



IMPACT OF SEASONALITY IN TOURISM AND SUSTAINABLE DEVELOPMENT (A STUDY OF NAINITAL TOWN)

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Abstract

Nainital is the most beautiful hill station with beautiful lakes, mountains, amazing climate, natural and scenic beauty was developed by British government and a well known tourism destination of Kumaun region, Uttarakhand state in India. This is the reason most of people visits Nainital and it receives maximum tourists round the year especially in the months of mid May to mid July which is a peak season of tourism in the area. Peak season brings many opportunities for short term employment and income generation in organized and unorganized sector. This season of tourism affects directly and indirectly to local people and local area. The sustainable development becomes a need of those tourism destinations which affected with seasonal variations in tourism. This is the reason we selected Nainital - a Hill station in Kumaun region for the present study. The study tends to know the impact of peak season and problems associated with it. The survey research method was applied to the present study and data was collected through questionnaire. Result from the present study reveals that there is negative and positive impact of seasonality in Nainital town. The study would suggest us some outcomes for reducing seasonality factors for sustainable development of the selected area.

Keywords: Sustainable development, Seasonality, Peak Season, Organized sector, Unorganized sector.



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Introduction

It is well known to all around the world that the level of International tourism has grown after the Second World War. Apart from tourism, other development options such as manufacturing, mining and forestry etc., was widely perceived to be a clean and renewable industry. Because it drew upon 'free' natural, historical, social and cultural resources it was thought to be less capital intensive in its requirements with reference to the development (Raj, 2003).

India is one of those countries, which is a wonderful blend of all the resources among rare countries makes it a *golden star* on the world's tourism maps. Being blessed with a huge

variety of natural as well as manmade tourist resources it indeed is a surprise that India attracts only 0.4 percent of the world's tourists (Raj, 2003).

According to World Travel & Tourism Council (2016), the Travel & Tourism generated US \$7.2 trillion (9.8 percentage of global GDP) and supported 284 million jobs, equivalent to 1 in 11 jobs in the global economy. The Travel & Tourism sector is expected to grow faster than the wider economy and many other industries over the next decade. It is anticipated to support over 370 million jobs by 2026.

The direct contribution of Travel & Tourism to GDP was INR 2,668.3bn which was 2.0 percent of total GDP in 2015, and is forecast to rise by 7.1 percent in 2016. In 2015, Travel & Tourism directly supported 23,454,500 jobs (5.5% of total employment). This is expected to rise by 3.2 percent in 2016. Visitor exports generated INR 1,249.3bn which was 4.2 percent of total exports in 2015. This is forecast to grow by 5.3 percent in 2016 (WTTC, 2016).

Seasonality in Tourism

Seasonality in Tourism is defined as a “*temporal imbalance in the phenomenon of tourism, which may be expressed in terms of dimensions of such elements as numbers of visitors, expenditure of visitors, traffic on highways and other forms of transportation, employment and admissions to attractions*” (Butler, 2001; Lundtorp, 2001).

Sustainable Development

“Our Common Future” entitled given to a report by World Commission on Environment and Development (WCED, 1987) focused on sustainable development. The commission has defined “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987).

Objectives of the Study

In order to present the study two main objectives were selected:

1. The analysis of evaluating seasonality factors in tourism of Nainital town.
2. Recommendation of alternatives for reducing the seasonality factors in tourism for the sustainable development in the selected area.

Review of Literature

Peak seasons of any tourist destination may be characterized by overuse of public utilities (e.g. water supply, waste management, and road use), causing dissatisfaction for residents in the area and tourists alike, while the environment may suffer irreversible damage because of

tourism pressures (Ridderstaat *et al.*, 2014). In the accommodation services sector, the seasonal fluctuations may cause a shortage of rooms in available hotels during the peak season and underutilization of facilities in the off-peak season (Cannas, 2012).

According to Baum and Lundtorp (2001), the seasonality is Natural and Institutional which was discussed among scholars. Seasonality affects on all aspects of supply-side behaviour in tourism that included marketing (pricing, packaging, distribution); the labour market (nature and quality of employment, skills availability, sustainability of employment); business finance (cash flow, pricing, attracting investment); stakeholder management (suppliers, intermediaries); and all aspects of operations. The impact of seasonal demand variations in tourism is one of the dominant policy and operational concerns of tourism interests in both the private and public sectors.

The World Commission on Environment and Development (WCED, 1987) suggested that “The sustainable development is a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development; and institutional changes are all in harmony and enhance both current and future potential to meet human needs and aspirations”.

The sustainable development is largely a western invention in a widespread perception and a product of the US conservation movement (Miller & Ward, 2005)

Kandari and Chandra (2004) founded that the World Tourism Organisation (WTO) has defined sustainable tourism development as given below:

Which meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to the Management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

Sustainable tourism is a more gentle form of tourism which is smaller in scale, sensitive to cultural and environmental impact and respects the involvement of local people in policy decisions for the development of the area (Moisey & McCool, 2008). The sustainable tourism combines present benefit with the protection of future opportunities to the people (Horochofski & Moisey, 2008).

Education for sustainable development can lead to permanent changes in public awareness when it is augmented by religious and cultural values. Religious organizations

become increasingly interested in raising environmental awareness among the public (Kandari & Chandra, 2004, p.90).

Methodology

The present study was carried out in Nainital town, located in Nainital district. Survey research method was applied in the present study. The populations of study were family members from 15 to 65 years of age living nearby Mall road in Nainital town. We selected those family members who usually go to outside from their homes for study or other work such as school, college and office etc. Fifty respondents were selected from 50 families for the present study through purposive sampling technique.

Questionnaire was developed for the collection of data which included; 20 questions open-ended and close-ended related to socio-demographic profile, public utilities and suggest alternatives for reducing the seasonality factors for sustainable development in selected area. We also used attitude measurement scale from strongly agree to strongly disagree agreement in five-point scale to know the perception of the local people on impact of seasonality in the town. The study is delimited to the area surrounding by mall road in Nainital town. Collected data from questionnaire was analyzed according to the objective of the study.

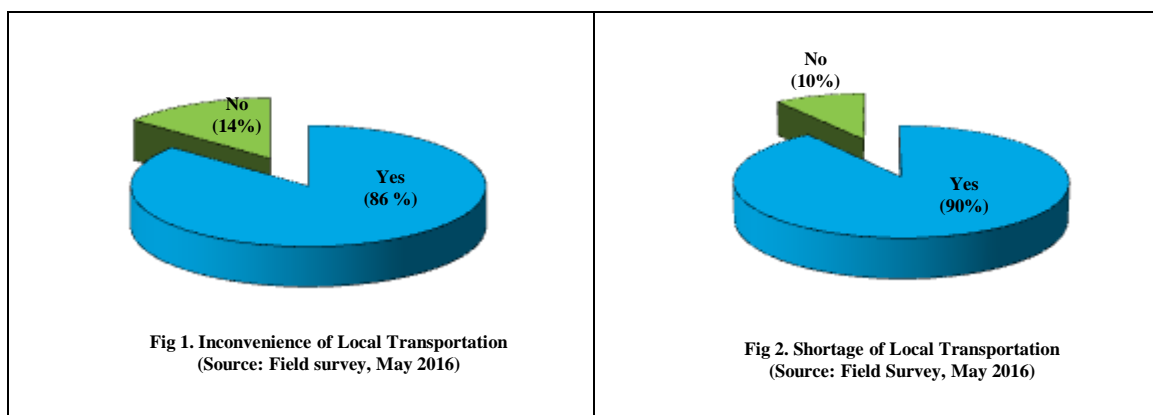
Findings of the Research: Findings from fifty respondents from fifty families in selected area is given below in tables (1-11) and pie charts (figures.1- 4) with their explanations.

Table 1: Socio-demographic characteristics of respondents (N=50).

Socio-demographic variables		n (%)
Gender		
Male		30(60)
Female		20(40)
Age		
15-25		6(12)
26-35		30(60)
36-45		10(20)
46-55		2(4)
56-65		2(4)
Educational qualification		
No formal education		1(2)
High school		6(12)

Intermediate	6(12)
Graduation	13(26)
Post graduation	20(40)
Ph. D.	2(4)
Other (UGC-NET)	2(4)
Marital status	
Unmarried	35(70)
Married	15(30)
Occupation	
Student	30(60)
Unemployed	3(6)
Government job	3(6)
Private job	4(8)
Self employed	5(10)
Other(Contractual staff, Project fellow, Scientist)	5(10)

In the above table 1, the total numbers of males were thirty (60%) and females were twenty (40%). The maximum respondent's age was between 26 to 35 years while minimum respondent's age varied from 46 to 55 and 56 to 65 years, respectively. The educational qualification of maximum respondent's was post graduation and minimum were with no formal education. Some other respondents were with other qualification such as UGC-NET etc. The maximum respondents were unmarried and students; and minimum were unemployed and in government sector. Some of them were in other occupation such as contractual staff, project fellow and scientist in university.



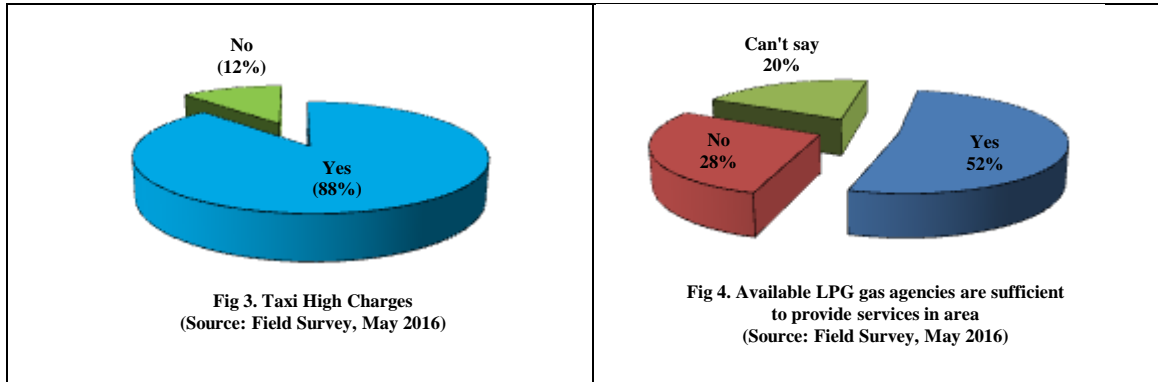


Fig 1: Showing above the results on inconvenience of local transportation in selected area responses were 86% said yes whereas 14% said no. **Fig 2:** Shortage of local transportation in the selected area; 90% replied yes and 10% said no. **Fig 3:** Local taxi charge high rates in the area; 88% said yes and 12% said no. **Fig 4:** The available LPG gas agencies were sufficient to provide services in the area; 52% said yes, 28% said no whereas 20% said can't say.

Table 2. Traffic increase

	Frequency	Valid Percent	Cumulative Percent
Strongly Agree	31	62.0	62.0
Agree	16	32.0	94.0
Disagree	2	4.0	98.0
Strongly Disagree	1	2.0	100.0
Total	50	100.0	

Table 3. Water supply problem

	Frequency	Valid Percent	Cumulative Percent
Strongly Agree	20	40.0	40.0
Agree	16	32.0	72.0
Undecided	3	6.0	78.0
Disagree	8	16.0	94.0
Strongly Disagree	3	6.0	100.0
Total	50	100.0	

Table 4 Shortage of LPG gas cylinders in the area

	Frequency	Valid Percent	Cumulative Percent
Strongly Agree	7	14.0	14.0
Agree	18	36.0	50.0
Undecided	16	32.0	82.0
Disagree	4	8.0	90.0
Strongly Disagree	5	10.0	100.0
Total	50	100.0	

Table 5. Noise pollution

	Frequency	Valid Percent	Cumulative Percent
Strongly Agree	24	48.0	48.0
Agree	21	42.0	90.0
Undecided	2	4.0	94.0
Disagree	1	2.0	96.0
Strongly Disagree	2	4.0	100.0
Total	50	100.0	

Table 6. Crowd problem in market and other area

	Frequency	Valid Percent	Cumulative Percent
Valid	Strongly Agree	22	44.0
	Agree	23	46.0
	Undecided	1	2.0
	Strongly Disagree	4	8.0
	Total	50	100.0

Table 7. Spread litter on road by visitors/tourists

	Frequency	Valid Percent	Cumulative Percent
Valid	Strongly Agree	25	50.0
	Agree	19	38.0
	Undecided	3	6.0
	Disagree	1	2.0
	Total	50	100.0

Table 2: Showing above the results on traffic increase in the selected area; 31(62%) strongly agree, 16(32%) agree, 2(4%) disagree and 1(2%) strongly disagree. **Table 3:** Water supply problem in the area; 20(40%) strongly agree, 16(32%) agree, 3(6%) undecided, 8(16%) disagree and 3(6%) strongly disagree. **Table 4:** Shortage of LPG gas cylinders in the area; 7(14%) strongly agree, 18(36%) agree, 16(32%) undecided, 4(8%) disagree and 5(10%) strongly disagree. **Table 5:** Noise pollution in the area; 24(48%) strongly agree, 21(42%) agree, 2(4%) undecided, 1(2%) disagree and 2(4%) strongly disagree. **Table 6:** Crowd problem in market and other area; 22(44%) strongly agree, 23(46%) agree, 1(2%) undecided and 4(8%) strongly disagree. **Table 7:** Spread litter on road by visitors/tourists, 25(50%) strongly agree, 19(38%) agree, 3(6%) undecided, 1(2%) disagree and 2(4%) strongly disagree.

Table 8. Employment to local people

	Frequency	Valid Percent
Valid	Strongly Agree	24
	Agree	16
	Undecided	4
	Disagree	3
	Strongly Disagree	3
	Total	50

Table 9. Growth of local economy

	Frequency	Valid Percent
Valid	Strongly Agree	16
	Agree	25
	Undecided	3
	Disagree	4
	Strongly Disagree	2
	Total	50

Table 10. Growth of local market

	Frequency	Valid Percent
Valid	Strongly Agree	20
	Agree	20
	Undecided	5
	Disagree	3
	Strongly Disagree	2
	Total	50

Table 11. Development of local region (basic tourism infrastructure facilities)

	Frequency	Valid Percent
Valid	Strongly Agree	16
	Agree	21
	Undecided	5
	Disagree	6
	Strongly Disagree	2
	Total	50

Table 8: Showing the results above on employment to local people; 24(48%) strongly agree, 16(32%) agree, 4(8%) undecided, 3(6%) disagree and 3(6%) strongly disagree. **Table 9:** The growth of local economy; 16(32%) strongly agree, 25(50%) agree, 3(6%) undecided, 4(8%) disagree and 2(4%) strongly disagree. **Table 10:** The growth of local market; 20(40%) strongly agree, 20(40%) agree, 5(10%) undecided, 3(6%) disagree and 2(4%) strongly disagree. **Table 11:** The development of local region (basic tourism infrastructure); 16(32%) strongly agree, 21(42%) agree, 5(10%) undecided, 6(12%) disagree and 2(4%) strongly disagree.

Conclusion

In the present study, we collected data from fifty respondents belonging to fifty families of Nainital town in Nainital district, Kumaun region of Uttarakhand state in India.

The local people face inconvenience of local transportation and shortage of transportation facilities during peak season of tourism especially from mid May to mid July in every year because local vehicles are engaged in tourism activities to earn maximum money from tourists/visitors. Therefore, due to engagement in tourism activities the available limited local taxi/vehicles takes high charges from local people for travelling one place to another place because they earn more money from the tourists/visitors during the peak season of tourism. The available LPG gas agencies are sufficient to provide services in the selected area but it needs to be with more back up of LPG gas cylinders in go down especially in peak season of tourism for providing better services to local people as well as other establishment such as hotels, restaurants and eateries etc.

We found through the study that there is negative impact of seasonality in peak season of tourism in Nainital town (tables 2-7). The peak season of tourism increase traffic on roads and local people as well as tourists face the problem like traffic jam, halt, slow traffic and limited parking vehicles facilities in the selected area. Local people face the problem of water supply and shortage of LPG gas cylinders due to over consumption in selected town during the peak season in tourism. Peak season creates noise pollution and congestion leads to crowd problem in market and other areas of the town. The number of visitor increases during peak season of tourism which leads to spread litter on roads and in other tourist spots of the town.

We also found the positive impact of seasonality in peak season of tourism in the selected area (tables 8-11). It gives short term employments to local people during the peak season through which they live their livelihood. The increasing tourism activities play an important role in the economy of selected town and acts as a catalyst for the growth and

development of local economy as well as local market for the local people and tourists also. Due to tourism activities, local area has developed with basic tourism infrastructure facilities like roads, shops, hotels, resorts, restaurants, transportation facilities etc. that provides many job opportunities to local people.

Recommendations

On the basis of present study, there are some alternatives given below for reducing the seasonality factors for sustainable development in Nainital town of Nainital district, Kumaun region of Uttarakhand state in India.

1. During the peak season of tourism there should be arrangement for other transportation facilities and proper management of all transportation facilities for local people as well as visitors in the area by which we can minimize the effects of seasonal variation in tourism.
2. The available LPG gas agencies in the town needs to be maintain proper stock in go down of LPG gas cylinders in advance to fill the requirements of local people as well as other establishment such as hotels, resorts, restaurants and eateries etc especially in peak season of tourism.
3. The availability of limited parking facilities of vehicles in Nainital town, the number of tourist's vehicles should be regulated in the area by which the noise pollution can be minimized.
4. Shuttle service could be a milestone in Nainital town to minimize traffic on roads, traffic jam & halt or slow traffic.
5. Proper supply of drinking water to local people and other establishment during peak season of tourism in the selected town.
6. The number of visitors should be regulated in the Nainital town during the peak season.

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