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About the Chapter

This chapter gives some practical suggestions and recommendations based upon findings primary and secondary data as well as upon personal observations. These suggestions and recommendations will be of importance to tourism developers in the tourism community. Tourism in the community should be developed not simply on the analysis of costs and benefits in the short-term, but also from a long-term perspective and sustainable tourism. The findings of this study showed that as residents' perception of the impact of tourism increases, their life satisfaction with various life conditions increases, and that this effect finally influences to their overall life satisfaction. Tourism development strategists need to consider the strength of this relationship, and focus on maintaining the residents' overall life satisfaction derived from tourism impacts. Private entrepreneurs cannot be expected to undertake livelihood analysis themselves, but they need an understanding of why local residents have particular concerns and recognition of the value of systems that incorporate local views into planning decisions. Lack of understanding of each others' perspective is a common problem: just as local residents are unfamiliar with the commercial pressures of a tourism company, residents' own concerns can appear irrational to an outsider whose livelihood depends on a single paid employment. The livelihoods approach helps illustrate why a range of local concerns can be expected. The chapter also focuses that a focus on understanding and supporting livelihoods could also be incorporated into the social responsibility of tourism stakeholders.

11.1 CONCLUSION

On the basis of study and investigation it can be concluded that tourism has become a major social phenomenon of societies in Himachal Pradesh. It has driven a new experience urge among people for new experiences, and the desire to be both educated and entertained. Progress in transport and development of tourist facilities has encouraged people to venture beyond the boundaries. The importance of tourism, as an instrument of economic
Conclusion, Suggestions and Recommendations

development and employment generation, particularly in remote and backward areas like Lahul-Spiti has been well recognized the world over. It is a large service industry in terms of gross revenue as well as foreign exchange earnings. Tourism is playing an important and effective role in achieving the growth with equity – an objective which we have set for ourselves. Tourism has the potential to grow at a high rate and ensure consequential development of the infrastructure in Himachal Pradesh. It has the capacity to capitalize on the state’s success in the services sector and provide sustainable models of growth.

Tourism is a rapidly growing industry in Himachal Pradesh and the impacts of tourism is extremely varied. On one hand, it plays an important and certainly positive role in the socio-economic and political development of communities, for instance, offering new employment opportunities. Also, in certain instances, it is contributing to a broader cultural understanding by creating awareness, respecting the diversity of cultures and ways of life. On the other hand, as a tool to create jobs, it has not fulfilled its expectations. At the same time, complaints from various tourist destinations of Himachal Pradesh concerning massive negative impacts upon environment, culture and residents’ ways of life have given rise to a demand for a more sustainable development in tourism. Different parties will have to be involved in the process of developing sustainable tourism. Tourism industry itself can do in order to increase its sustainability and some possible tourism initiatives are required solve these problems.

Tourists’ satisfaction is a key to a tourism success. Tourists are unsatisfied to various products and services in various destinations of Himachal Pradesh. There is need to give proper heed upon it by the service providers as tourist satisfaction indicates the positive emotion and experience of tourists toward destinations. Satisfied tourists also have a propensity to revisit and recommend destinations to their families and friends. To achieve tourists’ satisfaction, services providers must understand tourist’ needs to be able to provide their products and services that meet or exceed their expectations. To understand tourists’ differences in perceptions, images and motivations toward a destination is essential to comprehend and predict tourism demand and its impact on the tourism location. In fact, this understanding of destination image and visitors’ perceptions is critical to a destination and provides the basis for more effective and efficient future strategic planning of the
destination. In practical terms, this implies that image studies are a prerequisite to a successful marketing strategy. In this way, it is very significant to understand when the image forms, and at what point the image influences consumers’ selection choice of a particular destination. A major objective of any destination positioning strategy in Himachal Pradesh should be to reinforce positive images already held by the target audience, correct negative images, or create a new image. In this context, the importance of understanding destination perceptions of visitors becomes critical to a destination.

a. Diverse Tourism Impacts

Tourism has a number of positive benefits in terms of increased incomes, increased employment, and added avenues for upward mobility for locals, increased revenue and increased foreign exchange earnings. However, there are also some socio-economic and environmental impacts associated with these benefits that need to be highlighted. These impacts have arisen as a result of the trajectory that tourism has followed in Himachal Pradesh and can be summed up as follows:

1. The growth of mass tourism has been rapid and uncontrolled.
2. The seasonal nature of tourism has led to swings in employment and income most markedly in the small sector and to the unskilled worker.
3. There has been a marked spatial concentration of tourism development in cities, which is leading to heavy demand for resources in these places.
4. Recognition that tourism is a vulnerable industry, subject to the fads of the trade; hence, tourism cannot be allowed to permanently change the face of the coast in the long run.
5. A systematic study of the environmental impacts of tourism, through perhaps, a life cycle analysis, and the valuation of the environment to enable its integration into decision-making.

One of the purposes of this study was to determine the perceived impact scale has the following dimensions: negative socio-economic impact, positive social impacts, negative social impacts, positive economic impacts, and positive cultural impacts. Findings suggest that locals are likely to support future development mainly because of these two benefits. By considering both the negative socio-economic impact together with the positive social impact and the positive economic impact constructs, it is evident that residents are quite discerning about the range of economic and social costs and benefits of tourism.
development. By using such models, planners and developers alike, could be aware of potential conflict regarding development. To retain the elements that appeal, decision makers must recognize that a compromise between economic, social and cultural benefits and the negative social and socio-economic constructs must be realized. Consideration of the distribution of responses to construct indicators can assist in community consultation processes by clarifying misinformation, communicating future plans for infrastructure and services, and by planning activities and approvals that are aligned with identified community values. This research holds the potential for helping destination managers, tourism planners, political authorities and other groups better understand residents' perceptions of tourism and how those perceptions influence their support/opposition for tourism development. It also provides some necessary background information for applied projects. In addition, the results of the study will, hopefully, serve as a basis for more comprehensive research in the area.

b. Positive Attitude of Local Community

The results of the study are encouraging for tourism in Lahaul-Spiti, Kullu and Una in specific and Himachal Pradesh in particular, because of the positive attitudes expressed by the local community toward tourism development. Highly educated respondents are more concerned about the negative environmental impacts of tourism. Each tourism-orientated community should involve the local population in the development and planning process. Local governments and tourism promoters should pay particular emphasis to the finding that if people feel they have access to the planning/public review process and that their concerns are being considered, they will support tourism. Only then will governments attain the full support of the host community for future tourism development. If government is to ensure a favourable attitude among local residents to tourism development, a higher share of the host community should receive benefits from tourism. For residents to receive benefits from tourism development ‘they must be given opportunities to participate in, and gain financially from, tourism’ through government motivation and incentives.

Stimulation of Other Sectors

Tourism sector has stimulated other economic sectors in Lahaul-Spiti, Kullu and Una districts such as agriculture, horticulture, poultry, handicrafts, transport, construction, etc.
through its backward and forward linkages and cross-sectoral synergies. Expenditure on tourism induces a chain of transactions requiring supply of goods and services from the related sectors. The consumption demand, emanating from tourist expenditure also induces more employment and generates a multiplier effect on the economy. The performance in tourism sector has been quite impressive.

The tourism has positive effects, but also negatives. In the positives is the creation of employment the increase in the economic levels the positive effect for the new inversions in the conservation of natural spaces, avoids the migration of the local population, and improves the economic and socio-cultural level of the local population. The commercialisation of the local’s products, interchange of ideas, costumes and the sensibilization of the tourist and local population for protection of the environment. The tourism is one of the few intensive sectors of employment, is one of the few alternatives to the destruction of employ caused by the technological change, the globalisation process and the reduction of the working time.

In the negative effects, as important then the positives, is the rising of the consume of ground, water, energy, destruction of landscapes with the creations of news infrastructures, the raise in the production of disposals, the alteration of ecosystems, the introduction of exotic species of animals and plants, the lost of traditional habits, the raise of the prostitution (sexual tourism), the narcotic traffic, more forest fires and the raise of the prices of the houses. The tourist flows contributes to the climate change, the acid rain, and the formation of the troposphere ozone, mainly because the transports of the tourist by air or by road are one of the principal sources of emissions of carbon dioxide and another contaminant gases.

Most of the promotions of the sustainable tourism, are only image operations, because the demolition of an obsolete hotel, or construction of a bicycle line, the selective collection of remainders or some equipment to save water and energy, or to wash less times the towels, did not avoid the serious unsustainable repercussions the tourism. In the first place by the motorised displacements and everything what it supposes from infrastructures (airports, freeways, parking, etc) to the emissions because of the fuel consumption. And secondly, by the repercussions in the arrival place, from the infrastructure of the lodging, to the water consumption, energy and other resources, noise, and contamination.
Community’s Overall Life Satisfaction

Tourism development strategists need to consider the strength of this relationship, and focus on maintaining the residents’ overall life satisfaction derived from tourism impacts. This finding also suggests that tourism developers and marketers should know how residents perceive tourism and how it affects their life satisfaction according to tourism development stages. If the residents in a community always perceive the impact of tourism in negative ways, these residents may communicate their negative feelings to tourists or other residents, and tourism developers’ efforts to get residents’ support may be useless. The results of this study revealed that residents strongly perceive the positive economic impact of tourism, and they are more satisfied with the material well-being of community. So, tourism developers should plan a strategy that has residents start to perceive positive impact of tourism in the beginning stage of the development in order to fully recognize the economic impact of tourism in the growth stage.

c. Cultural Impact of Tourism and Emotional Well-being

Findings of this study also showed that relationships between the impact of tourism and emotional well-being and between the environmental impact of tourism and health and safety well-being were strongest meaning that residents perceive a strong positive cultural impact of tourism feel more satisfaction in emotional well-being. Thus tourism developers should try to rejuvenate the tourism destination before that community completely reaches a maximum carrying capacity.

d. Support from the Community

This finding suggests there is need to inform residents of the social benefits they receive from tourism may be helpful in gaining the residents’ support for the development, successful operation and sustainability of tourism. Promotion of the positive social and economic benefits of tourism may serve to sway the opinion of residents who perceive that they have little to gain economically from the tourism industry. Further, the dissemination of information concerning secondary economic benefits received by community members whose household income is not directly tied to the tourism industry may lead to support from otherwise neutral residents. The application of conservation and preservation programs for the community may serve to ease the concerns of residents who are sceptical to the
environmental impact of tourism. The residents in the community perceive tourism impact and how they receive this impact regarding their satisfaction with what the industry is doing in terms of enhancing the quality of life of the residents in the community. Also, the data generated by periodically administering the survey to residents, tourism developers and managers can be examined and compared with the mean score of the perceptions of tourism impact and life satisfaction.

e. Tourist’s Awareness

Like in many places in the rest of the world tourists are encouraged to follow some basic and practical safety tips such as to remain with a group or meet new people in public places, not to accept items from persons whom they have befriended recently, be wary of unexpected, unknown persons coming to their hotel room, never open the door to unsolicited room service or maintenance people etc. Tourists are encouraged to understand local social, cultural norms and beliefs and are encouraged to conduct themselves in a manner that respects these beliefs. Tourists must always take the advice of more than one person when seeking information on places to visit, shopping places, local customs, beliefs and norms and remain vigilant on accepting completed documents. Tourists are encouraged to seek information from Government of India recognized information centers and visit the Ministry of Tourism’s websites.

f. Community Participation

The present study and previous research suggest that it is impossible to sustain tourism in Himachal Pradesh if that is not supported by the local community. Therefore, the policy makers need to get them involved in making decisions and understand their aspirations when planning tourism projects. They need to identify a diverse group of people in the community and informing them about the project, benefits of the project to the community and related issues. From the information that they are given, they should be allowed to make the recommendations that they believe to be the most appropriate for their community. Community participation can be facilitated by both informal and formal forms such as public hearings, advisory committees, surveys, focus groups, collaboration, and written comments. Hence, future tourism endeavors need to consider this requirement more critically or else the decisions taken by planners and officers could be competing with local
community aspirations and interests. Such an effective participation can avoid conflicts between stakeholders such as the local community, hotels and the governments on tourism development projects.

g. **Effective communication**

Community participation allows officials to get input for their decisions and communicate the correct picture to community as well. Unless the officials do not make a good effort to communicate the important details about the projects such as the benefits & possible consequences of the projects and the precautionary actions taken, the community might be misled by wrong perceptions about such projects. In some cases, certain groups deliberately spread wrong messages for political and economic gains. Therefore, a proper & effective communication is essential for successful implementation of tourism projects especially in remote destinations.

h. **Tangible benefits**

It is obvious that local residents’ support is essential for the success of any tourism project. When evaluating projects, the local community pays a notable attention to the benefits they can receive from the projects under consideration. According to the Social Exchange Theory, residents are involved in a series of exchanges with regard to tourism and the outcome of these exchanges will determine their satisfaction. If they perceive themselves to have benefited from tourism exchanges they should have positive perceptions, but tend to have negative perceptions if they perceive tourism to be associated with negative impacts. Therefore, tourism development projects have to benefit the local residents to match their expectations. These benefits should be tangible and substantial for the local community to recognize that they are really benefited by the project.

i. **Infrastructure Development**

Although the road network in Lahul-Spiti, Kullu and Una districts doesn’t have the quality of road network. The big business and industrial houses within the country, who have already evinced interest in setting up their units in the these districts and be encouraged to adopt one or two tourism villages. Himachal can develop the concept of tourism village based on certain criteria that may be conceived such as proximity to the main in internationally known tourist attractions, access to snow points, access to communication
including road transport, friendly and cooperative panchayats. This will be the partnership between the community and the corporate world. Ways and means have to be developed to identify suitable lands in important tourist destinations which could be given on a reasonable cost. Himachal Pradesh should bring new colors in the tourism industry so that it can emerge as one of the most sought after tourism destinations on the world map. The State Government should chalk out a three pronged strategy to harness the tourist potential to the maximum. The government should focus upon development of various tourist circuits, strengthening the infrastructure and long term planning whereas on other hand launching schemes to cater to tourists of all classes and categories. Adventure tourism, religious tourism, heritage tourism, rural tourism and eco-tourism are some of the areas which have got special attention in tourism development. Employment generation and income to the state exchequer has been given special impetus under the strategy. Schemes benefiting unemployed rural youth have been launched.

j. Rural Tourism

There is need of more promotion of rural tourism in the selected districts in general and Himachal Pradesh in Particular. ‘Home Stay Scheme’ and ‘Har Gaon Ki Kahani launched by the state government can promote rural tourism to generate employment, income and promote new destinations by exhibiting ancient heritage and culture of the State. Event based tourism promotion activities can also be started by the tourism department to capture the attention of tourists round the year. Events like trekking, mountain biking and para-gliding can be organized for adventure lovers. More eco-tourism circuits can be created in Lahaul-Spiti, Kullu and Kinnaur districts.

The level of impact of tourism depends on the class of tourism, so we have to analyse the types and their impacts to try to obtain the solutions for these problems. Such as adventure tourism maybe the worse one of all the tourism, usually it goes to unaltered zones, and quickly degrades by the discharge by the high consumption of resources to per capita, the problem bends if this takes control of all terrain vehicles, that used to go out of the paths. People are moving to rural areas that are far away from cities, and this is causing a re-organisation of the economic activity of the rural areas. Similarly while ecotourism is
concerned it is supposed to be the sustainable tourism, is tourism non-massed, that it does
not consume resources, in which his users are consciences with the nature and tries to
diminishing the impacts.

k. Education of Tourists and Community

In light of the insight of this research and its conclusions, the first crucial element to
emerge is the need to educate both tourists and local people about all aspects of tourism and
in so doing, to pre-empt any negative encounters between tourists and local people. This can
be achieved by devising and presenting a code of behaviour (including a dress code) for
tourists even before they leave their home countries. Equally essential is the educating of the
local people about tourists themselves, such as the cultural/attitudinal differences which can
sometimes cause misunderstanding to occur in the interaction between tourist and local. This
education could be delivered through formal and informal channels such as newspapers,
magazines, leaflets, TV, etc. It is also recommended that lectures be arranged for those who
have direct contact with tourists such as airport officers, tourist guides, hoteliers, and others
who work in ancillary tourism services.

While it is essential to raise the awareness of the local people of the importance of
tourism, it is equally important that tourism planners are given recommendations to provide
clear information to the local communities about the long term benefits of tourism. Even
more important is the direct involvement of representatives of the local community in
development decisions affecting their locality. As for methods of dealing with immoral
behaviours as highlighted in the research, it is recommended that officials require to activate
strict laws and apply them to both tourists and local people when there are identified
incidents of misbehaviour. It might be useful to include as part of the education process for
both tourists and locals examples of bad experiences in the past in order to avoid similar
occurrences in the future. An incentive for local people to retain their native culture even
though participating in tourist activities might be to encourage them to wear traditional dress
and to disown the ‘phony’ culture which has arisen out of the adoption of ‘non-native’
manners. This would increase the locals’ pride in their own national identity while also
providing the tourist with a genuine experience of the location.
1. **Stricter Regulations**

   It is highly recommended that stricter regulations be introduced to control the employment of young people in tourism and that methods be considered to encourage children to remain in education rather than dropping out of school at an early age. Improvements cannot be achieved without acknowledgement of a proper reward for provision of a satisfactory tourism service. Efforts should be made therefore, to increase the payment to those who work in tourism services which would also enhance their social welfare. It would also be helpful to institute an alternative payment system to even out the fluctuations in income received in the ‘high’ and ‘low’ seasons of the typical tourism year. Development of the site infrastructure could include measures to avoid traffic congestion, for example, by constructing alternative routes within the site and allowing tourists to wander around freely on foot, but also adding unobtrusive controls to cover health and safety issues.

   Specific recommendations directly related to this point should include the following:

   1. More investment in specific projects such as the promotion of cultural tourism and encouragement of more women to enter employment in tourism.
   2. A policy to support concentration on high yield tourism.
   3. More development of tourism initiatives to reduce the level of unemployment of local people.
   4. Addressing of issues at government and non-governmental organisations (NGOs) level such as preservation of cultural heritage and limitation of environmental damage, which could be enhanced through careful tourism development.

**m. Concerns of Sustainable Development**

   The most important challenge for sustainable tourism development concerns the perspective and expectations that all stakeholders, particularly government policy-makers, have about tourism’s contribution at the local, regional and national levels.

   1. Many developing countries view tourism as a vehicle for economic development, given its potential to earn foreign exchange, create employment, reduce income and employment disparities, strengthen linkages among economic sectors and help to alleviate poverty. The challenge facing policy-makers is to have a broader
perspective and better understanding that there can be both positive and negative effects from tourism development.

2. Moreover, a broader perspective challenges all stakeholders involved with tourism from the community level to the national level to find the means to work together in more proactive ways that will increase the positive effects and minimize the possible negative effects of tourism development. Sustainable tourism development provides the opportunity to take proactive approaches based on broad participation by stakeholders, which would contribute to more effective policies and plans.

3. This would increase the opportunities to realize the full social and economic potential of the tourism industry. Sustainable tourism development creates the opportunity for governments and all stakeholders in the tourism sector to aim at ensuring long-term prosperity and quality of life for future generations. Sustainable tourism development also creates opportunities to preserve natural and cultural heritages for tourists and local people in ways that address development problems and reduce risks to the environment and ways of life.

m. Community Role

From these premises it is possible to set forth a number of principles for sustainable tourism development. The main principles include the following:

1. Residents must maintain control over tourism development and planning requires broad-based community input.

2. Quality employment must be provided for the community along with education and training programmes.

3. Distribution of the benefits must be broad-based and cooperation among local stakeholders is essential.

4. Intergenerational equity must be provided and tourism businesses and other tourism agencies must adopt long-term planning horizons.

5. Tourism strategies and plans must be linked to broader initiatives reflected in economic development plans of the community, region or nation and move away from the traditional growth-oriented model.
6. Harmony is required between the needs of the visitor, the place and the community in order to promote appropriate uses and activities.

7. The scale and type of tourism facilities must reflect limits of acceptable use, and this means guidelines are needed for tourism operations and impact assessments must be required.

8. The community heritage and natural resources must be maintained and enhanced using internationally acceptable criteria and standards.

9. Marketing for sustainable tourism must provide for a high quality tourist experience. The practice of sustainable tourism development is based on management of capacities and sites. Simply put, carrying capacity measures the level of use that is sustainable. However, there are a number of issues to be addressed, which means that carrying capacity becomes quite complex in the management of tourism development. Every environment serves multiple purposes and sensitivity to different use levels depends on the values of all users. A range of valued products and services must come from the same environment and different types of use have different impacts.

n. Costs and Benefits of Tourism In Himachal Pradesh

Findings of this study are of importance to government for development of tourism in all corners of the state.

1. Tourism in the Himachal Pradesh should be developed not simply on the analysis of costs and benefits in the short-term, but also from a long-term perspective of residents' quality of life and sustainable tourism.

2. As the local community perception of the impact of tourism increases, their life satisfaction with various life conditions increases, and that this effect finally influences to their overall life satisfaction. For example, as residents' perception of the economic impact of tourism increases, they are more likely to be satisfied with their lives based on material possessions.

3. In addition, as residents' perception of the cultural impact of tourism increases, they are more likely to be satisfied with their lives based on emotional wellbeing such as satisfaction of leisure life and spiritual life. Then, the satisfaction with these specific life domains affects the overall quality of life of residents in the community.
0. Stakeholders for Sustainable Tourism Development

Tourism is an important source of income for various stakeholders yet it is also posing a potentially serious environmental problem in many destinations of Himachal Pradesh. The perception of various stakeholders in selected districts The negative social and environmental impacts experienced at destinations were usually attributed solely to mass tourism. Many of the potential impacts of tourism are well known to people involved in the industry. Sustainable tourism in many destinations with its many derivatives such as eco-tourism, alternative tourism, rural tourism, green tourism and responsible tourism. All of these concepts have been used, misused and to some extent usurped and although there is a great deal of rhetoric surrounding sustainable tourism this is often not translated into useful action because endless theories regarding the concept have not been operationalized.

As a force, sustainable tourism was understood to be pulling away from mass tourism, which served as a point of repulsion. An understanding of stakeholder perceptions of sustainable tourism would beneficial for identifying and setting relevant and acceptable goals for sustainable tourism, within a given area. It is very important stakeholders' perceptions of tourism to be understood and it was many times pointed out in academic literature. In tourism literature, the researchers focus on different aspects in studying and analyzing the perceptions of stakeholders. Sustainable tourism was held up as some sort of solution but, being small-scale, it could provide few solutions to a growing demand for leisure travel and neither manages the number of arrivals nor replace the economic benefits accrued through mass tourism. There is need of better coordination among various stakeholders

p. Tourism and Community development

The findings of the study indicate that the tourism can play effective role in the community development. Residents of a community must maintain control of tourism development by being involved in setting a community tourism vision, identifying the resources to be maintained and enhanced, and developing goals and strategies for tourism development and management. Residents must participate in the implementation of strategies and the operation of the tourism infrastructure, services and facilities. Tourism can generate many economic and other types of benefits to local people
q. **Environmental Issues**

Tourism has widely affected natural environment and natural resource base in an adverse manner in Himachal Pradesh. If tourism is to be sustainable, it must improve the lives of local people, protect their environment and health, and offer them a better future. In this case the stakeholder can work together to protect the environment by awareness and education. Sustainable tourism can create positive opportunities for community development in remote areas. Tourism development should provide the quality employment local people and as much as possible, the tourism infrastructure is developed and managed by local people. There is need of education and training for local residents and access to financing for local businesses and entrepreneurs.

r. **Synchronization of Communities With other Stakeholders**

The tourism development in Himachal still lacks the community participation in tourism development and awareness among the communities not up to the mark. There is need of involvement of govt. and non-govt. agencies, local bodies for involving local people in region. Tourism development can be sustainable only if all the stakeholders are working in a coordinated manner. The effective coordination and trust key individuals liaised between the local people and other stakeholders whether scientists, conservationist, or government officials. Stakeholder’s participation can lead for effective conservation and ecotourism development. Tourism can provide variety of benefits not only to the local community but also to different stakeholders. Tourism has stimulated local economic development and requires diversification and complementing the economic base in region.

s. **Tourists’ Satisfaction**

The tourist satisfaction about various products and services at a destination leads to the positive impact of image building of the destination. The complete satisfaction of destination is the combination of various services from a destination. Tourist satisfaction leads to revisit and disseminate positive-word-of-mouth by the tourists. It is important to deliver what was promised to them. If tourists are satisfied with their travel experience, they are more willing to revisit a destination and spread positive word-of-mouth. The satisfaction
from services of accommodation is not satisfactory enough in Himachal Pradesh. In Lahaul-Spiti district domestic tourists are more satisfied than the foreign tourists. In Kullu district at the satisfaction level of domestic tourist shows much value than the foreign tourists yet for the both tourists the value lie below the average value. Tourism demand through a destination is multi-motivational and multi-national. Each customer group might have a different set of expectations, needs and wants as a reaction of either its culture or personality.

11.2 SUGGESTIONS AND RECOMMENDATIONS

1. Encouraging sustainable tourism practices

H.P. Government need to always encourage tourism projects in line with sustainable tourism practices. Previous research suggest that tourism development to be successful, it must be planned and managed in a sustainable manner. Therefore, tourism development projects should be planned taking three factors in to consideration (Triple Bottom Line Approach)

1. Economic aspects
2. Environmental aspects
3. Social aspects

Proper designing and monitoring the projects are crucial for this purpose. Tourism projects based on sustainable practices will be favourably accepted and supported by the community and other stakeholders.

2. Promoting Local Craft industries

1. There is need to explore ways to reduce time and risk faced by residents, for example through outside facilitation that reduces transaction costs without taking away ownership from the community.
2. There is need to minimize tourist damage to natural resources by assessing the need for rules, guides, zones, tourist education, etc.
3. Maximizing local sales (crafts) and linkages to the local economy by, for example, encouraging use of local products such as handicrafts, helping local producers with marketing and supporting spin-off businesses.
4. Maximise concession fees earned by communities by building up their concessionary rights, negotiation skills and capacity to use collective income well, and promoting competitive tender processes.

3. Increasing Employment

There is need to increase local employment in tourism in Himachal Pradesh through training, and exploring with managers how labour intensity can be increased. Using improvements in tourism infrastructure lead simultaneously improvement of local infrastructure. If there are ‘hand-outs’ or dividends to be shared, enhance their value by timing distribution for the start of the lean season. Invest in intangible benefits as these are very variable, the first step is to find out which are important locally. The priority constraints and benefits will vary from place to place and time to time, but the principles of exploring and addressing them are of wide relevance.

4. Matching Tourism Options to Livelihood Priorities

In Himachal Pradesh tourism options can be chosen and developed to enhance those benefits that are of most importance locally, and to minimize those costs that are of most concern. In Himachal, tourism development that assists the poor should be planned with issues of food access and maximizing sales opportunities in mind. So if a lodge concession is being developed in negotiation with either a community or government body, negotiations should include local peoples’ access to the wildlife area for collecting veld products, provision of a sales centre for local crafts, and design of buildings with local construction materials.

5. Marketing

The State Government should certainly bring about quality transformation in the tourism infrastructure besides attracting more tourists to the state. Aggressive marketing of Himachal as a tourist destination should be done in those countries from where the tourist arrivals are substantial. The private tour operators/travel agents in those countries may be tapped for enhancing tourist arrivals. International/national/regional painting competitions
may be organized in memory of late Roreich, in Himachal Pradesh. The painting competition should be held at important landscape points for on-the spot-painting like Roreich. This will bring all the painters from all over the world. The tourism policy of a state encompasses the transport policy; hospitality policy; health policy; forestry policy; public relations policy and culture policy. At the state govt. level, there is an immense need to co-ordinate the programmes of Tourism Promotion in a concerted manner.

6. Strategies at community level

There is need to maximise the number of local part-time jobs rather than having a few full-time high-paid jobs. They are assessing the costs, benefits and trade-offs, and trying to get the best fit with local needs. Matching tourism plans to local livelihoods requires a good understanding of people’s livelihood strategies and needs. Local people know these without the intervention of researchers and reports. There is an example of failure of Himalayan Ski village project as the private investors and Govt. failed to get the community support in Manali. Nevertheless, it can be difficult for a community to collectively assess livelihood priorities and how to accommodate them through tourism. Three different problems can be identified. If an enterprise is developed by an independent local entrepreneur, whether s/he takes other people’s livelihood priorities into account will depend on the social situation and norms. If the initiative is to be a collective community one, tradeoffs and decision-making need to be opened up and formalised (e.g. assessed visually or verbally) so that everyone can participate, and the perspectives of different stake-holders reconciled. Most economic decisions are currently made at the household level so communities are not used to doing this. Several have found it useful to have their participatory planning facilitated. As livelihood strategies vary enormously between people, there is no single answer to what will maximise livelihood impact in a community. Inevitably some will lose and gain more than others. Special mechanisms or NGO support may be needed if the least powerful are to be the gainers rather than the losers.

7. Strategies at Government Level

1. That governments have some influence over tourism development by the private sector, e.g. through planning controls, allocation of licences/concessions,
enforcement of regulations, control over ‘sweeteners’ or public ownership of land in
tourism areas, with ability to devolve land/wildlife/tourism rights. That there is some
commitment to enhancing livelihood impacts, and not solely any of the three other
perspectives outlined above: stimulating macro-economic growth, conserving the
environment, and supporting the private sector.

2. It would be impossible for any government to prescribe exactly how each tourism
enterprise should develop in ways that best fit with livelihoods. Governments cannot
have sufficient understanding of the complexities of livelihoods in each place, nor
can they govern effectively through immersion in detail.

3. The most important principle therefore is to establish systems that allow local
livelihood priorities to influence tourism development. Devolving tenure rights to
community level, so that communities have market power and a strong say over
development (as is gradually occurring through establishment of conservancies).

4. Developing more participatory planning mechanisms to ensure local concerns are
reflected in local, regional and national strategies (e.g. involving community tourism
representatives in revision of regulations governing accommodation and guiding,
involvement of residents in Regional tourism plans).

8. Stakeholders’ Benefits

1. Tourism has created social benefits and infrastructure improvements, generated
funds for the management and conservation in Himachal Pradesh. Stakeholders
perceive that not only physical surroundings changing substantially, but also their
social and cultural ways of life as well. Residents may desire not to change their
community characteristics and lifestyles, but may feel powerless to prevent it.

2. There have variety of negative impacts of tourism as an increase in prices of goods,
services and property values. Social disadvantages such as crowding, congestion and
an increase of undesirable activities such as prostitution, gambling, alcohol, drugs
and crime have also been found in Kullu valley. Different stakeholders see tourism
and tourism development in significantly different ways based on their economic,
social, cultural and environmental situation.
3. Some residents may gain direct or indirect benefits from tourism and may view tourism positively for the local community, whereas others see the negative side of tourism and may have more negative attitudes towards tourism development. There is need to provide developers, local authorities and all other concerned parties with information sustainability so that perceived positive impacts could be reinforced and perceived negative impacts can be minimized through more effective tourism planning and development strategies.

4. All the stakeholders should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generation.

5. The tourism industry has created business opportunities, jobs, income and array of tourism services in Kullu district of Himachal Pradesh. These stakeholders focus their efforts on balancing the type and extent of tourism activity against the capacity of the resources available. Finally, community is another participant for sustainable tourism decision making.

6. To facilitate community empowerment, stakeholders have to be educated on sustainability and cooperative action has to be fostered. Clear benefits of collaborative action include increased influencing capabilities, learning, sharing of skills, and providing direction and support to individuals. At the macro level, stakeholder access to social structures that represent power is an issue, constituting a major constraint to achieving sustainable communities.

9. **Policy Perspective for Sustainable Tourism**

The interconnection of hosts and guests through the natural and built environment at any one destination, and the influence on the actions of each predicated upon the action/inaction of each of the demand- and supply-side variables, demonstrates the variety of stakeholders that must be accommodated from a policy perspective. Governments, as well as industry associations, have attempted in the past to address these varied groups’ interests while still attempting to placate the broader Western agenda of sustainable development. There is need of some specific points in Himachal Pradesh:
Conclusion, Suggestions and Recommendations

1. Travel and tourism should assist people in leading healthy and productive lives in harmony with nature;
2. Travel and tourism should contribute to the conservation, protection and restoration of the earth’s ecosystem;
3. Travel and tourism should be based upon sustainable patterns of production and consumption;
4. Travel and tourism, peace, development and environmental protection are interdependent;
5. Protectionism in trade in travel and tourism services should be halted or reversed;
6. Environmental protection should constitute an integral part of the tourism development process;
7. Tourism development issues should be handled with the participation of concerned citizens, with planning decisions being adopted at a local level;
8. Travel and tourism should use their capacity to create employment for women and indigenous peoples to the fullest extent.
9. Tourism development should recognize and support the identity, culture and interests of indigenous peoples.
10. International laws protecting the environment should be respected by the travel and tourism industry.

10. **Ecotourism as a Tool for Preservation of Biodiversity**

1. Tourism has long been considered a “clean industry”, without any negative effects on the environment worthy of mention. However, this image is now outdated. Most parties are aware of the possible negative impacts and see the need for action. At the same time, tourism is able to contribute to a growing awareness of the value of nature to public support for the protection of biodiversity.

2. Development of tourism can also be a way to make nature reserves economically viable and to provide employment and income for the local. In this manner, ecotourism can provide a viable alternative to other more damaging activities such as slash and burn agriculture, cattle farming, hunting, wood collection, mining, and
the like. These characteristics give ecotourism an ambivalent position in relation to biodiversity.

3. The tourism industry very much represents "a double edged sword for the socio environmental movement, in that it is an activity which is both reviled and revered. The growing concern for the deterioration of nature is a concern mainly of the developed world, whereas a large part of this nature falls under the jurisdiction of Third World countries.

4. They generally are confronted with many social and economic problems, which are felt to be more urgent than environmental and ecological ones. In order to create support for biodiversity policies among them, broadening the scope was a necessity. Including societal goals is also important from the point of view of policy implementation at a lower (sub national) level. If large societal groups in Third World countries are not allowed any benefits from the protection of biodiversity, it will be hard to create continued support for far-reaching measures.

5. Measures will be more "sustainable" if they are widely accepted and supported, and especially if large parts of society are directly aware of the benefits they derive from the protection of biodiversity for themselves. However, this wider definition of biodiversity also creates a tension both at the conceptual level and at the level of interventions. Measures that are beneficial from the point of view of the protection or sustainable use of biodiversity do not necessarily create a more equal sharing of the benefits.

II. Local Authorities in Planning For Sustainable Tourism Development

1. Tourism integrates a wide range of economic activities and is now regarded as one of the world's largest industries. In addition to strong overall expansion, the development of tourism is characterized by continuing geographic spread and diversification of destinations.

2. Some key qualitative development trends include increased market segmentation; development of new forms of tourism related to nature, wildlife, rural areas and culture; and the introduction of new programmes in traditional package tours. This trend should be favourable for Himachal Pradesh, given its highly diverse cultures.
and natural attractions, which form a good basis for further diversifying H.P's tourism product.

3. Tourism planning is carried out at various levels, but at the local community level it includes sub-regions, cities, towns, villages, resorts, rural areas and some specific tourist attractions. Planning at the local level includes comprehensive tourism area plans; urban tourism plans, and land use planning for tourist facilities and areas of attraction. Special tourism programmes such as ecotourism and village and rural tourism are carried out at the local level. Research, education and training for tourism normally take place at the local level, as well as some tourism marketing, provision of information services and other management functions.

4. The local level can also involve site planning, which refers to the specific location of structures and facilities based on a land use plan. The importance of planning, management and regulation at the local level is being recognized increasingly worldwide. Environmental and socioeconomic conditions vary greatly at each locality within the same country and region, and sometimes within a municipal territory.

5. This is especially true for Himachal Pradesh, a state of natural and cultural diversity, where the bonds of traditional community structures are strong and varied. WTO has stated that local authorities responsible for counties, districts, cities, towns, villages, rural areas and attractions sites are becoming increasingly So, this is in line with trends towards decentralization as governments give more responsibility to local authorities. It also reflects the recent emphasis on community involvement in tourism through participation in tourism planning and related development processes.

12. Sustainability is Imperative for Tourism Planning

1. Sustainability is imperative for tourism planning as destinations encounter increasing pressure on the natural, cultural and socio-economic environments from tourism growth. It has been recognized that uncontrolled growth in tourism aimed at short-term benefits often can harm the environment and societies as well as destroy the very basis of tourism.
2. Host societies have become more aware of such problems, along with some consumers who now demand higher environmental standards from tourism suppliers and greater commitment from tour operators and travel agents. Tourism also has the potential to bring economic benefits to host communities and help alleviate poverty and conserve natural and cultural assets, provided there is proper planning and management with a long-term vision.

3. WTO has defined sustainable tourism development as meeting the needs of present tourists and host regions while protecting and enhancing opportunities for the future. Sustainable tourism development requires management of all resources to fulfil economic, social and aesthetic needs while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

4. The key for achieving sustainable tourism is careful planning, systematic implementation of the plans, as well as continuous and effective management. This should include a comprehensive approach that considers environmental, socio-cultural and economic, institutional and financial aspects, together with their mutual relations when formulating policies, strategies, programmes or projects.

5. Ideally, local plans would be integrated into regional and national tourism policies and plans. The tourism sector both depends on and stimulates other economic activities. Quality tourism services and programmes cannot be provided without linkages to agriculture, food production, transportation, construction, manufacturing, handicraft production, and other related economic activities.

13. Strategic Planning

1. Tourism can facilitate the overall development of local economies by stimulating such related sectors. Local communities can benefit more widely from tourism if they are producers in related sectors.

2. Domestic tourism should also be an important part of local tourism plans and marketing activities in order to help provide a more stable economic base for local tourism development.

3. A strategic approach to local tourism development is also needed with a long-term vision accompanied by action plans formulated for the short and medium terms.
4. Local tourism development also requires a participatory approach, which means involvement of all sectors of society in decision-making processes for planning and management.

5. Local stakeholders are comprised of diverse groups with a broad range of interests to be taken into account. There are usually a variety of views about the forms of tourism in any particular area.

6. Differences may need to be resolved, making it important to consider all values and opinions, relations among groups and what role they can play in tourism development.

7. Maintaining close cooperation and coordination among institutions and groups that are public, private, NGO and other community representatives is essential for tourism development to incorporate shared objectives.

8. Public-private sector cooperation is growing quite rapidly in all parts of the world. The structure, nature and scope of such cooperation is becoming more varied, creative and sophisticated. This cooperation is especially important at local levels, given that about 90 per cent of the tourism industry is comprised of small and medium-sized businesses operating at local destinations.

9. One organizational mechanism for community participation is to establish a coordinating body on tourism, such as a tourism advisory board or coordinating committee with representatives from government, the private sector, NGOs and local leaders. The development of human resources by capacity building, education and awareness-raising programmes are key factors for meaningful community participation in tourism development.

10. The role of central, regional and local governments are vital in facilitating capacity building programmes. NGOs are also extensively involved in these activities. Private companies can provide on-the-job training.

11. Holding community workshops and seminars are viable options for education and awareness. It is important to make available specific literature and information on tourism development methods and issues for stakeholders in local communities. Learning from other, successful experiences is another important form of education.
14. The Role of Education

1. The general public in the local area must be educated about tourism development plans and programmes, current tourism events, benefits from tourism and how to cope with tourists of different backgrounds. Raising community awareness about environmental protection of nature areas, conservation of archaeological and historic sites, maintaining traditional arts and crafts, and improving environmental quality are issues that need public attention.

2. Public education through tourism awareness programmes should be part of the tourism development plan and programme. Basic techniques commonly used are radio broadcasts, television programmes on tourism, newspaper articles and publications about tourism concepts, events and development projects, posters, brochures, booklets and instruction on tourism in the local school system.

3. Tourists should be informed about local customs, dress codes, acceptable social behaviour, how to conduct themselves in religious and sacred places, etc. Environmental conservation policies and rules may be included with this information. Information can be in the form of a tourist behaviour code. There are also some technical considerations for sustainable tourism planning at the local level. Skilled technical support can help ensure a sustainable approach to tourism development.

4. State government should design planning techniques and methodologies, which can be used successfully in many regions. New monitoring techniques can be developed, and there should be abundant know-how about appropriate tourism management.

5. Professionals can help provide training to local authorities, tourism officials and local business people to enable sustainable and autonomous local management.

15. Need to Encourage Private Investors

1. In Himachal Pradesh there is need to encourage private investors to enhance local benefits and ensuring the Environmental Impact Assessments in corporate social issues.

2. It is also important to note that some of the major livelihood impacts of tourism arise from their inter linkages with other activities. Therefore, planning tourism will often
require that the plans of other sectors (e.g. agricultural land use, water use) are addressed.

3. Conversely, changes in other sectors, such as agricultural expansion, will affect the development potential of tourism. Therefore tourism planners need good coordination with other sectors to be effective.

16. **Encouragement of NGOs**

1. The encouragement of NGOs working at community level can facilitate the process of local decision-making and implementation in ways that enable residents to adapt their own plans to their priorities or to voice their priorities to others.

2. NGOs should be wary of assuming that new economic opportunities will automatically bring positive impacts. They should help communities explore the potential negative impacts as well.

3. Those working at national level can help in feeding local views up from micro to macro level. Donors can support community and NGO initiatives while directly encouraging more participatory planning processes within government.

17. **Encouraging Private Sectors**

Private entrepreneurs cannot be expected to undertake livelihood analysis themselves, but they need an understanding of why local residents have particular concerns and recognition of the value of systems that incorporate local views into planning decisions. Lack of understanding of each others’ perspective is a common problem: just as local residents are unfamiliar with the commercial pressures of a tourism company, residents’ own concerns can appear irrational to an outsider whose livelihood depends on a single paid employment. The livelihoods approach helps illustrate why a range of local concerns can be expected. Although private operators cannot be expected to change their philosophy, they often can enhance their operation’s fit with livelihoods by adapting the detail. A focus on understanding and supporting livelihoods could also be incorporated into the social responsibility initiatives of those companies that have them.

18. **Enhancing the Livelihood Impacts Of Tourism**
1. In Himachal Pradesh local people have complex livelihood activities. Different types of community tourism ventures have different types of livelihood impacts. The development impact of tourism will not be uniform: it will vary widely within and between communities.

2. Enhancing the livelihood impacts of tourism does not mean simply maximising the number of tourism developments, or maximising wage income. A wide range of costs and benefits need to be taken into account. In particular, it is as important to address negative impacts as to maximise positive ones. And to address impacts on people's assets and existing activities, not just direct contributions to household income and security.

3. Careful planning and design, based on an understanding of local livelihoods, can greatly enhance the positive impacts of tourism.

4. Maximising livelihood benefits needs a good understanding of what people most need and want (their livelihood priorities) and of the complex ways in which tourism options affect livelihoods (direct and indirect livelihood impacts). Therefore it requires a considerable role for local people in decision making.

5. This can be done either by devolving tourism rights to community level, and helping communities with participatory planning; or by ensuring that government planning processes are participatory and responsive to local needs; or by ensuring, through government incentives, that planning by private entrepreneurs is responsive to local needs.

6. The details of how to enhance livelihood impacts are location-specific. The principles of recognizing that a range of livelihood concerns are important and supporting systems that enable local people's priorities to be incorporated into tourism decisions, can be generally applied.

19. Sustainable Tourism Problems

1. There is great violations of environmental regulations and standards in Himachal Pradesh while nature based tourism is concerned. Hence, the environmental problems evolving from tourism are manifold. First of all, the tourism industry is
very resource and land intensive. Consequently, the interest of the tourism sector will often be in conflict with local resource and land use practices.

2. The introduction of tourism will imply an increased stress on resources available. An influx of tourists into the area will lead to a competition for resources. Employees working at the tourist sites compound this competition. Almost as a rule, tourists are supplied at the expense of the local population. Tourist activities imply an intensified utilisation of vulnerable habitats. Investors and tourists do not necessarily possess awareness on how to use natural resources sustainably, and subsequently this utilisation often leads to a degradation of resources.

3. Tourism is also a major generator of wastes. In most tourist regions of developing countries, sewage, wastewater and solid waste disposal are not properly managed or planned. Lastly, tourism is also responsible for a considerable proportion of increased volumes and mileage in global transport and hence the associated environmentally damaging pollutant emissions. The tourism industry has not shown sufficient willingness to (internalise or) compensate the cost of conservation of biodiversity in, for instance, protected areas, even though they can profit from it.

20. **Empowering Local Population**

1. To avoid degradation of the natural environment in Himachal Pradesh, tourism projects can help finance protected areas and safeguard ecologically sensitive regions against further environmental deterioration.

2. By empowering local populations and have them participating in the entire process, sustainability will be ensured as it becomes accepted by and adjusted to the local communities.

3. Also, a protected area might certainly be a suitable tourist-attraction, where tourists can experience amazing nature and learn about conservation and traditional uses of natural resources in the area. In regard to this, the communication and consultation with the local communities about resource-use is important.

4. Tourism investors should not exclude local people from using local resources, and thus take away what they depend on for maintaining their well being. The tourism industry can and must take initiatives to implement that polluter(s) pay a principle
(or other forms of internalisation of externalities) for pollution related to tourism operations.

5. This may be organised and carried out through local tax systems or through funds established by the tourism industry for local community development. However, the paid principle should be applied for minor pollution only and should not be developed into a possibility for investors to pay a symbolic fine for imposed irreversible negative impacts on the local environment.

6. Inaccurate and/or mild environmental legislation in destination countries may possibly attract more foreign investors contributing to fast economic growth and development, but with environmental damage as a consequence.

7. To avoid the dilemma, destination countries will have to choose between economic development and environmental protection international.

21. Establishing Cultural Respect

1. Himachal tourism should promote projects, which are compatible with the cultural identity of the local population's way of life.

2. Furthermore, the tourism sector should always make sure it acts in accordance with the cultural heritage, and respect the cultural integrity of tourism destinations.

3. This might be accomplished by defining codes of conduct for the industry and hence providing investors with a checklist for sustainable tourism projects.

4. Establishing and developing tourist training programmes could be one way of managing codes of conducts for the tourists.

5. Here, tourists can be informed and educated about the destination for their travel both before and after their arrival at the site.

6. At the site, tourist information centres can be established through funding from the investor. The information given to tourists should include codes of conduct regarding appropriate behaviour and clothing.

7. It is reasonable to assume that people's offending behaviour is largely a consequence of ignorance rather than intention. Consequently, information and facts about the destination, ways of life, history, cultural heritage is crucial to help tourists get along.
8. It is an absolute must that tourism investors do not engage in or promote child labour and prostitution. Moreover, it is appropriate that the industry commit themselves to a global campaign against such and any other violation of human rights. Evaluating the sustainability of the tourism development, in regards to cultural and human rights aspects, is highly recommended for those responsible for the tourism projects.

22. **Agents and Partnerships for change**

1. Himachal tourism itself can do in order to augment and improve its environmental, cultural, social and economic profile and make sure this is sustainable. However, the industry's effort cannot be successful without a profound collaboration with all stakeholders.

2. Within the industry, it is important that both small and large-scale tourism operators are included in the collaboration and that they participate in solving problems related to tourism development.

3. Sustainable development of the tourism industry can only be ensured through participation of all local residents in the destination countries. There is a need for a willingness and ability for the partners to work with this kind of bottom-up approach.

4. In this context, both environment and social NGOs have an important role to play, putting pressure on the industry and facilitating contracts and local participation for community development.

5. Governments in both destination and countries of origin of tourists and investors are responsible for providing appropriate legislation for sustainable tourism development, and to follow up the tourism projects with sufficient monitoring and appropriate sanctioning.

6. Exchange of successful experiences of sustainable tourism projects is an important factor in this connection. Lastly, an interdisciplinary approach to the problem is necessary: using local, regional and/or international consultative forums.

23. **Influencing Tourists to Promote Sustainable Tourism**

1. Tourism can play an ambivalent role in contributing to cultural exchange and sustainable development in Himachal Pradesh. Tourists can pay and leave, remaining isolated from negative impacts at the local level. Tourism may increase recognition
of the importance of respecting cultural diversity and developing an identity as a
world citizen.

2. It can offer opportunities to educate tourists regarding responsible tourism and
sustainable development. Tourists can play a major role in the transformation of
societies towards sustainability. While mass tourism in the past was rather producer-
driven, the industry today is becoming increasingly tourists driven. In highly
competitive tourism markets, well informed, responsible consumers can put
increasing pressure on the industry to behave more responsibly.

3. Tourists' values, attitudes and behaviour are determined by their social environment,
cultural identity and way of life which may be in conflict with local customs.
Tourism is heterogeneous in nature, made up of many different types of traveller,
seeking a wide range of tourism products. Demand is influenced by irrational factors,
e.g. fashion and trends. Demand depends on the availability of time and money, on
images, perceptions and attitudes. Tourists have various needs, desires and
motivations, both of a 'push' and 'pull' nature.

4. While household incomes in major tourist sending countries are declining, industry
sales projections continue to grow, indicating increasing competition. The consumer
mind is set on discount prices and "buy now/pay later" options. This poses serious
threats, as prices already lag far behind any realistic accounting of tourism costs and
impacts.

24. **Carrying Capacity and Tourism demand**

1. Tourism has acted as an agent in exporting the life-styles and consumerist attitudes
through demonstration effects and modelling in Himachal Pradesh.

2. Tourism has increased demand for imported consumer goods in the destinations,
with detrimental effects on the environment, due to the ecological costs of transport
and the high amount of waste generated.

3. The over-consumption of resources by tourists and tourism infrastructure (e.g. the
excessive use of water, firewood or food) is incompatible with sustainable
development. The carrying capacity of natural environments is exceeded with the
addition of tourism demands.
4. Tourist demand for resources (land, water, energy, food) also competed with the needs of local people and increased social inequality, gender inequality and injustice. Many tourism activities such as skiing, boating, mountain hiking, motorised water-sports (e.g. jet skies), and trekking also causing stress for fragile ecosystem of Himachal Pradesh.

25. **Governmental Action**

1. There is need to introduce and enforce legislation in Himachal Pradesh to regulate tourist access to ecologically fragile or stressed natural areas. Provide frameworks for ecologically appropriate pricing by strictly applying the polluter pays principle to internalise external costs. This includes ecological tax reforms including the taxation of aviation gasoline and oil, removal of subsidies/other economic incentives with negative environmental impacts.

2. State government can harmonise laws on tourism including regulations, fee standards, licensing, etc. so that they will be more favourable to sustainable tourism in the region. In tourism development and land-use plans the public should be involved to participate in local and regional decision making and regulating tourism to ensure that profits benefit local people and conservation efforts and developing and support programmes to revitalise the diverse aspects of local cultures.

3. The measures should be taken to reduce financial leakage and support local economies by buying food and resources locally, develop long-term partnerships with local operators, businesses and suppliers and training and hiring local staff and contract with local businesses, promote management opportunities for women. The provisions for accommodations owned, built and staffed by local people, promoting locally made handicrafts and traditional products can boost the local faith.

4. Tourists can be encouraged to study and understand their destinations, respect local cultures and co-ordinate visits with local communities, authorities and women's organisations, being aware of and being sensitive to local customary laws, regulations and traditions, whilst respecting historical heritage and scientific sites.
26. Environmentally Friendly Measures

1. There is need to promote environmentally friendly modes of transport and transport concepts in Himachal Pradesh that can reduce tourism-related traffic, shift demand to less environmentally damaging modes of transport. Promoting renewable sources of energy (such as solar power), reduce the use of non-renewable energy and of limited local resources, through more sustainable practices/consumption patterns.

2. There is also dire need of developing information and education programmes in co-operation with local stakeholders ensuring all stakeholders' involvement (e.g. women's); provide information to tourists on appropriate behaviour (sensitivity, respect for/adaptation to local culture), e.g. by establishing information centres in destinations, or by including briefing material for package tours.

27. Suggestions for Tourism Industry

1. Tourism industry can promote sustainable tourism products, using market related instruments and incentives, such as contests, awards, certification, model projects, culturally sensitive quality labels covering both environmental and social sustainability.

2. There is need of reducing inappropriate consumption, use local resources in preference to imports in a sustainable manner; reduce and recycle waste, ensure safe waste disposal, develop and implement sustainable transport policies and systems, e.g. efficient public transport, walking, cycling in destinations.

3. Providing tourists with authentic information, enabling them to understand all environmental and related aspects (e.g. human rights situation) of tourism when selecting any destination or holiday package; educate visitors in advance of arrival and give guidance on 'dos' and 'don'ts'; make tourists aware of their potential impact on and their responsibilities towards host societies.

4. Providing information on respecting the cultural and natural heritage of destination areas, employing tour guides who portray societies honestly and dispel stereotypes and ensuring that the marketing of 'green' tourism reflects sound environmental policy and practice; use non-exploitative marketing strategies that respect people, communities and environments of destinations, dismantle stereotyping, integrate
sustainable tourism principles when creating new marketing strategies. Training can be imparted to staff to foster tourist responsibility towards the destinations, encourage multi-cultural education and exchange.

28. Suggestions for NGOs

1. There is need to disseminate information to a wide public about the complexity of tourism and about the objectives and criteria of sustainable tourism in Himachal Pradesh. Tourists can be educated to change consumption patterns and promote appropriate, environmentally and socially acceptable behaviour in the destinations. Broad awareness campaigns should be launched on the worst impacts of tourism, to be funded by international governmental and non-governmental agencies.

2. NGOs can promote relevant research on tourism impacts, criteria for sustainable tourism and possibilities for implementation. Similarly monitoring tourism development, policy, industry initiatives, and local people's reaction to tourism development and policy, and implementation of stakeholder action can be effectively conducted by NGOs.

3. There is need that revenue stays in the host communities to enhance livelihoods and generate a profitable source of income, empower and motivate local groups to direct cross-cultural exchange in the way they wish and adopt practices which conserve, protect and preserve the environment.

29. Coordinative Efforts

There is an urgency to constructively shape Himachal tourism in order to support local development and conservation goals. All the stakeholders involved in and affected by tourism should be involved in the development of action plans for sustainable tourism. Identifying mechanisms to achieve sustainable development goals in tourism must be a priority for cooperation. 'Good practices' in conserving culture and nature while developing sustainable tourism should be collected worldwide, involving all stakeholders. A major focus should be on the integration of tourism planning and operation of tourist facilities into local planning instruments. Area development plans should inform sector plans which should then be incorporated into a coordinated national development plan and promote local ownership and management of programs and projects.
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11.3 AREAS OF FURTHER RESEARCH

The current study was limited to three districts of Himachal Pradesh; however there is much scope of research in the rest of the districts of the state. The current study focussed upon the only four major stakeholders of tourism namely tourist, local community, hoteliers and travel agents.

1. There is much scope of research on tourism impacts on minor stakeholders also. The economic impacts of tourism on Himachal Pradesh can also be studied. There is also scope of research on expenditure pattern of domestic and foreign tourists in Himachal Pradesh.

2. The study on changes in life-styles and consumerist attitudes through demonstration effects and modelling in Himachal Pradesh. The study on the demand for imported consumer goods could be conducted. There is need to research for developing measures to reduce financial leakage so that effective support local economies can be developed.

3. The research upon various destinations and detrimental effects on the environment due to the ecological costs of transport and the high amount of waste can be conducted. There is also scope of research on the over-consumption of resources by tourists and tourism infrastructure that is incompatible with sustainable development.

4. Tourist demand for resources (land, water, energy, food) also competed with the needs of local people and increased social inequality, gender inequality and injustice.

5. There is also scope of research on identification and development of niche market. The study on the emerging trends in tourism technology and its impact upon Himachal tourism can be conducted.

6. Tourist perception and satisfaction about destination products and services can be studied to various districts of the state.