Chapter-1

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The history of tourism is perhaps as old as that of mankind. But as an organized, regular, and large scale activity qualifying for the status of industry tourism came into prominence in the current century especially after the Second World War and is now ranked as the top most industry in the world. Tourism continues to be important at the global level and the regional level of South Asia as tourism arrivals and receipts maintain or exceed growth expectations. This indicates that the tourism industry is a major factor in globalization as well as resilient in the face of natural disasters, health crises, oil price rises, exchange rate fluctuations and other uncertainties.

Tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and Governments” (UNCIIT, 1963). It is an industry concerned with attracting people to a destination, transporting them there, housing, feeding, and entertaining them upon arrival and returning them to their homes.  

Besides the economic benefits to a country, tourism also makes a tremendous contribution to the social and political understanding. Tourism exercises a very healthy influence on the international understanding and appreciation of other people life style. Tourism is known as smokeless industry and now country have appreciated its value due to its multifarious benefits.  

A quarter of a century ago, pleasure travel was limited to the wealthy and privileged. The earliest travelers were the explorers but like many today, they frequently combined business interests with the exploration. Marco polo is an excellent example of such a pioneer, as are numerous explorer-traders of the
new world. The most popular form of domestic travel was the pilgrimage, which become social and recreational events in addition to a religious commitment.

India is richly endowed with tourists attractions, most of which lie in its North, South and Central part of country and the major tourist attractions are especially the Northern Area. For over a decade, the inflow of tourists has been maintaining positive trend. But on the whole development of tourism industry has been slow and far behind the growth rate of the global industry.

The growth of tourism is closely related to the ease and speed of travel, economic growth and political development. It grew gradually over the years as easier and faster way of travel become available. The era of organized tourism began with the coming of railways and steam ships. Tourism is sensitive to world economic and political condition. Since the end of the Second World War tourism has developed very rapidly as the world began to settle down after the years of readjustments immediately after the war ended in 1945. Thereafter, then there has been a remarkably rapid increase in both domestic and international tourism.³

Thomas cook was the first professional travel agent in the world in 1841 he tried a special train to carry 570 passengers on a trip from Leicester to London and back. The price was one shilling per passenger. This was the first publicly advertised excursion tour in the world. In 1886 he organized his first American tour. For several countries including France, Spain, Italy in Europe and Thailand, Nepal, Sri Lanka, India in Asia, Tourism industry is one on the major sources of foreign exchange, tourism developments generates economic growth in developed as well as under developed economy.

Most governments in developing countries that promote Tourism do so in order to earn more foreign exchange. To increase national income, employments and sometimes, to achieve regional development of backward areas. Some
small economies that are poor in natural resources may benefit from the promotion of tourism."^{4}

Tourism also constitutes a positive element for social developments. On the one hand, it has great potential of overcoming ignorance and on the other, it has brought the world closer together and helped to develop international understanding and goodwill. It has also enhanced cross-cultural understanding. Tourism developments can help appreciate country's cultural, architectural, technological achievements and provide opportunity to tourists to experience art, literature, music, language and history etc. of the tourists receiving countries.

According to the report of world tourism organization (WTO), June 1991, tourism is the world's largest industry and the major contributor to global development; it is credited with generating more than US$25 trillion in the gross output which is 5.5 percent of the world GNP, employing more than 112 million people worldwide or one in 1.5 employees, investing more than US$350 billion a year in new facilities and capital equipments, contributing more than US$300 billion in direct, indirect and personal taxes each year, more than 6 percent of tax payments, and growing faster than the world economy in terms of output, value added, capital investments and employment.\(^5\)

In the new millennium, tourism has emerged as fastest growing industry. The growth of international tourism was slow in the first part of 20th century, rapid in the later part. In the 1950 the total world arrival was only 25 million generating receipts of 2.1 billion. The figures quoted by the WTTC (World Tourism and Travel Council) and John Naisbitt in his book "Global Paradox" that tourism employ 10.6% off the global force. It contributes 10.2% to the world GDP. It generates tax revenues of US$655 billion. It is the largest industry with US$3.4 trillion gross output. It accounts for the 10.9% of all consumers spending in the world and tourism has 10.7% of capital investment and 6.9% of all Governments spending. Bill Gates has mentioned tourism as one of the three
sector to merit priority attention in the future. According to WTO, WTTC by the 2020 there will be 1.6 billion international arrivals worldwide and they will be spending about US$ 2,000 billion. The annual growth in the arrival and receipt will be 4.3% and 6.7% respectively, and between 1995 and 2005, 144 million jobs had been created and 112 million of which will be in the Asia pacific region.6

Tourism comprises an extensive range of economic activities and can be considered the largest industry in the world. International tourism is one of the fastest growing sectors of the global economy. Besides export earnings, international tourism also generates an increasingly significant share of government (national and local) tax revenues throughout the world. In addition, the development of tourism as a whole is usually accompanied by considerable investments in infrastructure, such as airports, roads, water and sewerage facilities, telecommunications and other public utilities. Such infrastructural improvements not only generate benefits to tourists but can also contribute to improving the living conditions of local populations. This increase in social overhead capital can also help attract other industries to a disadvantaged area and thus be a stimulus to regional economic development.

1.1 MEANING AND NATURE OF TOURISM

Tourism has become a global phenomenon after the second world war largely on account of two developments. Yet it is engaged in reproducing the familiar like hotels, resorts etc. which insulate the tourist from the strangeness of the destination or the host environment. The mass society tourist is located in a very secure and protected environment where his senses are necessarily restricted.

But Tourism is not only a mass phenomenon. Cohen maintains that there are a variety of tourist types and modes of tourist experience.
Hence, it is necessary to define the tourist, understand how tourism emerges from a basic division between the ordinary/everyday and the extraordinary. Explain the characteristics of the tourist product. List types of destinations and identify their attractions, and explain what is a tour.7

**Definitions:**

Tourism in literal sense has come to be understood as the theory and practice of touring and traveling for pleasure.

Herman Von Schyllern Schrattenhoffen in his work entitled National Economy and Statistic (1910) described the term tourism as interconnected process, especially economic ones that come into play through influx, temporary residence and dispersal of strangers, into, with in and from a certain district, country or state.8

This definition highlights economic aspects of tourism, its reciprocal potential, and envisages its impact on production, traffic and social life caused directly or indirectly.

According to the Webster’s international dictionary tour means a journey at which one return to the starting point, a circular trip usually for business, pleasure or education, during which various places are visited and for which an itinerary usually planned. According to Oxford English dictionary word tourist means “one who make a tour or tours, especially one who visit a number of places for the objects of interest, scenery or like that”.9

Nineteenth century literature defines “tourist as a person who travel for pleasure of traveling out of curiosity and because they have nothing better to do and even for the joy of boasting about it afterward”.10

F.W. Ogilive (1940) has laid down following criterion to define tourist as a person who spend his money in place he visits with out earning their income and moves away from home for a period of less then one year.11
More technical definition was attempted by two Swiss authorities Hunziker and Krasbt (1942). Which mentioned that “Tourism is the sum of total phenomena and relationship which arise from the travel or stay of non residents, and which do not lead to their permanent residence earning activity”.

According to the WTO “tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Tourism is a quest to discover the wonder of one’s heritage and those of others with whom we share commonalties on this planet. Another approach which is sociological in perspective. According to Cohen 1974 who defined “tourist” as; A voluntary, temporary traveler, traveling in the expectation of pleasure from the novelty and change experienced, on the relatively long and non recurrent trip.

S. Lambert (1950) has recorded the following three distinguished characteristic of tourist as:

a) Journey at free will,
b) Journey primarily in search of enjoyment,
c) Returns finally to his original destination.

L.J. Lickorisyh and A.G. K Ershaw (1958) considered travel industry as analogous to tourism and defined it as that part of national income which caters for the traveler, who is visiting the place outside the locality, where he resides or work.

The IUOTO (International Union of Official Travel Organization), which has been converted in the WTO, has defined a tourist as a temporary visitor staying at least 24 hours in a country; the purpose of the journey can be
classified under the broad the categories of leisure and business. Travelers, which staying less than 24 hours would be known as the “excursionists”.18

According to Dr. N.K. Sengupta, a former Secretary of Planning Commission of India, “Tourism has the capacity to generate valuable foreign exchange with almost 100% value added, thus making it the most readily available source for resolving the balance of payment crunch”.19

1.2 TOURISM: A COMPLEX SYSTEM

Tourism consists of a highly complex system of activities and services with numerous regional to global interrelationships into other economic and social areas (Fig. 1). Accordingly, a large number of players are involved in tourism activities in the various sectors and at just about every physical level. If sustainable tourism is to be developed to achieve a specific effect, it presupposes a fundamental understanding of the complexity and characteristics of the global tourism system. Drawing from tourism benefits for the host region, assumes the application of free-market mechanisms for ecological and social purposes. This implies accepting the logic of a system mainly carried by private enterprise, in which competitiveness and operational profitability are both the core purpose and at the same time the prerequisite for its very ability to function. Administrations of environmental protection areas, government-run institutions, NGOs and local communities that want to partake actively in tourism, therefore, will have to begin thinking in these terms as well.

The figure 1. Outlines the fundamental developments and mechanisms of tourism as a global economic activity and the typical characteristics of forms of tourism relevant to rural areas of developing countries. Tourism takes place on several physical levels, ranging from the place or country of origin to the destination.
This means that training a few local guides, building lodgings and printing information brochures will not suffice on its own. The entire service chain of a journey, which often crosses national boundaries, must function in order to
develop tourism in a particular area. Because there is no possibility for the traveler to get to visit the destination before the decision of buying the journey, we have to look at the very special linkage between supply and demand in the tourism system.

Tourism sector provides a considerable number of jobs for women and unskilled workers, tourism can significantly contribute to empowering women and alleviating poverty. In addition, the differential trends to be larger in less developed countries and regions, especially those with high rates of unemployment amongst unskilled labour. Informal employment relations in small and medium-sized enterprises, which employ about half of the labour force in the hotel and catering sub sectors worldwide, also contribute to a relatively high proportion of child labour and non-remunerated employment and other unacceptable forms of social exploitation in many countries. The increasing reliance of less diversified economies on tourism increases their vulnerability to seasonal aspects of tourism and to shocks, such as natural disasters, regional conflicts and other unexpected events.\(^20\)

1.3 FORMS OF TOURISM

1.3.1 Religious & Spiritual Tourism:

Globally people are increasingly mentally disturbed and looking for solace in spiritual reading, meditation and moments of divine ecstasy. Our country has been known as the seat of spiritualism and India's cosmopolitan nature is best reflected in its pilgrim centres. Religion is the life-blood for followers of major religion and sects. Hinduism, Islam, Buddhism, Jainism, Zoroastrianism and Christianity have lived here for centuries.

The visible outpouring of religious fervor is witnessed in the architecturally lavish temples, mosques, monasteries and Churches spreads across the length
and breadth of the country. India is not only known as a place rich in its culture with varied attractions but also for many places of worship, present itself as embodiments of compassion where one get peace of mind.

Thus India has been respected as a destination for spiritual tourism for domestic and international tourists. Spiritual tourism is also termed as religious heritage tourism. It includes all the religions mentioned above; religious places associated with, emotional attachment to these centers and infrastructure facilities for the tourists. This can also be referred to as pilgrimage tourism, as clients are not looking for luxury but arduous journeys to meet the divine goal or simple life.

The essence of spiritual tourism is inner feeling through love. Love should not be rationed on the basis of caste, creed and economic status or intellectual attainment of the recipient. Religions come into existence for the purpose of regulating human life; what are common to all of them are the principles of love. Thus through religious tourism there is a sincere effort to bring better understanding among various communities, nations and thus foster global unity. Hinduism is one of the oldest religions of India. Over 5000 years of religious history created wonderful temples and survived through ages all over India. The most popular spiritual tours are those that are centered on holy Ganges River. Badrinath, Kedarnath, Haridwar, Gangotri, Yamunotri, Allahabad, Varanasi. Jaganath temple at Puri, Bhubaneshwar, Konark in Orissa, Mata Vaishnnodevi of Jammu and Kashmir, Jawala Jee, Chintpurni and Maa Naina Devi Temple in Himachal Pradesh are some of the important pilgrim centers in north India. There are many spiritual sites in South India as well which dates back beyond the 10th centaury. Rameshwaram, Mahabalipuram, Madurai Meenakshi temple in Tamilnadu and Tirupati in Andhra Pradesh are some pilgrim centers. Every year millions of tourists, both domestic and international, visit these places. India
is special to Buddhists all over the world and India is the destination for pilgrimage because Buddhism emerged in India. The country is dotted with places that are associated with the life and times of Gautam Buddha; Lumbini— the birthplace of Buddha, Saranath where Buddha delivered his first sermon, Buddha Gaya where lord Buddha attained enlightenment and Vaishali where he delivered his last sermon and announced his nirvana. Sikhism also emerged in India. The Golden Temple in Amritsar, the Hemkund Sahib, and Gurunanak Devji Gurudwara at Manikaran, which is also known for its hot water springs with healing properties, the holy city of Patna Sahib and Anandpur Sahib are important for Sikhs. The Jain temples of Dilwara and Mount Abu in Rajasthan, the Gomateswara temple at Karnataka, draw thousands of Jain followers. Even small communities like the Bahais have their own Lotus Temple at Delhi. The Sultanate and Moghul empires built many historical monuments and mosques during their reign, all over the country. Red Fort, Fatehpur Sikri, Jama Masjid, TajMahal, Charminar etc., bear testimony to the blend of the Indian and Islam traditions of architecture. The followers of Islam have many mosques and shrines of Sufi Saints, like Moin-Uddin Chisti and Nizamuddin Aulia. For Christians, spiritual tours to Goa among other place like Mumbai and Kolkata are must. Among the most popular sites in Goa is the church of Our Lady of Rosary, the Rachel Seminary, and Church of Bom Jesus. In addition to pilgrim centers there are personalities like the Satya Sai Baba, Osho, Shirdhi and others. This shows that spirituality and religion in India is a serious pursuit. The State Governments concerned, charitable trusts, temple trusts have made elaborate arrangements for accommodation, transport and ritual ceremonies. These organizations are also running hospitals, educational institutes, ashrams, meditation centers which benefit local community. More than 500 religious places have been identified and efforts are being made to develop these centers by Central and State Governments with private participation.
1.3.2 Rural Tourism:

Rural tourism has been identified as one of the priority areas for development of Indian tourism. Rural tourism experience should be attractive to the tourists and sustainable for the host community. The Ninth Plan identified basic objectives of rural tourism as:

- Improve the quality of life of rural people
- Provide good experience to the tourist
- Maintain the quality of environment.

Indian villages have the potential for tourism development. With attractive and unique traditional way of life, rich culture, nature, crafts, folk-lore and livelihood of Indian villages are a promising destination for the tourist. It also provides tourism facilities in terms of accessibility, accommodation, sanitation and security. Rural tourism can be used as a means to:

- Improve the well being of the rural poor
- Empower the rural people
- Empower the women
- Enhance the rural infrastructure
- Participate in decision-making and implementing tourism policies
- Interaction with the outside world
- Improve the social condition of lower sections of the society.
- Protection of culture, heritage, and nature.

To tap the immense opportunities, coordinated actives of all agencies involved in the development are required. A carefully planned and properly implemented development will definitely benefit the community economically and improve the quality of life in the villages. The success of such development
depends upon the people's participation at grass root level for the development of tourist facilities and for creating a tourist friendly atmosphere. Development of rural tourism is fast and trade in hotels and restaurants is growing rapidly. Increase in the share of earnings through rural tourism will no doubt; provide an attractive means of livelihood to the poor rural community. It increases the purchasing power at all levels of community and strengthens the rural economy. Development of infrastructure facilities such as rail, electricity, water, health and sanitation will definitely improve the quality of life.

**Government Initiatives:** Central Government and State Governments have been encouraging rural handicrafts and fairs and festivals that have direct impact on preservation of heritage and culture of rural India. It also draws tourists from all over the world. Regional fairs, festivals help the growth of tourism, by provide a ready market for the handicrafts, alternative income to the community, and facilitate regional interaction within the country.

The state governments have been monitoring closely the ecological relationship, socio cultural impact and conducting feasibility studies before selecting tourist sites. The state governments also ensure that: Tourism –

- Does not cause the tension for the host community
- No adverse impact on the resources
- Psychological satisfaction for the tourist.
- The large inflow of tourists would not put a stress on the local system.
- Local community should not be deprived of basic facilities for the benefits of tourist.
- The rural tourism does not disrupt the rhythm of community life

Thus the Central Government and State Governments have taken various steps for the promotion of tourism and attainment of the goal of sustainable tourism development.
1.3.3 Sustainable Tourism

The concept of sustainability means that mankind must live within the capacity of the environment that supports. Sustainable development has been defined briefly as “that which meets the needs of the present without compromising the ability of future generations to meet their own needs”. The definition brings out certain important aspects of sustainable tourism: -

- Conservation and enhancement of resources for the future generation
- Protection of biological diversity
- Equity within and between generations
- Integration of environmental, social and economic considerations

The concept of sustainable development is all about conservation and stewardship of resources for the future. The support for ecologically sustainable development emerging strongly in the tourism sector, as it is the logical way of balancing environmental concerns with growth and development of the industry. Environmental problems facing the world today are of such magnitude that urgent actions have to be taken at the highest levels to counter this fatal degradation. But it is not just enough for government organizations to work towards sustainable development. Every individual, every neighborhood, and every community has to contribute in every way possible to get close to the goal. Since the earth summit, the concept of sustainable development has been placed firmly on the global agenda. This issue is assuming great significance in the development of tourism in India also.

Tourism activities depend upon nature and natural heritage. It is essential to ensure that tourism development is ecologically sustainable—ecological process must not be neglected. Similarly tourism offers real experience of unique culture of the country. Hence the development should ensure that social and cultural sustainable tourism development compatible with the culture and values of the local people.
The World Tourism Organization (WTO) defined sustainable tourism development as "that which meets the needs of present tourist and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential for ecological process, biological diversity and life supporting system".

Thus tourism has to be human and adapted to the needs of the tourist, respond to the needs of the local communities, be socio-economic and culturally well planned and environmentally sound. The tourism must offer products that are operated in harmony with the local environment, community attitudes and culture so that they become permanent beneficiaries and not the victims of tourism. The basic cultural identity of these local people should not be adversely affected. Sustainability also ensures economically sustainable-development process in the efficient management of resources and such management to ensure that the resource supports the future as well as the present generation.

Thus sustainable tourism aims to:

- Improve the quality of life of people.
- Provide good experience to the tourists
- Maintain the quality of environment that is essential for both tourists and the local community.

Tourism can be one of the effective tools for building a prosperous community economically, socially and culturally. It must be environmentally sustainable and based on the sustenance of the natural and cultural base. Each destination should examine whether it has adequate attractions and facilities for tourism and there is a potential for tourism generating markets to be open to exploitation. The carrying capacity is the central principle in environmental protection and sustainable tourism development. It determines the maximum use
of any place without causing negative effects on resources on community, economy and culture. Thus tourism has to be environmentally sustainable in both natural and cultural environment.

**Basic Guidelines for achieving sustainable tourism.**

The following are certain guidelines that have to be followed to achieve sustainable tourism:

- A general tourism policy incorporating sustainable tourism objectives at national regional and local level should be followed.
- Targets established for the planning, development and operation of tourism involving various government departments, public and private sector companies, community groups and experts could provide widest possible safeguards for success.
- Primary consideration should be given to the protection of natural and cultural assets.
- All tourism participants will follow ethical and sound behavioral and conservative rules regarding nature, culture, economy, and community value system.
- The distribution of tourism development project should be rationed on the basis of equity.
- Public awareness of benefits tourism and how to mitigate its negative impacts should be pursued.
- Local people would be encouraged to assume leadership roles in planning and development.

In the Tourism Policy, 1982 the guidelines in Eco-tourism have attempted to achieve sustainability in tourism. It indicates that the key players in the ecotourism are Central Government and state governments, local authorities,
developers, operators, visitors and local community. Each of them has to be sensitive to the environment and local traditions and follow the guidelines for successfully development of sustainable tourism.23

1.3.4 Nature Tourism:

In search of new tourism products, travellers and suppliers are today seeking to reshape the meaning of nature as a tourism attraction. Modern nature based tourism focuses on experiencing flora and fauna in natural settings. The nature based tourism related to nature, its attractiveness so that the visitors experience it in its natural settings. Eco-tourism takes into account unspoiled natural and socio-cultural attraction. Today the term nature tourism is often used synonymously with eco-tourism. Today nature tourism is the fastest growing segment of the tourism sector. It comprises around 40- 60% of all international tourism. Diversity of India is to be seen not only in its people, culture, religions, language and life style, the diversity starts in the land itself. The snowbound peaks of the Himalayas, tropical rain forests, and hot deserts and breathtaking beautiful coasts. Each diverse geographical region generates a different picture and exploring them provides a unique experience. Now all these are packaged for tourists to provide eco-friendly holidays in India. Wild life The diversity of wild life in India is as rich as that of its flora and fauna. The great wealth of Indian wild-life can be imagined with the sight of majestic elephants, the dance of peacocks, the camel strides, the roar of tigers, at unparalleled acts of beauty. Watching birds and animals in their natural habitat is an experience in itself. The vastness of wild life and wilderness is India unparallel in the world. All these account for the immense opportunities for wild life tourism in India.

The immense heritage of wild life in India comprises 80 national parks and another whopping 441 wild life sanctuaries including bird sanctuaries. These reserves and forest areas are spread across the breadth and length right form
the foot hills of Himalayan, the Jim Corbbet National park to six national parks in Andaman, from Ranthambhor national park in Rajasthan to Hazaribag wild life sanctuary in Bihar. India also boasts of the unique ecosystem at Sunderbans which is a UNESCO world heritage site and home to the largest number of tigers in the world.

The Himalayan region is renowned for being the national habitat for a variety of wild life, elephants, snow leopards, deer, panther, wild buffalos, wild ass, one horned rhinoceros, porcupine, snow leopards, etc. The Kaziranga Game Sanctuary is ideal habitat for the rhino that the nature lovers and environmentalists are fascinated by. The great Indian bustard and the black buck of Kerera sanctuary attract a lot of tourists. The Madhav National Park (Shivpuri Park) is another rich habitat for the wild life. The royal animal, tiger happens to be symbol of strength and speed. Amongst the best-known tiger reserves in India is Bandhawgarh in Madhya Pradesh. It is also known as the crown in the wild life heritage of India. The variety of birds in India is enormous. Several hundred species of bird can be spotted across India. Indian wild life has its share of native birds along with migratory birds. The region of Andaman is home to rare species of birds like Narcondum hornbills, Nicobar pigeons and megaspores. The Himalayan region is well known as the natural habitat for the pheasant griffon, vulture and ravens. Dudhuwa wild life reserve, Keoladeao, Ghana national park, the Bharatpur bird sanctuary in Rajasthan is home to indigenous and migratory water birds. These bird sanctuaries are attracting tourists from far and wide.

Fishing and angling:

Among the amazing array of nature tours offered in India are those that offer angling and fishing. The waters of Indian sub-continent are mind blowing grounds for the nature sports. The adventures settings range form the majestic
Himalayan valleys, snow fed streams and high altitude lakes and wide coastal stretches of the Arabia Seas and Bay of Bengal. Amidst the beautiful hills of the Himalayas is tented accommodation along the river beds, excellent option for adventure holidays in India. The Cauvery fishing lodge near Mysore, the hill stations of Munnar, and streams and lakes of Kerala and Kashmir are a paradise for anglers.

**Hill Stations:**

At heights that range from 600 m to 3500m above sea level, most of the hill resorts of India are tourist destination in India. The hill stations add to the nature tour of India with majestic mountains and ravishing rivers. Mountain ranges of Shimla, Kullu Manali, Dalhousie, Palampur in Himachal Pradesh, Nainital-Almora-Kausani in Kumaon hills of Uttar Pradesh, Pachmarhi in Madhya Pradesh, Darjeeling are important for their snow-dusted peaks, lakes, parks and hot springs. The waterfalls, sulphur bath and all provide such an experience, which will linger in one's mind. Green heavens are on not only in the forest but the Islands are also a source of the best eco-tourism destinations. The tourism activities in Lakshadweep bring you close to nature. Andamans that are covered with rainforest, ringed by coral reefs, marine life, swimming and sunbathing are good experiences.

We are promoting tourism but while promoting tourism in eco-sensitive areas the emphasis is to control the volume of tourists so that the fragile balance of the area is not disturbed. The whole objective of nature tourism is to have purposeful travel to natural areas. Taking special note of this very objective of the eco-tourism while utilising the economic opportunities we should ensure conservation of natural resources. People travel to those areas, which enlightens, educates and entertains them. The new changed concept of nature tourism revives the tired source of the eco-tourism. It also provides basic
economic upliftment to local people and other stakeholders who are directly dependent on this natural heritage. This strong relationship is targeted throughout eco-tourism.24

1.3.5 Adventure Tourism:

Youth tourism has been identified as one of the largest segments of global and domestic tourism. The young travelers are primarily experience seekers, collecting, enquiring unique experiences. Adventure and risk have a special role to play in the behavior and attitudes of young travelers. The growing number of young travelers is being fuelled by a number of factors such as increased participation in higher education, falling level of youth unemployment, increased travel budget through parental contribution, search for an even more exciting and unique experience and cheaper long distance travel.

Youth and adventure tourism appears to have considerable growth potential. The rising income in some major potential source markets such as the Central and Eastern Europe, Asia and Latin America, combined with the lower travel cost, growing student populations around the world particularly in developing countries, has fuelled the demand. India: a heaven for adventure tourism India has been an attraction for travelers from all over the world. Though in the field of international tourism, the segment of adventure tourism in India is getting only a fraction of such traffic. The trend has been showing an increased movement year after year with the development of facilities; greater awareness about adventure tourism options. Indian tourism offers both international and domestic adventurers a wide choice of adventures. Water sports, elephant safari, skiing, yachting, hail-skiing, gliding, sailing, tribal tours, orchid tours, scaling the high peaks of Himalayas, trekking to the valley of flowers, riding the waves in rapids, and camel safari in the deserts are breath taking opportunities for nature enthusias. Ladakh, the Garwal hills, the Himachal hills, Darjeeling,
Goa, Lakshadweep, Andaman and Nicobar, Jaisalmer and wildlife sanctuaries and reserves are some of the places that offer adventure tourism.

Himalayas are the centre of India's main adventure activities as well as outdoor recreational tourism. Our rivers, backwaters, Indian Ocean, Arabian Sea and deserts are unique attractions for the various branches of adventure. Trekking holds out the greatest potential in terms of numbers. It requires little infrastructure and carries its benefits to remote hills and mountain regions. Many of them are economically poor and backward. For our own youth it also helps in inculcating a spirit of adventure, respect for nature. Indian Mountaineering Federation, Ministry of Tourism and State Governments are trying to improve trekking facilities and ensure safety and protection of travelers. The Institute of Mountaineering also organizes courses for guides to train them in basic rock climbing safety procedures, environmental knowledge, and flora and fauna conservation. The major trek heads in the Himalayan region include Kashmir valley, Kirshwasser Zanskar, Ladhak, Lahul and Spiti, Champa and Manali, etc, Trekking in the Himalayas is a quite enjoyable. Let us now discuss some important

**Adventure activities:**

**Mountaineering Expedition:**

This is the first and foremost activity in the Himalayas. In India, the expeditions are controlled and regulated by Indian Mountaineering Federation, which is the nodal body. Foreign expedition groups have to request the Indian Mountaineering Foundation (IMF) to book the required peak and IMF confirms the peak, by charging the royalty depending upon the number of persons and height of peak. Ministry of Defence, Home Ministry, Ministry of External Affairs are also involved in this process. River rafting
The Himalayan river’s offer River rafting that run through the beautiful terrains, sandy white beaches, boulder studded rapids, river confluences, deep gorges, and some revered temples and towns. White-water sports are popular in Rishikesh, Manali, Zanskar Teesta, Beas, Central Ministry of Tourism has great extremely extended support to import inflatable rafts, canoes, kayaks, and accessories to boost water sports. Lakshadweep and Andaman have been promoted for scuba diving and windsurfing.

**Water Sports:**

To boost water sports, water skiing and sailing both in seas and lakes, and river facilities has been provided. Chilka Lake in Orissa, Kollam in Kerala, Bhopal Lake in Madhya Pradesh, Dal Lake in Kashmir are some of the places where facilities have been provided for water sports. In Himachal hills Heli-skiing is also being promoted in season. The Garwal Mandal Vikas Nigam provides regular skiing courses during the season. It can be said that India is a new destination for adventure tourism. The Ministry of tourism, The Himalayan Task Force and Himalayan Tourism and Adventure Tourism Board (HMTAB) meet every year to discuss conservation, promotion for Himalayan tourism, and conservation of ecology.25

1.3.6 Mice Tourism:

The meetings, incentives, conferences and exhibitions industry is extensively and rapidly growing and is largely associated with travel for business purpose. Mice related events include meetings, conferences, conventions, exhibitions and incentive travels. Each of these different subsections of mice has quite different characteristics although the industry is often referred to as mice. Increasingly convention bureaus serve the needs of meetings, incentives and exhibitions organizers and service providers supply each of the sectors.
Business with pleasure with the Indian economy opening up and government restrictions loosening, Mumbai, Bangalore, Hyderabad, Chennai, Delhi and Kolkata are assuming importance as major centers of business activity in the country. The days of red-tape always associated with Indian business activity is a thing of the past and corporate India has moved towards more western standards of professionalism. Since the liberalization of the Indian economy, MICE tourism is becoming a growing segment in India. More and more business people have been coming to India for business purpose and adding business with pleasure in their India tour. Most of the hotels and tour operators offer special facilities for travelers; some even specialized in this field. They offers pick-up at the airport, corporate floor rooms which will feature phones, fax machines, computers, journals. All rooms offer elaborate conferencing facilities at hotels and special conventions centers. Hotels are adept in organizing theme banquets for a product launch, small cocktails etc. The important conference centers are New Delhi, Mumbai, Jaipur, Kovalam, Chennai, Bangalore, Agra, and Goa where popular convention tours offer exciting possibilities. Incentive tourism Incentive travel has emerged as a popular means of rewarding the employees' achievements and contributions, by several business houses especially multinational companies, Insurance Companies, Banks, Pharmaceuticals Firms, etc. Employees are given free tickets or holidays packages to select destinations all paid by company. These are given as added perks to keep up the interest of the executives who are the high performers of the company. Incentive tours market has become fast growing sector within the tourism industry.26

1.3.7 Health & Medical Tourism:

Medical tourism is a growing sector in India. India’s medical tourism sector is expected to experience an annual growth rate of 30%, making it a $2
billion industry by 2015. As medical treatment costs in the developed world balloon - with the United States leading the way - more and more Westerners are finding the prospect of international travel for medical care increasingly appealing. An estimated 150,000 of these travel to India for low-priced healthcare procedures every year.

India is promoting the high-tech healing provided by its private health care sector as a tourist attraction. This budding trade in medical tourism, selling foreigners the idea of travelling to India for world-class medical treatment at lowest cost, has really got attention in the overseas market. The Indian system of medicine, which incorporates ayurveda, yoga, sidha, unani, naturopathy and other traditional healing treatments, is very unique and exotic. This medical expertise coupled with allopathic and other modern methods become our new focus segment to project India as a Global Healing Destination. If we believe the report published by McKenzie Consultants and Confederation of Indian Industries (CII), the response is quite positive and it could be generating revenue approximately Rs.100b by the year 2012. India has a rich heritage in the areas of traditional and natural medicines. The earliest mention of Indian medical practices can be found in the Vedas and Samhitas of Charaka, Bhela and Shusruta. A systematic and scientific approach was adopted by the sages of the time leading to the development of a system that is relevant even today. India is the land of Ayurveda. It believes in removing the cause of illness and not just curing the disease itself. It is based on herbals and herbal components without having side effects. Ayurveda considers that the base of life lies in the five primary elements; ether (space), air, fire, water and earth. And the individual is made up of a unique proportion of the five elements in unique combinations to form three doshas (vata, pita and kapha). When any of these doshas become acute, a person falls ill. Ayurveda recommends a special life style and nutritional guidelines supplemented with herbal medicines. If toxins are
abundant, then a cleaning process known as Panchkarma is recommended to eliminate those unwanted toxins and revitalize both mind and body. Ayurveda offers treatments for ailments such as arthritis, paralysis, obesity, sinusitis, migraine, premature aging and general health care. India has a rich heritage in the areas of traditional and natural medicines.

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1.4 TOURISM IN THE ASIAN AND PACIFIC REGION

1.4.1 Tourist Arrival

Tourism is a leading industry in the service sector at the global level as well as a major provider of jobs and a significant generator of foreign exchange at the national level. Tourism has become one of the largest and fastest growing industries in the global economy. During the period between 1996 and 2006, international tourist arrivals worldwide grew at an average annual rate of about 4.0 per cent. In 1996, there were 575 million tourists and in 2006, there were 846 million tourists. During the ten-year period from 1996 to 2006, the Asian and Pacific region was second only to the Middle East in outperforming the rest of the world, with growth in tourist arrivals averaging 6.7 per cent a year. The global market share of the Asian and Pacific region increased from 15.7 per cent in 1996 to 19.8 per cent in 2006. Europe remained the top regional tourist destination, while the Americas moved from second to third place behind Asia and the Pacific. The global market shares declined slightly from 57.8 per cent to 54.4 per cent for Europe and 19.9 percent to 16.1 per cent for the Americas over the decade from 1996 to 2006.

North-East Asia has been the most dynamic sub-region in Asia and the Pacific, with an average growth rate in arrivals of 7.8 per cent over the decade, while its global share grew from 8.3 per cent in 1996 to 11.1 per cent in 2006. China was the strongest performer with an annual average growth of about 9 per cent over the ten year period.

The number of international visitors to China more than doubled, reaching 49.6 million in 2006, which was almost equivalent to the total number of tourists visiting South-East Asia. This remarkable performance benefited from growing international and intraregional demand, reduced transport costs and the continued liberalization of outbound travel from China.
Despite disasters and various crises, other sub-regions in Asia and the Pacific succeeded in maintaining a positive trend in growth of annual tourist arrivals over the decade, varying from 5.5 per cent in South-East Asia to 6.6 per cent in South Asia and 2.1 per cent in Oceania (Australia, New Zealand and Pacific island countries and territories). Cambodia had an average annual growth rate of 20.3 per cent in tourist arrivals from 1996 to 2006; Viet Nam had 6.5 per cent; and Thailand had 13.0 per cent. India had an average annual growth rate of 10.0 per cent; and Maldives had almost 30.0 per cent.\textsuperscript{28}

The strong growth in tourism arrivals for Asia and the Pacific, particularly the Sub-regions of North-East Asia, South Asia and South-East Asia is one indicator of the increased significance of tourism for developing countries. Visitors worldwide have clearly recognized the attractiveness of tourism experiences in Asian and Pacific developing countries in terms of the rich cultural heritage and natural environment. Many officials in these countries have seen that tourism can be part of their development strategies, especially in economic terms. In the last two years for which data are available, tourism has continued to grow rapidly in Asia and the Pacific. While the world's average annual growth rate for international tourist arrivals was 5.4 per cent from 2005 to 2006, Asia and the Pacific grew at 7.7 per cent, which was the third highest rate of growth for 2006, behind Africa's growth rate of 9.2 per cent and the Middle East at 8.9 per cent.

A break down of the regional figures for Asia and the Pacific shows major sub-regional differences. That is, growth from 2005 to 2006 was 7.4 per cent in North-East Asia; 9.3 per cent in South-East Asia; 11.0 per cent in South Asia; and 0.2 per cent in Oceania.\textsuperscript{29}

The strong growth in South-East Asia and South Asia was attributed in part to the full recovery of Thailand and Maldives from the impact of the
December 2004 tsunami, as well as high growth rates for Cambodia; India; Macao, China; Malaysia; the Philippines.

1.4.2 Tourism Receipts:

The contribution of tourism to socio-economic development has been most closely related to receipts and spending in the national economy. UNWTO has estimated that worldwide receipts from international tourism reached US$ 733 billion in 2006, which was increase of 8.3 per cent over 2005 in current prices.

In relative terms, expressed in local currencies at constant prices (taking out the effect of exchange rates and inflation), according to UNWTO, international tourism receipts worldwide grew by 4.3 per cent in 2006, compared to 3.2 per cent in 2005. The relative growth in receipts for Asia and the Pacific from 2005 to 2006 was 8.9 per cent, which was second to Africa (10.2 per cent). The relative growth reached double-digit rates in the sub-regions of South Asia (14 per cent) and North-East Asia (11 per cent). Growth in South-East Asia was 9.5 per cent and in Oceania 1.7 per cent between 2005 and 2006.

For the decade from 1996 to 2006, South Asia emerged as the most dynamic Sub-region, with an average percentage increase in double digits for tourism receipts, followed by North-East Asia and Oceania. Despite recent disasters and crises, South-East Asia managed to report positive annual average growth of 4.1 per cent during the period from 1996 to 2006. Cambodia and Lao People's Democratic Republic are two countries in the greater Mekong Sub-region, which had strong results. For Cambodia, international tourism receipts had an average annual growth rate of 28.3 per cent and 10.8 per cent for Lao People's Democratic Republic during the ten-year period. More recently, international tourism receipts increased by 20.0 per cent between 2005 and 2006 for Cambodia.
However, each of the two Mekong sub-region countries accounted for less than one per cent share of international tourism receipts in Asia and the Pacific during 2005, while Cambodia’s regional share was 0.6 per cent in 2006. From 2005 to 2006, India’s international tourism receipts increased by 21.3 per cent and China’s by 15.9 per cent. At the same time, India accounted for 5.8 per cent share of regional receipts while China accounted for 22.2 per cent in 2006.35

Destinations in Asia and the Pacific are expected to dominate global economic growth in the travel and tourism industry in the years to come, even though they were not very high on the list of top arrivals and earners in recent years. According to UNWTO’s Tourism 2020 Vision, international arrivals have been forecast to reach nearly 1.6 billion by the year 2020. Furthermore, the forecast for 2020 shows that East Asia (comprising North-East Asia and South-East Asia) and the Pacific would expect to receive about 397 million visitors. This long-term assessment includes an average annual growth rate of 6.5 per cent for arrivals to East Asia and the Pacific and 6.2 per cent for South Asia during the period from 1995 to 2020, which exceeds the projected growth rate of 4.1 per cent for the world.36

Intra-regional tourism from 1995 to 2000 was 6.2 percent, which compared to a rate of 5.9 percent in the growth of total outbound tourism in Asia and the Pacific.37 Growth of the tourism industry means that the Asian and Pacific region serves as both an origin and a destination for international tourist arrivals. More people in the region are able to travel due to easier access, rising levels of prosperity and increased leisure time.

Intraregional arrivals in Asia and the Pacific in 2003 accounted for 78 per cent of international travel in the region, amounting to 94 million visitors. Among
the sub-regions, intraregional travel accounted for 35 percent of arrivals in North-East Asia and 77 percent of arrivals in South-East Asia in 2003. In Oceania, intraregional tourism represented 65 percent of total arrivals and in South Asia, it accounted for about 36 percent.

1.5 TOURISM IN INDIA

The vast geography and cultural diversity of India provides it with a bounty of attractions to draw both domestic and international tourists. There has been substantial growth in domestic and international tourists in India over the last few years.

There are different factors aiding increase in number of tourists in the country. Per capita income has more than doubled over the last one decade in the country. Accessibility to tourist locations has improved due to substantial increase in the number of flights, trains as well as road connectivity to more tourist locations in the country. The Aircraft Traffic Movement (ATM) in India has increased by 62 percent from 6.3 lakhs in 2006 to 10.3 lakhs in 2010.\(^\text{38}\)

In India, travel and tourism contributed INR 5,651 billion or 6.4 percent to the country's GDP in 2011. Travel and Tourism accounted for 7.8 percent of total employment in India in 2011.\(^\text{39}\)

1.5.1 Growth in the Tourism:

During 2006-2010, the total number of tourists visiting different states/UTs in India has increased from 4,740 lakhs to 7,580 lakhs, growing at a CAGR of 12.5 percent. Domestic tourist visits to states/UTs grew at the rate of 12.5 percent CAGR during 2006 - 2010 period to reach 7,402 lakhs in 2010. Foreign Tourist arrival grew at 11 percent CAGR during the same period and reached 179 lakhs in 2010.
To attract more foreign tourists to India, Government launched a Scheme of "Visa on Arrival" (VoA) from January 2010 for citizens of five countries, which has now been extended for six more countries from January 2011.⁴⁰

1.5.2 Growth in the contribution of tourism to GDP:

The total contribution of tourism to GDP in India has grown at a CAGR of 4.6 percent during 2006-2010 period, reaching INR 6,000 bn in 2012. According to World Travel & Tourism Council, the tourism sector in India is expected to grow at even faster rate of 8 percent over the next decade, contributing approximately INR 13,000 bn to the GDP by 2022.

Most countries in the region have adopted the concept of sustainable tourism development and encouraged all concerned stakeholders to participate
actively. Many countries began to develop tourism master plans and many countries developed programmes for human resources development in the tourism sector. The Network of Asia-Pacific Education and Training Institutions in Tourism (APETIT) was established in 1997 to promote regional cooperation, strengthen institutional links among tourism training institutes and serve as a platform to exchange information and expertise on human resources development for the tourism sector.41

1.5.3 Contribution of travel and tourism to GDP:

In India, it was found that adjustment factors had to be applied since some Expenditure, particularly for transport services, was considerably underestimated. Overall, it was reported that the direct contribution of tourism accounted for 2.78 per cent of GDP and when the indirect effects were added, the tourism share was 5.83 per cent of GDP. The results for the total tourism output multiplier suggested that the combined direct and indirect impact was 2.1 times the actual spending by tourists. The tourism industry accounted for 4.59 per cent of employment and the tourism economy accounted for 8.27 per cent of total employment in India, which was estimated to be 38.6 million jobs. Adjustment factors were applied to account for same-day tourism, which was a large and growing segment of India’s tourism industry. After making adjustments, it was found that the direct contribution increased from 2.78 per cent to 3.78 per cent and the tourism economy (direct and indirect) contribution went from 5.83 per cent to 6.83 per cent. The contribution to employment also went up from 8.27 per cent to 9.27 per cent.42

This not only considers the direct impact of tourism on GDP but also takes into account its wider impacts i.e. the indirect and induced impacts. The graph also shows that indirect contribution of tourism to GDP is significantly higher than the direct contribution.
1. Direct Contribution of tourism to GDP: The direct contribution of Travel & Tourism to GDP comprises total spending within a particular country on travel and tourism by domestic and foreign tourists as well as spending by government on related services directly linked to visitors, such as cultural (e.g. museums) or recreational (e.g. national parks). According to World Travel and Tourism Council, the direct contribution of tourism in India is forecasted to grow at a CAGR of 8 percent over the next decade.

2. Indirect and Induced contribution of tourism to GDP: This comprises investment spending (like construction of new hotels), government collective spending, purchases done by sectors dealing directly with the tourists and jobs supported by the spending of people employed in tourism industry. The indirect and induced contribution is forecasted to grow at CAGR of 9 percent over the next decade.

From the graph above, for every rupee of direct contribution of tourism to GDP, more than two rupees of contribution is generated by indirect and induced
effects of tourism in the GDP. Thus, due to the multiplier impact of direct contribution, focus on tourism sector may promote significant investment, earning and jobs in the economy.

1.5.4 Factors driving growth of tourism:

There are multiple factors which have aided in the growth of tourism in India and are expected to further drive tourism growth in the country.

1. Rising Income Levels have led to an Increase in Domestic Leisure Travel.
2. The Business Travel to India has increased due to growing economy especially services Industry.
3. State governments, TV Channels and Tourism Magazines promoting tourism through websites and offering packages.
4. Better roads, more flights, improved sanitation facilities have improved accessibility and tourist experience.
5. Availability of better deals and packages tours on internet sites has contributed to the growth.
6. Various initiative and campaigns such as Incredible India and Atithi Devo Bhavah has helped to promote the Indian Tourism and Hospitality Industry

Factors driving growth of tourism:

Source: PHD-KPMG in India report, Tourism in Himachal Pradesh and the way ahead, June’2012.
1.5.5 Drivers

These are the factors which have direct impact on the growth of tourism in the country.

- Rise of middle class and increasing income levels: The middle class in India has grown from 15 million households in 2005 to 31.4 million households in 2011.\textsuperscript{43}

The enhanced purchasing power of middle class segment influenced the growth in domestic travel during 2006-2010.

- Increasing business travel: Over the last decade, the Indian economy has grown consistently at an average rate of 6-7 percent per annum.\textsuperscript{44}

This has led to an increase in business travel to India. The rise of multinationals, especially in the IT and ITeS sector has also helped in increasing the business travel.

- Improved infrastructure: The tourism ministry and different state governments are improving the facilities at various tourist destinations. Development of new airports and improvement in quality of roads has increased connectivity to different tourist locations. This has helped in drawing more tourists.

1.5.6 Facilitators & their role:

These are the factors that complement the driving factors in the tourism growth.

- Government Initiatives: The Government of India (GOI) has taken several initiatives to promote India as a tourist destination. These include campaigns like \textit{Atithi Devo Bhavahand Incredible India}\textsuperscript{45} to highlight India as a significant tourist destination on the world map. Along with this, GOl’s Open Sky policy, which gives permission to domestic airlines to commence international flights, start-up of various low cost carriers, and
Fleet expansion by domestic players have created multiple options for domestic travelers to explore far-off destinations within and outside India. The government has also allowed 100 percent FDI through automatic route in tourism and hospitality industry\textsuperscript{46} which has led to improvement in tourism infrastructure in the country.

- Convenience of travel arrangement using internet: Riding on the digital economy rise, travel portals offering travel packages, hotel stays, etc, have eased the trip booking process. This has ensured that there are competitive tourist friendly offerings available in the market.

- Increase in awareness of travel options: The use of internet has also assisted in spreading information about various tourist destinations in India. Every state has a tourism website showcasing the places to visit in that state and providing information on how to reach those places. They also provide various package tours targeted at different tourists in different economic status.

### 1.5.7 Key states with respect to tourism in India:

In terms of market share (market share being defined as the total number of tourists visiting a state as a percentage of total tourists in the country), the top 8 states in the country are:

<table>
<thead>
<tr>
<th>States</th>
<th>Market Share</th>
<th>Rank in 2010</th>
<th>CAGR (2006-2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andhra Pradesh</td>
<td>20.6%</td>
<td>1</td>
<td>9%</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>19.3%</td>
<td>2</td>
<td>8%</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>15.1%</td>
<td>3</td>
<td>18%</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>7.1%</td>
<td>4</td>
<td>30%</td>
</tr>
<tr>
<td>Karnataka</td>
<td>5.1%</td>
<td>5</td>
<td>1%</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>5.1%</td>
<td>6</td>
<td>36%</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>4%</td>
<td>7</td>
<td>16%</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>3.5%</td>
<td>8</td>
<td>3.5%</td>
</tr>
<tr>
<td>West Bengal</td>
<td>2.9%</td>
<td>9</td>
<td>7%</td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>1.8%</td>
<td>10</td>
<td>14%</td>
</tr>
</tbody>
</table>

• The top 6 states combined receive over 70 percent of the tourists visiting different states/UTs in India.

• The market share of Himachal Pradesh in total number of tourists is still modest as compared to other top performing states.

• Growing at 36 percent, the rate of growth in the number of tourists is highest for Madhya Pradesh, closely followed by Maharashtra at 30 percent. The rate of tourism growth in these 2 states is significantly higher than the other states Present in the top 8, with Tamil Nadu having the next best tourism growth CAGR of 18.

1.5.8 Evolution of the ranking of states during 2007-2010:

Following table gives top 8 most preferred tourist destinations in India in terms of number of visitors during 2007-2010.

<table>
<thead>
<tr>
<th>Rank</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Andhra Pradesh</td>
<td>Andhra Pradesh</td>
<td>Andhra Pradesh</td>
<td>Andhra Pradesh</td>
</tr>
<tr>
<td>2.</td>
<td>Uttar Pradesh</td>
<td>Uttar Pradesh</td>
<td>Uttar Pradesh</td>
<td>Uttar Pradesh</td>
</tr>
<tr>
<td>3.</td>
<td>Tamil Nadu</td>
<td>Tamil Nadu</td>
<td>Tamil Nadu</td>
<td>Tamil Nadu</td>
</tr>
<tr>
<td>4.</td>
<td>Karnataka</td>
<td>Rajasthan</td>
<td>Maharashtra</td>
<td>Maharashtra</td>
</tr>
<tr>
<td>5.</td>
<td>Rajasthan</td>
<td>Maharashtra</td>
<td>Karnataka</td>
<td>Karnataka</td>
</tr>
<tr>
<td>6.</td>
<td>Maharashtra</td>
<td>Madhya Pradesh</td>
<td>Rajasthan</td>
<td>Madhya Pradesh</td>
</tr>
<tr>
<td>7.</td>
<td>Uttarakhand</td>
<td>Uttarakhand</td>
<td>Madhya Pradesh</td>
<td>Uttarakhand</td>
</tr>
<tr>
<td>8.</td>
<td>West Bengal</td>
<td>West Bengal</td>
<td>Uttarakhand</td>
<td>Rajasthan</td>
</tr>
</tbody>
</table>


A comparison of investment in tourism made by these states as a percentage of the total state budget in these states during 2007-2010 has been shown below:
1.5.9 Investment in tourism as a percentage of total budget

Investment in tourism as a percentage of total budget


Andhra Pradesh, Uttar Pradesh and Tamil Nadu have consistently stayed at the top of the list over 2007-2010 period even though their investment in tourism as a percentage of total outlay is among the least of the top 8 states, 0.09 percent, 0.14 percent and 0.21 percent respectively.

The top position of Andhra Pradesh is understood to be due to the presence of Tirupati temple with millions of people visiting it every year.\(^\text{47}\)

Similarly, the major tourist attractions in Tamil Nadu are Chennai, Madurai and Rameshwaram. Uttar Pradesh also attracts a lot of tourists due to presence of places like Varanasi and Agra. One common factor among the top 3 states is the presence of holy pilgrimages in these states signifying relevance of pilgrimage tourism especially in terms of domestic tourism growth.

- Maharashtra has moved up in the rankings from 6 in 2007 to 4 in 2010 which is justified by its higher spend on promoting tourism in the state. Its spending on tourism is 0.62 percent of the total budget and is among the highest in the top 8 states.
The state invests its tourism budget on maintaining existing tourist sites like Ajanta and Ellora, developing new sites, publicity etc.

- Madhya Pradesh entered into the top 8 in 2008 and has stayed in the list after that, showing that it is possible for other states to enter into the list of top performing state given they take the right measures to promote tourism. Although the average investment of the state in tourism is just 0.22 percent of its budget, it has been able to attract private investment in tourism projects. It is also using PPP models for the development of tourism infrastructure.48

The state may have also benefitted by the effectiveness of its marketing campaign where it is ranked higher than most of the top tourist states in India.49

- Uttarakhand invests 1.48 percent of its budget in tourism which is the highest among these top 8 states. It has yielded results for the state as it has risen from number 8 to 7 in the last 5 years.

- Himachal Pradesh government invests 0.28 percent of its budget in tourism which is below the average investment of the top 8 states. This may be one of the factors that have resulted in Himachal Pradesh slipping from 12 spot in 2007 to 13 spot in 2010.

This highlights that some states like Andhra Pradesh and Tamil Nadu have been consistently able to draw maximum number of tourists due to the presence of religious sites, whereas there are other states like Maharashtra and Karnataka that have invested in tourism in the state and have been able to garner the attention of the tourists.
The key areas of investment by these states have been:

- Promotion of state tourism in national and international forums
- Transport infrastructure in terms of road and transport connectivity
- Developing new tourist destinations in the state
- Establishing good quality hotels and restaurants
- Providing better facilities at tourist sites in terms of wayside amenities, etc.

Himachal Pradesh may channelize investment to showcase its natural beauty, develop newer circuits along with holy pilgrimages to attract tourists to the state. The state realizes the importance of investing in the above mentioned facilities and there has been action in these areas however, these efforts need to be sustained to continuously reap the benefits.

1.6 HIMACHAL PRADESH AND ITS DISTINCT FEATURES

1.6.1 Himachal Pradesh – Brief Introduction

Himachal Pradesh is located in the northern part of the country. It has an international border with Tibet in the east, Indian states of Jammu and Kashmir in the north, Punjab in the west and southwest and Haryana and Uttar Pradesh in the south. The state forms part of western Himalayan Zone. It has a hilly terrain, mountainous and undulating topography with altitude ranging from 350 to 6,975 meters above mean sea level.

Popularly known as the Devbhumi — “Land of the Gods”, Himachal Pradesh is a beautiful hill state in India, nestled in the north-west region of western Himalayas. The state is landlocked with the Tibetan plateau to the east, Jammu and Kashmir to the north, and the Punjab to the west. The state stands apart from its neighbors in terms of its sheer topographic diversity. From vast tracts of high-altitude Trans-Himalayan desert to dense green deodar forests, from apple orchards to cultivated terraces, from snow capped high Himalayan
mountain ranges to snow fed lakes and gushing rivers, Himachal Pradesh offers breathtaking pristine beauty.

A large part of population in the plains is dependent on hill resources especially of Himalayan region. Most of the perennial rivers in the country originate and have their watershed in the Himalayas.

Out of 13 hill states and regions, Himachal Pradesh is observed to be the most progressive state, which has made remarkable achievements in socio-economic development of its people. The state is being viewed as a model for development of Hindukush Himalayan region.

The state was purposively selected for undertaking the study to examine the experience of Himachal Pradesh and to draw some lessons to be applicable to other hill areas. The state has created a new concept in the development of the hill economy through transformation brought about in agriculture, horticulture and animal husbandry.51

Tourism in Himachal Pradesh began to develop only in 19th century, when the British started founding hill station for the rest and peace. Himachal gained International name when British declare it summer capital in 1864. With the reorganization of the states in 1966, tremendously rich tourist potential areas like those of Kullu, Manali, Kangra, Dharmshala, Shimla, Chail and Dalhausie came over to Himachal Pradesh.52

Popularly known as the Dev Bhumi — “Land of the Gods”, Himachal Pradesh is a beautiful hill state in India, nestled in the north-west region of western Himalayas. The state is landlocked with the Tibetan plateau to the east, Jammu and Kashmir to the north, and the Punjab to the west. The state stands apart from its neighbors in terms of its sheer topographic diversity. From vast tracts of high-altitude Trans-Himalayan desert to dense green deodar forests, from apple orchards to cultivated terraces, from snow capped high Himalayan mountain ranges to snow fed lakes and gushing rivers, Himachal Pradesh offers breathtaking pristine beauty.
### 1.6.2 Major tourist destinations

<table>
<thead>
<tr>
<th>District</th>
<th>Tourist destinations</th>
<th>Pilgrimages</th>
<th>Wildlife sanctuaries</th>
<th>Other places of interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bilaspur</td>
<td>New Bilaspur Town, Swarghat, Salasi village</td>
<td>Naina Devi</td>
<td></td>
<td>Bhakra Dam, Gobind Sagar Lake, Deoli Fish Farm</td>
</tr>
<tr>
<td>Chamba</td>
<td>Dalhousie, Khajiar Chamba town, Saho village</td>
<td>Laxmi Narayan Temple, Vajreshwari Devi Temple Manimahesh Lake</td>
<td></td>
<td>Chamera Lake</td>
</tr>
<tr>
<td>Hamirpur</td>
<td>Hamirpur town, Bela village</td>
<td>Baba Balak Nath, Deotsidh Temple, Markanda</td>
<td></td>
<td>Sujanpur Tira</td>
</tr>
<tr>
<td>Kangra</td>
<td>Dharamshala, Mcleodganj, Palampur, Nerti village</td>
<td>Jwala ji, Chamunda Devi, Bajinath Temple</td>
<td></td>
<td>Tibet Museum, Kangra Fort, Kangra Valley, Pong Dam</td>
</tr>
<tr>
<td>Kullu</td>
<td>Kullu, Manali Manikaran, Naggar Vasishth, Shamshar Village</td>
<td>Hadimba Temple</td>
<td>Great Himalayan National Park, Majathal Sanctuary</td>
<td>Museum of Himachal Culture &amp; Folk Art, Gu Chu Sum Movement Gallery, Rorrich Art Gallery</td>
</tr>
<tr>
<td>Lahaul &amp; Spiti</td>
<td>Spiti, Kaza, Keylong, Udaipur village</td>
<td>Trilok Nath Temple</td>
<td>Pin Valley National Park</td>
<td>Kunzam pass, Kye Monastery, Rohtang Pass, Godhla Fort</td>
</tr>
<tr>
<td>Mandi</td>
<td>Sundernagar, Sh Bagi Village</td>
<td>Shikari Devi Temple</td>
<td>Shikari Devi Wildlife Sanctuary</td>
<td>Rewalsar Lake, Prashar Lake</td>
</tr>
<tr>
<td>Shimla</td>
<td>Shimla, Kufri, Hatt Peak, Narkanda, Hiun Village</td>
<td>Kalibari Temple, Jakhoo Temple, Tara Devi</td>
<td>Chail Sanctuary</td>
<td>Shimla state Museum, Prospect Hill, Chadwick Falls</td>
</tr>
<tr>
<td>Sirmour</td>
<td>Paonta Sahib, Rajgarh, Trilokpur, Nahan, Renuka, Sangdah Village</td>
<td>Paonta Sahib Gurudwara, Renuka ji Temple</td>
<td>Renuka Sanctuary, Simbalbara Sanctuary, Churdahar Sanctuary</td>
<td>Jaitak Fort, Churdhar Peak, Shivalik Fossil Park</td>
</tr>
<tr>
<td>Solan</td>
<td>Kasauli, Parwanoo, Barog, Chail, Baniya Devi Village</td>
<td>Jatoli Temple</td>
<td></td>
<td>Gorkha Fort, Karol Tibba and Meteol Tibba, Sadhu Pul</td>
</tr>
<tr>
<td>Una</td>
<td>Una Town, Nari Village</td>
<td>Chintpurni Devi, Shiv Bari Temple Dera Baba Rudru Nand ji Ashram</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kinnaur</td>
<td>Rekongpeo, Pooh, Chhitkul, Sangia, Brua Village</td>
<td></td>
<td></td>
<td>Kinnar Kailash</td>
</tr>
</tbody>
</table>

**Source:** Himachal Tourism website (www.himachaltourism.gov.in).
The above table demonstrates the diversity and tourism potential of Himachal Pradesh. Its serene valleys can promote medical/wellness and spiritual tourism in the state. Its terrain also provides innumerable opportunities to promote adventure tourism. Given the climate and topography of Himachal Pradesh, adventure sport activities like river rafting, para-gliding and trekking are popular in the state. Availability of natural resources makes the state suitable for investments in sectors such as tourism, agricultural produce, hydroelectric power and cement. State's average GSDP growth rate between 2004-05 and 2009-10 was about 11.4 percent. Given its topography, the state is a leading producer of apples, producing 2.8 lakh metric tonnes of apple in 2009-10.\(^5^3\)

The rural regions and pilgrimages can be used in promoting rural tourism and pilgrimage tourism respectively. Hence, opportunities are plenty for Himachal Pradesh to provide the necessary infrastructure to attract higher tourist inflows.

1.6.3 Himachal Pradesh as a Tourist destination

Growth in total number of tourists visiting Himachal Pradesh Compared to national average growth rate of 12.5 percent, the number of tourists in Himachal Pradesh has grown at a CAGR of 14 percent during the 2006 – 2010 period. The total number of tourists (foreign as well as domestic) visiting Himachal Pradesh has consistently increased over the last 5 years increasing from 88 lakhs in 2007 to 151 lakhs in 2011.

1.6.4 Total tourists in Himachal Pradesh 2006-2010

Growth in total number of tourists visiting Himachal Pradesh the performance of Himachal Pradesh in attracting tourists has been better than the average growth in number of tourists across India. However, the current rank of 13 in terms of number of tourists visiting the state in 2010 indicates that there is further potential which may be leveraged by showcasing the state as an important tourist destination.
1.6.5 **Tourist profile in Himachal Pradesh**

The tourist inflow in Himachal Pradesh over 2006-2011 period has witnessed increase in both domestic and foreign tourists. However, domestic tourists contribute the significant proportion of the total number of tourists in the state.

1.6.6 **Growth of domestic and foreign tourists in Himachal Pradesh**
Himachal Pradesh is performing better than the other states in India as a whole in terms of attracting both domestic and foreign tourists.

The number of domestic tourists in the state has increased from 77 lakhs in 2006 to 129 lakhs in 2010, growing at a CAGR of 14 percent as compared to a CAGR of 12.5 percent at the India level.

In terms of foreign tourists, their number has increased from 3 lakhs to 4.5 lakhs in the same period, growing at a CAGR of 13 percent which is also above the CAGR of 11 percent at the India level.

The mix of foreign and domestic tourists visiting Himachal Pradesh has stayed almost constant from 2006 to 2011. It highlights the potential of the state to attract domestic and foreign tourists on a sustained basis.

1.6.7 Foreign tourists by nationality

An analysis of the foreign tourist arrival data in Himachal Pradesh in 2011 shows that visitors from UK comprise the largest proportion of foreign tourists with 15 percent share of the total foreign visitors. Tourists from USA and France comprise the next biggest share with 7 percent share each.

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>15%</td>
</tr>
<tr>
<td>USA</td>
<td>7%</td>
</tr>
<tr>
<td>France</td>
<td>7%</td>
</tr>
<tr>
<td>Germany</td>
<td>4%</td>
</tr>
<tr>
<td>Australia</td>
<td>4%</td>
</tr>
<tr>
<td>Canada</td>
<td>3%</td>
</tr>
<tr>
<td>Italy</td>
<td>2%</td>
</tr>
<tr>
<td>Japan</td>
<td>2%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Department of Tourism, Himachal Pradesh
The data highlights that apart from English speaking countries like UK, USA, Australia and Canada, a fair share of foreign tourists arrive from non English speaking countries like France, Germany, Italy and Japan. Thus, providing tourist related information on the Himachal tourism website and at the tourist information centers in multiple languages may add to the convenience of the foreign tourists.

1.6.8 Average bed nights spent in Himachal Pradesh by foreign tourists

![Average bed nights chart](chart)

Source: Department of Tourism, Himachal Pradesh

The average bed nights spent in Himachal Pradesh by a foreign tourist in 2011 is just 1.2 highlighting that the avenues of entertainment for these visitors need to be increased as well as communication program around them need to be reinforced to make tourists stay longer. Although foreign tourists comprise less than 3 percent of the total tourists in India, they constitute 17.8 percent of travel and tourism contribution to India’s GDP.\(^{54}\)

This higher propensity to spend of foreign tourists highlights the significance of their longer stay in the tourism growth. To achieve this, the Himachal Pradesh government while marketing the state as a tourist destination
overseas may also try to develop broader tourist circuits on the line of Delhi – Agra – Jaipur to place the state on the itinerary of international tourists.

This may include tie up with state Governments of neighboring states e.g. Delhi, Punjab, and J&K to develop integrated packages and investment in logistic infrastructure to allow smooth transportation.

1.6.9 Seasonality of tourist inflow in Himachal Pradesh

The graph below shows the number of tourists arriving in Himachal Pradesh in a particular month as a percentage of total number of tourists arriving in 2011.

1.6.10 Seasonality in tourist inflow in Himachal Pradesh

The graph highlights that Himachal Pradesh witnesses maximum tourists during the period from March to June with 46 percent of the total tourists visiting the state visit during these 4 months. This is the period during which summer vacations start in schools across the country resulting in peak tourist traffic.
During the four winter months from November to February, the tourist inflow to Himachal Pradesh is at lowest as accessibility to different tourist locations within the state is a challenge during this harsh winter period.

Thus, there is high seasonality in the tourist inflow in Himachal Pradesh and focused initiatives may be taken to attract tourists during off-peak seasons. Attracting corporate tourists for conducting off site trainings and conferences and organizing national and international level events during this off season may help in reducing the tourist traffic seasonality. A more balanced distribution of tourists across the year would also be helpful in attracting more private investors to the state.55

1.6.11 Tourist inflow at major destinations in Himachal Pradesh

A detailed look at the tourist inflow in 2011 at various districts in Himachal Pradesh shows that only three districts (Shimla, Kullu and Kangra) corner over 50 percent of the total tourists coming to the state though the state has 12 districts. Development and promotion of other potential districts as tourist hubs would aid in More equitable tourism growth in the state.

1.6.12 City wise tourist share and growth rates

![Graph showing tourist share and growth rates]

Source: www.himachaltourism.gov.in
Also, the graph shows that tourism has grown at a faster pace in districts that were not prominent in the tourist circuits. In the last few years, the number of tourists preferring to visit newer tourist districts like Hamirpur, Kinnaur and Lahaul & Spiti has increased at a rapid rate. It highlights the potential of growing tourism in districts adjacent to popular destinations in the state.

Harmirpur and Una may have benefitted from their geographical locations as they lie between two most preferred tourist destinations of Shimla and Kangra. Similarly, Lahaul and Spiti may have benefited due to the adjacency with Kullu and Manali.

It highlights that popularity of key tourist hubs has positive influence on the adjacent districts and Himachal Pradesh government may utilize this adjacency effect to attract the tourists to lesser popular tourist Destination.

1.6.13 Himachal Pradesh Tourism Infrastructure Connectivity

Road – Road connectivity is critical for tourists to commute from one city to another and Himachal government has addressed this area at high priority. The total length of motorable roads in Himachal Pradesh increased from 22,200 km in 2002 to over 30,000 km in 2009. As of March 2011, the total length of National Highways in the state is about 1409 km.

Himachal Pradesh government has given a high priority to the transportation sector in the Twelfth Five Year Plan. It has proposed 21 percent of the total outlays in this plan to be spent on improving the transportation and communication sector in the state. An all weather road from Manali to Leh is also under construction and is planned to be completed by 2015.

However, the road length per 100 sq Km area for Himachal Pradesh is 38.1 which appear to be modest as compared to many of the key tourist states in the country.
Therefore, efforts on improving road connectivity need to continue. Rail – Owing to the hilly terrain of the region, rail connectivity is a constraint. Himachal Pradesh falls under the Northern Railway Network. Two narrow gauge lines connect Kalka with Shimla and Joginder Nagar with Pathankot; with a route length of 96 km and 113 km, respectively. A 33 km broad-gauge line connects the Nangal Dam to Charuru. The state is also pushing the central government for Mandi-Manali-Leh rail line which will give a major boost to tourism in Himachal Pradesh and J&K.

Air – Air connectivity to Himachal Pradesh is limited but is helped by nearby airport at Chandigarh and Delhi with excellent road connectivity. Himachal Pradesh, by itself, has 3 airports at Kullu, Kangra and Shimla which have limited number of services currently. In addition to these, there are more than 50 operational helipads while another 12 new helipads are in the pipeline. A new international airport is also proposed at Sunder Nagar district.

Accommodation-Himachal Pradesh offers a vast range of accommodation facilities to tourists to choose from depending on his preference and budget. The number of hotels in Himachal Pradesh has increased from 1,500 in 2003 to 2,150 in 2010 with the total number of beds rising from 34,000 to 51,000 in the same period. Majority of these hotels are located in major tourist hubs of Kullu, Manali and Shimla. The actual total number of beds available may be 30-40 percent higher than this due to the presence of small guest houses and unorganized sector accommodation.

However, the accommodation facilities in smaller or lesser visited places may need to be improved. Tour operators and guides - Himachal Pradesh has a good network of tour operators and guides. These private tour operators provide travel related services, such as transport vehicles (tourist coaches and taxis), hotel reservations, local sightseeing, air and rail bookings, airport and railway
pickups, guide services, etc. The total number of travel agencies in the state has increased from about 405 travel agents in 2003 to 1,100 in 2010. 

Along with this, there are about 500 guides to assist the tourists and providing them with the details of the places they visit.

Branding - The state government promotes Himachal using slogans like 'Unforgettable Himachal' and 'A Destination for All Seasons and All Reasons'. This has had excellent feedback from the tourism fraternity. The state has nominated movie star Preity Zinta as the brand ambassador of Himachal Pradesh Tourism to promote the state both nationally and internationally. The state recently won national-level 'Best Tourism Promotion Award' for its campaign 'Unforgettable Himachal' and coffee tale book 'Har Ghar Kuchh Kehta Hai'.

The effectiveness of the marketing campaign of Himachal Pradesh tourism has also increased over the last 2 years. Sustained focus on branding both in India and internationally may help increase tourist flow in the state.

Tourist information kiosks - The state government invested INR 22.50 lakhs in setting up IT enabled tourist information kiosks in Himachal Pradesh in 2011.

The funding was provided by the Union Ministry of Tourism. Tourist related information such as important tourist destinations; weather, hotel, railway and bus bookings and other related facilities will be provided to the tourists through these kiosks.

Festivals and events - To attract national and international tourists to Himachal Pradesh, the government organizes several events throughout the year. These include - 'International Shimla festival', 'Winter Carnival' at Manali, 'Ice Skating festival', 'Tribal festival' and many more.

Himachal Pradesh needs to continue focus on such events to increase tourist footfalls, especially during the off-peak season (November-February).
Urban infrastructure:- Urban infrastructure in Himachal Pradesh has been identified as a key focus area under the central government Jawaharlal Nehru Urban Renewal Mission (JNNURM). Shimla is one of the 65 cities that have been identified under JNNURM for local infrastructure development. Under this mission, four projects worth USD 33 million have been sanctioned and are currently under implementation to improve the urban infrastructure in the city. These include – widening of tunnels, solid waste management etc. which shall help improve tourists’ experience in Shimla. The government policy to ban the usage of plastic bags has also helped in improving the sanitation issues and preventing the environment. Overall these initiatives have had a positive impact on the growth of tourism in the state.

1.6.14 Initiatives Taken by Himachal Pradesh

Some of the key initiatives at the policy formulation and implementation steps taken by the government are detailed in this chapter.

Division into circuits

Himachal Pradesh Tourism Development Corporation has divided the state into four interesting circuits. These circuits pass through different terrains making one feel as if one is trekking through ages at different times.

These circuits are

a. Dhauldhar Circuit (Dalhousie, Dharamshala, Palampur, etc.),
b. Beas Circuit (Mandi, Kullu and Manali),
c. Tribal Circuit (Sarahan, Sangla and Nako) and
d. Sutlej Circuit (Shimla, Solan and Paonta Sahib).

There are multiple tour options available for each of the circuits providing several choices to the tourists.
The growth of tourism as perceived in today's context in Himachal Pradesh's can be traced to the eighties. However, tourism has existed long before with many pilgrims visiting sacred spots, the popularity of Shimla as a hill station and the early adventurers to the Himalayas. Many factors have also contributed to the growing number of tourist arrivals to the state - improved accessibility, growing interest in different types of tourism, the international popularity of His Holiness the Dalai Lama, as well as the political instability in Kashmir among others. Tourist arrivals have soared from 16,01,500 domestic and 51,360 foreign tourists in 1996 to 1,28,11,986 and 4,53,616 respectively in 2010 which is almost double the state population however tourism's contribution is to the GSDP is only 7%.

1.7 CONCLUSION

At the outset, travel was confined to only aristocratic families in the Europe. Early 18th and 19th centuries had witnessed emergence of a new mercantile class whose objective was to discover new places and also adventurism. Even though travel was limited to a small segment of the society that was luxuriant people and the 1st world war did not permit people to move. It made it inevitable for them to stay at home for more than three years. Post war days had witnessed phenomenal change and people have slowly been accustomed to travel. Thus travel was transformed to Tourism.

Tourism had been recognized as an engine for economic developments only after the Second World War that witnessed major damages and arrival of the extinct economics was the order of the day. This made the european governments to invest huge amounts for the revival of dilapidated hotels and other infrastructural facilities to attract more visitors.

Tourism has a vast role on socio-culture and economic transformation and economic developments as well. On the one hand, tourism provides
employments and subsequently, the economic growth of the region is enhanced, and on the other hand, its role on socio-cultural transformation get a new dimension. If we see the pages of history, we find that unexpected transformation of society and its culture had taken place because of travel and tourism. As a result of this, major changes have also occurred in the economy and civilization of this region which is influential in many ways.

The economy of the region is enhanced through the creation of lodging and boarding houses and the hotel industry which gives an opportunity to provide increased employment for the youth of the region. The development of transportation along with construction of railways and roadways in the tourist places also provides a pace for economic developments.

Infrastructural facilities such as transportation, lodging and boarding, increasing means of entertainments, shopping facilities, craft shops, handlooms showroom, adventure activities, recreations facilities, park, fun world, amusements parks, quality of hotels and resorts, motels, establishments of tourist villages, supply of good quality food, etc also determine the tourist inflow in the region.

Tourism is unlikely to bring community development unless efforts are made. Tourism development must be integrated with community development. Indigenous knowledge alone can not help promote tourism. New knowledge and technology will have to pay a greater role.
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