ABSTRACT
Tourism has become one of the world’s largest and fastest growing industries. Tourism plays a significant role in socio economic development of any country. It has become an important human activity of great significance. In this paper, we show that tourism is not only an economic activity of importance to national development, but also an important medium of cultural changes among nations of the world and helps in establishing affinities among different countries of the world.

Keywords--- Tourism, Holiday, Industry

I. INTRODUCTION
“Tourism is a basic and the most desirable human activity which deserve the praise and encouragement of all people from all walks of life and all Governments. It is an industry concerned with attracting people to a destination, transporting them there, housing, feeding and entertaining them upon arrival and returning them to their homes. A quarter of a century ago, travel was the privilege of a few rich affluent and adventurous people. Today, with the rise in the standard of living of people in several developed and developing countries along with fast technological revolution in transportation industry, overseas holiday are within the reach of the middle and working class. Travel today is sold like any normal consumer product through retail outlets, wholesalers, and even departmental stores of many countries. With the development of tourism foreign is within the reach of consumer.

Attempts to define tourism are made difficult because it is a highly complicated amalgam of various parts. These parts are a diverse range of factors, including the following: human feelings, emotions and desires of transport, accommodation, other services; and government policies and regulatory frameworks. Subsequently it is difficult to arrive at a consensual of what tourism actually is.

Yet trying to understand the meaning of “Tourism” is important we have to plan the use of natural resources and manage impacts associated with its development. What all commentators would probably agree with is that tourism involve, although how far one has to travel and how long one has to be away from one’s home location is to be categorized as a tourist. It is a point which is debatable. A convenient definition that overcomes this difficulty is the one proposed by the World Tourism Organization (1991) which was subsequently endorsed by the UN statistical Commission in 1993. “Tourism comprises the activities of persons travelling to and fro staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes”.

The preceding definition is purely concerned with recreation and having fun. Whilst recreational tourism is the most usual form but there are other types of tourism which also exist. For instance Davidson (1993) besides recognizing leisure or recreation (in which he includes travel for holidays, sports, cultural events, and visiting friends and relatives) as the main type of tourism, draws attention to the point that people who travel for business, study (or education) pilgrimage and health purposes plays a significant role in enhancing this industry.

Recently, tourism has become one of the world’s largest and fastest growing industries. Tourism plays a significant role in socio economic development of any country. It has become an important human activity of great significance. Tourism is not only an economic activity of importance to national development, but also an important medium of cultural changes among nations of the world and helps in establishing affinities among different countries of the world. A lot of emphasis has been laid on the economic role of Tourism, its contribution to foreign exchange earnings of the nation and its potential for greater employment. It is observed that time required for the investment to generate earnings is short in tourism industry. This is the basic cause why underdeveloped and tourism industry. Efficiency of capital utilization is
favorable in case of Tourism industry. Many times there is an over investment in luxurious building etc, which would make returns unfavorable. The labour intensity of investment is mere, i.e., the ability of the tourist industry to generate employment over a given amount of investment. The benefits from tourism investment can be maximized if proper planning is done, so as to ensure an encouragement for local industries, handicrafts, in which India excels and they can frost up job opportunities.

Tourism is a service oriented industry. It has emerged as a second largest industry in the world as a catalyst of the development process at the national and the global level. In certain economies, this industry is the foundation of the environmental, economic, socio cultural and even human pyramid, while in most others it is contributing to a significant extent in the general development process as well as it provides solution of the basic problem. Pandit Jawaharlal Nehru, the first Prime Minister of independent India was the first person who noticed the importance of tourism in the country. According to him it was not only an instrument of foreign exchange but also a means of seeking international cooperation, understanding and peace between nations.

Tourism Industry is a class it is a prominent part of the ‘leisure industry’. Its several characteristics distinguish it from other types of industry. It differs from other type of industries in the following respects.

- Unlike other industry tourism involves movements of people and of goods. The industry is no doubt a dynamic one. It is susceptible to objective considerations such as ideas and attitudes and the likes and dislikes of its customers; political unrest and economic instability caused by inflation and currency fluctuations can ruin this industry completely.

- Normally the products to be consumed are transported by door to door service to a consumer. In contrast to this in a tourist trade the consumer is required to move (flow) to the product (stock) and the product which can never be exported e.g. a view of Taj Mahal, naturally scenery of a region, architectural museums and monuments have to be visited if we want to visualize them.

- The various industries comprising the tourist industry are primarily concerned with people. Tourism has its own benefit and helps in direct economic gains by contributing to the balance of payments, increasing national income and providing employment opportunities.

Uttarakhand formerly known as Uttarakhand is a state in the northern part of India. It is often referred to as the “Lands of the Gods” due to the varied holy Hindu temples and pilgrimage centers found throughout the state. Uttarakhand is mainly known for its natural and pious beauty of the Himalayas.

Uttarakhand literally means northern section. Earlier, it was an integral part of the state of uttar Pradesh but on 9th November 2000, it became the 27th state of the republic India and was carved out of the Himalayan and adjoining North-Western districts of Uttar Pradesh. Uttarakhand has been granted status of special category state by Union cabinet on 2nd May 2001

The name Uttarakhand is derived from Sanskrit words "uttara" (Meaning north),and “Khand (part of a country). The name has been mentioned in early Hindu scriptures as the combined region of Kedarnath (present day Garhwal) and manaskhand (present day kumaun) Uttarakhand has a total area 53,484 sqkm of which 93% is mountainuous and 65% is covered by forest. Most of the northern part of the state is covered by lofty Himalayan peaks and glaciers. Two of the most prominent rivers of Hinduism origins in the region , the Ganga at Gangotri and Kedarnath forms the chota char dham a holy pilgrimage for the Hindus. Uttarakhand lieson the southern slopes of the Himalayan range, and the climate and the vegetatian varies greatly with the elevation from the glaciers at the highest elevations from the glaciers to the subtropical forests at the lower elevations the highest elevated areas are covered by ice and huge rocks.

Uttarakhand lies in the lap of the Himalayan Mountains and is Known for its picturesque beauty. The gorgeous Mountain peaks the valleys and the rivers enhances its beauty. It is a paradise for the tourists. It is also known for its sanctity and piousness. Haridwar the holy city famous for the Ganga river along with Hrishikesh, Dehradun, Mussouri and the satdham Yatra adds to the beauty of this place.

Tourism is an industry which is developing at a steady pace it also promotes the cultural regional heritage of the country and as a source of increasing the economic level.

There is lot of scope for tourism in Uttarakhand. The million dollar question which arises is that the need of the hour is to groom the resources and how to utilize them properly. Certain steps must be taken with immediate effect. The utmost requirement is to rebuild the infrastructure. To start with the first and foremost step is the overhauling of the roads which are really in a pathetic condition. This work needs immediate attention and the work should be taken up on a war footing.

Not only this transportation system has to be revamped. Required help can be taken from the private sector. Coordination should be established between the private and public sector and they have to work like hands and gloves with each other. A modernizing touch should be given to resorts and basic amenities like hotels. They should be within the reach of the common man so that more and more tourists could be attracted. Certain incentives should be provided to the tourist. This all should
be done without disrupting the ecological balance as it is a sensitive area.

There are 13 districts in Uttarakhand which are grouped into two divisions, Kumaon and Garhwal. Districts of two divisions are as follows: - The Kumaon divisions consist of Almora, Bageshwar, Champawat, Nainital, Pithoragarh and Udham Singh Nagar. The Garhwal Division consists of Dehradun, Haridwar, Tehri Garhwal, Uttarkashi, Chamoli, Pauri Garhwal and Rudraprayag.

II. FEATURES OF TOURISM IN UTTARAKHAND

- It preserves our ancestral beauty which has continued from generation to generation preserving its originality in this vast developing pace of the world.
- Monumental beauty as well as natural scenic beauty both is its vital elements.
- It attracts the foreigners and positively strengthens the international brotherhood among the citizens of different nations with varied culture and heritage.
- Helps in increasing the GDP and national income of the domestic country.

There are many ways to attract tourism in Uttarakhand. Some of these are as follows

**Adventure Tourism**

Uttarakhand is a paradise for adventure sports. The sheer variety ranges from mountaineering in Bhagirathi, Chaukhamba, Nanda Devi Kamet, Pindari, Sahastratal, Milam, Kafni, Khatling, Gaumukh, Trekking, Skiing at auli, which is known as Switzerland of India DayaraBugyal, Munsyari,Mundali and skating, water sports in all the lakes and rivers of Uttarakhand to aero sports like hang gliding, para gliding at Pithoragarh, Jolly Grant, Pauri, makes Uttarakhand one of the most attractive destinations for adventure sports not only in India but all over the world. In addition to develop the ski-resorts on a large scale, the need of the hour is to start master plans to develop infrastructure facilities on the trekking routes in the state.

**Promotion of Adventure Tourism**

Uttarakhand is a paradise on the earth. This region has been known for its adventure tourism since ancient times. Mountaineers from this region have climbed many high peaks within and outside the country have made our head raised high. The government has taken various steps to promote adventure sports.
- The government has appointed adventure sport officers in every district to give a boost to adventure sports.
- These officers are engaged in training the local people in trekking, mountaineering, water sports and skiing.

- They also train local villagers who plays a vital role during natural calamities and disasters.

**Wildlife Tourism**

Along with the renowned Corbett National Park, Uttarakhand has several other attractions – taking destinations for wildlife tourism. These include the Rajaji National Park, Govind Pashu Vihar, Asan Barrage, Chilla and Saptarishi Ashram, the last four being a delight for bird watchers.

**The queen of the hills** – Mussorie, the lake district of India-Nainital, Kuasali, Pauri, Lansdowne, Ranikhet, Almora, Pithoragarh, Mansyari and many more attractive tourist destinations are parts of Uttarakhand.

The soothing environment makes Uttarakhand a preferred destination to relax from the hustle and bustle of city life. From the modern facilities at Mussoorie and Nainital to the untouched, pristine beauty of its snow-clad peaks, rivers and forests, Uttarakhand provides all that a tourist could possibly seek for amusement and leisure. In its efforts to develop new tourist destinations, the UTDB has brought a plan to develop the areas near the Tehri dam as tourist destinations.

Uttarakhand has a rare diversity of flora and fauna which makes it an ideal place for developing eco tourism, projects and activities like jungle safaris, trekking on mountain and forest trails, nature walks, etc. All these activities have to be conducted in a manner that promotes environmental awareness also and helps in maintaining the ecological balance so that the piousness and sanctity of the place can be maintained which is in the lap of the nature.

III. PROBLEMS OF TOURISM IN UTTARAKHAND

**Caused by guides employees associated with this industry**

- They misguide the visitors and take undue advantage of their unfamiliarity to the place.
- They adhere to wrong activities which may create a wrong impression and can create a dark blot on the image of the Nation around the globe.
- They try to change many hidden or irrelevant duties from visitors to extract the maximum out of them just for petty gains.
- They treat tourism purely as a means to mint money which may ruin its social relevance.

**Caused by visitors**

- They indulge in many unhygienic activities destroying the piousness of the place, like peeing at side spots spitting, discharging the peels or wrappers at prohibited areas etc.
- They destroy the attraction by their actions and activities.

**Other Problem associated with the industry:**
• Language bar is a major problem faced by it. People coming from round the globe face language as an obstacle.
• Frauds or the local cheat try to misguide people pretending to be a professional guide.
• Lack of proper and strict execution of the current laws or regulations associated with it which is commonly violated by common people, guides or the visitors.
• 2000 villagers are situated in the distance of 65 km and above from road head. About 5000 villages are not connected by roads. Almost all inaccessible villages are situated in hills.
• 50% of villages are of less than 200 population and 80% of villages are of less than 500 population.
• 72% holdings are under category of marginal holdings and 47% holdings are below the size of 0.5 Ha.
• Since 65% area is covered by forest very limited area is left for development.
• Several disabilities and indiscrepencies imposed by environmental concerns but no compensatory mechanism is there.
• More than 200 villages are situated at the mouth of landslides and there is a risk to their lives. Resettlement and rehabilitation of these villages need huge resources.
• Even today, 5000 villages in hill area are not connected by roads.
• Some routes like the Rishikesh-Srinagar road that remains closed for about 160 days in a year due to landslides.
• Uttarakhand has 28,508 km of roads, of which 1,328 km are national highways and 1,543 km are state highways. The state Road Transport Corporation (SRTC), which has been reorganized in Uttarakhand as the Uttarakhand Transport Corporation, is a major constituent of the transportation system in the state. The Corporation began to work on 31 October 2003 and provides services on interstate and nationalized routes. As on 2012, approximately 1000 buses are being plied by the “Uttarakhand Transport Corporation” on 35 nationalized routes along with many other non-nationalized routes. There are also private transport operators operating approximately 3000 buses on non-nationalized routes along with a few interstate routes in Uttarakhand and the neighboring state of U.P. for travelling locally, the state, like most of the country, has auto rickshaws and cycle rickshaws. In addition, remote towns and villages in the hills are connected by a vast network of crowded share jeeps.
• The air transport network in the state is gradually improving. Jolly Grant Airport in Dehradun, is the busiest airport in the state with six daily flights to Delhi Airport. Pantnagar Airport, located in the Kumaon region does not have any commercial air services. Government is planning to develop Naini Saini Airport in Pithoragarh district Bharkot Airport in Chinyalisaur in Uttarkashi district and Gauchar Airport in Chamoli district. There are plans to launch helipad service in Pant Nagar and Jolly Grant Airports and other important tourist destinations like Ghanghariya and Hemkund Sahib.
• As over 90% of Uttarakhand’s terrain consists of hills, railway services are very limited in the state and are largely confined to the plains. In 2011, the total length of railway tracks was about 345 km. Rail, being the cheapest mode of transport, is most popular. The most important railway station in Kumaun Division of Uttarakhand is at Kathgodam, 35 km away from Nainital. Kathgodam is the last terminus of the broad gauge line of North East Railways that connects Nainital with Delhi, Dehradun, and Howrah. Other notable railway stations are at Pantnagar, Lalkuan and Haldwani.
• Dehradun railway station is a railhead of the Northern Railways. Haridwar station is situated on the Delhi-Dehradun and Howrah-Dehradun railway lines. One of the main railheads of the Northern Railways, Haridwar Junction by meter gauge and broad gauge lines. Roorkee comes under Northern Railway region of Indian Railways on the Main Punjab-Mughal Sarai trunk route and is connected to major Indian cities. Other railheads are Rishikesh, Kotdwar and Ramnagar linked to Delhi by daily trains.

Measures to solve the problems of tours and travels
• Guides should be knowledgeable and educated to act appropriately as a guide for the visitors who come to visit the mesmerizing attraction of natural or human made world.
• Language bar can be removed by letting the guide be multi-linguistic the one who is able to converse in many languages.
• Strict laws and regulations should be effectively minimal.
• Proper hygienic conditions should be maintained to preserve the cultural and regional attraction of the place.

Opportunity provided by Tourism
Tourism Policy, 2001 The land of celestial beauty blessed with magnificent glaciers, majestic snow-clad mountains, gigantic and ecstatic peaks and valley of lowers, skiing slopes and dense forests, this abode of gods includes many shrines and places of pilgrimage. Char Dhams, the four
most sacred and revered Hindu temples Badrinath, Kedarnath, Gangotri and Yamunotri are nestled in the lofty mountains.

Objective of Tourism Policy

Placing Uttarakhand on the tourism map of the world as one of the leading tourist destinations and to make Uttarakhand synonymous with tourism. Developing the manifold related resources of the state in an eco-friendly manner, with the active participation of the private sector and the local host communities. Developing tourism as a major source of employment and income/revenue generation and as a pivot of the economic and social development in the state.

Self Employment Scheme

The veer Chandra Singh Garhwal tourism Self employment Scheme, the only one of its kind in the country, has been started in the state from 1st June, 2002 to co-jion tourism and livelihood. The Central Government has applauded the success of this scheme and it is being used as a role model in the entire country. Under this scheme, the educated unemployed are provided advance loans and subsidies for various tourism related ventures. Under this scheme, private entrepreneurs can get a loan from commercial banks and a state subsidy of 20% to a maximum of Rs. 2 Lakh, on investment up to Rs. 10 lakh.

Loans are being granted for establishing sales counters for selling local products, construction of Tourist information Centers, setting up of Meditation Centres or Sadhana Kutirs and Yoga Centers. The scheme is intended for people who are original or permanent residents of Uttarakhand and who are not defaulters of any bank. Around 1000 people have set up their businesses under the scheme and thousands have been provided employment through the scheme. The state Government has taken Singapore as a model state to develop tourist sites of Uttarakhand.

IV. KUMAUN MOTO UR OWNERS UNION LIMITED TAKE OPPORTUNITY

Uttarakhand is a hilly state and due to the difficult terrain and topography of many such regions it is difficult to access most of the remote areas due to lack of proper roads and approach. Therefore the significance of the state transportation facility increases, whereas the only mode of transportation in the state remains the road transportation. The transportation through railways is limited to kathgodam, haldwani, udham singh nagar, kashipur and ramnagar while the air transportation is limited to only two places of the state i.e. Pantnagar and pithoragarh which is also known for its irregular facility of air transportation. In this way it becomes clear that in kumaun region of Uttarakhand, the only mode of transportation remains road transportation. The state being a hilly area has many tourist spots in the Kumaun region such as Nainital, Ranikhet, Almora, pithoragarh etc. Every year tourist in large numbers visits these places so the local population of state also get advantage of the tourism and it is the main source of income to the state. For development of such tourist places which generate large income to the state the transportation mode of state should also be developed. Therefore with the motive of developing tourism in the kumaun, bharat ratna awardee Pandit Govind Vallabh Pant helped to establish Kumaun Motors owners limited (KMOUL), it was formed in April 1939 and continue till the date. Kumaun Motors owners limited (KMOUL) are vary fast progress in 1980 to 1990. He have 350 bus in kumaun division thes bus runs per day 20,000 km and company’s bus are runs in new made rotes. These rotes not cover by state transportation corporation. But Uttarakhand Gov. not promote Kumaun Motors owners limited (KMOUL).

V. CONCLUSION

Role of KMOUL in the formation of UPSRTC (Uttar Pradesh state transportation corporation)

In 1951, when UPSRTC was established Bharatratma awardee Pandit Govind Vallabh Pant demanded the aid of his company KMOUL in the formation of UPSRTC, KMOUL company on accepting the demand of Pandit Govind Vallabh Pant provided the facility of its stations and workers/officials to the UPSTRC for commencement of its operations. At the same time, Shri Murali Pant was such station master who was imparted the responsibility of both the station of KMOUL in Almora and UPSRTC station. This is a very rare fact in our history that such a small local private company (KMOUL) has accompanied in the establishment of such a big state transportation corporation.

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