, the most strongly perceived negative one is increase

in Prices & Infrastructure cost. Tourism development and the related rise in real estate demand may dramatically increase building costs and land values.

Tourism in present study area is developing at a fast rate and providing the opportunities for employment and income generation to the local community members. However, it is extremely difficult to determine the precise number of employees working in different tourism related activities. The reasons can be firstly employment related statistical data is not available and secondly local enterprises related to the tourism sector are reluctant to reveal these statistics because they believe this information is a business secret and should not be shared with outsiders. Most of the employment in the study area is created through hotels, guest houses/lodges, restaurant and other accommodation services, local tour operations, Souvenir and handicraft making and selling businesses, trading of other supplementary products. This is evident from the positive responses of the local residents to the statement “tourism provides desirable jobs to the community members”, in addition to this most of the respondents participated in the field surveys were agreed to the statement that tourist inflow increases occupational opportunities for host community. The study further revealed that members of all occupational groups are getting involved in tourism related activities thus benefiting from tourism industry irrespective of their primary occupations. Further the study suggests that tourism development has a significant contribution in the economy and it has brought prosperity to the study region. Also, the majority of the respondents believe that an increase in the number of tourists will improve the income of residents. Irrespective of their age, income and occupation most of the residents were agreed to the statement that tourism in the area have improved the living standard of the local people.

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## Annexures

### DEPARTMENT OF ECONOMICS HNB GARHWAL UNIVERSITY, SRINAGAR (GARHWAL) – 246174

#### Questionnaire for Local

Dear Respondents,

I, Suryanshi Gupta, am pursuing M.A. (Economics) at Garhwal University, Srinagar Garhwal. As a part of M. A. economics dissertation Entitled “*Economic Impact of Tourism: A study of Srinagar Garhwal, Uttarakhand*”, I am conducting a survey that investigates your perception about economic Impact of tourism in the study area. Any information obtained in connection with this study that can be identified with you will remain confidential and only group data will be presented. I will be highly indebted for your cooperation in the fulfillment of under given questionnaire.

Suryanshi Gupta  
Researcher  
Mobile No. - 9650223105  
Email-suryanshi1997@gmail.com

Dr.Prasant Kandari  
Research Supervisor

#### General Information of Respondents

1. Name :
2. Age : (A) Below to 20 years (B) 21-30 years  
(C) 31 -40 years (D) Over to 40 years
3. Gender : Male [ ] Female [ ]
4. Marital Status: (A) Married (B) Unmarried  
(C) Any other
5. State & Country of domicile :
6. Profession : Business / Service- Govt. or Pvt. / Retired/  
Industrialists / Agriculturist / Other
7. Education : Below High School /High school / Graduate/  
Post graduate / Technical
8. Monthly Income : a) Up to Rs. 20,000 b) 20,001-40,000  
c) 40,001-60,000 d) 60,001 – 80, 0000

#### Economic Impact

1. Please tick one option to select Economic Impact of Tourism.

|  |                    |                   |           |
|--|--------------------|-------------------|-----------|
|  | To great<br>Extent | To some<br>Extent | Not Agree |
|--|--------------------|-------------------|-----------|

|  |  |  |  |
|--|--|--|--|
| The personal income of local residents has increased due to tourism development                              |  |  |  |
| How far can tourism development be helpful in generating more employment opportunities?                      |  |  |  |
| Tourism creates new markets for the local products.  |  |  |  |
| Has tourism development increased infrastructural facilities?  |  |  |  |
| How far do you agree that the tourism development has increased your standard of living?                     |  |  |  |
| Tourism development leads to a variety of restaurants in the area  |  |  |  |
| Local people are being employed in Tourism industry.   |  |  |  |
| Tourism development is resulting in a significant consumption of locally produced goods and services.        |  |  |  |
| Sale of local handicrafts and souvenirs make a significant contribution in the tourism receipts in the area. |  |  |  |
| Has the development of tourism increased your Educational level.   |  |  |  |
| Tourism is a major source of earning foreign exchange to Srinagar, Uttrakhand                                |  |  |  |

2. To what extent tourism development is helpful for increasing following facilities?

|   | To great Extent | To some Extent | Not Agree |
|---|-----------------|----------------|-----------|
| Health service                            |                 |                |           |
| Road facilities                           |                 |                |           |
| Shopping facilities                       |                 |                |           |
| Entertainment facilities                  |                 |                |           |
| Telecommunication facilities/ Information |                 |                |           |

3. How far do you agree with the following statements?

|  | To great Extent | To some extent | Not Agree |
|--|-----------------|----------------|-----------|
| Tourism development has increased the leakages |                 |                |           |



|   |  |  |  |
|---|--|--|--|
| Tourism development has increased prices of essential commodities |  |  |  |
| Tourism development is responsible for increased rate of land.    |  |  |  |
| Tourism development offers reduction in local ownership           |  |  |  |
| Tourism has helped in increasing the corruption                   |  |  |  |

**DEPARTMENT OF ECONOMICS  
HNB GARHWAL UNIVERSITY, SRINAGAR (GARHWAL) – 246174**

**Questionnaire for Stakeholder**

Dear Respondents,

I, Suryanshi Gupta, am pursuing M.A. (Economics) at Garhwal University, Srinagar Garhwal. As a part of M. A. economics dissertation Entitled “*Economic Impact of Tourism: A study of Srinagar Garhwal, Uttarakhand*” ,I am conducting a survey that investigates your perception about economic Impact of tourism in the study area. Any information obtained in connection with this study that can be identified with you will remain confidential and only group data will be presented. I will be highly indebted for your cooperation in the fulfillment of under given questionnaire.

Suryanshi Gupta  
Researcher  
Mobile No. - 9650223105  
Email-suryanshi1997@gmail.com

Dr.Prasant Kandari  
Research Supervisor

**General Information of Respondents**

1. Name : \_\_\_\_\_
2. Age : (A) Below to 20 years (B) 21-30 years  
(C) 31 -40 years (D) Over to 40 years
3. Gender : Male [ ] Female [ ]
4. Marital Status: (A) Married (B) Unmarried  
(C) Any other
5. Profession : A) Business (Transporter/Hoteliers/ Restaurants)  
B) Service- Govt. or Pvt. / Retired
6. Education : Below High School /High school / Graduate/  
Post graduate / Technical

7. Monthly Income : a) Up to Rs. 20,000                      b) 20,001-40,000  
c) 40,001-60,000    d) 60,000 – 80, 0000

8. National/regional/local organizations or associations, which you belong to:

**Economic Impact**

1. Are you satisfied with your tourism and interrelated business?  
 (i) Not satisfied    (ii) Satisfied to some extent  
 (iii) Satisfied to a moderate extent                      (iv) Fully satisfied  
 (v) Satisfied to a large extent
2. How do you rate /assess your performance in tourism business?  
 (i) Not satisfied    (ii) Satisfied to some extent  
 (iii) Satisfied to a moderate extent                      (iv) Fully satisfied  
 (v) Satisfied to a large extent
3. How do you visualize the future scope of your business in tourism industry?  
 (i) Not satisfied    (ii) Satisfied to some extent  
 (iii) Satisfied to a moderate extent                      (iv) Fully satisfied  
 (v) Satisfied to a large extent
4. Are you aware of the financial assistance schemes, initiative by Uttarakhand Tourism/  
 District Industry for entrepreneurship promotion?  
 (i) Do not know    (ii) Occasionally come to know  
 (iii) Come to know from newspaper                      (iv) Frequently come to know  
 (v) Always known to us
5. Entrepreneur Perception on Different Tourism Impacts Exist in the City.

1-Strongly Disagree, 2- Disagree, 3- Neither disagree nor agree, 4- Agree, 5- Strongly Agree

| Sl No. | Statements  | 1 | 2 | 3 | 4 | 5 |
|--------|---|---|---|---|---|---|
| 1      | Tourism has created jobs for your city.   |   |   |   |   |   |
| 2      | Tourism development leads to a variety of restaurants in the area.                                    |   |   |   |   |   |
| 3      | The personal income of local residents has increased due to tourism development.                      |   |   |   |   |   |
| 4      | Tourism development improves the quality of local services.   |   |   |   |   |   |
| 5      | Tourism creates new markets for the local products.   |   |   |   |   |   |
| 6      | There is a variety of shopping facilities in the area due to tourism development.                     |   |   |   |   |   |
| 7      | Due to tourism prices of some things has been increased just like property value and rental cost etc. |   |   |   |   |   |

|          |   |  |  |  |  |  |
|----------|---|--|--|--|--|--|
| <b>8</b> | There is improvement of roads and other public services due to tourism development. |  |  |  |  |  |
|----------|---|--|--|--|--|--|