Chapter-5

Role of Government in the Tourism Development
CHAPTER-5
GOVERNMENT ROLE IN TOURISM DEVELOPMENT

"... Tourism is a basic and most desirable human activity deserving
the praise and encouragement of all people and all Government." (This
statement made at the XXI United Nations General Assembly in 1967)

5.1 ROLE OF GOVERNMENT IN THE TOURISM DEVELOPMENT:

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

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

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

5.1.1 Basic thrust areas which have been listed in the policy are –

- To improve the quality of tourist, visiting the State.
- To regulate tourist destinations.
- Government to disinvest in the hospitality sector and concentrate on basic infrastructure i.e. Road Network, Parking, Sanitation, Better Transportation facility etc.
- To keep the destinations clean, environmentally sustainable and aesthetically pleasing.
- To concentrate on limited core areas and not spread its activities and investment thin.

The Government has also notified a Tourism Development Board that follows the pattern of other boards elsewhere in the world and is capable of cross-cutting management with multiple linkages. These are all indicators that there is a strong realisation in Government and among policy makers that tourism has to become sustainable – but this is not necessarily how it translating on the ground. Nor is this an indicator that the concept of sustainable tourism is currently at least, supported by the industry at large – and this may have something to do with the fact that a substantial number have already established a stake or are not professionals in the hospitality or tourism sector and treat the environment that sustains the industry, only as a source of revenue.

It is also likely that the tourism sector is going to experience further growth after the announcement of the Concessional Industrial Package - which was announced by the Government of India, Ministry of Commerce and Industry. Its highlights of the package are - Projects related to Eco-Tourism, Hotels, Resorts,
Spas, Entertainment and Amusements Parks and Ropeways are included in the list of thrust industries that are entitled for concessions. New projects in these thrust areas are entitled for 100% income tax exemption for an initial period of five years. Thereafter, 30% exemption is available for a further period of five years. New projects are entitled for capital investment at the rate of 15% of their investments in plant and machinery subject to a ceiling of Rs. 30 lakhs. The package of Rs. 4,000 Crores announced by the Central Government for Himachal in August, 2005 encompasses many tourism related projects and is likely to lead to further growth.2

Tourism in Himachal Pradesh has been recognized as one of the most important/a significant sector of the economy as it is being realized as a major engine of growth for future. Himachal Pradesh is endowed with all the basic resources necessary for thriving tourism activity like geographical and cultural diversity, clean, peaceful and beautiful environment through its forests, lakes, mountains, rivers and rivulets, sacred shrines, historic monuments and the friendly and hospitable people.

Tourism Industry in Himachal Pradesh has been given very high priority and the Government has developed an appropriate infrastructure for its development which includes provision of public utility services, roads, communication network, airports, transport facilities, water supply and civic amenities etc. Huge investment is being done to develop the infrastructure for the development of tourism. For the year 2005-06, there is an allotment of Rs. 444.01 lakh for the development of Tourism and Rs. 70.84 lakh for the Civil Aviation. At present 1,768 hotels, having bed capacity of 39,957 are registered with the department. With a view to promote Tourism in the State, HPTDC is going to set up/expand its complexes at Kunjum at Manali and Shiwalik Hotel at Parwanoo during 2005-06. In addition to these a sum of Rs. 7.23 crore for the development of Kullu-Manali-Lahaul & Spiti and Leh Monastic circuit, Rs. 21.00
cere for Kangra-Shimla circuit and Destination Sirmaur, Rs. 16.00 crore for Bilaspur- Mandi and Chamba circuit and Rs. 30.00 lakh for construction of tourist information centre at Manali has been sanctioned by Govt. of India.

5.1.2 Recent Works Undertaken by Government:

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

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

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

- **Himalayan Paragliding/River Rafting Festivals in different parts of HP in September/October, 2006:** The Department of Tourism will organise Paragliding, River Rafting & other events to promote adventure sports activities in the different parts of the State.

- **Trekking Programmes at specified places in September/ October/ November, 2006:** The Department will conduct Trekking programme in different parts of the State.

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

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

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

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

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

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

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

- **Start of Toll Free Services:** The Department will commission 24 hours Toll free services for the tourists

- **Printing of new Tourist literature:** The Department will print new tourist literature covering larger themes.

- **On line reservations of hotels:** The Department has provided facility for on line reservation for all hotels.
5.2 TOURISM POLICY, 2005:

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

Objectives:

1. To establish Himachal Pradesh as a leading tourist destination in the country and abroad;

2. To make tourism a prime engine for economic development and prosperity of the State and as a major means for providing employment;

3. To encourage a strong and sustainable private sector participation in creation of tourism infrastructure especially through public private partnerships;

4. To promote sustainable tourism, which is not only environmentally compatible but also leads to economics betterment of the rural people?

5. To attract quality tourist and to increase their stay in the State;

6. To safeguard the State's natural and manmade heritage;

7. To encourage civil societies & non-governmental organizations for promotion & the conducting of tourism related activities;

8. To position Himachal Pradesh as a one stop destination for adventure tourism.
5.2.1 Strategies for Tourism Development in the Policy:

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

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

**New Marketing Strategy:** In order to bring the State on to the international tourist map and to increase the inflow of the tourists the following actions will be taken up for strengthening the marketing strategy of the State:
i) Creation of ‘Destination Himachal Funds’ which will be a joint effort of Tourism Development Board, the major Temple Trusts and the private sector.

ii) Printing of new brochures, posters and other tourist literature.

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

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

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

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

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

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

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

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

xi) Conduct of buyer-seller meets.

xii) Professional guides to be trained and encouraged.

xiii) Signage’s of the international class will be installed on the national, state and at the important tourist highways and stations.
Himachal, because of its natural scenic beauty attracts several film makers for shooting of films, TV serials etc. Presently they have to seek permission for shooting from various departments. The government proposes to declare Commissioner-cum-Director Tourism as the sole authority for granting all type of permissions related to film shootings and the fee thus be collected by the Tourism department could be further remitted to the concerned department.

**Improving connectivity:** Presently the State has three existing airports at Jubbar Hatti, Bhuntar and at Gaggal. These airports are being upgraded for landing of a larger capacity aircrafts. The airport at Pathankot is also being opened for the use of civilians where Boeing will land. This will give a big boost to tourism to the State especially to Kangra and Chamba regions. The Government has also taken up the matter regarding setting up of an International airport near Sundernagar.

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

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

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

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

**Private sector investment:** In order to attract investors, it is necessary to simplify the procedures to facilitate genuine investors. The projects where forest/revenue clearances are needed will be dealt on priority within a specified time not exceeding 90. In order to promote rural tourism and to give incentive to the entrepreneurs, luxury tax will be exempted for units up to five rooms. In addition to this, the electricity and water charges will also be reduced to give fillip to investment in tourism projects in rural areas. This incentive will be provided to the promoters for a period of 10 years from the date of their commercial operation. The Government will consider assigning the task of Luxury tax collection on the pattern of collection to the Tourism Department of State Road Tax (SRT) in Transport Department. The funds so collected by the department shall form part of the resources of the Board. Single window clearances for tourism projects on the pattern of the single system. Industries Department has been made applicable. The suitable Government land either through land bank or otherwise available in the State will be transferred to the Tourism Department, which will be further leased out to the private entrepreneurs strictly on the open competitive bidding basis.
Effective regulation: The State Government has passed the H.P. Registration Tourist Trade Act, 2002. It calls for inspection and checking of the hotels, travel agencies against over charging sub standard service etc. The Government proposes to carry out the inspection work by delegating necessary powers and also by involving the Hotel Associations. The Tourist Police in the State will be strengthened concept of by placing a cadre of 500 police and home guards personnel who will be trained for regulating tourism related activities. They will be provided with special uniforms/distinguishing mark and will assist the tourist. The State government will take steps to ensure proper hygienic conditions and to prevent the exploitation of tourists on national and state highways and at tourist places. The Government proposes to classify the dhabbas situated on the National and State highways. The classification will be done on the basis of facilities provided, hygienic condition, quality of the food, availability of toilets, parkings etc. The government will encourage ethnic Himachal cuisine in these dhabbas.

5.2.2 Thrust Areas of the Policy:

In order to achieve the policy objectives indicated above, the Government has identified thrust areas for action The Department of Tourism and Civil Aviation came out with a forward looking tourism policy of Himachal Pradesh in 2005.³

It showcased the importance of tourism to the state economy and identified several thrust areas to promote tourism in the state some of which are as followings:-

Home stay scheme:

This scheme was launched in 2008 by Himachal Pradesh government with an aim to provide clean, comfortable and affordable supplementary
Accommodation to tourists in rural areas in the vicinity of famous tourist destinations when hotels and guest houses are packed to capacity.

This scheme was intended to broaden the stake holder's base for tourism in the state by including rural and interior areas of the state in providing tourism accommodation infrastructure and at the same time decongest the urban areas, which cannot support any further tourism traffic. The initiative also aimed at providing employment and generating economic value in the rural areas.

The state government has provided several incentives to promote this scheme by exempting the home stay units from luxury and sales tax and charging domestic rates of water and electricity from these units. The scheme has proved to be highly successful for the Himachal Pradesh government with Home Stay units evoking overwhelming response in Kullu, Manali, Shimla, Dharmsala, Palampur and Dalhousie regions.

A very large percentage of tourists prefer to stay in small affordable accommodations in clean homely environment. A total of 891 rooms in 332 units were registered as Home Stay units by February 2011.

Har gaon ki kahani:

This initiative was started by the Himachal Pradesh government in 2010. One village was selected in each of the twelve districts of the state and fascinating tales, folklore and anecdotes related to these villages are used to lure tourists.

This novel scheme aims at developing villages of historic importance as tourism villages by providing basic amenities and provides tourists a peep into rustic life of the hill state.

The state government has received accolades for this initiative and won the award for most innovative marketing campaign.
The state government is in process of launching the second phase of this scheme in August 2012 as more villages in the districts are being identified.

To identify villages for this initiative, the tourism department encouraged people from across the state to send fascinating stories and legends, stories of gods and goddesses, prevalent religious beliefs, local customs, rituals followed on the occasion of marriage and festivals etc related to their native place.

These were then reviewed and funds were allocated to the villages with interesting stories and historical facts.

Tourism promotion:

The Himachal Pradesh Tourism Development Corporation (HPTDC) has been using print media to promote tourism in the state.

These include advertisements in newspapers and publishing books like Unforgettable Himachal. The department has also used TV channels, primarily news channels to advertise tourism. It participates in various national level tourist festivals across the country and also conducts road shows to draw more tourist attention.

Adventure tourism:

The state government highlighted the potential of adventure tourism in the Himachal Pradesh Tourism Policy published in 2005.

Since then, to promote Himachal Pradesh as an adventure sport destination, adventure tourism activities like trekking, mountain biking and paragliding, ice skating, skiing, river rafting, heliskiing, car rallies are being organised in different areas of the state for tourists.

Policy incentives:

To encourage private sector participation in tourism and create employment in the state, the state declared a 10 year tax holiday for
entertainment units and deferred payment of luxury tax by hotels and tourism units.⁹

This has provided a major boost for development of tourism infrastructure in the state. Inauguration of Shimla heritage museum in 2011, Himachal Pradesh government inaugurated a heritage museum which showcases the heritage of Shimla. It provides visitors a glimpse of heritage building of British Raj and is aimed at attracting more domestic and foreign tourists to the state. The government is also investing in restoring The US Club building which houses the Shimla Heritage Museum.

**Initiatives in the pipeline:**

**A. Golf Courses:**

Recognizing the potential to develop golf as a niche tourism product for attracting both international and domestic tourists, especially the high end visitors, state government is planning to set up golf courses at industrial township of Baddi and tourist resort at Manali under Public private-Partnership (PPP) model and has offered land and other facilities to the private sector.

**B. Connectivity improvements:**

Ten more helipads are to be set up in Sirmour, Kinnaur and Mandi districts to increase the total strength of helipads in the state to 70. ‘Heli-taxis’ services in the state is also planned to be started soon.

The government is also in the process of increasing the ropeway connectivity in the state by setting up ropeways at Palchan and Bijli Mahadev in Kullu district. Work on several other ropeways is also in progress.¹⁰

**C. Development institution funding:**

The state has also been able to attract direct foreign assistance from Asian Development Bank (ADB). ADB would be providing a funding of USD 95 mn for the development of various infrastructural facilities in Himachal Pradesh.¹¹
Some of the planned facilities include:

i. Development of circular road and parking near Naina Devi

ii. Information Centers, toilet and parking facilities at Pong Dam

iii. Restoration of Shimla Heritage museum

iv. Infrastructure improvements, development of jetties, Development of trails, landscaping etc. in Ranser and Karu Islands

v. Development of camping sites at Dhameta and Nagrota Suriyan.\textsuperscript{12}

D. Developing new circuits:

The state government is also working closely with the Ministry of Tourism to develop new tourist circuits in the state. A new adventure and eco tourism circuit has been identified in Himachal Pradesh covering Kullu, Katrain and Manali.\textsuperscript{13}

For the state government to increase tourist inflow Marketing

A. Advertising on television:

One of the biggest take-away from the success of other Indian states that have witnessed tourism growth is the impact of marketing and advertising on tourism.

Tourism is a highly competitive industry as multitudes of tourism destination options are available to the potential traveler. Thus, marketing is a key function for the state as it helps in promoting a distinct image of the state and catching the traveler's attention, thereby influencing one's decision.

Himachal Pradesh government has thus far focused on advertising in print (including in-flight advertising) and its television advertising has largely been on news channels.\textsuperscript{14}

However, with domestic tourists comprising over 97 percent of the total tourists in the country.\textsuperscript{15}
Television commercials on prime channels, internet advertising, along with current channels of advertisement is likely to reinforce efforts to reach huge potential tourist market

B. Participation in events:

In-flight promotions may be continued to attract more and more international travelers.

To attract more foreign tourists, Himachal Pradesh may focus on increased participation in trade fairs and tourism events held in different parts of the world.

C. Use of social media:

To improve the brand visibility of Himachal Pradesh tourism, a strong presence on internet and in the social networking media is necessary.

Tourists can be encouraged to provide reviews of their trip to Himachal Pradesh and latest upcoming events should be posted on these websites. Innovative videos can also help in promoting the tourism.

Thus, a joint effort between the Himachal Government, Department of Tourism, hoteliers, tour operators, and travel organization may be needed to promote Himachal Pradesh as a tourist destination on national as well as international stage.

Development in infrastructure

One of the best ways to promote a tourist destination is through word of mouth. Hence, it is important to provide a pleasant experience to tourists visiting a place and sound infrastructure is needed for that. This includes – good roads, availability of prepaid taxi services, good connectivity with different parts of the country, etc.
The density of branded hotel rooms in the state is 0.9 rooms per 100 square Km2 and may need to be augmented to be at par with some of the peer states. The government needs sustained efforts to improve on this dimension.

All this needs to be taken care of to elevate the image of Himachal Pradesh as a preferred tourist destination. However, natural beauty for which Himachal Pradesh is known for should be preserved while developing the tourism infrastructure.

**Inviting private investment:**

The state government may focus on encouraging investment from private players for improving infrastructure facilities, accommodation and service quality, developing and maintaining tourist sites. The government may play the role of a facilitator in order to channelize private investment in the state towards development of tourism. The Government has already planned major incentives to encourage private participation.

The state declared a 10 year tax holiday for entertainment units and deferred payment of luxury tax by hotels and tourism units. In addition, the government may also convene periodic events and tourism conclave which will engage stakeholders and boost the investor confidence. Heritage sights may be developed and maintained based on PPP model by leasing them out to private players whereas hotels and restaurants can be entirely funded by private players.

To increase the attractiveness of Himachal Pradesh to private players, model of private sector participation in the infrastructural areas mentioned above may need to be evolved. Also, it is important to have a streamlined process for investment approval in tourism projects.
Pilgrimage tourism:

Religious tourism is the single largest driver of Tourism in India. For example, Andhra Pradesh witnesses a very large number of people visiting Tirupati Balaji every year. Similarly, over 70 percent of the total tourists in Uttarakhand visit Haridwar.

This shows the high potential of pilgrimage tourism in India. Himachal Pradesh is also blessed with multiple pilgrimage destinations like Naina Devi, Chamunda Devi, Jwala ji and Paonta Sahib Gurudwara. The tourism potential of these places should be tapped by developing the supporting infrastructure of these sites. Special package tours covering major pilgrimages in Himachal Pradesh may be started to pull more domestic tourists to the state.

Organise international events to promote adventure tourism:

Himachal government currently organizes a few international events like Ice Skating Festival, International Paragliding competitions, etc. Aggressive promotion of adventure tourism sites in the state and holding international events at different locations in the state can give a major boost to tourism. Dharamshala currently hosts some matches of Indian Premier League.

Hosting larger number of international cricket matches at this stadium will also help in increasing the tourist footfalls. A significant number of events during the Nov-Feb period may help in attracting more tourists during this off-peak season period.

The state may also set up institutes offering courses in adventure sports to differentiate it from other states and establish itself as a pioneer in adventure sport market in India.

Training

Tourism contributes 10 percent of GSDP of Himachal Pradesh and the government aims to increase it to 15 percent by 2020.
To achieve this, apart from all the infrastructural requirements, the state will need a lot of skilled labor to provide services to the visitors.

The state would also need local entrepreneurs to establish recreational facilities, hotels etc. Hence, providing quality training to the locals is going to be critical for Himachal Pradesh to achieve its goal. There should be regular trainings conducted for developing guides, entrepreneurs, waiters and front office staff.

Circuit rationalization

As mentioned above, the Himachal Pradesh government has divided the state into four circuits to provide different experience to the tourist. However, there are too many destinations across each circuit and with the average duration of a trip of a domestic tourist being 2-4 days only, the number of destinations in each circuit may be rationalized.

Establish new circuits

Himachal Pradesh has the potential to promote various forms of tourism like wellness tourism, corporate tourism and ecotourism etc. The state needs to develop new circuits to tap the potential of these upcoming forms of tourism. Wellness or Health circuits covering regions like Dharamshala and Mcleodganj may be promoted. Similarly corporate circuits in regions having good connectivity and other amenities may be set up to offset the seasonality in tourist inflow.

Localization of content for foreign tourists

As stated earlier, Himachal Pradesh receives a fair share of foreign visitors. A significant number of these foreign visitors belong to non-English speaking countries like Germany, France, Italy, etc.
Hence, the service provided to these visitors may be improved by providing information in their local language at the tourist information centers. The website of Himachal tourism may also be translated into different languages. Apart from this, different language trainings to guides may also help in ensuring more pleasant experience to these guests.

For harnessing private sector participation:

Hotels and restaurants:

With the growing number of tourists visiting Himachal Pradesh year after year, there is immense potential for hoteliers/investors to build good quality budget and luxury hotels in the state. The Himachal Pradesh government aims to increase the contribution of tourism to GSDP from 10 to 15 percent by 2020.22 And is promoting tourism in the state, so the number of visitors is likely to grow providing ample opportunities for the investors to benefit from it. Seasonality of the traffic is a risk for this segment but it may be mitigated by developing corporate clients and organizing off site trainings and conferences during the off season.

Developing tourist sites:

One of the keys to attract tourists to a state is the maintenance of existing tourist sites and development of new ones. Private sector has a role to play in both these aspects. The state government of Himachal Pradesh is focused on performing the role of a felicitator and is inviting private players via PPP route to develop new destinations or lease existing sites for maintenance.

Training institutes:

As mentioned earlier, Himachal Pradesh needs significant trained personnel to achieve its targeted growth in tourism. This would require training programs for Entrepreneur Development, Hotel Management, Adventure sports, Front office tasks, etc. It is difficult for the government to create so many trained
personnel by itself and thus there is great potential for private sector to fill this gap. The scope of this opportunity is good given that Himachal Pradesh government is promoting tourism courses among the youth of the state.

Recreational centers and shopping complexes:

With the number of tourists visiting the hills of Himachal Pradesh increasing consistently every year, the state offers growing potential to the investors in retail and entertainment space. The potential areas of investment may be shopping malls, multiplexes, amusement parks, etc.

Other opportunities:

Apart from the above mentioned areas, the other likely areas for private investment may be:

- Travel and tour operations.
- Adventure activities operations.
- Culture and Traditional folk and dance performance chains of center in major Tourist Destination of Himachal Pradesh.

The past initiatives undertaken by the Union and Himachal Pradesh government have yielded a strong impact on the tourism market in the state.

Some of the initiatives by the government and the private sector outlined in the above section will further strengthen the position of Himachal Pradesh as a tourist destination and will enable the state to achieve greater economic and social prosperity.

5.3 ACTION PLAN:

In order to achieve the goals and objectives of the Policy the action plan proposed in the Policy is as under:
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<th>S.No.</th>
<th>Objective</th>
<th>Strategy</th>
<th>Action Plan</th>
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| 1.    | A. To establish Himachal as a leading tourist destination in the country & abroad. | a) Brand image of H.P. & Media strategy. | i) Hire leading consultants of the country within next 6 months to have a brand image & media strategy in place.  
ii) Create “Destination Himachal Fund” collaboration with all stakeholders for strengthening of brand image & media campaign.  
iii) Strengthen all TICs in the country and generate resources by booking for private hotels also through Tourism Board.  
iv) Have online reservation system through public private partnership.  
v) Participate in leading national & international trade fairs.  
vi) Update tourism related literature and ensure its adequate availability.  
vii) Have active and constant contact with Govt.of India offices abroad for projecting Himachal.  
viii) MOUs with leading States and Countries for promotion of tourism.  
ix) To promote H.P. through Himalayas and its brand image globally. |
|       | b) To upgrade tourism related Infrastructure to international level. |  | i) To give top priority to public private partnerships.  
ii) Collaborate with international and reputed national companies which can provide world class technology, know how and expertise in improving infrastructure in tourism.  
iii) To seek maximum assistance from Ministry of Tourism, Govt. of India for funding under various schemes like Circuits, Destination, Large income generating projects, rural Tourism etc.  
iv) To set up a Tourism sub Plan in the State so that funding could be integrated & monitored effectively at the State Level (Road, Sewerage, lighting, transport, telephone etc. |
2. To make Tourism a prime engine of economic growth in the State & as a means for providing employment.

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<td>v) To actively pursue the expansion of airports so that large plans could land.</td>
<td>a) Attract outsider investment.</td>
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<td>vi) To promote the use of Helicopters for easy access to remote &amp; landlocked areas.</td>
<td>i) Take full advantage of the Govt. of India package of incentives which include excise &amp; income tax exemption.</td>
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<td>vii) To set up 4/5 Star Hotels in leading destinations.</td>
<td>ii) To give top priority to public private partnerships.</td>
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<td>iii) To have more 2/3 Star Hotels for budget accommodation.</td>
<td>iii) Collaborate with international and reputed nationals companies which can provide world class technology, know-how and expertise in improving infrastructure in tourism.</td>
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<td>iv) To create more Youth Hostels.</td>
<td>iv) To seek maximum assistance from Ministry of Tourism, Govt.of India for funding under various schemes, Circuits, Destinations, Large Income Generating projects, rural tourism etc.</td>
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<td>v) To actively pursue the expansion of airports so that large plans could land.</td>
<td>v) To actively pursue the expansion of airports so that large plans could land.</td>
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<td>vi) To promote the use of Helicopters for easy access to remote &amp; landlocked areas.</td>
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<td>vii) To set up 4/5 Star Hotels in leading destinations.</td>
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<td>iii) To have more 2/3 Star Hotels for budget accommodation.</td>
<td>viii) To have more 2/3 Star Hotels for budget accommodation.</td>
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<td>ix) To categories Hotels in the State to provide standardized services.</td>
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<td>x) To lay special emphasis to attract private fund including FDI for setting up of new hill stations, water sport related resorts, ropeways including Ski Resorts, Spas, Eco-Tourism related projects etc.</td>
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| xi) Recast existing schemes and lay top priority to rural tourism scheme.  
| xii) To hold Tourism Conclave at regular intervals with the prospective investors for hand holding exercise.  
| xiii) To setup and Investors Cell in the Board which will facilitate, investment including funding from Banks & providing necessary statutory clearances.  
| xiv) All Tourism projects will also be placed before the Single window clearance meeting chaired by Chief Minister on the lines of Industries department’s projects.  
| b) To employ maximum local people in the Industry.  
| i) Strengthen Hotel Management Institute Kufri and to set up a new Food Craft Institutes in the State.  
| ii) To encourage setting up of leading private training institutes in the State.  
| iii) Maximum employment will be provided to locals in the Units setup in the State.  
| iv) To conduct special capacity building courses and seek support from GOI under its “Atithi Dev Bhava” scheme.  
| c) To monitor the economic impact of tourism in the State.  
| i) The tourism Board will build a strong Data base on the impact of tourism both positive & negative.  
| ii) Conduct periodic surveys and status through leading institutions & Universities etc.  
| iii) Tourism Board will also monitor the status of employment of local persons both in formal as well as informal sector.  
| d) Tourism Sector will generate maximum resources on self sustaining basis form tourism related activities.  
| i) The tourism Board will be the vehicle for the generation of resources through the services provided by it like parking places, Sulabh Shauchalayas, Parks & Entertainment centers, T.R.C’s fee from registered units, travel agents, Tourism councils, Public Private Partnership, leases, helicopter sides etc.  

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<th></th>
<th>To attract quality Tourists.</th>
<th>a) Brand image of H.P.</th>
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<td>3</td>
<td>i) Hire leading consultants of the country in time bound manner for a complete media strategy.</td>
<td>ii) Create “Destination Himachal Fund: in collaboration with all stakeholders for strengthening brand image &amp; launching media campaign.</td>
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<td>iii) Strengthen all TIC in the country and generate resources by booking for private hotels also through Tourism Board.</td>
<td>iv) Have online reservation system through public private partnership.</td>
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<td>v) Participate in leading national &amp; international trade fairs.</td>
<td>vi) Update tourism related literature and ensure its adequate availability.</td>
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<td>vii) Have active and constant contract with Govt. of India offices abroad for projecting Himachal.</td>
<td>viii) MOUs with leading States and countries for promotion of tourism</td>
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<td></td>
<td>ix) To promote Himachal through Himalayas and its brand image globally.</td>
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<p>|   | To safeguard State's natural &amp; manmade heritage. | a) Natural Heritage. |   |
| 4. | i) To work closely with the Forest deptt. to conserve and protect forests, cold deserts, sanctuaries by charging fee from the tourists so that these places are preserved through Tourism councils. | ii) To work towards conservation through Tourism council and fund generated by on the Manali model. |   |
|   | iii) To change some fee from the registered travel agents &amp; trekking companies so that these funds are used for conservation and development. | iv) Promote bird watching &amp; angling competition (on catch &amp; release basis). |   |
|   | b) Manmade heritage. | i) To promote conservation of heritage buildings in the State like Gaiety Theatre. |   |</p>
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<th>5.</th>
<th>To encourage strong public sector participation in creating of tourism infrastructure especially the Public Private Partnership.</th>
<th>b) Disinvestment of H.P.T.D.C. properties.</th>
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<tbody>
<tr>
<td>i)</td>
<td>The list already identified will be disinvested in time bound manner.</td>
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<td>ii)</td>
<td>The income from these properties will accrue partially to H.P.T.D.C. which shall find the Voluntary Retirement Scheme/Golden handshake scheme.</td>
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<td>iii)</td>
<td>The remaining fund will accrue to tourism Development Board while will go towards strengthening the tourism infrastructure in the State.</td>
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<td>iv)</td>
<td>While disinvesting the genuine interest of the workers will be protected.</td>
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<td>v)</td>
<td>The employees will be given a choice to take up identified properties on management lease basis for running them in lieu of retirement.</td>
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<th>6</th>
<th>To promote sustainable tourism which is environmentally sustainable</th>
<th>a) Setting up new units.</th>
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<tr>
<td>i)</td>
<td>All new hotels will have architecture, which blends with the local environment.</td>
<td></td>
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<td>ii)</td>
<td>No building will be more than 4 storeys.</td>
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<td>iii)</td>
<td>Architecture with water harvesting structure will be mandatory.</td>
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<td>iv)</td>
<td>The basement/ground floor shall be for parking.</td>
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<td>v)</td>
<td>Proper garbage disposal &amp; sewerage plants are mandatory.</td>
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<td>vi)</td>
<td>Maximum employment to local person.</td>
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<td>vii)</td>
<td>No/minimum felling of trees.</td>
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<th></th>
<th>b) Regularly check of existing Units.</th>
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<tr>
<td>i)</td>
<td>All hotels will be checked and must comply with the pollution control standards.</td>
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<td>ii)</td>
<td>Violating Units registration shall be registered.</td>
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<td>7.</td>
<td>To encourage Civil Societies &amp; NGOs for promotion &amp; conduct of tourism related activities.</td>
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<td>a) For capacity building.</td>
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<tr>
<td>b) Active participation.</td>
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<td>8.</td>
<td>Himachal as a one stop destination for adventure tourism.</td>
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</table>
| a) Tourism Dev. Board /Deptt. | i) The Tourism Development Board will find NGO's working in the field of rural tourism, eco-tourism & community basis projects. 
| ii) For cleanliness of rivers & campaign against polythene bags. | 
| b) DMAS/WHMI, Manali | i) Will be represented on the boards & committees of Tourism Deptt. /Board. 
| ii) Will be engaged in classification of hotels, certification of dhabas. 
| iii) Important events will be organized through the registered associations like paragliding, river rafting, mountain biking etc. | 
|  | i) All media campaign will focus on adventure tourism. 
| ii) Will encourage the activities which have possibility of generating employment like paragliding & river rafting by organizing/funding training camps. 
| iii) Set up safety standards & enforce through Distt. Admin. 
| iv) Assist Deptt. Of Youth Services Sports/Western Himalayan Mountaineering Institute (WHMI)/DMAS 
| v) Hold annual events as paragliding, river rafting, mountain biking, motor sports, bird watching angling rock climbing, marathon races etc. | 
| b) DMAS/WHMI, Manali | i) Will organize mass treks during Holidays for students in collaboration With Tourism Department. 
| ii) Will train students/un-employed youths 
| iii) Run river rafting & paragliding school set up by Tourism Deptt.. 
| iv) Run special courses for tourists. | 

5.4 SWOT ANALYSIS OF TOURISM POLICY OF HIMACHAL PRADESH:

Strengths of the Policy:

Creation of tourism sub-plan is the biggest strength of the new Policy where the activities of the Tourism department is to integrate and co-ordinate with the other tourism related departments. For the improvement and development of infrastructure focus has been laid down on the existing tourist destinations like; Shimla, Manali, Dalhousie, Mcleodganj and Kasauli etc. It was also proposed to upgrade the civic infrastructures in these towns on priority. Invitation to the private sector investment for developing infrastructure is also made. New marketing strategy by way of promoting State through Electronic and Print Media, by participating in national and international fairs is also the strength of this Policy. In the filed of accessibility seriousness of the Government has also been seen by way of showing efforts for the improvement of Air and Rail connections. Wayside amenities like constructing toilets, developing picnic spots, constructing fast food, installation of signages are preferred with a special concern to the classification of the Dhabas on the basis of hygienic condition, quality of food, availability of toilets, parking etc. The action plan of the new Policy shows the attitude of the Government that actions to be completed within a specified time rather than to have it general.

Weaknesses:

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

Opportunities:

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

Threats:

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

5.5 GAPS AREAS IN THE POLICY:

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

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

5.6 REVIEWING THE POLICY:

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

Policy / Regulation:

The state government has a major role to make planning for tourism development and to control it for the benefit of the people of the state and its environment.

The tourism department will highlight new spots as to promote group tourism in the state. These groups shall be developed in tourism cities and tourism villages. The government will provide the basic infrastructure and facilities such as water, road, electricity, communication network and other basic facilities to promote these off beat tourist destination/areas in the state. Entertainment parks, cafe, art and craft etc. are included in these projects or destinations. Land purchase acts are being made simple. The important locations/sites/destinations in the state shall be handed over to tourism department. And Department of Tourism shall be further handed over to professional Tourism/Hospitalities Private entrepreneurs on the basis of BOT(Built, Operate, and Transfer) as well as on the lease basis to develop tourism related activities in the proposed off beat sites and location for the further enhancements in the attractions and options for the future proposed tourist arrivals in the states. Advertisements shall be given in various National newspapers, local regional news paper, weekly issues in all local major languages as well as to utilise the maximum reach of print media as well as in national channel as well as local / regional news channel to attract private sector player to make Himachal Pradesh world class Tourist Destination as having all natural assets for tourist attraction from Adventure, Nature as well as culture and the rural life to enjoy and cherish.

It will also do through online means of communication such as website etc/ web promotion. The department will get nominal amount as services tax.
The state government shall constitute tourism development corporation for tourism related areas and sites/locations. It will include those people who are engaged in tourism business/activities directly and indirectly. This corporation shall also be given a right to collect funds to provide basis facilities in the state. A Tourism Development board shall be constituted under the chairmanship of Chief Minister, which shall include government and non-government member (Private sector) and preference should be given to those who have Tourism related professional and academic background.

And the Tourism Information centre functional outside state should be equipped with the person/people or staff with Tourism related academic background such as Kerala has done and reached in the Top ranking of Tourism receipt of Domestic as well as over seas tourist arrivals. And they should be well versed with the all travel related knowledge of the state all major tourist destinations as well as the off beat less explored sites of the states which are now majority of them connected to road as well as the basic facility of accommodation as well due to the new introduced scheme of Home stay of state governments for the same departments need to make it mandatory for there marketing staff to have familiarisation trip of the state in alternate years basis. The board shall advise the government for the matters related to licensing cases and cases related to tourism industry.

Himachal Pradesh Tourism Development Corporation is a main promoter to encourage tourism in the state. The corporation has prepared, developed and introduced various projects and schemes to accelerate tourism related activities in the state. The Himachal Tourism Development Corporation plays a major role in the development of new tourist spots/destinations/locations and is providing a healthy competition to the private sector player. The state government is looking after the privatization of existing assets of the corporation as to collect resources
for new projects and schemes. The corporation has launched new packages and is operating it for the developments of adventure activities in the state. The corporation shall bring out additional material to the tourists/visitor as to provide them the necessary information regarding the tourist sites/spots/locations.

**Tourism planning play important role for overall tourism development:**

The stake holder/local people must be involved in the planning and implementation of tourism activities in and around their localities. They should be encouraged for the planning and development of tourism activities with the assistance of government body and organisation. Tourism seeks decision making among all segments of the society, including local population. There should be more consultative and democratic planning process being tourism the most labour intensive sector / industry. Tourism development play a major role to stimulates improvement to local economy, transportation facilities, road network, communication and other basic infrastructure. It requires integrated environment, social and economic planning for keeping in mind the local people and the stakeholder to achieve the role of tourism in all round development target.

A careful consideration is required to be given to different types of projects related to the existing use, life style and environmental activities. Keeping in mind the emerging role/ importance of tourism in development, the state government has declared tourism policy 2005 as to promote tourism in Himachal Pradesh,

As well as Vision documents-2020 especially based on Tourism promotion and its contribution with the participation of Private sector is also under process to make the tourist arrival double in the proposed years with the increase of Tourism Role in terms of GDP by making it 15% in coming years upto 2015 as announced by govt spokesperson on different occasion. While planning any tourism policy or upgrading the existing one in natural area like
Himachal Pradesh, the planner should review the following points. While reviewing any tourism policy framed by the government these points must be taken care of:

1) Role of Various Tourist Facilities:

After reviewing the tourism policy of state government it is observed that policy has ignored safety and security factor for incoming tourist which role are very important in attracting the more tourist number for the destination. The tourist should feel secure in the state. It is evident that some tourists had lost their lives and valuables in the past especially foreign tourists. The government need to understand the role of safe and secure destination image in tourism developments and should ensure that tourist could travel freely without any fear all over the state. It is required to propose certain measures in this respect. Role of Maintenance of tourist destinations/sites/locations is very important for the tourism development.

The government of Himachal Pradesh has laid emphasis to maintain the tourist spot properly, but it is evident from the personal visit to many tourist sites, it is observed that maintenance of tourist site is below average.

So it is required that that these tourist sites should be maintained properly and effective measures should be taken in this regard while framing tourism policy document. There is no such proposal in the policy that how the traffic flow will be controlled with the increase number of tourists. It should be supported by the proposal to make various ropeways and walkways in the state.

2) Role of Physical and Ecological Factors:

It is evident from study that number of tourists visited Himachal Pradesh varies in different seasons. The number of tourists is more in the summer and less in monsoon and winter and autumn seasons. But it is observed that in the
tourism policy there is no such proposal to encourage tourists in the seasons other than summer seasons where as other parts of country it self winter attract a lot more foreign tourists which is the major tourist season for inbound tourism industry. The tourism policy is focused to give emphasis to protect environmental factors. The policy is concentrating on the new areas which are still going on and a lot of off beat untapped potential is still remaining for its major role for the promotion and development of tourism in those area/locations/sites/destination. Safety of ecological damage is very important role from tourism point of view. It includes soil, plants life, animal life safety in there natural inhabitation, and safety of other geological factors. Strict and time bound efforts are required to be taken care in this regard. Policy does not comprised of the effective proposal to protect all these resources which has a major role in long run tourism development and tourist attractions as well as sustainable developments for future generations. Role of Infrastructure development may be considered as the back bone for the tourism development. It is also encouraged the tourists to visit certain destinations, as the mode of transportation play a major role in the promotion of any destination to connect the same from tourist generating area /market/region.

This Facilities is still required to be strengthened in Himachal Pradesh as the road maintains conditions are very poor even in the major revenue generating destinations as well, has been observed during the personal visit to the study area of Beas circuit as this circuit fall in the major tourist arrival circuit and the facilities need major make over for long run sustainable development to keep the role of tourism in positive mode in economic development. Therefore the development of these facilities, responsibilities’ should be given to certain agencies and accountabilities should be fixed in this regard. This will certainly help to encourage tourists to visit Himachal Pradesh from various parts of the country as well as different tourist generating overseas market for the every reason for every season in Himachal Pradesh.
3) Social Factors:

Tourism Development play a major role in economic development of the area as well as whole economy or society by creating new job opportunities being the number of labour intensive industry as well as to create more jobs/employments by making less investments in comparisons of other industry. As well as by developing new tourist sites / attractions in off beat locations/area tourism developments will play a major role in the economic developments of various areas especially rural, tribal and countryside area of the Himachal Pradesh by providing the employments to local youth in the tourist units such as Hotels/Resorts/camp sites/trekking as well as local guide, poter, cook, as well as travel consultant for the local travel activities etc. Numbers of indirect employments are also generated with every direct employment. The tourist inflow varies in Himachal Pradesh with the seasonal changes or variations. The policy has ignored to consider the tolerance level on the special occasions when the tourists inflow increase. Tourism helps to make co-ordination among various cultures and traditions. The participation of the tourists in various culture activities is required to be considered. Efforts should be made in the policy to make our culture and traditional values safe with the increase in tourist number. The people should also be educated about the emerging role of tourism development. They should also be apprised with the negative role of tourism activities so that our social, culture and traditional values will be saved. During the general discussion with the people in study area general public has given their opinion regarding the negative impact of tourists. The public is of the opinion that tourism has increased drug abuse, the habit of alcoholism, pollution and traffic congestion on the roads and has also increased the price of essential commodities. Tourism has increased the corruption and no significant efforts have been made to control all these negative role of tourism.
4) Economic Factors:

Undoubtedly, Tourism also contributes to foreign exchange earnings, diversification of the export based, national income and employment in the country. These are the reasons which limit the potential economic significance. In order to enhance the economic role of tourism a three stage process is required, first the state must keep better tourism statistics, secondly there must be assessment in details of the economic role of tourism based on more concrete sources. Thirdly the results of the economic role must be studied which provided a basis for more informed policy making with the objective to maximise the net benefits from the tourism development.

For sound policy making and planning by both government and private enterprise, it is essential to obtain reliable information regarding volume and composition of tourist expenditure flows, the important content of the direct, indirect and induced income roles of the tourism sector and the other sectors of the economy, the distribution of benefits from tourism expenditure, direct and indirect employment generated, etc. In addition to this, information must also be gathered from tourist expenditure, surveys of tourist enterprises and tourist industry suppliers to assess inter-industry linkages and demand for imports, expenditure surveys of local households, partially to help determine multiplier effects/role and identify the proposition of income spent on imported products, reliable hotel statistics conveying information on room/bed capacity, occupancy rates, tariff rates, monthly gross turnover from accommodation, food and beverage sales, number of full time and part time worker/employees, etc. Until these sorts of statistics exist, no reliable estimates can be made as to tourism’s net contribution to gross domestic product, also the full allocation of sources between and other sectors.

It is true that private sector can play an important role in the economic development of tourism in Himachal Pradesh. It is encouraging that the state
government is planning to increase private sector role in the tourism development of Himachal Pradesh. It will be helpful in the economic development of Himachal Pradesh and will provide more employment/job opportunities to the people of the state. But other aspects of private sector investment are ignored by the government. The investor will be least concerned with the local social, religious (such as in Beas circuit the proposed ski village is against the wishes of local jagthi peet the group of local god and goddess still the governments is ready to allow this project operation against the wishes of the local population) and traditional values. There main focus will be to earn maximum profit by using any means which can destroy our social, cultural, and traditional as well as our religious values. The provision should be made in the policy so that all these basic assets could be saved. On the other hands, the policy of state government is not clear that weather all the profit earned by the investor will be drained off from the state or whether some part of the profit earned will be invested for the development of state. It is not clearly described in the tourism policy. Therefore it should be included that some percentage of the total profit earned by investors should be kept for the development activities in Himachal Pradesh. The policy has failed to clear about the foreign investment, foreign investors and the legal complications of documentation.

The policy has also failed to clear that whether people will get satisfactory benefits and benefits are sufficient or not to motivate the people regarding the protection against negative role of tourism. The policy concentrates only to provide job opportunities to the people of rural area, tribal areas and backward areas. The main thrust is concentrated only on all these area. It is required to be added here that job opportunities at every level of management will be given to the residents of Himachal Pradesh only. Infrastructure development is very important factor for the development of tourism at particular place. It is evident that Himachal have accommodation facilities below average and need to make
policy to attract investor in the four star and five star hospitalities /hotels/resorts segments to increase the upmarket tourists segments. Therefore it should be strengthened more by attracting such investor or private hotel/resorts national as well international chains or player in the hospitality segments. Parking facilities are also not up to the mark. The majority tourists destinations need immediate improvements in parking facilities as well as increased in the space allotted for the parking facilities. Therefore time bound efforts should be made in the tourism policy to provide proper infrastructure at various tourist Destinations/attraction sites/location keeping in view the coming 15-20 years.

The policy is concentrating on the development of religious tourism in Himachal Pradesh. Which is very encouraging from tourism point of view? Himachal Pradesh is known for the land of god and goddess. The flow of tourists heavily increased on certain occasions of festivals and fairs and it become difficult to control the flow of tourists. It is evident that even basic facilities are missing at some places. Some of the places are yet to be equipped with the basic facilities keeping in view the number of tourists on those specific occasions. It is required that efforts should be made in this regard in the tourism policy. The tourism policy of state government has ignored the human factor in the tourism industry. Human resources development plays a major role in the success of any industry. If they are not satisfied with their job or the work environment, the industry can not think for its better prospects. There should be a provision in the policy which can evaluate the various systems or activities relating to the human resources. The person should be well paid and minimum wages paid should be cleared in the policy itself. The communication network has become very fast. The industry has to equip itself with the latest technology yet. It is very important to provide necessary training to the professionals to keep them update with the latest technological know how and others. This particular aspects is found missing in the policy. There is a need to make certain
provisions so as to strengthen this area so that overall objective could be achieved by this policy.

As long as existing linkages between the tourist industry and other industries remain weak and possible linkages are unexplored, the Role of Tourism in economic development will continue to be limited. It can be concluded that tourism policy of the state comprises of most of those aspects which are essential to make the Role of Tourism in economic development. Social, culture, and environmental point of view. More attention should be undertaken as early as possible in this area to find out how, in the context of government overall the Role of Tourism in economic development, different industry linkages can be strengthened and what are the appropriate policies to create and stable them.
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