PREFACE

The beauty of nature lies in its variety which indeed is endless. So is the timeless desire in the human beings to appreciate the nature from the bottom of their heart. This is why since ancient times explorers, discoverers and travellers undertook adventurous journeys in spite of all difficulties they came across. The underlying idea of visiting new places to appreciate their beauty, in course of time, has given birth to a modern industry to spot such places of beauty and interest and bring people and places physically closure to one another by providing every facility and comfort. Thus natural scenery, favourable weather and climate and cultural heritage are used for area development and promotion of tourism.

Tourism is considered as the world’s largest and rapid growing industry of modern business world. Today tourism is the most advantageous and up-to-date business all over the world. It has become one of the major international trade industry. For many developing countries, it is one of the main income sources and the number one export industry, creating much needed employment and opportunities for development. Tourism is essential for many countries due to its capacity to generate income through the consumption of goods and services by visitors and tourists, the tax levied on business in the tourism industry and the employment opportunity for the service industries linked with tourism.

Himachal Pradesh has enormous potential to develop tourism because of its attractive natural beauty and rich cultural heritage. This thesis is an investigation of a tourism planning process for appropriate tourism development. This inquiry responds to the theoretical & practical lack of pragmatic approaches to tourism planning that places communities and stakeholders at the foundation of the tourism decisions which affect them. Tourism planning is a complex process involving a multitude of stakeholders and community from a variety of sectors related to the tourism industry. The aim of this thesis is to review the state tourism development policies of Himachal till date and understand their effectiveness from the perspective of local communities and stakeholders.
The history of tourism from its inception to modern tourism is explained in the chapter-1 with emphasis on Tourism in India and Himachal. Chapter-2 emphasizes on the reviews of various authors on tourism, tourism planning, sustainable tourism development, participation of community and role of stakeholders in the tourism development. It also identifies the research gap that has been instrumental in identifying the topic for this thesis and to develop research questions and objectives. Chapter-3 concentrates on review of tourism policies of the Himachal Pradesh till now. Himachal government has formulated three tourism policies for the tourism development in the State. All the tourism policies are explained elaborately. Chapter – 4 as research methodology discusses the methods adopted to carry out the study. It explains forms of data collection, the research instruments used and methods of analysis. Chapter – 5 presents the findings of the study and their interpretation. Finally chapter – 6 concludes the study with recommendations.