



ANALYSIS OF RESTAURANT CARRYING CAPACITY AND IMPACT OF SEASONALITY IN MUKTESHWAR, UTTARAKHAND

Anil Kumar Tamta

Assistant Professor, Department of Tourism Management, Indira Gandhi National Tribal University, Madhya Pradesh, India. Email: aniltamta1@gmail.com

Abstract

Every tourist destination has many things for a tourist's attraction and limitations to carry them for a certain period of time. A destination is affected due to seasonal variation in tourism and the availability of fixed infrastructure like hotels, restaurants, etc. in the area. Mukteshwar is a tourist destination located in the Nainital district, Kumaun region of Uttarakhand visited by nature-lovers. This is a beautiful place for staying in the lap of nature with amazing lush green mountains which attract tourists around the year. It receives a large number of tourists in the months of May and June and which is recognised as the peak season of tourism in the area. This season provides many earning opportunities to local people, restaurants, hotels, and other stakeholders but also creates issues for them because it has its own limits to carry tourists. This was the intention to start this study for analysing restaurants carrying capacity and impact of peak season in tourism at the place. To carry out the study, a survey research method was applied and data was collected through a structured questionnaire. For offering better services to tourists, restaurants carrying capacity was analysed and suggestions have come out for reducing seasonality impacts and developing sustainable tourism in Mukteshwar.

Keywords: Tourist, Destination, Carrying Capacity, Seasonality, Sustainable Tourism



Scholarly Research Journal's is licensed Based on a work at www.srjis.com

Introduction

Mukteshwar is well known tourist destination with an altitude of 2,275 m lying between 29° 28' N and 79° 40' E located on the top of Kumaun region where the Gargachal and Lohukot are two ranges meet. A fascinating view of snow-covered Himalaya can easily seen from this place. The Mahadeo temple a well-known and the main attraction was in ancient period but now it's known for the Indian Veterinary Research Institute (IVRI) was established during British period in the year 1893 (Singh & Nag, 1999).

The time period between second half-of May and first-half of June every year considered as peak season in tourism due to maximum flow of tourists in Nainital region. Mukteshwar

Copyright © 2020, Scholarly Research Journal for Humanity Science & English Language

comes under Nainital region which follow the same pattern of tourist flows as in Nainital (Singh & Nag, 1999).

Seasonality in Tourism

The seasonality defined as "a temporal imbalance in the phenomena of tourism, and may be expressed in terms of dimensions of such elements as number of visitors, expenditure of visitors, traffic on highways and other forms of transportation, employment and admission to attractions" (Butler 1994; Butler, 1998).

Carrying Capacity

The UNEP & WTO (2005) defined Carrying Capacity as the limit of tourists that can be easily accommodated in a specific tourist destination without degrading the environment, harming the host population, and not compromising with the tourist's satisfaction.

Objectives of the Study

The following objectives are carried out to conduct the present study.

- To find out the existing restaurant carrying capacity in Mukteshwar
- The analysis of evaluating seasonality factors in tourism of the area.
- To suggest alternatives for reducing seasonality factors for sustainable tourism development in the Mukteshwar.

Review of Literature

Tourism is now become one of the largest and widespread industry in the world (UNEP, 2002). The travel & tourism sector accounts for 11 % of global GDP, 8 % of all jobs and 9 % of all capital investment. Tourism is the biggest income source for many developing countries. Thus, it has potential to pay to the success of the Millennium Development Goals. But, the tourism badly managed in the destination then it can spoil biodiversity, affect local people's rights and overburden to the local infrastructure (UNEP, 2002).

The fluctuation of tourist flow at a tourist destination acted as seasonality in tourism. In a tourist destination, a tourism seasonality may take place because of vacations, holidays etc. in the country, which helps in forcing tourists to visit a destination which results seen as peak season of tourism. Due to maximum number of tourist traffic in a destination it affects local people, tourist and stakeholders. Therefore, seasonality in a tourist destination is an important issue for the sustainability of tourism in the area (UNEP & WTO, 2005).

The 'capacity' word indicates the ability to accommodate or quantity that can be contained in a specific area or space (O'Reilly, 1986). The UNEP and WTO (2005) have identified various kinds of carrying capacity which includes Ecological Capacity; Socio-cultural Capacity; Psychological Capacity; Infrastructural Capacity and Management Capacity.

This study has focused on infrastructural carrying capacity which included restaurants capacity for offering services, transportation, and the seasonality impact in tourism of the place have been analysed by investigation.

Methodology

Mukteshwar village of Nainital district, Kumaun region in Uttarakhand state was selected to carry out the current study, and a survey research method was applied. The population for the study was all restaurants in the area. This study has selected mostly those restaurants were easily accessible and located on main roads or nearby roads. To carry out the study twenty-seven restaurants were selected through a purposive sampling technique.

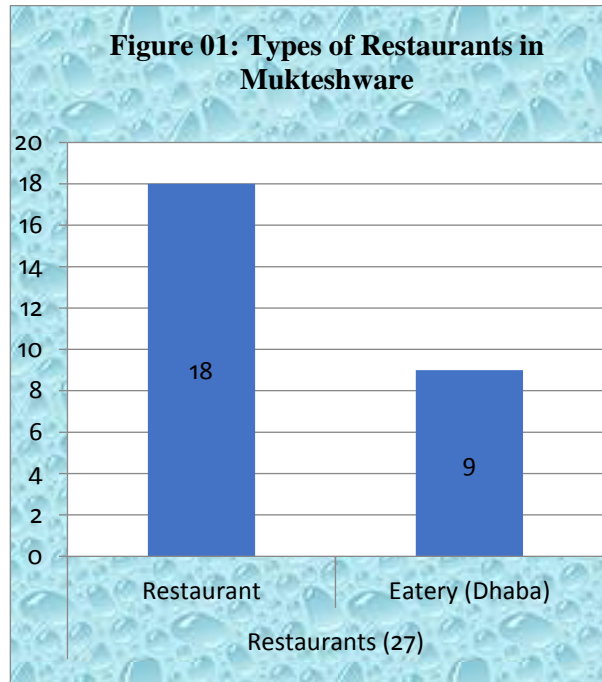
A questionnaire was developed for the data collection from restaurants, in which 16 questions were asked. The open-ended and closed-ended questions were divided into four parts i.e. Part A: Restaurant/Eatery Related Information, Part B: Public Utilities Related Information, Part C: Pattern of Seasonality in Tourism, and Part D were related to suggest alternatives for reducing the seasonality factor for sustainable development in Mukteshwar. All sections were intended to know the opinion of the selected restaurants on the seasonality impact in tourism. This study is delimited to Mukteshwar. As per the objectives of the study collected data from the questionnaire was formulated and analysed.

Finding of the Research: We have studied different types of restaurants and their existing numbers in the area. The study was focused on those restaurants who were situated on main highways or nearby roads. This study has taken maximum restaurants in Mukteshwar to know the impacts of seasonality in tourism and restaurants carrying capacity to cater tourists in the area.

Findings from twenty-seven restaurants in the selected area are given below in tables (tables nos. 01-10) and charts (figures nos. 01-09) with their explanations.

Table 01: Types of Restaurants in Mukteshwar

Organisation	Type of Restaurant	Unit (%)	Total (%)
Restaurant	Restaurant	18 (66.7)	27 (100)
	Eatery (Dhaba)	9 (33.3)	



In **Table 01**, Through the study, we found two types of restaurants in Mukteshwar. One was 18 restaurants with 66.7 % and other types were 9 eateries (Dhaba) with 33.3 % which are catering to tourists in the area. A total of 27 restaurants were found in the area.

Figure 01 indicates the total number of restaurants along with their types existing in Mukteshwar.

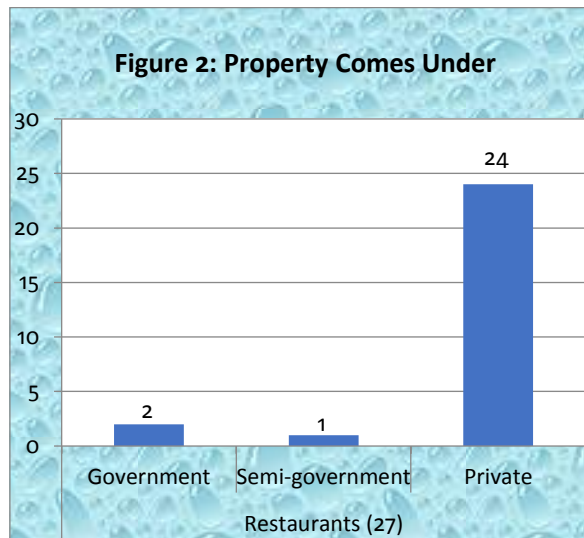
Table 02: Registration Status of Restaurants

Registration Status	Restaurant (%)
Registered	26 (96.3)
Planning to Registered	1 (3.7)
Total	27 (100.0)

In **Table 02**, we have studied the registration status of selected 27 restaurants in Mukteshwar. Through the study, we found 26 restaurants were registered with 96.3 % and 1 restaurant was in the progress to register itself with 3.7 %.

Table 03: Property Comes Under

Comes Under	Restaurant (%)
Government	2 (7.4)
Semi-government	1 (3.7)
Private	24 (88.9)
Total	27 (100)



In **Table 03**, we have studied about existing 27 restaurants whether they come under government organisation, semi-government organisation or private organisation. Through the study we found that 2 restaurants with 7.4 % come under government organisation, only 1 restaurant with 3.7 % comes under Semi-government organisation and 24 restaurants with 88.9 % came under Private organisation in the selected area.

Figure 02 indicates the existing selected 27 restaurants belonging status to a government organisation, semi-government organisation or private organisation in Mukteshwar.

Table 04: Distribution of Employee in Restaurants

Management Level	Restaurant	
	Total No.	Local Employee
Top	14	14
Middle	24	23
Lower	61	61
Total Employee	99	98

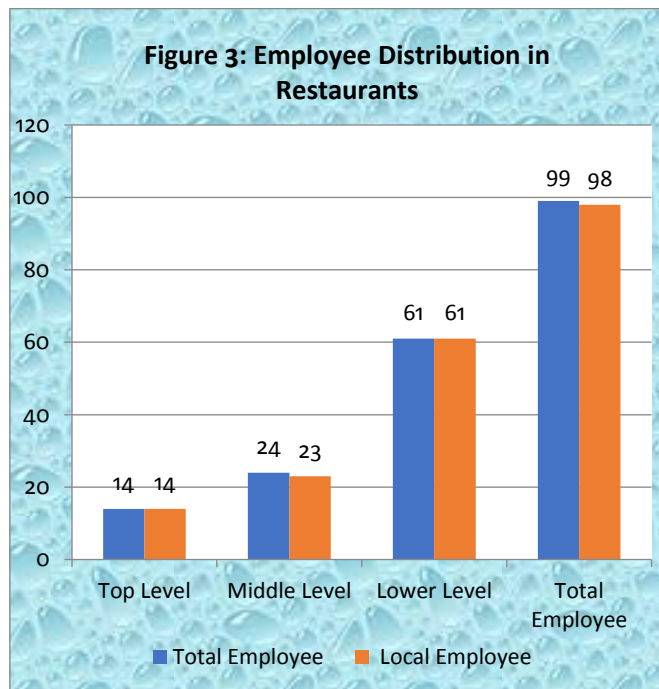
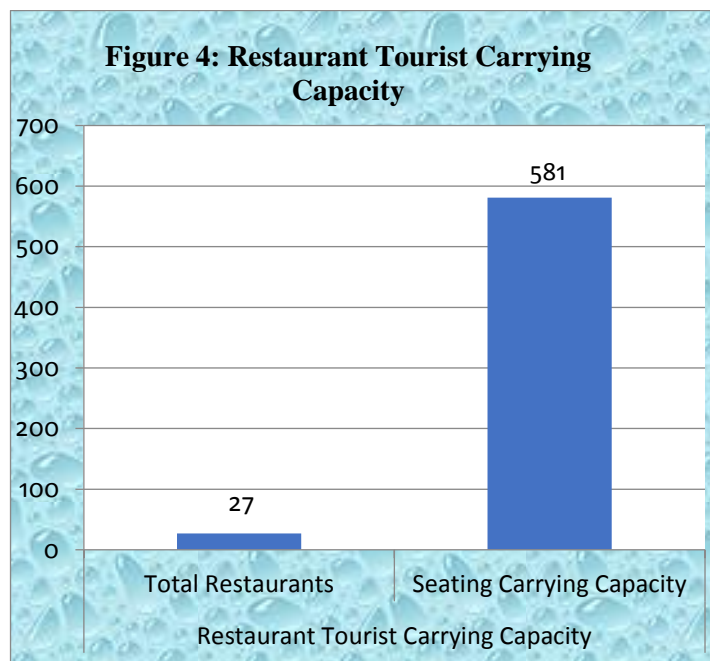


Table 04 indicates the detail of local employees and total employees engaged at various management levels such as top, middle and lower levels in the selected 27 restaurants of Mukteshwar. We found 14 local employees out of 14 total employees at the top level, in the middle level 23 local employees were found out of 24 total employees, and in the lower level 61 local employees were found out of 61 total employees. The study reveals 98 local employees were found out of 99 total employees in the selected restaurants of Mukteshwar.

Figure 3 represents the details of engaged local employees and total employees at different management levels such as top-level, middle-level and lower-level in all selected 27 restaurants of Mukteshwar.

Table 05: Restaurant Tourist Carrying Capacity

Total Restaurants	Total Tourist Seating Capacity
27	581



In **Table 05**, we have studied that how many tourists can be catered at a time in all selected 27 restaurants. We found that a total of 581 tourists can sit at a time and can enjoy their meals in all selected restaurants of Mukteshwar.

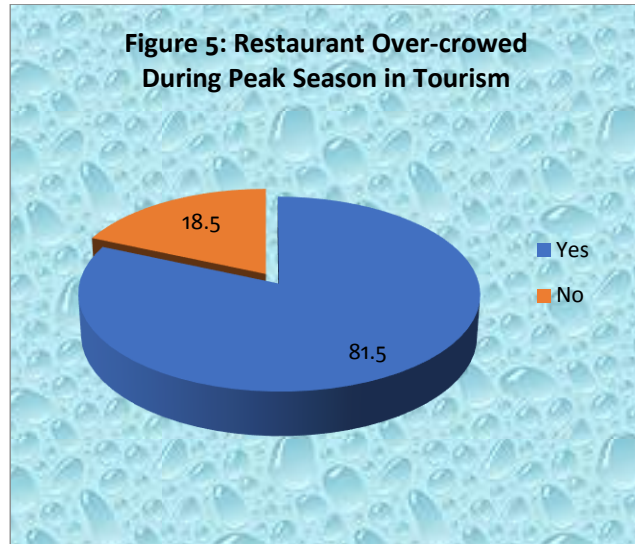
The study revealed that all selected restaurants in the study area have fixed seating capacity for serving food and beverage items to the guests but some restaurants have facilities to increase their seating capacity for tourists in the lawn or open area.

Figure 4 indicates the available seating capacity in all selected 27 restaurants for tourists so that they can enjoy their meals at a time in Mukteshwar.

Impacts and Issues of Seasonality in Tourism on Restaurants in Mukteshwar: Through the study, some important impacts and issues were observed, and it was related to public utilities, and others are discussed here.

Table 06: Restaurants Over-crowded Status During Peak Season in Tourism

Restaurant Over-crowded Status		
Yes	No	Total
22 (81.5)	5 (18.5)	27 (100)

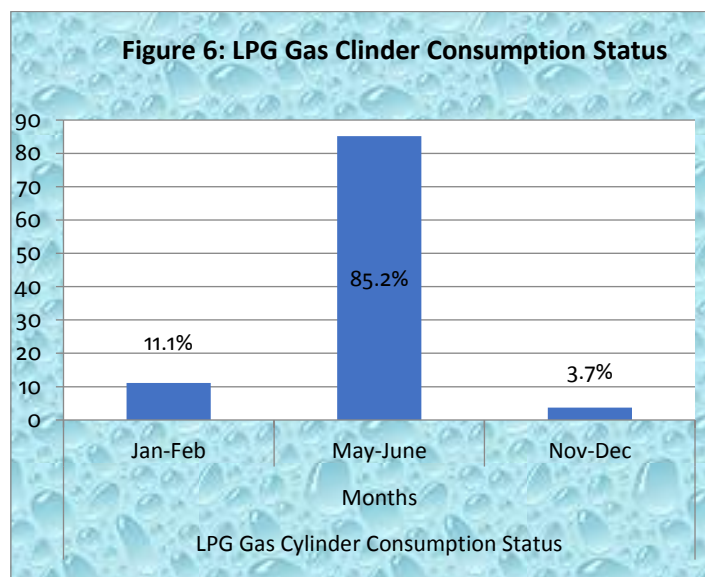


In **Table 06**, we have studied the over-crowd situation in all restaurants during the peak season of tourism in Mukteshwar. We found an over-crowd situation during the peak season of tourism in 22 restaurants with 81.5 % and no over-crowd situation was found in 5 restaurants with 18.5 %.

Figure 5 indicates tourists’ over-crowd situation in all selected 27 restaurants in percentage during the peak season of tourism in the area.

Table 07: LPG Gas Cylinder Consumption Status in Restaurants

LPG Gas Cylinder Consumption Status			
Months			Total
Jan - Feb	May - June	Nov - Dec	
3 (11.1)	23 (85.2)	1 (3.7)	27 (100)

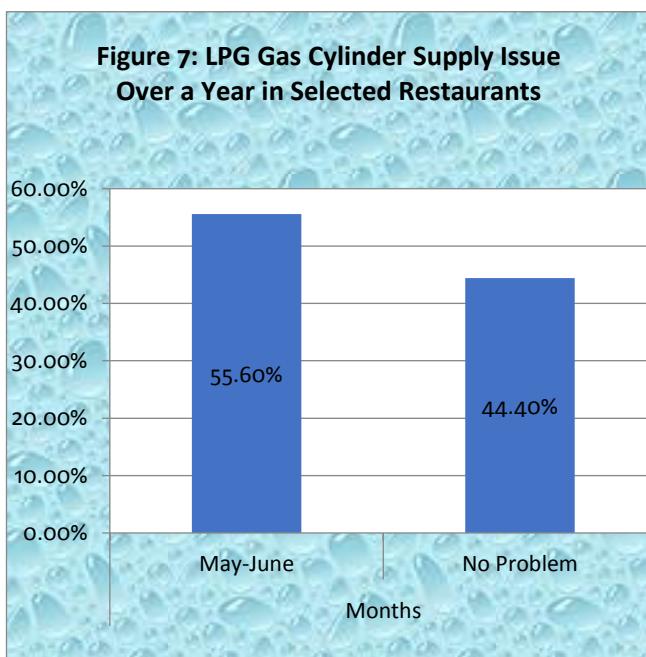


In **Table 07**, we have studied LPG gas cylinder consumption status over a year in restaurants of Mukteshwar. Through the study we found that in the months of January to February, LPG gas cylinder consumption was high in 3 restaurants with 11.1 %, in the months of May to June the consumption was high in 23 restaurants with 85.2 %, and in the months of November to December, the consumption was high only in 1 restaurant with 3.7 %. Rest of the month over a year no high consumption of LGP gas cylinders was found in all selected restaurants.

Figure 6 indicates LGP gas cylinder consumption status over a year in all selected 27 restaurants with percentage.

Table 08: LPG Gas Cylinder Supply Issue in Restaurant

Organisation	Months	Unit (%)	Total (%)
Restaurant	May-June	15 (55.6)	27 (100)
	No Problem	12 (44.4)	

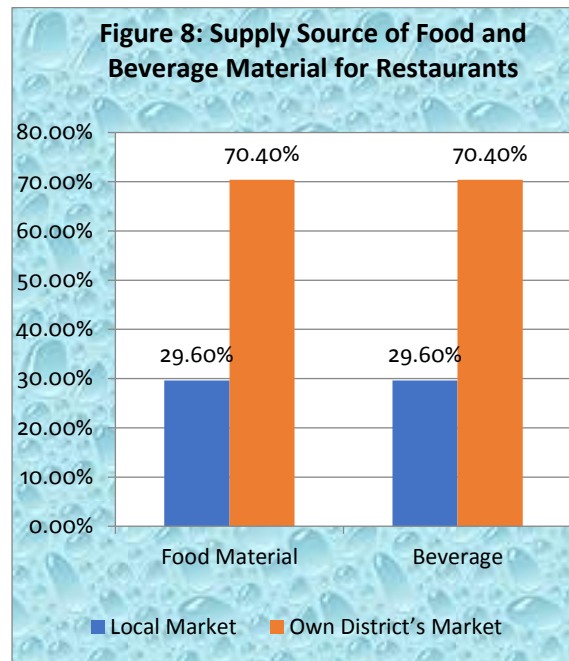


In **Table 08**, we have studied LPG gas cylinder supply issues in all restaurants. Through the study, in the months of May to June, we found LPG gas cylinder supply issues in 15 restaurants with 55.6 % out of selected restaurants in Mukteshwar. We also found that 12 restaurants with 44.4 % do not face any issue regarding LPG gas cylinder supply over a year in Mukteshwar.

Figure 7 indicates over a year LPG gas cylinder supply issue in the selected restaurants of Mukteshwar in percentage.

Table 09: Supply Source of Food and Beverage Material for Restaurants

Organisation	Market Sources	Food Material	Beverage
Restaurant	Local Market	8 (29.6)	8 (29.6)
	Own District Market	19 (70.4)	19 (70.4)
	Total	27 (100)	27 (100)



In **Table 09**, we have studied the supply source of raw food and beverage material for selected 27 restaurants in Mukteshwar. Through the study, we found the supply source of raw food and beverage material in 8 restaurants with 29.6 % was from the local market and in 19 restaurants with 70.4 % was from their own district market.

Figure 08 indicates the supply source of raw food and beverage material for selected restaurants in Mukteshwar in percentage.

Problems faced during the peak season of tourism in Mukteshwar

In the peak season of tourism in Mukteshwar, the major issues were pointed out, which were based on qualitative data. The first issue was related to local public transportation which included traffic jams, shortage of parking facilities, and bad road conditions in the area.

The second issue was related to the shortage of electricity; drinking water; LPG gas cylinder supply issues and very few public toilets and litter boxes were identified which are unable to cope up during the peak season of tourism in the area. Unavailability of fresh vegetables and other materials was seen in Mukteshwar.

The third issue was the shortage of skilled staff with sufficient industry experience in the area. Those who are skilled and had industry experience generally moved to urban areas for the job.

Table 10: Average Percentage of Tourists served in Restaurants during 2017-18

Establishment	Months							Average % of Tourist Catered
	Jan	Mar	May	July	Sept	Nov		
	Feb	April	June	August	Oct	Dec		
Restaurant (27)	24	13	1	4	14	12		0-25%
	3	11	0	10	11	9		26-50%
	0	2	5	11	2	5		51-75%
	0	1	21	2	0	1		76-100%

(Source: Data compiled through field survey)

In **Table 10**, we have studied the average percentage of tourists catered in all selected restaurants over a year in Mukteshwar. Round the year in the selected restaurants of Mukteshwar, the average percentage of tourists catered in the months of January to February, in 24 restaurants were 0 – 25 % and in 3 restaurants were 26 – 50 %. In the months of March to April, in 13 restaurants were 0 – 25%, in 11 restaurants were 26 – 50 %, in 2 restaurants were 51 – 75 % and in 1 restaurant was 76 – 100 %. In the months of May to June, 1 restaurant was 0 – 25 %, in 5 restaurants were 51 – 75 % and in 21 restaurants were 76 – 100 %. In the months of July to August, in 4 restaurants were 0 – 25%, in 10 restaurants were 26 – 50 %, in 11 restaurants were 51 – 75 % and in 2 restaurants were 76 – 100 %. In the months of September to October, in 14 restaurants were 0 – 25%, in 11 restaurants were 26 – 50 % and in 2 restaurants were 51 – 75 %. In the months of November to December, in 12 restaurants were 0 – 25%, in 9 restaurants were 26 – 50 %, in 5 restaurants were 51 – 75 % and in 1 restaurant was 76 – 100 % tourist catered in the selected restaurant of Mukteshwar.

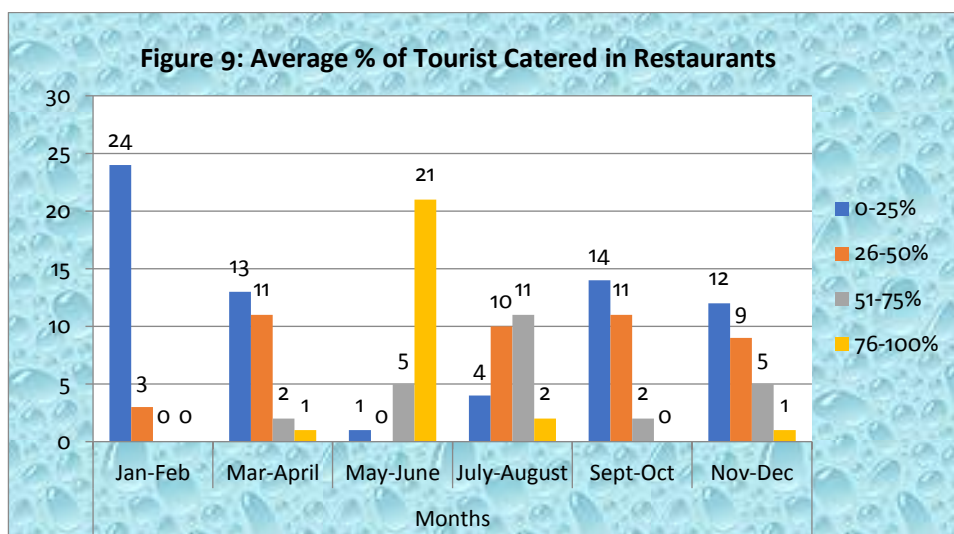


Figure 9 indicates the average percentage of tourists catered in selected restaurants over a year in Mukteshwar

Conclusion and Suggestions

The major focus of this study was on restaurants in Mukteshwar village which is a famous tourist destination located in Nainital district of Kumaun region in Uttarakhand.

In the study area, we found two types of restaurants which were twenty-seven in number. Two types of restaurants include Eighteen (66.7%) Restaurants and Nine (33.3 %) Eateries (Dhaba). So, the current study revealed 27 restaurants existed in the area. Twenty-six (96.3%) restaurants were registered and only one restaurant (3.7%) were found in the registration process. The maximum restaurants were private, only one identified as semi-government property and two were under government control.

Three management levels were identified in all selected restaurants in which local people were employed in majority. In Mukteshwar, 27 restaurants have 581 tourist seating capacity at a time which may offer food and drinks to tourists in the area. In the peak season of tourism in the area, maximum restaurants were found over-crowded. Due to the peak season of tourism, LPG gas cylinder high consumption was found in the months of May to June and in more than 50 % restaurants LPG gas cylinder supply issues were identified. The source for purchasing food and beverage material in maximum restaurants was their own district's market.

The major issue faced during peak season in tourism of Mukteshwar which includes bad road conditions, traffic jam, parking problem, shortage of drinkable water, electricity, very few unhygienic & unclean public toilets, unavailability of fresh vegetables and shortage of skilled employee for restaurants in the area.

The average percentage of service offered to tourists in the selected restaurants represents the pattern of seasonality in tourism of the area. In comparison to other months over a year, May and June months offered service to maximum tourists which is considered as the peak season of tourism in Mukteshwar.

The current study has drawn some important suggestions which may help in reducing the seasonality impact for sustainable tourism development in the area. The first suggestions include local public transportation, in which roads may be regularly maintained by the concerned departments, road and railway connectivity with big cities like Delhi, Mumbai etc., and proper vehicle parking facilities during the peak season will definitely flourish tourism in the area.

The second suggestions include public utilities, in which the need for proper electricity supply, sufficient water supply, more litter boxes, and public toilets development are required.

The third suggestions include tourism development, in which Amusement parks and the Chauli Ki Jali area may be developed for tourist attraction.

The fourth suggestions include environment development, in which a need is to develop a proper waste management system that will help to protect the environment.

The fifth suggestions include law and order, in which the government may introduce tourism awareness and skill development programs for local people. For safety and security, CCTV cameras may be installed in the main market or at important points.

References

- Butler, R. W. (1994). 'Seasonality in Tourism: Issues and Problems'. In A.V. Seaton (ed) *Tourism: State of the Art Chichester*; Wiley, 332-339.
- Butler, R. (1998). *Seasonality in tourism: Issues and implications. The Tourist Review*, 53(3).
- O'Reilly, A. M. (1986). *Tourism Carrying Capacity: Concept and Issues. Tourism Management*, 7(4), 254–258. [https://doi.org/10.1016/0261-5177\(86\)90035-X](https://doi.org/10.1016/0261-5177(86)90035-X)
- Singh, S. K. & Nag, P. (Eds.) (1999). *Tourism and Trekking in Nainital region. New Delhi: Concept Publishing Company in Collaboration with Prof. S. P. Chatterjee Memorial Foundation, Calcutta.*
- Tamta, A. K. (2018): "Analysis of Tourist Carrying Capacity at Selected Tourist Destinations in Nainital District and Evaluating Seasonality Factors for their Sustainable Development", *PhD thesis, Kumaun University.*
- United Nations Environment Program (UNEP 2002). *UNEP Annual Report for 2002. Retrieved from: <https://www.unep.org/resources/report/unep-annual-report-2002>.*
- United Nations Environment Programme & World Tourism Organization (2005). *Making Tourism More Sustainable - A Guide for Policy Makers. UNEP and UNWTO.*
- United Nations Environment Programme (UNEP) & World Tourism Organization (WTO). (2005). *Making Tourism More Sustainable: A Guide for Policy Makers.*
- World Travel & Tourism Council. (2020). *Travel & Tourism Global Economic Impact & Trends 2020. Retrieved from www.wttc.org*