Preface

The tourism industry is composed of those sectors of the economy which provides services such as accommodation, food and beverages, transportation and recreation, as well as the associated distribution and sales services. It is supplemented by public and private organizations which are engaged in providing a broad range of events and attractions. The industry do operates on profit motive and its promotional efforts are aimed primarily at increasing "tourist" travel. The economic health of the tourism industry depends upon the volume and pattern of its customer's use of great variety of facilities and services. Tourism is the business of attracting people and catering to their needs and expectations.

The tourism industry plays a strategic role in the development of an economy. The HPTDC has made significant contribution to the economy of Himachal Pradesh in terms of output, employment and foreign exchange earnings. However its contribution to the development of state has not been properly appreciated and one of the major handicaps in developing tourism industry in Himachal Pradesh on modern lines is absence of proper marketing strategies. With a view to provide more attention to the tourism in general and HPTDC in particular. The state government has laid down emphasis on the development of tourism industry. It has initiated large number of incentives and schemes to encourage tourism industry in the state.

The present study has been divided into seven chapters. The first chapter deals with the conceptual framework of tourism, marketing of tourism services and role of HPTDC in general and
marketing strategies in specific. Second chapter relates to the review of existing literature to find out the research gap. Third chapter deals with research design. The Need, scope, objectives and research methodology of the study have been discussed in detail. The fourth chapter deals with the analysis of various marketing strategies of HPTDC and the role of marketing mix in designing marketing strategies of HPTDC. The fifth chapter is designed to evaluate the various Tourist Facilities and Services provided by the HPTDC. In sixth chapter, critical appraisal of tourism policy has been made to draw conclusions and thereafter suggestions.

The list of individuals, I wish to thank, extends beyond the limits of this format; I would like to thank some special persons for their dedication, prayers and support.

My Research Supervisor Prof. C. L. Chandan, Senior Professor Institute of Management Studies H.P.U. Shimla-5 has a significant place in my life. His ability to probe beneath the text is a real gift. His insights have strengthened in this research work significantly. I will always be thankful for his devotion, dedication and deep concern due to which, I could complete my research work. It has been an honor for me to work with him. Not only was he readily available for me, but also he is generous to all of his students. He always read and responded to the drafts of each chapter of my work more quickly than I hoped. Although, he is not a man of many words, his oral and written comments were extremely perceptive, helpful and propitiate.

I owe sincere thanks to Prof. Sunil Kumar Gupta Hon'ble Vice Chancellor, HP University, Shimla for his unconditional co-operation and support. His friendly comments and constructive criticism on
my work as well as some noteworthy and fascinating ideas for present research were invaluable.

I deeply appreciate the welcome and encouragement, I have received from Prof. Deepak Sood, Director, IMS, Prof. Sadhna Mahajan, (IMS), Prof. Kulwant Pathania, Dr. Kulbhushan Chandel and Dr. O.P. Verma, of Commerce Department of H.P. University.

I can never forget to thank my parents Sh. D.D. Gupta and Smt. Vidya Devi for their constant encouragement and support. I can never forget to thank my wife Smt. Anita Gupta with whom I have spent many inspiring moments. It will never be possible for me to pay for the sacrifices of my dear parents and wife, who always encouraged and supported me to go in for higher studies.

I will always be grateful to Shri. G.C. Gupta, Sanjay Gupta, Abhay Gupta, Tarun Paul, Varun Paul, Vivek Gupta, Deepak Gupta and Karan Gupta who always inspired me. My special thanks are due to my friends Sherab. C. Negi, Sarjan Singh Negi, T.G. Negi, Uday Singh Negi, Subhash Negi, Dr. K.D. Verma, Col. Munish Kapur, Yatish Sood and Ajay Vij who have given friendly support during the completion of my thesis. My sincere gratitude goes to Mrs. Manisha Nanda, Principal Secretary Tourism, Government of Himachal Pradesh and Dr. Arun Sharma Director, Tourism and Civil Aviation Himachal Pradesh for their support over the last few years. I will remain thankful to Mr. Ram Subhag Singh and Sh. Subhasish Panda for their encouragement during my research work. I am also thankful to my Golfing friends for their invaluable support.
No words could be traced in the present lexicon to avouch them, who have given me enough impetus to compile this work.

Last but not the least; I am sincerely thankful to Mr. Manu Sood for typing the manuscript with all precision, patience, diligence and personal involvement.

(Ashok Gupta)