

PROBLEMS OF HOTELIERS IN HILL STATIONS: A CASE STUDY OF NAINITAL HILL STATION, NAINITAL DISTRICT, UTTARAKHAND STATE(INDIA)

V. D. Patil ,D. G. Gatade &Abhay Patil

Assistant Professor , Department of Economics , Arts ,Science and Commerce College,
Ramanandnagar,Tal.Palus,District Sangli(MS)

Head and Associate Professor , Department of Geography , Arts ,Science and Commerce
College,Ramanandnagar,Tal.Palus,District Sangli(MS)

Head and Associate Professor , Department of History , Arts ,Science and Commerce
College,Ramanandnagar,Tal.Palus,District Sangli(MS)

Abstract: Hotel facility is fundamental requirement of tourist in any hill station. However hoteliers in the hill stations facing many problems. In the present paper an attempt has been made to investigate problems of hoteliers of hill station by selecting the Nainital of Uttarakhand as a case study. The Study is entirely based on primary data and empirical knowledge.

Keyword: Hoteliers , fundamental , empirical knowledge , economically.

INTRODUCTION

Hotel facility is fundamental requirement of tourist in any hill station. However hoteliers in the hill stations facing many problems. In the present paper an attempt has been made to investigate problems of hoteliers of hill station by selecting the Nainital of Uttarakhand as a case study. Nainital is one of the hill stations of Uttarakhand. It is tourist centre. It is entirely economically dependent on tourists. Daily thousands of tourists are attracted here. Hence dragged researchers attention towards this problems .

RESEARCH METHODOLOGY

The present research paper is entirely based on primary data and also on empirical knowledge. The secondary data is collected by reports published by government of Uttarakhand. Questionnaire is prepared and primary data is collected by the group by conducting interview technique with interface to the tourists and hotel owners. Nearly 10 per cent hotels having average 15 rooms of the Nainital especially located at Upper mall Road are visited by the researchers. Only those hoteliers who don't get their booking online were selected as sample hoteliers. The views of tourists, hotel owners, government officers , local people and agents are taken in to consideration while analyzing the data and information collected during the field work conducted in May 2013. The basic objective was to identify the problems if any of these hoteliers then suggest certain measures to mitigate these problems.

The Study Area

Nainital is a popular hill station of Uttarakhand state of India . It is headquarter of Nainital district in the Kumaon foothills of the outer Himalayas. It is situated at an

altitude of 2,083 metres above the mean sea level. Geographically it is located at 29°22'66" north latitude and 79°27' east longitude. Nainital is set in a valley containing a pear-shaped lake, approximately two miles in circumference, and surrounded by mountains, of which the highest are Naina (2,615 m) on the north, Deopatha (2,438 m) on the west, and Ayarpatha (2,278 m) on the south

Nainital has temperate summers, maximum temperature 27 °C , minimum temperature 7 °C during which its population increases more than fivefold with an annual influx of tourists predominantly from the plains of northern India. In the winter, Nainital receives snowfall between December and February with the temperatures varying between a maximum of 15 °C and a minimum of -3 °C .According to 2001 census Nainital had a population of 38,559. Males constitute 54 per cent of the population and females 46 per cent . Nainital has an average literacy rate of 91 per cent, higher than the national average of 59.5 per cent : male literacy is 98 per cent , and female literacy is 86 per cent . In Nainital, 1 per cent of the population is under 6 years of age. Kumaonies form the major part of the town's population along with people from all over India.

MAJOR PROBLEMS OF HOTELIERS

Researchers have found the following major problems of hoteliers:

1. Severe parking problems
2. Insufficient and interrupted power supply.
3. Improper strategies by the Government Authority.
4. No amusement park, rink hall, discotheque (i.e. different modes of amusement for youngsters and kids).
5. Hotel industry is not getting proper recognition although its contribution to the economy of town is immense.

6. No new sites are explored since long.

CONCLUSION AND SOLUTIONS

Foregoing analysis leads to the following concluding remarks

Attempts have been made by Government of Uttarakhand to control traffic by sending the tourists to outskirts especially to develop Bhowali, Khurpatal areas and to reduce the load on the main town.

For better development of Nainital from the view point tourism development researchers are suggested with view of solving the major problems

1. Shuttle system could be adopted.
2. Parking areas could be increased (multistoried)
3. Trolley system (i.e. Ropeway) to connect all major spots. (Hanumangarh to Snow View to Cheena peak)
4. Development of new parking in collaboration with forest dept. to Cheel Chakkar area.
5. Parking place in front of Metropolis hotel by covering the Nalah adjacent to the road.
6. Another parking place could be extension of exiting parking from National Hotel to Bus stand area (Tallital area.)
7. Regulated water supply in coordination with the irrigation department from govt. side realizing the fact that industry supports the economy of the town is serious way.
8. “Kuchh din to gujaro Gujarat mein” type promotional strategies are required.
9. Endorsers from eminent fields.
10. Website updating & enhancement
11. Tourist do come for natural beauty but addition of such attraction would add feather in the Cap.
12. Adventure sports dept. should take certain action and be more active.
13. Recognition of hotel industry by municipal body as well as local govt.
14. Their roles should be realized while framing any policy for the town.
15. GIS data of the hotels should be incorporated with the information websites.

The authors are very grateful to Dr. Sudeepa Sharma, Prof. Mahesh Chandra Arya, Prof. Mahesh Chandra Pande and Dr. Kiran Garg for their guidance collecting the information required in present paper.

REFERENCE

- i. The Imperial Gazetteer of India (1908), Nainital District, Vol. 18, pp. 322–323.
- ii. Imperial Gazetteer of India (1908), Imperial Gazetteer of India, Volume 18, pp. 322–323., Oxford University Press, Oxford and London
- iii. <https://en.wikipedia.org/wiki/Nainital>
- iv. http://www.fallingrain.com/world/IN/39/Naini_Tal.html
- v. Government of India (2001), Census of India.
- vi. Government of Uttarakhand (2010), Socio –Economic Report and Statistical Abstracts.