

## **CHAPTER - I**

### **INTRODUCTION**

**Tourism** is travel for recreational, leisure or business purposes. The World Tourism Organization defines **tourists** as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Theobald (1994) suggested that "etymologically, the word tour is derived from the Latin, 'tornare and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point or axis'. This meaning changed in modern English to represent 'one's turn'. The suffix -ism is defined as 'an action or process; typical behavior or quality', while the suffix, ist denotes 'one that performs a given action'. When the word tour and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.

In 1941, Hunziker and Krapf defined tourism as people who travel "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.

In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes in 1981, the Intel national Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home.

The term 'Tourism is of recent origin. In other words it is of relatively modern origin. It is distinguishable by its mass character from the travel undertaken in the past. Many definitions and explanations have been given by many writers and scholars in their own fashion for the term tourism. Let us see some of the definitions

here to have a fair idea of tourism.

The great Austrian economist, Hermann V. Schullard says that “the sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country city or region”. It is considered as one of the earliest definitions of tourism. He gave this definition in the year 1910.

Later on the concept of tourism found good expressions in the year 1942 by Swiss Professor & Austrian economist, Hunziker and Krapf who stated, "Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity."

In the words of Robinson (1979), the attractions of tourism are, to a very large extent, geographical in their character, location and accessibility are important.

According to Bhatia (1991), "Tourism does not exist alone. It consists of certain components, three of which may be considered as basic. These three basic components of tourism are: Transport, Locale and Accommodation."

Tourism is, therefore, a composite phenomenon which embraces the incidence of a mobile population of travelers who are strangers to the places they visit (Jayapalan 2001).

## 1.1 Typology of Tourism

Tourism can be divided into three parts

- a) **Domestic tourism**, involving residents of a country visiting their own country.
- b) **Inbound tourism**, involving non-residents visiting a country other than their own.
- c) **Outbound tourism**, involving residents of a country visiting other countries.

These three basic forms of tourism can in turn be combined to derive the following categories of tourism:

- a) **Internal tourism**, which comprised domestic tourism and inbound tourism,
- b) **National tourism**, which comprises domestic tourism and outbound tourism,
- c) **International tourism**, which comprises inbound and outbound tourism.

Underlying the above conceptualization of tourism is the overall concept of

‘Travel’ defined as “any person on a trip between two or more countries or between two or more localities within his/her country of usual residence”.

All types of travelers engaged in tourism are described as ‘visitors’ – a term that constitutes the basic concept for the whole system of tourism statistics.

A ‘Visitor’ is defined as a person who travels to a country other than that in which he has his usual residence but outside this usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

‘Visitors’ are sub divided into two categories:

- i) Same-day visitors: visitors who do not spend the night in a collective or private accommodation in the country visited.
- ii) Tourism: Visitors who stay for at least one night in a collective or private accommodation in the country visited.

## 1.2 Relationship between ‘Leisure’, ‘Recreation’, Recreation and Tourism

The words ‘Leisure’, ‘Recreation’ and ‘Tourism’ are often used to express similar meanings.

**Table: 1.1**  
**Interrelationship between Leisure, Recreation and Tourism**

Leisure time				Work Time
Leisure Free time available to a person after work, sleep and household chores ↓ Recreation: Activities Engaged upon during leisure time ↓ Recreation activities can be				
Home-based activities watching TV, Reading gardening, etc	Daly leisure going to cinemas, theatre, restaurants or calling on friends	Weekend leisure – day trips, picnics, visiting nearby tourist attractions, weekend trips, etc.	Tourism-temporary movement from: home and work, place to a place where you do not normally reside and engaging in activities available there	Business travel

Source: Seth P.N. (1997), Successful Tourism Management, New Delhi: Serling. P-16.

What exactly is the relationship between these worlds? Leisure is a measure of time left over after work, rest, sleep and household chores. Leisure is the time

when an individual can do what he likes to refresh his/her spirits.

Recreation means a variety of activities, which a person could choose to refresh his/her spirit. It may include activities as diverse as a game of golf, watching television or travelling abroad.

Tourism, therefore, is simply one of these activities, which a person could undertake to refresh his/her spirit. It places tourism firmly as a part of recreation activities spectrum of a person.

### **1.3 Classification of Tourism**

Tourism can be classified into six distinct categories according to the purpose of travel.

1. **Recreational:** Recreational or leisure tourism takes a person away from the humdrum of everyday life. In this case, people spend their leisure time at the hills, sea beaches, etc.
2. **Cultural:** Cultural tourism satisfies the cultural and intellectual curiosity and involves visits to ancient monuments, places of historical or religious importance, etc.
3. **Sports/Adventure:** Trips taken by people with a view to playing golf, skiing in the mountains or hiking, fall within this category.
4. **Health:** Under this category, people travel for medical treatment or visit places where there are curative possibilities, for example, hot springs, spas, yoga, etc.
5. **Convention Tourism:** It is becoming an increasingly important component of travel. People travel within a country or overseas to attend conventions relating to their business, professional or interest.
6. **Incentive tourism:** Holiday trips are offered as incentives by major companies to dealers and salesmen who achieve high targets in sales this is a new and expanding phenomenon in tourism. These are in lieu of cash incentives or gifts. Today, incentive tourism is a 3 billion dollar business in the USA alone (Seth, 1997).

### **1.4 Tourists – The Travelling Public**

Tourist is the focal point and the primary reason for all tourism activities. It is important to meet their needs and wants successfully if we want to develop a

successful tourism, since these tourists are at the centre of the industry, one need to know more about who they are, why they travel, and what they expect during their visit.

Any number of activities, including seeking the assistance of a travel agent, flying to another city, or walking through the gates of a theme park, changes a person into an active participant using tourism services. As consumers of these tourism services, one has sometimes similar, as well as different needs. In response to the tasks of understanding consumers, their needs, a whole branch of marketing, consumer behavior, has developed.

The nature of tourists' tourism related activities depend largely on the type of destination visited and the type of experience the tourists are seeking for. Both of the dimensions are dependent on the socio-psychological makeup of the individual and the availability of the leisure time. The concept of leisure is multi-dimensional (Aronsson 2000). Leisure (OED, 1989) stands for freedom or opportunity to spend time as one pleases. Kelly (1993) claims that leisure is mainly determined on the basis of the relationship between relative freedom people have to choose an activity and the informal rule system of the social context. Leisure must be seen as a part of the whole life situation and the conditions that this provides. How leisure can be used therefore is related with factors like one's life cycle, life mode and life style. Another dimension that is highlighted by Veblen (1976) is that leisure activities are also perceived indicators of social status, e.g., making one's leisure visible is a signal of wealth. The predominant leisure activities outside the home comprise of sports, outdoors pastimes and travel.

Consumer behavior is the study of consumer characteristics and the processes involved when individual or group select, purchase, and use goods services to satisfy wants and needs. How one behaves as consumer is determined by a variety of interpersonal influences and by our individual characteristics. Consumer will continue to return and use goods and services as long as their needs are met. Consequently, there is a need to learn more about whom these consumers are and what they need and want (Jain 1998). The availability of product is also important to understand this behavior. In case of the tourism mainly this product is the destinations.

## **1.5 Tourism Consumption Pattern of Travelling Public**

Tourism is a part of leisure industry, after spending money on compulsory necessities; people are left with many alternatives. Tourism is one of those discretionary alternatives competing with numerous other leisure activities. However, it is widely agreed that tourism holds an important part in people's life in western societies and growing in Indian society also (Mishra 1999). The growing importance of tourism can also be seen in the media. For example new television series concerning tourism are born regularly. Nevertheless, there are remarkable differences between consumers' travelling habits. Some people are willing to spend more money and leisure time on tourism than other people. For these "real tourists" tourism has become part of their lifestyle.

Taking lifestyle into consideration in tourism studies is not a new idea. As early as in 1980's a few studies in which tourism was examined through lifestyle were published (e.g. Bernard 1988; Mayo and Jarvis 1981). Although the importance of lifestyles in tourism consumption can be seen from numerous angles (Veal 2000) usually lifestyles have been connected to the way how tourists behave and consume during their trip, and on the other hand to the destination choices (Chandler and Costello 2002; Cleaver and Muller 2002; Dolnicar et al. 1998; Rajasenan and Kumar 2004; Reisinger et al. 2004). Probably the most popular lifestyle typologies presented in the literature have been the Euro style System (Dolnicar et al. 1998) and 'VALS' (Value, Attitude and Life Style Survey) (e.g. McIntosh et al. 1995: 426-467; Shih 1986; Skidmore and Pyszka 1987).

Lifestyle is something which is absorbed through socialization process but still, it can also be chosen, for example through consumption behaviour. According to Miles (2002: 137) lifestyle is a material expression of person's identity. This brings the discussion close to the postmodern ideas of consumption which play important role in the discussions about the lifestyle issues. According to Bocoek (1993: 27-28; also Mackay 1997) postmodern lifestyles are based on identity formed largely by consumption rather than on traditional social factors. Consumers are said to be living in the consumer society, where consumption is the main factor behind lifestyles and culture (Miles, 1998). However, even in postmodern societies monetary restrictions

and such have still effect on how people actually consume. Postmodernist point of view instead plays with consumer identities and lifestyles which are built by tourism consumption.

It is evident that lifestyles must be taken into account when tourism consumption is concerned. On one hand, consumption requires financial capabilities. On the other hand, there must be a desire to consume. In this empirical study, these both dimensions were taken into account.

## **1.6 Tourism: Global Phenomena**

Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence, pleasure being the usual motivation. The activities carried out by a visitor may or may not involve a market transaction, and may be different from or similar to those normally carried out in his/ her regular routine of life. If they are similar, their frequency or intensity is different when the person is travelling. These activities represent the actions and behaviors of people in preparation for and during a trip in their capacity as consumers. Tourism has an impact on the economy, the natural and built environment, the local population at the places visited and the visitors themselves. Owing to this range of impacts and the wide spectrum of stakeholders involved, there is a need for a holistic approach to tourism development, management and monitoring.

This approach is supported by the World Tourism Organization (UNWTO) in order to formulate and implement national and local tourism policies. Having more and reliable statistics is essential for policymakers to make effective decisions. Only with sufficient and adequate data that generate credible statistics is it possible to undertake different types of analysis of tourism. This is essential in order to evaluate the different aspects of tourism and to support and improve policy and decision-making. Travel & Tourism accounts for 10% of world GDP, 8% of jobs and 12% of global investment annually. It also has the highest potential for growth of any industry – currently running at more than 4% per annum, with an average of 3% in developed economies and more than 7% in emerging markets. Travel & Tourism makes a positive contribution to the planet and its people. International travel alone generates

more than 840 million annual arrivals around the world, assuring human contact, providing pleasure, expanding business opportunities, easing diplomatic relations, and opening eyes to new horizons and perspectives.

The resilience of Travel & Tourism – with demand repeatedly bouncing back despite successive high-profile challenges, ranging from terrorism to disease – shows how keenly and widely it is appreciated by its customers. Travel & Tourism is appreciated by its host countries and communities, too – so much so that they compete for the benefits it can bring, economically, socially and environmentally. It is helping build economies emerging from poverty, conflict and confusion. It stimulates infrastructure development and secondary economic activity. And it is helping to give value to natural and built heritage that would otherwise be under threat. The Travel & Tourism industry knows that it has to manage its growth responsibly so that it remains sustainable as it brings its benefits. It must respect the interests of people and the environment, and it must be supported by the right level of infrastructure development. People are the heart of Travel & Tourism. The industry is conscious of the importance of responding to the needs of host communities, and ensuring that the benefits of tourism reach them, as well as the industry's customers and staff. The industry is conscious of the need for its growth to respond to the challenges of protecting the environment and combating climate change. All its branches – whether in transport, accommodation, or the travel trade – know that they have a responsibility and an opportunity to make a difference. Sustainable growth also depends on adequate infrastructure – without which efficient Travel & Tourism becomes impossible, and host communities will suffer from degradation, or simply lose business. Airports, roads, water, sanitation, medical services... all need to be matched carefully to traffic volumes. And regulatory authorities need to plan ahead, too, to adapt to everything from air traffic management to immigration, and from disease control to counter-terrorism services.

The Travel and Tourism (T&T) industry directly contributes about 3.6% of the world's Gross Domestic Product (GDP) and indirectly contributes about 10.3% to it. As one of the biggest contributors to the global GDP, this industry directly employs nearly 77 million people worldwide, which comprises about 3% of the world's total

employment. The T&T industry also contributes to indirect employment generation to the tune of 234 million or 8.7 % of the total employment implying that one in every twelve jobs in the world is in the tourism industry. The industry also represents about 12% of the total world exports.

Global market trends indicate that long-haul travel, neighbouring country tourism, rural and ethnic tourism, wellness and health holidays, cultural tourism, spiritualism, ecotourism, sports and adventure holidays, and coastal tourism and cruises are a few emerging areas of tourist interest. From a geographic viewpoint, there has been a remarkable rise in Asian tourists, particularly from China and East Asian countries. Further, the average age of the international tourist has also been reducing representing a growing segment of young tourists who would typically travel to take a break from increasingly stressful professional lives.

Given the above factors, robust growth in tourism is likely to continue in the coming years. The World Tourism Organization (WTO) forecasts over one and half billion arrivals in 2015 versus approximately 1035 million today. Worldwide long-distance travel is likely to grow faster (5.4% each year) than travel within regions (3.8%). Continuing world prosperity, growing recognition of tourism's contribution to employment and economic growth, availability of better infrastructure, focused marketing and promotion efforts, liberalization of air transport, growing intraregional cooperation, and a growing number of Public-Private-Partnerships (PPPs) are seen as the key drivers for tourism in the next decade.

Tourism exports account for as much as 30% of the world's exports of commercial services and 6% of overall exports of goods and services. Globally, as an export category, tourism ranks fourth after fuels, chemicals and automotive products. For many developing countries it is one of the main sources for foreign exchange income and the number one export category, creating much needed employment and opportunities for development. The contribution of tourism to economic activity worldwide is estimated at some 5%. Tourism's contribution to employment tends to be slightly higher relatively and is estimated in the order of 6-7% of the overall number of jobs worldwide (direct and indirect). The most comprehensive way to

measure the economic importance of both inbound and domestic tourism in national economies is through the 2012

### **1.7 Tourism in India**

The FTAs in India continued to grow from 1.28 million in 1981, to 1.68 million in 1991, 2.54 million in 2001, and reaching 6.29 million in 2011. During the year 2011, India witnessed a growth of 8.9% over 2010 in FTAs. The compound annual growth rate (CAGR) in FTAs in India during 2001 to 2008 was more than 10%.

The growth in FTAs in India during the eighties & nineties did not follow any consistent pattern. While 3 years, viz. 1986, 1992 and 1995, saw double-digit positive growth, and there was negative growth in the years 1984, 1990, 1991, 1993 and 1998.

In the subsequent write up in this publication, distribution of FTAs according to various characteristics such as age, sex, nationalities, purpose of visits, etc. are given. It may be clarified that distribution of FTAs in 2011 has been worked out for the provisional figure of 6.29 million, which is marginally higher than the total FTAs.

For the country-wise details of FTAs in India during 2008 to 2010 it is observed that, the FTAs from France were maximum during 2008 and 2010. The growth rate in FTAs in India in 2009 as compared to 2008 was maximum for 157.6% followed by Saudi Arabia, Belgium, Kazakhstan, Thailand and Uzbekistan. Some of the countries for which decline in FTAs were observed were Cambodia (56.7%), Morocco (25%) and Korea (20.9%).

Modern tourism in India is increasing day by day. It is evident from the previous trends that Indian tourism is growing. From 1950 where India had received 15000 foreign tourists it has gone to about 6.29 million tourists in 2011. This had made Indian tourism a big one. In addition to 2.7 million foreign tourists in India there is about 740.21 million domestic tourists also, which make India a tourist country. In India the average length of stay of tourists is quite high. It is about 27 days, which is quite higher than European countries.

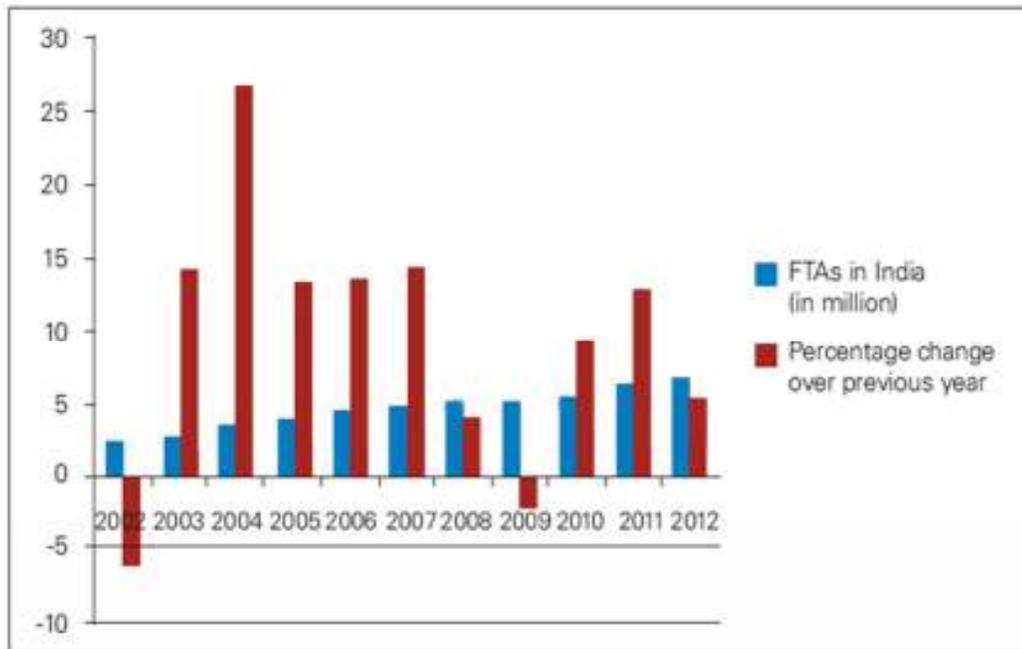
**Table 1.2**  
**International Tourist Arrivals in India**

<b>Year</b>	<b>Tourist Arrivals</b>	<b>Variation</b>
1950	15000	-
1951	16829	12.19
1952	20503	21.83
1953	22840	11.40
1954	30626	34.09
1955	33629	8.63
1956	65807	97.80
1957	80544	22.39
1958	90202	11.99
1959	109464	21.35
1960	123095	12.45
1961	139804	13.57
1962	134360	-3.89
1963	140821	4.81
1964	156673	11.25
1965	147900	-5.60
1966	159603	7.91
1967	179565	12.51
1968	188830	5.15
1969	244724	29.61
1970	280821	14.75
1971	300995	7.18
1972	342950	13.94
1973	409895	19.52
1974	423161	3.24
1975	465275	9.95
1976	533951	14.76
1977	640422	19.94
1978	747995	16.80
1979	764781	2.24
1980	800150	4.62
1981	853148	6.62

1982	860178	0.82
1983	884731	2.85
1984	852503	-3.64
1985	836908	-1.83
1986	1080050	29.05
1987	1163774	7.75
1988	1239992	6.55
1989	1337232	7.84
1990	1329950	-0.54
1991	1236120	-7.05
1992	1434737	16.07
1993	1764830	23
1994	1886433	6.9
1995	2123683	12.6
1996	2287860	7.7
1997	2374094	3.8
1998	2359000	-.06
1999	2481928	5.21
2000	2641157	6.41
2001	2527282	-4.31
2002	2384364	-6.0
2003	2750290	15.3
2004	3,457,477	6.82
2005	3,918,610	13.33
2006	4,447,167	13.49
2007	5,081,504	14.26
2008	5,282603	4.0
2009	5,167,699	-2.2
2010	5775692	11.8
2011	6290319	8.9

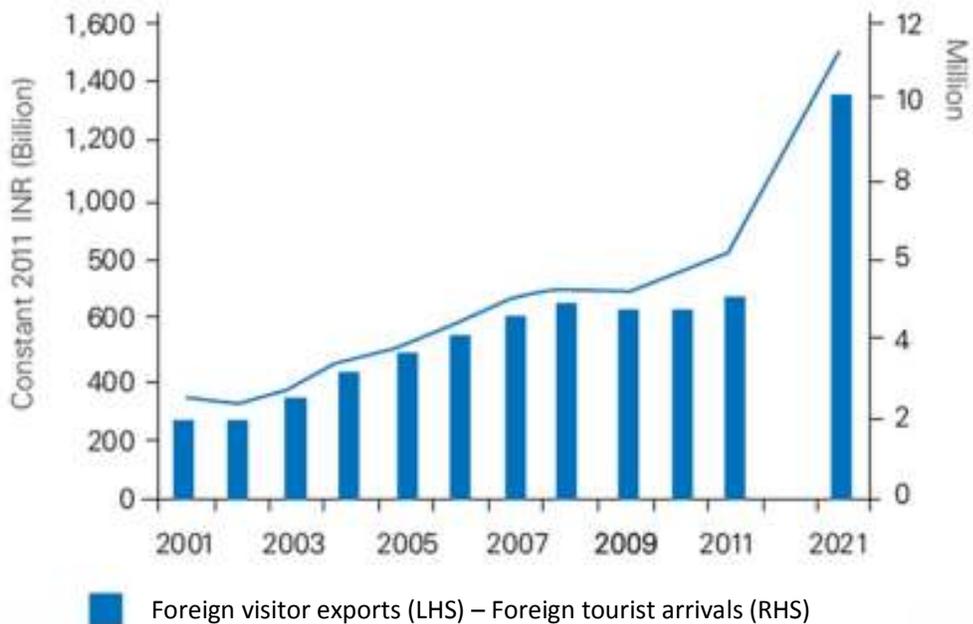
Source: India Tourism Statistics accessed and compiled from  
<http://www.tourism.gov.in/>

**Figure: 1.1**  
**Foreign Tourist Arrivals (FTAs) in India, 2002-2012**



Source: Bureau of Immigration and Ministry of Tourism, GOI

**Figure 1.2**  
**Foreign Travel into and out of India, 2001-2021**



## **1.8 India as emerging world market**

India represents one of the most potential tourism markets in the world. A booming economy and an increase in disposable income have led to a massive growth in the number of Indians travelling abroad. The Indian tourism and hospitality industry has thus emerged as one of the key sectors driving the country's growth, and it is thriving owing to a huge surge in both business and leisure travel by foreign and domestic tourists. Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witnesses more than 5.77 million annual foreign tourist arrivals and 740 million domestic tourism visits. The tourism industry in India generated about US\$120 billion in 2010 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "Incredible India" campaign.

According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. According to World Travel and Tourism Council (WTTC), India Travel and Tourism is expected to generate approximately Rs. 4 trillion (USD 130 billion) in 2012, rising to Rs 15 trillion (USD 275.5 billion) by 2018 over the next six years

The results reveal strong performance for travel and tourism demand in India in 2008, growing at 7.3 per cent. The long-term forecasts point to a continued solid phase of growth between 2009 and 2018, averaging at 9.4 per cent per annum. WTTC also predicts that while travel and tourism is expected to contribute 6.1 per cent to India's national GDP, with no increase in the coming decade, the anticipated growth will create about 32million jobs in 2012, 6.4 per cent of total employment, rising to 40 million jobs, 7.2 per cent of total employment by 2018.

According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC) The demand for travel and

tourism in India is expected to grow by 8.2 per cent between 2010 and 2019 and will place India at the third position in the world.

- India's travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 by 2019.
- Capital investment in India's travel and tourism sector is expected to grow at 8.8 per cent between 2010 and 2019.
- The report forecasts India to get capital investment worth US\$ 94.5 billion in the travel and tourism sector in 2019.
- India is projected to become the fifth fastest growing business travel destination from 2010-2019 with an estimated real growth rate of 7.6 per cent.

### **1.9 Tourism in Himachal Pradesh**

Tourism in H.P. is not a new concept. Its history goes back to Hiuen T-Sang, the Chinese traveller, visited India and made important observations about Jalandra, Kuluta and Srugna. Apart from Hiuen T-Sang many more foreign travellers have left interesting account of their tours to various parts of the hilly state of Himachal. William Moorcraft has described beautifully the power of various Rajas, economic and social conditions, art and architecture, painting, climate, scenic beauty, flora and fauna of the hill state.

Tourism as an Industry began to develop in Himachal Pradesh only in the 19<sup>th</sup> century, when the British started founding hill station for the rest and peace. Himachal gained International name when British declare it summer capital in 1864. With the reorganization of the states in 1966, tremendously rich tourist potential areas like those of Kullu, Manali, Kangra, Dharmshala, Shimla, Chail and Dalhausie came over to Himachal Pradesh. The development of tourism in Himachal Pradesh began with the starting of the Second Five-Year Plan. Now Himachal Pradesh government has appreciated the importance of tourism as an important economic activity and declared its new tourism policy in 2000. Himachal Pradesh is a delightful state for visitors particularly during the hot season when people flock to its hill stations to escape the scorching heat of the plains. Most of the tourists visit Himachal Pradesh for its natural and scenic beauty.

Himachal Pradesh is a delightful state for visitors particularly during the hot season when people flock to its hill stations to escape the scorching heat of the plains. In terms of tourism the State has an immense resource of natural / scenic, and cultural

wealth to offer. The snow peaked mountains, glistening rivers, serene environments, ideal climate and a peaceful lifestyle, all combines to make Himachal a magnetic attraction. The state is rich in Tribal Culture, Languages, Folklore, and Dress forms, special Himachal cuisine other than off course the rich bounty of natural beauty. The State has all elements to attract various segments of tourist population. But what we still need is better accessibility and tapping of the right potential markets.

**Table 1.3**  
**Tourist Arrivals in Himachal Pradesh**

S. No.	Year	Domestic Tourists	Foreign Tourists
1	1993	14,55,445*	12,194
2	1994	17,20,616*	51,824
3	1995	15,63,690*	47,903
4	1996	35,28,000	51,360
5	1997	38,30,420	62,527
6	1998	41,80,366	75206
7	1999	43,52,284	91,444
8	2000	45,70,129	1,11,191
9	2001	51,11,772	1,33,028
10	2002	49,58,917	1,44,383
11	2003	55,44,414	1,67,020
12	2004	63,45,069	2,04,344
13	2005	69,27,742	2,07,790
14	2006	76,71,902	2,81,569
15	2007	84,81,988	3,39,409
16	2008	93,72,697	3,76,736
17	2009	1,10,36,572	4,00,583
18	2010	1,28,11,986	4,53,616
19	2011	1,46,04,888	4,84,518
20	2012	1,56,46,048	5,00,284

Source: Dept. of Tourism, Govt. of Himachal Pradesh

\* Exclusive of religious tourists

There have been an ever-increasing number of tourists to Himachal. During 2012, the total tourist arrivals in the State were 1,61,46,332 of which 5,00,284 were

foreigners. Table 8 describes the growth of tourism in Himachal Pradesh. To maintain the tourism growth graph, a new Tourism Policy has been released in 2005 by the state govt. The policy is aimed at promoting sustainable tourism, encouraging private Investment, employment creation and promoting new concepts on tourism in the state. It plans to break the seasonality factor in Himachal, disperse tourism to other lesser-known tribal and national park areas and develop pilgrimage tourism. NRI investment too is aimed at to be encouraged.

#### **1.10. Review of Literature**

This part of the chapter deals with the existing studies available on the related topics to explore the existing research gap. The main consideration in reviewing the research work already done in this concerned field is to evaluate such studies, in order to stimulate the prior study and to avoid duplication of the work. Further, this may provide invaluable information regarding the methodology; analytical work etc. already employed along with the methodological weaknesses, if any. This will not only help in tailoring the present study, but in consonance of the objectives of the study. The relevant material relates to world tourism, nation tourism, State tourism etc has been arranged year – wise and reviewed.

**Kapoor (1976)**, has studied on Tourism as an Instrument of Economic Development with special reference to Himachal Pradesh. The main objective of this study was to analyse the role of tourism industry in the overall economic development of the state and formulation of the strategy for the promotion of tourism. He has concluded in this study that tourism in Himachal Pradesh as a direct product presents a vast potential. This is perhaps one of the industries whose development ensures the simultaneous development with a number of other related industries. The authorities associated with this trade throughout the world are now adopting new techniques for promotion of tourism.

**Singh (1976)**, studied on the Economic Potential of Tourism in Himachal Pradesh with special reference to Shimla. The main objective of this study was to analyse the various economic aspects of tourism with regard to the employment and income generation. The data has been collected through both primary as well as secondary sources. The findings of this study are that there is an unexplored area of tourism in Himachal Pradesh. There is enough scope and vast potential for the tourism

development due to hilly areas and natural resources, which can help to generate employment and increase as well as foreign exchange.

**Mishra, Sharma and Acharya (1981)**, have studied on world tourism and evaluated the role and impact of tourism vis-à-vis development in India with reference to 42 other countries having various types of economies. They are of the view that tourism is an important activity in India and the growing importance assigned to tourism depicts the country's earnestness to attract more and more tourists from every part of the world. India's tourism infrastructure is modern and several agencies are engaged in setting up a sound base for the development of tourism in the country. They predict that India's enormous tourism potential is destined to attract an increasing number of tourists every year. However, the only snag in attracting a large number of tourist generating countries of Europe and America, which can overcome through the emergence of modern aircraft and improved airline services, travel to distant places in lessor time.

**Mathieson and Geoffrey (1982)**, have emphasized that the unprecedented expansion of tourism has given use to a multitude of economical, environmental and social impacts which are concentrated in distinction areas. These effects have become pronounced with changes in the volume and characters of the tourist industry. Research on tourism impacts has concentrated upon individual components of each of the economic, physical and social impact categories. The impact of tourism is rarely so confined. Each component should not be considered in isolation but researchers should integrate the findings within and between each impact category. In considering specific impacts in isolation, investigation of tourism has followed separate and often divergent paths.

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

**Kanwar, Pamela (1982)**, has conducted a study on urban history of Shimla. She has studied the history of Shimla from 1882 to 1947. In her study she had described the establishment of old heritage buildings at Shimla.

**Singh Kedar (1982)**, has conducted a study on villages in North India from Maurya to Gupta period. In his study he had described the old villages of Himachal Pradesh.

**Thakur L.S. (1984)**, has conducted detail study of temple architecture of Himachal Pradesh. This is one of the informative studies conducted on heritage of Himachal Pradesh.

**Kaul (1985)**, studied dynamics of Tourism, its concepts and phenomenon. He analyzed the role of state in tourism, its objectives and policies, the functions of national tourism organizations and development of relevant international tourism organizations. In his second volume he has studied about the accommodation and evaluated the role of accommodation in inducing and expanding tourism from historical perspective. It is observed in this study that in ancient times, club – rooms and halls in Indian villages were served as rest houses for travelers and as centres of social life. Later on the places of these halls were converted into the village temples. In his third volume he also conducted the study on the role of transportation and marketing in tourism in which he discussed the basic principles of travel management.

**Jayal and Motwari (1986)**, made an attempt to study “conservation Tourism and Mountaineering in the Himalayas”. In this study they observed that Himalayan tourism means tourist traffic both domestic as well as international, to the Himalayas. The new traveler in Himalayas is often a seasoned traveler who has visited many countries and knows how to reach comfortably in Leh, Srinagar, Manali, Darjeeling, Kathmandu, Pokhara, Namchebazar Lhasa, Gillgit and Skardu. However these tourist places are geographically very tough but these are on the list of “must see” places in the world atlas of adventure. It was also seen that for reasons of security, foreign, tourists are not permitted to visit the remote mountain areas of Himalayan.

**Negi (1987)**, conducted a study on Tourism Development and Resource Conservation. In this study he discussed on financial and cost control techniques in hotel and catering industry. He studied the determination of room rates and price structure of various products may be considered in two different situations i.e. existing hotel and hotel yet to be opened. He concluded in this study that there is no relationship between the price level of a hotel room or food and beverage operation

and its volume of sale, in majority of the cases will fluctuate from one day to another and often shows a seasonal trend. The volume of sale in respect to longer period will generally be higher when the price level of establishment is lower and vice-versa. Further he observed that the determination of room rates depends upon different factors like, location of hotel, location of room within the hotel, various amenities provided in the hotel, the average occupancy of the hotel, type of patronage, capital investment cost, availability of non-revenue services and the seasonality of business etc.

**Gupta (1987)**, has conducted an in depth in study on “Tourism Potential in Northern, Western, Central, Southern and Eastern India as well as Islands”. He pointed out that the tourism in India has been developed rapidly in well-planned manner since independence. The old monuments are being maintained nicely and property. They have been given their original shape. The many picnic spots have been located and illuminated in colorful manner so as to attract tourists and give them amusement in proper way. The tourism departments of every state have also spent a large amount on the places of tourist’s interest to give more facilities to them with modern amenities and comfort. Apart from Hotels, tourist cottage, bungalows, huts and rest houses have been built up for their stay. Transport facilities have also been extended. Now there is no difficulty in reaching from one place to the other. Air, railways and road services are easily available in the important cities of India.

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

**Singh and Raj (1987)** conducted a study on tourism in Kullu valley in Himachal Pradesh and made an attempt to examine the problems and prospects of tourism in the valley. They opine that Kullu valley alone has an intake of about 60 per cent tourists of the state. About 33 per cent are academicians and about 40 per cent other tourists visit the valley for sightseeing trekking, photography, fishing, skiing, mountaineering and other entertainment activities.

The higher fares and inadequate public transport facilities were noted to create inconvenience to the tourists in their local movements. They also believed that valley lacks cheaper hotels and has inadequate accommodation. Importantly, it has been shown that about sixty per cent tourists suffer from language problem at the remote centres because of illiteracy in the hinterland of the valley.

**Virender (1988)**, studied on training and development programmes for employees in Himachal Pradesh Tourism Development Corporation Ltd. The main objective of this study was to know the training policies of the H.P. Tourism department with respect to employees of tourism and the existing pattern followed in the training programme. Most of the data collected from secondary sources and personal interviews were also undertaken with the staff of the tourism. It is concluded from the study that training is one of the neglected area of this organization. There are hardly any programmes aiming at developing the human resources of the organization. Even there is reluctance to sponsor employees to various courses offered by other institutions and universities. Secondly the promotion of staff members is not followed by the training programmes.

Similar view has been expressed by *Steigenberger* in his study on Tourism Development in Himachal Pradesh. This study reveals that staff at the levels in the hotel and catering industry should be properly trained to make the tourism more attractive in this hilly state.

**Chauhan (1988)**, conducted a study on the Personnel Administration of Himachal Pradesh Tourism Development Corporation Limited. The main objective of this study was to measure the job satisfaction and morale of employees of Himachal Pradesh Tourism Development Corporation Ltd. The data has been collected from primary as well as secondary sources. The findings of the study reveals that the morale of the employees is quite satisfactory but in certain cases no adequate procedure has been developed for the purpose of training of the employees. Therefore, there is always biasness or uncertainty on the part of the management.

**Archna (1989)**, has made an attempt to study the Development and Potential of Tourism in Himachal Pradesh. The main objective of her study was to critically examine the performance and development of tourism and to identify tourism potential in the state. To achieve the objective the data has been collected by both primary as well as secondary sources. The findings of this study reveal that Himachal is pleased with all the ingredients, which makes a particular place of tourist's importance. Besides all the tourist attractions, this state could not achieve the name & fame, which it should be on the map of tourist world, because the image of the tourist place or tourist destination is very important in tourism development. Even the role of the government in the tourism development is also lacking. The various factors have

been noted which have restricted the growth of tourists in the state, namely the lack of proper transport link and the government institutions for the stay of tourists.

Archer (1989) enlists the factors affecting the extent of income multiplier effect caused by the tourist expenditure. The principle factors governing the magnitude of effected outlined by him are: the initial value of tourist expenditure; the size of the economy; the value added in the first round; the linkages between tourism establishments and other sectors of the economy. The leakages occur in the forms of imports, savings and supply constraints. Due to the variations in the above factors in different countries, the magnitude of the impact varies from economy to economy.

**Singh, Mian Goverdhan (1989)** has written a book on Himachal Pradesh. This book can be considered as one of the best efforts on history and culture of Himachal Pradesh.

**Tyagi Archana (1989)** has made an attempt to study the development and potential of tourism in Himachal Pradesh. The main objective of her study was to critically examine the performance and development of tourism and to identify tourism potential in the state. To achieve this objective the data has been collected by both primary as well as from secondary sources. The findings of this study reveal that Himachal is endowed with all the ingredients, which make a state a tourist state. Besides all the tourists' attractions, this state could not achieve the name and fame.

**Bhakuni (1989)** used the random sampling method for studying the profile of the tourists visiting the state. Samples from four destinations; Shimla, Kullu Manali, Chamba-Dalhousie, and Dharamshala were taken during summers. Directorate of Economics and Statistics (GoHP, 1990) used the census methods for collection of data on tourists. Major focus of GoHP was enumeration of tourists visiting the state. Therefore, actual arrivals in the hotels and guesthouses, as per the guest registers, were obtained. Profile of the tourists was studied only during a limited period in summers. Going by these two studies (Bhakuni, 1989 and GoHP, 1990) the following features of tourists visiting the state were noticed.

**Singh (1989)**, in his study highlighted the impact of tourism in income and employment generation. He found that 1441 jobs had been created in Manali because of tourism. Out of them 676 were in accommodation sector, 265 in trekking business, 160 in transport and only 60 in handicraft and souvenir trade. Hardly 10 per cent of the jobs were taken up by the natives of the valley. The average Kuluvian seemed to

be contended with horticulture or agricultural pursuits and finds ordinary jobs in tourist services socially inhibiting.

**Negi, (1990)**, studied on Tourism and Travel concepts and principles. In this study he made an attempt on socio-economic and eco-environmental impact of tourism in the developing countries. It is highlighted that tourism is an economic and industrial activity in which may individuals, firms, corporations, organizations and associations are engaged and is directly concerned to many other. It is economically important as it provides a source of income, employment and also brings infrastructural improvements and it may help in regional development. In India, tourism has emerged as the single largest foreign exchange earner. It is a high employment generating sector.

**Sharma B R (1990)**, in his study, “A critical appraisal of tourists’ facilities in and around Shimla” focuses on the existing facilities to the tourists during peak and off season and the difficulties faced by the tourists during their stay at Shimla. The study also emphasizes the steps to be taken to ease these difficulties to make Shimla a better hill station so that it can attract a greater number of tourists every year.

**Sunita (1991)**, conducted the study on Tourism and Development in India. She has made an attempt on the potential of tourism in Khajuraho a remote tourist resort in Madhya Pradesh. She has emphasized the economic, social, physical and cultural impact on tourism in Khajuraho. The main findings of her study are as under: The economic impact shows that tourism has opened new employment opportunities in Khajuraho, because it is a labour intensive industry which provides employment avenues by direct or indirect ways to the unemployed youths. There are examples of tourism dominated economy in Khajuraho during the season time because of transfer of labour force from the agricultural sector to tourism oriented occupations.

**Sharma (1991)**, conducted an empirical and analytic study on Tourism in India: “Centre – State Administration”. He studied regarding tourism development in Rajasthan while exploring tourism potential and role of various agencies in promoting tourism. He concluded that the domestic tourists were critical of changes of rooms, meals, soft and hard drinks, they were of the view that these things should be more subsidized or economical, whereas the foreign tourists were satisfied with these rates.

**Thakur, D. (1991)**, has conducted his study on the tourism in Himachal Pradesh. In his study he has taken a case study of Shimla town where he has described Shimla as a tourist destination, present trends and future perspectives.

**Maneet (1992)**, studied on the Indian Perspective of today's tourism and discusses various aspects related with tourism development. He is of the view that tourism is an economic activity, which helps to earn foreign exchange.

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

**Kumar Raj (1992)**, has conducted study on tourism in Himachal Pradesh with a case of Kullu-Manali and Mandi. In his study he presents details of various cultural and heritage resources. He also pointed out the problem of marketing, facilities at the destinations.

**Cooper, Fletcher, Gilbert and Wanhill (1993)**, viewed that any form of industrial development will bring with it impacts upon the social and physical environment in which it takes place. Tourists have to visit the place of production in order to increase the output; tourism is already responsible for such impacts. According to them, the literature on the social and environmental impacts of tourism is often biased, painting highly negative pictures.

**Kumar Rajeev (1993)**, has conducted their studies on the hotel workers in Shimla.

**P.K. Sharma's (1993)**, study is of comparative nature whereby he looks into the warning attractions of Shimla as a tourist destination and the growing popularity of Manali.

**Gupta Santa's (1993)**, historical and cultural study of fairs and festivals of Himachal Pradesh conclude on the note that we should promote these fairs and festivals to ensure their existence.

**Uppal, S. (1993)** work is an appraisal of financial and cost control tool in hotel and catering industry with a case study of Hotel Holiday Home in Shimla.

**Verma, R. (1993)**, has studied the financial appraisal of H.P.T.D.C.

**Pirazizy (1993)**, undertook a study on the mountain environment and reached on the conclusion that in most cases infrastructural inadequacy and lack of growth management has led to irredeemable environmental damages besides losses of job opportunities that are often grabbed by outsiders. The same has been concluded by S&T (2000).

**Kapoor, R. (1994)** took up the study of the role and performance of public sector corporations with special reference to H.P.T.D.C., whereas Kumar **Rakesh (1994)** conducted his study on H.P.T.D.C. with a case of Mandi and Dharamshala.

In his publication 'Trends in International Tourism', **Baum (1995)** underlines a number of key factors for the growth of mass international tourism:-

- i) Economic growth
- ii) More leisure time
- iii) Life style and work related changes
- iv) Technological change especially in aviation and communications; the automobile and aeroplane became reliable modes of travel for a large middle class;
- v) Changes in the demographic structure of the most affluent societies, especially improved health among the retired;
- vi) Reduced international tensions; less involvement of bureaucracy in travel to and from many countries and
- vii) A growing awareness and interest in other cultures and ways of living, a sense of belonging to "one world".

**Chattopadhyay(1995)**, provides a comprehensive overview of tourism development in the third world. The author illustrates his arguments with a wide range of examples drawn from Asia, Africa, Europe, North America and the Caribbean Islands. The first part of the study sets the analytical scaffolding and the second focuses on economic aspects of tourism development on available secondary data on the size of tourist flow, the expenditure per day etc. He also attempted to understand the process of tourism development through some case studies conducted under certain situations. In the concluding part, an empirical model has been built on the international tourism demand for India.

**Nirmal's (1996)** discussion of the tourism and economic development concentrate on the role of tourism in economic development of Himachal Pradesh. It is concluded from this study that Himachal Pradesh has all the ingredients, which makes it a particular place of tourist importance in the Himalayas, but the state could not achieve the place it should have because of some problems and difficulties faced by the tourist.

**Kumar, Satish's (1997)** work focused on forts and their importance in the history of Himachal Pradesh.

**Chauhan, Suman (1997)** studied on social organizations and lands control- a study of the role of temples in Kullu and Shimla.

**Singh, Price et. al. (1997)** have concluded in their study that tourism, in the broadest sense, and amenity and economic migration have boomed, perhaps to the point where some of the benefits of the experience may have been eroded by crowding and the extent of infrastructure and services development. The problem is similar to that in other mountain regions of the world where tourism has become a principal economic activity.

**Dhar (1997)**, remarked on the indication on changes of direction in tourism policies. The most imparted theory he described is to speed up the process and encourages the development of soft tourism. According to him, in uncertain decisions 'smaller' solution is always the better solution since then future generation will have a greater degree of freedom and better possibilities for adaptation to changes environmental conditions. A careful tourism policy he suggested due to the special importance of the environment as the raw material, the basis of tourism and its economic driving force.

**Bhatia (1997)**, made an attempt to study the tourism development and practices. In this study, he is of the view that India being a vast and diverse country has something to offer to everyone. The beauty of its ancient monuments, the beat and rhythm of its folk and classical dances that have come down the ages almost unchanged, its colourful crowded bazaars contrasting with the peace and grandeur of the snowcapped mountain tops, the quite back – waters of Kerala and their beautiful beaches, and above all its well – meaning, charming people etc. are a few of the countless facets of India which are timeless in their appeal.

**Bijender (1997)**, has revealed that despite all its unique and diverse tourist attraction India's share in International tourism has so far been a mere 0.4 percent. This indicates that the tourism has not been developed in India up to the mark inspite of having better potentials.

**Batra (1997)**, conducted a study on the Tourism Development in Punjab. The main objective of this study was to examine the performance and development of State Tourism Corporation in Punjab and to identify the prospects and potential of tourism at state level.

**Chauhan (1998)** in his study on “The Personnel Administration of Tourism Development Corporation Ltd.” attempted to perceive the job satisfaction and morale of employees of Himachal Pradesh Tourism Development Corporation Ltd.

**Sinclair (1998)** provides a detailed analysis of the contribution of tourism on balance of payments. According to her, international tourism has been and remains one of the most important sources of foreign exchange, both in terms of absolute value as well as growth, in many developing countries.

**Yoginder (1998)** has undertaken his study on tourism in Himachal Pradesh with a case study of H.P.T.D.C. In his study he has evaluated the tourism industry in Himachal Pradesh. He pointed out with the help of samples collected from 150 tourists and other sources, he has evaluated the tourism industry in Himachal Pradesh.

**Sharma (1998)**, emphasized that changes in the tourism environment can seriously effect tourism management. Therefore, tourism organization should place themselves in active portion. Tourism needs the compliments of built environment infrastructure and the socio-economic political environment.

**Reddy, Raman and Reddy (1998)**, attempted to review and analyse tourism development in India under the plans and suggest some policy measures for its development.

**Mathur (1998)**, has conducted a study of eco-tourism in Pushkar where he discussed negative aspects of tourism as well. There is growing of tourist’s concentration in narrow geographic locations.

**Sountray and Mohanty (1998)**, have examined the Orissa Tourism sector as a multiplier. He concluded that India, a large democracy has a strong cultural heritage, vast population, long built tradition of religion, faith and harmony, its natural geography is rich with gifts of nature and many wonders of science and civilization.

**Negi (1998)**, has discussed the trends towards specialization in the travel agency in a most lucid and comprehensive way. He highlights the role of travel agency and tour operation, travel agents role as creators and intermediaries, their professional status, services offered and relation with public and tourism organizations. The study deals in detail the operation and function of travel agency the services render by travel agents, their rights and responsibilities, there professional status, grounds for their relation, licensing and their linkage and relationship with national and international tourism organization. The advantage of package tours and different categories of tours are explained.

**Sharma (1998)**, has defined sustainable tourism in ecological terms that the level of tourism and tourist activities has to be compatible with the maintenance and enhancement of ecological balance, biological resources and their diversity so that the capacity of the environment to generate itself is not impaired.

**Bansal and Gupta (1998)**, have stressed on the necessity to deal with the environmental problems in a complete manner between economy and ecology. It is important to preserve environment. The emphasis on environmental education should go a long way in encouraging all of us to preserve the gifts of nature and to keep our surroundings clean. There is a need to inculcate respect nature in every child. The main objective of environmental education is that individuals and social groups should receive awareness and knowledge, develop attitudes, skills and abilities for developing healthy environment.

**Bhattacharaya (1998)**, has access the tourist resources of Darjeeling Himalayas and manage existing features of tourists, interests. He argues that Darjeeling Himalayas come to be recognized for tea gardens but the process of degradation was started with human interference in nature.

**Singh(1998)**, discusses the dynamics behind the tourism industry. He highlighted the psychological urge to tour for the men, sociological and historical developments of tourism, the type of tourists, tourism infrastructure, incentives and attraction desirable at a tourist sites etc. According to him, the scope for development of tourism in the country is enormous and the plan efforts represent only the tips of the iceberg.

**Babu (1998)**, has considered Andhra Pradesh as gateway for southern tourism with an oasis of peace, calm and serenity.

**Mehta and Kapadia (1998)**, have studies new areas and peaks discovered and climbed in the last ten years. With the help of this study and presentation, they try to excite and inspire the climbers and trekker to take advantage of the vast possibilities the Himalaya has to offer.

**Batta (2000)** studied the concept of sustainability. In his study he has described the relationship between tourism and the environment and emphasised on the quest for the sustainable tourism development.

**Nadda and Sharma (2000)** noted that tourism traffic in Himachal Pradesh has increased at a compound growth rate of 10.02 per cent per annum. This is mainly domestic tourism. Of the total tourists, about 61 per cent visited for entertainment and

sightseeing, 13.78 per cent came for business/meetings, 10.39 per cent for pilgrimage and 6.83 per cent for socio-religious festivals. More than 50 per cent of total tourists visit the state in summer for entertainment and sightseeing.

**Dharmaratne et. Al. (2000)** studied the potential of tourism in the financing of protected areas. They are of the view that tourism can act as an economic tool for raising funds for the protected areas; hence we should promote tourism in these areas. The fund generated by tourism can be used for the betterment of the particular protected area.

**Batta (2001)** studied the environment policy for sustainable development of tourism industry in Himachal Pradesh. In his study he has taken the example of Kufri-Chail area of Himachal Pradesh.

**Charles (2001)** discussed in detail the role of development and tourism on drug trade with special reference to Himachal Pradesh, mainly Manali. He reported that, tourism naturally turns an important industry for income generation to the local people.

**Gardner et. al. (2002)** studied the tourism development and its impact on the Kullu- Manali area. They undertook a research project on a range of resource management issues conducted over a period of ten years in the area. They concluded that the accelerated growth of tourism in Kullu District of Himachal Pradesh over the past decade has had substantial impact on the local society, economy and environment.

**Batta (2003)** has studied the potential of tourism for financing the conservation area in Kufri-Chail-Naldehra areas of Himachal Pradesh. The author opines that the tourism industry, which uses the environmental resources almost free of cost, should be a party to the cost sharing process for the conservation of these resources.

**Huges and Saunders (2003)** studied the visitor's attitude towards a modified natural attraction in Western Australia. The study examined the visitor's attitude to a modified natural attraction focusing on whether the site delivered benefits associated with traditional ecotourism.

**Stem et. al. (2003)** observed that conservationists have increasingly turned to ecotourism to provide local economic benefits while maintaining ecosystem integrity. Research and conduct in Corcovado National Park Costa Rica to examine models

linking conservation and development indicates ecotourism's effectiveness as a conservation strategy has been mixed.

**Srivastava and Thakur (2004)** viewed that strategic tourism development planning in the Seraj Valley, in Himachal Pradesh is necessary not only to ensure sustainable development in a fragile environment, but also to ensure that local people are able to benefit from tourism in their region.

### **1.11 Research Design**

Impact of tourism on environment (a case study of Kangra district of Himachal Pradesh) was selected as the statement of problem after the detailed review of literature and examining the research gap.

#### **Objectives of the Study**

The objective of the research is to identify the problems and see the future prospects on the basis of current trends once it is international tourist arrival in Himachal Pradesh. This would be helpful for framing suitable planning to keep and cater nicely any international tourist for the future. Following objectives were set for the study:

1. To study the existing tourism resources and facilities in Himachal Pradesh in general and Kangra in particular.
2. To identify the profile of tourists under study in Kangra.
3. To study the international as well as domestic tourist trends.
4. To study the role of tourism in the economic development of the Himachal Pradesh.
5. To study the existing tourist establishments/facilities and the government policy about the tourism development in Himachal Pradesh.
6. To assess the economic impacts of tourism as revealed by the respondents (i.e. employees of the tourism and local people residing in the vicinity of tourist places) through schedules.
7. To examine the socio-cultural and physical impacts of tourism in Kangra of Himachal Pradesh.
8. To conclude and suggest thereof the strategies to formulate a balanced tourism policy, which must reflect the economic and social benefits with minimal cultural and environmental degradation.

## **Hypothesis**

In the light of overall objectives of the study and after review of existing researches on the subject, the following hypothesis has been developed for the purposes of testing:

- The number of tourists in a study area is invariably proportionate to the distance from the tourist supply region;
- The tourist has a similar perception towards the recreation facilities; tourism is not fully integrated with the local economy;
- Environmental resources are used in tourism without any return;
- Tourism has both negative and positive impact on the environment and culture of the area;
- The environment and tourism policies of the state are dominated by command and control instrument with the least concern for public participation;
- Terrorism in Kashmir valley and better infrastructure facilities developed by the state may be pull factors for continuous increase in the flow of tourists.

## **Null hypothesis H<sub>0</sub>**

The opinion of tourists and local residents related to various attributes regarding impact of tourism on environment in the region are equally distributed.

## **Research Methodology**

In accordance with the problems to be researched and appropriateness of the techniques of investigation research designs have been classified broadly into three categories. These are as follows:

- Exploratory Research Design: When researcher needs more information about a problem, he/she conducts a study in which review of existing information is investigated.
- Descriptive and Diagnostic Research Design: It is used when researcher want to understand the characteristics of a certain phenomenon underlying a problem.
- Hypothesis Testing or Experimental Research Design: This type of study investigates the relationship between different variables – the data collected

approves or disapproves that particular variable X which is the cause of variable Y.

### **Research Design**

The present study is mainly based on **primary data**. However, some of the data has also been collected from **secondary sources** to know the various development programmes related with the tourism. The primary data is collected from the visiting domestic as well as foreign tourists, employees of the tourism department and also from the local people (who are residing in the vicinity of the famous tourist spots) through schedules. The secondary data is collected from the various published materials like Economic Review of Himachal Pradesh, Statistical Outline of Himachal Pradesh, Annual Reports and Accounts of Himachal Pradesh Tourism Development Corporation, Five years Plans of Himachal Pradesh etc. and also from some unpublished documents of the HPTDC.

### **Survey Method:**

The necessary primary data for the present study is collected from the selected sample of various tourists visiting to the region and also selected samples of local people to collect the relevant information which are linked with the tourism development in the region as well as to understand the economic, social, cultural and physical impact of tourism in the state, with the help of schedule (Annexure - I)

### **Schedule:**

For this study two schedules were developed. One of the tourists (domestic as well as foreigner) and the other for the local people of the state who are residing near the selected famous tourists spots. Both schedules consists of the following four phases.

### **Phase – I**

#### **Personal Information:**

This phase of the schedule includes name, nationality, native place, sex, age marital status, educational level, occupation, purpose of visit, number of visit to Himachal Pradesh, mode of traveling etc.

## **Phase – II**

### **Economic Approach:**

Although majority of opinions are positives regarding the economic development of the state through tourism, certain studies conducted earlier on this concept of tourism concluded that this service rendering industry has contributed a lot to the economic development and increased its growth rate annually. In this study an attempt has been made to collect certain relevant data regarding total revenue, contribution of trade, hotels and restaurants, earning of foreign exchange and opportunities of employment generation in the state etc. to know the economic impact of tourism in the state. However, economic impact is also accessed by asking certain questions from the local residents and also from the tourists to find out the positive as well as negative impacts of tourism. The details of questions about the economic impact of tourism are annexed in the shape schedule with this report.

## **Phase – III**

### **Socio-cultural Approach:**

The social approach means inter personal relationship, moral conduct, religion, language and health, whereas the cultural approach and impact is concerned in terms of cultural development and process of cultural change. It means socio-cultural impacts are the outcome of the particular kind of social relationship that occur between tourists and the hosts as a result of their coming together or interaction. Some questions have been asked with the help of schedule to find out host – tourist relationship. Better relationships indicate for the betterment of the national or international community, which strengthen the cultural exchange ultimately. Thus the increasing tourist inflows in this hilly and peaceful state has some social effects and the analysis of these social impacts has been done by collecting necessary information in this regard through schedules. Tourism brings together the people of different walks belonging to different states and countries irrespective of their caste, creed and religion, practicing different life styles which are responsible for the change of social values like loss of moral values, increasing prostitution and gambling, problem of drainage and sanitation, adoption of western culture and speaking different languages.

There is a great intermingling of cultures, which naturally have some positive as well as adverse effects on the human beings.

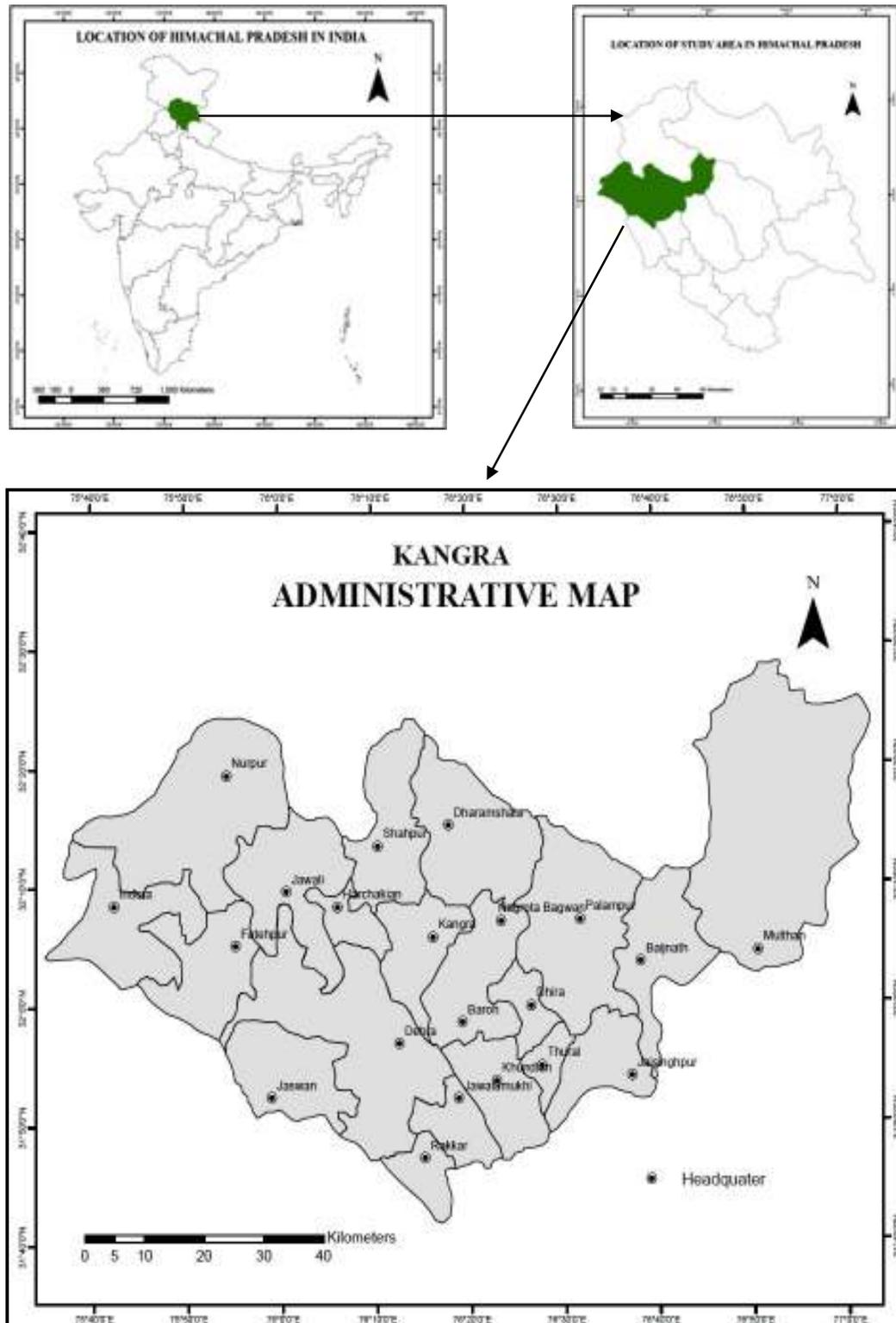
#### **Phase – IV**

##### **Physical Impact Approach**

The physical impact of tourism may be classified under the category of environmental impacts. The public of region is still ignorant about the values of tourism and does not know how to protect the environment. In any tourist state the negative effects of tourism on the environment become visible after some years. In case of Himachal Pradesh in general and Kangra in particular the same thing is happened, and an attempt has been made through this study to find out the pollution and ecological imbalances in the field of agricultural, forestry and reservoir development of the hilly state. Certain questions of physical impacts are asked from the tourists and also from the local residents. Some of these important points which have physical impacts like maintenance of natural beauty, creation of entertainment, creation of more parks/picnic spots, impact on flora & fauna, effects on vegetation, tourism is responsible for garbage dumps and sewage disposal, problem of noise, increased erosion from overuse of paths, problems of drinking water, deforestation due to heavy construction of hotels, problem of parking, increasing of landslide and rock falls, condition of road, mode of traveling, communication facilities etc are incorporated in the schedule. Thus the relevant information about the physical impacts of the tourism is collected from the tourists and local people through schedules.

Since tourism is the largest service industry in Himachal Pradesh and Kangra is one among the prominent tourist destinations, tourism is the affecting the physical and socio-cultural environment of the region, so the researcher have chosen Kangra as a study area.

Figure 1.3: Study Area



### Sample Design

The present study which is based on primary (as well as on secondary) data, collected through a pre-tested schedule from 800 respondents (400 tourists and 400 local people which includes employees of the tourism department and other who have benefited either directly or indirectly) scattered over 20 selected tourist places of Kangra. The researcher has personal dialogue with tourists coming from different states / nations and also selected different local people of the region (who belong to these 20 tourist places) for the collection of necessary information. The elementary unit in the present study is taken as tourist and local residents. The aggregate of all elementary units in this study constitutes the universe. For selecting a representative sample of 800 respondents from 20 tourist spots from the universe, multi-stage sampling is applied.

In the first stage of sampling process, the district is divided into three categories based on the categories of tourists which are as under:

**Table: 1.4**

#### **Division of district category wise**

<b>Sr. No.</b>	<b>Category/ Type of tourism</b>	<b>Places selected for survey</b>
1	Religious and heritage	Jawalaji, Bajrashwari, Chamunda, Kunalpathri, Baijnath, Kathgarh, Trilokpur, Tatwani-Machhial, Masrur and Pragpur
2	Leisure, rural, medical and eco- tourism	Dharamshala, Mecleodganj, Bhagsunath, Palampur Anderetta, Kangra,
3	Adventure	Bir-Billing, Triund-Indrhar, Kareri-Minkiani and Pong dam.

In the second stage of sampling on the basis places covered in each category the tourist sites are distributed in the proportion of 5:3:2 as given below:

**Table 1.5**  
**Details of tourist sites under study**

Sr. No.	Category/ Type of tourism	No. of tourist sites selected
1	Religious and heritage	10
2	Leisure, rural, medical and eco- tourism	6
3	Adventure	4

For the selection of Tourists:

Total sample of tourists = 400, which are as follows:

20 tourist places x 20 tourists = 400 tourists.

Out of 20 tourists selected from each tourist place, 15tourists are domestic and 5 are foreigner, which are taken in the proportion of 3:1as mentioned below:

**Table 1.6**  
**Total Tourists covered from India & Abroad.**

Domestic Tourists	300
Foreign Tourists	100
Total Sample of Tourists	400

**For the selection of Local People:**

Total sample of local people = 400, which are as follows:

20 tourist places x 20 local people = 500 local residents.

20 local people selected from each tourist place are distributed as under:

- (i) Employee working in tourism industry in the tourist place under study for the last three years.  
Who have got direct employment = 2  
Who have got indirect employment = 2
- (ii) Reputed businessman residing in that area dealing with tourists articles for the last three years = 4
- (iii) Officers of the Tourism and allied activities working in study area for the last two years = 4
- (iv) Local people from Low income group = 2  
Local people from High income group = 2

- (v) Local people in the age group of 20 to 40 years = 2  
 Local people in the age group of above 40 years = 2

Thus all local people discussed above the different categories constitute a sample of 20 local people from each tourist place at 20 tourist places of the whole state. The summary of the sample is given in table 3.4.

**Table 1.7**  
**Total sample of Local People**

Employees working in Tourism	50
Businessman from the tourist places dealing with tourist articles.	50
Reputed officers/officials of tourism and allied activities working for the last 3 years at the study area.	100
Local people on the basis of income and age group from the selected tourist places of the state.	200
Total sample of localities	400

#### **Tools and Techniques Used**

For the present study the necessary data has been collected from the primary as well as secondary sources of information. To know the impacts of tourism development on the hilly environment of Himachal Pradesh a schedule has been developed. This schedule includes the information of demographic variables of the tourists (domestic as well as foreigner) and local residents, information about the economic, social – cultural and physical impacts. To achieve the objectives of the study the data has been collected from the secondary sources of information like, economic review (different issues) Directorate of Economics & Statistical, Himachal Pradesh, Shimla, statistical outline, Department of tourism, government of Himachal Pradesh, Shimla, Finance Department, Directorate of Employment, different Banks, journals, magazines, periodicals and newspapers. Thus the data so collected has been tabulated and analysed by using many mathematical and statistical tools. These tools and techniques are percentage method, simple average, zero-order correlation matrix, weighted average and chi-square test. Thus with the help of these statistical tools the whole analysis has been divided into two stages.

In the first stage the whole data collected from the tourists as well as local residents through schedules (from the different tourist places) are tabulated in a

meaningful manner so that the economic social, cultural and physical impacts can be ascertained. Further, the simple percentage method has been used to know these above – mentioned impacts.

In the second stage the important data which has direct bearing on these impacts has been again tabulated and the following statistical tools have been used:

### **1. Mathematical Methods**

In the present study the data collected was analyzed with the help of the mathematical method such as simple average and percentage methods. Further method of weighted arithmetic mean was used in this study.

### **2. Statistical Methods**

Statistical methods provide an indispensable tool for collecting, organizing, analyzing and interpretations data expressed in numerical terms.

- a) Descriptive statistical measures
- b) Non-Parametric tests.

#### **a) Descriptive Statistical Measures**

These methods describe the characteristics of the sample or population in totality. They limit generalization to the particular group of individuals observed or studied. No conclusions are extended beyond this group. The statistical analysis based on the computation of descriptive statistical measures is mostly applied in action research, and provide valuable information about the nature of a particular group and that group only. Weighted Arithmetic Mean method has been used in this study.

#### **b) Non-Parametric Tests**

Non-parametric test, which has been use in this research, is chi-square test:

#### **Chi-square Test**

The chi-square test is used with discrete data in the form of frequencies. It is a test of independence and is used to estimate the likelihood that some factors other than chance account for the observed relationship. Since the null hypothesis states that there is no relationship between the variables under study, the chi-square test merely evaluates the probability that the observed relationship results from chance.

The chi-square test represents a useful method of comparing experimentally obtained results with those to be expected theoretically on some hypothesis. The equation for chi-square is stated as follows:

$$x^2 = \sum \left[ \frac{fo - fe}{fe} \right]^2$$

fo = Frequency of the occurrence of observed or experimentally determined facts.

fe = Expected frequency of occurrence on some hypothesis.

The difference between the observed and expected frequencies are squared and divided by the expected number in each case, and the sum of these quotients is  $x^2$ . The more closely the observed results approximate to the expected, the smaller the chi-square and the closer the agreement between observed data and the hypothesis being tested. Contrariwise, the larger the chi-square the greater the probability of a real divergence of experimentally observed from expected results.

### **Weighted Average**

For the purpose the weights have been assigned as follows:

The weight *one* is assigned to the responses as “poor”, no “response” and “not-satisfied”. The weight *two* is assigned to the responses as “moderate”, “not at all” and “satisfied”. Whereas *weight three* is assigned to the responses of “excellent”, “To some extent” and “Highly Satisfied”. While *weight four* is assigned to “Too Much” responses of the respondents.

### **Zero Order Correlation Matrix**

This statistical analysis can provide valuable information to the analyst to support his judgment concerning the existence of a cause – effect relationship between the variables selected for analysis. Correlation analysis deals with the association between two or more variables. The degree of relationship between the variables under consideration is measured through correlation analysis. The measure of correlation is known as correlation coefficient and correlation matrix summarises in one figure the degree and direction of correlation. When the movement of the two variables is in the same direction, is said to be positive or direct correlation and vice-versa. Formula used in the present study is:

$$r = \frac{\sum xy}{n\sigma_x\sigma_y}$$

$$\text{Where } x = \sum (X - \bar{X}) \quad y = \sum (Y - \bar{Y})$$

$\sigma_x$  = Standard deviation of series 'X'

$\sigma_y$  = Standard deviation of series 'Y'

r = Correlation Co-efficient.

Further, to test the significance of Correlation Co-efficient, the following formula has been applied

$$t = \frac{r}{1-r^2}(n-2)$$

Where, r = Correlation coefficient

n = Number

t is based on (n-2) degree of freedom.

If the calculated value of 't' exceeds  $t_{0.01}$  and  $t_{0.05}$  for (n-2) degree of freedom, we can say that the value of 'r' is significant at 1% and 5% level respectively.

### 3. Graphical Methods

In the present study the data collected have been analyzed with the help of the graphs where needed in the following ways:

1. Bar Diagrams
- 2) Pie Diagram.

### 4. Pictorial Methods/presentation

In tourism researches such presentations can be very useful, as they give a pictorial description of the places. In tourism researches we are dealing with the places and these places are the main tourism products which attract the tourists. Hence some pictures are also given in this report to have a look at the places and their actual position.

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