

## IMPACT OF SEASONALITY IN TOURISM OF NAINITAL

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### Abstract

Nainital: The city of lakes is a charming hill station, of Kumaoun region in Uttarakhand. Situated in the abode of Middle Himalayas at an altitude of around 2084 meters, it is the epicenter of tourism destinations in Northern India. Founded by C.P. Barren in the year 1841, the quaint town was then developed with elegant colonial structures and has since registered continuous development. Pleasant climate throughout the year makes it one of the favorite tourist destinations. However, maximum tourists visit in the month of May and June. This sudden inflow of tourist concentrated in two months makes it a Peak tourism season. The season brings opportunities like short term employment generation and also chaos like traffic problem respectively. This study was conducted to know the possible impacts of peak season and problems associated with it. A well-structured questionnaire was prepared to collect the data. Final result depicts both positive and negative impacts of seasonality in the area of study, i.e. Nainital town. The study also provides some suggestions for reducing the problems caused by seasonality in further development of Tourism brand of Nainital.

**Keywords:** seasonality, peak season, hill station, organized sector.

### Introduction

In the current scenario tourism is one of the flourishing and booming sectors. It has not only contributed in economy but also helped in generation of employment. There has been numerous instances when a region or a country uplifted from the miserable situations and sailed through prosperity by promoting its culture and heritage through tourism. Tourism industry is not just associated about visiting a place during vacation; Medical tourism, Spiritual tourism, Study tourism etc. are other aspects which are driving factors to make people travel worldwide. Tourism has also provided grounds to formulate cordial relation among different countries. It gives boost to promotion and exchange of culture.

India is a rich country in terms of culture and diversity. Over the last decade India's influence and its recognition has gone on rise. With the increasing popularity of the country more people are compelled to visit here. World Economic Forum has termed India as the 12<sup>th</sup> most popular tourist

destination of the Asia-Pacific region. As per the reports of WTTC India is ranked at 7<sup>th</sup> place globally with respect to tourism and travel's contribution in the GDP of the country. Globally, India holds 2<sup>nd</sup> rank in employment generation in the tourism sector. A huge growth is anticipated in the Travel and Tourism industry in upcoming years. Travel and tourism industry can result in new job creation, growth of Economy, Promotion of peace and harmony and in exchange of culture among the people, if promoted and popularized.

But there is a totally different story when people visit the tourist places and they meet inconvenience like price hikes. It happens when a large number of tourists rush in to a tourist destination at a particular span of time which can be termed as seasonality. During this time mismanagement and improper distribution of resources may occur and it can result in serious consequences that can only be dealt with effective strategy and planning. So the requirement of such a roadmap arises which attracts tourists towards a tourist destination throughout the year, thus reducing the degree of seasonality.

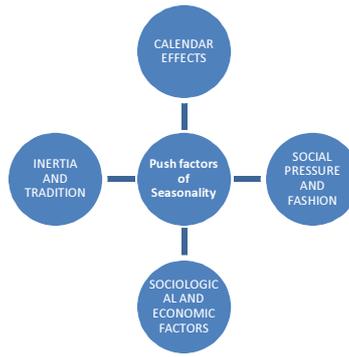
### **Seasonality in Tourism**

Seasonality can be defined as the immense inflow of tourists at a particular place within a specified bestride of time, which leads to congestion and adversely affect the demand and supply of the basic amenities.

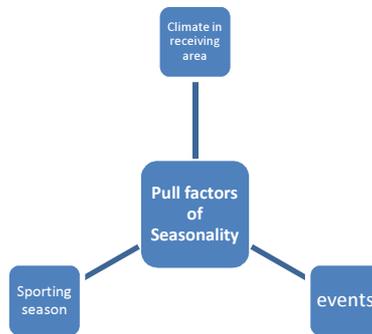
### **CAUSES OF SEASONALITY**



**Push factors of Seasonality:**

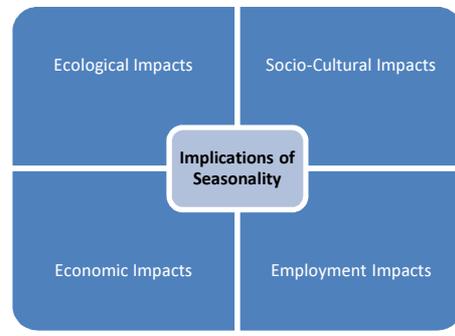


**Pull factors of Seasonality:**



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**Implications of Seasonality:**



**Methodology:**

The present study was carried out in Nainital town, Nainital district. Questionnaire was developed for the collection of data which included 8 questions. 50 respondents were selected randomly for the collection of data irrespective of gender. The answers were based on a scale of three parameters: from *strongly agree* to *strongly disagree* and also a parameter of *neutral*. The study is delimited to the area surrounding by mall road in Nainital town. Data collected from questionnaire was analyzed in consonance with the objective of the study.

**Findings of the Research: - Fifty respondents selected for the evaluation.**

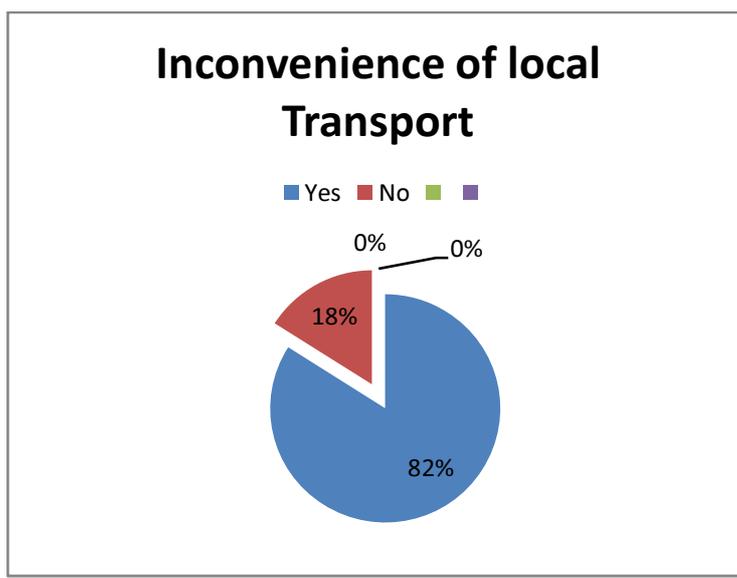
<b>Socio-Demographic characteristics of fifty Respondents.</b>			
S. No.	Variables	Number of People	Percentage
01	Gender		
	Male	25	50
	Female	25	50
02	Age		
	15-25	9	18
	26-35	27	54
	36-45	12	24
	46-55	2	4
03	Qualification		
	Illiterate	4	8
	Intermediate	16	32
	Graduation	18	36
	Post-Graduation	12	24
04	Marital Status		
	Unmarried	24	48
	Married	26	52

Table above shows total number of respondents were 50(100%). 25(50%) respondents were male and 25(50%) female. The maximum respondents were of age group 26 to 35 years and minimum were 46-55 years of age. Maximum respondents were graduate i.e. 18(36%) and minimum were illiterate 4(8%). The maximum respondents were married 26(52%).

**01. Local Transport issue:**

**(i) Inconvenience of Local Transport**

Table 02		
Response	Frequency	Percentage
Agree	41	82
Neutral	0	0
Disagree	9	18

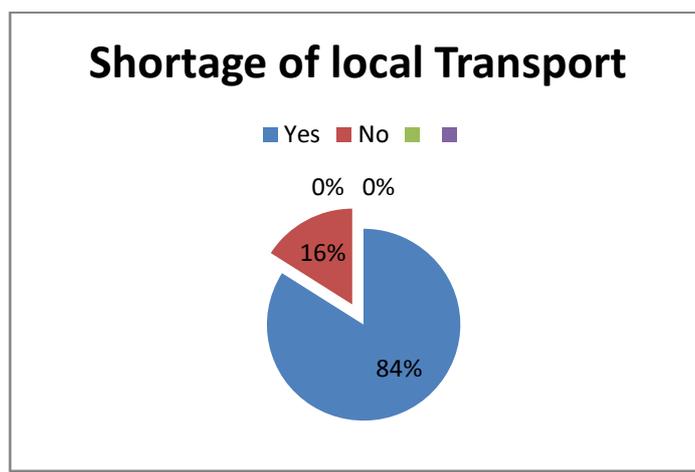


**Fig. 01**

Figure 01 shows that 41(82%) respondents agreed to Inconvenience of Local Transport and rest 9(18%) disagreed. There is pre existing shortage of Local Transport. However increase in number of travellers (Tourist and Locals) during peak season results in overcrowded transportation. Thus most of the respondents especially women agreed to inconvenience of local transport.

**(ii) Shortage of Local Transport**

Table 03		
Response	Frequency	Percentage
Agree	42	84
Neutral	0	0
Disagree	8	16



**Fig. 02**

Figure 02 shows that 42(84%) respondents agreed to Shortage of Local Transport while 8(16%) disagreed. Most of the interior areas in vicinity of Nainital town lack interconnectivity of public-private transportation through roads.

**(iii) Taxi High Charges**

Table 04		
Response	Frequency	Percentage
Agree	45	90
Neutral	0	0
Disagree	5	10

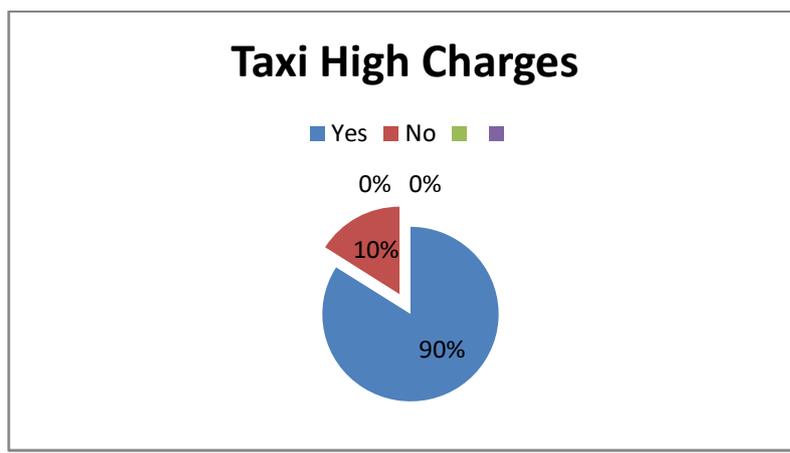
**Fig. 03**

Figure 03 shows that High Taxi Charges was the most common issue in peak season, 45(90%) respondents agreed and 5(10%) disagreed. Maximum Taxies in the peak season are booked by the tourist who agrees to pay charges for convenience. Also the shortage of Local Transport compels the people to pay more. The taxi owner harnesses the seasonal opportunity for generating extra income.

### Water Supply issue

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	33	66
Neutral	4	8
Disagree	13	26

Table 05 shows 66% respondents agreed with water supply issue in peak season, while 26% respondents disagreed and 8% were neutral. Dependence of Nainital on Naini Lake for water supply increases its water woes(Hindustan Times, 2019). Increased population pressure in peak season exacerbates the problem because of supply and demand mismatch.

### Accommodation Problem

<b>Table 06</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	36	72
Neutral	02	4
Disagree	12	24

Table 06 shows Accommodation Problem in peak season, 72% respondents agreed, while 24% respondents disagreed and 4% give no response. The carrying capacity of Hotel doesn't match the peak season demand. Those disagreeing with the suggested problem were in a High income group able to pay high room charges. However, the increase in trend of online subsidized booked rooms and Home stay allows other income groups to accommodate in Nainital during peak season.

### Noise Pollution

<b>Table 07</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	41	82
Neutral	2	4
Disagree	7	14

Table 07 shows Noise Pollution issue in peak season, 82% respondents agreed, while 14% respondents disagreed and 4% were neutral. Noise pollution is caused by various reasons like honking of horns, musical events. Hotelier and other event groups organize various festivals along road side that disturbs both locals and tourists.

### Crowd Problem

<b>Table 08</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	43	86
Neutral	1	2
Disagree	6	12

Table 08 shows Crowd Problem in peak season, 86% respondents agreed, while 12% respondents disagreed and 2% give no response. Increased number of tourists is clearly visible on the mall road.

### Littering

<b>Table 09</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	39	78
Neutral	0	0
Disagree	11	22

Table 09 showing 78% respondents agreed, while 22% respondents disagreed. Improper placement of disposal bins and apathy shown by tourists towards cleanliness causes littering along roadside and even more on the lakeside.

### Employment to Local People

<b>Table 10</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	42	84
Neutral	3	6
Disagree	05	10

Table 10 shows the result of Employment to Local People. 84% respondents agree, while 10% respondents disagreed and 6% were neutral.

### Growth of Local Economy

<b>Table 11</b>		
<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	40	80
Neutral	1	2
Disagree	9	18

Table 11 shows the result on Growth of Local Economy, 80% respondents agreed, while 18% respondents disagreed and 2% were neutral.

## Conclusion

The current study was based on a sample size of '50' respondents selected from Nainital town, in Nainital District (Kumaoun region, Uttarakhand).

Seasonality has multidimensional impacts in the tourism milieu of Nainital town. We found following negative & positive impacts of seasonality in the peak season of tourism in Nainital (Table 1 to 11).



Courtesy: <https://www.google.com/imgres?imgurl=https%3A%2F%2Fdoonmozaic.com->

The local population & tourists both face inconvenience of transportation. Lack of regular public transportation coupled with peak season driven local vehicle shortage compels people to pay high charges for the service (Table 1 to 4).

Water Supply in town goes down to a few fixed hours that too in a reduced quantity. The study also highlighted other negative implications like pollution. Noise pollution increases due to vehicles & other music festivals on road (Table 5 to 7).

Increase in influx of vehicles also bring problem of traffic jam, halt, limited parking facilities in selected areas. Crowds & Congestion in the market become very common as not just distant, but local tourist from surrounding areas, parents of boarding children visit Nainital. Littering on roads & specially alongside the lake increases, even though under Swachh Bharat Abhiyan many disposal bins and sensitizing bill boards are easily available (Table 8 to 9 ).

Table (10 to 11) depicts the positive impacts of seasonality in peak season. Short term employment in both organized and unorganized sectors register a spike during peak season. Local people specially taxi drivers, vendors and property owners have increased income for their livelihood in the seasonal phase.

Different tourism activities enhance the economic opportunities & generate wider economic boom. Both local people & tourists gain benefits from the growth in form of income, infrastructure & choices available. Tourism activities act as a catalyst for the infrastructural development clearly seen in the form of roads, shops, hotels, resorts, restaurants, transportation facilities.

Overall, it allows more job opportunities and an access to hitherto untouched interior areas. The mingling of variety of people in the season also opens an avenue for cultural exchange via clothes, language & handicrafts.

To summarize, the pristine town of Nainital faces double wrath of positive & negative consequences. Application of suggested recommendations with state sponsored, volunteers and SHG or NGO based efforts in harmony with latest technology could help Nainital to enrich its preexisting tourism brand name.

#### **Recommendations:-**

- A tourist circuit should be developed in the outer region of Nainital which can control the sudden inflow of tourists.
- Home stay should be promoted which could put a control on hotel room price hikes during seasonality.
- The concept of Community transport system can be introduced to reduce the no. of vehicles entering in the city.
- Infrastructural development like roads, drainage system, should be improved and a dedicated tourist facilitation center can be established at the entrance of the city.

- The city should be promoted as tourist destination at local, national, and global tourism events with its heritage merits to attract tourists throughout the year.
- A goal oriented cleaning drive program should be started in which students participate voluntarily to make local people and tourists aware about clean and green Nainital.
- An automated/ multilevel parking can be developed which will occupy less space and provide facility to park more vehicle.
- Proper garbage collection mechanism should be focused and garbage recycling and segregation unit should be set up in the outer region of the city.
- Adequate no. of police personnel should be deployed for crowd and traffic control by establishing co-ordination Centre with other departments.
- Mobile water tanks should be placed nearby main areas of the city to deal with the scarcity of water for tourists.
- Token system for tourists can be implemented to enter the city during seasonality (excluding the government officials, students and local residents) to manage the excessive inflow of crowd.
- The city can be promoted as a “medical tourism” destination due to its pollution free environment and greenery, compelling tourists to come here throughout the year.
- The city can be addressed as an adventurous place by promoting skiing and other snow based and mountaineering activities.
- A community radio service can be introduced to convey information regarding traffic congestion and other inconvenient situation.
- Nearby tourist destinations like Bheemtal, Naukuchiyatal and Sat-tal etc. should be promoted to distribute tourists among these locations during peak season.
- Availability of daily need goods like milk, LPG, fruits, vegetables, fuel, etc. should be amiable to control price rise.
- Rainwater /snow fed water harvesting should be promoted and implemented to meet the demand of water during seasonality.
- Diversified marketing platform should be utilized for brand building of the town. Promotion in national and international platform should be done. Certain tagline like “*Nature’s Own Home of Glory*” highlighting the core competency of the town could be done for eye catching publicity.

- CrowdManagement Training should be provided to administrative and police personnel.
- Workshops should be organized for local vendors to behave decently with tourists and to curb high pricing.
- Handicrafts/artifacts fair should be organized during seasonality to promote the local heritage.
- The problem of strays dogs should be dealt with utmost concerns because dogs biting can create panic situation all of the sudden.
- Local means of transportation should be established at reasonable cost.

### **Acknowledgements**

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