

SUSTAINABLE TOURISM PLANNING THROUGH TOURISM CRISIS MANAGEMENT

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ABSTRACT

The recommendation of having crisis management has been suggested in the National Tourism Policy draft 2015, this suggestion has become a need of hour with the given current situation. This paper aims at establishing crisis/disaster management points for consideration to be incorporated in the National Tourism Policy with a lookout of Sustainable Tourism in the Himalaya. The paper emphasizes on the crisis management/disaster management protocol which could be taken in the Himalayan belt with consideration of Uttarakhand state in particular to have minimum tourism recovery post COVID. In 2017, BBC published an article written by Ms. Jasmin Fox-Skelly, which brought up a concerning issue of World being exposed to deadly viruses and bacteria which are covered under ice of the Poles and due to global warming, the Permafrost soils are melting. The article raises a disquiet hypothesis of may be that the current variance of deadly corona virus is not the only deadly disease we would be encountering in times to come. We shall work closely with people from UNDP, Responsible Tourism Society and other organizations supporting in rebuilding of the tourism destination, who have better insight analyzing the lapse in planning tourism destination. The work will help to get reference for future consideration and will form a base for further research in the topic.

KEYWORDS: Crisis Management, Disaster Management, Uttarakhand, Tourism Planning, Sustainable Tourism

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