

**GROWTH AND DEVELOPMENT OF HOSPITALITY SERVICES IN UTTARKASHI
DISTRICT WITH SPECIAL REFERENCE TO GANGOTRI AND YAMUNOTRI
PILGRIMAGE ROUTE**

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Abstract

Hospitality refers to the connection between a visitor and a host, as well as the act or behavior of being hospitable. This involves, in particular, the welcoming and entertaining of guests, tourists, or visitors. In terms of GDP income and foreign exchange gains, the tourism and hospitality business is the world's biggest service industry. Furthermore, this is one of the leading job creators throughout the world. All types of tourists, whether courageous, religious, or explorers, travel with unique travel and hospitality needs from service providers. As a result, it is critical and significantly needed to assure complete visitor pleasure through improved product and service quality.

Keywords: Tourism Development, Hospitality, Service, Growth

Introduction

In India, the hotel industry has emerged as an essential sector fueling the expansion of the services sector. There is a close relationship between the hospitality and tourist industries. Second prosperity is determined by one's wealth, and tourism is the industry's primary factor responsible. The Indian hospitality business has experienced significant expansion, supported by a strong intake of international visitors as well as increasing tourist mobility inside the country, and it has emerged as one of the world's major players.

The Indian hospitality and tourism business is extremely fragmented, with a significant number of tiny and unorganized firms accounting for the majority of the market. The key actors in the organized category can be depended on. Instead, the sector is expected to develop rapidly because of rising disposable incomes and positive industry data. By the end of 2015, the revenue is estimated to surpass US\$ 30 billion. The tourism industry has evolved as one of the world's biggest and fastest expanding economic industries. With conventional markets attaining maturity, new tourism destinations, particularly those in emerging economies, have begun to acquire popularity.

Uttarkashi district was created on 24th February 1960, out of the Parganas of Rawain and Uttarkashi of Rawain tahsil of erstwhile Tehri Garhwal District. It sprawls in the rugged terrain of the mystic Himalayas over an area of 8016 sq.km. The district is named after its headquarters town Uttarkashi, an ancient place with rich cultural heritage and as the name suggests, this place is the 'Kashi' of the north (Uttara) as against the 'Kashi' of plains (Varanasi). Gangotri is a town in Uttarkashi District, Uttarakhand, with coordinates of 30.98° N and 78.93° E. It is a Hindu pilgrim town on the banks of the river Bhagirathi and the origin of the River Ganges. It is on the Greater Himalayan range, at a height of 3,100 mts. According to popular Hindu legend, it was here that Goddess Ganga descended when Lord Shiva released the mighty river from the locks of his hair. Yamunotri is the source of the Yamuna River and the seat of the Goddess Yamuna in Hinduism. It is situated at an altitude of 3,293 mts. at 31.01° N 78.45° E in the Garhwal Himalayas and located approximately 30 kilometers North of Uttarkashi, the headquarters of the Uttarkashi District in the Garhwal Division of Uttarakhand. This is one of 4 pilgrimage destinations in India's Chhota Char Dham.

Analysis and Interpretation

Tourist Satisfaction about Public Infrastructure

Public Infrastructure	Fully dissatisfied	Dissatisfied	Neither	Satisfied	Fully Satisfied	Mean	SD
Medical and emergency services	162 (32.4)	198 (39.6)	53 (10.6)	62 (12.4)	25 (5.0)	2.18	1.16
Public Conveniences	19 (3.8)	83 (16.6)	198 (39.6)	155 (31.0)	45 (9.0)	3.24	0.96
Information centers	175 (35.0)	198 (39.6)	52 (10.4)	36 (7.2)	39 (7.8)	2.13	1.19
Parking and wayside amenities	60 (12.0)	202 (40.4)	84 (16.8)	128 (25.6)	26 (5.2)	2.71	1.12
Electricity and water supply	73 (14.6)	69 (13.8)	64 (12.8)	203 (40.6)	91 (18.2)	3.34	1.32
Availability of guides	55 (11.0)	100 (20.0)	117 (23.4)	183 (36.6)	45 (9.0)	3.12	1.16
Proper Signage	48 (9.6)	90 (18.0)	162 (32.4)	165 (33.0)	35 (7.0)	3.09	1.08

Table 1 Field Survey

The distribution of tourist responses on satisfaction about the public infrastructure is provided on the seven items mentioned in the above Table: 1. The data reports that the majority of the tourists were found satisfied with ‘electricity and water supply (40.6%), ‘availability of guides’ (36.6%), and ‘proper signage’ (33%). The majority (39.6%) of the respondent tourists were neither satisfied nor dissatisfied with the ‘public conveniences’ in the study area whereas, the majority of the tourists were dissatisfied about ‘medical and emergency services (39.6%), ‘parking and wayside amenities’ (40.4%) and ‘availability of information centers’ (39.6%). However, no single major group of the respondents was found fully satisfied with any of the items about the public infrastructure in the study area. The mean scores suggest that tourists were neither satisfied nor dissatisfied about ‘public conveniences’, ‘parking and wayside amenities’, ‘availability of guides’, ‘electricity and water supply’ and ‘proper signage’ (Mean scores= 2.5 to 3.5). However, dissatisfaction among the tourists has been reported about ‘medical and emergency services and ‘information centers’ (Mean scores=1.5 to 2.5).

Tourist Satisfaction regarding Accommodation Facilities

Accommodation Facility	Fully dissatisfied	Dissatisfied	Neither	Satisfied	Fully Satisfied		
Cleanliness of Rooms/ Dormitory	122	142	146	41	49	2.50	1.22
	(24.4)	(28.4)	(29.2)	(8.2)	(9.8)		
Tariff	48	105	170	94	83	3.11	1.19
	(9.6)	(21.0)	(34.0)	(18.8)	(16.6)		
Water & Electricity	48	104	111	157	80	3.23	1.22
	(9.6)	(20.8)	(22.2)	(31.4)	(16.0)		
Speedy Service	48	167	131	94	60	2.90	1.17
	(9.6)	(33.4)	(26.2)	(18.8)	(12.0)		
Safety and security	30	65	139	201	65	3.41	1.06

	(6.0)	(13.0)	(27.8)	(40.2)	(13.0)		
Quality of food and Hygiene	43	132	209	56	60	2.91	1.09
	(8.6)	(26.4)	(41.8)	(11.2)	(12.0)		
Behavior of the staff	58	167	129	121	25	2.77	1.09
	(11.6)	(33.4)	(25.8)	(24.2)	(5.0)		
Tourist information	50	215	115	98	22	2.65	1.04
	(10.0)	(43.0)	(23.0)	(19.6)	(4.4)		
Communication & Entertainment Facility	131	118	170	46	35	2.47	1.17
	(26.2)	(23.6)	(34.0)	(9.2)	(7.0)		
Environmental consideration	103	157	105	100	35	2.61	1.21
	(20.6)	(31.4)	(21.0)	(20.0)	(7.0)		

Table 2 Field Survey

The distribution of tourist responses regarding their satisfaction with the various attributes of the accommodation services in the study area is shown in the above table: 2. An observation of the data shows that 31.4% and 40.2% of total respondents were satisfied with ‘electricity and water supply’ and ‘safety and security in the accommodation units of the study area. The majority of the tourists were neither satisfied nor dissatisfied about ‘quality of food and hygiene (41.8%), ‘cleanliness of rooms/dormitory’ (29.2%), ‘tariff’ (34%), and ‘communication and entertainment facility (34%) in the accommodation units whereas, majority of the respondents were dissatisfied about ‘prompt service’ (33.4%), ‘behavior of the staff’ (33.4%), ‘provision of tourist information (43%) and ‘environmental consideration’ (31.4%) in the study area. No single largest group of the respondents was fully satisfied and fully dissatisfied in the study area. An examination of the satisfaction means scores regarding the accommodation facilities reports that tourists were neither satisfied nor dissatisfied (mean= 2.5 to 3.5) with all the attributes of accommodation facilities in the study area except ‘communication and entertainment facility (mean=2.47) about which the tourists were neither satisfied nor dissatisfied.

Dining Services

Dining Services	Fully dissatisfied	Dissatisfied	Neither	Satisfied	Fully Satisfied		
Availability of dining facilities	64	172	129	90	45	2.76	1.15
	(12.8)	(34.4)	(25.8)	(18.0)	(9.0)		
Restaurants quality & service	86	160	160	40	54	2.63	1.17
	(17.2)	(32.0)	(32.0)	(8.0)	(10.8)		
Hygienic food	70	154	133	88	55	2.80	1.20
	(14.0)	(30.8)	(26.6)	(17.6)	(11.0)		
Taste of food	41	123	115	140	81	3.19	1.21
	(8.2)	(24.6)	(23.0)	(28.0)	(16.2)		
Price of food	60	40	196	154	50	3.18	1.11
	(12.0)	(8.0)	(39.2)	(30.8)	(10.0)		

Table 3 Field Survey

The distribution of respondents' responses about their satisfaction with the dining services in the study area is provided in Table: 3 above. The data from the table reports that the majority (28%) of the respondents were satisfied in the case of the 'taste of food' provided by the dining units in the study area. 39.2% of total respondents were neither satisfied nor dissatisfied about the 'price of food' whereas 32% each of the respondents were neither satisfied nor dissatisfied and dissatisfied respectively about the 'restaurants quality and service'. Further, 34.4% and 30.8% of the respondents were dissatisfied with 'availability of dining facilities and 'hygienic quality of food' provided by the dining services in the study area respectively. From the perusal of mean satisfaction scores of tourists, it can be inferred that all the tourists were neither satisfied nor dissatisfied with all the attributes of the dining services in the study area (mean=2.5 to 3.5).

Conclusion

According to the study's findings, there are roughly two causes that are responsible for the expansion of the hospitality business in India. There are two of them: external and internal initiative. This business also has a number of additional elements that support it both directly and indirectly, making it the fastest expanding sector in the service industry economy. It provided in the form of local jobs while also sustaining demand and supply when relevant. The pace of growth is also affected by many opportunities in this industry, such as increasing per capita income, the Indian employment market, and resources. The travel and tourism business is expanding at a rapid pace across the world. The tourism sector is expected to be the single largest sector. The lodging business is the most essential part of the tourist industry. Over 90% of foreign visitors and 70% to 80% of local visitors stay in hotels. Pilgrimages have long been a popular form of tourism in the Garhwal Himalaya. Historically, Uttarkashi is home to several of the Hindu region's most prominent pilgrimage sites. Amongst which, Yamunotri and Gangotri are well-known destinations that draw visitors and pilgrims from all over the world. This is mostly due to the fact that it is the source of India's most holy rivers, the Ganga and her famed sister, the Yamuna. There are several important local fairs and festivals, such as Magh Mela and several more local fairs, which always seem to have a lot to offer travelers in terms of culture, tradition, and traditions.

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