



Tourist Guiding Portal Uttarakhand (Char Dham Yatra)

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Abstract: Located in the Himalayan belt the State of Uttarakhand with snow-capped mountains, lakes and rivers, flora and fauna, easy and challenging trekking routes, pilgrimage and religious places, wildlife sanctuaries and national parks, fairs, events and festive, and a safe and secured tranquil environment with friendly hosts is a perfect tourist destination. The present study is focused on understanding the image that the tourists hold about Uttarakhand, and to know the current status of tourism in the state. A questionnaire is prepared to know about the perceptions of visitors. Primary data is collected from a sample of 150 visitors. The collected data is tabulated, frequency tables are prepared and charts are drawn and presented. Demographic profiles of the tourists are presented. Religious and rest and relaxation are the main reasons for visit. About 50% of the visitors are repeat visitors. The physical attributes are liked by the respondents, and they have a positive feeling towards the destination. SWOT analysis reveals that the state could be a strong contender as a favorable tourist destination. The current status of the tourism revealed that Uttarakhand is poised to become a top tourist destination by measures undertaken such as sponsoring travel bloggers, developing new destinations, organizing new events, ensuring ecological balance and giving the status of industry to tourism sector.

Keywords: Uttarakhand, destination image, SWOT analysis and current status.

I. INTRODUCTION

Tourism is one of the biggest enterprises on the planet so as guiding the tourist. As indicated by the World Travel and Tourism Council (WTTC), tourism and travel have turned into a worldwide industry; India is home to 36 world heritage sites and a wonder of the world. As per the (WTTC) over 8.03 million foreign tourists visited India in 2015, and the number rose to 8.80 million in 2016 (Government of India, 2017). India is captivating with its ancient culture, stunning differences and amazing characteristic magnificence.

The State of Uttarakhand has natural locations, pleasant climatic conditions, lakes, snow capped mountain peaks, age old pilgrimage and religious places, glaciers and origins of rivers and rivers, national parks and wild life sanctuaries and many historic places with traditional fairs and festivals. All these are a boon to the tourism industry by which the tourist are now getting aware of the sites and application which guide them through, so as this concern the pilgrims as the tourist need the responsive tool by which they can easily have the information and they can be guided. The four dhams get their sacred waters as four streams - Yamuna (in Yamunotri), Bhagirathi (in Gangotri), Mandakini (in Kedarnath) and Alaknanda (in Badrinath). Traditionally, the Char Dharmyatra (or excursion) is done from the west to the east - beginning from Yamunotri, then continuing to Gangotri lastly to Kedarnath and Badrinath. In spite of the fact that the Char (four) Dhams are open through a system of motorable streets, burdensome trails remain in the antiquated havens of confidence for a satisfying experience.

II. METHODOLOGY

Research objective:

The first objective of the research is to know the perspective of tourists about Uttarakhand as a tourist destination, and secondly to know the current status of tourism in the State and third is to guide the people about the places in Uttarakhand.

Design of questionnaire:

A questionnaire is designed in English language. The initial part of the questionnaire comprises questions regarding the demography of the respondent; the middle part has ordinal and dichotomous questions while the last part of the questionnaire is designed as a likert scale. The last portion contains the questions for cognitive and affective evaluation of the destination.

Sampling frame:

The sampling frame comprised of tourists visiting Uttarakhand. Tourist is a person who travels outside of his normal environment for a period of more than 24 hours and less than 12 months for reasons other than employment.

Sample: Convenience method of sampling is used. A sample of 150 was collected from the tourists in two cities- Hairdwar and Nainital.

Data Collection:

Both primary and secondary data is collected. For the fulfillment of first objective primary data is collected from visitors, while for the second objective various secondary sources of information like books, newspaper, tourism journals and websites are used. Primary data is collected by personally contacting the tourists and handing the self- administered questionnaire, which was subsequently returned.

Limitations: The sample size is small and convenience method of sampling is used. There are different modules to understand this project:

Modules

1. Home or Index Module
2. Destinations Module
3. Experience Module
4. Booking Module

Modules Description:

1. Home Module: First of all, our website will show home page i.e., index page. Our homepage gives all basic information required about Uttarakhand. It has shown the beauty of Uttarakhand's nature by some pictures and video in it, home page will redirect the user to other pages of website which is Destination page.

2. Destination Module: In this the page will redirect you to the famous Chardhams of the Uttarakhand which will also give you same history and major information regarding the four Chardham and we have also given the weather API which will display the weather in Kedarnath.

3. Experience Module: this will display the content in which you want to explore the other places in Uttarakhand which is categorized such as wildlife and nature which will show you places according to the category.

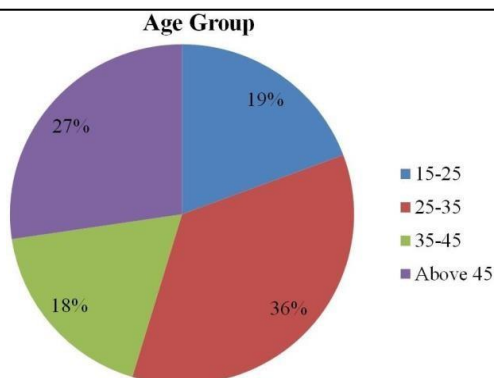
4. Booking Module: In this the registration form is available in which you have to register which the necessary information is asked

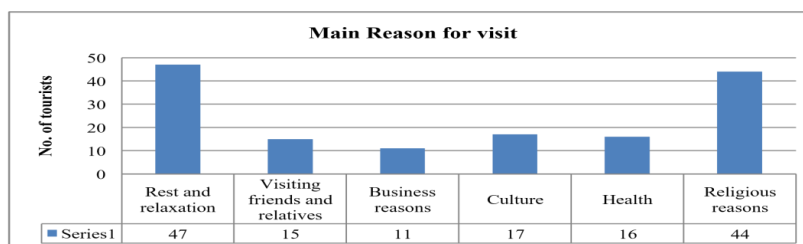
III. DATA ANALYSIS

The collected data are tabulated and graphs are prepared from frequency tables.

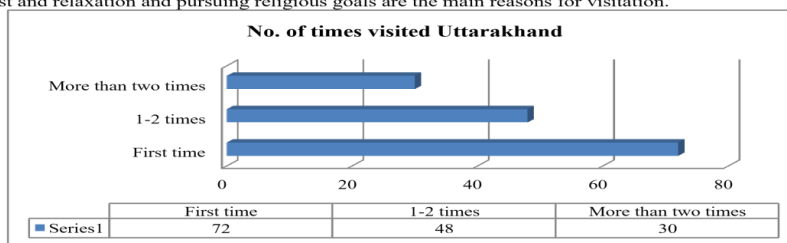
Profile of the sample: Age, gender, occupation, income of the sample are presented in chart form.

About 36 percent of the tourists surveyed were in the age group of 25-35 years.

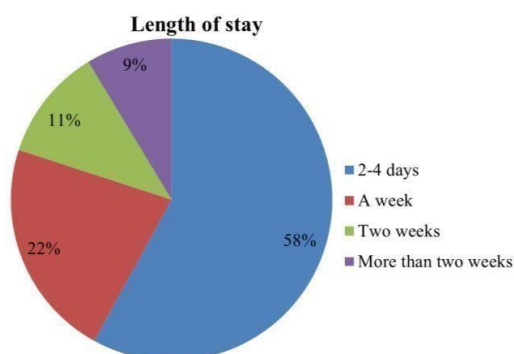




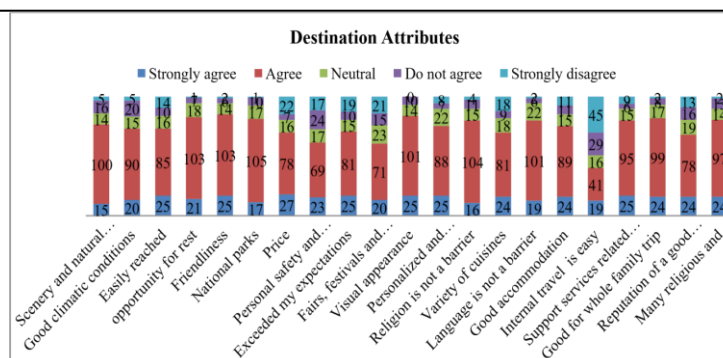
Both rest and relaxation and pursuing religious goals are the main reasons for visitation.



The highest numbers of visitors 'were in the income bracket of 0.35 million - 0. 50 million (48+30=78) About 50% of the tourists are repeat visitors. This means the brand loyalty of the destination is high.



2-4 days was the duration or length of stay of the 58% of the visitors.



A destination image is mainly composed of cognitive and affective components. The questionnaire contained questions on both the components of the image. A number of characteristics were evaluated. The chart clearly shows the respondents agreed with most of the attributes of the destination. The visitors disagreed with the internal travel facility within the city. The congestion in the road and in most of the cities the rental taxis do not have a uniform pricing policy, due to which at times rates are exorbitantly high for internal travel. Regarding personal safety and security 69 respondents agreed while 41 either disagreed or strongly disagreed. During the rainy season landslides disrupts the traffic in roads, this could be the reason for visitors' concern for personal safety and security. Overall, based on the available data, it can be said that the tourists coming to Uttarakhand hold a favorable image about the destination.

Status of Tourism in Uttarakhand: SWOT

Analysis:

A SWOT (strength, weakness, opportunity and threat) analysis is a technique used to assess the internal capabilities and appraise the environment. This technique is used by organizations for strategic planning. Here a SWOT analysis of Uttarakhand as a tourist destination is presented:



IV.CONCLUSION

A primary study is done to understand the perception of the visitors 'in Uttarakhand, and in the second part secondary data is analyzed to know the current status of tourism in the state. The features - natural locations, climate, accessibility, quietness, hospitality, national parks, price, fair and festivals, cuisines, reputation and religious and spiritual sites are liked by the tourists ', and are concerned regarding the safety and security and internal travel. Here we have presented the design of a tour guiding system that can provide the users with the required tourism guidance required anytime and anywhere. This is a combination of smartphone and Internet services. The tour guiding website contributes a reasonable way for the users to schedule their trips, since it provides detailed information about the tourist places including description, image and map. This method includes various features/services such as delivering customized packages, the distance between the source and destination location, Google maps, etc. This process achieves its main goal by pertaining to real-time data.

Talking about the status of the tourism in the state, it can be said that the government is all set to tap the huge tourism market, and is well poised to further the growth of tourism in the state. A large number of the respondent's told Uttarakhand is the best place to visit. Millions of tourists, both domestic as well as international, visit the state yearly not only for spiritual reasons but for rest and relaxation, as a family trip, water sports, snow sports and trekking. Religious and spiritual is the most important attraction for both nationwide and universal tourists in the country. Uttarakhand tourism board has plans to develop the region into a favourable tourist destination. The development should be attuned keeping in mind the sustenance of the region because in the past natural calamities have affected the tourism and the locals badly.

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