

Analysis of Initiatives taken by Uttarakhand Tourism for the Promotion of Experiential Tourism in Uttarakhand

By

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Abstract

Uttarakhand is a Himalayan state in the northern part of India. The state came into existence after the separation from Uttar Pradesh. Ever since its formation, the state's economy is preliminarily driven by tourism. Due to its Himalayan landscapes and web of rivers, the state started exploring the possibilities of experiential tourism. In recent years the state became popular among millennials looking for a weekend getaway for adventure and recreational activities. The state is unable to explore its full potential because of the challenges such as infrastructure, travel time, resource availability, and natural calamities. Keeping these challenges in mind, it is thoughtful to know the efforts made by the statutory tourism body of the state which is formally known as the Uttarakhand Tourism Development Board (UTDB). This study intends to briefly analyze the various initiatives taken by the board to overcome the challenges and promote experiential tourism in the state between the period 2015 – 2020 (FY). The analysis of various initiatives taken by the Uttarakhand tourism development board broadly points out that the board has managed to position Uttarakhand as one of the best destinations for Experiential Tourism in India.

Keywords: Experiential Tourism, Initiatives, Uttarakhand Tourism, Policies

Introduction

Uttarakhand is popular among domestic and international tourists for mainly two types of tourism, Pilgrimage, and Leisure. But in recent years its gained popularity for adventure and recreational sports and activities which is also known as experiential tourism.¹ As per the Tourism & Hospitality Sector profile Document of Uttarakhand Tourism², there are mainly two types of inbound tourists in Uttarakhand, One seeking pilgrimage and the other seeking leisure at the hill stations. Popular destinations for pilgrimage are Chardham, Hemkund Sahib, Kaliyar Sharif, and St. Mary's Church, and popular leisure and Hill stations are Nainital, Mussoorie, and Lansdowne. In the same document, Board mentioned the growing popularity of experiential tourism in the state. Before emphasizing further on Experiential tourism in Uttarakhand, here is a brief note on 'Experiential Tourism' followed by Experiential Tourism in Uttarakhand.

Experiential Tourism

Experiential tourism, is a form of tourism in which people focus on experiencing a country, state, city, or particular place by actively and meaningfully engaging with its history, people, culture, food, adventure, and environment. The aim is to more deeply experience,

acknowledge and understand the culture, life, history, and tradition of the people of the traveler's destination. It connects the traveler with a destination more than just by visiting it.³

Experiential Tourism in Uttarakhand

Uttarakhand is one of the Himalayan states in India and well gifted by nature and provides immense experiences for tourists throughout the year.⁴ Most of the destinations in the state are blessed with meadows, rivers, and falls. There are rivers like Ganga and Kali, which while passing through the foothills, give immense opportunity to experience the white-water rafting. There are many destinations for mountaineering, trekking, and trails. State Government organizes many feasts, fairs, and festivals at major tourist destinations to promote and engage tourists with the experiential tourism in Uttarakhand. Many multi-day treks like Sathopath, Kuwari Pass, Valley of Flowers, Pangharchula, Har Ki Dun, Kedarkantha, etc. which give a detailed view of the different ways of nature and adventure together along with the memorable experiences. Winter sports like skiing and snowboarding can also be experienced during the snow season.

About Uttarakhand Tourism Development Board:

With a vision to position Uttarakhand as an international tourist destination that is sustainable, safe, and tourist-friendly, Uttarakhand Government formally created Uttarakhand Tourism Development Board (UTDB) to manage the tourism-related activities in the state. The major objectives of the UTDB are to position Uttarakhand as a tourist-friendly destination, to create and develop new tourist destinations and to promote and develop the state as an all-weather tourist destination.⁵

Literature Review

Meacci et al. (2018) in their study "A Sense based model for Experiential Tourism" have attempted to explore the sensory dimensions of the tourist experiences. This study discusses a multisensory criteria model with a systematic approach to stimulate all the senses. The study was based in Fiesole, Italy.[1]

Rallan et al. (2016) proposed a "Review of the Indian Tourism Industry." In this study, the various measures taken to promote tourism in India have been discussed. Their study finds out that most of the inbound tourists in India prefer recreational tourism.[2]

Malik et al. (2018) in their paper titled "Niche Tourism: A Solution to Seasonality." Discussed many steps taken by the tourism ministry to promote and position India for Niche Tourism. The paper also suggested some more measures which can be adopted to bring niche tourism into a well-received among the target tourists.[3]

Kumar et al. (2015) attempted to study the "Promotion of Adventure Tourism in Himachal Pradesh." In this study, it has been discussed that the tourism policy 2015, proposed by the Himachal Pradesh government provided a clear direction for the development and promotion of adventure tourism in the state. The study further discusses the various measures like marketing strategies, regulatory framework, infrastructure development that have been taken by the government to position the state as one of the top-rated adventure destinations in India.[4]

Singh et al. (2014) In a paper titled "Adventure tourists in Himachal Pradesh and Uttarakhand." Tries to summarize that there is endless opportunity for Experiential Tourism and supported their findings with quantitative data and concluded that adventure tourism is an emerging niche market and shows potential to be very popular and high yielding.[5]

Research Approach and Method

Given the nature of the study, mixed methods research approach has been used. This research approach is also known as the triangulation approach. Mixed methods research is often used for studies that involve collecting, analyzing, and integrating qualitative and quantitative techniques. The research design used for the study is Sequential Exploratory Design. The said research design has been used because for this study the first part is to collect and analyze the qualitative data followed by collection and analysis of quantitative data. The priority has been given to the qualitative aspect of the study and the quantitative aspect is used to give a direction to the study and to back the findings of the qualitative aspect. The research approach and methods for the study can be summarised with the help of Figure 1.

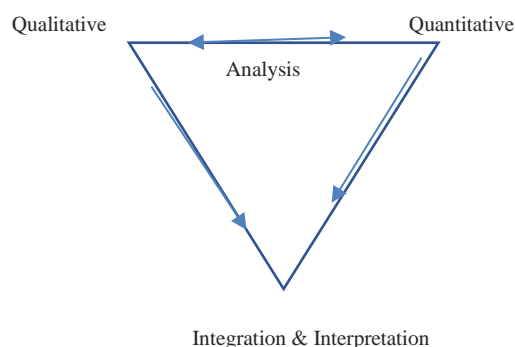


Figure 1. *Triangulation Approach Representation.*
 (Source: Own Formulation)

Data Collection

Since the study intends to analyze and describe various initiatives taken by the Uttarakhand Tourism Development Board (UTDB) for the growth of Experiential Tourism in the state, the study is entirely based on secondary data. As the triangulation approach (mixed methods approach) is used, both qualitative and quantitative data is required to pursue the study and the same has been collected from the following sources:

Qualitative Data:

The main source of Qualitative data is the official tourism policy document 2018 and the official website of the Uttarakhand Tourism Development Board. The other sources are the Uttarakhand investment summit documents, social media handles of Uttarakhand Tourism, News articles, and other scholarly articles.

Quantitative Data:

The main source of quantitative data is the tourist statistics document sourced from the Uttarakhand Tourism Department, facts, figures, and forecasts from the investment summit document and the tourism policy document.

Analysis and Findings

Given the nature of the study the analysis is divided into two parts, the first part is the analysis of qualitative data and the second part is the analysis of quantitative data.

The analysis and interpretation of qualitative data have been performed on the basis of inputs derived from the Tourism Policy 2018, Investment Summit document 2019, and Social Media engagements.

Listing the major initiatives taken by Uttarakhand Tourism:

Upon analysing various schemes, policies, guidelines and studies, following is a list of some major initiatives taken by Uttarakhand Tourism Development Board.

- Memorandum of Understanding with Nehru Institute of Mountaineering (NIM) to promote Experiential Tourism.
- Memorandum of Understanding with Indo-Tibetan Border Police (ITPB) to promote adventure tourism at Tehri Lake.
- Sustainable Development Goals (SDGs) 2030 agenda for the sustainable development of the tourism in the state.
- Organising Investor Summits, Conclaves and Trade fairs
- Developing one new destination in each District of Uttarakhand.
- Organising major festival, fests and events at various destinations of Uttarakhand.
- Inviting public private partnership.

It has been observed that the Uttarakhand Tourism Development Board has taken 360⁰ approaches in selecting the major themes for the promotion of experiential tourism in the state. This entire policy and strategy are based on these themes and cover almost all the major destinations of the state. It also explores the need for the development of new destinations which have the potential to attract tourists. The following table represents the major themes adopted by UTDB for the promotion of Experiential Tourism in Uttarakhand.

Table 1: Themes identified by UTDB

Adventure	Pilgrimage, Culture & Festivals	Wildlife & Bird Sanctuaries
Nature & Landscape	Health, Rejuvenation & Spiritual	Eco/ Rural Tourism
Water Sports, Cruise, Yacht, etc.	Mice	Buddhist Circuits
Heritage	Ropeways & Funicular	

(Sources: Uttarakhand Tourism Policy 2018, Page 24)

All the major destinations of the state have been categorized based on these themes and sub-themes. For the study, a total of 8 Destinations have been identified to explore the various initiatives taken by Uttarakhand Tourism for the promotion of experiential tourism in the state. These destinations are listed in the table.

Table 2: Theme wise Destinations

Theme	Subtheme	Destinations
Adventure & Wellness	Rafting	Rishikesh (including Chilla and Swargashram)
	Skiing	Auli
	Trekking	Valley of Flowers
	Water Sports	Tehri
Wildlife	Safari	Jim Corbett National Park

Nature & Landscape	Hill Stations	Mussoorie,
Pilgrimage	Char Dham Yatra	Kedarnath
Eco-Tourism	Leisure	Ranikhet

(Sources: Tourism and Hospitality Sector Profile and Own Formulations)

Let's discuss each destination one by one based on the measures taken by UTDB for the destinations and related growth in tourists arrivals and trend analysis between the period FY2015 – FY 2020.

Rishikesh:

Uttarakhand Tourism has positioned Rishikesh as the Yoga capital of the world and the Adventure capital of India. They have taken many measures and initiatives for the growth of tourism in Rishikesh. UTDB has identified experiential tourism activities such as rafting, bungee jumping, yoga, trekking, paragliding, giant swing, zip-line tour & rock climbing. Uttarakhand Tourism has also placed Rishikesh in the special tourism zone. Uttarakhand Tourism organizes an International yoga festival every year in the first week of March. The other significant initiatives taken by UTDB are the Ganga kayak festival, Shivpuri rafting fest, and Ganga Mahotsav. In order to see the effectiveness of these measures the raw data has been gathered from the Uttarakhand Tourism department and has been analyzed in this study. Following is roughly analyzed data for Rishikesh. As per the analysis, the average tourist arrival in Rishikesh in the last five years is 1038348 with an average increase of 18.33%.

Table 3: Tourist Arrival in Rishikesh in last 5 years (FY)

Tourist Statistics for Rishikesh			
Financial Year	Total Tourist Arrival	Number Increase	% Increase
2015-16	704126	-	-
2016 -17	1040903	336,777	47.82
2017-18	1040938	35	0.00336
2018-19	1089424	48,486	4.65
2019-20	1316352	226,928	20.83
Mean (5 Years)	1038348.6	153,056.50	18.33

(Source: Raw Data from UTDB and Own Analysis)

Upon converting the above data into the Bar chart, it can be seen that the bars are minimally increasing in size which means that the YoY tourism growth in Rishikesh is not as expected.

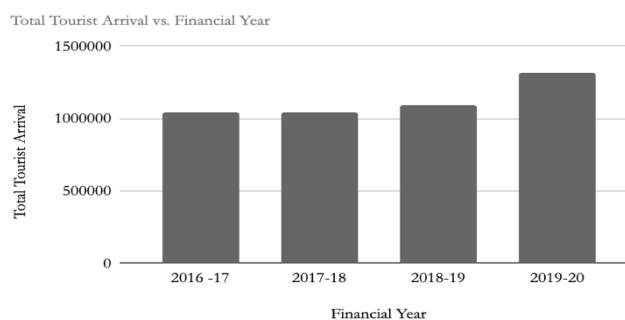


Figure 2: Graphical Representation of Tourist Arrival in Rishikesh in last 5 years (FY)

Following is a line chart representing the trend of tourism growth in Rishikesh:

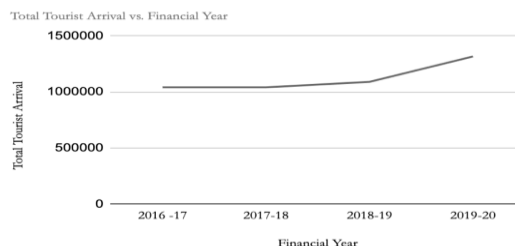


Figure 3: Trend of Tourist Arrival in Rishikesh in last 5 years (FY)

Upon doing the trend analysis, it can be stated that the tourism growth in Rishikesh seems to be saturated with a slightly upward bending curve. It can also be concluded that initiatives and measures taken by Uttarakhand Tourism are not yielding the desired results and there is an immediate need to take more measures to promote Rishikesh as the hub for Adventure and Wellness tourism.

Auli:

Uttarakhand Tourism has positioned Auli as one of the best destinations in India. UTDB has identified experiential tourism activities such as Skiing, Snowboarding, Trekking, Ropeway Ride & Chairlift. Uttarakhand Tourism has also placed Auli in the special tourism zone. Uttarakhand Tourism is also organizing the FIS race, winter games and, alpine skiing championship for quite a few years now. Following is an analysis of tourist data for Auli. As per the analysis, the average tourist arrival in Auli in the last five years is 118222 with an average increase of 81.87%.

Table 4: Tourist Arrival in Auli in last 5 years (FY)

Tourist Statistics for Auli			
Financial Year	Total Tourist Arrival	Number Increase	% Increase
2015-16	26296	-	-
2016 -17	42981	16,685	63.45
2017-18	85134	42,153	98.07
2018-19	151802	66,668	78.30
2019-20	284898	133,096	87.67
Mean (5 Years)	118222.2	64,650	81.87

(Source: Raw Data from UTDB and Own Analysis)

Upon converting the above data into the Bar chart, it can be seen that the bars are drastically increasing in size over the years which means that the tourism growth in Auli is exceptional.



Figure 4: Graphical Representation of Tourist Arrival in Auli in last 5 years (FY)

Following is a line chart representing the trend of tourism growth in Auli:

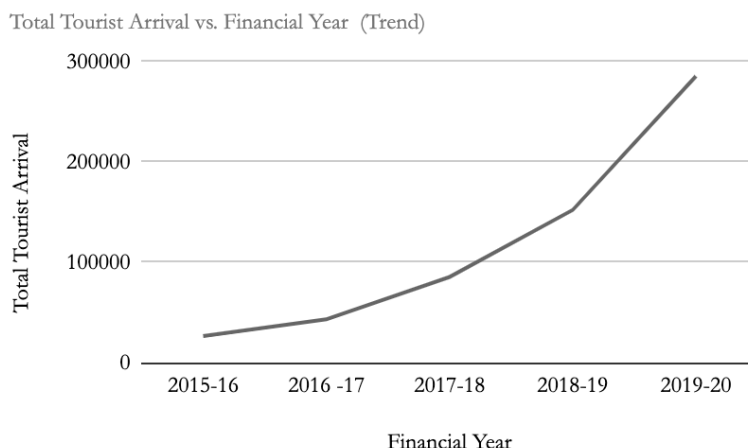


Figure 5: Trend of Tourist Arrival in Auli in last 5 years (FY)

Upon doing the trend analysis, it can be stated that the tourism growth in Auli seems to be extremely well with a rapidly upward bending curve. It can also be concluded that initiatives and measures taken by Uttarakhand Tourism are yielding the desired results to position Auli as one of the top ski destinations in India.

Valley of Flowers:

Uttarakhand Tourism has positioned the Valley of flowers as one of the best trekking destinations in the state. UTDB has identified experiential tourism activities such as trekking, hiking, and camping. Uttarakhand Tourism has also placed Valley of Flowers in special nature and wildlife zone for its flora. Following is an analysis of tourist data for the Valley of Flowers. As per the analysis, the average tourist arrival in the Valley of flowers in the last five years is 12636 with an average increase of 41.79%.

Table 5: Tourist Arrival in Valley of Flowers in last 5 years (FY)

Tourist Statistics for Valley of Flowers			
Financial Year	Total Tourist Arrival	Number Increase	% Increase
2015-16	5253	-	-
2016-17	11861	6,608	125.79
2017-18	13854	1,993	16.80
2018-19	14792	938	6.77
2019-20	17424	2,632	17.79
Mean	12636.8	3,042	41.79

(Source: Raw Data from UTDB and Own Analysis)

Upon converting the above data into the bar chart, it can be observed that the bars increased in size over the years at a somewhat constant pace, which can be interpreted as the tourism growth in the Valley of Flowers being satisfactory.

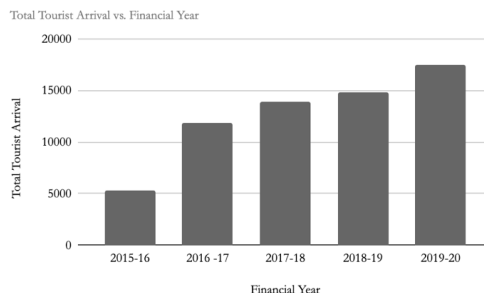


Figure 6: Graphical Representation of Tourist Arrival in Valley of Flowers in last 5 years (FY)

Following is a line chart representing the trend of tourism growth in the Valley of Flowers:

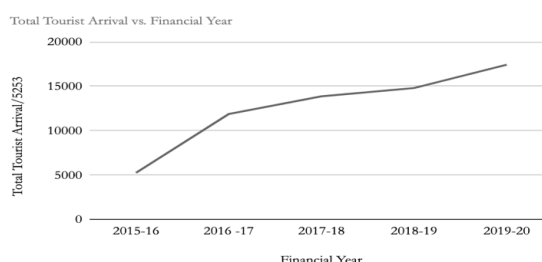


Figure 7: Trend of Tourist Arrival in Valley of Flowers in last 5 years (FY)

Upon doing the trend analysis, it can be stated that the tourism growth in the Valley of Flowers seems to be well with a constantly upward bending moving curve. It can also be concluded that the initiatives and measures taken by Uttarakhand Tourism are yielding the expected results to position the Valley of Flowers as one of the top trekking destinations in India.

Tehri:

Uttarakhand Tourism has positioned Tehri as one of the best water sports destinations in the state. UTDB has identified experiential tourism activities such as water sports, paragliding, and aero sports. Uttarakhand Tourism has also placed Tehri in special tourism zone.

Following is an analysis of tourist data for Tehri. As per the analysis, the average tourist arrival in Tehri in the last five years is 296926 with an average increase of 22.39%.

Table 6: Tourist Arrival in Tehri in last 5 years (FY)

Tourist Statistics for Tehri			
Financial Year	Total Tourist Arrival	Number Increase	% Increase
2015-16	1160335	-	-
2016-17	976834	-183,501	-15.81
2017-18	1462824	485,990	49.75
2018-19	2117431	654,607	44.74
2019-20	2348041	230,610	10.89
Mean	1613093	296,926	22.39

(Source: Raw Data from UTDB and Own Analysis)

Upon converting the above data into the bar chart, it can be observed that there is negative growth in FY 2016-17 and post that the growth is constant with a marginal increase over the years. which can be interpreted as the tourism growth in the Tehri post-FY 2016-17 is satisfactory.

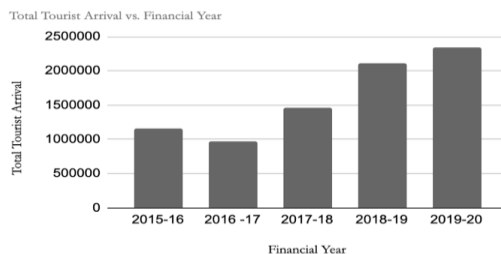


Figure 8: Graphical Representation of Tourist Arrival in Tehri in last 5 years (FY)

Following is a line chart representing the trend of tourism growth in Tehri:

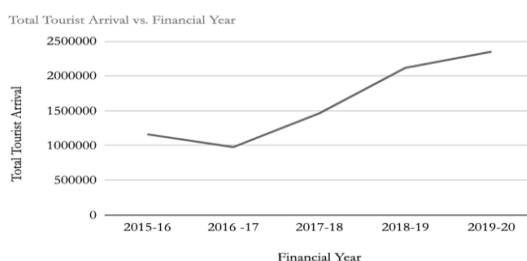


Figure 9: Trend of Tourist Arrival in Tehri in last 5 years (FY)

Upon doing the trend analysis, it can be stated that the tourism growth in Tehri sees a sharp decline in FY 2016-17, and post that it grew well with a rapidly upward bending curve. It can also be concluded that the initiatives and measures taken by Uttarakhand Tourism are yielding good results to position Tehri as one of the top water sports destinations in India.

Jim Corbett National Park:

Uttarakhand Tourism has positioned Jim Corbett National Park as one of the best wildlife safari destinations in India. UTDB has identified experiential tourism activities such as wildlife exploration, bird watching, Jungle safari, and river rafting. Uttarakhand Tourism has also placed Jim Corbett National Park in a special wildlife tourism zone. Following is an analysis of tourist data for Jim Corbett National Park. As per the analysis, the average tourist arrival in Jim Corbett in the last five years is 237125 with an average increase of 10.20%.

Table 7: Tourist Arrival in Jim Corbett in last 5 years (FY)

Tourist Statistics for Jim Corbett			
Financial Year	Total Tourist Arrival	Number Increase	% Increase
2015-16	199848	-	-
2016-17	186719	-13,129	-6.56
2017-18	254498	67,779	36.30
2018-19	261280	6,782	2.66
2019-20	283281	22,001	8.42
Mean	237125.2	20,858	10.20

(Source: Raw Data from UTDB and Own Analysis)

Upon converting the above data into the bar chart, it can be observed that there is negative growth in FY 2016-17 and post that the growth is constant with a marginal increase over the years. which can be interpreted as the tourism growth in the Jim Corbett National Park post-FY 2016-17 is satisfactory.

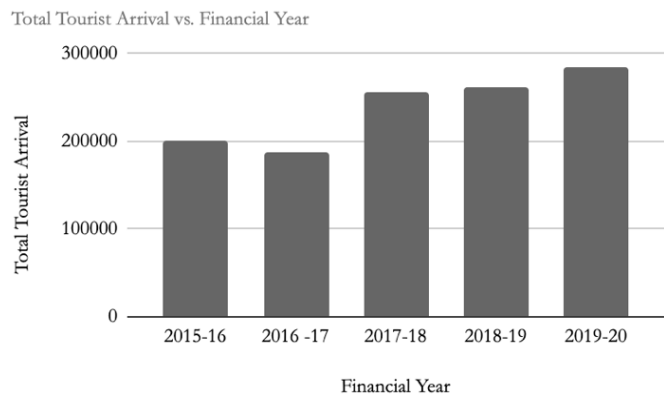


Figure 10: Graphical Representation of Tourist Arrival in Jim Corbett National Park in last 5 years (FY)

Following is a line chart representing the trend of tourism growth in Jim Corbett National Park:

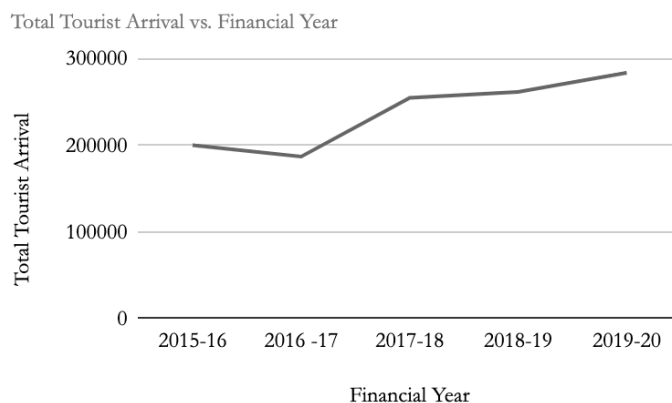


Figure 11: Trend of Tourist Arrival in Jim Corbett National Park in last 5 years (FY)

Upon doing the trend analysis, it can be stated that the tourism growth in Jim Corbett National Park sees a slight decline in FY 2016-17, and post that it grew moderately with a constantly upward bending curve. It can also be concluded that the initiatives and measures taken by Uttarakhand Tourism are not yielding desired results to position Jim Corbett National Park as one of the top jungle safari and bird watching destinations in India. More measures are required to attain the vision to position it as desired.

Mussoorie:

Uttarakhand Tourism has been promoting Mussoorie as one of the top hill stations in India. UTDB has identified experiential tourism activities like paragliding, trekking, hot air balloon, and hiking in Mussoorie. Uttarakhand Tourism has also placed Mussoorie in special hill stations and landscape zone. Following is an analysis of tourist data for Mussoorie. As per the analysis, the average tourist arrival in Mussoorie in the last five years is 2851246 with an average increase of 2.24%.

Table 8: *Tourist Arrival in Mussoorie in last 5 years (FY)*

Tourist Statistics for Mussoorie			
Financial Year	Total Tourist Arrival	Number Increase	% Increase
2015-16	2769272	-	-
2016 -17	2795124	25,852	0.93
2017-18	2795973	849	0.03
2018-19	2872025	76,052	2.72
2019-20	3023839	151,814	5.28
Mean	2851246.6	63,64	2.24

(Source: Raw Data from UTDB and Own Analysis)

Upon converting the above data into the bar chart, it can be observed that there is very little growth or minimal growth in tourist arrival in Mussoorie.

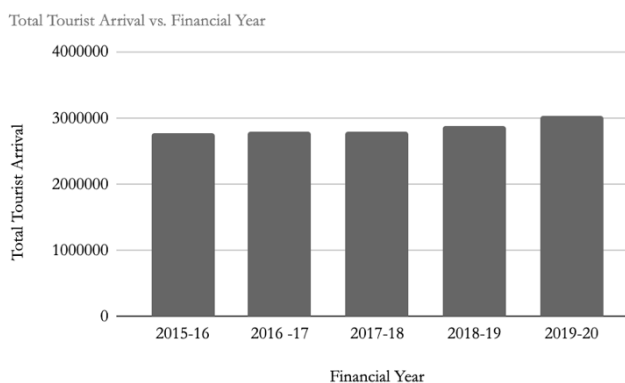


Figure 12: *Graphical Representation of Tourist Arrival in Mussoorie in last 5 years (FY)*

Following is a line chart representing the trend of tourism growth in Jim Corbett National Park:

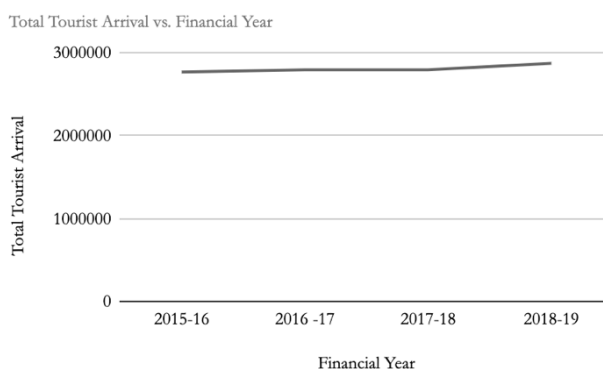


Figure 13: *Trend of Tourist Arrival in Mussoorie in last 5 years (FY)*

Upon doing the trend analysis, it can be stated that the tourism growth in Mussoorie is constant and doesn't show any drastic increase or decrease in the last 5 years.

The trend drawn in line is somewhat straight. It can also be concluded that the initiatives and measures taken by Uttarakhand Tourism are not yielding desired results to position Mussoorie as one of the best Hill stations in India.

Kedarnath

Kedarnath is one of the 12 jyotirlingas in India and a very popular destination for both pilgrims and trekkers. This small town was badly affected by the natural calamity in 2013 and Uttarakhand Tourism tries to overcome the challenges and make the destination popular again. Uttarakhand Tourism has placed Kedarnath in a special wildlife zone for its fauna. UTDB also proposed a ropeway between Gaurikund and Kedarnath for the further development of the town. Following is an analysis of tourist data for Mussoorie:

Table 9: Tourist Arrival in Kedarnath in last 5 years (FY)

Tourist Statistics for Kedarnath			
Financial Year	Total Tourist Arrival	Number Increase	% Increase
2015-16	154435	-	-
2016 -17	309764	155,329	100.57
2017-18	471235	161,471	52.12
2018-19	731991	260,756	55.33
2019-20	1000021	268,030	36.61
Mean	533489.2	211,396.50	61.16

(Source: Calculated from the UTDB tourist statistics report 2001-2020)

As per the analysis, the average tourist arrival in Kedarnath in the last five years is 533489 with an average increase of 61.16 %.

Upon converting the above data into the bar chart, it can be observed that there is tremendous growth in tourist arrival in Kedarnath over a period of 5 years.

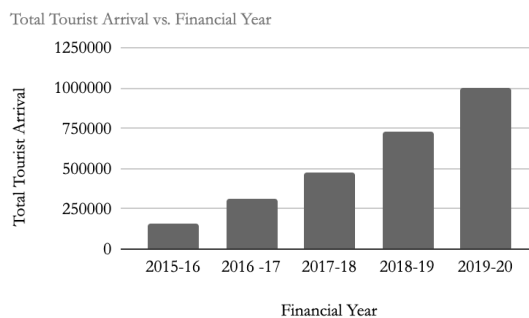


Figure 14: Graphical Representation of Tourist Arrival in Kedarnath in last 5 years (FY)

Following is a line chart representing the trend of tourism growth in Kedarnath:

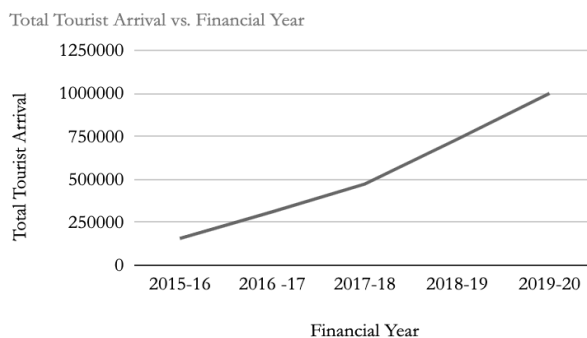


Figure 15: Trend of Tourist Arrival in Kedarnath in last 5 years (FY)

Upon doing the trend analysis, it can be stated that the tourism growth in Kedarnath has been increasing significantly and the trend drawn in line is showing a rapid upward movement. It can also be concluded the initiatives and measures taken by Uttarakhand Tourism are yielding excellent results.

Ranikhet

Uttarakhand Tourism is promoting Ranikhet as one of the prominent destinations for Eco-tourism in the state. UTDB has identified experiential tourism activities such as stargazing, Jungle safari, and trekking. Uttarakhand Tourism has placed Ranikhet in the Special Eco-Adventure zone.

Following is an analysis of tourist data for Ranikhet:

Table 10: *Tourist Arrival in Ranikhet in last 5 years (FY)*

Tourist Statistics for Ranikhet			
Financial Year	Total Tourist Arrival	Number Increase	% Increase
2015-16	104186	-	-
2016 -17	139310	35,124	33.71
2017-18	146747	7,437	5.33
2018-19	149895	3,148	2.14
2019-20	152584	2,689	1.79
Mean	138544	12099	10.74

(Source: Calculated from the UTDB tourist statistics report 2001-2020)

As per the analysis, the average tourist arrival in Ranikhet in the last five years is 128544 with an average increase of 10.74 %.

Upon converting the above data into the bar chart, it can be observed that their tourist arrival significantly increased in FY 2016-17 showing the percentage growth of 33.71% however it was unable to maintain the growth, and YoY growth fall drastically between FY 2017-18 and FY 2019-20.

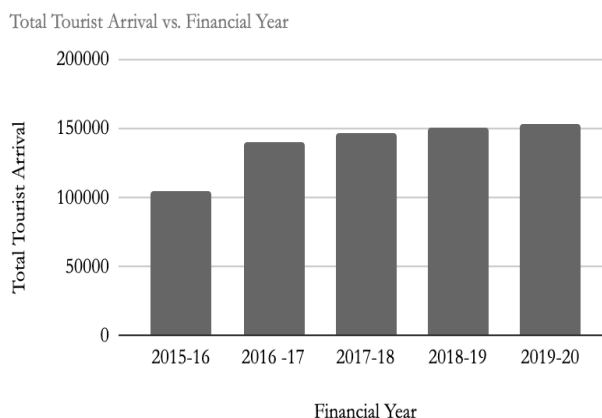


Figure 16: *Graphical Representation of Tourist Arrival in Ranikhet in last 5 years (FY)*

Following is a line chart representing the trend of tourism growth in Jim Corbett National Park:

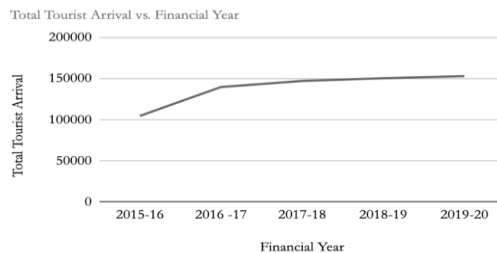


Figure 17: Trend of Tourist Arrival in Ranikhet in last 5 years (FY)

Upon doing the trend analysis, it can be stated that after taking a sharp upward curve during FY 2016-17 the trend line become somewhat straight. It can also be concluded the initiatives and measures taken by Uttarakhand Tourism are not yielding good results.

Performance Analysis of all 8 Destinations

From the above analysis, it has been learnt that out of all 8 destinations taken for the study, all are showing different growth rates. While some are performing exceptionally well, a few are underperforming. The following table describes the average YoY growth rate of these 8 destinations simultaneously.

Table 11: Average growth of Tourist arrivals in all 8 destinations

Destination	Average Growth (FY 2015-16 to FY 2019-20)
Rishikesh	18.33%
Auli	81.87%
Valley of Flowers	41.79%
Tehri	22.39%
Jim Corbett	10.20%
Mussoorie	2.24%
Kedarnath	61.16%
Ranikhet	10.74%

(Source: Calculated from own analysis from table 3 to 9)

The best performing destination is Auli, which has managed to show an average tourist growth of 81.87% in the last 5 years and the least performing destination is Mussoorie, which has witnessed an average tourist growth of just 2.24%. the second-best performing destination is Kedarnath, which despite the natural calamity of 2013, managed to show an average tourist growth of 61.16% in the last 5 years, whilst the second least performing destinations Jim Corbett which recorded an average tourist growth of 10.20% in the last 5 years. Following is a graphical representation of performance of all 8 destinations taken for the study:

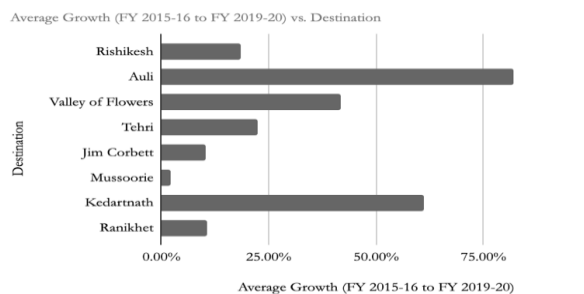


Figure 16: Graphical representation of average tourist growth in all 8 locations in last 5 years (FY)

Conclusion

Uttarakhand Tourism Development Board (UTDB) being a statutory body to manage and promote tourism activities in the state is actively working to promote the Experiential Tourism in the state and helping in achieving the growth targets. In this study many schemes, policies, guidelines, initiatives and measures taken by UTDB has been analysed and it can be concluded that the board is adopting many ways to promote the destinations based on themes and sub themes of experiential tourism. While many destinations are performing well and witnessing significant growth in arrival of tourists, several destinations are underperforming and requires a special focus and attention of the Uttarakhand Tourism Development Board. Uttarakhand Tourism Policy is intending to develop the state as one of the top rated experiential tourism destination and initiatives like developing a new tourist destination in each district of Uttarakhand, Training the local youth to increase the employability and overall sustainable tourism practices can play a key role in the popularity of the state in the long run.

Limitations of the Study

- The study is preliminary based on the secondary data sourced from the Uttarakhand Tourism Development Board, its finding depends entirely on the accuracy of the such data.
- Since the Uttarakhand Tourism does not have any performance monitoring and management system to analyse the outcome of the initiatives taken, its difficult to validate the claims made in qualitative analysis.
- The quantitative analysis is carried out for a period of 5 Years to derive conclusions however this number is not sufficient for thorough understanding of various initiatives taken by UTDB and its outcome.
- The data sourced from Uttarakhand Tourism is available only till FY 19-20 hence the study could not include the last Financial Year i.e. 20-21.

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Web Resources

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