

CHAPTER-XI

CONCLUSION AND SUGGESTION

Tourists' satisfaction is a key to a tourism success. Tourists are unsatisfied to various products and services in various destinations of the region. There is need to give proper heed upon it by the service providers as tourist satisfaction indicates the positive emotion and experience of tourists toward destinations. Satisfied tourists also have a propensity to revisit and recommend destinations to their families and friends. To achieve tourists' satisfaction, services providers must understand tourist' needs to be able to provide their products and services that meet or exceed their expectations. To understand tourists' differences in perceptions, images and motivations toward a destination is essential to comprehend and predict tourism demand and its impact on the tourism location. In fact, this understanding of destination image and visitors' perceptions is critical to a destination and provides the basis for more effective and efficient future strategic planning of the destination. In practical terms, this implies that image studies are a prerequisite to a successful marketing strategy. In this way, it is very significant to understand when the image forms, and at what point the image influences consumers' selection choice of a particular destination. A major objective of any destination positioning strategy in Himachal Pradesh should be to reinforce positive images already held by the target audience, correct negative images, or create a new image. In this context, the importance of understanding destination perceptions of visitors becomes critical to a destination.

The purpose of the study is to determine the perceived impact scale has the following dimensions: negative socio-economic impact, positive social impacts, negative social impacts, positive economic impacts, and positive cultural impacts. Findings suggest that locals are likely to support future development mainly because of these benefits. By considering both the negative socio-economic impact together with the positive social impact and the positive economic impact constructs, it is evident that residents are quite discerning about the range of economic and social costs and benefits of tourism development. By using such models, planners and developers alike, could be aware of potential conflict regarding development. To retain the elements that appeal, decision makers must recognize that a compromise between economic, social and cultural benefits and the negative social and socio-

economic constructs must be realized. Consideration of the distribution of responses to construct indicators can assist in community consultation processes by clarifying misinformation, communicating future plans for infrastructure and services, and by planning activities and approvals that are aligned with identified community values. This research holds the potential for helping destination managers; tourism planners, political authorities and other groups better understand residents' perceptions of tourism and how those perceptions influence their support/opposition for tourism development. It also provides some necessary background information for applied projects. In addition, the results of the study will, hopefully, serve as a basis for more comprehensive research in the area.

11.1 Conclusion based on findings

After reviewing the various studies on the tourism development, it is observed that the concept of tourism is very old in Himachal and various developments have been taken place. The government of Himachal Pradesh as well as the government of India has made provisions in the various budgets in the past to promote tourism and exploit its potential up to the mark. The state government has declared tourism as an industry and provides several concessions in the shape of low interest rate and subsidy etc, to boost the tourism in the state. The government also drafted many tourism policies in the past to explore the possibilities for the growth of this service rendering industry, which is one of the best sources to earn foreign exchange.

Himachal is one of the most developed hill regions if per capital income is considered as an index of development and therefore, having peculiar setoff economic condition. Resource-wise Himachal Pradesh happens to be very rich and low population is partly a result of tough terrain, which is inaccessible and on account of a historical neglect of the region. Soon after the formation of full-fledged state, concentrated efforts were made by the people and government to improve the economic condition of the state. Today, the state economy is based on agriculture, horticulture, forests, hydel power, road transport, tourism and industry. Last 70 years have thus been a saga of dynamic development and rapid economic growth. Total SDP in 2011-2012 was Rs. 41939/- crore, which is the most important indicator for measuring economic growth. The sectoral analysis reveals that during 2011-2012; the percentage contribution of primary sector to total SDP of the state was 19.15 percent, secondary sector 40.20 percent, followed by community and personal services 18.14

percent, Transport and Communication and Trade 14.91percent and Financial and Real Estate 7.60 percent.

To cope up with enhanced workload and growth of tourism in the state, the Himachal Pradesh Tourism Development Corporation was established in 1972. On August 01, 1993, tourism has been announced as industry in Himachal Pradesh. For the development of tourism industry, government of H.P. framed a tourism policy. The banned area in tribal district of Kinnaur and Lahaul and Spiti was opened for domestic and foreign tourists. Himachal Pradesh has rich potential of tourism in the shape of cultural, religious, adventure and wildlife tourism. The state presents an ideal picture of our composite secular centre by the magnificent temples, mosques, gurudwaras and monasteries in all parts of the state. It is a land of ancient and unsophisticated culture and civilization. The great culture heritage of the state has been preserved in the forms of fairs, festivals, folkways and folksongs. Folk dances of Kinnaur depict the unique culture life of the people. Because of geographical isolation from the main land, the Kinnauras developed their own way of life. In Kinnaur, there are about 32 temples and monasteries. Unique culture and Tibetan government in exile in Mcleodganj of Dharamshala, the bounty of water and refreshing climate have given beautiful tea garden to Palampur which enhanced the beauty of the region. The historic town of Chamba, majestically surrounded by lush greenery, has a rich past and ancient culture. Himachal Pradesh is most suitable destination for adventure where one can pursue and adventure activities like trekking, skiing, hang-gliding, para-gliding, water sports including river rafting, golfing, fishing, roller skating, ice-skating, hunting and crossing of high passes from one range to another. Himachal has a fairly good number of peaks (high, medium and low) which offer a panoramic view. Himachal has earned a name of its natural picturesque view. Himachal has earned a name for its natural picturesque glamour, lush green forests, bubbling streams, enchanting lakes and eternal snow. The Sangla valley (Kinnaur) and the Spiti Valley (L&S) are tourist attractions, whereas Kufri, and Narkanda are 'trekkers' paradise. Slopes of Narkanda in Shimla and Illaqa-Indrahar in Kangra offers basic skiing camps to students from various parts of the country organized by Himachal Tourism and Indian Institute of Skiing and Mountaineering. World's highest cricket pitch of Chail and green houses and blazes of blossoms and trees laden with fruits abound attract many visitors. Himachal Pradesh is full of natural beauty in its virgin form. Traditional migratory grazers in their costume and style are still being moving up and

down the summer pastures to winter grazing areas. One sanctuary provides an opportunity to wildlife and nature lovers. The great Himalayan National Park at Kullu houses more than 300 species of birds and over 30 species of mammals.

No doubt, Himachal is ideally suited for tourism; on the growth of tourism could be an alternative to the other source of income and employment in areas where resources and market constraints severely limit the potential for manufacturing enterprises. The study of tourist inflows shows that foreign tourist's inflow in all the years under study remained maximum in Shimla, Kullu and Kangra. Trend analysis of tourist inflows reveals tremendous increase in the domestic and foreign tourist inflows. Indian as well as foreigners remains interested to visit in this hilly state during summer. Recently, the Himachal government has introduced new tourism policy in which different types of promotion packages for tourists and various other schemes introduced to promote off season tourists. Tourist centres have been developed in Shimla, Mandi, Dharamshala, Dalhousie and facilities like infrastructure, transportation and accommodation are available in these centers. Up to December, 2012, 2247hotels having 58655 bed capacity were in all tourist centres of the state. The rate of occupancy found usually higher in Shimla ,Manali and Dharamshala.

To see the importance of tourism especially in the last decade, keeping in view all the development programmes initiated by the state govt. to boost tourism, the need was left to study the development of tourism and its impact tin Kangra in particular and Himachal Pradesh in general.

After reviewing various tourism studies conducted by many researchers at different time intervals, the need of the study raised to highlights the shortcomings and to make further improvements in the present system. The present study mainly based on primary data has been collected with the help of two different schedules prepared one for tourists (domestic and foreign) and other for local residents. Both schedules consist of four phases viz. personal information, economic, socio-cultural and physical approach. 400 tourists and 400 local residents from 20 tourist destinations of the district. i.e. 20 from each destination were surveyed. The collected data has been tabulated in a meaningful manner so that economic, social, cultural and physical impact can be ascertained. For the proper analysis of collected data, some mathematical techniques like single percentage, average, compound growth etc. and

statistical techniques like weighted average, x-square and zero-order correlation matrix have been applied to know the extent of above mentioned impacts.

Analysis of socio-economic profile of respondents on the basis of various demographic variables like nationality, place of residence, sex, age, marital status, educational level, occupation, family, purpose of visit, season of visit, mode of traveling, accommodation preferred during their stay etc reveal that out of 400 tourist contracted during survey. 100 were foreigners and 300 were Indians. Among foreigners 48 percent were males and 52 percent females. While among Indians 70percent males and 30 percent females were surveyed. Majorities of the foreign tourists were from Britain, Tibet, Russia, Israel and France. Foreign tourists representing 40 countries were surveyed during study. Study reveals that majority of tourists under study were below the age of 30 years. It means, due to the peculiar geographic conditions and tough terrain areas of the state, young tourists prefer to visit. Out of the total sample tourists, about 55.5 percent were married which reveals that after marriage maximum couple prefer to visit this hilly state for honeymoon. Majority of the tourists surveyed were well educated which indicate that illiterate people belong to rural background and hardly concerned with the outside world. Out of total tourists surveyed, 30.5 percent were businessmen, 27 percent professionals, 22 percent were from job category, 16.25 percent students and 4.25 percent agriculturists. It reveals that people engaged in agriculture activities remained busy throughout the year and hardly any time to visit any tourist place. It is evident from survey that nearly 80 percent tourists visit Himachal because of its scenic beauty, peace and pleasant weather conditions of the state. Its snowy mountain ranges, dense forest peaks, peace loving and simplicity of the local people force tourists to visit again in Himachal. Disturbance in Srinagar also forces some of the tourists to visit Himachal as alternate tourist destination. To visit Himachal, 45 percent tourists influenced by their friends and relative followed by 21 percent through guide books / brochures, 13 percent through newspapers, 14 percent through other sources and only 3 percent from travel agents.

It may, therefore, be concluded that Department of Tourism has not initiated new techniques of advertisements like guide books and brochures making advertisements in the leading newspapers, utilizing the services of efficient traveling agents, providing coverage of some important tourist places through popular media like radio, TV etc. and even on websites.

Majority of tourists prefers to visit in summer. Study further reveals that about 41 percent of the tourists surveyed visited Himachal for the first time while about 44 tourists we find visited Kangra three or more times. The survey also depicts that 48 percent tourists traveled as couple followed by 28 percent in families, 24 percent as single tourist and 10 percent in groups. Due to peace-loving and co-operative nature of hosts, newly married couple prefers to visit this hilly region without any tear in their mind and find safest tourist destination. 44 percent of the tourists surveyed visited Kangra by bus followed by 33 percent by their own car and 14 percent by taxies. The tourists coming through rail and air were almost negligible. Most of the tourist destinations are not linked with air and railways. Lack of proper air and railway network in the state is the main hindrance for the growth of foreign tourism in the state. Majority of the tourists under study liked Dharamshala followed by Palampur, Kangra, Jawalaji, Chamunda etc. The survey also reveals that only 13 percent tourists stayed in luxury hotels and majority of the tourists under study preferred to stay in moderate hotels. It further depicts that tourist did not find any problem to get different types of accommodation even in the peak seasons. The main problem faced by the tourists is that hotel owners charged exorbitant room rents from tourists, which discourage them to visit again.

Measuring the impact of tourism on economy is one of the most difficult task in the developing countries, due to the interrelation between the tourism sector and other production and services sectors such as transportation, telecommunication, industry and commerce and this especially difficult in India where we lack statistical know how and financial resources.

Impact of tourism on the economy translates as follows:-

- The contribution of tourism as a source of foreign exchange earnings,
- The contribution of tourism in the state's revenue,
- The contribution of tourism in selling the locally produced goods and services
The contribution of tourism in the development of region
- The contribution of tourism in generating employment opportunities.
- The analysis of tourist's revenues shows that the fluctuations in the number of tourists largely affected the tourism revenues. Tourism is providing employment for young people, women and local ethnic minority groups in Kangra. Employment is provided not only directly in hotels, restaurants and

other tourism enterprises but also in the supplying sectors such as agriculture, fisheries, crafts and manufacturing.

It creates primary or direct employment in lodging, restaurants and sightseeing operations and indirect employment in the construction and manufacturing industries. Induced employment arises from the re-spending of factor income earned by employees in tourism and associated activities. The increased income generated by the new jobs and enterprises in tourism results in improvement of local living standards. Tourism generates local tax revenue that can be used to improve community facilities, services and infrastructure such as schools, medical clinics, libraries, parks and recreation facilities and roads. Tourism has provided new markets for local products of the state such as arts, handicrafts and manufactured goods and thereby stimulates other local economic sectors.

The contribution of tourism in selling the locally produced goods and services can not be predicted accurately due to lack of data and information defining the value of locally produced goods and services that are being purchased by the tourists such as the value of souvenirs and local handicrafts, and that of locally produced goods and food items of self sufficiency etc. This is only due to the absence of any relevant census. The multiplier effect of tourism serving as a catalyst for the expansion of other local economic activities such as agriculture, fisheries, crafts etc on employment generation.

Tourism finds an important place in the economy of state as the government of Himachal Pradesh accorded high priority to the tourism industry. Tourism is an economic activity like any other and organized industry. Its dimensions are very large, its location varied and its benefits scattered over large segments of the population. Tourists both domestic as well as foreign all contribute to the development of economy of the area. Recreational travel induced growth at three levels – national, regional and local, although the quantum of this growth will be different at each level. These include enhancement in employment and income in several sectors of the economy, development of infrastructure and number of industries, which are flourishing chiefly due to tourism. There has been a progressive rise in the number of tourists coming to the hills of H.P. during the past few years and the increase in tourist activities had definitely changed the economy of the region. With the phenomenal growth of tourism and increase in the number of hotels and restaurants, per capita income of the local people employed directly or indirectly in them is increased day by

day. The state government is making vigorous efforts to promote off season tourism especially for foreigners. Basic infrastructure facilities have been given adequate attention. 2247 hotels having bed capacity of 58655 beds have been registered with the Department of Tourism as on December, 2012. With a view to promote new and unexposed tribal areas, new tourist sites and complexes have been sanctioned by the government and offered to private sector. Tourism has been contributing tax and non-tax revenue to state exchequer. Presently, earning from tourism as compared to total revenue of the state is almost negligible and therefore, required to be increased. The study also reveals 6.7 percent contribution from Hotel, trade and restaurants out of total GSDP/NSDP of the state.

To know the impact of tourism on the state economy, the primary data has been collected by asking various questions from tourists (domestic and foreign) like about their stay, estimated budget, pattern of expenditure on traveling, on sight seeing and food and beverage, facilities enjoyed etc and from local residents about direct and indirect employment, income earned from tourism, price rise due to tourism, foreign exchange flow etc. It has observed from the analysis that majority of the tourist respondents under study find Dharamshala as one among the costliest places in Himachal. Majority of the tourist places especially the religious sites of the district are cheapest in terms of prices. Majority of the tourists stayed between 3-5days. Only negligible percentage of tourists stayed about 10 days and majority is from foreign countries. The study further depicts that about 8 percent tourist respondents spent above 30 percent of their budget as traveling and majority belong to foreigners. Tourists who spent about 20 percent of their total budget on traveling belong to neighboring states. Further about 8 percent tourists spent above 80 percent of their budget on staying who used luxury hotels and about 45 percent tourists spent even less than 20 percent budget on their staying who mostly used cheap accommodation like Dharamshala, youth hostels/camps, rest houses and moderate hostels etc. about 34 percent tourists spent more than 80 percent of their tour budget on sight seeing and only 8 percent tourists spent below 20 percent of the budget on sight seeing. It is evident from the analysis that majority of tourist spent maximum amount of their tour budget on sight seeing. About 39 percent tourist respondents used 80 percent of their tour budget on food and beverage and only 6 percent tourists spent below 20 percent on food and beverage. So far as the expenses on shopping is concerned, it was found

during the study that 22 percent tourists used to spent more then 80 percent tour budget on shopping and 16 percent below 20 percent on shopping facilities.

So far as the existing facilities for the tourists coming to Himachal are concerned, the survey reveals that 2.5 percent of the tourist respondents were not satisfied with the accommodation facilities provided, 21 percent were not satisfied with the condition of transportation in the state. Accordingly to majority of the tourists under study, Himachal in general and Kangra in particular, are still backward with reference to air and railway network. About 8 percent tourists were not satisfied with the quality of food offered. More than half of the tourists (48 percent) were of the view that availability of recreational facilities are very poor. According to them, state or centre governments has not given any special attention towards this direction, but this is the peace loving behaviour of Himachalis and God gifted scenic beauty which attract lot of tourists. More than 45 percent tourists under study were not satisfied with shopping facilities. The reason being that majority of the tourists compares shopping facilities of this small hilly state with the large shopping complexes of big cities. About 20 percent tourists were not satisfied with the health services provided to the tourists coming in the region.

Besides tourists, local residents were also contacted to find out the economic impact of tourism on this hilly region. It is revealed that only 9.5percent locals and their family members under study got direct employment from tourism, whereas 36.5 percent locals got indirect employment like in hotels and restaurants, transportation, photography etc. Majority of the local people were opined that direct employment has not been generated sufficiently because various tourism policies announced time to time remained on papers without its fully implementation. This is the reason that the people of the state are unable to reap the actual benefit of vast tourism potential of the state.

About 90 percent i.e. 88.5 percent local residents agreed that tourism helps to provide employment to the local youths in direct or indirect manner. Majority of the local residents are in favour of proper growth of tourism in the state because it helps to increase their living standard. However, at the same time about 85 percent local respondents under study were of the opinion that tourism is responsible for starting illegal practices like smuggling, gambling etc. About 88 percent local residents feel that heavy tourist inflows raise the price of essential commodities. While about 12 percent residents were not agreed with the statement. About 56 percent respondents

were of the view that growth of tourism reduces the quality of goods and local residents also face the shortage of goods and services due to heavy tourist inflows. It means 63 percent of the residents under study are not facing any such problem of shortage of goods due to tourism. About 73 percent local residents were of the view that tourism is responsible for decline in agriculture activities and 85 percent opined that increasing tourist inflows create demand for capital and consumer goods resulting increase in GSDP. About 85 percent tourist under study liked the local products of the state and they feel that some of the tourist places are famous due to their famous local products like Kangra paintings, Kullu Shawls, Chamba Chappal, Kinnauri Topi etc. About 86 percent respondents agreed that tourism is one of the main sources for increasing foreign exchange in the state. Majority of the local residents also opined that tourism growth also increase the income of the farmers. Thus, it may be concluded from the overall analysis that increasing tourism has very positive impacts on the economy of the state provided government must take necessary steps to promote and exploit vast tourism potential of the state properly. There is also a need to harness the untapped tourism potential of the state.

Tourists visiting to the region from different parts of the world have their own culture and speak different languages, which have significant impact on the people of the state. Cultural tourism covers all those aspects of travel where people learn about each other's way of life and thought. Tourism is an important means of promoting cultural relations and international co-operation. Social or environmental impacts are not always positive, instead they even become negative. If many see good future in tourism and consider it as an omnibus for international understanding, brotherhood and co-operation, for others, tourism only favors a very small, mostly non autochthon group, leading to neocolonialism and acculturation effect. Tourism brings a number of positive cultural and social changes like cultural consciousness, re-awaking, social renovation and preservation are good symptoms of modern tourism. It has resulted in the restoration of architectural monuments, buildings and preservation of important landscape.

The festivals of the region are educative in nature. The elements of social orientation and religious cultivation are inherent in them. These fairs and festivals serve the need for social co-operation not only for economic sustenance of the people but for their cultural survival also. Fairs are community events and having legendary origin. The people of the hilly state love with their traditions and therefore, they need

to perpetuate their social life in the original style. Unique customs of Himachal presents the trustful picture of the moral consciousness of a community. The art of Himachal is largely religious and the two religious manifested in art are Hinduism and Buddhism. The art of sculpture – making which includes the art of carving, especially in stone, the art of clay modeling or moulding for easing or shaping in relief, is one of the important expression of art that has been practiced in the hills since time immemorial.

The hilly region offers outstanding attractions related to the cultural heritage of the built environment in the form of archaeological and historic sites and monuments. The cultural heritage surveyed for the present study under two categories i.e. tangible and intangible. Historic toy train of Shimla – Kalka route and Pathankot – Jogindernagar unusual form of historic theme of the region. Some of the many temples, statues and other religious sites in the region such as Jwalaji, Naina Devi Ji, Chintpurniji, Chamunda Devi and Budhist circuit of the tribal region of Himachal. Kullu dance, Kinnauri Dance, Shimla Nati etc provides the basis for theater performances. Traditional dress, cuisine, village architecture and life styles, which exit in all the regions of the state, offer many opportunities for cultural tours. There is a scope for expansion of tourism based on traditional themes such as village tourists staying in traditional villages. Pilgrimages to visit important religious sites and sacred places are very important in many areas of the region, especially for domestic tourists, often associated with special festivals held at certain times of the year. These also attract international tourism – Although the main motivation for travel is religious, this form of tourism brings economic benefits to the local areas.

The cultural heritage including dance, crafts, fine arts, dress, customs, traditions, ceremonies and other cultural patterns might be in danger of becoming lost in the fact of modern development. Because, these cultural patterns are often important attractions for tourists provides the justification and helps pay for their conservation. Tourism also helps support museums, theaters and other cultural facilities and activities which are used by residents as well as tourists cross cultural exchanges of tourists and residents lead to mutual understanding and acceptance and peaceful relations among people of different cultural backgrounds.

On the other hand, tourists leave behind them a life style and spending pattern, which have many demonstrative effects. The residents of host country are tempted to follow these without giving much thought, which normally yields negative results.

Overcrowding of local attraction and amenities in important tourist destinations are resented by residents who cannot enjoy these features. Over commercialization of the arts and crafts are leading for loss of authenticity of dance, music, drama and crafts. The demonstration effect especially on young people, of imitating the dress and behavioural patterns of tourists may generate social problems and loss of cultural identity. Misunderstandings and conflicts can arise between residents and tourists because of differences in languages, customs, religious values and behavioural patterns.

The analysis of socio-cultural impact reveal that majority of the tourism i.e. 93.5 percent are satisfied with the behaviour of local people, 95.5percent are satisfied with the host co-operation and about 91.5 percent tourists are of the view that behaviour of local residents generate social interaction. These factors force tourist to visit number of times in the state. By using χ^2 , we find the social behaviour of the local residents differ significantly. Weighted arithmetic mean also depicts the same result. Zero-order correlation matrix also find that the responses of all respondents under study more or less were same about host tourist relation, host co-operation and their behaviour generate social interaction. The study reflects the attitude of the tourist regarding different types of problems, which affects the routine life of local residents during their visit. It is finding during the survey that most of the foreign tourists were involved in drug abuse, alcoholism, pollution, noise etc. around Dharamshala. Majority of the sample tourists were of the views that tourists are responsible for disturbing general cleanliness of the state, pollution, noise etc. to some extent. It is also felt during survey that majority of tourists who carried social problems during their visit in Himachal are from Northern India states. It is observed from calculated value of χ^2 that there is a significant difference among the tourists over the negative impacts caused due to tourist inflows in the state.

With the help of zero-order correlation matrix, we find positive correlation between noise and pollution at 1 percent significant level. Majorities of tourists were also of the views that increased tourist inflows are responsible of the preservation of cultural monuments and ruins, rediscovery of lost traditions etc. About 69 percent tourist respondents said that tourism is responsible for the deterioration of traditional

art and cultural identity, which affects our school / college going teenagers. Majority of local residents in and around tourist spots was of the view that the increased tourist inflows changed their life style. At the same time, they were of the opinion that tourist inflows also improved the self-image of the community. It is revealed that the local residents learned something and also gets exposure from tourism in the state. In addition of getting the economic benefits from tourism, the people of the state are also getting positive social and cultural impacts by dealing with domestic and foreign tourists. At the same time, majority of tourists are of opinion that tourism does not increase the educational opportunity to their children but tourism provides opportunity to the local people to learn something new. Tourist inflows also provide the guidelines for modernization in infrastructural facilities. They said that tourism gives the concept of social interaction, which further boost the integration among tourists and hosts.

The physical constituents of tourism, which include natural as well as others, have a very significant impact on the hilly environment of the state. Tourism and environment are closely inter-related. The natural and built environment provides many of the attractions for tourists and tourism development can have both positive and negative impact on the environment which depends as how well it is planned and managed. Ecological disruption of natural areas and disturbance of the wildlife due to overuse and misuse by tourists and inappropriate tourism development. Today, tourists prefer to visit places that are attractive, clean and not polluted. Environmental hazards such as erosion, land slippage, damage from high waves, flooding, earthquake etc and land use problems resulting from poor planning and engineering of tourist infrastructure development. Tourist activity also had some secondary impacts on this hilly region eco-system. The foreign currency earned from tourism has been used to build larger houses and hotels, both of which depend on increased use of firewood for heating and cooking and thus accelerate the exploitation of forest resources. Environmental degradation in some areas and the need for environmental conservation can be considered the overriding concern in developing tourism (and development in general) in the region. No doubt, this problem is required to be approached at national and international level, but local efforts are also essential. During the last six decades there has been a rapid retrogressive change in the environment the state which has a direct bearing on the lives and well beings of the people of the state.

Keeping in view the importance of these physical impacts of tourism both positive and negative, an attempt has been made to know the real position through schedule for tourists and local residents. Opinion of tourists regarding maintenance of natural beauty/tourist interest spots, creation of more parks and picnic spots, creation of entertainment etc. and opinion of local residents regarding traffic problem, sewage disposal, pollution, deforestation, overcrowding, erosion, landslides, parking problem, garbage dumps, infrastructure development etc. were gathered and analysed.

The analysis of physical impact highlights that about 94 percent tourists were of the view that the maintenance of tourist interest areas is proper. Regarding the creation of entertainment, about 60 percent of the tourists were of negative views. They opined that the govt. is not doing any special efforts for the entertainment of tourists, creation of parks/picnic spots etc. and said that only God gifted scenic beauty of the state attract the tourists from various parts of the world. The calculated x^2 value which was greater than the table value concluded that the responses of the tourists over the maintenance of tourist spots are not equally distributed but differs significantly. Weighted Arithmetic Mean and Zero – order correlation matrix also support the same analysis. Only about 22 percent of the sample local residents under study were of the view that tourist inflows are responsible for the change of species composition due to the collection of flowers and plants. About 58 percent respondents opined that conflagrations in the forested regions are not due to the use of fire in parks and forests by the tourists. The 43 percent of tourists said that tourism is not responsible for chopping of threes for tents, poles and firewood. 92.5 percent tourists opined that tourism effects on vegetation due to overcrowded pedestrian and vehicular traffic. 80 percent local residents were of the views that tourists are responsible for litter around camping sites and garbage dumps. About 93 percent respondents said that tourism is responsible for the hardship of water and grazing for animals in the tourist areas. But at the same time 93.5 percent tourists opined that the tourism increases the problem of inadequate sewage disposal. While 90 percent local residents said that all the important tourist urban places of this hilly region are facing lot of parking problems, particularly in Mcleodganj, Bhagsunath etc. Majority of residents under study said that tourist vehicles are responsible for congestion on the roads and the sites. About 78 percent respondents agreed that tourism is responsible for erosion, landslides and deforestation due to heavy construction of tourist hotels. About 73 percent respondents were of the views that tourism is responsible for upliftment of

infrastructural facilities in the state. 65percent people under study agreed that the government is giving special attention for the development of infrastructural facilities like well metttled roads, rail and air links to important tourist destination, communication facilities, better health conditions etc. The calculated chi-square values for all variables (1 to 15) are greater than table values, which show that the reply of the respondents under study over the physical impact of tourism differs significantly. Weighted average arithmetic mean and zero-order correlation matrix also support the same analysis.

A case of Romesh Dutt included in the study emphasized that due to the incessant depletion of forests, about 600 million tones of top fertile soil, is washed annually into streams and rivers from the hills of Himachal Pradesh. Over grazing, excessive extraction of fuel wood and herbs, unscientific lopping of trees for fodder and forest fires are some of the factors contributing to the shrinking forest cover of the state. Forest fires are also responsible for causing erosion. Burnt forests indirectly cause flash floods and discharge soil sediments down the slopes of the hills into the rivers and steams. According to him, growing biotic pressures on the forests, the prime cause of soil erosion, can only be combated by banning grazing and limiting the extraction of fuel wood to biologically permissible levels. The demand for fuel wood can be reduced by propagating simplistic techniques like drying of wood before burning and use of fuel efficient hearths. The grassland should be scientifically managed and effective steps should be taken to improve the yield and quality of the grass grown.

The quality of both air and water in the region is deteriorating due to increasing tourist inflows and vehicular emissions. Unbridled construction activity, indiscriminate felling of trees and large – scale illegal mining from the riverbed has rendered the valley prone to natural hazards like flash floods and landslides. Many a towns the region in has not any proper sewerage system or solid waste disposal facility. Tremendous pressure on land and its resources, concrete structure and slum like areas have cropped up in and around Dharamshala, which has lost its identity as a hill resort. Multistory buildings have come up, about 1000 to 1500 vehicles enter Dharamshala every day and more than 4500 people come to the town everyday during peak seasons. Even the green patches earmarked by the authorities have also been eaten up to accommodate more constructions. Recent changes in the character of soil are proving fatal to the majestic deodar trees pride of the Dharamshala-Palampur

areas. The people of Dharamshala are blatantly violating the forest conservation act by constructing huge concrete building within the green areas of the town. Geologists and senior scientists have already warned the authorities to stop hazardous multi-storey construction in this earthquake prone zone to avoid superficial cracks find in some areas of the town.

11.2 Suggestions based on impacts

1. There is a need for better conservation and interpretation of tourist attractions related to nature, heritage and culture. Some attractions have been well conserved while many others require the application of conservation measures. Contemporary interpretation techniques need to be applied to many attractions to make them more interesting and attracting to tourists.
2. There is a need to improve existing tourist facilities and services and develop vast untapped tourism potential of this hilly state in order to spread tourists and tourism more widely throughout the state and take the pressure of existing popular attraction sites.
3. There is a need to improve the infrastructure of tourism like transportation access, water supply, electric power, waste management and telecommunication etc in some existing tourism areas and to open up new ones, in conjunction with the development of tourist attractions, facilities and services.
4. Local communities should involve in the decision making process of developing and managing tourism in their areas. This is essential so that residents will understand tourism to be a new activity in that area, contribute their ideas to the development of tourism, learn ways in which they can participate in the benefits of tourism and therefore, support tourism development.
5. Effective management requires a sound education in the many aspects of tourism, and personnel must be trained to provide good quality services for tourists and maintain tourist satisfaction levels. At the community level, there is a particular need for training, so that local resident is qualified to work in tourism. There is a need to organize public awareness programmes on tourism utilizing the local media of radio, television, newspapers, magazines, posters and meetings.

6. Need to co-ordinate all public and private sector agencies/ organisations and other interested parties involved in tourism, in order to ensure an integrated approach to develop and manage tourism in a better manner. It will lead towards effective organizational structures and planning process, suitable legal framework, controlling socio-economic and environmental impacts and monitoring all aspects of the tourism progress.
7. Tourism should be planned on an integral basis taking into account all aspects of legislation relating to other sectors such as transport, employment, health, agriculture, communications etc.
8. All appropriate measures should be taken by the state government to provide tourists with basic cover against the major risks they face like illness, theft and repatriation.
9. To encourage convention and conference – tourism, fully integrated convention complexes are required to be set up in the state. It would be the endeavor of the government to set up a convention city with all the facilities of international standards.
10. Adventure tourism should be encouraged by way of encouraging private sector to invest in water sports and allied activities in various lakes of H.P. Government should also reactive the international para-gliding events to attract foreign tourists. Mountaineering, trekking, hiking, canoeing, camping and river rafting should be promoted in important tourist destinations of the state.
11. Suitable policies and programmes for developing human resources should also be designed. It will provide human resources to tourism sector, at par of international standard. It can go a long way in developing tourism industry in the state.
12. To generate income, the corporation should enter into agreement with other organizations and organize some Handicrafts melas based on local produce from time to time. Food festivals may also be arranged from time to time or on some special occasions and can supply tasty and delicious local dishes of different areas of the state.
13. State Tourism Development Corporation should offer some concessional package tours like religious package tour consisting all famous religious places of the state, Heritage package tour consisting of all heritage sites of

Himachal Adventure package tour consisting all adventure sites of the state, package trek tours consisting some renowned trek routes / circuits of the state etc. This type of packages will help to boost tourism in the state.

14. Tourist information centers should open in every tourist destinations of the state near bus stops, railway stations and other important destinations to give all relevant information about city, hotels and sight seeing etc to the tourists. This TIC should also have some basic facilities like booking Air Tickets / bus tickets. Online computers should be installed at some prominent centers to book tickets on behalf of customers.
15. The existing marketing setup of the HPTDC should be completely re-constituted and incentives are to be offered to those who exhibit talents by bringing bookings to the corporation. Representative Offices are to be opened in all the major cities of the country for canvassing about Himachal Tourism.
16. Due to lack of availability of trained guides, the taxi drivers and shopkeepers try to misguide the visitors. Department of Tourism may, therefore, start some short tourist guide courses for young graduates in collaboration with H.P. University on continuous basis.
17. Need to distribute promotional material (called collateral material) of brochures, posters, maps, postcards and travel agency manuals to travel agents, tour operators and the tourist consumers. The material should be in different languages.
18. Web-page containing all information about tourist destination trek routes, mode of journey, hostels with bed capacity and room rent etc should be launched on internet to make Himachal Tourism popular world-wide.
19. People working in tourism sector should attend tourism trade fairs, conferences, and workshops, many of which are held annually throughout the world and setting up exhibits and meeting the travel trade.
20. Incentive schemes like concessional package tours should be introduced to spread tourism demand over time and space in order to make optimal use of accommodation.
21. Monitoring of tourism industry should be undertaken on a format, structured basis according to scheduled programme. The monitoring process provides a basis for determining whether and what type of adjustments needs to be made in the tourism product and tourist marketing. Tourist satisfaction level will

need to be monitored and their attitude towards the tourism product surveyed to determine what improvements are needed. The tourism management information system may be an important tool to use in the monitoring process. Special surveys and field visits need to be conducted to obtain all the relevant information needed for monitoring.

22. Managing Director of HPTDC and Director of Department of Tourism should not be transferred on the administrative and political grounds for better results and the term for both should at least be five years. Because, it takes some time for any body to understand intricate problems of state tourism and also to put it on right track.
23. Department of Tourism and State Tourism Corporation should be combined to avoid duplication of work, which will help to reduce the cost. After combining it as one unit, the talents of incumbents can also be utilized in the best possible manner.
24. Presently, Board of Director is nominated on political ground. Therefore, to increase the overall efficiency of the corporation and to take right decision at an appropriate time, the state government should appoint only professionals/ academicians from Travel and Tourism sector.
25. Suggestions should be invited from time to time from the employees working on tourism industry of the state and good suggestions should give practical shape to promote tourism. Such employees should also be awarded accordingly.

Suggestions Based on Economic Impact

1. There is a need to develop tourism to create employment opportunities, generate foreign exchange, foster regional development and produce government revenues. Create opportunities, where possible, for the local ownership and management of tourist facilities and services and local employment in tourism, both directly in tourist facilities and services and in the tourism employment sectors.
2. Important approaches to enhance economic benefits are required to establish strong linkage between tourism and other economic sectors and to encourage local employment in, and ownership and management of tourism enterprises, as well as to increase tourist expenditure especially on locally produced items.

3. Tourist facilities and services should be owned and managed by the local people to avoid loss of local benefits and resentment of tourism by residents.
4. Tourism should not concentrate in only a few places without corresponding development in other places of the area, which may generate economic and employment distortions. Over dependence on tourism in one particular area may result in decline of other economic activities and created an unbalanced economy.
5. Tourism should make maximum use of locally produced products and services such as food items, building materials, arts and crafts on local and travel services. In fact, use of local goods and services can make tourism in an area a more interesting and educational experience for tourists, giving them a sense of being in a unique place.
6. To increase the state exchequer from tourism, tourist expenditure should be increased by various techniques. The area can provide more local shopping opportunities by producing a greater variety of crafts and specialty items. The number and variety of local tourists' attractions and activities can be expanded and local routes extended, which will lead to an increase in the length of stay of tourists and their expenditure.
7. There is a need to introduce tourism supply – side categories into the national account system, I/O tables, and economic census to assure adequate representation of the tourism sector and achieve a better assessment of its economic impacts.
8. For the middle and low budget tourists, who form the backbone of the regional revenue earnings, cheaper accommodation like Youth Hostels, Yatri Niwases should be constructed. Otherwise, these tourists often become victims of the unscrupulous hoteliers.

Socio-cultural Impact

1. There is a need to inform tourists about the local customs in areas where they are traveling in region in order to prevent misunderstanding arising between tourists and hosts. A brochure containing tourist behaviour code illustrated with humorous drawings, that inform tourists about the local dress code, customs, proper behaviour when visiting religious places etc.

2. Need to use tourism to conserve the uniqueness of the country's heritage of cultural patterns, religious beliefs, archaeological monuments and historical sites, helping to reinforce traditional values and stimulating development of cultural facilities and activities.
3. Government should consider preparation of a policy and comprehensive strategy for the development of cultural tourism and examines priorities for development, social infrastructure, marketing and promoting information dissemination, conservation and preservation and organizational development. Code of ethics should be fixed for visitors to cultural sites and for the tourism industry.
4. Important techniques are required to be used to mitigate negative socio-cultural impacts like to maintain the authenticity of local arts and crafts, prevent over crowding of attractions, educate residents about tourism, inform tourists about local customs and dress codes and apply strict controls on trafficking and use of drugs and crimes.
5. R&D Wing of the HPTDC should assume the responsibility for devising ways of using tourism to develop new forms of patronage, thus enabling traditional cultural forms to retain their integrity, vigor and quality.
6. HPTDC should encourage tourism consciousness that is a welcoming attitude towards travelers and tourists, tourism personnel and the public at large, in order to respect human dignity, better host – tourist relations and above all to avoid any discriminatory attitudes.
7. Himachal is a host state and the tourist's state of origin should co-operate actively as a bilateral basis, using all appropriate means to ensure the protection and security of tourists, especially in the case of natural disasters, major accidents and epidemics. The government should provide whenever necessary, mutual technical assistance by sharing experiences and exchanging experts in the field of tourist protection and security.
8. One of the major problems faced by the tourists is lack of basic toilet and drinking facilities at important cultural and religious sites. The government should therefore, has a scheme for provision of this much facility.
9. Craft villagers are required to be setup in various parts of the state to provide a boost to the traditional handicrafts of this hilly region.

10. To increase the temple tourism in Himachal, Yatri Niwases at all religious places should be constructed.

Physical Impact

1. There is a need to improve the environmental quality of many existing and potential tourism areas, also at some religious places and archaeological / historical attraction sites, for the benefit of both residents and tourists.
2. Accurate and interesting interpretation of nature site is essential for developing nature and eco-tourism. Visitor information centers should be established at the sites with information material and knowledge guides available. Visitors should be informed about conservation measures to be observed and how to conduct themselves when viewing wildlife.
3. Tourists should be informed in advance to take prophylactic measures against possible diseases when they are visiting any disease prone areas. They should also be advised to patronage food and beverage establishments that maintain high hygienic and sanitation standards. Government should also take action to eliminate sources of environmental diseases in tourism areas and apply acceptable hygienic and sanitation standards in tourism enterprises.
4. Eco-tourism development should give utmost consideration to the conservation of the natural environment and of the traditional ethnic cultures, without unduly stifling overall socio-economic development of the area. A balance is required to be achieved between conservation and development. Eco-tourism development and operation should be based on the inherent resources and economic production of the area as much as possible and provide a stimulus to other local economic sectors such as agriculture, fisheries, manufacturing and crafts as well as transportation and construction activities.
5. Architectural and engineering design of the building must provide for minimum standard of safety such as providing proper fire exits. It should be environmental friendly by using new environmental technologies. Building engineering must be taken into account designing for local hazards such as high winds and earth quakes. Hotels and restaurants must meet minimum health, sanitation and safety standards as part of their licensing and inspection process.

6. There is a need to monitor tourism impact by establishing environmental indicators for each tourism area or development site. These indicators should be periodically measured and if any problems emerged, corrective action can be taken. The quality of the tourism product must be periodically revitalized so that tourist satisfaction levels remain at a high level to retain tourist market. Environmental indicators can be used by decision – makers in taking action where necessary to reinforce positive impacts and prevent or mitigate negative ones. Each local authority should establish a list of environmental indicators that measure the most important types of impact for the particular area involved based on the objectives of tourism development in the area.
7. Need to develop properly designed utility (infrastructure) systems of water supply, electric power, waste management and drainage for tourist facilities. Energy saving techniques such as use of solar energy and conservation of water use should be incorporated into tourist facility development.
8. Tourism goals should be based on the carrying capacity of sites and environmental sustainability and compatible with regional development, social concerns and land use planning.
9. Emphasis should be given on use of non-polluting public transport system. Proper maintenance of vehicles is important to prevent air pollution as well as promote safety.
10. In natural areas, tourists should be prohibited from cutting flowers or trees in camping and trekking areas or from collecting rare plant and animal species and control disturbance of wildlife. Hunting and fishing should be allowed only under carefully controlled conditions so that the animal populations are maintained at sustainable levels appropriate to their habitats.
11. General public in the local area and especially communities near tourism development sites must be educated about tourism-its benefits, problems, development plans and programs, current tourism events, and how to cope with tourists with different cultural and language backgrounds. The more important is to expose local residents to ways in which they can benefit from tourism, either directly or indirectly.
12. Model guidelines for architectural norms, use of construction materials, vehicular movements and garbage and affluent management in this hilly

region should be prepared by the Govt. and circulate it to the people of the state for adoption and implementation.

13. All the segments of the trade including hoteliers, investors, tour operators, travel agents etc should involve themselves in awareness and educational programmes for tourists and host community through circulating dos and don'ts to tourists for using recyclable materials and abstaining from littering the area. They should highlight success stories in the field of eco-friendly tourism in the Himalayan region.
14. The trekking team should pitch camps only at places either acceptable to the local people or only at places allotted by the Govt. for such purpose. The team should not destroy any tree or forest resources surrounding the area or route of expedition. Before leaving the campsite, the team should burn and bury under the ground all containers and material boxes so that clean environment of rivers, religious or places of public interest may not be adversely affected.

11.3 Recommendations and Suggestions for Various Stakeholders of Tourism Industry

Encouraging sustainable tourism practices

H.P. Government need to always encourage tourism projects in line with sustainable tourism practices. Previous research suggest that tourism development to be successful, it must be planned and managed in a sustainable manner. Therefore, tourism development projects should be planed taking three factors in to consideration (Triple Bottom Line Approach)

- Economic aspects
- Environmental aspects
- Social aspects

Strategies at community level

There is need to maximise the number of local part-time jobs rather than having a few full-time high-paid jobs. They are assessing the costs, benefits and trade-offs, and trying to get the best fit with local needs. Matching tourism plans to local livelihoods requires a good understanding of people's livelihood strategies and needs. Local people know these without the intervention of researchers and reports. There is

an example of failure of Himalayan Ski village project as the private investors and Govt. failed to get the community support in Manali. Nevertheless, it can be difficult for a community to collectively assess livelihood priorities and how to accommodate them through tourism. Three different problems can be identified. If an enterprise is developed by an independent local entrepreneur, whether s/he takes other people's livelihood priorities into account will depend on the social situation and norms. If the initiative is to be a collective community one, trade-offs and decision-making need to be opened up and formalised (e.g. assessed visually or verbally) so that everyone can participate, and the perspectives of different stake-holders reconciled. Most economic decisions are currently made at the household level so communities are not used to doing this. Several have found it useful to have their participatory planning facilitated. As livelihood strategies vary enormously between people, there is no single answer to what will maximise livelihood impact in a community. Inevitably some will lose and gain more than others. Special mechanisms or NGO support may be needed if the least powerful are to be the gainers rather than the losers.

Strategies at government level

- That governments have some influence over tourism development by the private sector, e.g. through planning controls, allocation of licences/concessions, enforcement of regulations, control over 'sweeteners' or public ownership of land in tourism areas, with ability to devolve land/wildlife/tourism rights. That there is some commitment to enhancing livelihood impacts, and not solely any of the three other perspectives outlined above: stimulating macro-economic growth, conserving the environment, and supporting the private sector.
- It would be impossible for any government to prescribe exactly how each tourism enterprise should develop in ways that best fit with livelihoods. Governments cannot have sufficient understanding of the complexities of livelihoods in each place, nor can they govern effectively through immersion in detail.
- The most important principle therefore is to establish systems that allow local livelihood priorities to influence tourism development. Devolving tenure rights to community level, so that communities have market power and a

strong say over development (as is gradually occurring through establishment of conservancies).

- Developing more participatory planning mechanisms to ensure local concerns are reflected in local, regional and national strategies (e.g. involving community tourism representatives in revision of regulations governing accommodation and guiding, involvement of residents in Regional tourism plans).

Policy perspective for Sustainable Tourism

The interconnection of hosts and guests through the natural and built environment at any one destination, and the influence on the actions of each predicated upon the action/inaction of each of the demand- and supply-side variables, demonstrates the variety of stakeholders that must be accommodated from a policy perspective. Governments, as well as industry associations, have attempted in the past to address these varied groups' interests while still attempting to placate the broader Western agenda of sustainable development. There is need of some specific points in Himachal Pradesh:

- Travel and tourism should assist people in leading healthy and productive lives in harmony with nature;
- Travel and tourism should contribute to the conservation, protection and restoration of the earth's ecosystem;
- Travel and tourism should be based upon sustainable patterns of production and consumption;
- Travel and tourism, peace, development and environmental protection are interdependent;
- Protectionism in trade in travel and tourism services should be halted or reversed;
- Environmental protection should constitute an integral part of the tourism development process;
- Tourism development issues should be handled with the participation of concerned citizens, with planning decisions being adopted at a local level;
- Travel and tourism should use their capacity to create employment for women and indigenous peoples to the fullest extent.

- Tourism development should recognize and support the identity, culture and interests of indigenous peoples.
- International laws protecting the environment should be respected by the travel and tourism industry.

Ecotourism as a tool for preservation of Biodiversity

- Tourism has long been considered a “clean industry”, without any negative effects on the environment worthy of mention. However, this image is now outdated. Most parties are aware of the possible negative impacts and see the need for action. At the same time, tourism is able to contribute to a growing awareness of the value of nature to public support for the protection of biodiversity.
- Development of tourism can also be a way to make nature reserves economically viable and to provide employment and income for the local. In this manner, ecotourism can provide a viable alternative to other more damaging activities such as slash and burn agriculture, cattle farming, hunting, wood collection, mining, and other such primary activities. These characteristics give ecotourism an ambivalent position in relation to biodiversity.
- The tourism industry very much represents “a double edged sword” for the socio environmental movement, in that it is an activity which is both reviled and revered. The growing concern for the deterioration of nature is a concern mainly of the developed world, whereas a large part of this nature falls under the jurisdiction of Third World countries.
- They generally are confronted with many social and economic problems, which are felt to be more urgent than environmental and ecological ones. In order to create support for biodiversity policies among them, broadening the scope was a necessity. Including societal goals is also important from the point of view of policy implementation at a lower (sub national) level. If large societal groups in Third World countries are not allowed any benefits from the protection of biodiversity, it will be hard to create continued support for far-reaching measures.

- Measures will be more “sustainable” if they are widely accepted and supported, and especially if large parts of society are directly aware of the benefits they derive from the protection of biodiversity for themselves. However, this wider definition of biodiversity also creates a tension both at the conceptual level and at the level of interventions. Measures that are beneficial from the point of view of the protection or sustainable use of biodiversity do not necessarily create a more equal sharing of the benefits.

Local Authorities in Planning For Sustainable Tourism Development

- Tourism integrates a wide range of economic activities and is now regarded as one of the world’s largest industries. In addition to strong overall expansion, the development of tourism is characterized by continuing geographic spread and diversification of destinations.
- Some key qualitative development trends include increased market segmentation; development of new forms of tourism related to nature, wildlife, rural areas and culture; and the introduction of new programmes in traditional package tours. This trend should be favourable for Himachal Pradesh in general and Kangra in particular, given its highly diverse cultures and natural attractions.
- Tourism planning is carried out at various levels, but at the local community level it includes sub-regions, cities, towns, villages, resorts, rural areas and some specific tourist attractions. Planning at the local level includes comprehensive tourism area plans; urban tourism plans, and land use planning for tourist facilities and areas of attraction. Special tourism programmes such as ecotourism and village and rural tourism are carried out at the local level. Research, education and training for tourism normally take place at the local level, as well as some tourism marketing, provision of information services and other management functions.
- The local level can also involve site planning, which refers to the specific location of structures and facilities based on a land use plan. The importance of planning, management and regulation at the local level is being recognized increasingly worldwide. Environmental and socioeconomic conditions vary

greatly at each locality within the same country and region, and sometimes within a municipal territory.

- This is especially true for Himachal Pradesh, a state of natural and cultural diversity, where the bonds of traditional community structures are strong and varied. WTO has stated that local authorities responsible for counties, districts, cities, towns, villages, rural areas and attractions sites are becoming increasingly This is in line with trends towards decentralization as governments give more responsibility to local authorities. It also reflects the recent emphasis on community involvement in tourism through participation in tourism planning and related development processes.

Sustainability is Imperative for Tourism Planning

- Sustainability is imperative for tourism planning as destinations encounter increasing pressure on the natural, cultural and socio-economic environments from tourism growth. It has been recognized that uncontrolled growth in tourism aimed at short-term benefits often can harm the environment and societies as well as destroy the very basis of tourism.
- Host societies have become more aware of such problems, along with some consumers who now demand higher environmental standards from tourism suppliers and greater commitment from tour operators and travel agents. Tourism also has the potential to bring economic benefits to host communities and helps alleviate poverty and conserve natural and cultural assets, provided there is proper planning and management with a long-term vision.
- WTO has defined sustainable tourism development as meeting the needs of present tourists and host regions while protecting and enhancing opportunities for the future. Sustainable tourism development requires management of all resources to fulfil economic, social and aesthetic needs while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.
- The key for achieving sustainable tourism is careful planning, systematic implementation of the plans, as well as continuous and effective management. This should include a comprehensive approach that considers environmental, socio-cultural and economic, institutional and financial aspects, together with

their mutual relations when formulating policies, strategies, programmes or projects.

- Ideally, local plans would be integrated into regional and national tourism policies and plans. The tourism sector both depends on and stimulates other economic activities. Quality tourism services and programmes cannot be provided without linkages to agriculture, food production, transportation, construction, manufacturing, handicraft production, and other related economic activities.

Sustainable Tourism Problems

- There is great violations of environmental regulations and standards in Himachal Pradesh while nature based tourism is concerned. Hence, the environmental problems evolving from tourism are manifold. First of all, the tourism industry is very resource and land intensive. Consequently, the interest of the tourism sector will often be in conflict with local resource and land use practices.
- The introduction of tourism will imply an increased stress on resources available. An influx of tourists into the area will lead to a competition for resources. Employees working at the tourist sites compound this competition. Almost as a rule, tourists are supplied at the expense of the local population. Tourist activities imply an intensified utilisation of vulnerable habitats. Investors and tourists do not necessarily possess awareness on how to use natural resources sustainably, and subsequently this utilisation often leads to a degradation of resources.

Empowering Local Population

- To avoid degradation of the natural environment in Himachal Pradesh, tourism projects can help finance protected areas and safeguard ecologically sensitive regions against further environmental deterioration.
- By empowering local populations and have them participating in the entire process, sustainability will be ensured as it becomes accepted by and adjusted to the local communities.

- Also, a protected area might certainly be a suitable tourist-attraction, where tourists can experience amazing nature and learn about conservation and traditional uses of natural resources in the area. In regard to this, the communication and consultation with the local communities about resource-use is important.
- Tourism investors should not exclude local people from using local resources, and thus take away what they depend on for maintaining their well being. The tourism industry can and must take initiatives to implement that polluter(s) pay a principle (or other forms of internalisation of externalities) for pollution related to tourism operations.
- This may be organised and carried out through local tax systems or through funds established by the tourism industry for local community development. However, the paid principle should be applied for minor pollution only and should not be developed into a possibility for investors to pay a symbolic fine for imposed irreversible negative impacts on the local environment.
- Inaccurate and/or mild environmental legislation in destination countries may possibly attract more foreign investors contributing to fast economic growth and development, but with environmental damage as a consequence.
- To avoid the dilemma, destination countries will have to choose between economic development and environmental protection international.

Carrying capacity and Tourism demand

- Tourism has acted as an agent in exporting the life-styles and consumerist attitudes through demonstration effects and modelling in Himachal Pradesh.
- Tourism has increased demand for imported consumer goods in the destinations, with detrimental effects on the environment, due to the ecological costs of transport and the high amount of waste generated.
- The over-consumption of resources by tourists and tourism infrastructure (e.g. the excessive use of water, firewood or food) is incompatible with sustainable development. The carrying capacity of natural environments is exceeded with the addition of tourism demands.
- Tourist demand for resources (land, water, energy, food) also competed with the needs of local people and increased social inequality, gender inequality

and injustice. Many tourism activities such as skiing, boating, mountain hiking, motorised water-sports (e.g. jet skies), and trekking also causing stress for fragile ecosystem of Himachal Pradesh.

Governmental Action

- There is need to introduce and enforce legislation in Himachal Pradesh to regulate tourist access to ecologically fragile or stressed natural areas. Provide frameworks for ecologically appropriate pricing by strictly applying the polluter pays principle to internalise external costs. This includes ecological tax reforms including the taxation of aviation gasoline and oil, removal of subsidies/other economic incentives with negative environmental impacts.
- State government can harmonise laws on tourism including regulations, fee standards, licensing, etc. so that they will be more favourable to sustainable tourism in the region. In tourism development and land-use plans the public should be involved to participate in local and regional decision making and regulating tourism to ensure that profits benefit local people and conservation efforts and developing and support programmes to revitalise the diverse aspects of local cultures.
- The measures should be taken to reduce financial leakage and support local economies by buying food and resources locally, develop long-term partnerships with local operators, businesses and suppliers and training and hiring local staff and contract with local businesses, promote management opportunities for women. The provisions for accommodations owned, built and staffed by local people, promoting locally made handicrafts and traditional products can boost the local faith.
- Tourists can be encouraged to study and understand their destinations, respect local cultures and co-ordinate visits with local communities, authorities and women's organisations, being aware of and being sensitive to local customary laws, regulations and traditions, whilst respecting historical heritage and scientific sites.

Environmentally Friendly Measures

- There is need to promote environmentally friendly modes of transport and transport concepts in Himachal Pradesh that can reduce tourism-related traffic, shift demand to less environmentally damaging modes of transport. Promoting renewable sources of energy (such as solar power), reduce the use of non-renewable energy and of limited local resources, through more sustainable practices/consumption patterns.
- There is also dire need of developing information and education programmes in co-operation with local stakeholders ensuring all stakeholders' involvement (e.g. women's); provide information to tourists on appropriate behaviour (sensitivity, respect for/adaptation to local culture), e.g. by establishing information centres in destinations, or by including briefing material for package tours.

Suggestions for Tourism Industry

- Tourism industry can promote sustainable tourism products, using market related instruments and incentives, such as contests, awards, certification, model projects, culturally sensitive quality labels covering both environmental and social sustainability.
- There is need of reducing inappropriate consumption, use local resources in preference to imports in a sustainable manner; reduce and recycle waste, ensure safe waste disposal, develop and implement sustainable transport policies and systems, e.g. efficient public transport, walking, cycling in destinations.
- Providing tourists with authentic information, enabling them to understand all environmental and related aspects (e.g. human rights situation) of tourism when selecting any destination or holiday package; educate visitors in advance of arrival and give guidance on 'dos' and 'don'ts'; make tourists aware of their potential impact on and their responsibilities towards host societies.
- Providing information on respecting the cultural and natural heritage of destination areas, employing tour guides who portray societies honestly and dispel stereotypes and ensuring that the marketing of 'green' tourism reflects sound environmental policy and practice; use non-exploitative marketing

strategies that respect people, communities and environments of destinations, dismantle stereotyping, integrate sustainable tourism principles when creating new marketing strategies. Training can be imparted to staff to foster tourist responsibility towards the destinations, encourage multi-cultural education and exchange.

Suggestions for NGOs

- There is need to disseminate information to a wide public about the complexity of tourism and about the objectives and criteria of sustainable tourism in Himachal Pradesh. Tourists can be educated to change consumption patterns and promote appropriate, environmentally and socially acceptable behaviour in the destinations. Broad awareness campaigns should be launched on the worst impacts of tourism, to be funded by international governmental and non-governmental agencies.
- NGOs can promote relevant research on tourism impacts, criteria for sustainable tourism and possibilities for implementation. Similarly monitoring tourism development, policy, industry initiatives, and local people's reaction to tourism development and policy, and implementation of stakeholder action can be effectively conducted by NGOs.
- There is need that revenue stays in the host communities to enhance livelihoods and generate a profitable source of income, empower and motivate local groups to direct cross-cultural exchange in the way they wish and adopt practices which conserve, protect and preserve the environment.

11.4 Areas of further research

The current study was limited to Kangra district of Himachal Pradesh; however there is much scope of research in rest of the districts of the state. The study on changes in life-styles and consumerist attitudes through demonstration effects and modelling in Himachal Pradesh. The study on the demand for imported consumer goods could be conducted. There is need to research for developing measures to reduce financial leakage so that effective support local economies can be developed.

- The research upon various destinations and detrimental effects on the environment due to the ecological costs of transport and the high amount of

waste can be conducted. There is also scope of research on the over-consumption of resources by tourists and tourism infrastructure that is incompatible with sustainable development.

- Tourist demand for resources (land, water, energy, food) also competed with the needs of local people and increased social inequality, gender inequality and injustice.
- There is also scope of research on identification and development of niche market. The study on the emerging trends in tourism technology and its impact upon Himachal tourism can be conducted.
- Tourist perception and satisfaction about destination products and services can be studied to various districts of the state.