Chapter-2

Review of Literature
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In this chapter an honest attempt has been made to review some relevant studies on Economics Development and role of Tourism in general and in Himachal Particular.

REVIEW OF PRIOR STUDIES

A large number of empirical studies on different aspect on Tourism Development has been carried out at national level as well as state level. The Review of these studies has been done keeping in the view of the present study. The review of the various study has been presented in chronological order.

One of the important parts of the study is Review of literature because it helps in formulating the methodology of the study. Finding out the cause and effects relationship of the study and exploring the existing research gap. The literature of the literature review refers to several accumulations of material on the concerned subject matter and not necessarily the grand literary texts of the world. Review does not necessarily mean that the reader wants one to give their personal opinion on weather one liked these sources or not.

Literature reviews provide a multipurpose guide to a particular topic. If one has limited time to conduct research, it gives an overview or acts as a stepping stone. For professionals, they serve as useful reports that keep them up to date with what current in their field. For scholars the deepness and wideness of the literature review emphasizes the credibility of the writer in his or her field. They also make available a firm background for a research paper's investigation. Comprehensive knowledge of the literature of the field is essential to most research papers.

To give a comprehensive and exhaustive list of the researches conducted in the country is, by no means, possible hear. Therefore, in this chapter an
honest attempt has been made to review some relevant studies on Tourism role in Developments and Economic Developments in general and in particular. This review will certainly give broad ideas regarding the importance of various mechanisms of Tourism Role in Economic Development. Keeping this in view, the following pages present a brief review of the work of some of the researchers.

**Economic Intelligence Unit (1973)** Revealed that the economic impact of tourism on the destination area can be understood at two different level viz., the national and local level. At the national level, the most publicized effect of foreign tourist is ability to earn foreign exchange and its contribution to correct the balance of payment position. At the local level, tourism is encouraged due to its ability to generate employment, increase standard of living and provide linkage effects with other sectors of the economy.

**Butter (1974)** Studied the social implication of tourism development. The study revealed that tourist generally comes from more affluent communities. One of the social affect over a long period is that they influence the local population to adopt a way of life beyond their means. As a result, of this process of acculturation starts between tourist and indigenous societies.

**Wahab (1975)** Has conduct a study on the importance of tourism comprised of various elements namely man, space and time. Further the main thrust should be on tourist on their reputed activities such as area they visit, goods and services they consume same and place of attraction they create. Wahab on tourism management: An introduction to the scientific study of tourism management, aimed at those who recognise the rewards of a well managed tourism industry, and who perceive the penalties of mismanagement.

**National Council of Applied Economic Research (1975)** conducted a cost benefit analysis of Kovalam Beach Resort Project in Kerala. And concluded
that investment in the project is more worthwhile from the financial point of view compared with the investment in the coconut plantation industry.

Kapoor (1976)\textsuperscript{6}, in his study on tourism as an instrument of economic development observed that the tourism as distinct product presents a vast potential, the opportunities it present are unlimited and is considered the industry whose development ensures the simultaneous development of a number of other related industries. The state has vast potential for development of tourist spots and emphasized the need to improve and made organization structure of H.P.T.D.C. more scientific.

Garg (1978)\textsuperscript{6} Studied the tourism promotion through an integrated approach. The author suggested that tourism development can become a positive factor for promoting destination and factor for improving the economic condition and promoting development of a particular country, region. Further, many countries, especially in developing countries, tourism has become a recognized as an industry, providing employment opportunities and generating economic growth.

Indian Institute of Public Opinion (1978)\textsuperscript{7} study deserve special mention because, of its novel methodology in arriving at the tourist multiplier on the basis of a detailed input-output matrix of the national economy. IIPO prepared a matrix of 60 sectors for 1978-79 on the basis of planning commission's input-output tables for the years 1968-69 and 1973-74. using relevant coefficient of the constructed matrix for the hotel and restaurant sector of the national economy, the contribution of tourism to the national income measured.

Singh (1978)\textsuperscript{8} Has conducted a primary study on economic potential in Himachal Pradesh with special reference to Shimla. Author concluded that there are unexplored areas of Tourism activities in Himachal Pradesh. Which can be properly utilized to generate employment, income as well as foreign exchange.
Ferrario (1978)^9, pinpointed that the ultimate test of what constitute a tourist resource and the degree of its appeal largely depends on preferences, interests and requirements of the tourists themselves.

G.S. Batra & R.C. Dangwal (1979)^10 The complex nature of tourism phenomenon impels that various academic disciples are involved in its study some basic disciplines’ such as economics, psychology, sociology, and geography contribute a great deal. newer disciplines of managements and marketing have been introduced a play a significant role. The performance of individual countries for tourism industry in terms of foreign exchange, balance of payments and employment effect can be judged effectively only in relation to that of other status of the same economy.

Gopal (1979)^11 advocated that tourist in India stays for a long period then in any other country. The average stay is 4 days in case of Iran, Nine days for Bangladesh, Then days for Pakistan, and 27 days for India respectively. The study further observes that India has been at position ranked 13^th in the share of foreign exchange earning from the tourism in the total income.

Chakarborthy (1980)^12 studied the highlight of the advantage as well as problem of tour organized by the travel agents. The study point out that these business tours were initiated by Subti Haran Kindu In 1933. The study observed that tour were cheap and provided chance to see the place with low budget. The study further noted that’s these tours did not weight-age to individual interests.

Dutta (1980)^13 has studied the various problem faced by tourist in North East Region. His study emphasized that this region has not utilized/exploited its full potential in attracting tourist. Author point out that one important problem faced by tourist is resistance from local people as they believe that heavy traffic will pollute the socio-culture environments.

Laxaman (1980)^14 pointed out tourism is the second largest industry in the world today i.e. next to oil sector. The importance of this industry is evident
from the fact that tourism industry received 70 billion US$ annually with involvements of 300 million people in 1980 alone. The author advocated that one hotel room created 3 direct and 9 indirect job.

**Naqshband (1980)** Study of integration of tourism and environments, observed that promotion of tourism should be by conservation of nature and cultural environments be it a monuments, beach resorts or wild life sanctuary. The author emphasized that's protection, developments, and improvements of a various constituents of the environment of man are among the basic condition for the developments of tourist activities.

**Wilson (1980)** In his study discussed the economic, social and environmental implications of tourism in the context of India. The study concluded that tourism has increased earning very substantial as well as much noted foreign exchange for the country. Beside providing considerable employment opportunities, and accelerating regional developments, Moreover in addition, tourism is dynamic factor of social progress and great vehicle for knowledge and ideas fostering good will among people around the world and within the country.

**Amar Chand (1982)**, conducted a study on the Economic Potential of Tourism in Himachal Pradesh with special reference to Kullu & Manali. The main objectives of this study were to discuss upon the various facilities available to the tourists and to know the difficulties faced by these tourists during their stay. For this purpose the primary as well as secondary sources of information has been used. It is concluded from this study that the tourism industry must be adopted proper planning, co-ordination, entrepreneurship and legislation to develop tourism and attract more and more tourists towards to this valley. Tourism can be developed at best if it is formed as an integral part of the overall development.

**Kanwar Pamela (1982)**, has conducted a study on urban history of Shimla. She had studied the history of Shimla from 1882 to 1947. In her study she had described the establishment of old heritage buildings at Shimla.
Srivastava (1983) studied the development of tourism in India. The major findings of the study were that tourism in India is much more than mere money spinner. The author felt that it is not only economic compulsion to earn foreign exchange but a scene of social obligation that called for sound tourism policy.

Sharma (1984) conducted a study on marketing of tourism in Himachal Pradesh. The study pointed out that in spite of the excellent facilities available to tourists, the number of foreign tourists/visitor to Himachal Pradesh is almost negligible. According to the author, one of the reasons for this low number of foreign visitor to Himachal Pradesh is inadequate marketing. The study suggested that to meet the challenge, therefore the state tourism corporation and the tourism department will have to embark sizeable funds for marketing the tourists sites and facilities and adopt an imaginative and systematic approach.

Seth (1985), suggested the way in which good planning has helped Sri Lanka in tapping this important source of foreign exchange earnings. Sri Lanka received only 2000 tourists in 1965. After the government hired the services of Sri S.N. Chib, the number of tourists doubled in 1967 and it reached up to 3,71,000 in 1980. In 1967 Sri Lanka had only 770 rooms to offer to tourists and it has grown at such a faster rate that in 1984 it had 10,856 rooms to offer.

Tayal and Motwani (1986) made an attempt to study conservation aspect of tourism in mountains region in Himalayas and concluded that tourist flow is often a seasonal phenomenon, in many other countries.

Gautam, N. (1987) has conducted a study on problem and prospects of tourism in Shimla. In her study she had pointed out the problems of traffic and congestion in Shimla. She also pointed about the growth of heritage tourism in Shimla.

Singh, Mian Goverdhan (1989) has written a book on Himachal Pradesh. This book can be considered as one of the best efforts on history and culture of Himachal Pradesh.
Tyagi Archana (1989)\textsuperscript{25}, had made an attempt to study the development and potential of tourism in Himachal Pradesh. The main objective of her study was to critically examine the performance and development of tourism and to identify tourism potential in the state. To achieve this objective the data has been collected by both primary as well as from secondary sources. The findings of this study reveal that Himachal is pleased with all the ingredients, which make a state a tourist state. Besides all the tourists attractions, this state could not achieve the name and fame.

Akther (1990)\textsuperscript{26} conducted a study on tourism development in India and revealed that tourism has come to occupy an important role among service sector industry. The author further emphasized that strategies adopted for promoting such services have been inadequate.

Negi (1990)\textsuperscript{27}, conducted a study on concepts and principal related to tourism and travel. His study highlighted that tourism is an multi organizational economic and industrial activity. It is highlighted that tourism is an economic and industrial activity in which many individuals, firms, corporate, organizations and associations are engaged and is direct concern to many others. In India. The author further observed that tourism has emerged as the single largest industry in term of net earner of foreign exchange and in generating labor intensive employments opportunities.

Soni (1990)\textsuperscript{28}, studied the role of religion and culture in tourism promotion in Nepal. The study point out that the valley has complex traditions, customs and way of life, colorful fairs and festivals to attract tourist. The valley has potential for promoting tourism especially pilgrimage and adventure tourism.

Sharma (1991)\textsuperscript{29}, gave the importance to the public relation activity to make a good tourist image of the country as "extending facilities to journalists, travel writers, broadcasting organizations, travel agents and television teams to
visit country of destination which is being promoted, under hospitality scheme. In this way public relation can boost tourism without spending much money.

Mahajan, A. (1992)\textsuperscript{30}, has conducted a study on tourism in Kangra valley with its developmental potential and problems. He was of the opinion that Kangra is blessed with immense tourist potential but the problem is related with marketing of this. And moreover, he also pointed about the poor accessibility of destinations. In his study he has listed various cultural and heritage resources of Kangra valley including Masroor Temple.

Kumar Raj (1992)\textsuperscript{31}, has conducted study on tourism in Himachal Pradesh with a case of Kullu-Manali and Mandi. In his study he presented a detail of various cultural and heritage resources. He also pointed about the problem of marketing, facilities at the destinations.

Panwar (1993)\textsuperscript{32}, study observed that India is the vast sub-continent with rare mixture of traditions. It is a land of great variety, seemingly of contradiction where the culture heritage of thousands of years is living and vivid. The study observed that the mother nature has gifted India everything that is normally not found in any country. The author observed that but apart from all these things, it remains as fact that India has never toed it seriously to strategically market India tourism abroad.

Gautam (1993)\textsuperscript{33}, conducted a historical and cultural study of fairs and festivals of Himachal Pradesh. He concluded that we should promote these fairs and festivals to maintain the existence of these fairs and festivals.

Uppal, S. (1993)\textsuperscript{34}, conducted an appraisal of financial and cost control tool in hotel and catering industry with a case study of Hotel Holiday Home in Shimla.

Cooper, Fletcher, Gilbert and Wanhill (1993)\textsuperscript{35}, viewed that any form of industrial development will bring with its impacts upon the social and physical
environments in which it takes place. Tourists have to visit the place of production in order to increase the output; tourism is already responsible for such impacts. According to them the literature on the social impacts and environmental impacts of tourism is often biased, painting highly negative pictures. They thoroughly examined the central concepts of carrying capacities and the issues surrounding its determinations. They then considered the ways in which tourist's impact upon host community and the host environment from both positive and negative view points. According to them tourism development is a multi sector activity and because it brings with it environmental, social and economic impacts, requires considerable planning if it is to be successful and sustainable.

Rai (1993), conducted a study on tourism development in India and mentioned that conscious and organized efforts to promote tourism in India was made in 1945. On the recommendation of the sargent committee. The separate tourist traffic branch was set up in the ministry of transport in 1949. Another important step was taken was to open chain of tourist office both in India and aboroad.

Savignad (1993), in his pioneering study advocate that tourism contributes to the transfer of wealth from north to south and from the industrialized to the developing countries which account for a quarter of world arrivals and receipts and can potentially perform much better. The study suggested that international tourism is unquestionable of paramount importance as a creator of jobs and the most readily exploitable source of foreign earnings to finance investments and reduce foreign debt.

Shen Yue et al. (1993), studied the characteristics and developing function of tourism resources in Jinquan National Forest Park. The tourists resources of Jinquan National Park, Heilongjiang Province, China were divided in to two types; natural tourists resources (including biological resources, water
resources, mountain resources and ice and snow resources). An analysis is also made of the seasonal characteristics and aesthetic value of the tourist resources in the park. Six functional landscape areas are designated based on the resource characteristics and natural scenes and human facilities planned for these according to the functional features of each landscape area.

Band (1994), study suggested that country's reputation is a significant factor in determining the level of growth of tourism industry. Further the success and failure in this industry is no doubt attributed to changing patterns of global trends, therefore the tourism industry depend not only on the internal factor but also external factor too. Political and ethnic situation also matter in this regards.

Gupta (1994), studied the tourism in Himachal Pradesh and reveled that young educated people preferred to travel Shimla and its surrounding places mainly for the purpose of leisure. The author suggested that various problems faced by the tourist were shortage of accommodation during peaks summer and winter season, as well as high hotel tariffs and poor sanitary services.

Bateman et al. (1994), conducted a survey among 391 visitors partly to examine factors determining visits to a site at Lynford stag, Thetford forest, East Anglia, UK. Travel time was found to be by far the most important influencer for undertaking journey. The validity of this function was tested against actual arrivals at locations and was found to be satisfactory estimator of visits. The function was then used to generate predictions of visitors; arrivals across wales to stimulate the impact sites being converted into woodland. The visitors' demand map generated by this analysis was then converted tp a monetary equivalent using values derived form a cross study analysis.

Narayanan and Sahas (1995), studied reposting for Indian tourism and lamented that tourism is hard hit by so many factors and by so many upheavals i.e. natural, social, economic, political. In this situation, it is necessary to search
for unconventional alternative way to promote tourism. In repositioning alternatives, three option were mentioned for marketing India tourism. These were 1. Influencing the stake holders, 2. Depublicising these events. 3. Repositioning of the tourism product in the market.

Nirmal (1996)\textsuperscript{43}, conducted a study on the tourism and economic development. The main objectives of this study were to discuss the role of tourism in economic development of HP. It is concluded from the study that Himachal Pradesh is placed with all the ingredients, which makes it a particular place of tourist importance in the Himalayas. But the state could not achieve the place because of the problems faced by the tourists during their stay in the state. According to them the problems of sanitation, water, parking, transportation in the state etc. are the main facts of less satisfaction and less volume.

Bisht (1996)\textsuperscript{44}, conducted a study on Eco-conservation for eco tourism. The author found that the way tourism was being introduced is not very scientific and sensible. Therefore it has started developing the source of eco tourism. To make eco-tourism everlasting and friendly to environment, certain essential eco conservation measures are to be adopted.

Singh (1996)\textsuperscript{45}, In his study suggested the need for equitable distribution of spin off and adoption of holistic approach. He opioned that more investment intensive measure should be adopted to improve human resources utilization in the government tourism agencies. He further suggested that more knowledge should be generated on the tourism sector so as to draw better plans.

Batra (1997)\textsuperscript{46}, case study on Punjab has examine the process of development of tourism. The study found that tourism has helped in earning foreign exchange, generating employments, national in tegration, cultural assimilation and promoting international understanding. The author suggested that traditional image of India as a cultural destination need to be replace with
more holidays and leisure tourist destination. The study emphasized that tourism industry has vast potential and excellent products due to rich culture heritage and tourist spots. Last the study suggested that government should extend status of industry to tourism.

Brijender (1997)\(^47\), has revealed that despite all its unique and diverse tourist attractions India's share in international tourism has so far been a mere 0.4\% percent. This indicates that the tourism has not been developed in India up to the mark inspite of having better potentials.

Balokhra; (1997)\(^48\), Tourism as an Industry began to develop in Himachal Pradesh only in the 19\(^{th}\) 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.

Chand (1998)\(^49\), Tourism history goes back to Hiuen T-Sang, the Chinese traveller, visited India and made important observations about Jalandra, Kuluta and Srugna. Apart from Hiuen T-Sang many more foreign travelers have left interesting account of their tours to various parts of the hilly state of Himachal. William Moorcroft has described beautifully the power of various Rajas, economic and social conditions, art and architecture, painting, climate, scenic beauty, flora and fauna of the hill state.

Bansal and Gupta (1998)\(^50\), study stressed on necessity of conservation of environmental resources so as to build complete harmony between economy and ecology. The study emphasized that environmental education to individual and social groups should go a long way in encouraging building of awareness proper attitudes, skills and abilities for preserving the gift of nature and developing a healthy environment. The author emphasized that unless
ecological restoration is not an integral part of our education system the preservation of education can not be achieved.

Singh Yoginder (1998)\textsuperscript{51}, has undertaken his study on tourism in Himachal Pradesh with a case study of H.P.T.D.C. In his study he has evaluated the tourism industry in Himachal Pradesh. He pointed out that Himachal Pradesh is having immense beauty in addition to this Himachal is also rich in its culture and heritage, which can act as tourism products. He has conducted his study with a sample of 150 tourists and presented a lot of practical recommendations.

Sharma (1998)\textsuperscript{52}, emphasized that changes in the tourism environment can seriously effect tourism management. Therefore tourism organizations should place themselves in active portion. Tourism needs the complements of built environment infrastructure and the socio-economic political environment. Tourism in future will be different from the tourism of the past. The form of tourism will change as it adapts to evolving trends in family, life styles, work leisure pattern, educational and income levels.

Bhatacharya (1998)\textsuperscript{53}, study has made an assessment of the existing tourism resource of Darjeeling in Himalayas and observed that tea garden of Drajeeling have been experiencing degradation due to human interference in the nature. The study suggested proper environment analysis and resources management through administrative action by planning committees. The author has suggested that resource which tourist seek to enjoy is in serious peril.

Reddy Raman and Reddy (1998)\textsuperscript{54}, reviewed and analyses there process of tourism development of this sector must evaluate various processes in quantitative as well as qualitative dimensions. Along so as to achieve desired objectives with these integrated and holistic view about tourism development is very much desirable and this must be the motto of every individual starting from
the policy makers, executive, academic tourism agent and organization which are concerned with the development of tourism development in country.

Routry and Mohanty (1998)\textsuperscript{55} in their study highlighted the importance on account of tourism in Orissa. The study concluded that tourism department has play and important role in promoting tourism business in the state.

Sarkar (1998)\textsuperscript{56}, conducted a study on action plan and practices in tourism development. The study found that the development of tourism may entail a better utilization of the existing system of infrastructure and services and in turn improve the productivity of relative investment. The author also suggested that building up tourist infrastructure would promote inter regional economic ties which is like to accelerate the information flows about domestic market. He also suggest that tourist are generally attracted by measures such as provision for adequate and cheap accommodation availability of cheaper travel facilities, effective advertisement, as well connected transport services from airport and railways station to tourist centres. At last author concluded that development for a large scale exploration and evaluation of the tourist’s area which determine the potential of modern tourism.

Bezbaruah (1999)\textsuperscript{57}, quoted about the Indian tourism as the potentials are very great, the challenges daunting. The responses have to be adequate and therefore, the list of action agenda will tend to get longer and longer.

Bull (1999)\textsuperscript{58} studied the tourism potential of England community forests. The future potential for tourism development is assessed through an examination of community most forest plans and through personal communication with previous projects. The review shows that despite a brief coverage, most plans devote same space to tourism issues, with economic and sustainable concerns underpinning most of the proposals. The study concluded by revealing that since the plans were produce the importance of tourism has

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been afforded more prominence and that a number of distinct tourism initiatives are being developed.

Gomez (1999)\textsuperscript{69} reported the results from a case study of the environmental economic value provided by afforested areas with distinct management objectives. The application sheds light on some of the problems in considering the nonmarket output associated with different forest use. The goal is to learn more about the benefits for society derived from the provision of public recreational facilities and public afforestation programmes in a unique context. That of Galicia (north-western Spain) and Portugal, where rotation periods in forestry plantations are short and land previously used for agriculture as well as native woodlands that have cut and burnt down are being replanted with fast growing species. Since the paper supports the view that contingent valuation (CV) is an appropriate technique for the valuation of the benefits, yet to be refuted, the results of the study are accompanied by the discussion of the way the method is applied. The survey of 402 visitors to the forest was conducted in 1994-95.

Saxena, B.R. (1999)\textsuperscript{60}, has conducted study on fairs and festivals of Himachal Pradesh. His study was focused on fairs and festivals of Rampur Bushehar and surrounding areas. He also made a socio-economic and cultural analysis of fairs and festivals of Himachal Pradesh. In his study he also pointed out about the touristic importance of fairs and festivals.

Mishra, (1999)\textsuperscript{61}, study on marketing of cultural tourism author suggested that if rich cultural tradition are to preserved. Polished and kept vital, the appropriate measure should be taken and subsequently, the marketing of if will follow naturally, the only need to reach the people both at home and abroad. It should be ensure that their visit is rewarding and comfortable. Author suggested that to weave strong and permanent webs of understanding, the global tourism should be given top priority.
Sethi, (1999) has made an attempt to analyses the nature and scope of tourism in wide spectrum. The author noticed that tourism as phenomenon of modern time which evolved from a simple travel form yesterday, to a very complex activity encompassing a wide range of relationships. In his study author found that tourism is not a single sector in itself but is a multi sectored economic activity. That’s why economics find it so hard to categorize and government fine it complex to coordinate.

Sue Yue Quin et al. (1999) analyzed the global trends in ecotourism. It is noted that this type of tourism is high in its expectations, and makes various basic demands on both tourists and tour managers. The paper then discussed the practices involved in developing ecotourism in Lin’an, Zhejiang Province (China) and analyzed the natural resources conditions and regional superiority of the area. Some tactics and measures for enabling the steady, continuous and sustainable development of ecotourism in Linán are proposed.

Johnson and Bowker (1999) surveyed 286 recreationists in the Apalachicala National Forest in Florida, USA to examine activity choice by wildland visitors in various activities. Respondents were presented with a list of 17 activities, ranging from consumptive activities like hunting and fishing to non-consumptive activities like nature conservation and relaxing. Participation was examined by race and gender subgroups. The results showed no racial differences for consumptive activities like fishing and hunting; however, Africans Americans were significantly less likely than whites to participate in most forms of non-consumptive activities like camping and hiking. Greater gender differences in activity participation were found for whites than the African Americans.

Hanrid et al. (1999) published a paper on Ecotourism under multiple management. Using direct observations and interviews of direct stakeholders, the paper examines the status of ecotourism industry in the Sunderbans,
Bangladesh. It explores the predicaments of ecotourism industry as it relates to resource management and policy statements. Issues discussed are: the economic background of the Bangladesh Sunderbans; why ecotourism; tourism in Sundarbans; problems and prospects; and the Sudernbans management dilemma the need for a single outlet shared approach.

Anicka and Vladimir (1999) developed a methodology for evaluating the usefulness of health and landscape benefits of forests. As part of a system of Total Economic Value (TEV) assessment, this method evaluates a useful secondary potential value for health and recreation benefits and for landscapes. The object of the method described is to estimate usefulness in point values and in the price of these points for any particular region of Croatia. External factors that are considered include characteristics of the user population, the burden of pollutants and the specific characteristics of the landscape (e.g. naturalness, diversity, historical cultural heritage, and aesthetic image).

Scarpa et al. (2000) studied the recreational benefits from the creation of nature reserve in Irish forests. Data from a large scale continent valuation study are used to investigate the effects of forest attributes on willingness to pay for forest recreation in Ireland. In particular, the presence of a nature reserve in the forest is found to random utility model is used to estimate the welfare change associated with the creation of nature reserve in all the Irish forests currently without one. The early impact on visitors’ economic welfare of new nature reserves approaches half – a – million pounds per annum, exclusive of non recreational values.

Nadda and Sharma (2000) noted that tourism traffic in Himachal Pradesh has increased at a compound growth rate of 10.02 per annum, mainly domestic tourists. Of the total tourists, about 61 per cent visited for entertainment and sightseeing, 13.78 per cent visited for business / meetings. 10.39 per cent for pilgrimage and 6.83 per cent socio –religious festivals. More than 50 per cent
of total tourists visit the state in summer for entertainment and sightseeing. On an average, Indian tourists stay for 3.5 days and their average expenditure comes out to be Rs. 627 while the corresponding figure for foreign tourists was 5.1 days and Rs. 712. They also found the multiplier effect of tourism on income and employment. In 1995-96, tourism (trade, hotel and restaurants) contributed Rs. 350.46 lakhs towards the State Domestic Product, indicating a growth of 43.70 per cent per annum over 1980-81 in the state. At the country level, the foreign exchange earnings from the tourism have increased from Rs. 189.60 crores in 1976-77 to Rs. 2500.90 crores in 1990-91.

Clark, (2000)\textsuperscript{69}, addressed in his paper three broad themes viz cultural development in social communities, the nature of tourist culture and expectation of the tourist, and relation between development of local culture and tourist culture. Author concluded that there are close connections between the tourist experience and culture through the creation of a touristic culture and through the recreation and the reposition of local cultures.

Singh, (2001)\textsuperscript{70}, Conducted a study on tourism in twenty first century. The study observed that massive temporary migration movement cutting across religion linguistic, and cultural barriers and tends to make people realize that regardless of their own nationality they are in fact global citizens. Author observed that tourism has acted as a positive force for economic growth and development as well as for cementing ties of friendship between the people’s of world and furthering the emergence of a harmonious global society. Author also point out that there are some negative factors involved but with in the help of imaginative planning and adequate resources.

Singh (2002)\textsuperscript{71}, The development of tourism in Himachal Pradesh began with the starting of the 2\textsuperscript{nd} five-year plan. Now Himachal Pradesh government has appreciated the importance of tourism as an important economic activity and declared its new tourism policy in 2000. Himachal Pradesh is a delightful state
for visitors particularly during the hot season when people flock to its hill stations to escape the scorching heat of the planes. Most of the tourists visit Himachal Pradesh for its natural and scenic beauty.

**Awasthi, (2004)**[^2], study classified India as third hottest spot for global tourist. The travel and hospitality industries has resulted in resurgence with a recorded jump of 15.3% in the tourist arrivals and increase in forex earning by 23% during 2003. The main cause for higher tourist arrivals was that country was not affected by SARS and other upheaval as well as beefing up the infrastructure to attract tourist.

**Nichani, (2004)**[^3], in his study found that 2.75% million tourists have entered in India during 2003 the highest ever recorded. She find out that the tourist number grew 15.3% against a decline of 9% in 2002. This increase in arrivals took place largely in last five month of calendar year 2003, as tourist arrival in the first half of the year was affected because of the SARS epidemic and the Iraq war. In the year of 2002, tourist inflow in to the country was recorded at 2.65million.

**Manoj Sharma (2007)**[^4], discuss the concept of the Public Private Partnership (PPP), its origin, need for the PPP, existing experience on the PPP and implementation of the tourism related projects through PPP. It also enlightens Public Private Partnership scenario world wide, in India and in the State of Himachal Pradesh of the tourism related projects. Today public-private partnership has emerged as a vital tool to build, manage and operate infrastructure services efficiently. Public-private partnership (PPP) is a system in which a government service or private business venture is funded and operated through a partnership of government and one or more private sector companies. These schemes are sometimes referred to as PPP or P3. Pressure to change the standard model of public procurement arose initially from concerns about the level of public debt, which grew rapidly during the macroeconomic dislocation of
the 1970s and 1980s. Governments sought to encourage private investment in infrastructure, initially on the basis of accounting fallacies related to the fact that public accounts did not distinguish between current and capital expenditure. In the present scenario most of the governments turning to the private sector for help in developing and delivering in the Public Private Partnership (PPP) projects. They hope to take advantage of private sector skills and know-how, improve the efficiency of service delivery, and gain access to finance for new investments. He concluded that experience in countries that have entered into arrangements for private sector participation shows that, if well designed, these arrangements can bring big improvements in the quality, availability, and cost-effectiveness of services. He further also discussed successful case studies of tourism projects in PPP in India and in Himachal (Kullu-Manali Region). One has to be careful in the development of new spots, so that they are kept free from the environmental problems that have overwheled the existing spots in Manali and Kullu. He suggests identifying potential tiny spots for the development of the area, which would fulfill two objectives. First, it will disperse to tourists over a wider area and consequently reduce the pressure on existing spots. Second, it will ensure that new places have minimum problems of pollution, maximum numbers of faculties for tourists and development will be keeping in view the present and future needs. A crucial factor for successful implementation of this suggestion is to regulate the inflow of the tourist, which can be achieved on the exchange of Himachal Pradesh holds important positions in Indian tourism, these places needs more and more researches opinion co-ordination among the hoteliers, local people, administration, environmentalist etc.

Bansal (2010) has explained the economic relevance as east Balkan countries can be justified by the forecasts of World Tourism Organization. Namely, according to World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of the new
millennium, known as Tourism 2020 Vision, the international arrivals are expected to reach nearly 1.6.

In short the review of literature encompass, Tourism is the sum of relations and phenomenon, which results from travelling and visiting an area by non-residents. Tourism has been variedly viewed by the sociologists, economists and others as a cause of development – both material and non-material. Tourism has been considered as an independent variable, being facilitative to development in different sectors including industries, service and transportation etc. Tourism is being considered as an agent of social change bridging gaps among nations, regions and people and helping them to open for wider consideration of investment throughout the world. Tourism is not a threat to environment, but it provides an impetus to environment conservation in a number of ways. A destination image has a crucial role in an individual's travel purchase related decision making and that the individual traveler's satisfaction/dissatisfaction with a travel purchase largely depends on a comparison of his expectation about the destination, or a previously held destination image, and his perceived performance of the destination. Alternative tourism trends, which are a logical, answer to the maladies of mass tourism gives rise to a bunch of new concepts in tourism. From a strategic point of view, tourist destinations should be regarded as the amalgam of consumers' space and tourism products, offering a holistic content (i.e., tourism) experience that tourists interpret subjectively with respect of travel itinerary, cultural background, purpose of visit, educational level, and/or past experience. Travel agents represent a key interface in the tourism marketing system. In addition to helping travelers book reservations and obtain tickets and vouchers, they influence tourism planning decisions and outcomes. Most previous research has focused on travel agents' consumers, dealing either with their search for information and services Internet is the most effective when used as an advertising and marketing tool. Himachal Pradesh holds important positions in Indian tourism, these places needs more and more researches.
The growth of tourism as perceived in today’s context in Himachal Pradesh 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 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 review of Singh 2002 and others tell us that, will expand greatly in future mainly due to the revolution that is taking place on both the demand and supply side. The changing population structure, improvement in living standard, more disposable income, fewer working hours and long leisure time, better educated people, ageing population and more curious youth in developing the countries, all will fuel the tourism industry growth.
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