CONCLUSION, SUGGESTIONS, RECOMMENDATIONS & AREAS FOR FUTURE RESEARCH
CHAPTER 7
CONCLUSION SUGGESTIONS AND RECOMMENDATIONS

About the chapter
This chapter discussed the overall conclusion drawn from the findings of primary survey as well as secondary data and gives some practical suggestions and recommendations for the promotion of Alternative tourism in Himachal Pradesh and tribal areas specifically. These suggestions and recommendations are of utmost importance for further development of tourism in the State. Finally the chapter ended the present work with the area for future research which will give us direction for further research on alternative tourism specifically and tourism in general.

7.1 Conclusion
In the wake of globalization and economic restructuring, many countries and communities are struggling to redefine and rebuild their economies. To reduce poverty and encourage economic and social development, several governments and international aid agencies have recognized the positive impacts of tourism development, which can benefit a country by creating economic opportunities and contributing to the general quality of life its residents.

There is now evidence demonstrating the success as well as failures of tourism as an entry point to social and economic development. With careful planning, positive partnerships between private and public sectors, concern for social, economic, and environmental impacts and a clear view of responsible tourism, countries can use tourism strategies as an important development tool. There is a growing awareness that many countries and their communities have not achieved those social and economic objectives through the dynamics of tourism due to
environmental degradation, social disruption, unanticipated costs to local governments and rising costs to residents.

Many of the positive approaches to tourism have now been subsumed under the notion of alternative and sustainable tourism, based in part on international agreements resulting from the Bruntland Commission, as well as others.

The present study was focused on the Alternative tourism in the tribal areas of Himachal Pradesh. In chapter 4, various resources of Alternative tourism, existing tourism facilities and role of state government in the development of Alternative tourism in the tribal areas have been studied. Nature has bestowed Himachal Pradesh especially tribal areas with unique beauty and splendour with their lush green valleys, snow covered Himalayan region, peaceful, hospitable and comfortable environment and a rich cultural heritage, adventure, natural scenic beauty etc.

In chapter 5, the profile of the tourists has been discussed. It has been classified on the basis of nationality, gender, age, education, occupation, annual income, motivation factor and purpose of visit etc. Further the opinion of the tourists for the potential of Alternative tourism and their activity preferences in the tribal areas has also been studied in this chapter.

In chapter 6, the perceptions of local community about tourism impacts and its role in the development of local community has been studied

Based upon the findings of the primary survey as well as secondary data and informal group discussions with the respondents, following conclusions have been drawn.

A. Demographic profile of the tourists

The profile of the tourist has been classified on the basis of nationality, gender, age, education, occupation, annual income, motivation factor and purpose of visit etc. The following conclusions have been drawn from the findings of primary survey and informal group discussions with the tourists and local people.
1. The primary findings suggest that very less foreign tourists visit the tribal areas and their numbers are always less than the domestic tourists. Further the tribal areas receive most of the foreign tourists from Europe and Asia. In Europe, France, Germany and U.K are among the major countries from where tourists visit these areas whereas in Asia, most of the tourists come from Israel and Sri Lanka. Regarding domestic tourists it has been found from the survey that most of the domestic tourists come from West Bengal, Gujarat, Punjab, Haryana, Delhi, Maharastra respectively.

2. It has been concluded from the findings of the primary data as well from interaction with the tourists and the local people on the gender of tourists that most of the tourists who visit to the tribal areas are the male tourists whereas very less female tourists travel to these areas. It has been concluded from the interaction with the local people and tourists that mainly male tourists come to tribal areas for adventure activities whereas female tourists generally come for religious and holidays purpose. Hence from the the finding it has been concluded that just because of adventure activities thee number of male tourist is more than the female tourists.

3. It has been suggested by the findings of primary data that majority of the tourists who visit the tribal areas lie in the age group between 25-40 years. The second age group lie above 40 years. The findings of informal group discussions with local people suggest that majority of tourists who visit the tribal areas lie between 25-75 years of age. Further, the primary findings suggest that very less tourists lie below 25 who come to the tribal destination. It has been concluded from the findings of primary survey that those who lie below 25 years are the student group who come either for study or leisure purpose in the tribal areas.

4. The primary findings on the occupation of the respondents suggest that majority of the tourists who visit the tribal areas are the private sector employees whereas the second majority group is of public
sector employee. Students and business man constitutes the third and the fourth group of tourists respectively. Hence it has been concluded that tribal areas of Himachal Pradesh attracts every person whether private sector employee, public sector employee, businessman or students and others who are not covered under the above mentioned professions.

5. It has been concluded from the findings of the primary study that the tribal districts attract tourists of every income level. They may be middle income level, low income level or high income level.

6. The findings of primary study suggest that mostly married tourists visit the tribal areas and very less unmarried tourists come to these hidden areas. Further, it was noted during the survey that most of the domestic tourists were married whereas majority of the foreign tourists were unmarried. Hence it has been concluded that most of married tourists are domestic tourists whereas majority of the foreign tourists are unmarried.

7. The findings of primary study suggest that majority of tourists who come to tribal areas are well educated. Most of them are graduate or above graduate level. Hence it has been concluded that now tourism has become a worldwide phenomenon in which people travel from one place to another place without taking into account their family background or education level therefore, it can be concluded that tribal areas attract every person whether below matric, above matric, graduate, post graduate or even above post graduate.

8. It has been suggested from the findings of primary survey that today tourists use all the sources of information about the tribal areas. Among all the sources, most of the tourists come to the tribal areas on the recommendations of friends and relatives followed by information from travel agents and websites. Hence it has been concluded there are three main sources of information from where tourists get
information about tribal areas i.e. friends & Relatives, travel agents and websites.

9. It has been concluded that that majority of the tourists visits the tribal areas of Himachal Pradesh for adventure, religion and cultural activities. These areas offer a great variety of activity to the tourists. Besides adventure, religion and culture, other attractions of the tribal areas include natural beauty, sports and events, traditional fairs and festivals, peaceful environment etc. Further it was observed during the survey that the main adventure activities include trekking and biking in Kinnaur, trekking in Lahaul Spiti and again trekking in the tribal areas of Chamba district. In Kinnaur and Spiti, sports and events also attract many tourists every year.

It was observed from the interaction with the tourists that the main religious and cultural activities include Buddhism and the culture of people of the study area. It was strongly recognized by the tourists that tribal areas have great potential for Buddhism. The oldest and the highest monasteries are located in the tribal areas. Further, the tribal areas are the most beautiful areas in Himachal and in India as well. Their natural beauty also attracts lots of tourists to these areas.

10. The findings suggest that that majority of the tourists come to the tribal areas with their family followed by friends and very less percentage of tourists come alone. It has been observed from the informal group discussion with the tourists that most of the tourists who came with the families had mix purpose behind their visit. They participated in a variety of activities such trekking, visit to Buddhist monasteries, interacting with the local people to know about their culture and relaxation. Further, it was noticed that such tourists were mostly domestic tourists. Those tourists who came with their friends undertook adventure activities in the tribal areas and majority of them were foreign tourists and those who came alone were very few generally came for research purpose and were students. Hence it has
been concluded that people visit the tribal areas along with their families, friends and some tourists come alone, depending upon their activity preferences in the tribal areas.

**B. Potential of Alternative tourism**

Moments of paradise on Earth mean different things for different people. For some it is the thrill of adventure, for some it is the peace induced by meditation, for others it is an inner quest to visit the places of pilgrimage. Whether it is the serenity of a forest, the majesty of snow peak or a place of rare heritage, when the tourists were surveyed for the potential of Alternative tourism in the tribal areas of Himachal Pradesh, majority of them have agreed that tribal areas offer all types of Alternative tourism to the tourists and has great potential for development and promotion.

It has been concluded from the findings of primary survey as well as informal group discussion that Alternative tourism is the main type of tourism in the tribal areas of Himachal Pradesh and has great potential for development. The following conclusions have been drawn from the primary findings and secondary data on potential of alternative tourism in the tribal areas.

15. The findings of primary survey suggest that Tribal areas are the paradise for the visitor of natural scenic beauty and Tribal areas offer various types of Alternative tourism in H.P. The major alternative types of tourism in the tribal areas include religious, cultural, adventure, eco tourism, rural tourism, agri tourism, farm tourism, fairs and festivals as well as the social systems of local people. It has been suggested by the primary survey that majority of the tourists have undertaken alternative tourism activities in the tribal areas of the State during their visit. Further, it has been concluded that almost every second tourist visit Kinnar and Lahaul Spiti for adventure, and cultural and religious activities whereas in
Chamba district majority of the domestic tourists came for religious activities while foreign tourists have visited for trekking purpose.

16. It has been concluded from the findings of primary survey that tribal areas are rich in cultural heritage as well as adventure tourism. The findings of informal group discussion suggest that tribal areas organize Himalayan car rally and other sports events for adventure tourists every year which attract large number of tourists from every corner of the world. The main cultural heritage resources include the traditional fairs and festivals, arts, and crafts and the most important is their different cultural practices which prevail till today. Hence it has been concluded from the concluded that tribal areas have large potential for various alternative tourist activities.

17. The findings of the survey suggest that the adventure and religious and cultural tourism has come with the largest potential for domestic and foreign tourists in tribal areas under alternative tourism. The findings also suggest that Tribal areas are endured with immense flora and fauna. A great variety of flora and fauna are found in the National parks and Wildlife Sanctuaries of the tribal areas. There are two National Parks and twenty-nine wildlife Sanctuaries in Himachal Pradesh being set up under the wildlife protection act, 1972. One of the National park of Himachal lie in Lahaul-Spiti. The Pin valley national Park which lies in Lahaul-Spiti is a home to variety of flora and fauna. The flora found in Pin valley National Park includes dry alpine, scrub and dwarf juniper scrub etc. The major fauna includes red Indian fox, Tibetan gazelle, woolly hare, snow leopard, Himalayan Marmot etc. The Chamba district has also variety of flora and fauna which attracts tourists to the tribal areas of Chamba. The fauna include Himalayan Black bear, brown bear, jungle cat, leopard cat, ibex, jackal, common langur etc. They are protected in Gamgul Siahbehi Sanctuary. This is only sanctuary in Himachal Pradesh which has reported the presence of Kashiri Stag. The flora found in Chamba includes blue pine and deodar
forest with some oak and tree rhododendron. Besides this, there are some other wildlife sanctuaries which have great variety of flora and fauna to attract the tourists.

18. Tribal areas have great potential for rural tourism, eco tourism, Farm and Agri- tourism etc. Hence It has been concluded that majority of the respondents have good knowledge about the different types of Alternative tourism and their potential. Further, many new things have come into light from the findings of the survey and informal discussion with the local people, the researcher came to know that government is also trying to develop and promote rural tourism in the rural and tribal areas. Recently government has started Home stay scheme for the development and the promotion of rural tourism. The government has announced exemption from the luxury taxes to such home stay and hoteliers. Which directly enhance the livelihood of the residents and their participation in tourism and related activities.

19. The primary findings also suggest some positive results for Alternative tourism. It has been concluded that Alternative tourism helps in the conservation of natural resources and enhances the participation of locals in tourism development. Further the majority of the respondents have agreed that Alternative tourism promotes conservation of natural resources. The example of alternative tourism and conservation has been seen in the form of Pin valley National Park and some other eco tourism projects in the tribal areas. Most of the Alternative tourism projects promote conservation of natural resources. Hence it can be concluded that Alternative tourism helps in the conservation of the natural resources in the study area.
20. The primary findings suggest that Alternative tourism involves sustainable development of tourism and is tourism for tomorrow in the favour that Alternative tourism promotes the sustainable development of tourism. The sustainable tourism is a tourism which focuses on the development of tourism in present in such a way that it can be used by future generation also. Therefore, it has been concluded that Alternative tourism promotes sustainable development of tourism.

C. Activity preferences under Alternative Tourism

It has been concluded from the findings of primary survey on activity preferences by the tourist in the tribal areas that majority of the tourist visit the tribal areas for religion, culture and adventure activities. The other activities include sports and events, educational, Agri tourism, Farm tourism, rural and Eco tourism for which tourists generally visit the tribal districts of Himachal Pradesh. Further, the activity preference also varies district-wise. The findings suggest that in lahual Spiti mainy tourist come for religion and culture whereas in Kinnaur tourism come for adventure activities while in Chamba tourism come for religion and culture and few tourists come for trekking etc. Hence it has been concluded from the survey that religion, culture, adventure, sports and events, education specially research, agri tourism in rural areas and eco tourism in the tribal areas are the main activities which the tourist can carry under Alternative tourism.

D. Alternative tourist resources of Alternative tourism

The findings of the secondary survey suggest that most of the tourism attractions of tribal districts are Alternative tourist resources. Tribal districts are the home to some of the oldest legends of India and have some of the most fascinating fairs and festivals. It is here that the pine and cedar trees grow, where lithe deer, lumbering beers and elusive snow leopards are found (In Pin valley National Park). Their architectural and
cultural heritage include ancient forts and palaces, age-old temples, and Buddhist monasteries, adventure related activities.

E. Infrastructure in tribal areas

It has been concluded from the findings of secondary data that Government has provided a vast infrastructure in the state to attract more and more tourists. This infrastructure includes accommodation, transportation, tourist information centres, guides, photographers etc. The accommodation facilities include hotels, guest houses and home stays etc. Though the findings of secondary data suggest adequate accommodation facilities in the tribal areas but the primary findings on the same suggest that sufficient accommodation facilities are not available in the tribal areas. Further the findings of secondary data suggest that most of the accommodation facilities are available in form of small guest houses, rest houses, tents and home stays. Further, the findings also suggest that large numbers of accommodation facilities are available in Kinnaur and Lahaul-Spiti but In the tribal areas of Chamba, few accommodation facilities are available. Even in Pangi valley only Government rest house are available and no guest houses, hotels and tented accommodation is available.

Hence it has been concluded that Government should increase the accommodation facilities especially home stays in the tribal areas of the state because these areas have immense potential for tourism development and if accommodation facilities are adequate then large number of tourists can come to these hidden areas of the State. With the encouragement of home stays local people can get direct employment and economic benefits from tourism.
F. Role of state govt. in the development of alternative tourism

Tourism has become one of the fastest growing industries in the world. The number of tourists worldwide, in India as well as in Himachal Pradesh has been registering phenomenal growth. The government has played a very important role in the promotion of tourism especially in the tribal areas of Himachal Pradesh. The government has to play a leading role in the promotion of tourism. This is because the development of tourism related projects require huge investment which private sector cannot afford as the private sector always look for more and more profit. Therefore, being tribal areas and seasonality in tourism business government has to take the initiative to develop tourism in such areas. Today the state government is playing a dominant role in the development and promotion of tourism the tribal areas. That's why government has announce its tourism policies from time to time.

It has been concluded from the findings of secondary data from the Department of tourism, Himachal Pradesh that in Himachal first tourism policy was announced in 1991 in which certain issues prevailed during that time were taken up. Yet, tourism continued to be number-driven and was unable to contain the fallout that had led to a haphazard and damaging growth of the existing destinations. A visible negative impacts on the environment has been seen. At the same time, there was the danger of eroding the base for future thrusts in tourism like adventure tourism, eco-tourism and heritage tourism.

The policy was revised in the year 2000 and it was declare was the government that we develop an appropriate regulatory framework to ensure that all tourism activity takes place in a safe and orderly manner and to make sure that all future development takes place in a manner that will increase and protect the natural and cultural environment, now government was looking for the development of alternative type of tourism which benefits everybody engaged in the industry with minimum
cultural and environment impacts. It was realized that uncontrolled expansion and burdening of the existing destinations was leading to considerable ecological damage and an enhanced negative impacts on locals and environment. The local people were not receiving the benefits that tourism could provide. Therefore, to reach the goals and to explore the full potential of state tourism, a new policy was announced in the year 2005 which was total based on the development of Alternative tourism in the state. The thrust areas of the state tourism policy were the development of Alternative types of tourism like Rural tourism, health tourism, eco tourism and community based tourism etc and to implement such types of tourism in the state the government started schemes like “Home Stay Scheme” directly benefiting the local community. Further to boost Alternative tourism in the state government recently in 2013 announced its another tourism policy which directly focuses on the “Sustainable Tourism Development”. Therefore, it becomes mandatory to discuss both the tourism policies in detail as both of them focuses on the development of Alternative types of tourism in the state, a concept which was started during 2000 in the state and has become a future goal of the government. Hence from the analysis of the tourism policies, the role of government has been analysed. From the findings of tourism policies following conclusions have been drawn.

- The findings suggest that the government have been shifted its objective from mass tourism towards the development of Alternative types of tourism like Rural tourism, Health tourism, Adventure tourism and the exploration of hidden areas. These hidden areas are the tribal areas of Himachal Pradesh which are still unknown to the tourists. Today alternative tourism has become the thrust areas of the State tourism policy.

- The analysis of Tourism Policy 2005 clearly suggests that tourism has become a prime engine for economic development and prosperity of the State and a major means for providing
employment to the local people. The government has also stressed on the encouragement of private sector to play some role in achieving its objective.

➢ The findings of Tourism Policy 2005 suggest that government has been now focussing on protecting the State’s natural and manmade heritage and trying to promote Himachal as a one stop destination for adventure tourism especially in the tribal areas.

➢ To achieve objectives of the policy the Government’s strategy touched every section of stakeholders including local community, NGOs and other stakeholders.

➢ Tourism policy 2013 suggests that Government is to develop and promote sustainable tourism in the State especially in the tribal areas.

➢ The Sustainable tourism development has been directly affecting the local community. Further the government has made sustainable tourism as a means to provide better employment and greater business opportunities for residents, to contribute to the protection of the state’s unique natural and cultural heritage and to ensure long term prosperity and good quality of life to future generations in Himachal Pradesh.

➢ The findings of the secondary data on tourism policy suggest that Department of Tourism has been starting to work in collaboration with the other Departments like Forest, IPH and PWD to develop and promote alternative tourism in the state.

G. Diverse tourism impacts

The findings of primary survey of local community suggest that majority of the impacts of tourism development have seen
positive on the local community. The major positive impacts of tourism development include such as employment opportunities, tax revenues, festivals, restaurants, preservation of natural and cultural attractions and outdoor recreational activities etc. But besides these positive impacts however, some negative impacts have also been observed on the quality of life with the passage of time. These can be in form of crowding, traffic and parking problems, increased crime, increased cost of living, increased prices of goods and services, conflicts between hosts and tourists and changes in the way of life of the locals. Hence, in order to sustain any form of tourism development, residents should be the focal point of the development. Today as the range of types of tourism increases, consideration of socio-cultural influences in addition to economic and environmental impacts of tourism is imperative. Therefore, a comprehensive opinion of the local community can further play an important role in the sustainable development of tourism.

H. Positive attitude of local community

The findings of primary survey suggest that the local community have positive attitude towards tourism development in their locality. When the local community have been surveyed to know their views about the tourism impacts and its role in the community development then majority of local people have favoured that tourism has positive impacts on their culture and society and tourism has been playing an important role in the advancement of community. It has been suggested that tourism generates local employment, directly in the tourism sector and in support and resource management sectors and helps in the diversification of local economy. Further, tourism development has also improved road conditions and infrastructure that is the main reason why local community support tourism development in the region. Hence it has been concluded from the present study that tourism has very less negative impacts on the local people and has played a positive role in teh community development.
7.2 Suggestions and recommendations

1. Place tourism as a High Priority on Governance Agenda

In the global context, it is broadly accepted that the three prime movers of tribal economies are horticulture and select agriculture, hydro-electricity and tourism. At the moment, only 2 percent of Himachal’s GDP comes from tourism. Yet, it is estimated to be much higher as there is substantial income generation even in the non-organized sector.

Himachal is one of the oldest, well-established and recognized tourist destination of the country. The State registered a very fast growth in tourism. If the positives of tourism are exploited and the quality and sanctity of the core product is closely protected, tourism especially in the tribal areas has the potential to become a prime engine for economic growth and prosperity of the people. Hence it can be achieved only if government place tourism on a higher priority in its policies. Hence it is suggested that government should place tourism as a priority on its agenda.

2. Break the Seasonality factor

Himachal Pradesh has always been a popular tourist destination in summer. Tourism products must be diversified to attract visitors in other season as well. This also includes promoting tourism in rural and tribal areas. Himachal, one of the rare places in the world offering the experience of all the five distinct seasons. This provides a varied year around experience to the visitors, be it a pilgrims and sages of yore, honeymooners nature lovers and adventure seekers of today. It has long been felt that problems which seasonal workers face include job insecurity, usually no guarantee of employment from one season to other, difficulties in
getting training etc. hence government should focus on to break the seasonality factor.

3. Destinations Management

Management is the first step of any process. Therefore, the planners should concentrate upon the detailed study of various alternative and other tourist potential resources of the tribal areas of the State. If these resources are developed properly, they will not only benefit economically to the state, but also increase the duration of stay in the tribal areas. An effective plan should be prepared for the development of these hidden places keeping in mind the adverse impacts of tourism. The state has been blessed with immense tourist potential, what required is to plan carefully to avoid any negative practice.

4. Budget Enhancement

There is a need for strengthening and improvement of marketing infrastructure of tourism, for this the budget of the tourism department should be enhanced. For example, every year Rajasthan attracts about 200 lakhs tourists and their annual marketing budget is Rs. 1500 lakhs. While Himachal attracts about 70 lakhs tourists every year but the annual marketing budget is Rs. 200 lakhs. Therefore, in order to compete with the tourism oriented states in the country the state government should enhance the marketing budget of the department for increasing the inflow of the tourists. Besides annual budget on tourism, government should allocate separate budget for the development of alternative tourism in the tribal areas.

5. Sustainable Development of Cultural and Heritage tourism

Himachal Pradesh is blessed with unique heritage buildings, religious places, monuments etc. There is a need to encourage the preservation, conservation and upkeep of such heritage properties.
A large number of tourists come to this state for cultural and heritage tourist. It means government should focus on the development of alternative tourism in the state. This is because it is only the alternative tourism which preserves and conserves the natural heritage.

Proper facilities should be provided to activity based tourism under alternative tourism in the tribal areas. Today there is a need to develop more infrastructures in order to attract large number of tourists for adventure tourism in the tribal areas of the state. Further, more activities should be developed keeping in view the requirement of the area and to fulfil the need of the visiting tourist class.

6. Promotion of Alternative tourism

Suitable guidelines should be framed to provide an enabling legal framework for participation in developing tourism and recreational facilities by the private sector. Himachal Pradesh provides great attractions to foreign and domestic tourists. As the finding of the primary study suggest that most of them have shown preference for activities like camping, trekking, jeep safaris etc. therefore, government should identify more activities under alternative tourism which tourists can enjoy in the tribal areas. This is because Himachal Pradesh is the home for the adventure activities, therefore, strong efforts are needed for the promotion of adventure sports activities in the tribal areas as well as in the state. Eco tourism, rural tourism, camping tourism, wildlife tourism are the other forms of alternative tourism, which should be promoted in the tribal areas along with adventure tourism.

7. Special Tourist Areas

The government should accord special status to the tribal areas for the development of alternative tourism in these areas. Further, special efforts should be initiated to preserve the
unique identity of these tourist destinations and local authorities pass by-laws to ensure preservation of special character of these tribal areas. The special character includes their culture, heritage, natural scenic beauty etc.

8. **Human Resources Development for Tourism sector.**
Tourism industry requires multifarious kinds of skilled and trained personnel's for both government and private establishments. At present there are 21 institutes of hotel management and catering technology and 22 food craft institutes run by the Government in the country, as in Himachal there is only one Food and Craft Institute and Hotel Management Institute at Kufri. Therefore, in Himachal skilled and trained personnel's are very less. So the government should focus on to develop strong human resource.

9. **Tourism Awareness**
Since tourism has assumed significant importance in the life of the people and has become an important source of economic development all over the world, the state should undertake measures to create widespread awareness amongst all sections of the society for its negative and positive impacts in the tribal areas of the state.

10. **Dealing with the adverse impacts of tourism**
Studies should be conducted by the Department of Tourism to assess the carrying capacity of the places in the tribal areas. Efforts should be made to regulate the tourist traffic in these areas and also to ensure that no environmental and cultural pollution takes place because of unregulated growth of tourism industry.
11. **Village tourism**

The alternative tourism involves few tourism related activities. In order to broaden the base of alternative tourism and tourism industry as a whole and also to provide employment opportunities in the rural areas. The Government should promote village tourism as a new form of alternative tourism in the tribal areas as well as in the villages located near urban areas. The Government should promote local cuisines, culture, and home stay concept. The Government should develop village tourism carefully in order to preserve the unique identity of such tourist places.

12. **Importance of Travel Intermediaries in Tourism**

Travel agents and tour operators play an important role in the promotion of destination as well as in the destination selection process. Travel agents recommendations can strongly influence client’s satisfaction and the success of tourist businesses, attractions and destinations. Travel agents represent a key interface in the tourism marketing system. In addition to helping travellers make reservations and obtain train tickets, they influence tourism planning decisions and outcomes. In particular, their recommendations of potential primary and secondary destinations, side trips, attractions and sights to see along the way, as well as transportation, lodging, dining and entertainment options, can significantly impact the satisfaction derived from particular leisure trip. Therefore, if we want to develop tourism tourism infrastructure on sustainable basis, strong measures should be taken to take these tourism intermediaries in confidence.

13. **Importance of tour guides**

Tour guides are one of the key front-line players in tourism industry especially in alternative tourism. Through their knowledge, interpretation and skill destination’s attraction and
importance improves. Further in adventure tourism, the guide is the most key player. So he should have proper knowledge about trek routes, etc. Therefore, the government should improve the skill of the guides and provide them training from time to time.

14. Special Brochures for Alternative Tourism

The most important source of information for tourists planning a tour is the tour brochure. Potential customers compare the brochure of one destination with the brochure of other competitors, and it is likely that the one with the best brochure will get the business. Therefore, the government should make their brochure more attractive and provide proper information in it. Further, the government should publish separate brochure for the promotion of alternative tourism in the tribal areas. It has been observed that the state government has published some brochures on alternative tourism but they have published their brochures on adventure tourism in particular. Hence, need is to publish a brochure for all the types of alternative tourism.

15. Importance of Backpackers Tourism

Backpackers are often keen to share the local lifestyle, "citing meeting with the people" as a key motivation. Their recreational activities are likely to focus around alternative tourism such as trekking, culture or adventure. This is associated with the tendency for backpackers to travel more widely than other tourists, seeking unusual or out of the way locations and experiences. Hence, we should not ignore backpackers because of their low budget but studies should be conducted to know their behaviour to encourage their participation in the alternative tourism in the tribal areas. Himachal attracts a large number of backpacker tourists. While planning for tourism, this group should not be ignored. This
class of tourists belongs to allocentric group of tourist, who are
the leaders in initiating the tourism process in a new
destination.

16. Government should work in collaboration with Department of
Electricity, transport and telecommunication to solve the
electricity, road and communication related problems in the tribal
areas. Further to improve communication in these areas, private
sector should be encouraged.

7.3 AREAS FOR FUTURE RESEARCH

This study was the first effort in the field of assessment of Alternative
Tourism in Himachal Pradesh. Researcher has tried his level best to come
with a comprehensive study on the topic. This study tried to include
maximum aspects related with Alternative tourism in the tribal districts
of Himachal Pradesh. But still there are various areas on which future
research can be conducted. These areas are as follows-

1. The present study was limited to three districts of Himachal Pradesh
only. Further, research can be conducted on Alternative tourism in
other districts of the state also. This is because Himachal Pradesh is
a hilly state with lots of potential for Alternative tourism. Therefore, a
comprehensive study can be conducted on the potential and scope of
Alternative tourism in other districts.

2. A study on the role of NGOs in the development and promotion of
Alternative tourism can be conducted in the tribal areas of Himachal
Pradesh. This is because nowadays NGOs are working in the field of
environment conservation and it has been concluded from the present
study that alternative tourism helps in the conservation of natural
environment. Hence future research can be conducted on the role of
NGOs in the development and promotion of Alternative tourism in
tribal areas.

3. A study on the evaluation of tourism policy of Himachal can be
undertaken and a comparison can be made between the policies of
Himachal Government and other states such as Rajasthan and Kerala for the development and promotion of Alternative tourism.

4. Similar study with more sample size can be conducted in future.

5. A study on the scope of various forms of Alternative tourism can be conducted in Himachal Pradesh.

6. A future study can be conducted by involving international scholars to get more results on the development of Alternative tourism and further a comparison can be made between the strategies and types of Alternative tourism developed in India and in foreign countries. Based on the findings of such study, Government can develop and promote those forms of alternative tourism which are developed by other nations. This will provide India and Himachal with extra tourism products.