PREFACE

Tourism has become one of the world’s major industries, but its emergence since the Second World War has caught many unaware and unprepared. Its revenue and development potential were soon recognized and pursued in the expansionary post war economy, first by individual entrepreneurs and then governments. Consequently, the early emphasis was on growth and promotion rather than management and control. Tourism was viewed as being "natural" renewable resource industry, with visitors portrayed as coming to admire—not consume—landscape, customs, and monuments of destination area. However, as tourism grew in size and scope it became apparent that this industry, like others.

Tourism no doubt is a major economic activity, a form of expenditure which enables as well as absorbs on world wide basis about 5% of the total consumer expenditure. In view of its importance in our National Economy, surprisingly little attention has been paid on its fundamental economic factors, which have controlled the past growth of Tourism and which may be expected to shape its future development.

The present work has been divided into eight chapters. Chapter 1 introduces the meaning and nature of tourism, definitions, its forms etc. tourism in Asian and Pacific region. It also incorporates the Tourism in India and Tourism in Himachal Pradesh which incorporates growth in the number of tourists, places of tourist interests, contribution in GDP etc., Chapter 2 deals with the available literature on related issues. It helps to gain insight about the importance of research in the area of investigation. It reflects on the variety of aspects considered by the researchers, methods adopted, populations covered, findings etc. This guides in the formulation of the research problem.

Chapter 3 is concerned with research design which determines the need, scope, objective and hypothesis of the study, its methodology and limitations. It
provides the track to be followed in order to complete research project. Chapter 4 helps us to acquaint with Beas Circuit which is divided into two districts Kullu and Mandi. Their history, places of tourist interests in Beas circuit, fairs and festivals and adventure sports etc. Attempt has been made to throw a proper light on these districts.

Chapter 5 covers Government policy and planning. In this chapter we have thrown lights into role of government in the tourism development, Tourism policy 2005, objectives, strategies for tourism development in policy action plan, SWOT analysis etc.

Chapter 6 is concerned with Economic development of Himachal Pradesh and Beas circuit. In this chapter employment generation, infrastructure, revenue generation through tourism, GDP through tourism, funds released by Ministry of Tourism and Government etc in Himachal Pradesh and in Beas circuit.

Chapter 7 Opinion of Stakeholders regarding the economic benefits reaching to Beas circuit has been analyzed in 7th chapter. The finishing chapter i.e. chapter 8th has been committed to the summary of findings, conclusions and suggestions for the futures much more generation of tourism sector from the study area. Bibliography is also incorporated for consultation on the related area. The appendix consists of questionnaire which enables one to verify the matching questions and their interpretation.