

## Role of Media to Promote Tourism in Uttarakhand

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### INTRODUCTION

Uttarakhand is located at the foothills of the Himalayan mountain ranges. The state shares borders with China (Tibet) in the north and Nepal in the east and inter-state boundaries with Himachal Pradesh in the west and northwest and Uttar Pradesh in the south. It has almost all agro-geo climatic zones, which provide commercial opportunities for floriculture and horticulture. The state is home to more than 175 species of rare medicinal, aromatic & herbal plants.

The state has close proximity to the national capital Delhi, a leading market of the country and excellent connectivity with neighbouring states. Uttarakhand has abundant natural resources due to hills and forests. Its agro-climatic conditions support horticulture-based industries. The vast water resources available in the state are also favourable for hydropower.

The presence of several hill stations, wildlife parks, pilgrimage places and trekking routes make Uttarakhand an attractive tourist destination. Flow of tourist arrivals in the state increased from 101,970 in 2014-15 to 105,880 in 2015-16. Uttarakhand is one of the fastest growing states in India, thanks to the massive growth in capital investments arising from conducive industrial policy and generous tax benefits. The Gross State Domestic Product (GSDP) has increased at a compound annual growth rate (CAGR) of 16.03 per cent during 2004-05 to 2015-16. At current prices, the GSDP of Uttarakhand was about US\$ 28.37 billion in 2015-16.

The state offers a wide range of benefits in terms of interest incentives, financial assistance, subsidies and concessions. Uttarakhand has a robust social and industrial infrastructure, virtual connectivity with over 39,000 km of road network, two domestic airports, 345.23 km of rail routes and an installed power generation capacity of 3,177.27 megawatt (MW). According to the Department of Industrial Policy & Promotion (DIPP), the cumulative FDI inflows, during April 2000 to March 2016, stood at around US\$ 563 million.

## RESEARCH OBJECTIVE

- 1 . To find out why Dehradun is known as the heart of uttarakhand.
- 2 . To introduce the history of Dehradun.

## RESEARCH METHOD

Is a technique used by the researcher while performing research option it is a way to systematically solve problem. It may be understood as a science of studying how research is done systemically when we talk of research methodology we not only talk of research method but also consider the logic behind the method we used in context of our research study and explain why we are using a particular method or technique and why we are not using other so that research are capable of being evaluated either by researcher himself or by other. For studying the search objective the certain set of method were adopted.

Tourism is a key driver of economic growth, cultural exchange, and global connectivity. In this era of rapid information exchange, the media plays a pivotal role in shaping the narrative around tourism destinations and experiences. From creating awareness to influencing travel decisions, the media is instrumental in connecting travelers with the world's wonders.

### Creating Awareness and Visibility

Media platforms serve as powerful tools to introduce destinations to global audiences. Television travel shows, documentaries, and magazine articles highlight hidden gems, iconic landmarks, and unique cultural traditions. For instance, destinations like the Maldives or Machu Picchu gained international fame partly due to extensive media coverage showcasing their beauty and allure.

### Shaping Perceptions and Building Image

The media significantly influences how people perceive destinations. Positive portrayals of serene beaches, vibrant festivals, or historic landmarks entice travelers, while negative coverage of issues such as safety concerns can deter them. A well-executed promotional campaign, like Australia's "Where the Bloody Hell Are You?" or India's "Incredible India," can leave a lasting impression and encourage tourism.

### Leveraging Digital Media and Social Platforms

In today's digital age, social media is a game-changer in promoting tourism. Platforms like Instagram, YouTube, and TikTok allow travelers and influencers to share real-time experiences, creating aspirational content that reaches millions. A single viral video or photo

can spark interest in previously overlooked destinations. Moreover, online reviews and blogs provide firsthand insights, helping potential tourists make informed decisions.

### **Promoting Local Culture and Events**

The media serves as a bridge between cultures, showcasing local traditions, cuisines, festivals, and lifestyles to a global audience. Features on events like Brazil's Carnival, Spain's La Tomatina, or Japan's Cherry Blossom Festival attract visitors seeking authentic cultural experiences. Such coverage not only boosts tourism but also helps preserve and celebrate local heritage.

### **Driving Sustainable and Responsible Tourism**

Media campaigns often emphasize sustainable tourism practices, encouraging travelers to minimize their environmental impact. Coverage of eco-friendly destinations and initiatives promotes responsible tourism, urging visitors to respect local ecosystems and communities. For example, campaigns focusing on wildlife conservation or sustainable trekking routes raise awareness while fostering eco-tourism.

### **Rebuilding Destinations After Crises**

The media plays a critical role in restoring confidence in destinations recovering from crises such as natural disasters, pandemics, or political unrest. Positive stories highlighting recovery efforts and safety measures reassure tourists and stimulate a revival in tourism. For instance, after the COVID-19 pandemic, media campaigns focused on safe travel practices and the reopening of iconic sites.

### **Challenges in Media-Driven Tourism**

While media is a powerful promotional tool, it comes with challenges. Over-commercialization of destinations can lead to overcrowding, environmental degradation, and a loss of authenticity. Additionally, biased or exaggerated media portrayals may result in unrealistic expectations, leaving tourists disappointed.

### **CONCLUSION**

The media is a cornerstone of the tourism industry, inspiring people to explore the world while boosting the economies of countless destinations. By responsibly harnessing the power of media, stakeholders can promote tourism in a way that benefits both travelers and host communities, fostering a more connected and sustainable world.

In this report, it can be very easily concluded that Dehradun is really the heart of uttrakhand. There are lots of tourist places in Dehradun. After analyzing all the aspects of the

dehradun the researcher come to know that dehradun is really a very good place as per the things discussed in the survey, but still it needs some kind of improvement that can be done only by the people of dehradun.

Media play very important role for the development of dehradun, their should be some effort from the media which will make things going as per the way it should go. If we talk only about the media, media play very important role in making people aware for the development of dehradun and encourage people to make their environment better.

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