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## Tourism Related Perspectives of India Post Regarding the Post Offices Located in the Tourism Hotspots in NW India

Rohit Kanda<sup>1\*</sup>, Ghazali Bin Musa<sup>2</sup>, Chef Sangeeta Dhar<sup>3</sup>, G. S. Bhalla<sup>1</sup>, Jasveen Kaur<sup>4</sup>, Nimisha Sharma<sup>5</sup>, Koteswaran Dhandapani<sup>6</sup>, and S Gurusamy<sup>7</sup>

<sup>1</sup>School of Financial Studies, Guru Nanak Dev University, Amritsar, Punjab, India; <sup>2</sup>Dept. of Business Policy and Strategy, University of Malaya, Kuala Lumpur, Malaysia; <sup>3</sup>Dept. of Hotel and Hospitality Management, Pacific Institute of Hotel Management, Rajasthan, India; <sup>1</sup>Dept. of Management Studies, Guru Nanak Dev University, Punjab, India; <sup>4</sup>University Business School, Guru Nanak Dev University, Punjab India; <sup>5</sup>Dept. of Tourism and Hospitality, I.K. Gujral Punjab Technological University, Amritsar, Punjab, India; <sup>6</sup>School of Management, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Tamilnadu, India; <sup>7</sup>School of Business Management, University of Madras, Chennai, Tamilnadu, India.

\*Correspondence: [rohitkanda.gndu@gmail.com](mailto:rohitkanda.gndu@gmail.com) (Dr. Rohit Kanda, UGC Funded Research Fellow (Commerce), School of Financial Studies, Faculty of Economics and Business, Guru Nanak Dev University, Amritsar, India).

### ABSTRACT

In the paper, we have revisited various locations, especially north-western India for the post offices settled in the key tourist spots/cities, as a point of interest, towards the tourism-related perspectives of India Post. The study is explorative in nature, being the first of its kind and sort. We have focused upon discussing such role of post offices on case to case basis. A purview of culture and tourism scenario is otherwise given in general. Postal Services network provides very important amenities at all the places. At many places, as indicated above, it helps in enhancing the tourism-related prospects of locality, and sometimes is a key component of tourism at a place. It has an important place in Indian heritage, culture, and tourism prospects.

**Keywords:** Tourism, India post, Post office, Tourism hotspots, Perspective, and North-Western India.

### INTRODUCTION:

For around one hundred and fifty years, the Department of Posts (DoP) is the backbone of the country's communication and has been crucial in social economic development. Union Telecom Minister Ravi Shankar Prasad thanked India Post Office for extending a helping hand to the people in the hour of need. [India Post, 2020] Post Offices are making special efforts to serve far-flung areas of J-K, Ladakh and Himachal Pradesh.

**Tourism in Delhi NCT** - New Delhi (/ 'dɛli/, (Wells, 2008; Roach, 2011) Hindi: ('nəi 'dɪl:i) (Naī Dillī) is an urban district. According to the 2011 census, Delhi's city proper population was over 11 million, the second-highest post Mumbai, (Scroll.in) an area

now called National Capital Region. United Nations, (2016) Delhi ranks fifth in India in human development index. (Global Data Lab) Delhi has the second-highest GDP per capita in India. (Planning Department, Government of Delhi) Delhi has been continuously inhabited since more than a millennium. Asher, (2000) Jama Masjid - India's largest mosque [terrageria.com] was built in 1656 [know-india.gov.in] A variety of international cuisines are popular among the residents. Swamy, (2006) Housing the national capital, holding all of the best facilities, are being rushed upon by people from India and abroad, giving birth to variant streaks of tourism, alike medical tourism, religious tourism, and so on (**Fig 1** and **Fig 2**).



**Fig 1:** Jantar Mantar, New Delhi.



**Fig 2:** The Red Fort ('Lal Qilla').

### Role of India Post



**Fig 3:** Gol Dak Khana, New Delhi HO.



**Fig 4:** Old Delhi Kashmere Gate HO.

Settled just opposite the holy Gurdwara Bangla Sahib, in the globally infamous Connaught Circus, Gol Dak Khana has much reverence and contribution to the development and modernisation, facilitating the communication (**Fig 3**). Same way, the Old Delhi Kashmiri Gate Head Post Office in facilitating the vicinity growth and strengthening the culturally and historically cultivated locality, having imprints of various dynasties (**Fig 4**).

**National Philatelic Museum, New Delhi** - At Dak Bhawan, it displays a number of frames in which exhibits of Post Independence era stamps can impress any Visitor with its charm, figured on the list of HOHO Bus prominent stops. [Delhi Tourism] Hence, the place adds much to the cultural and tourism reverence of the city in multifaceted etiquette (Sardar *et al.*, 2020; Hossain *et al.*, 2020).

**Himachal Pradesh** - The Government consist of Governor Bandaru Dattatreya (Reddy, 2019), Chief Justice Lingappa Narayana Swamy (IANS, 2019), Chief Minister Jai Ram Thakur (BJP). Legislature is Unicameral. (Hpvidhansabha.nic.in) Area in Total is 55,673 km<sup>2</sup>, with Area rank 18<sup>th</sup> (indianmirror.com) among states of india. (Population 2011, Census of India 2011) in Total was 6,864,602, Ranked 21<sup>st</sup>, having a Density of 123/km<sup>2</sup>. Language spoken officially is Hindi (Commissioner for Linguistic UniversePG | [www.universepg.com](http://www.universepg.com)

Minorities, Ministry of Minority Affairs, Government of India), with Additional official language Sanskrit (Chauhan, 2019; HDI, 2018) was 0.725 (Global Data Lab) (High), ranked 8th with Literacy of 83.78% (Government of India). The predominantly mountainous region comprising the present-day Himachal Pradesh has witnessed multiple waves of human migration from other areas, (Panchayati Raj Department, Government of Himachal Pradesh) declared open-defecation-free state in 2016.(Sharma, 2016) Survey of CMS India Corruption Study 2017 states Himachal Pradesh as India's least corrupt state.(The Times of India, 2017; Zee News, 2017)

**Tourism & Culture:** The Himalayas attracts tourists from all over the world. Kullu Dussehra is nationally known. (Himachal Tourism) Lentils, rice, vegetables and chapati are staple (NDTV Food, 2016).

**Role of India Post** - Shimla is located on the steep hills of Jaakhoo, Mashobra, among others. In a remote setup India Post facilitates the smooth business of the Place. Settled on The Mall, Shimla Head Post Office, along with Shimla Postal Division HQ, It adds a lot to the cultural and tourism value (**Fig 5** and **Fig 6**).



Fig 5: Shimla (H.P.)



Fig 6: Shimla (H.P.)



Fig 7: Dharamsala (H.P.)



Fig 8: Kangra (H.P.)

The Head Post Office at Dharamsala has many stories to tell, being just settled on the entry point of the city, attracting many towards its vicinity adding to the blend of beauty of the premise. Kangra has much to say as an end stop of the Kangra valley narrow gauge railway line or having a stay place of infamous Brajeshwari Dham. The Head Post Office facilitate many tourist transact for their different needs in the journey. Additionally, India Post also facilitates for the parcel delivery at the doorstep for the tourist purchase made at the shopping outlets, especially for its MOU with HP Government ventures (Fig 7 and Fig 8).

**Punjab, India** - Punjab has Capital in Chandigarh, Largest city as Ludhiana and centre of religion in Amritsar, the Golden Temple. (Population, 2011) (censusindia.gov.in) was in Total 27,743,338, Ranked 16th, Density of 550/km<sup>2</sup>. GDP (2018–19) (Ministry of Statistics and Programme Implementation, Government of India; esopb.gov.in) in Total was 5.18 lakh crore. HDI (2018) was 0.723 (Global Data Lab), ranked 9th with Literacy (2011) of 76.68%, with Punjabi as official language (Commissioner for Linguistic Minorities, Ministry of Mino-

riety Affairs, Government of India). The first traces of human habitation in India were found in the Punjab region. (Singh, 1988) The economy of Punjab is the 14th-largest, at 5.18 lakh crore GDP, a per capita GDP of 153,000. (Ministry of Statistics and Programme Implementation, Government of India; esopb.gov.in) Punjab has the ninth highest ranking among Indian states and union territories in human development index as of 2018. (Global Data Lab) Punjab is primarily agriculture-based with presence of abundant water sources and fertile soils. (Overseas Indian Facilitation Centre)

**Tourism:** Golden Temple, Durgiana Mandir and Devi Talab Mandir are holy places located in Punjab. (Dainik Bhaskar, 2015) World's first museum based on the Indian Partition of 1947, called the Partition Museum is in Amritsar. (Hindustan Times, 2019) Bhangra music has been infamous throughout the world. (The Times of India, 2014; Diwali, SikhNet) (Ilford Recorder) Mela Maghi, (Indian Express) Hola Mohalla, (IB Times, 2015) (India Today) Raksha Bandhan (Rakhri), Vaisakhi, Lohri etc. are events of attraction.

**Role of India Post**



**Fig 9:** Amritsar (Punjab) .

Amritsar is religiously popular for infamous Golden Temple, Jallianwala Bagh, Indo-Pak Border Retreat Ceremony and many more. The Head Post Office at the Court Road, near rialto square is a popular place with many amenities for the tourist coming to the town. The historic building adds to the glory and historical significance of the place, with its indo-sarsenic artefact structures, adding to the tourism value and image of the city. In addition, the Golden Temple Post Office also adds on. Ludhiana, a transit station and hosiery industries hub, has its HO settled



**Fig 10:** Ludhiana (Punjab).

on the Ferozepur Road, a key highway on the most urbane standings, the structure adds much to the cosmopolitan culture (**Fig 9** and **Fig 10**).

**Tourism in Rajasthan** - Rajasthan (/ˈrɑːdʒəstæn/Hindustani pronunciation: [raːdʒəsˈtʰɑːn] is literally a "Land of Kings") (Boland-Crewe & Lea, 2003) in northern India. (Ministry of Home Affairs; Ministry of Culture; Government of India) The state is a popular subject of tourism with its popular forts and desert.

**Role of India Post**



**Fig 11:** Jaisalmer (Rajasthan).

Jaisalmer, a border town, with high desert around the city. The city popular with the titles of Sun City or blue city, has many historic creatures attracting many travellers across the globe to come and stay for long. The post offices at the Jaisalmer Fort attract many comes the fort. The post office is specifically cultured in the tone of traditional Rajasthani Marwari town old house, truly giving a glaze of a living experience. Tourist comes here to especially post, purchase post cards, stamps and other philately at the post office. It adds on to the cultural heritage of the place in multifaceted ways (**Fig 11** and **Fig 12**). cultural reference of the city. Coloured pink at most,



**Fig 12:** Jaisalmer Fort (Rajasthan).

Jaipur GPO, in the Pink City Jaipur, adds much to the the post office building seems to enriching the heritage image of the historic town at the centre of the metropolis. The places speak much about growth and development of the city from a dy-nasty to a metropolitan emerging as a leading one after NCT as a supplement to the growing needs. The first to be observed on any airport, first of its kind, Airport Sanganer Post Office at Jaipur Inter-national Airport, attracts many visitors, especially tourists to come at the place for their needs and cultural calls towards a post office and earn a new experience at the place (**Fig 13** and **Fig 14**).



Fig 13: Jaipur (Rajasthan).



Fig 14: Sanganer Airport, Jaipur (Rajasthan).



Fig 15: Jodhpur.

Jodhpur High Court in the historic town of Jodhpur have much cultural and tourism significance, as a popular public place. Attracting many to explore towards its ends. After the historical Lahore, Delhi, Mumbai and Chennai, this place has much to say about the Indian historical background of the subcontinent and speaks much about the modern city with its British era artefacts and architectures. The

Post Office adds its share to the cultural relevance and significance to place, and attracts many (Fig 15).

**Jammu and Kashmir (UT)** - Tourism has rebounded in recent years in the territory. The Hindu, (2009) People come here to see beautiful valleys and high snow mountains. They observe their hermitage at different shrines settled in the region.

### Role of India Post



Fig 16: Srinagar (J&K) GPO.



Fig 17: Dal Lake, Srinagar (J&K).

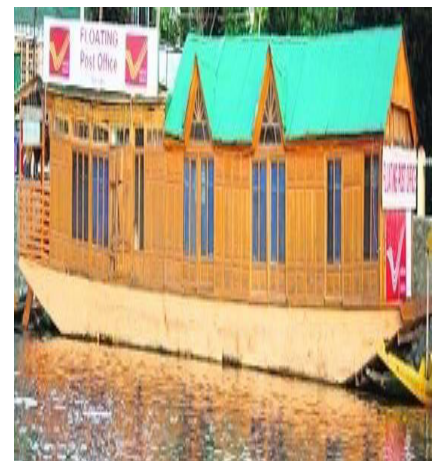


Fig 18: Dal Lake, Srinagar (J&K).

The Srinagar General Post Office in the Capital Town of the newly created Union Territory, has much to say of the cultural reference to Kashmiriyat, housing many infamous lakes and monuments. Floating Post Office at the key attraction point of the city, unani-

mously attracts the visitors to come towards and at least have one postal transaction at the place. Many take the selfies with houseboat housing the office, as agreed towards memories (**Fig 16, Fig 17 and Fig 18**).

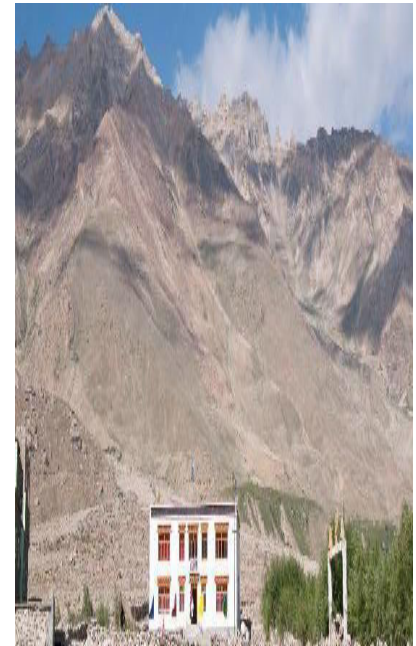
### Role of India Post in Ladakh (UT)



**Fig 19:** Leh HO (Capital).



**Fig 20:** Ladakh HO.



**Fig 21:** Kargil HO.

The post offices at Leh, Ladakh and Kargil have much cultural significance to tell its story. Leh is a scenic town and the capital town of the newly created UT, having a strengthened cultural and historic significance with many Buddhist monasteries and extremely diverse weather. The place gives a different and unique experience of stay, attracting many travellers across globe, from the ancient vedic era. The Head Post Office duly matches the cultural and topographic heritage, giving a blissful image of the historic town, hence adding to the tourism value. Ladakh is a 'Khushak' terrain with many of its monasteries and diverse landscapes attracting many bike lovers to the place at Ladakh regionalism attract many such bikers and explorers to give a visit to the place and transact at the post office. The post office at Kargil, a post and small town at LOC between India controlled and Pakistan occupied Indian region, has a different cultural relevance and experiential stories. Extremist travellers come, visit the place and the post office and hence experience a landmark telling the story of a place, mostly in diverse weather or security and strategy (**Fig 19, Fig 20 and Fig 21**).

**Uttarakhand** - Utarakhand (/ˌʊtəˈrɑːkʌnd/) (Dictionary.com) is often attached with Gods. (The Daily UniversePG | [www.universepg.com](http://www.universepg.com)

Pioneer, on 4 March 2020), Gairsain was declared the summer capital of the state, (News 18) also known as 'Kurmanchal Kingdom'. (Pande, 1993) Haridwar, Dehradun and Pauri Garhwal District and Uttarkashi District include some other protected areas in the state. ([uttarakhandforest.org](http://uttarakhandforest.org)) Local crocodiles were saved from extinction. (Princeton University Press) A critically endangered bird, last seen in 1876 is the Himalayan quail endemic to the western Himalayas of the state. ([corbett-national-park.com](http://corbett-national-park.com)).

**Role of India Post** - Almora (Uttarakhand) is a small town and district headquarter of district Almora. Settled in cape of Ganges and Yamuna, the city has a scenic beauty. Almora HO, framed in the landscaped hilly beauty, gives an embellishing touch to the visitors, coming towards the place for their travelling exploration. Pithoragarh (Uttarakhand) is again settled in Garhwal region on the high Ganges and its tributaries. The Head Post Office gives a mesmerizing experience to the visitors. The post offices at Dehradun, Rishikesh and Haridwar further picturised it (**Fig 22 and Fig 23**).



Fig 22: Almora (Uttarakhand).



Fig 23: Pithoragarh (Uttarakhand).

**Role of India Post at Other Places**



Fig 24: Agartala Post Office (Tripura).



Fig 25: Waltair HPO, VIZAG, Vishakhapatnam (A.P.).

Agartala Post Office gives a promising mark to the visitors and explorers to the cityscape, enriching the urbane of northeast capital town. Waltair Head Office in a small agriculturist and Pisciculture dependent town near Vishakhapatnam port gives a nice view to

the visitors, visiting the cultural and commercial rural town setup in the Nilgiris region. The office reveres old cultural reverence in a rural locale of a south Indian setup (Fig 24 and Fig 25).



Fig 26: Oakland, Shillong (Meghalaya)



Fig 27: All Women Post Office.

All Women Post Office at Oakland, Shillong (Meghalaya) settled in north-east is giving a new message and is bringing up a feminine revolution, along with all India women bank. The place unanimously attracts explorers and visitors to come up to explore the place as a new and unique initiative towards women UniversePG | [www.universepg.com](http://www.universepg.com)

empowerment. Yet, those settled in nilgiris, on blis-sening valley of utakmund or of mount abu, back-waters of waltair or kerala, enjoying and mush room-ing the glory of regional tourism. We were able to cover only a few of them (Fig 26 and Fig 27).

## CONCLUSION AND RECOMMENDATION:

The paper studied tourism related perspectives of India post regarding the post offices located in the tourism hotspots in NW India. The study mainly discusses tourism in Delhi NCT, Himachal Pradesh, Punjab (India), Rajasthan, Jammu and Kashmir (union territory), Ladakh (union territory), and Uttarakhand among others, and Role of India Post in boosting the tourism aspects thereupon. There in as such. As acknowledged in the study, Postal Services network provide very important amenity at all the places. At many places, as indicated above, in helps in enhancing the tourism related prospects of locality and some time tourism at a place. It has an important place in Indian heritage, culture and tourism prospects. The research will be very useful for the stakeholders, keen to look tourism and utilize the additional opportunity from this perspective. Specially, it is beneficial for other prospective tourism related partners, to expand the business activities in sphere of postal tourism, by developing a fully fledged tourism circuit. India Post may conduct a full fledged research in this behalf. Future research may take the stakeholders perception on the aspect, focusing a primary data analysis.

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## CONFLICTS OF INTEREST:

The author(s) have no conflict of interest regarding the publication of this manuscript.

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