Chapter-8

Recommendations and Suggestions
CHAPTER-8

SUMMARY, CONCLUSION AND SUGGESTIONS

The basic theme of this chapter is to summarize the discussion made in previous chapters. The present chapter is divided into two sections. The first section deals with the summary and conclusions and contribution that have been drawn on the basis of observations that have come to light during the course of study. The second section suggests some suitable measures and suggestions on the basis of findings to achieve the objective which emerged out of study.

8.1 HIMACHAL PRADESH – BRIEF INTRODUCTION:

Hill areas in India constitute 21 percent of total geographical area and nine percent of total population of the country. The hill areas hold basic life support system and natural resources. A large part of population in the plains is dependent on hill resources especially of Himalayan region. Most of the perennial rivers in the country originate and have their watershed in the Himalayas.

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

Himachal Pradesh is located in the northern part of the country. It has an international border with Tibet in the east, Indian states of Jammu and Kashmir in the north, Punjab in the west and southwest and Haryana and Uttar Pradesh in the south. The state forms part of western Himalayan Zone. It has a hilly terrain, mountainous and undulating topography with altitude ranging from 350 to 6,975 meters above mean sea level.
Total geographical area of the state is 55,673 sq. kms. Its population, as per 2011. Census is 68, 56,509 residing in 20,118 villages and 57 towns providing a density of 123 persons per sq. kms. Villages in the state are scattered and small. Schedule Castes constitute 25.34 per cent and Scheduled Tribes 4.22 per cent of the total population. Schedule Tribes are concentrated in tribal districts of Kinnaur and Lahaul & Spiti and Pangí valley of Chamba district and few settled down in Kangra district that hold the status of Schedule Tribes. For administrative purposes and implementation of development programmes, H.P. is divided into 12 districts, 77 Community Development Blocks. In addition, 3243 elected Gram Panchayat are taking active part in implementing rural development programmes.

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

8.2 SUMMARY AND CONCLUSIONS:

Tourism industry has passed through many phases. At government level, the development of tourist's facilities was taken up in a planned manner in 1956 conceding with second five year plan

Over the last Six decades it has been observed that the share of industry sector in total employment has not registered much increase while the share of Tourism/Hospitality sector has increased. The experience also shows that organized industry sector has failed to make any perceptible impact on the magnitude of poverty and Employment. The reason is that organized private sector has a strong preference for using capital in place of labour. Most of the industries use imported technologies, which are of labour saving nature.
Where the Tourism and Hospitality sector is the key player in the global as well as Country and state level which provide more labour intensive jobs/employments rather then any other industry of the economy in return to the same level of investments.

Tourism development in India has passed through many phases. At government level, the development of tourist facilities was taken up in a planned manner in 1956 coinciding with the second five year plan. The approach has evolved from isolated planning of single unit facilities in the second and third five year plan. The Sixth plan marked the beginning of a new era when tourism began to be considered as a major instrument for social integration and economic development.

In the Fourth Five Year Plan, it was realized that reduction in the unemployment and consequential poverty in the country could be achieved only after the adoption of direct interventionist policy of target oriented approach. In other words, the need for special poverty alleviation programmes for the disadvantaged sections of the population and areas of the country was identified in early seventies. The Fifth and Sixth Five-Year Plans continued the strategy with some corrections.

The Seventh Plan recognized that employment generation should be at the center of any poverty alleviation program. Implementation of various programmes was not so encouraging and the backlog of unemployment at the end of each successive plan kept on increasing. Realizing the enormity of unemployment problem, the Eighth Five-Year Plan (1992-97) emphasized that accelerated expansion of employment opportunities is necessary for poverty alleviation and effective utilization of human resources for economic and social development.

The other major development that took place was the setting up of the India Tourism Development Corporation in 1966 to promote India as a tourist
Destination and the Tourism Finance Corporation in 1989 to finance tourism projects.

Tourism enhances the economy on the one hand and augments the opportunities of employment on the other hand. The Foreign Exchange Earning and the cash flow from the tourist visiting there home country and tourism meaning the domestic tourist leads to more economic development. Tourism requires huge number of employees to facilitate the tourists.

Himachal Pradesh is one of the loveliest areas of Himalayas, it's a veritable cornucopia of nature and is also a land with an element of the divine, studded from one end to the other with sacred places of pilgrimage like Manimahes, Shree Khand Mahadev, Kinnar Kailash, Jawalamukhi, Naina Devi, Chintpurni, Chamunda jee, Paonta Sahib and above all the magnificent peaks of trans Himalayan region as well as Rohtang pass which attract lakhs of tourist every years.

Himachal Pradesh is playground of adventure tourism sports, one can pursue any adventure activities such as trekking, mountaineering, rock climbing, reppling, paragliding, white water rafting, skiing, jeep safari, cycling, motor bike expedition, including golfing, camping, fishing, hunting and crossing of high passes over one range to another etc.

Himachal Pradesh Tourism Development Corporation is a pioneer in the development of tourism in Himachal Pradesh, performing to cater as parent government body in Himachal Pradesh established in the year 1972. It is wholly government undertaking consisting of large variety of hotels, guest houses, restaurants and large number of transport fleets to cater the tourist transportation facilities for local city sight seeing as well as to connect the tourist between the destination as well on contract carriage basis. It has other recreational facilities as well. The main objective of this corporation is to accelerate the growth of
tourism industry in the state with the primary goal to earn foreign exchange and provide employment opportunities to semi-skilled and unskilled work force. Through a network of Tourist information center as well as the country wide sales and marketing office with its own office as well as with the tie up of PSA/GAS Network, for the destination promotion in the tourist generating pocket of the different state capital headquarters of India. These offices and the chains of the offices of Himachal Pradesh Tourism Development Corporation helps the tourists by answering their travel related enquiry and assist them in drawing up a suitable itinerary. The corporation provides facilities like bedding, small libraries, indoor games, binoculars, lawn umbrellas, events and meetings facilities for the convenience of tourists at the tourist spots in the hotels and resorts.

Tourism Policy 2005 of Himachal Pradesh 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 development and growth of the state. Besides effectively addressing the problems of unemployment and poverty. It aims for the prosperity of the state.

The primary objective of this study is to examine the Role of Tourism in Economic Development of Himachal Pradesh – A study of Beas circuit, through the study of economic benefits of tourism, Economic development role of tourism in the study area and tourism policy of Government of Himachal Pradesh. Economic profile of stake holder in the study area and their opinion and views regarding employment, tourism is good to grow, various facilities of tourism in the Beas circuit etc. have been analyses with the help of statistical tools data collected from secondary and primary method of Research Design.

The profile of stake holder has been analyzed on the basis of age, marital status, occupations, educational qualifications, sex and economic benefits. The
relationship of these variables has been observed on the basis of employment generation, investment return as well as over all economic development of the destination due to the Tourism related activities development. Lastly the analysis also includes the views regarding economic development role of tourism. These have been analyses with the help of these stasticacal technique chi-square test, t test, f test and contingency coefficient.

The profile of stakeholders has been analyzed on the basis of age, marital status, occupation, educational qualifications, and gender. A major percentage of respondents irrespective of any gender agreed that Tourism Industry is growing in Beas circuit. Going to our raw data it is confirmed that most respondents, (125) have responded in favor of agree, and 44 have responded in favour of disagree and as many as 31 have responded no comment and as many as none have strongly disagreed with the statement. Thus it can be concluded that majority of the respondents feel that tourism industry is growing in Beas Circuit. To conclude data in significant manner $x^2$ have been calculated 1.026 for the statement and the calculated value of contingency coefficient 0.071 and further more p value is .795.

Going to our raw data it confirmed that most respondents, (88) have responded in favor of agree, and 47 have responded in favour of disagree and as many as 57 have responded no comment and as many as 8 have strongly disagreed with the statement. Thus it can be concluded that majority of the respondents feel that Employment provided by Tourism Industry to local youth is sufficient in Beas circuit. To conclude data in significant manner $x^2$ have been calculated 0.905 for the statement and the calculated value of contingency coefficient 0.067 and further more p value is .924.

A majority of respondents irrespective of any gender agreed that Earning from Tourism is good to grow in Beas circuit. Going to our raw data it is
confirmed that most respondents, (127) have responded in favor of agree, and 31 have responded in favour of disagree and as many as 34 have responded no comment and as many as 8 have strongly disagreed with the statement. Thus it can be concluded that majority of the respondents feel that Earning from Tourism is good to grow in Beas circuit. To conclude data in significant manner $x^2$ have been calculated .174 for the statement and the calculated value of contingency coefficient .067 and further more p value is .178.

Most of the respondents irrespective of any marital status agreed that Beas circuit has sufficient infrastructure to cater the tourist it receive. Going to our raw data it is confirmed that most respondents, (155) have responded in favor of agree, and 6 have responded in favour of disagree and as many as 39 have responded no comment and as many as none have strongly disagreed with the statement. Thus it can be concluded that majority of the respondents feel that Beas circuit has sufficient infrastructure to cater the tourist it receive. To conclude data in significant manner $x^2$ have been calculated 1.939 for the statement and the calculated value of contingency coefficient .098 and further more p value is .585.

A majority of respondents irrespective of any marital status agreed that Share of Tourism in GDP of Himachal Pradesh is growing every year. Going to our raw data it is confirmed that most respondents, (165) have responded in favor of agree, and 15 have responded in favour of disagree and as many as 20 have responded no comment and as many as none have strongly disagreed with the statement. Thus it can be concluded that majority of the respondents feel that Share of Tourism in GDP of Himachal Pradesh is growing every year. To conclude data in significant manner $x^2$ have been calculated 3.203 for the statement and the calculated value of contingency coefficient .126 and further more Pearsons value is .361.

Most of the respondents irrespective of any marital status agreed that Government is opening new routes & destination in Beas circuit. Going to our
raw data it is confirmed that most respondents, (124) have responded in favor of agree, and 38 have responded in favour of disagree and as many as 37 have responded no comment and as many as one have strongly disagreed with the statement. Thus it can be concluded that majority of the respondents feel that Government is opening new routes & destination in Beas circuit. To conclude data in significant manner $\chi^2$ have been calculated 4.287 for the statement and the calculated value of contingency coefficient .145 and further more pearsons value is .369.

A majority of the respondents irrespective of any Educational Qualification group agreed that The Grant from Government is sufficient for Development in Beas circuit. Going to our raw data it is confirmed that most respondents, (101) have responded in favor of agree, and 44 have responded in favour of disagree and as many as 50 have responded no comment and as many as 5 have strongly disagreed with the statement. Thus it can be concluded that majority of the respondents feel that The Grant from Government is sufficient for Development in Beas circuit. To conclude data in significant manner $\chi^2$ have been calculated 6.734 for the statement and the calculated value of contingency coefficient .180 and further more pearsons value is .875.

A large group of respondents irrespective of any Educational Qualification group agreed that The Visibility of Beas circuit is enough in Indian market. Going to our raw data it is confirmed that most respondents, (142) have responded in favor of agree, and 24 have responded in favour of disagree and as many as 29 have responded no comment and as many as 5 have strongly disagreed with the statement. Thus it can be concluded that majority of the respondents feel that The Grant from Government is sufficient for Development in Beas circuit. To conclude data in significant manner $\chi^2$ have been calculated 9.305 for the statement and the calculated value of contingency coefficient .211 and further more pearsons value is .677.
A major group of respondents irrespective of any Educational Qualification agreed that The Visibility of Beas circuit is enough in foreign market. Going to our raw data it is confirmed that most respondents, (154) have responded in favor of agree, and 29 have responded in favour of disagree and as many as 17 have responded no comment and as many as none have strongly disagreed with the statement. Thus it can be concluded that majority of the respondents feel that The Visibility of Beas circuit is enough in foreign market. To conclude data in significant manner $x^2$ have been calculated 6.241 for the statement and the calculated value of contingency coefficient .174 and further more pearsons value is .716.

Majority of respondents irrespective of any age group agreed that The Grant from Government is sufficient for Development in Beas circuit. Tourism is the major engine for development & growth of any economy in the world and majority of government has identified its importance as a source for employment generation and poverty alleviation and more thrust is given now a days tourism related activities in terms of infrastructure developments such as road, rail, air connectivity as well as other basic infrastructure in the major tourist attraction of study area and large amount has been issued by Ministry of Tourism for development of basic facility such as road, parking, sewerage, street lights, park, and water supplies, signage as well as other way side amenities,

15.0 percent of respondents irrespective of there business activities strongly agreed that Grant from Government is sufficient for Development in Beas circuit. 35.5 percent of respondents irrespective of there business activities agreed that Grant from Government is sufficient for Development in Beas circuit. Only 25.0 percent respondents had given no comments regarding this. Where else 22.0 percent of respondents disagreed with it. And 2.5 percent of the respondents had said we strongly disagreed with the statement.
Most of respondents irrespective of any age group agreed that The Visibility of Beas circuit is enough in Indian market. Keeping in view the available tourist flow data with the department of tourism from within our own states tourist generating source market as well as personal discussion and observation the study shown that due to Beas circuit weather condition, hospitable nature of local communities as well as all reason for all season such as summer sports such as white water rafting, camping trekking and snow sports in winter has made it much more popular in over seas market as well with word of mouth publicity rather than government agency efforts, which in return has increasing the traffic from the major metropolitan city of India source market as well, for domestic tourist snow is a big attraction as well Manali of beas circuit is well know among the Domestic market Honeymooners paradise.

19.5 percent of respondents irrespective of there business activities strongly agreed that Visibility of Beas circuit is enough in Indian market. 51.5 percent of respondents irrespective of there business activities agreed that Visibility of Beas circuit is enough in Indian market. Only 14.5 percent respondents had given no comments regarding this. Where else 12.0 percent of respondents disagreed with it. And 2.5 percent of the respondents had said we strongly disagreed with the statement.

Most of respondents irrespective of any age group agreed that The Visibility of Beas circuit is enough in foreign market. Keeping in view the available tourist flow data with the department of tourism from overseas tourist generating source market as well as personal discussion and observation the study shown that due to beas circuit weather condition, hospitable nature of local communities as well as all reason for all season such as summer sports such as white water rafting, camping trekking and snow sports in winter has made it much more popular in over seas market as well with word of mouth publicity
rather then government agency efforts, which in return has increasing the traffic from over seas source market as well.

27.0 percent of respondents irrespective of there business activities strongly agreed that Visibility of Beas circuit is enough in foreign market. 50.0 percent of respondents irrespective of there business activities agreed that Visibility of Beas circuit is enough in foreign market. Only 8.5 percent respondents had given no comments regarding this. Where else 14.0 percent of respondents disagreed with it. And none of the respondents had said we strongly disagreed with the statement.

A major share of respondents irrespective of any age group agreed that indirect employment is increasing at par the tourist inflow in Beas circuit. Tourism being the activities of people oriented activities in terms of direct and indirect participation such as Hotels, Resorts, Camp, Transportation, Travel agent, Guide, Escort, porter, as well as Sports activities provider are involved directly with the tourism business, on the other hands same portion of the number of people are also involved indirectly in tourism business such as fruit vendor, vegetable grower, Dairy farms, photographers, cyber café, Fancy goods, grocery shops as well as handicraft and souvenir shop etc will engage more local youth for the job as much as the tourist traffic will increase.

19.5 percent of respondents irrespective of there business activities strongly agreed that Indirect employment is increasing at par the tourist inflow in Beas circuit. 41.0 percent of respondents irrespective of there business activities agreed that Indirect employment is increasing at par the tourist inflow in Beas circuit. Only 10.0 percent respondents had given no comments regarding this. Where else 25.5 percent of respondents disagreed with it. And 4.0 percent of the respondents had said we strongly disagreed with the statement.

Majority of respondents irrespective of any age group agreed that Tourist arrival is increasing every year in Beas circuit. During our study period large
share of stakeholders as well as personal observation with the data collected by department of Tourism shown that year after year the tourist traffic of domestic as well as International visitor are increasing due to lots of natural and men made attraction such as natural weather as well as other local adventure sports paragliding, skiing, snow activities as well as white water rafting in the beas circuit of Himachal Pradesh

25.5 percent of respondents irrespective of there business activities strongly agreed that Tourist arrival is increasing every year in Beas circuit. 44.5 percent of respondents irrespective of there business activities agreed that Tourist arrival is increasing every year in Beas circuit. Only 9.0 percent respondents had given no comments regarding this. Where else 21.0 percent of respondents disagreed with it. And none of the respondents had said we strongly disagreed with the statement.

Maximum respondents irrespective of any age group agreed that The Expenditure of Tourist in Beas Circuit is increasing. Tourism is the activities of time and money as present time when people move out of there permanent work area for the purpose of leisure and recreation due to there routine work pressure and monotonous metropolitan city life, and during research work in our study area of Beas circuit of Himachal Pradesh we had observed apart from there basic spending upon accommodation and transportation clients do participate in lots of other leisure and recreational such as adventure sports such as paragliding, rafting, skiing local souvenirs shopping for there relatives, friends, as well as office colleague etc which in return increase the over all spending in the destination during there stay.

The Expenditure of Tourist in Beas Circuit is increasing, 24.0 percent of respondents irrespective of there business activities strongly agreed that The Expenditure of Tourist in Beas Circuit is increasing. 55.5 percent of respondents
irrespective of their business activities agreed that the expenditure of tourists in Beas Circuit is increasing. Only 10.0 percent respondents had given no comments regarding this. Where else 10.5 percent of respondents disagreed with it. And none of the respondents had said we strongly disagreed with the statement.

Most of the respondents irrespective of any age group agreed that Benefits of Tourism among local people encouraging them for tourism business. Tourism being the labour intensive industry as well as the world leading economic activity after Oil, automobile and chemical industry Tourism industry is the 4th largest sector of the economy which gave the maximum benefit to the host community as well as terms of their participation the tourism related activities in direct and indirect participation by doing job in the Hotels, Resorts, Camps, Home stay, Guide, escort, travel agents as well as by doing supply of raw material such as milk, vegetable, bread, meet, chicken, fruits selling as well as by doing souvenir manufacturing and sales or on the other hands by providing different types of adventure activities and supports as well as transportation facility which in return encourage local people to get involve in tourism business.

8.3 CONTRIBUTION FROM THE PRESENT STUDY:

Tourism is one of the valuable attributes to most developing nations, where it can act as an important tool for the economic development. The importance of tourism as a contributor of economic growth is so widely accepted year after year. Tourism has earned considerable recognition as an activity, generating a number of social and economic benefits like promotion of national integration and international understanding, creation of employment opportunities, removal of regional imbalances, increase in the foreign earning etc. In the case of tourism money is spent in the place visited hence it can create a lot of impacts on the destination.
In case of Himachal Pradesh, where we have a scarcity of other employment sources, tourism can act as an important economic tool, economic benefits like earning, increase in GDP of H.P., new routes and the destinations, increase in the forex earning etc. But the need is to measure and estimate its economic impacts, so that when we plan for the development we can keep in mind the various related factors.

8.4 SUGGESTIONS:

In the light of the broad conclusion emerging out of the present study, a modest attempt has been made to present some solutions to meet the problem. The suggestions put forth plan for development for future.

Tourism can play a more positive role to provide the optimum utilization of natural/human resources to create more opportunities of employment as well as poverty elevation at local level by engaging the local technical/non-technical as well as non-professional people in direct and indirect employments such as Hotels/Resorts/Camp sites/trekking/Adventure sports activities such as mountaineering, rock climbing, white water rafting, paragliding, as well as New concept of Rural Tourism such as Home stay Facilities etc to the visitor as well as a local guide and escort for the local destination and providing Transportation facilities and travel agents, tour operator, Handicraft shops for local art and craft as well as take part by making the supplies of raw material for the Hotelities sector such as milk, egg, bread, vegetable, fruits, chicken organic food grain etc, which will in return give support to the local area horticulture and agriculture as well.

And more there are overall planning to Develop the tourist destination from central level as well as state level by local agency to make the destination more attractive for the visiting people so the road facilities, water facilities, sewage facilities as well electricity, communication, health, safety and security
get major attention from the authorities so by getting the uplift of these facilities local community also get benefited.

It is also true that the states and the study area especially Beas circuit, which have developed Tourism, have overcome the problem of unemployment and poverty better than the other regions of state. Growth of Tourism had direct effect in absorption of labour and its indirect contribution includes expansion of off-farm employment opportunities induced by rising Tourism income.

The main objective of the Study was to assess the Role of Tourism in Economic Development of Himachal Pradesh: - A study of Beas circuit overall qualitative improvement in the Living Standard of the study area people life particular and the advantaged groups in the society through the feedback on various economic Tourism activities/programmes implemented in the state and Beas Circuit.

Himachal Pradesh has created a new concept in socio-economic development of hill areas and is viewed as a model of development for other hill areas in India.

A sustainable biodiversity conservation can be seen in Kullu Manali area, where every vehicle entering Manali is contributing an environmental tax. If this generated money is used for nature conservation and facilities development will become a graphic example of the interlinked nature of sustainable biodiversity, economic and social benefits of tourism. Department of Tourism can set one example in the world by making a proper use of this money. Which in future will justify such fee and present an implementation model for other states.

For the state government to increase tourist inflow

Promoting Unexplored Himachal The Beas circuits in Himachal are fairly well known and even remote area of Beas circuit like (GHNP) Great
Himalayan National Park, Sojha, Sai Ropa, Jibhi, Jalori pass, Tata pani, Chindi are now becoming popular destinations to relax and unwind. Himachal also has many undiscovered spots with unspoiled charm that are worth a visit for a quiet rewarding holiday spent amidst the splendour of nature away from the crowds. The State Government will made special efforts to develop unexplored destinations with the assistance of Central Government, to improve the sanitation, roads, parkings, toilets, accommodation, beautification and landscaping of tourist interest places, wayside amenities etc. Efforts will be made to keep these new areas neat and clean and only limited construction will be allowed, so that these areas may not become over saturated and the construction so allowed will preserve the architecture and ecology of the State.

Some of these areas include:

- Great Himalayan National Park
- Sai Ropa
- Sojha
- Jhanjheli
- Jibhi
- Jalori pass
- Chindi
- Tata Pani
- Sarahan and Shree Khand Mahadev

Ever since the Rural area of Beas circuit of Himachal Pradesh are key attraction for back packer foreigners, as well as self explorer Indian Tourist the number of domestic and foreign tourists visiting these remote off beat areas has increased manifold. Rural area due to Home stay facility have emerged as important destinations. Yet compared to the potential it is just a trickle. These areas being enormously rich in culture the effort would be to invite culturally
conscious tourists who enjoy the quality and difference of experience. Preservation of the cultural uniqueness of these areas therefore will remain the prime concern of the Government. The Government will only allow such construction, which preserve the architecture and ecology of the area. The private sector will continue to be encouraged to set up guest houses for which subsidy will be provided form the State budget. Tented accommodation will be encouraged with local participation so that maximum benefits accrue to the local economy. The centuries old monasteries are also being upgraded where foreign tourists show lot of interest.

Health Tourism: There is tremendous scope to set up spas, health resorts, recuperative centres etc. all over the State. Himachal Pradesh has an enormous wealth of medicinal plants. Herbal Gardens, Herbal Trails will be developed as tourist attractions. The Tourism Department /Board in collaboration with Department of Indian System of Medicine, Department of Ayurveda and Forests will organize such tours which will further develop awareness and interest about medicinal plants amongst the school children and tourists.

The Government also proposes to develop spa /health resorts in association with the private sector at various locations in the Beas Circuit. The Government will also harness the potential of Panchkarma and start it in a big way in the State in order to attract large number of tourist for Panchkarma treatment. Training the youth in Panchkarma will be undertaken through the Deptt .of Ayurveda who will then be employed in spas and health resorts.

Arts Crafts and Souvenir: Promotion of local art and culture and generation of income of employment through it is a major component of tourism policy.

The State Government shall endeavour to encourage the development of souvenir industry linked to local crafts, events and places which would promote a distinctive image of the Beas Circuit both within and without the State. The
private sector will also be encouraged to patronize and promote local folk, culture and crafts for the visiting tourists.

**Marketing - 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.

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

**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.

**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) of Beas Circuit may be needed to promote Beas Circuit 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 Km 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 Beas Circuit 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 in Beas Circuit.

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 year7. Similarly, over 70 percent of the total tourists in Uttarakhand visit Haridwar8. This shows the high potential of pilgrimage tourism in India.

Himachal Pradesh is also blessed with multiple pilgrimage destinations like Hidimba maa, Rewalsar lake, Gurudwara Shri Narayan Hari, Raghunath temple, Ambika maa temple etc.. 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 Beas Circuit.

Organize 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.
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 8 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.

Establish new circuits:

Beas of 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. 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, Beas Circuit of Himachal Pradesh receives a fair share of foreign visitors. A significant number of these foreign visitors belong to non-English speaking countries. 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.
To Increase Private Sector Participation:

Hotels and restaurants:

With the growing number of tourists visiting Beas Circuit of Himachal Pradesh year after year, there is immense potential for hoteliers/investors to build good quality budget and luxury hotels in the circuit.

The Himachal Pradesh government aims to increase the contribution of tourism to GSDP from 8 to 15 percent by 2020 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.

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.
• Recreations & amusements park
• Other Facilities & activities related to Tourism such as Meetings, Incentive, Exhibition and convention facilities.

• To make Himachal year around destination, need strong planning to get through in international organized overseas tourist market. As summer is the major pull factor for Beas and Winter is the major foreign Tourist arrival season and we need to plan to get share from Indian arrival winter tourist share.

• Shopping Emporium in all major Destination of Beas Circuit to provide the plate form to purchase souvenirs & gift by tourist as well as will give visibility of our handicraft in the sources market.

• Quality Transportation facilities should be engaged between the destination on regular basis as well as local city tour as Beas Circuit is Mass Domestic Tourist Destination.

• Quality food chains/Restaurants/motels should be encouraged on National/state highway as at present the conditions are worst in terms of quality and hygiene.

• Need of hours to promote, develop other off beat destination on pilot project basis rather then making the much publicized destination on then saturation point, Government need to make time bound policy and planning to make visible the other equally less explored destination as well.

• Public Private Partnership should be the major thrust in government policy and planning in all segments of tourism and hospitality such as infrastructure development as well as marketing and publicity sector as well to make the reach to more potential segment of tourist source market.
• Need to promote alternate form of Tourist market apart from regular leisure and religious segments need to reach such as sports based market cricket, golf, football, as well as adventure sports based events such as white water rafting, peak climbing, Car/Motor bike rally and Jeep safari, rural, eco-tourism, health, yoga, Ayurveda and Heritage, culture Tourism up market segment.

• Need to promote Beas Circuit of Himachal as a Tourist Destination in national and Global Market in major Tourist Generating source market by way of making presence in all Travel Trade Show keeping in view the Historical and Natural reason and focused should be WTM, ITB on priority basis as these show cater Britain and Europe from where we get major tourist.

• Need to make more professional guidelines for adventure and natural tourism activities in practical regular monitoring with qualified professional services the high end tourist segments.

8.5 RECOMMENDATIONS:

• It must open avenues for business opportunities, could be tourism related itself, and cash on its vast religious backdrop.

• Railways must be given a boost so that long distance travel becomes easy. Low cost airlines and helicopter services also can be used to reach the inaccessible regions depending on the climatic conditions.

• Entertainment facilities must be provided in order to ensure a longer stay by the tourists. They must have a unique thing to take back with them.

• Newer sources of communication like the internet must be used effectively to influence and advertise.

• Family entertainment facilities must be developed. More playgrounds and parks must be made. Schools can also be targeted for excursions.
• Create new planned tourist destinations spots from the unexplored regions which must be opened up atleast in the peak months.

• Basic infrastructural facilities have to be developed further. Roads need to be improved. Parking space must be provided.

• Basic necessities must be provided. Water availability has to be catered to. A diverse range of culinary must be provided to cater to the wants of tourists from various places across India and the globe.

• Shopping facilities need a boost. Shopping malls can be opened up.

• Information must be available to tourists at all places.

• Eco-tourism must be developed and promoted.

• Exploitation of tourists by locals must be minimized.

• Facilities for higher education must be improved.

• Local culture and handicrafts must be promoted.

Congestion in popular tourist spots must be dispersed:

• It can attract more movie makers since it is endowed with scenic spots. A film city could also be built for this purpose.

• Insurance could be available to tourists, especially for adventurers.

• Private participation in developing tourism must be given a boost.

• Melas and festivals must be held so as to include the tourists.

• Rope cars, skiing and other facilities can be provided.

• Orchards and forests may be promoted as tourist picnic spots.

• Himachal emporiums across India must be able to act as agents for promoting Himachal tourism.

• Celebrity endorsements could help to market tourism.
- More advertising in media, magazines, etc are needed.
- Guided tours could be improved and promoted.
- Cleanliness and environmental sustainability must be taken care of.
- It could endorse vacations for prize winning lotteries.
- Role of government and travel agents needs to be emphasized.
- Keeping all the stakeholders in mind, a sustainable strategy is needed.

In view of the cited scenario and problems, it can be clearly said that there is immense potentials of tourism in Beas circuit as per the economic benefits reaching to it through tourism. And action oriented policy and planning with professional qualified men power engaged in tourism sector related activities will enrich the destination in a larger way in terms of community of the area.

The Government positive approach and special emphasis on tourism will increase more opportunities in over all economic contribution of the state GDP.