CHAPTER 10
SWOT ANALYSIS
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About the Chapter:
This chapter conducts the SWOT analysis of Himachal tourism. Based upon some primary and secondary observation it further conducts the SWOT analysis of Lahaul-Spiti, Kullu and Una districts. This chapter identifies some common issues in all the districts as well with Himachal as a whole. This chapter finally leads to some analytical points of considerations for the growth of tourism in selected districts in particular and Himachal Pradesh as a whole.

10.1 SWOT ANALYSIS OF HIMACHAL TOURISM

Himachal Pradesh is very rich in cultural, religious, heritage and natural resources. There is an increasing awareness at the level of governments of the social, economic and environmental importance of the tourism sector, and of the impacts it causes on destinations. Tourism has been growing consistently and has shown a measure of resilience. The responsibilities of governments in tourism development have tended to become more decentralized, with many mandates being gradually devolved to local levels of governance. Tourism is also a cross-cutting sector, and requires multi-stakeholder arrangements to be effective. Successful and sustainable destinations require destination management organizations whose governance structures balance the interests of all major local groups. While this is primarily a positive development (allowing for more adaptive management and quicker responses), it raises the challenge of building the capacity of municipal and provincial governments to engage all significant social actors, moderate negotiations for the common good and manage tourism sustainably.

Tourism cannot work in a vacuum and it needs to be connected to the economic fabric of a destination, and needs to address the needs of local communities. Sustainable tourism requires infrastructure that involves collective investment and complex supply chains. A high dependency on tourism revenues has shown to be a risk for development, and many destinations lose significant revenues due to leakage, i.e. money flows out to import
the goods needed by tourists. Himachal tourism has diversity of tourism products to be offered to the tourists. The concept of new tourism includes ideas and practices related to responsible, green, alternative and sustainable tourism. Globalization has transmitted these ideas and practices worldwide, thus making the tourism industry more diversified and putting pressure on developing countries to create targeted, niche markets. Competition has become stronger and is based increasingly on diversification, market segmentation and diagonal integration, which involves the merger and conglomeration of related business activities. Himachal Pradesh is emerging tourism destination in global map. On the basis of various aspects of tourism the SWOT analysis of Himachal tourism is as:

10.2 STRENGTHS

Geographical and cultural Diversity

Himachal Pradesh bears very rich geographical diversity in terms of rich flora and fauna, rivers, lakes, mountains, valleys. It attracts all types of tourists from all walks of life. The rich and unique cultures, diverse natural environments and standards of service continue to make Himachal an attractive destination to. It is clear that the tourism industry is well placed to benefit from positive prospects for the expansion of tourism worldwide

Competitive Advantages

Himachal is doing well than Jammu and Kashmir and Uttaranchal when talked about various aspects of tourism. It is attracting a huge number of tourists that their competitors.

USP

The Unique Selling Proposition (USP) of tourism business is that single aspect that sets it apart from the others. Without a USP destinations can be lost in a sea of ‘me too’. It is important to remember that tourism is an experiential activity. Your accommodation house, restaurant or tour bus is not the attraction in itself, but simply the means for guests to gain the experience they seek. It is the experience and benefits that guests should receive by using your business. Sales people know that ‘Features tell, but benefits sell’. There is need to build USP into all marketing material, campaigns and selling procedures. It should be reflected in the text and design of tourism brochures, advertisements, website, the images
used, and even how guests are interacted. Himachal is now known for its diverse tourism products. Ecotourism, Rural tourism, adventure tourism are the emerging USP’s of the state.

**Location**

Himachal is very close to national capital Delhi and other neighboring big cities. So it is attracting foreign as well as domestic tourists in large numbers.

**Price, value, quality**

Himachal Pradesh is attracting all segments of tourists ranging from budget tourists to elite tourist. This is also boosting the tourist arrival for the state. Himachal Pradesh is delivering best experience to domestic and international visitors regarding the variety of tourists’ destinations.

**10.3 Weaknesses**

**Gaps in capabilities**

Still Himachal Pradesh is not attracting the elite tourists from abroad, the reason being the lack of world class infrastructure. The state is still lacking the good roads, start accommodations, big airports and other world class facilities. The length of stay of tourists is also low because of lack of integrated circuits within the state. The tourism industry can also be developed more effectively by improving infrastructure to facilitate travel and tourism. Special attention and planning that focus on accessibility are required when Governments expand and improve air, road, rail and water transport infrastructure as part of tourism development. One significant issue concerns identifying the infrastructure that needs to be upgraded at secondary airports and tourist centers outside the main urban areas in order to diversify tourist destinations.

**Lack of Competitive Strength**

Himachal Pradesh bears very high potential for Buddhist tourism, religious tourism, ecotourism, adventure tourism but the state is unable to tap this potential as the competitors are doing.

**Lack of sustainability of tourist resources**

There are a lot of destinations which are losing their identity because of unsustainable tourism development like Kullu, Manali, Shimla, and Dharamshala. There is need to have sustainable development of tourism in these areas by having a coordinated involvement of stakeholders. Rapid growth and increased numbers of tourists can have a
combination of positive and negative impacts on the environment, society and culture. As tourism grows and expands to more locations, the negative impact could affect the long-term sustainability of tourism, especially in places where appropriate control is lacking. Sustainable tourism development must be considered as the essence of tourism and applied fully in all countries, since tourism is based on the diversity of natural, social and cultural resources which attracts tourists in the first place. Sustainable tourism development is the only way to effectively address environmental concerns as well as contribute to economic growth, create jobs, conserve cultural heritage and authenticity, as well as contribute to cultural exchanges and increase intercultural understanding and tolerance.

**Political reasons**

There is lack of political will for tourism development in the state. During past some of the major tourism projects couldn’t get shape because of political differences. The major Ski village project is one example where the political differences in the state hindered the investors.

**Continuity**

Tourism industry suffers from the seasonality characteristics and Himachal Pradesh is also affected. The state is not able to diversify enough its resources and products to make it destination of all seasons.

**Supply Chain**

While talking about the supply side of tourism state is not able to cater to needs of tourists in the peak season which leads to mismanagement as well as the negative impacts upon the carrying capacity of the destinations. The rapid growth rates in the industry have a direct impact on tourism employment and human resources development in terms of demand for professionals, specific skills and related training and education facilities. The need to develop and train the required human resources in various segments of the tourism industry has been widely recognized in Asia and the Pacific. While talking about the tourism planning, development the state is lacking tourism professional. The professionalism is also lacking in various sectors of tourism industry for providing the services to the tourists.

**10.4 OPPORTUNITIES**

There are actions that help facilitate the involvement of the poor in decision-making through capacity-building in local business organizations and community associations. At
the same time, there is awareness that economic participation in the tourism industry poses potential risks for poor people.

**Market Developments**

An important source of tourism revenue is now based on identifying, developing and promoting niche markets. Market segmentation in the form of ecotourism, cultural tourism, rural and adventure tourism is becoming more evident and successful in Himachal Pradesh. New niche markets also constantly need to be identified in an attempt to diversify the industry further. There is need to identify the niche market and then need to develop those niche markets according to the specific target oriented approach.

**Competitors' Vulnerabilities**

There is need to identify the competitors potential and then to accommodate and modify the products of Himachal tourism to compete them

**Industry Trends**

Tourism is a dynamic industry and it needs to adapt according to changes occurring in markets, tastes, fashion etc. Accommodating according to the changes in tourism industry can lead Himachal tourism in new horizons of success. In the last ten years, the international tourism industry has undergone a profound transformation. The advent of the Internet and access of the majority of the population to new information technologies has generated a significant change in international tourist patterns that, coupled with the recent economic crisis, has resulted in the restatement of tourism models in which we have been working over the past 60 years. Continuous changes and different ways of doing business have presented us with the urgent need to innovate. Himachal tourism has to rethink their strategies, innovating in through processes, promotion, improving facilities and infrastructure and are ever aware of the need to take risks in order to gain ground on their competition. And in this age of technology in which we live, the international tourism industry is rapidly adopting a third "T": "Travel, Tourism and Technology." This is rapidly becoming an era in which technology will serve the needs of travellers, companies and destinations. Thus, we must continue to work on incorporating new technologies in our day management of tourism businesses and destinations; it’s clear that there’s no turning back. Technologies that help us to improve the operations of our facilities and destinations, allow
us to better understand and manage our clients (before, during and after their stay), also allow us to understand our competition better.

**Technology Development and Innovation**

Tourism industry needs to be updated technologically and new innovations to be adopted. The industry is one of the more successful areas of e-commerce because it is largely consumer oriented and since services and the provision of information is at its centre. Werthner & Klein (1999) suggest tourism is a hybrid industry since even though it is dominated by the provision of information, essentially it is about a physical product. This requires the “seamless integration of information and physical service, with flexible configurations of the physical and the informational parts” (Werthner & Klein, 1999, p. 257). ICT facilitates this integration and enables customization of tourism products to suit the needs of individuals. Due to changes in consumer behaviour of the tourist the market is becoming more segmented with each potential consumer belonging to a number of market segments simultaneously. Tourist operators need to be aware of these changes and be equipped to respond, or better still, take a proactive approach.

Cultural tourism is a good example of the way in which online technologies have been influential as its emergence has been fostered by the Internet. Cultural tourism focuses on the presentation of an area's cultural heritage, ranging from environmental attractions through historical, artistic, archaeological and folkloric components. Access to the portal by a tourist is achieved through mobile devices (e.g. personal digital assistants or smartphones) and allows the tourist to make informed decisions concerning cultural sites. The emergence of artificial intelligence and mobile computing, have empowered the consumer of tourism services. Mobile devices are increasingly being used by tourists as electronic personal tour guides (Zipf 2002).

**Lack of Knowledge**

There is a lack of knowledge about the demand, supply and competitors in Himachal tourism. There is a low level of co-operation and innovation in the tourism sector. Tourism industry lacks marketing professionalism, which is severely crippling the tourism growth. In the home market every company is generally on their own when they want to promote the destination. It is expensive and ineffective for local operators to reach the worldwide market at the current time.
Niche Target Markets

There is need of identifying the niche target market for rural tourism, Buddhist tourism, adventure tourism etc. The tourism industry has been frantic, and to a large scale been dictated by the fluctuations in the socio-economic and political landscape of our state. Mass-consumerism and mass-tourism has been slowly giving way to the personalized and custom service offerings. Niche tourism, as it is recognized now has been embraced by both the travel operators and travelers alike, and is gradually being accepted as part of the mainstream tourism.

The challenge for the travel industry in Himachal Pradesh is to ‘spread the word out’ about their Niche travel packages – consistently and on target. Digital marketing tools and methodologies provide a perfect foil for this emerging and lucrative segment. Establishment of trust is critical to the process of customer identification and acquisition. Prospect or customer identification is always preceded by understanding the preferences of a traveler which is gauged only through a sustained engagement of customers. Customer pool is waiting to be tapped within the different social networking pockets. It’s not the customer pocket, but the customer psychology that needs to be gauged before they can be categorized as prospective clients. Prospect conversion results from a sustained process of meaningful interaction with the customer. The nurturing of customer relationship is one of the most abstained and neglected aspects of online marketing, and one which is the major differentiator between a brand and a great brand.

NEW USP

Himachal bears very diverse tourism products and its USP’s are also very diverse. So there is need of developing new USP for the state.

Destination Development

There is dire need of developing and promoting new destinations so as to scatter the tourism benefits in all corners of the state. The focus under this should be on the improvement of existing product and developing new tourism products to the world standard. There should also be focus on Integrated Infrastructure Development of the tourist sites. These tourist sites/destinations would be carefully selected based on its tourism potential. There is need to upgrade infrastructure facilities required by the tourists within
such destinations. There is need of development of master plan of these destinations with different government and non government agencies.

Public-Private Partnership (PPP)

There is need of enhancing public private partnership for the destination development. Government need to encourage public private partnership in tourism sector for infrastructure creation. Infrastructure development at all tourist destinations should be outsourced for income generation of the locals, for which the tourism department should provide trainings to the intending youth. Plan should be made for setting up world class infrastructure in private-public partnership. A constructive and mutually beneficial partnership between the public and the private sector through all feasible means is an absolute necessity for the sustained growth of tourism and employment generation. It is, therefore, the policy of the Government to encourage emergence of such a partnership. Services of specialist consultancy agencies should be taken for implementation and evaluation of public private participation in tourism projects.

Product diversification

There is need to diversify tourism products for all seasons. Enhancing and diversifying its tourism offerings through niche-market development and promotion an approach that presents new opportunities for operators to upgrade their product, increase visitor satisfaction and attract additional revenues. Government can act as a catalyst and facilitator, driving this transformation and spearheading several projects to further enrich the experience for visitors to the state. Noted for its varied natural environments and rich cultural history, this tropical paradise is blessed with diversity - from cool misty mountains, sleepy fishing villages to bustling metropolitan towns. There is need to collaborate the government with the private sector to generate and maintain projects that showcase this variety. However there are still vast untapped opportunities in:

- Nature and eco-tourism
- Sports tourism
- Cuisine (Food)
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- Cultural heritage
- Entertainment (Music)
- Conference/Convention tourism
- Health & Wellness tourism with emphasis on spas, walking trails, retirement, and healthy cuisine.

It is advised that tourism operators and prospective entrepreneurs should develop a good understanding of current market demands and consumer expectations in order to be on the cutting-edge of this ever-changing industry. The following are points to consider:

- Financial viability
- Competition
- Proximity to resort areas
- Accessibility of basic services
- Marketability
- standardized criteria for certification in the areas of health, safety and security

10.5 THREATS

Environmental effects

It is now widely acknowledged tourism industry causes damage to the environment, or involve practices which impact negatively on certain communities or sectors of society if it is not sustainable. Increasingly, the debate about environmental regulation is changing from a traditional dichotomy between draconian command-and-control legislation, and the allocation of resources under a free market. An increasing number of hotels, tour operators are adopting practices of environmental regulation on a voluntary basis, or are becoming involved in the negotiation of regulation with governments and campaigning groups. There are various destinations in Himachal Pradesh which are suffering from negative environmental impacts on destinations, ecological imbalance, and destination deterioration. There is also threat to sustainability in terms of economic, social and physical arena.

Seasonality

An important feature of tourism in Himachal Pradesh is its strong seasonality. Most tourists travel during summers and winters. In peak season there is need to optimize the use
of the tourism infrastructure such as roads to accommodate high flows during peak season, and to redistribute tourist flows to reduce the risk of high unemployment during the rest of the year. From an environmental perspective, during the hot and dry months, both domestic and international tourism are heavily dependent on water resources, and this pressure may cause depletion of the resource base.

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**SWOT Analysis of Himachal Pradesh Tourism**

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<th>Strengths</th>
<th>Weaknesses</th>
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<td><strong>Geographical Diversity:</strong> Rich flora and fauna, rivers, lakes, mountains, valleys</td>
<td><strong>Gaps in capabilities:</strong> Unable to cater to the elite class of tourists</td>
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<tr>
<td><strong>Capabilities:</strong> Attracting tourists from all corners of the world.</td>
<td><strong>Lack Of Competitive Strength:</strong> Unable to cater various segments like religious tourism, Buddhist tourism, cultural tourism?</td>
</tr>
<tr>
<td><strong>Competitive Advantages:</strong> Doing well than Jammu and Kashmir and Uttarakhand</td>
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</tr>
<tr>
<td><strong>USP:</strong> Ecotourism, Rural tourism, adventure tourism</td>
<td><strong>Pressures:</strong> Ecological pressures on the destinations.</td>
</tr>
<tr>
<td><strong>Resources, Assets, People:</strong> Diverse tourism resources, hospitable people</td>
<td><strong>Political reasons:</strong> Lack of political will</td>
</tr>
<tr>
<td><strong>Location:</strong> location advantage close to national capital</td>
<td><strong>Continuity:</strong> Seasonality of tourism industry</td>
</tr>
<tr>
<td><strong>Price, value, quality:</strong> variety of tour packages catering to different segments of market and quality of services</td>
<td><strong>Supply Chain:</strong> unable to cater to the tourists in the peak seasons</td>
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<td></td>
<td><strong>Leadership:</strong> Lack of committed leadership for tourism development?</td>
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<td></td>
<td><strong>Community participation:</strong> Lack of community participation in tourism planning and execution</td>
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<td></td>
<td><strong>Marketing:</strong> lack of effective marketing in domestic and international market</td>
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<td></td>
<td><strong>Awareness:</strong> Lack of consumer awareness</td>
</tr>
<tr>
<td>Opportunities</td>
<td>Innovative Aspects: lack of innovations in tourism</td>
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<tr>
<td>------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td><strong>Market Developments</strong>: Specific target oriented approach</td>
<td></td>
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<tr>
<td><strong>Competitors' Vulnerabilities</strong>: Identifying the competitors potential</td>
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<td><strong>Industry Or Lifestyle Trends</strong>: Accommodating according to the changes in tourism industry</td>
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<td><strong>Technology Development And Innovation</strong>: Tourism industry needs to be updated technologically and new innovations to be adopted</td>
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<tr>
<td><strong>Niche Target Markets</strong>: Identifying the niche target market for rural tourism, Buddhist tourism, adventure tourism etc.</td>
<td></td>
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<tr>
<td><strong>NEW USP</strong>: developing new USP’s for the state.</td>
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<tr>
<td><strong>Destination Development</strong>: need to develop and promote new destinations</td>
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<td><strong>PPP</strong>: Enhancing public private partnership for the destination development</td>
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<td><strong>Product diversification</strong>: Need to diversify tourism products for all seasons.</td>
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<tr>
<th>Threats</th>
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<tbody>
<tr>
<td><strong>Environmental effects</strong>: Negative environmental impacts on destinations, ecological imbalance, destination deterioration</td>
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<tr>
<td><strong>Sustainability endangered</strong>: in terms of economic, social and physical arena.</td>
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<tr>
<td><strong>Seasonality</strong>: Seasonality of jobs</td>
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<tr>
<td><strong>Migration</strong>: Migration of people from rural Himachal to urban cities.</td>
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</table>
10.6 SWOT ANALYSIS OF LAHAUL-SPITI, KULLU AND UNA DISTRICTS

Lahaul-Spiti, Kullu and Una lie in the three different geographical zones of Himachal Pradesh, Great Himalaya, Middle Himalaya and Lower Himalaya. These districts bear variations in terms of tourist’s attractions, culture, lifestyle of people, agriculture, architecture, climate, flora and fauna. There are diversity of attraction in these districts and bears the potential of tourism growth.

a. Strength

Lahaul-Spiti district has a very rich potential for Buddhist tourism as the region is dominated by Buddhism, there are many monasteries, attracting people from various regions of the world. There are also various Hindu temples attracting Hindu pilgrims also. There is also huge scope of mountaineering, river rafting, trekking and other adventure sports in the district. This region is also full of rich culture, various fairs and festivals, cuisine and vast potential for the ecotourism e.g Pin valley national park.

Kullu district offers many attractions to the tourists. It has rich art and cultural heritage, lush green deep meadows, dazzling rivers, white capped snowy peaks and high mountains. The district has incomparable Beas and its sub-valleys which are full of natural charm and grandeur. Though, Kullu does not have the rich historical archaeological or epigraphically antiquities like Chamba but still has some ancient remains antiquities like Nirmand in outer-Seraj and Hat at Barjaura. Not only the district is famous for its scenic beauty but also as a paradise for the trekkers and mountaineers. Kullu is also famous for rich cultural life of people, fairs and festivals, ecotourism and adventure tourism. There are many places of pilgrimage like Manikaran, Hadimba, Bijli Mahadev, Vashistha etc. Una lies in the South-Western part of Himachal Pradesh. Its famous for religious tourism, the famous shaktipeeth Chintpurni temple, Bangana Lathian Piplu and shrine of Dera Baba Bhabhag Singh. Una is famous for its fairs and festivals and local culture.

b. Weaknesses

Accessibility

Lahaul-Spiti is suffering because of limited accessibility in summer and rainy seasons. The region is cut off from rest of the world for next six months. This makes the life there very
SWOT Analysis

harsh. Similarly various regions of Kullu districts is also suffering from roads connectivity. There is need to develop alls season roads to various corners of district which can boost the district. In Una district the road connectivity is also the problem.

Infrastructure

The three districts are also lacking good infrastructure in terms of hotels, roads, lack of good accommodations, health, communication facilities. There is need to develop standardized infrastructure for accommodating tourist.

Community Participation

Lack of community participation in tourism planning, execution and benefits. There is need of developing community tourism such as ecotourism, rural tourism. There is much scope of Home stay tourism in all the districts.

c. Opportunities

Market developments

There are opportunities of identifying and developing markets for Cultural tourism, Buddhist tourism, tribal tourism, rural tourism, adventure tourism, home stay tourism in Lahaul-Spiti. In Kullu district also need of markets for cultural tourism, Buddhist tourism, rural tourism, adventure tourism, home stay tourism. In Una district there is need to identify the markets for religious tourism, rural tourism and home stay tourism.

Destination development and innovation

There is need to develop various destinations still unexplored in all the districts.

Niche Market

There is need to identify niche markets for all the districts in domestic and foreign arena.

Integrated Circuits:

Integrated circuits can be developed covering all the three districts which can diversify the experience of tourist. The development of various circuits for Una, Kullu, Lahaul-Spiti involving the departments of PWD, Public Health, Power sector and local government for development of Buddhist Circuit, Eco Tourism Circuit, Heritage Circuit etc.

New USP:

The USP of each district can be developed which market the districts in a professional manner. Lahaul-Spiti can focus upon adventure tourism and buddhist tourism. Kullu district can
have adventure tourism and rural tourism while Una district can have the religious tourism as their USP.

d. **Threats**

The three districts are suffering from the poor sustainability, ecological pressures, urbanization, negative environmental impacts, and negative cultural and economic impacts. The unrestricted tourist development hides great danger of irreparable damage to the natural environment unless measures on local and regional level are taken in order to control and restrict the tourist activities. The creation of management entities oriented to environment protection and tourist development control as well as the provision of measures by the local administration organizations for the preservation of the natural environment, are actions that cannot be postponed or neglected. According to these measures, importance should be given to the cleanliness of the public places and the collection of the garbage. The government should take into consideration the possibility of creating a new entity, which would have as an object the cleanliness of the beaches and the coastal areas in general as far as islands are concerned. Strict laws of architecture for tourist infrastructure should also been voted. For this aim, the creation of an entity that will protect the natural landscape must be examined. The objective of this entity would be the architectural image and style conformation of the buildings, omitting matters such as licensing and urban planning.

**Distortion of the residential identity**

Another consequence of the tourist development in Lahul-Spiti, Kullu and Una districts is the unprogrammed and sometimes arbitrary building of the tourist infrastructure within the notion of the “easy and fast profit” earning. Combined with the lack of concentrating planning and legislation framework for land use regulation, the uncontrollable growth causes complete distortion of the residential environment. The consequences burden not only the local population (degradation of life quality), but also the tourist product as the main tourist resources are been degraded.
Table 10.2

SWOT ANALYSIS OF LAHAUL-SPITI, KULLU AND UNA DISTRICTS

<table>
<thead>
<tr>
<th>SWOT analysis</th>
<th>Lahaul-Spiti</th>
<th>Kullu</th>
<th>Una</th>
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</thead>
</table>
| **Strengths** | **Buddhist tourism**: Buddhist monasteries, various temples  
**adventure tourism**: mountains peaks and rivers for adventure tourism  
**Cultural tourism**: rich cultural life, various fairs and festivals  
**ecotourism**: Pin valley national park | **Religious tourism**: monasteries, temples and others famous shrines  
**Adventure tourism**: Rich potential for adventure tourism  
**Ecotourism**: GHNP and other sanctuaries  
**Cultural tourism**: home stay tourism, rural tourism, fairs and festivals, Kullu dussehra  
**Diversity of attractions** | **Religious tourism**: Shakti peeth, temples and other shrines  
**Cultural tourism**: fairs and festivals, rural tourism |
| **Weaknesses** | **Accessibility**: limited accessibility in summer and rainy seasons  
**Infrastructure**: poor roads, lack of good accommodations, health, communication facilities  
**Community tourism**: lack of community participation in tourism planning, execution and benefits | **Infrastructure**: poor roads, lack of good accommodations,  
**Sustainability**: lack of sustainability of tourism resources  
**Community tourism**: lack of community participation in tourism planning, execution and benefits | **Infrastructure**: poor roads, lack of good accommodations,  
**Lack of diversity of attractions**  
**Community tourism**: lack of community participation in tourism planning, execution and benefits |
| Opportunities | Market developments: need to develop markets
Cultural tourism, Buddhist tourism, tribal tourism, rural tourism, adventure tourism, home stay tourism
Destination development and innovation: need to develop various destinations still unexplored
New markets: need to identify niche market in domestic and foreign arena
New USP: need to develop the USP of the district
Information and research
Proper dissemination of information and knowledge
Proper marketing | Market developments: markets for cultural tourism, Buddhist tourism, rural tourism, adventure tourism, home stay tourism, event tourism
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|-----------------|--------------------------|--------------------------|
| Threats         | Sustainability issues: negative environmental impacts,
Poor sustainability in terms of social, cultural and economic terms | Sustainability issues: negative environmental impacts,
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Poor sustainability in terms of social, cultural and economic terms |
Summary

Himachal Tourism cannot work in a vacuum and it needs to be connected to the economic fabric of a destination, and needs to address the needs of local communities. There is need of sustainable tourism that requires infrastructure that involves collective investment and complex supply chains. A high dependency on tourism revenues has shown to be a risk for development, and many destinations lose significant revenues due to leakage, i.e. money flows out to import the goods needed by tourists. Himachal tourism has diversity of tourism products to be offered to the tourists. The concept of new tourism includes ideas and practices related to responsible, green, alternative and sustainable tourism. Globalization has transmitted these ideas and practices worldwide, thus making the tourism industry more diversified and putting pressure on developing countries to create targeted, niche markets. Competition has become stronger and is based increasingly on diversification, market segmentation and diagonal integration, which involves the merger and conglomeration of related business activities. Himachal Pradesh is emerging tourism destination in global map. Lahaul-Spiti, Kullu and Una lie in the three different geographical zones of Himachal Pradesh, Great Himalaya, Middle Himalaya and Lower Himalaya. These districts bear variations in terms of tourist’s attractions, culture, life style of people, agriculture, architecture, climate, flora and fauna.

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