

Rural Tourism a Solution for Ghost Villages of Uttarakhand

Pankaj, Ashish Pant

Abstract—The rural areas in India have experienced substantial changes in the last two decades. The share of rural population in Indian was 74.28% in 1991 which decreases to 68.84 % in 2011. One of the reason for the decreasing in rural population is migration from rural to urban area. The pace of rural to urban migration has gradually accelerated with each passing decade. As per census of India, rural to urban migration increased from 42% in 2001 to 56% in 2011. People from rural area migrate to urban area in search of better job, education and life. Uttaranchal (now Uttarakhand) was carved out of the state of Uttar Pradesh on November 9, 2000 as the 27th state of the Republic of India. It occupies 53,483 sq. km. of total land area out of which 86% is mountainous. As per the Census of India the rural population of Uttarakhand was 74.33% in 2001 and it decreases to 69.45% in 2011. Uttarakhand has a high rate of out-migration and majority of the population migrate to various urban areas for better education and economic opportunities. The reasons of out migration is due to regional backwardness, small landholding size, unemployment and under-employment. As the result of migration 33 villages no longer exist in the state's map and about 1053 villages are completely abandoned and uninhabited and have turned into ghost villages. The present study focuses on the hill out-migration from rural areas of Uttarakhand, its reasons, its impact and rural tourism as a solution.

Index Terms— Ghost Villages, Migration, Rural Tourism, Rural Development, Sustainable Development.

I. INTRODUCTION

As per the World Bank the global share of rural population was 57 % in 1991 which decreased to 53% in 2001 and 48% in 2011. In India also condition is not any more different. The rural share of the Indian population was decrease from 74% in 1991 to 72 % in 2001 and 69% in 2011. As the rural population decrease the agriculture contribution to GDP has gradually decline in past two decade. Decrease in farming activities may lead to food insecurity. The main problem of decreasing rural population is migration from rural to urban area. People from rural area migrate to urban area in search of better education and employment opportunity. Activities like Industries, trade and commerce, education centre in the city influence rural people to migrate from rural areas to urban areas.

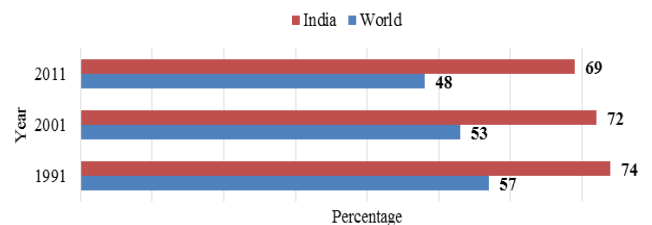


Fig 1: World & India Rural Population (%)
(Source –www.Data.worldbank.org)

Migration is the movement of people from one place to another with the purposes of taking up permanent or semi-permanent residence in the new location. One of the most significant migration patterns has been rural to urban migration in search of opportunities. In the rural areas, sluggish agricultural growth and restricted development of the rural non-farm sector increases the rural poverty, unemployment and underemployment. Due to lack of employment opportunities people migrated from rural to urban areas in search of jobs. Migration results in abandonment of villages and causes congestion in the cities.

Migration is not new to Uttarakhand. It reached a peak in the 1980s and fuelled the demand for a separate state, which everyone hoped would lead to economic growth and check migration. But according to census data the rate of migration from the hilly areas of the state has increased after it was formed in 2000, only the destination of migrants has changed. In fact, the migration to cities has been in such great numbers that Uttarakhand has recorded the highest increase in the share of urban population in any of the Himalayan states of the country while its rural decadal growth rate is the lowest. Difficult terrain, lack of transport, the lack of employment along with small landholding sizes and low farm incomes has fuelled large migration from rural areas of the state to the cities across the country. Migration leads to abandonment of villages which causes degradation of land, makes villages unliveable. Rural tourism can be a solution for these abandon villages of Uttarakhand, to decrease migration and to generate sustainable employment opportunities in the rural areas of Uttarakhand.

II. STUDY AREA

The Uttarakhand state formerly known as Uttaranchal was carved out of the state of Uttar Pradesh in 2000 and became the 27th state in the country of India. Uttarakhand is situated in the central Himalayan zone extending between 77° 34' and 81° 02' E longitude and 28° 43' to 31° 27' N latitude. Uttarakhand share borders with China in the north and Nepal to the east, while its neighboring States is Himachal Pradesh

to the west and Uttar Pradesh in the south. The high Himalayan ranges and glaciers form most of the northern parts of the state while the lower reaches are densely forested. The state is spread over an area of about 53,483 sq. km. out of which 86% is mountainous. Dehradun is the provisional capital of the state. The state is comprised of 13 districts, of which four districts (Nainital, Haridwar, Dehradun and Udham Singh Nagar) have large areas in the plains, whereas the other nine districts comprise the hill region of the state.

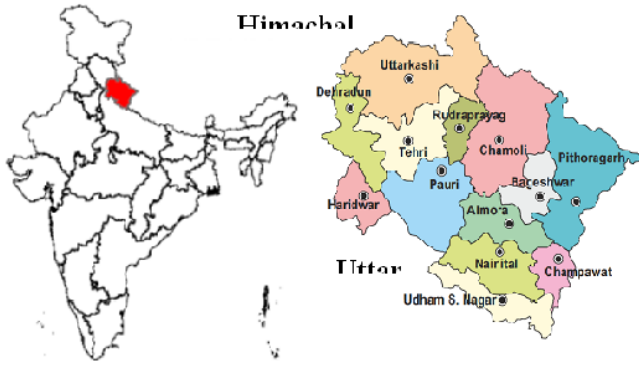


Fig 2: Uttarakhand state Map with its Districts
(Source – www.mapsofindia.com)

The Population of Uttarakhand was 10,086,292 (census 2011), making it the 20th most populated state on 1.69% of land of India. Out of total population 69.44% (7,025,583) of the people living in 16,793 villages. The 30.55% (3,091,169) of urban population is mostly settled in the southern Terai region and the Doon valley. More than 90% of the people in the mountain districts live in rural areas. More than 82.5% of this urbanized population is concentrated in the plains of 4 districts and rests 17.5% also largely belong to the district headquarter towns of the remaining 9 districts. The density of population per sq. Km. is about 189 (census, 2011) which is fairly below than the national average of 382 per sq. Km. The state has a growth rate of about 19.17% which slightly exceeds the national growth rate of about 17.64%, is somewhat lower than the previous (1991-2001) growth rate

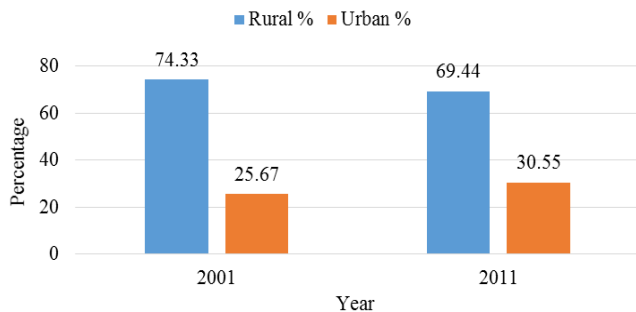


Fig. 3: Rural – Urban proportion of Uttarakhand state (2001 & 2011)

of 20.41%.

III. MIGRATION IN STUDY AREA

Migration in Uttarakhand is both a historical and present phenomenon. It has started since nineties and has

gradually accelerated with each passing decade. Earlier the pattern of migration was from plain to hilly areas, in the search of better environmental condition and scenic beauty. But now the direction of migration has changed visa a versa, now migration takes place from hilly rural areas to plains in search of better job, education and health. Uttarakhand state has a high rate of out-migration and majority of the population migrate from rural areas to various urban areas. Migration in the Uttarakhand hilly region is intra-regional (i.e., from remote rural locations to developed urban centres in the hills) as well as inter-regional (i.e., from the hill regions to the developed plains). Earlier the rate of out migration has accelerated due to male-out migration in search of employment, in contrast to the earlier pattern of only men going out, now entire families are migrating from hilly rural areas to urban areas in plains. Out of the 13 districts of Uttarakhand, migration has hit 9 hill districts over the last decade, this is reflected in the 2001–2011 decadal population growth data. The Garhwal (Pauri Garhwal) and Almora districts witnessed negative rural population growth rates during the decade. Among the Tehri Garhwal and Rudrapraya districts, population growth was near zero, and among the Chamoli, Bageshwar, and Pithoragarh regions, growth rates were low. Depopulation of the Garhwal and Almora districts and the significantly low population growth rates in other hill districts is the result of rural to urban migration of peoples.

Table 1: Percentage Decadal Growth of Districts of Uttarakhand (Persons) 2001-11

(Source – census of India)

S.N O.	INDIA/UTTARAKHAND /DISTRICTS	PERCENTAGE DECADAL GROWTH(PERSONS) 2001-11		
		TOTAL	RURAL	URBAN
	INDIA	17.64	12.18	31.80
00	UTTARAKHAND	19.17	11.34	41.86
01	UTTARKASHI	11.75	12.27	5.67
02	CHAMOLI	5.60	3.87	16.54
03	RUDRAPRAYAG	4.14	0.99	263.03
04	TEHRIGARHWAL	1.93	0.27	17.06
05	DEHRADUN	32.48	24.13	39.90
06	GARHWAL	-1.51	-5.49	25.37
07	PITHORAGARH	5.13	3.47	16.26
08	BAGESHWAR	5.13	4.76	16.51
09	ALMORA	-1.73	-3.24	14.36
10	CHAMPAWAT	15.49	15.83	13.52
11	NAINITAL	25.20	18.10	38.22
12	UDHAM SINGH NAGAR	33.40	27.53	45.53
13	HARDWAR	33.16	19.80	63.11

IV. CAUSES OF MIGRATION IN STUDY AREA

Migration in Uttarakhand is a combination of push and pull factors. The push factors force people to migrate from the hills, while the pull factors encourage people to migrate from the rural and semi-urban hill regions to the cities in the plains. Some of the factors causes migration are as follows.

A. Low Agriculture productivity

Agriculture was once the backbone of Uttarakhand village economy, but now it has no longer remained a holding force. Majority of the people are dependent on agriculture for their livelihood. Agriculture, for most of the people in the hill districts, remains a subsistence activity. Over the past two decades ever increase in population pressure on land and poor status of agriculture has led to increased pushed migration from these areas. The traditional hill agriculture is practiced on small and fragmented terraced fields, which are uneconomical. In addition, the small landholdings are characterized by limited irrigation facilities, poor technology, poor to moderate soil fertility and poor land structure and etc. As a result the majority of hill cultivators are engaged in cultivation for self-consumption. Hence, they are unable to grow sufficient food grain to support their entire family. Therefore many farming families have given up farming in the last quarter century or so. Poor returns from the subsistence agriculture due to monsoon failure, untimely rains, flash floods etc. make lose the trust of farmer in farming and force them to migrate to cities for better employment. It is only in the plain districts of Haridwar, Udham Singh Nagar and Dehradun that cultivators are able to produce marketable surplus. Low agricultural productivity emerged as an important push factor and was cited as one of the reasons for migration.

B. Lack of employment opportunity due to Geographical constraints

Most of the villages due to geographical constraints have limited economic activities or other source of employment generation. As 86% of Uttarakhand area is mountainous, no major industries exist in the hills. All the major industries are concentrated in the 14% of the plains of state. Due to lack of industrial development in the hill areas of Uttarakhand, employment opportunities are extremely limited in the secondary sector. Most of the growth due to industrialization has been restricted to the plains. The livelihood options available for the rural population are either to pursue agriculture or work as wage laborers. The absence of industries, other source of income and employment generation in hills of Uttarakhand emerged as one of the most important factors behind the high incidence of migration. Restricted development in the plains causing disparity in terms of income and livelihood between the hills and the plains.

C. Lack of Infrastructure facilities

Poor infrastructural development in Uttarakhand is a strong push factor as the youth to migrate. The hill region districts are less developed in terms of infrastructure, i.e.,

electricity, water supply, roads, housing, school, collages, hospital, markets and marketing facilities. Major portion of state have to depend on the urban area in plains for major health care and educational facilities.

D. Poor connectivity

Poor connectivity of villages to the main roads are major problem for the development in the hilly area of Uttarakhand. Around 50% of villages in Uttarakhand remain cut off from proper roads. Restricting access to education and health facilities, due to poor connective. For better access to health and education facility large number of people migrated from hilly area to develop cities in plains of Uttarakhand and other adjoining states.

E. Natural calamity

Hills of Uttarakhand comes under the eco sensitive Zone. The mass erosion of the land due to landslides caused by incessant rains and flash floods wiped out the villages. Regular cloud burst every year cause loss of animals, human life and infrastructure loss. Natural disasters in the hill area (Kedarnath calamity in 2013) produce high rate of rural to urban migration as most of urban areas were located in a good geographic area which has comfortable weather, enough water, and less natural disease.

F. Lack of proper planning and government development policy-

Migration is the results of failure to match demand of infrastructure and services by the Government. Lack of forward planning, infrastructure planning and poor enforcement of existing plans force people to migrate.

G. Influence of urban activities

Many urban activities influence people from rural area to migrate to urban areas. People in search of good education, shelter, job and urban services, attracted towards cities. Cosmopolitan culture is also deriving people to migrate to cities. With the penetration of media in rural areas, people are exposed to various cultures and way of life. Better infrastructural facilities of the Cities have also influenced the people to migrate.

V. IMPACT OF MIGRATION IN STUDY AREA

The migration has its impact on various aspects of rural areas and urban areas of Uttarakhand. Rural to urban migration has negative impact on the size of population both on origin and destination places. In the rural areas the size of existing population will be declining whereas in the counterpart of urban area it will be increasing. Natural resource depletion, environmental pollution, earning disparities, redundancy, urban expansion, social unrest, population crowding were/are some of the negative effects of migration.

A. Impact of migration on rural areas

a) Impact on economy

The problem of ever increasing migration from the hills has always posed a serious concern for the economy of Uttarakhand state. The migration has constantly been so

substantial that the economy of the state has been termed as 'money order economy'. Due to migration there is labour shortage in the rural areas causing Economic decline in rural areas as the resources are not utilized. The state government's Annual Plan 2013-14 shows that due to migration the per capita income in the villages is much lower than in the plains. According to the state's Directorate of Economics and Statistics, only one of the hill districts has an average per capita income higher than the state average while the three districts in the plains occupy the first three positions. And since economic prosperity has largely been limited to the three districts in the plains, the hills are contributing the most to the migrant labour force.

b) Impact on Agriculture Productivity

Rural to urban migration reduces population in rural areas, which decreases farming activities, leading to food insecurity as fertile land is paved over in the plains and fertile land is abandoned in the mountains. The increased migration of the youths from the hilly areas has further made the agriculture development a major challenge. Changes in climatic conditions have also led to a decline in agricultural productivity in recent years.

c) Ghost village

The severity of the situation can be estimated from the fact that 9 percent of the villages of the state are almost uninhabited. As per the Census of 2011 out of 16793 villages of Uttarakhand 1053 village are completely abandoned and uninhabited and have turned into 'bhottiyagao' or ghost villages, another 405 have a population of less than 10. Data from the 2011 census shows 33 villages no longer exist in the state's map. More than 300 such ghost villages exist alone in Pauri Garhwal district of Uttarakhand. The number of such ghost villages has reportedly risen



Fig. 4: Abundant Houses in a Ghost Village
(Source – Author)

particularly after the flash floods of 2013.

d) Social and Cultural Loss

Migration involves the loss of the familiar, local language, attitudes, values, social structures and support networks. Continued out-migration disrupts social ties by separating people from their friends or family and may eventually force some rural communities out of existence. Many people living in small communities have lost at least

one friend or family member to out-migration. This disrupts social bonds and decreases the level of emotional and financial support. Cultures is mostly originate from rural areas. Villager have their own customs and hold traditional ceremonies and rituals specific to their region. However, with more migration of rural residents to cities, resulting in loss of many old villages; therefore, valuable parts of our national culture would be forgotten gradually.

B. Impact of migration on urban areas

a) Urbanization

The increasing urban population due to rural urban migration is putting tremendous pressure on urban growth of cities. The pressure for further urban growth on peripheral fringe area is increasing urban sprawl which lead to unauthorized construction, unplanned residential areas, unorganized planning of spaces in the city. This lead to Urbanization and rapid growth of population causes unlimited outward extension of new development in the peripheral fringe area.

b) Environmental Degradation

Over the year's migration has contributed in the declining of natural habitats such as land under cultivation, orchards and creating ecological imbalance. Deforestation around the city have resulted in environmental degradation. Due to the migration of rural population to urban area, cities are facing the problems of pollution, overpopulation, and many more.

c) Transportation problem

With rapid increase of population and urbanization, there is a significant increase in vehicular traffic in the city. Resulting in the form of congestion, poor utilisation of the right-of-way, increased travel times, traffic jam, increased air pollution and fuel consumption. Long commutes and traffic congestion also lead to more accidents and loss of human lives.

d) Decreasing of public utilities

Rural to urban migration also causes overcrowding in urban centres, which leads to a strain on social amenities. Migrated population leads to high-density settlements. These high-density settlements are often highly polluted owing to the lack of public utility services, including running water, sewer, trash pickup, electricity or paved roads.

e) Slum formation

Migrated population increased in the demand of affordable housing. Due to lack of affordable housing in the urban area lead to formation of slums. The proportion of slum area in the cities (Dehradun, Haridwar, Nanital, etc.) of Uttarakhand has increased due to migration. Due to the slum formation in the cities crime and poverty increases.

f) Unorganized Development

The urban population of the city is causing immense pressure on Built up area. There has been massive expansion in construction activities for industries, institutional infrastructure and residential colonies. Unplanned development of the fringe areas leads to the lack of public facilities such as educational institutions, playgrounds, public open spaces, health centres, water supply, sanitation and drainage facilities. Poorly planned unorganized development is threatening the environment, health, and quality of life.

VI. RURAL TOURISM A SOLUTION FOR MIGRATION

Tourism is currently the world's largest industry and the fastest growing sector of the market, generating wealth and employment. Tourism is usually viewed as being multidimensional, possessing physical, social, cultural, economic and political characteristics. In India Tourism has emerged as a largest service industries with vast employment opportunities. Tourism sector in Indian is one of the most important sectors of the economy. Tourism accounts for one-third of the foreign exchange earnings of India and also gainfully employs the highest number of people compared to other sectors. This sector also attracts the domestic tourist and foreign tourist which resulted in improving the economy. Tourism sector is playing a vital role in contributing to improve gross domestic product (GDP). It is not only a significant contributor to GDP and foreign exchange reserve of the country, but also help in employment generation, poverty alleviation and sustainable human development. Tourism sector can also be considered the backbone for allied sectors, like hospitality, civil aviation, and transport. Tourism industry not only provides employment to millions of people in India directly but also indirectly, through its linkage with other sectors of the economy like horticulture, agriculture, poultry, handicrafts and construction.

In India there is a need to channel the economic inflows from tourism towards rural areas and to village populations, where almost 69% of the population lives in its 6.5 million villages. As India's culture resides in villages and hence through development of rural tourism, India's life style, tradition, art, craft and natural heritage can be promoted. Rural Industry, Handicrafts, traditional art and fairs and festivals of the villages may become the base for development. In the long term, rural tourism could provide additional employment opportunities, prevent the outmigration of youths and increase the incomes of village communities.

Rural tourism is considered as a part of both 'Sustainable development' and 'Rural Development'. Rural tourism is a form of tourism in which people want to experience the rural life, art, culture and heritage through participation in the different activities and events in rural location far from the city. Rural tourism is multidimensional as it include agricultural tourism, Heritage and Culture tourism, Pilgrim Tourism, nature tourism, adventure tourism and eco-tourism tourism with itself. Rural tourism is one of the solution to problem like migration, underemployment and unemployment etc. Rural tourism can be an alternate source of livelihood and employment for rural people. It will not only generate employment for the local people but it can also develop socio- cultural and educational values.

Uttarakhand villages has a vast potential to develop as a destination to promote rural tourism. Uttarakhand is a region of outstanding natural beauty and it has attracted tourists and pilgrims since ancient time. Sacred pilgrimages of different religions including Haridwar and the world famous char dham (Shri Badrinath, Kedarnath, Gangotri, Yamunotri), the sacred Sikh pilgrimages of Hemkund Sahib have drawn pilgrims to Uttarakhand since ancient times. The rich cultural traditions, the rare natural beauty and the cool and

invigorating climate of this land of origin of the Holy Ganga and the Yamuna rivers have been its main attractions.

Table 2: Indian & Foreign Tourists Visited Uttarakhand(2000-11)
(Source – www.uttarakhandtourism.gov.in)

SR. NO.	YEAR	INDIAN TOURISTS	FOREIGN TOURISTS	TOTAL (LAKHS)
1	2000	110.79	0.57	111.36
2	2001	105.49	0.55	106.04
3	2002	116.52	0.56	117.08
4	2003	129.30	0.64	129.94
5	2004	138.30	0.75	139.05
6	2005	162.81	0.93	163.74
7	2006	193.58	0.96	194.54
8	2007	221.54	1.06	222.60
9	2008	230.64	1.12	231.76
10	2009	231.54	1.18	232.72
11	2010	309.72	1.36	311.08
12	2011	266.66	1.43	268.09

According to the Uttarakhand Tourism Department the total share of tourist visited Uttarakhand in the year 2000 was 11,136,000 out of which 11,079,000 were Indian tourist and 57,000 were foreign tourist. In 2011 the total shear of tourist visited Uttarakhand increase 2.4 time to 26,809,000 out of which 26,666,000 were Indian tourist and 143,000 were foreign tourist. Uttarakhand is essentially a tourism state, and a significant proportion of state GDP comes from tourism activities. The tourism business in Uttarakhand witness a fall of around 70% during 2013-14, due to 2013 North Indian Floods. Tourism is a key sectors of economic growth and development in the state both from the point of view of income and employment generation as well as a source of revenue for the state.

VII. FACTORS SUPPORTING RURAL TOURISM IN STUDY AREA

A. Physical attributes and Natural Beauty

Apart from the Tarai region in the Shivalik foothills, the entire state of Uttaranchal is a part of the Himalayan ranges. At 7,817 m above sea level, Nanda Devi in the district of Chamoli is the highest point in the state. The region has many water streams, dense deodar forest, glaciers, passes, up & down meadows, and trekking routes with several major rivers like the Ganga and Yamuna originating from here. A major part of this Himalayan state comes under rainforests and alpine forests that are home to some of the highly endangered wildlife species. The significant peaks of the Great Himalayan range in the state are Nanda Devi, Panchachuli, Kedarnath, Chaukhamba, Badrinath, Trishul, Bandarpunch and Kamet. Pindari, Gangotri, Milam and Khatling are the important glaciers. Rajaji and Jim corbetare two national parks present in the area. The clean, fresh and invigorating environment of its villages makes Uttarakhand a preferred destination of rural tourism.

B. Flora & Fauna

Uttarakhand has a great diversity of flora & fauna .With a rich and rare species of plants and animals, its recorded forest area is around 65% of the total area of the state. Since the area is full of water and greenery all around, with the agricultural land, hence a variety of birds migrate here from the adjoining districts. Uttarakhand has amazingly varied bird life. The flora & fauna of the state attract many tourist nationally and internationally towards the rural Uttarakhand.

C. Cultural heritage

Uttarakhand has a rich and vibrant cultural heritage. Fairs and festivals are an integral part of the social and cultural life of rural people of Uttarakhand. They not only encourage the strengthening of social ties across various castes, religions and sections of the society but also showcase the cultural diversity of the villages of Uttarakhand. There are innumerable local fairs and festivals like Surkanda Devi Mela (Tehri), MaghMela (Uttarkashi), Nanda Devi Mela(Nainital), ChaitiMela (Udham Singh Nagar), PurnagiriMela (Champawat), PiranKaliyarMela (Haridwar), JoljiviMela (Pithoragarh) and UttarayaniMela(Bageshwar); which are indicative of the immense potential for cultural tourism in Uttarakhand. These fairs have now become remarkable stages for all sort of uncluttered social, cultural and economic exchange and gives intangible cultural heritage value to the area. The Rural culture of setting various fairs and festivals, traditional lifestyles, customs, dress and food attract many tourist towards villages of Uttarakhand.

D. Physical Heritage

Uttarakhand is rich in its heritage values from the tangible heritage like Nanda Devi, Valley of flower, Jageshwar temple etc. The way the locals conduct their rituals gives the region a strong belief in their customs which is a way to support and conserve the physical heritage comprising of temple and the traditional residential architecture.



Fig (V) Jageshwar temple in Jageshwar (Uttarakhand)
(Source – Author)

E. Art and Craft

Uttarakhand is also rich in its intangible cultural heritage comprises of traditional Crafts, local cuisine, folk dances (Chalia dance, songs in local dialect etc.). Among the prominent local crafts is wood carving, which appears most frequently in the ornately decorated temples of Uttarakhand.

Intricately carved designs of floral patterns, deities, and geometrical motifs also decorate the doors, windows, ceilings, and walls of village houses. Beautifully worked paintings and murals are used to decorate both homes and temples. Other crafts of Uttarakhand include handcrafted gold jewellery, basketry from Garhwal, woollen shawls, scarves, and rugs.



Fig. 6: Local handicraft of Uttarakhand state
(Source – Author)

F. Adventure Tourism

Uttarakhand is a paradise for adventure sports. The sheer variety ranging from mountaineering (Bhagirathi, Chowkhamba, Nanda Devi, Kamet, Pindari, Sahastratal, Milam, Kafni, Khatling, Gaumukh), trekking, skiing (Auli, DayaraBugyal, Munsyari, Mundali), skating, water sports (in all the lakes and rivers in Uttarakhand) to aero sports like hang gliding, para gliding (Pithoragarh, Jolly Grant, Pauri) make Uttarakhand one of the most attractive destinations for adventure sports not only in India but the world over.

G. Literacy rate

Illiteracy is major challenge for the development of rural tourism in many states but in Uttarakhand can be an asset. The literacy rate of Uttarakhand was 71.62% (male-83.28%, Female-59.63%) in 2001 which was much higher than the national average of 64.84 % (male-75.26%, Female-53.67%). In 2011 literacy rate increase to 79.6% (male-88.3%, Female-70.7%) and national average was 74.04% (male-82.14%, Female-65.46%).

VIII. CHALLENGES FOR RURAL TOURISM IN THE STUDY AREA

A. Transportation

Many Rural Areas are still facing the problem of Road connectivity. Kacha roads become unserviceable during the monsoon and interior villages get isolated. It's almost 15 years after becoming a separate state but the connectivity to Uttarakhand is still not as well developed as in other states like Himachal Pradesh. In order to attract the rural tourism in the middle and lower income brackets, it needs to concentrate on improving the road and rail connectivity.

B. Cultural believes

Rural population are bounded by the traditional values and customs. Their culture, religion, superstition have a strong influence on their attitudes and behaviours. The thinking and believes of the rural area differs from Urban. Sometime cultural believes can also be a constraint for outsider (tourist) to get involve in their tradition and rituals. Restrictions for women in the temple complex still exist in some of the areas.

C. Poor infrastructure facility

The infrastructure facilities is one of the major challenge for the rural tourism. Proper infrastructure facilities like health, water supply, electricity, road and telecommunications in the region are not adequate. Summer are very tough for hill area in Uttarakhand as ground water level goes down all natural portable water sources dry ups and residents have to collect water from other sources.

D. Natural calamity

Harsh weather condition too much cold and heavy rain results in land slide and cloud bursting. Certain areas of the hills even become inaccessible in winter due to extremities of climate causing prolonged snowfall. The tourism business in Uttarakhand witness a 70% fall during 2014-15 due to 2013 flood in Kedarnath valley.

E. Seasonal Tourism

Most Tourist spots in Uttarakhand is very much influence by seasonal tourism. Tourism has mainly been confined to the three months in summers (April –June), when people from the neighbouring states come to get relief from the heat in the plains. In the summer chardhamKapaat (door) is also open for the pilgrimage between the months of May to July. In winter tourist visit Uttarakhand to see Snow fall between the months of December – February. Tourism in Uttarakhand is a seasonal tourism confined to three months in summer and three months in winter.

F. Lack of financial aid

People in rural Uttarakhand are not financially strong to develop rural tourism in their villages without the help of government bodies or NGO's. Sufficient financial support is required for essential developments like human resource, enforcement of rules and regulations, building of physical infrastructures, and land use management. Lack of financial aid is a major challenge to develop rural tourism in Uttarakhand.

G. Lack of trained Manpower

Youth from the hilly area of state migrate to urban areas in plains in search of better education and job. After getting education, they stotted down in the urban centres and does not want to come back to the hills as there are lack of opportunity and resources in the hills. Due to this there is lack of trained manpower in the hills.

H. Public awareness

Currently, most of the tourists visit Uttarakhand only for religious purposes. As per current scenario tourists are aware of only some demarcated tourist places, pilgrims and heritage sites, such as chardhamyatra, Mussoorie and Nainital.

IX. BENEFITS OF RURAL TOURISM IN STUDY AREA

A. Economic support

Rural Tourism has multiplier impacts on economy. With the scarcity of jobs, rural tourism can offers a profitable and interesting avenue for income. Rural tourism not only contribute to local economy and employment but also increasing living standard of the local people and as well as increasing national income. More importantly, employment will also be created through indirect channels in a variety of sectors including local handicrafts etc. Apart from employment creation, the sector can also increase the demand for fruits, vegetables and milk etc. produced in the villages around tourist spots, for the consumption of the tourists. More importantly, a thriving tourism industry links up the hill areas with the rest of the country and reduces social and economic isolation of the people.

B. Women Empowerment

Tourism is all about hospitality in the case of rural tourism rural women can play an important role they are well trained in their daily routine by cooking local cuisine, housekeeping, kitchen gardening etc. This approach will give an earning hand to the family as rural women can also in-cash there skill if rural tourism is promoted.

C. Preservation and Promotion of Cultural Heritage

Rural tourism is not only staying in a particular destination for its natural beauty it will also engage visitor to get closer to experience the rural life and cultural heritage of the area. Rural tourism makes it possible to promote the cultural heritage value in a rational way. Transformations of rural landscape are also connected with adaptation, rebuilding and preserving the old dwelling structures, the architecture of the region, therefore also with preserving regional qualities, customs and folklore. The historical traditions of the villagers, folk arts/culture and cuisine will promote rural tourism.

D. Rural development

Rural tourism is a multidimensional activity it is a platform for not only economic growth but in other way knowledge sharing both villagers and tourist are physically involved in sharing their ideas. The concept behind the rural tourism is that as more people involve in rural area more regional economic growth can be achieved. Rural tourism contribution to rural development in terms of local economy, employment and increasing living standard of the local people and as well as increasing national income.

E. Decrease in number of Ghost Villages

With the decrease in out-migration the count of ghost village will reduce. Due to the impact of out-migration ghost villages are formed. Rural tourism will generate employment resulting in reverse migration in the area. This will encourage the migrated resident to come back and restore their places. This will also preserve natural and cultural potential of the area.

F. Development of rural art and craft

Through Rural tourism employment will also be created through indirect channels in local rural art and craft sectors.

Tourism can be assist for arts and crafts, both by recognizing their importance, and by purchasing craft products.

G. Infrastructure development

Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities. The development of infrastructure will induced the development of other directly productive activities.

X. RECOMMENDATIONS TO PROMOTE RURAL TOURISM

The state government must strive hard to make rural tourism an instrument of economic growth, poverty eradication and prosperity in Uttarakhand. This will help to provide self-employment opportunities for local residents and encourage maximum participation of the host community in the tourism sector.

A. Infrastructure Facilities

An efficient road network, equipped with modern tourist facilities like petrol pumps, motor garages, food centres, toilet facilities, arrangement for parking and local transport, etc., is to be developed on the roads linking important villages along with private sector participation. In order to attract tourists from all over the world, betterment of basic amenities like electricity, water supply, drainage, sewerage, solid waste disposal system, etc., needs to be carried out. With regard to transport, luxury coaches and buses need to be introduced in a large quantum and along with this link roads and airport infrastructure needs to be upgraded.

B. Development of rural Tourism Destinations

Apart from the pilgrimage centres, Uttarakhand has so far been generally known for its 'hill stations' such as Mussoorie and Nainital. There has been excessive pressure on these hill stations. To reduce this pressure treating major tourist centres as base camps, nearby villages should be spotted to develop as tourism villages. The state should be shown as rural tourism spot rather than just highlighting the pilgrimage destinations and hill station in the state. Currently, most of the tourists visit Uttarakhand only for religious purposes.

C. Publicity and Tourism Marketing

Publicity and marketing of the tourist villages as a brand at the national and international level to promote rural tourism. Rural tourism in Uttarakhand can be promoted with the help of media. Wide circulation of posters, pamphlets, guide maps, Umatic films and other tourism literature depicting the rural attractions in Uttarakhand. To developed and promote rural tourism with the help of private sector tour operators and travel agencies. Provision and development of information centres and other tourist facilities at railheads and convenient points on highways in Uttarakhand. As also rural tourism related signages at all important highways, airports and bus stands for the information and convenience of tourists.

D. Human Resources Development and awareness

Training should be provide in specialized services such as guides, porters, chefs, housekeeping, etc., are necessary for developing rural tourism in the state. It is very important to raise awareness of among local people in a simple way.

Arrangements to be made for tourism awareness programmes, and short-term training in specialised tourism related activities and services such as catering, fruit conservation, cookery, paying guest facilities and etc. Special training programmes should be developed for the local women's.

E. Local people Participation

Local people participation in the rural tourism is of vital importance. So far, the development of tourism in Uttarakhand has been a public sector affair. There has been a dearth of participation and involvement of the local people. The state government should encourage more local people participation in the development of rural tourism in the state.

F. Support by the government

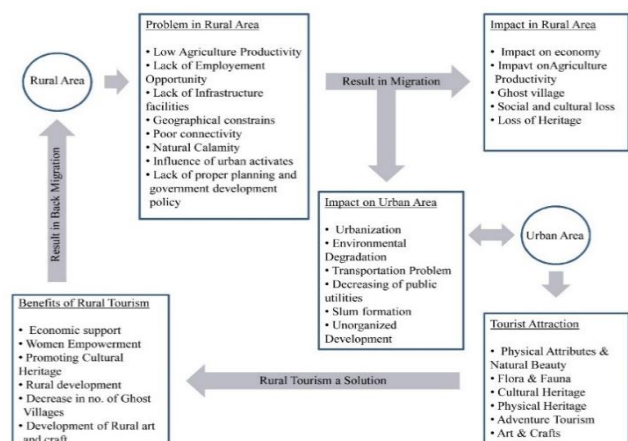
The state could provide incentives and technical assistance to local people, notably local artisans and cottage industries producing high quality handicrafts. For this, the state government needs to extend subsidies and soft loans and provide technical know-how to the village communities. The state government should come up with policies and programmes aimed at the development of rural tourism pockets in various parts of the state offering adequate facilities to tourists. Adequate publicity and promotion should be taken up by the State Government through various tourism fairs and festivals in different parts of the country. Efforts should be made to develop the local fairs and festivals into tourism events and attractions. Action to be taken for preservation of buildings and places of archaeological interest.

G. Promotion of Tourism oriented Handicrafts Industry and Cuisine Souvenirs

It is essential to promote large scale production of souvenirs and artefacts based on the traditional arts and crafts of the region, and encourage local cuisines. This will help local people to generate income and it will promote arts and craft of the state.

XI. CONCLUSIONS

According to this Study, Uttarakhand state is facing a problem of out-migration and majority of the population migrate from rural areas to the urban areas due to low agriculture productivity, unemployment, basic infrastructure facility. But the hilly area of state with such a variant of environment, culture and nature resource can be develop as



Rural tourism industry as a new non-traditional business which not only generate economy but give a positive experience for both visitors and hosts.

Following Fig. 7 Shows Problem in rural area due to which migration occurs and its impact on both Rural and Urban areas as a solution rural tourism can be promoted to decrease migration.

Rural tourism will emerged as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and development of remote areas and advancement of women. It can help inflow to resources from urban to the rural economy. It can prevent migration of rural people to urban.

REFERENCES

- [1] Rural Tourism in India: Issues and Challenges in Marketing Strategy of Community Tourism, "Vinay Raj R, Jaya Justy, Chinju Anoop, International Journal of Management and Social Sciences Research (IJMSSR) ISSN: 2319-4421 Volume 2, No. 3, March 2013
- [2] RURAL TOURISM IN SPAIN, Rosa Man'aYagu'e Perales University of Val'ncia, Spain, Pergamon, Annals of Tourism Research, Vol. 29, No. 4, pp. 1101-1110, 2002
- [3] http://archive.tehelka.com/story_main53.asp (Tehelka - India's Independent Weekly News Magazine) Tehelka Magazine, Vol 9, Issue 27, Dated 07 June 2012
- [4] <http://www.millenniumpost.in/NewsContent.aspx> 9, (Threat of abandoned villages | Millennium Post), 6 January 2016, New Delhi, ShreeshanVenkatesh
- [5] Architecture as a Tool for Branding in Rural Istrian Tourism Destination, Ivana Medica, PavloRužić, TomislavRužić, TURIZAM Volume 14, Issue 2 78-86 (2010)
- [6] Rural Tourism and Ecotourism – the Main Priorities in Sustainable Development Orientations of Rural Local Communities in Romania, Maria Roxana DOROBANTU, Puiu NISTOREANU Academy of Economic Studies, Bucharest, ROMANIA, Economy Transdisciplinarity Cognition, Vol. XV, Issue 1/2012, 259-266
- [7] THE ROLE OF LANDSCAPE ARCHITECTURE IN RURAL DEVELOPMENT, Tóth A., Feriancová L., Department of Garden and Landscape Architecture, Faculty of Horticulture and Landscape Engineering, Slovak University of Agriculture, Tulipánová 7, 949 76 Nitra, Slovak Republic, MENDELNET 2013
- [8] LANDSCAPE VALUATION IN DEVELOPMENT OF RURAL TOURISM: CASE STUDY OF OSTFRIESLAND (GERMANY), Agnieszka JaszczakUniversity of Warmia and Mazury in Olsztyn (Poland), Jan ŽukovskisAleksandras Stulginskis University (Lithuania), ISSN 1822-6760. Management theory and studies for rural business and infrastructure Development. 2011. Nr. 5 (29).
- [9] Tourism strategies and rural development, organisation for economic co-operation and development, oecdparis 1994
- [10] <https://ramblinginthecity.wordpress.com/2015/07/14/>, "Can Uttarakhand fight out-migration with development? | ramblinginthecity".
- [11] Rural tourism: Marketing mix, challenges and benefits in India, Hena M, Faculty Member, Department of Rural Marketing Management, College of Cooperation Banking and Management, Kerala Agricultural University, Thrissur, Kerala, India., International Journal of Multidisciplinary Research and Development, Volume 2; Issue 12; December 2015; Page No. 188-192
- [12] Growth, poverty and employment in uttarakhand, rajendra p. Mavgain, institute for human development New Delhi 2007, ihd working paper series working paper no. 39
- [13] VOLUNTARY INTERNAL MIGRATION AN UPDATE, PriyaDeshingkar and Sven Grimm are ResearchFellows at the Overseas Development Institute, London, September 2004
- [14] Migration and Urbanisation in India in the Context of Poverty Alleviation, Amitabh Kundu
- [15] Labour Migration and Remittances in Uttarakhand, Anmol Jain, Case study report
- [16] Are Rural-Urban Migration and Sustainable Development Compatible in Mountain Systems? H. Ricardo Grau and T. Mitchell Aide, International Mountain Society (BioOne Online Journals), Mountain Research and Development 27(2):119123.2007
- [17] Census of India 2001

- [18] Exodus from Himalayan villages in India, ArpitaChakrabarty, August 2014:Contributoria peoplesupporting journalism
- [19] The Monthly Journal MINISTRY OF RURAL DEVELOPMENT, Vol. 60 No. 7 Pages 52 May 2012
- [20] Employment, migration and livelihoods in the Hill Economy of Uttarakhand, Rajendra P. Mavgain
- [21] Jawaharlal Nehru University, MPRA Paper No. 32303, posted 19. July 2011 13:35 UTC
- [22] MIGRATION, URBANIZATION AND SUSTAINABLE DEVELOPMENT, Daniel Schensul, Ph.D. Population and Development Branch, UNFPA
- [23] Uttarakhand Development Report, Planning Commission Government of India, New Delhi, Academic Foundation New Delhi
- [24] Rural Development Statistics
- [25] Urbanization and Migration in Developing Asia, By Asit K. Biswas and Cecilia TortajadaSeptember 11, 2015
- [26] Grunawalt, Peter, "Why are Cities the Only Place for Dreams? Outmigration of Youths from Rural Uttarakhand" (2012). IndependentStudy Project (ISP) Collection. Paper 1297.
- [27] Why this Abandoned Village is a threat to Uttarakhand ,ShreeshanVenkatesh, Down To Earth, 31 December 2015
- [28] WORLD MIGRATION REPORT, URBAN MIGRATION TRENDS, CHALLENGES AND OPPORTUNITIES IN INDIA, Ram B. Bhagat International Institute for Population Sciences Mumbai, December 2014
- [29] Internal Migration for Education and Employment among Youth inIndia, S Chandrasekhar, Ajay Sharma, Indira Gandhi Institute of Development Research, Mumbai January 2014, WP-2014-004

First Author

Ar. Pankaj is a graduate of Dehradun Institute of Technology, Dehradun, Uttarakhand (2011) and he has done his masters in Urban and Rural planning from Department of Architecture & planning, Indian Institute of Technology(IIT), Roorkee (2013). His field of interest include Architecture and Planning with special reference to Sustainable Development /Rural development in the Himalayan Region of India. He is currently working as an Assistant Professor in the faculty of Architecture, Dehradun Institute of Technology, Dehradun, Uttarakhand



Second Author

Ar. Ashish Pant, a graduate of Faculty of Architecture, DIT University, Dehradun, Uttarakhand (2010) and has done Master of Architecture from Department of Architecture and Planning, Indian Institute of Technology, Roorkee (2013). His field of interest include the research and study on the settlements, architectural style of the Hilly area of Uttarakhand. He is currently working as an Assistant Professor in Faculty of Architecture, DIT University, Dehradun.

