<table>
<thead>
<tr>
<th>7.1 Role of Government in the Tourism Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.2 Recent Works Undertaken by Government</td>
</tr>
<tr>
<td>7.3 Tourism Policy, 2005</td>
</tr>
<tr>
<td>7.4 Strategies for Tourism Development in the Policy</td>
</tr>
<tr>
<td>7.5 Thrust Areas of the Policy</td>
</tr>
<tr>
<td>7.6 Action Plan</td>
</tr>
<tr>
<td>7.7 SWOT Analysis of Tourism Policy of Himachal Pradesh</td>
</tr>
<tr>
<td>7.8 Gaps Areas in the Policy</td>
</tr>
<tr>
<td>7.9 Conclusions</td>
</tr>
</tbody>
</table>
7.1 Role of Government in the Tourism Development

In 1991, the Government of Himachal Pradesh announced the first Tourism Policy and certain points that addressed the issues of the time were taken up. Yet, tourism continued to be number-driven and was unable to contain the fallout that had led to a haphazard and damaging growth of the existing destinations. A visible negative impact on the environment was also seen. At the same time, there was the danger of eroding the base for future thrusts in tourism – like adventure tourism, eco-tourism and heritage tourism etc.

This policy was revised and in the year 2000 another Tourism Policy was declared with a preamble, “...it is crucial that we develop an appropriate regulatory framework to ensure that all tourism activity takes place in a safe and orderly fashion and to make sure that all future development takes place in a manner that will enhance and protect our natural and cultural environment.”

It was realised that unbridled expansion and the burdening of the existing destinations was leading to considerable ecological damage and an increasingly negative perception on part of the tourist. Simultaneously, the local people were not receiving the true benefits that tourism could provide. Therefore, to reach the goals and to explore the full scope of the State’s tourism potential, a new Tourism Policy in the year 2005 was again announced with a Mission Statement “To make tourism the prime engine of economic growth in the state by positioning it as a leading global destination by the year 2020” (Tourism Policy, 2005). Basic thrust areas which have been listed in the policy are –

- To improve the quality of tourist, visiting the State.
- To regulate tourist destinations.
- Government to disinvest in the hospitality sector and concentrate on basic infrastructure.
- To keep the destinations clean, environmentally sustainable and aesthetically pleasing.
- To concentrate on limited core areas and not spread its activities and investment thin.
The Government has also notified a Tourism Development Board that follows the pattern of other boards elsewhere in the world and is capable of cross-cutting management with multiple linkages. These are all indicators that there is a strong realisation in Government and among policy makers that tourism has to become sustainable – but this is not necessarily how it translating on the ground. Nor is this an indicator that the concept of sustainable tourism is currently at least, supported by the industry at large – and this may have something to do with the fact that a substantial number have already established a stake or are not professionals in the hospitality or tourism sector and treat the environment that sustains the industry, only as a source of revenue.

It is also likely that the tourism sector is going to experience further growth after the announcement of the Concessional Industrial Package - which was announced by the Government of India, Ministry of Commerce and Industry. Its highlights of the package are - Projects related to Eco-Tourism, Hotels, Resorts, Spas, Entertainment and Amusements Parks and Ropeways are included in the list of thrust industries that are entitled for concessions. New projects in these thrust areas are entitled for 100% income tax exemption for an initial period of five years. Thereafter, 30% exemption is available for a further period of five years. New projects are entitled for capital investment at the rate of 15% of their investments in plant and machinery subject to a ceiling of Rs. 30 lakhs. The package of Rs. 4,000 Crores announced by the Central Government for Himachal in August, 2005 encompasses many tourism related projects and is likely to lead to further growth. (Industrial Policy, 2003)

Tourism in Himachal Pradesh has been recognized as one of the most important/ a significant sector of the economy as it is being realized as a major engine of growth for future. Himachal Pradesh is endowed with all the basic resources necessary for thriving tourism activity like geographical and cultural diversity, clean, peaceful and beautiful environment through its forests, lakes, mountains, rivers and rivulets, sacred shrines, historic monuments and the friendly and hospitable people.
Tourism Industry in Himachal Pradesh has been given very high priority and the Government has developed an appropriate infrastructure for its development which includes provision of public utility services, roads, communication network, airports, transport facilities, water supply and civic amenities etc. Huge investment is being done to develop the infrastructure for the development of tourism. For the year 2005-06, there is an allotment of Rs. 444.01 lakh for the development of Tourism and Rs. 70.84 lakh for the Civil Aviation. At present 1,768 hotels, having bed capacity of 39,957 are registered with the department. With a view to promote Tourism in the State, HPTDC is going to set up/ expand its complexes at Kunjum at Manali and Shiwalik Hotel at Parwanoo during 2005-06. In addition to these a sum of Rs. 7.23 crore for the development of Kullu-Manali-Lahaul & Spiti and Leh Monastic circuit, Rs. 21.00 crore for Kangra-Shimla circuit and Destination Sirmaur, Rs. 16.00 crore for Bilaspur- Mandi and Chamba circuit and Rs. 30.00 lakh for construction of tourist information centre at Manali has been sanctioned by Govt. of India.

7.2 Recent Works Undertaken by Government

Recently the State Tourism Dept. has proposed to deliver the Good Governance- output based performance measurement. The out puts proposed to be delivered are as under:-

- **Installation of Touch Screen Kiosks at Tourist Information centers**: Touch Screen Kiosks will provide relevant information to the Tourists. These will be installed at the Tourist Information Centres and at the important Airports /Railway Stations etc. of the country.

- **Exploration of New Tourism destinations/products**: The Department will take steps for development of new tourism destinations/products in the State.

- **Himalayan Paragliding/River Rafting Festivals in different parts of HP in September/October, 2006**: The Department of Tourism will organise Paragliding, River Rafting & other events to promote adventure sports activities in the different parts of the State.
• **Trekking Programmes at specified places in September/ October/ November, 2006:** The Department will conduct Trekking programme in different parts of the State.

• **Special Skiing Festivals on smaller scale in Shimla & Kullu Districts:** Special skiing festivals will be organized to attract the tourists.

• **Completion of Projects under Buddhist, Shimla, Kangra, Chamba Mandi & Bilaspur Circuits (for 8 Crores each), and destination Sirmour and Rohru - Chanshal (for Rs. 5 Crores each) Submission of Project reports to Govt. of India, for newly identified Temple Circuit, Tribal Eco-Circuit (8 Crores each) and destination Dharamshala (Rs. 5 Crores) and Rural Tourism:** The work under Buddhist, Shimla, Kangra, Chamba, Mandi & Bilaspur circuit and destination Sirmour will be completed during the year. The Detailed Project Reports for Rohru-Chanshal, Temple circuit, destination Dharamshala and Rural Tourism will be sent to the Govt. of India for approval.

• **Installation of Signages:** The Department will instal informative and directional signages on the Highways and at important tourist places.

• **Up-gradation of Tourism Information Centres:** The Department has 16 Tourist Information Centres. All these Information Centres will be upgraded and provided with computers, internet facility etc.

• **Dress Code for the Tourist Information Centre staff:** The Department will introduce a dress code for the employees working in the Tourist Information Centres.

• **Up-dation of Website:** The Department has its own website and all the information relating to Tourism related activities have been loaded in the website. The Departmental website will be updated and upgraded to make it more user friendly.

• **Training under Capacity Building for Service provider:** The Department will train unemployed youth as tourist guides, trekking guide etc. In addition, training will be provided to service providers such as Taxi drivers, porters, police personnel etc.
Role of Government in the Tourism Development

- **Start of Toll Free Services:** The Department will commission 24 hours Toll free services for the tourists,
- **Printing of new Tourist literature:** The Department will print new tourist literature covering larger themes.
- **On line reservations of hotels:** The Department has provided facility for on line reservation for all hotels.

### 7.3 Tourism Policy, 2005

The Policy document, 2005 aims to provide clear direction for the development of tourism infrastructure in the State. Himachal Pradesh is already a well-established and recognized tourist destination. It seeks to harness the fullest potential of the State for development of tourism, which in turn can be a prime engine for economic growth and prosperity of the State, besides effectively addressing the problems of unemployment and poverty. Besides outlining the policy, the document also lists out the strategy for the implementation of specific action plans.

#### Objectives

1. To establish Himachal Pradesh as a leading tourist destination in the country and abroad;
2. To make tourism a prime engine for economic development and prosperity of the State and as a major means for providing employment;
3. To encourage a strong and sustainable private sector participation in creation of tourism infrastructure especially through public private partnerships;
4. To promote sustainable tourism, which is not only environmentally compatible but also leads to economics betterment of the rural people?
5. To attract quality tourist and to increase their stay in the State;
6. To safeguard the State's natural and manmade heritage;
7. To encourage civil societies & non-governmental organizations for promotion & the conducting of tourism related activities;
8. To position Himachal Pradesh as a one stop destination for adventure tourism;
7.4 Strategies for Tourism Development in the Policy

**Creation of Tourism Sub Plan:** There is no denying the fact that the total budget with the Department of Tourism is less in comparison to the other tourism-oriented States in the country. Tourism is one industry, which is linked with all development departments, therefore, it is proposed that tourism department is to integrate and coordinate with the departments like PWD, Urban Development, I&PH, Health, Horticulture, Forest, Power etc, to pool their resources with regard to such schemes which will be monitored at the level of Chief Minister through the Tourism Department Board.

**Infrastructure Development:** Demand driven tourism Infrastructure in Himachal Pradesh has come up in some of the major tourist destinations like Shimla, Manali, Dalhousie, Mcleodganj, Kasauli and Chail. With rapid increasing tourist influx and expending hotel accommodation in these areas, the civic infrastructures are under serious strain. The State Government therefore proposes to upgrade the civic infrastructure in the above towns on priority. The funds raised by the Tourism Department/TDB through GOI under their various schemes will also be used to strengthen this area. Private investment in infrastructure will be welcomed with open arms. Priority areas will include setting up of hill stations, spas and resorts , ski slopes, airports, tourist centres, multiplexes, parking areas, entertainment centres, amusement parks ,ropeway , golf course, 4/5 Star Hotels, standardized budget accommodation etc. In service like tourism, availability of skilled work force is essential for delivery of professional services of the highest order. The Government will invest in human resource development so that the managerial and technical skill is made available with the State.

**New Marketing Strategy:** In order to bring the State on to the international tourist map and to increase the inflow of the tourists the following actions will be taken up for strengthening the marketing strategy of the State:

1. Creation of 'Destination Himachal Funds' which will be a joint effort of Tourism Development Board, the major Temple Trusts and the private sector.
ii. Printing of new brochures, posters and other tourist literature.

iii. Developing 10 minutes, 20 minutes tourism films in order to telecast in the electronic channels and also display during the tourism fairs/ marts.

iv. Up-gradation of Information Centres. These centers will not only provide information but also provide booking facilities for HPTDC & Private Hotels for reservation of accommodation/ transportation, cloakroom etc.

v. Installation of touch screen kiosks with full information about the State at important international airports/national airports and railway stations of the country.

vi. Participation in leading national and international tourism fairs. In this the private sector will also be involved so put up a unified 'Destination Himachal' campaign'.

vii. Organization of tourism events in the State particularly during the off season in order to attract the large number of tourists.

viii. Providing information about the state through modern means like website, e-mail, around the clock toll free tourist assistance, and helpline etc.

ix. Release of advertisements in the electronic and print media.

x. Organize familiarization tours of the leading tour operators of the country and overseas in the State.

Xi. Conduct of buyer-seller meets.

Xii. Professional guides to be trained and encouraged.

xiii. Signage’s of the international class will be installed on the national, state and at the important tourist highways and stations.

Himachal, because of its natural scenic beauty attracts several film makers for shooting of films, TV serials etc. Presently they have to seek permission for shooting from various departments. The government proposes to declare Commissioner-cum-Director Tourism as the sole authority for granting all type of permissions related to film shootings and the fee thus be collected by the Tourism department could be further remitted to the concerned department.

Improving connectivity: Presently the State has three existing airports at Jubbar Hatti, Bhuntar and at Gaggal. These airports are being upgraded for landing
Role of Government in the Tourism Development

of a larger capacity aircrafts. The airport at Pathankot is also being opened for the use of civilians where Boeing will land. This will give a big boost to tourism to the State especially to Kangra and Chamba regions. The Government has also taken up the matter regarding setting up of an International airport near Sundernagar.

Operating more affordable flights into Himachal would not only promote travel tourism but also make viability for the aviation companies to start heli-taxies services in the State. Helicopter taxi services would extend the reach of higher end tourists to soak in the delights of culturally and geographically rich hinterland of Himachal. The State has 55 helipads available for the services.

The State Government is also making efforts for the introduction of more special trains from various destinations in the country upto Kalka and Pathankot.

The network of national and state highways is also being strengthened for all tourist destinations. The state government shall also seek to provide safe, economical and reliable transport within the state as well as across state boarders. The government shall also evolve a mechanism to simplify the collection of taxes and levies so as to facilitate the unhindered movement of tourist in the state.

Strengthening of Tourism Development Board: The State Government has set up a Tourism Development Board under the chairmanship of Hon’ble Chief Minister to formulate policy guidelines for development and promotion of Tourism Industry in the State and to advise the State Government on matters regarding regulation and licensing in the Tourism Industry. Efforts will be made to increase the resources of the Board so that the Board can carry out various developmental and other tourism promotional activities. The income of the Board will be built up through the user changes levied being level by Tourism Deptt., income from PPP projects, lease money, income from Tourism Councils etc. The Board will generally undertake improvements in the tourist areas, provide assistance to the Department of Tourism and to the Tourism Development Councils.

Private sector investment: In order to attract investors, it is necessary to simplify the procedures to facilitate genuine investors. The projects where forest/revenue clearances are needed will be dealt on priority within a specified time not exceeding 90. In order to promote rural tourism and to give incentive to the
entrepreneurs, luxury tax will be exempted for units up to five rooms. In addition to this, the electricity and water charges will also be reduced to give fillip to investment in tourism projects in rural areas. This incentive will be provided to the promoters for a period of 10 years from the date of their commercial operation. The Government will consider assigning the task of Luxury tax collection on the pattern of collection to the Tourism Department of State Road Tax (SRT) in Transport Department. The funds so collected by the department shall form part of the resources of the Board. Single window clearances for tourism projects on the pattern of the single system .Industries Department has been made applicable. The suitable Government land either through land bank or otherwise available in the State will be transferred to the Tourism Department, which will be further leased out to the private entrepreneurs strictly on the open competitive bidding basis.

Effective regulation: The State Government has passed the H.P. Registration Tourist Trade Act, 2002. It calls for inspection and checking of the hotels, travel agencies against over charging sub standard service etc. The Government proposes to carry out the inspection work by delegating necessary powers and also by involving the Hotel Associations. The Tourist Police in the State will be strengthened concept of by placing a cadre of 500 police and home guards personnel who will be trained for regulating tourism related activities. They will be provided with special uniforms/distinguishing mark and will assist the tourist. The State government will take steps to ensure proper hygienic conditions and to prevent the exploitation of tourists on national and state highways and at tourist places. The Government proposes to classify the dhabbas situated on the National and State highways. The classification will be done on the basis of facilities provided, hygienic condition, quality of the food, availability of toilets, parkings etc. The government will encourage ethnic Himachal cuisine in these dhabbas.

7.5 Thrust Areas of the Policy

In order to achieve the policy objectives indicated above, the Government has identified thrust areas for action and follow up some of which are as follows:-
Role of Government in the Tourism Development

Rural Tourism The fruits of tourism must percolate down to the rural areas in order that it is truly sustainable and responsible. For this the Deptt / Board proposes that

- Rural Tourism villages are identified and notified by the Deptt.
- The precondition for declaring these as RT villages would be that they must predominantly have traditional architecture and an MOU would be signed with the Panchayat that this would be maintained. The villagers may modify their houses internally but they must maintain their traditional outer façade.
- For the sake of easier marketing these villages must be near to the existing tourist centre which will also ensure dispersal of tourist to the rural areas and promote decongestion.
- These would be dovetailed with the Govt of India Ministry of Tourism Scheme under which funding is available up to Rs 5 lacs. This would be used to create infrastructure like roads, streets, drainage, lighting, parking, bus stand, water supply, sanitation, tourist reception centre, rural museum, open air theatre, parks, nature trails, crafts bazaar etc. This could also be funded from the Deptt / Board funds.
- In such notified villages there would be no luxury tax or commercial rates for electricity up to 5 bed room home steads.
- The existing schemes of the Deptt would be reviewed and efforts would be made to provide funds for renovating the homesteads and providing grant /loans to the weaker section of the society. The Deptt would actively work with the Deptt of Rural Development and nationalised banks for tying up in this regard.
- The government proposes that in these home steads Himachali/ local food will be served.
- Linkage would be sought to promote local handicrafts and cultural toupes
- The procedure for registration of village tourism guest houses shall be simplified and adequate publicity given to the facilities available.
- The above scheme would be made applicable mutus mutandi to Heritage and Orchard tourism.
Role of Government in the Tourism Development

Eco Tourism Himachal offers a new era of nature enjoyment and learning. It also provides visitors an excellent exposure to the temperate forests. This makes it an ideal area for developing eco-tourism activities like jungle safaris, trekking, rock climbing, forest trails, nature walks, angling (esp. golden mahaseer and brown trout), camping etc. All these activities are to be conducted in a manner that promotes awareness of the environment and helps maintain the ecological balance.

The Government will harness the tourism potential of forests in the state by developing camping sites with basic infrastructure facilities and other public convenience services. A nominal fee shall also be determined by the Government for the use of camping site for the maintenance and for the conservation of these forests. The private parties shall be encouraged for setting up of such camping sites on erwerorment friendly basis. The Government will endeavour to open forest rest houses for the tourists through the society. These would be run on community based eco tourism tenets or through public private partnership with companies with good track record of working in Eco – tourism. Wildlife Tourism is an integral part of Eco Tourism. Himachal Pradesh has a varied topography, climate and forest cover and is endowed with a vast variety of flora and fauna. At present there are 32 Sanctuaries, 2 National Parks and 3 Game Reserves.

Development of Lakes and wetlands is also part of eco tourism. The State Government will make special efforts to make natural and man made lakes as important tourist destinations. Steps will be taken to maintain and enhance their beauty by undertaking development in an integrated manner. Maharana Pratap sagar will be developed as a world class water sports destination with the financial assistance of the Central Government in order to develop activities like water sports, angling, bird watching, setting up of house boats, development of artificial beaches etc. The Government will also encourage the private sector to set up houseboats and operate shikaras in the Maharana Pratap Sagar. Improvement of the forest rest houses will also be carried out in the area and will also be made available to the tourists in order to accommodate them.

Pilgrimage Tourism Himachal has emerged as an important pilgrim destination. A large number of religious tourists visit sacred shrines of Himachal
Role of Government in the Tourism Development

Pradesh throughout the year. A large number of religious places for people of almost all religions are situated in the State. The State Government propose to develop wayside/civic amenities, parkings, landscaping and beautification around the temple, Sulabh Shauchalyas, drinking water, garbage disposal etc. at these religious places in coordination with the temple trusts on the lines of Shri Vaishnu Devi Trust. During important festivals special measures will be taken up for the safety and security of the tourists like setting up of information centres, tented colonies to accommodate tourists and to deploy special Tourist Police Force on the lines of Shri Vaisnu Devi

Adventure Tourism The Tourism Deptt./Board will make comprehensive adventure tourism promotion plan for the State and shall lay down the regulatory framework for enforcement of safety standards. For the promotion of adventure sports, the department/Board will impart training in different sports to the youths. International competitions in such sports will be organised for attracting participants not only from the country but also from the abroad in coordination with the Deptt. of Sports.

The Tourism Deptt / Board will support all efforts to promote and set up adventure sports schools at various locations in order to train more youths in Paragliding, Rafting, Water Sports, Angling, Skiing, Mountaineering, Motor Sports etc. in coordination with the WHMI Manali and the State Level Associations. The Deptt / Board will help the WHMI in setting up more Sub Centres in the State to take adventure tourism the hitherto unexplored places. It will assist in training the local youth in adventure tourism so that they also benefit through employment & other means. Similarly it will work at tandem with Forest Deptt and the Eco Tourism Societies to meet the above ends.

The State was the first and continues to be the only State, which has heli-skiing in the country. This attracts foreigners and quality tourists with paying capacity to some of the best powder-snows that the world can offer. The experience in this venture has been very positive despite the initial apprehensions about possible disturbances to the environment and fauna. It is proposed to expand the concept of heli-skiing by introducing activities like heli-trekking and cross-country
skiing. Conventional skiing and setting up of more ski lifts and ski resorts in the public private partnership will be a major thrust area. The Chanshal range beyond Rohru which has great potential will specially be explored.

The State started promoting paragliding from 1984 onwards. Himachal is now the leading States in the country in this field. Bir Billing in Kangra, Solang and Marhi in Kullu, Bilaspur, Kasauli etc will continue as important centres for the sport. More areas will be explored and opened up with the objective of providing a source of livelihood to the local youth. The Bir Billing Pre World Cup Event will continue to be an annual event. A paragliding School will be opened at Dhelu. Bir Billing will be developed over the years into a top class paragliding destination internationally on self financing basis with the local community benefiting the most.

One of the major aims in this area will be to get the latest technology in the field of adventure sports in terms of equipments and know-how be it skiing / ropeway projects, water sports or paragliding. All PPP projects in this field of adventure tourism will have this as a necessary precondition.

**Promoting Unexplored Himachal** The main tourism circuits in Himachal are fairly well known and even remote districts like Lahaul-Spiti and Kinnaur are now becoming popular destinations to relax and unwind. Himachal also has many undiscovered spots with unspoiled charm that are worth a visit for a quiet rewarding holiday spent amidst the splendour of nature away from the crowds. The State Government will made special efforts to develop unexplored destinations with the assistance of Central Government, to improve the sanitation, roads, parkings, toilets, accommodation, beautification and landscaping of tourist interest places, wayside amenities etc. Efforts will be made to keep these new areas neat and clean and only limited construction will be allowed, so that these areas may not become over saturated and the construction so allowed will preserve the architecture and ecology of the State.

Some of these areas include:

- Lahaul
- Spiti
Role of Government in the Tourism Development

- Kinnaur
- Jhanjhel
- Jot Chamba
- Rajgarh and Choordhar
- Nahan
- Chindi
- Barot/Jatingari
- Rohru Chansal
- Sarahan and Bashal Dhar

Ever since the opening-up of tribal/border areas of Himachal Pradesh to foreigners, the number of domestic and foreign tourists visiting these tribal areas has increased manifold. Lahaul-Spiti and Kinnaur districts have emerged as important destinations. Yet compared to the potential it is just a trickle. These areas being enormously rich in culture the effort would be to invite culturally conscious tourists who enjoy the quality and difference of experience. Preservation of the cultural uniqueness of these areas therefore will remain the prime concern of the Government. The Government will only allow such construction, which preserve the architecture and ecology of the area. The private sector will continue to be encouraged to set up guest houses for which subsidy will be provided form the State budget. Tented accommodation will be encouraged with local participation so that maximum benefits accrue to the local economy. The centuries old monasteries are also being upgraded where foreign tourists show lot of interest.

**Health Tourism:** There is tremendous scope to set up spas, health resorts, recuperative centres etc. all over the State. Himachal Pradesh has an enormous wealth of medicinal plants. Herbal Gardens, Herbal Trails will be developed as tourist attractions. The Tourism Department /Board in collaboration with Department of Indian System of Medicine, Department of Ayurveda and Forests will organize such tours which will further develop awareness and interest about medicinal plants amongst the school children and tourists.
Role of Government in the Tourism Development

The Government also proposes to develop spa /health resorts in association with the private sector at various locations in the State. The Government will also harness the potential of Panchkarma and start it in a big way in the State in order to attract large number of tourist for Panchkarma treatment. Training the youth in Panchkarma will be undertaken through the Deptt .of Ayurveda who will then be employed in spas and health resorts.

Arts Crafts and Souvenir: Promotion of local art and culture and generation of income of employment through it is a major component of tourism policy. The State Government shall endeavour to encourage the development of souvenir industry linked to local crafts, events and places which would promote a distinctive image of the State both within and without the State. The private sector will also be encouraged to patronize and promote local folk, culture and crafts for the visiting tourists.

7.6 Action Plan

In order to achieve the goals and objectives of the Policy the action plan proposed in the Policy is as under:

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<th>Objective</th>
<th>Strategy</th>
<th>Action Plan</th>
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<tr>
<td>1.</td>
<td>A. To establish Himachal as a leading tourist destination in the country &amp; abroad.</td>
<td>a) Brand image of H.P. &amp; Media strategy.</td>
<td>i) Hire leading consultants of the country within next 6 months to have a brand image &amp; media strategy in place.</td>
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<td>ii) Create “Destination Himachal Fund” collaboration with all stakeholders for strengthening of brand image &amp; media campaign.</td>
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<td>iii) Strengthen all TICs in the country</td>
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Role of Government in the Tourism Development

and generate resources by booking for private hotels also through Tourism Board.

iv) Have online reservation system through public private partnership.

v) Participate in leading national & international trade fairs.

vi) Update tourism related literature and ensure its adequate availability.

vii) Have active and constant contact with Govt.of India offices abroad for projecting Himachal.

viii) MOUs with leading States and Countries for promotion of tourism.

ix) To promote H.P. through Himalayas and its brand image globally.

b) To upgrade tourism related Infrastructure to international level.

i) To give top priority to public private partnerships.

ii) Collaborate with international and reputed national companies which can provide world class technology, knowhow and expertise in improving infrastructure in tourism.

iii) To seek maximum assistance from Ministry of Tourism, Govt. of India for funding under various schemes like Circuits, Destination, Large income generating projects, rural
### Role of Government in the Tourism Development

<table>
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<th>2. To make Tourism a prime engine of economic growth in the State &amp; as a means for providing employment.</th>
<th>a) Attract outsider investment.</th>
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<td>Tourism etc.</td>
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<td>iv) To set up a Tourism sub Plan in the State so that funding could be integrated &amp; monitored effectively at the State Level (Road, Sewerage, lighting, transport, telephone etc.)</td>
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<td>v) To actively pursue the expansion of airports to that large plan could land.</td>
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<td>vi) To promote the use of Heli-copters for easy access to remote &amp; land locked areas.</td>
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<td>vii) To set up 4/5 Star Hotels in leading destinations.</td>
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<td>viii) To have more 2/3 Star Hotels for budget accommodation.</td>
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<td>ix) To create more Youth Hostels.</td>
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<tr>
<td>i) Take full advantage of the Govt. of India package of incentives which include excise &amp; income tax exemption.</td>
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<tr>
<td>ii) To give top priority to public private partnerships.</td>
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<td>iii) Collaborate with international and reputed nationals companies which can provide world class technology, know-how and expertise in improving infrastructure in tourism.</td>
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<td>iv) To seek maximum assistance from</td>
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Role of Government in the Tourism Development

Ministry of Tourism, Govt. of India for funding under various schemes; Circuits, Destinations, Large Income Generating projects, rural tourism etc.

v) To actively pursue the expansion of airport so that larges plans could land.

vi) To promote the use of Helicopters for easy access to remote & land locked areas.

vii) To set up 4/5 Star Hotels in leading destinations.

viii) To have more 2/3 Star Hotels for budget accommodation.

ix) To categories Hotels in the State to provide standardized services.

x) To lay special emphasis to attract private fund including FDI for setting up of new hill stations, water sport related resorts, ropeways including Ski Resorts, Spas, Eco-Tourism related projects etc.

xi) Recast existing schemes and lay top priority to rural tourism scheme.

xii) To hold Tourism Conclave at regular intervals with the prospective investors for hand holding exercise.
### Role of Government in the Tourism Development

#### xiii) To setup and Investors Cell in the Board which will facilitate, investment including funding from Banks & providing necessary statutory clearances.

#### xiv) All Tourism projects will also be placed before the Single window clearance meeting chaired by Chief Minister on the lines of Industries department's projects.

### b) To employ maximum local people in the Industry.

1. Strengthen Hotel Management Institute Kufri and to set up a new Food Craft Institutes in the State.
2. To encourage setting up of leading private training institutes in the State.
3. Maximum employment will be provided to locals in the Units setup in the State.
4. To conduct special capacity building courses and seek support from GOI under its "Atithi Dev Bhava" scheme.

### c) To monitor the economic impact of tourism in the State.

1. The tourism Board will build a strong Data base on the impact of tourism both positive & negative.
2. Conduct periodic surveys and status through leading institutions & Universities etc.
3. Tourism Board will also monitor
### Role of Government in the Tourism Development

<table>
<thead>
<tr>
<th>3</th>
<th>To attract quality Tourists.</th>
<th>the status of employment of local persons both in formal as well as informal sector.</th>
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<tbody>
<tr>
<td></td>
<td>d) Tourism Sector will generate maximum resources on self sustaining basis form tourism related activities.</td>
<td>i) The tourism Board will be the vehicle for the generation of resources through the services provided by it like parking places, <em>Sulabh Shauchalayas</em>, Parks &amp; Entertainment centers, T.R.C’s fee from registered units, travel agents, Tourism councils, Public Private Partnership, leases, helicopter sides etc.</td>
</tr>
</tbody>
</table>
|   | a) Brand image of H.P. | i) Hire leading consultants of the country in time bound manner for a complete media strategy.  
ii) Create “Destination Himachal Fund: in collaboration with all stakeholders for strengthening brand image & launching media campaign. 
iii) Strengthen all TIC in the country and generate resources by booking for private hotels also through Tourism Board. 
iv) Have online reservation system through public private partnership. 
v) Participate in leading national & international trade fairs. 
vi) Update tourism related literature |
Role of Government in the Tourism Development

and ensure its adequate availability.

vii) Have active and constant contract with Govt. of India offices abroad for projecting Himachal.

viii) MOUs with leading States and countries for promotion of tourism

ix) To promote Himachal through Himalayas and its brand image globally.

4. To safeguard State’s natural & manmade heritage.

| a) Natural Heritage | i) To work closely with the Forest deptt. to conserve and protect forests, cold deserts, sanctuaries by charging fee from the tourists so that these places are preserved through Tourism councils.  
ii) To work towards conservation through Tourism council and fund generated by on the Manali model.  
iii) To change some fee from the registered travel agents & trekking companies so that these funds are used for conservation and development.  
iv) Promote bird watching & angling competition (on catch & release basis). |
| b) Manmade | i) To promote conservation of |
### Role of Government in the Tourism Development

| Heritage buildings in the State like Gaiety Theatre.  
| ii) To work at tandem with Deptt. of Urban Development, Town and Country Planning & Language Art Culture in the listing of these properties & conserving them.  
| iii) To put up plaques on all such sites/building giving its history.  
| iv) Protect heritage Churches & graves in Shima, Dharamshala, Kasauli & Dalhousie etc.  
| v) Protect ancient monuments including on Monoesters in the tribal areas.  

| 5. To encourage strong public sector participation in creating of tourism infrastructure especially the Public Private Partnership.  
| b) Disinvestment of H.P.T.D.C. properties.  
| i) The list already identified will be disinvested in time bound manner.  
| ii) The income from these properties will accrue partially to H.P.T.D.C. which shall find the Voluntary Retirement Scheme/Golden handshake scheme.  
| iii) The remaining fund will accrue to tourism Development Board while will go towards strengthening the tourism infrastructure in the State.  
| iv) While disinvesting the genuine interest of the workers will be
### Role of Government in the Tourism Development

|   | To promote sustainable tourism which is environmentally sustainable | a) Setting up new units. | i) All new hotels will have sustainable architecture, which blends with the local environment.  
ii) No building will be more than 4 storeys  
iii) Architecture with water harvesting structure will be mandatory.  
iv) The basement/ground floor shall be for parking.  
v) Proper garbage disposal & sewerage plants are mandatory.  
vi) Maximum employment to local person.  
vii) No/minimum felling of trees. |
|---|---|---|---|
|   | 6 | b) Regularly check of existing Units. | i) All hotels will be checked and must comply with the pollution control standards.  
ii) Violating Units registration shall be registered. |
|   |   | c) Rural tourism | i) To divert tourists from over-saturated places, the concept of Rural Tourism has been adopted. |
### Role of Government in the Tourism Development

**7. To encourage Civil Societies & NGOs for promotion & conduct of tourism related activities.**

<table>
<thead>
<tr>
<th></th>
<th>For capacity building.</th>
<th>The Tourism Development Board will find NGO’s working in the field of rural tourism, eco-tourism &amp; community basis projects.</th>
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</thead>
<tbody>
<tr>
<td>a)</td>
<td>i) The Tourism Development Board will find NGO’s working in the field of rural tourism, eco-tourism &amp; community basis projects.</td>
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<td></td>
<td>ii) For cleanliness of rivers &amp; campaign against polythene bags.</td>
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<td></td>
<td>b) Active participation.</td>
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<td></td>
<td>i) Will be represented on the boards &amp; committees of Tourism Deptt./Board.</td>
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<td></td>
<td>ii) Will be engaged in classification of hotels, certification of dhabas.</td>
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<td>iii) Important events will be organized through the registered associations like paragliding, river rafting, mountain biking etc.</td>
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**8. Himachal as a one stop destination for adventure tourism.**

<table>
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<tr>
<th></th>
<th>Tourism Dev. Board/Deptt.</th>
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<tbody>
<tr>
<td>a)</td>
<td>All media campaign will focus on adventure tourism.</td>
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<tr>
<td></td>
<td>i) All media campaign will focus on adventure tourism.</td>
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<td></td>
<td>ii) Will encourage the activities which have possibility of generating employment like paragliding &amp; river rafting by organizing/funding training camps.</td>
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<td>iii) Set up safety standards &amp; enforce through Distt. Admn.</td>
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<td></td>
<td>iv) Assist Deptt. Of Youth Services Sports/Western Himalayan Mountaineering Institute</td>
</tr>
</tbody>
</table>
Role of Government in the Tourism Development

(WHMI)/DMAS

v) Hold annual events as paragliding, river rafting, mountain biking, motor sports, bird watching, angling, rock climbing, marathon races etc.

DMAS/WHMI, Manali

b) i) Will organize mass treks during Holidays for students in collaboration With Tourism Department.
ii) Will train students/un-employed youths
iii) Run river rafting & paragliding school set up by Tourism Deptt..
iv) Run special courses for tourists.


7.7 SWOT Analysis of Tourism Policy of Himachal Pradesh

Strengths of the Policy:

Creation of tourism sub-plan is the biggest strength of the new Policy where the activities of the Tourism department is to integrate and co-ordinate with the other tourism related departments. For the improvement and development of infrastructure focus has been laid down on the existing tourist destinations like; Shimla, Manali, Dalhousie, Mcleodganj and Kasauli etc. It was also proposed to upgrade the civic infrastructures in these towns on priority. Invitation to the private sector investment for developing infrastructure is also made. New marketing strategy by way of promoting State through Electronic and Print Media, by participating in national and international fairs is also the strength of this Policy. In
Role of Government in the Tourism Development

the filed of accessibility seriousness of the Government has also been seen by way of showing efforts for the improvement of Air and Rail connections. Wayside amenities like constructing toilets, developing picnic spots, constructing fast food, installation of signages are preferred with a special concern to the classification of the Dhabas on the basis of hygienic condition, quality of food, availability of toilets, parking etc. The action plan of the new Policy shows the attitude of the Government that actions to be completed within a specified time rather than to have it general.

Weaknesses

Since independence Himachal has not created a new hill station. Till now only the earlier destinations are being marketed and are opened for the tourists. All these hill stations are on a saturation stage. In the existing policy no serious effort is made for developing a new hill station or diversify the tourist traffic inflow to another unknown areas. Permission for purchasing of land for Tourism unit is also another problem for the promoters. No relaxation in this regard has been shown and made. The state still has untrained service provider. Nothing has been framed out for providing training to the service provider like; coolies, hotel and dhaba staff, drivers of taxies, coaches, conductors, staff of information centres etc.

Opportunities:

There is an opportunities for the Rural areas for the promotion of Tourism. The local Panchayats should now come forward and work in coordination with the tourism department for the promotion of their villages/areas. Himachal is an important pilgrimage destination. With the concern of the Government to develop wayside and other infrastructure facilities at these religious places, it is an opportunity for the Government as well as for the tourists to move ahead, so that not only the religious tourist inflow will increase but the economy of the State will also be benefited. Himachal is a leading adventure destination in adventure sports activities. With the interest of the State Government in this field, there is an opportunity for the promotion of these adventurous activities by way of operating flying clubs, water sports centres, camping activities etc.

Threats:

Development of infrastructure can have a threat for the haphazard growth of
construction in the already over saturated areas. The airports of the State are being upgrade but still the State lacks facilities for operating bigger aircrafts. Increase of competition amongst the tourism related states is also a threat to compete with a limited budget available with the State tourism department. There is also a tremendous fear to collapse of civic amenities at the leading tourist places.

7.8 Gaps Areas in the Policy

The following are the gaps of the Tourism Policy, 2005:

- No single window system for the grant of permission of tourism project.
- Limited resources for the Tourism Development Board for developing tourism related infrastructure.
- No efforts have been made for involving community participation for the sustainable Tourism growth in the State.
- No specific construction norms for the over saturated towns as well as for the new upcoming areas, which will promote local architecture and also not disturb the ecology of the area.
- Infrastructure proposed is of tourist quantity related rather tourist quality related.
- Area of operation for the adventure sports is not defined with lack of safety norms.
- Promotion of religious tourism is generalised without any specific plan and strategy.
- Eco Tourism is limited to only camping sites.
- Lack of incentives/concessions for the promotion of village tourism.
- Policy for the private sector investment is not defined.

7.9 Conclusions

Himachal is one of the oldest, well-established and recognized tourist destinations of the country. It is one of the rare places in the world with five distinct seasons – spring, summer, the monsoons, autumn and winter. And this provides a varied year-round experience to the tourist. The legendary beauty of Himachal
Pradesh makes travellers return to it again and again. Carved out from a slice of the Western Himalayas, it holds many high mountain ranges, whose stark white peaks give the state its name - Himachal, the ‘abode of eternal snow’. Whatever brings tourists to Himachal, whether the cedar forests or the mountain peaks, trekking trails or skiing slopes, peaceful monasteries or charming towns. Himachal is truly a destination for all seasons and for all reasons.

Among the tourism oriented states in India, Himachal Pradesh is an established tourist destination whose true potential has yet to be fully realized. The need is to consolidate and reposition tourism related activities, so that a diversified infrastructure generates sustainable tourism that would both enhance and protect the excellent environs.