CHAPTER VI

CONCLUSION AND RECOMMENDATION
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Tourism is a service industry and a major force in global trade. It plays a vital role in the social, cultural and economic development of most nations and has the potential both to preserve heritage and destroy it. The whole community which is affected by tourism activities, the environment and culture, and its growing complexities, are also attached with tourism. Tourism is like other many kind of products and services which follow a normal pattern of growth, maturity and subsequent decline, similar to the products life cycle curve.

Tourism has both positive and negative effects on a tourism destination. Communities are very often threatened with unwanted developments and face problems from unplanned or carelessly planned tourism expansion. In order to overcome these multi-faceted problems, comprehensive tourism planning is needed to maximise the benefits and minimise the costs or community who have to live with the tourists and the costs and benefits they bring.

The literature review has indicated that there is a strong argument for the need for planning in tourism development. Tourism is one of the most thriving industries in Himachal. This sector provides good employment opportunities to a large number of people both skilled and unskilled. It is due to these reasons that tourism industry is one of the successful industry in the development of Himachal tourism industry. In spite of that tourism policy is not formed in regular period of time. Whenever, it is formed then it is not implemented effectively and remains in the file and has become only official document for record. Himachal government has formulated three tourism policies till date and
many new things or factors are included all the time to boost up tourism growth of the State. But practically little efforts have been made to implement the tourism policies. A particular mechanism has not been formed yet to implement the tourism policies effectively. Due to the lack of mechanism the tourism development has hampered and this has slowed down the infrastructure development in the policies of the State. The study concludes that major emphasis has been given to the developed areas and this enhanced the tourists burden in those developed areas. This has made the conditions worse at the tourist destination in the State. Less or no attention has been given to developing and underdeveloped areas to promote the tourism. In reality, the work has been done to some extent only in the fields of transport and accommodation. Most of the stakeholders tried to attract the attention of the State Government to emphasize on transport and accommodation sectors in tourism policy because they would get benefit from the sector. In case of community they give preference to develop accessibility, and protection of environment and community welfare because they would be benefitted from these sectors. In the research it is found that there is poor infrastructure in the underdeveloped tourist destinations and no proper maintenance of the roads which is called life line of any state, in the developed tourist destinations of Himachal Pradesh. Accommodation facility and frequency of transportation is satisfactory in the developed areas of the State but still there is need to pay more attention in this regard.

An environment is a fragile entity and the emphasis has given to protect and conserve the environment in the tourism policies for sustainable tourism development but in reality it has not been implemented properly. The community has not aware about the conservation of the environment and has suffered mostly due to poor environment of the destinations. The environment of developed areas has been polluted by the over
tourist traffic and clearance of forest for large tourism projects has made the conditions worse. It has been found that the tourism development has impacted negatively on the environment of the State. Therefore, due consideration has not given to the sustainable tourism in the tourism policies.

The community has been affected positively or negatively by the tourism development. Tourism has become the largest employment generating industry in the State. This has provided jobs directly or indirectly to the thousands of peoples in the State. The community has been affected badly by the various kinds of large tourism projects. No mechanism has been framed to address the complaints and grievances of the community in the tourism policies. It has been found that the public has neither been involved in the formulation of the tourism policies nor sought their feedback to amend the policies.

Himachal Pradesh has huge amount of tourism potential but it has not harnessed properly yet. Various new ventures like adventure tourism, religious tourism, rural tourism, sports tourism, medical tourism, home stay programme have not given due emphasis effectively to foster the tourism development in the State. Half-hearted efforts have been made in the tourism policies to enhance the tourism in the State. Private and Public-Private Partnership have involved in the transport and accommodation sectors for tourism development in the State. In the tourism policies the private enterprises have been given the free hand only in the transport and accommodation. Only formulation of State tourism policies are not sufficient for tourism development. These tourism policies have neither given benefit to the common and needy public nor potential stakeholders. The major focus has not given to explore new areas, tourism marketing, alternate tourism, sustainable tourism development etc. in the State tourism policies for the tourism development. In reality, a little work has been done to develop the tourism in the State.
Each tourist place in the world, whether it be Switzerland or Kerala, have over the years developed a Brand Name European splendor, Kerala is known as God's own country. In fact Himachal is Switzerland of India. However, it requires to be marketed smartly, especially when Uttrakhand is competing with Himachal. In tourism development, Haryana Tourism has set the example for the other States. There was a little scope to develop tourism in this State except some historical and religious tourism but the commitment of the government has brought success in the tourism. Haryana has become one of the leading State of India in tourism development. In contrast to this, Himachal Pradesh has the nature to its best but unfortunately it has unable to harness the full tourism potential in proper way due to lack of timely formulation of tourism policy and its effective implementation.

6.1 RECOMMENDATIONS

In view of the conclusion for better policy development and tourism planning in the state for future, the following recommendations are given to the tourism planner:

- Planners and governments should consider the fact that there are limits to how much tourism a particular destination could absorb. Destinations need to consider these limits and plan their tourist industry accordingly. Planners and governments must continuously measure environmental and socio-economic impacts of tourism, in order to insure long-term benefits for residents and tourists alike without damaging the man-made and natural environment. Tourism has been seen by many governments as an economic development strategy and if a destination area wishes to maintain tourism as a long term activity, it should be concerned through planning to differentiate its product from competing destinations through better preservation of its environment and culture, understanding the needs and desires of the local community and increased awareness in
the community as to what the industry means in terms of costs and benefits. Planning for tourism will benefit only through input from a wide range of participants including governmental and non-bodies, local and regional organizations, businesses and the host population, since it is extremely difficult to formulate and implementation tourism policy without the strong support and involvement of all these groups.

- Planner and governments must continuously measure environmental and socio-economic impacts of tourism, in order to ensure long-term benefits for residents and service providers alike without damaging the man-made and natural environment.

- Planners should consider the environment friendly component and to give more emphasis to conserve the environment for sustainable tourism development. Therefore, sustainable tourism development can impact positively on the environment of the State and policy makers should emphasize on effective preventive measures to sustain an enriched environment in the tourism policies. Tourism development should not be allowed at the cost of the environment and strict guidelines should be mentioned in the tourism policy for the sustainable tourism development.

- Himachal Government should market the tourist destinations of Himachal by creating a Brand name. Brand name emanates at out of USPs (unique selling points). Suggestions to create brand name could be invited from intellectuals from within States.

- It is not important only to design a development plan but also to implement it effectively. Therefore, it is necessary to develop policies that should be widely accepted by the local community.
- Political willingness and administrative commitment should be needed to formulate tourism policy in regular time of intervals. It should be formulated in a democratic way to ensure the participation of community.

- Feedback of tourism policy should be taken from community and service providers after regular period of time. There should be proper mechanism to address the grievances of public for healthy tourism development.

- Involvement of Public Private Partnership should be encouraged for rapid tourism growth. Private enterprises has been given free hand to invest in the transport and accommodation sectors. This kind of emphasis should be given in other sectors such as adventure tourism, sports tourism, rural tourism, eco-tourism to exploit the huge potential of tourism in the State tourism policies.

- High level of emphasis should be needed in the tourism policies to develop infrastructure development such as transport, accommodation, accessibility, tourist attractions particularly in the developing and underdeveloped areas to reduce the overburden of tourists from the developed areas.

- New tourism ventures like adventure tourism, rural tourism, medical tourism, sports tourism, religious tourism, home stay programme etc. should be given impetus in the State tourism policies to attract varied number of tourist from every corner of the world.

- There should not be politicization of the tourism policy. Sometime it has been found that when the government changes the next government shows unwillingness to implement the previous policies of the government.

- Research study or survey should be conducted to know the views of community and stakeholders to make the implementation of policy successful.
• Community should be involved in the formulation of tourism policy in better ways because without the cooperation of public it is not possible to make it successful.

• High level of emphasis should be given to explore new areas, Tourism marketing to highlight the Himachal as a paradise for tourists, alternative tourism development to focus on various forms of tourism, sustainable tourism development to harness the tourism potential in the State tourism policies.

• Effective implementation of the existing policy should be ensured before making new tourism policies.

6.2 AREAS OF FUTURE RESEARCH

Although this research has made an initial attempt to review the tourism policies of Himachal till date and discover their nature of implementation, enough scope still remains for future research in this area.

Hence, some dimensions that deserve further scrutiny with regard to evaluation of Tourism Policies and their proper formulation and implementation are identified as follows:

• Research can further investigate whether the tourism policies framed by the government are of autocratic or democratic nature.

• Research can also focus on identifying the nature of involvement that the local communities and stakeholders (tourism services providers) seek in tourism policy formulation, and identify the kind of benefits they wish to accrue from proper tourism policies.

• Research can concentrate on monitoring the tourism policies implemented, their accomplishment of objectives and evaluation of their success through time series studies.

• Research studies on policy evaluation in other States and can be conducted seeking the views of the community and stakeholders, with an expanded sample size.