BIBLIOGRAPHY
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QUESTIONNAIRE
Questionnaire for Tourist’s

Heritage Tourism and Its Determinants: An Empirical Study in Himachal Pradesh

The purpose of this survey is to explore the factors determining heritage tourism in Himachal Pradesh. In a broader sense, Cultural or heritage tourism includes travel to archaeological and historical sites, parks, museums, and places of traditional or ethnic significance.

All the responses will be anonymous and only used for the purpose of my thesis. Your support is critical to the success of this research! Your identity would be kept confidential. Please read all the questions carefully. It will not take more than 5-10 minutes to fill these questions. Kindly render the following information in the space provided against each question. Information given by you will be used for research purpose only.

Respondents Personal Information based on their demographic profile: Please fill in the box that classifies you best.

1. Gender:[ ] Male [ ] Female
2. Age: [ ] year old
3. Marital status: [ ] Married [ ] Unmarried
4. Educational Qualification: [ ] Metric [ ] 10+2 [ ] Diploma [ ] UG [ ] PG/Above
5. Where do you live? [ ] India [ ] Abroad
   City:_____________ State:
   …………………
6. Your Profession: [ ] Govt. Employee [ ] Businessman [ ] Private Job [ ] Student
   [ ] Housewife [ ] Others
7. Your income (Monthly)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Foreigner</th>
<th>Indian</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Below 200 US$</td>
<td>[ ] Below Rs. 12500</td>
</tr>
<tr>
<td>2</td>
<td>200-500 US$</td>
<td>[ ] Rs. 12500-31000</td>
</tr>
<tr>
<td>3</td>
<td>500-1000 US$</td>
<td>[ ] Rs.31,000-62,000</td>
</tr>
<tr>
<td>4</td>
<td>1000 US$ and above</td>
<td>[ ] Rs. 62,000 and above</td>
</tr>
</tbody>
</table>

9. You are travelling with: [ ] Family [ ] Friends [ ] Organized groups [ ] Alone
10. Who influence you to visit Himachal Pradesh? [ ] Tourist offices [ ] Travel agents [ ] Friends & Relatives [ ] Travel Guides [ ] Air Lines [ ] any other……….
11. What motivates you to visit? [ ] Culture and heritage [ ] Good climate [ ] Events or Sports [ ] Scenic Beauty [ ] Safety & Security [ ] Neat & Clean Tourist places [ ] Spiritual Places [ ] Any Other (Please Specify…………………..)

For any queries kindly mail to cuhp12rdtt02@cuhimachal.ac.in http://www.cuhimachal.ac.in/
12. Have you ever been to a cultural/heritage site in the past 3 years? [ ] Yes [ ] No

13. Mention the sources through which you got information about the tourist places in Himachal Pradesh. (Tick one or more than one if you need): [ ] Magazine [ ] Newspaper [ ] Internet [ ] Word of Mouth [ ] T.V [ ] Other (…………………………)

14. By which means of transport did you come to Himachal Pradesh (you may mark more than one) [ ] Car [ ] Coach [ ] Rail [ ] Flight [ ] Motor cycle/ bicycle [ ] Mixed Mode

15. Type of holiday: [ ] Self Organized [ ] Organized through Travel Agency

16. What kind of accommodation do you choose? [ ] Hotel [ ] Camp site [ ] Private apartment

17. Number of your nights stays in Himachal Pradesh: [ ] no night stay [ ] 1 -3 nights [ ] 3-7 nights [ ] Above 7 nights

18. Your Most Preferred Tourism activity/Activities Inside Himachal Pradesh: (Please Tick Mark single/ multiple): [ ] Water based (Water Sports) [ ] Air Based (Aero Sports) [ ] Land based (Sports) [ ] Nature based (Trekingking, mountaineering) [ ] Recreational (for amusement) [ ] Intellectual (pray, meditation, investigation) [ ] Other’s (kindly Specify…………………………

19. Please rate your pre-visit perception and after- visit satisfaction of following attributes in the Himachal Pradesh Heritage Tourism Destinations.

Kindly rate it on 7 point scale where 7 means highly perceived/delighted and 1 means least perceived/satisfied.

(1 = Least perceived / satisfied. 7= Very Highly Perceived/ Delighted)

<table>
<thead>
<tr>
<th>Heritage Tourism Site Attributes</th>
<th>Satisfaction from (Tick Mark any one)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appeal/ charm of the destination</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Available information sources</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Nearness to other tourist destinations</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Local Rituals and Beliefs</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Local routes to nearby destinations</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Comfortable Climate for Tourism</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Cleanliness/ Sanitation</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Natural wonders &amp; Scenery</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Vegetation and wildlife, flora&amp; Fauna</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Unspoiled Nature</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>National Parks / nature Reserves</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Historical sites</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Museums and Art Galleries</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Monuments</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Artistic/ Architectural features</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Traditional Arts (music/dance) forms</td>
<td>1  2  3  4  5  6  7</td>
</tr>
<tr>
<td>Variety of cuisine</td>
<td>1  2  3  4  5  6  7</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Heritage Tourism Site Attributes</th>
<th>Satisfaction from (Tick Mark any one)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Culture and lifestyle</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Heritage villages</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Religious places</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Artifact’s</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Accessible Tourist Spots</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Vehicle Parking facilities</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Airport Efficiency/ Quality</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Accommodation facilities</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Health Facilities (Hospitals, Clinics etc)</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Local Transport Efficiency/ quality</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Road Network</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Tourist Information Centers</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Behavior of Info. Centre Employees</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Use of Technology for information</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Reliability of Information sources</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Convention/ exhibition facilities</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Availability of Sightseeing packages</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Distance/ flying time to this destination from other tourist destinations</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Direct / Indirect flights to the destination.</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Cost of obtaining permit/ entry visa</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Ease of combining travel to destination with other destinations</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Frequency of accessible transport to the destination.</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Residents supportive behavior with you</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Ease of communication among tourists and residents</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Cost of Local Food &amp; beverages</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Cost of local Handicraft</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Quality of local cuisine</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Quality of Local Handicraft</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Trained Tourist guides &amp; escorts</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Police /Tourist Police for Safety</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Language Interpreter</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Heritage Preservation Efforts</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Signboards and Tourist Maps</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>do’s and don’ts at tourist places</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Privacy of tourists</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Safety &amp; Security of Tourist</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Overall Destination Administration</td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>

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20. Kindly tick mark your responses regarding Heritage Tourism in Himachal Pradesh. (SA = Strongly Agree  A = Agree NC = No Comments D = Disagree  SD = Strongly Disagree)  

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>NC</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.1</td>
<td>Heritage Resources add towards the uniqueness of the tourism product.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.2</td>
<td>You feel more educated by visiting monuments &amp; historical sites.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.3</td>
<td>Religious sites are well managed and maintained.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.4</td>
<td>Development of cultural or heritage villages increases tourism.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.5</td>
<td>Fairs &amp; Festivals provides common platform for Cultural reflections.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.6</td>
<td>By visiting local fair &amp; festival you felt the real culture of the place.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.6</td>
<td>This destination also provides sufficient publicity of other tourist</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>destinations available in the state.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.6</td>
<td>This destination presents authentic / genuine work of art to the tourists.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

21. Please indicate how well you were satisfied with heritage tourism sites in the following districts of Himachal Pradesh? (Mark only the places you have visited)  

Where 1 means ED = Extremely Dissatisfied 7 means ES = Extremely Satisfied / delighted  

<table>
<thead>
<tr>
<th>Tourist Destinations</th>
<th>ED</th>
<th>HD</th>
<th>D</th>
<th>NC</th>
<th>S</th>
<th>HS</th>
<th>ES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamba - Dalhousie</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Kangra - Dharamshala</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Kullu - Manali</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Shimla - Kufri</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

22. Rate your overall Perception towards Various Heritage Tourism Site Attributes in Himachal Pradesh from 1 to 7. (where 1 means Least Perceived and 7 means Highly Perceived)  

![Rating Scale](image)

23. Rate your overall Satisfaction from Various Heritage Tourism Site Attributes in Himachal Pradesh from 1 to 7. (where 1 means Least Satisfied and 7 means Highly Satisfied)  

![Rating Scale](image)

24. Do you think you will visit Himachal again? [ ] Yes [ ] No [ ] Can’t say

25. Would you like to recommend state to others [ ] Yes [ ] No [ ] Can’t Say

Your Remarks for this study:

………………………………………………………………………………………………………………………………………………………………………

Personal details: (Optional) Name: (Optional) ____________ Contact Number (if any): ____________ Email Id: _____________________________ Signature……………

Thank you very much for your kind cooperation and time!

For any queries kindly mail to cuhp12rdtt02@cuhimachal.ac.in http://www.cuhimachal.ac.in/
Heritage Tourism and Its Determinants: An Empirical Study in Himachal Pradesh

The purpose of this survey is to explore the factors determining the heritage tourism in Himachal Pradesh. In a broader sense, Cultural or heritage tourism includes travel to archaeological and historical sites, parks, museums, and places of traditional or ethnic significance. All the responses will be anonymous and only used for the purpose of my thesis. Your support is critical to the success of this research! Your identity would be kept confidential. Please read all the questions carefully. It will not take more than 5-10 minutes to fill these questions. Kindly render the following information in the space provided against each question. Information given by you will be used for research purpose only.

Respondents Personal Information based on their demographic profile: Please fill in the box that classifies you best.

1. Gender: [ ] Male [ ] Female

2. Age: [ ] year old

3. Marital status: [ ] Married [ ] Unmarried

4. Educational Qualification: …

5. Your Workplace Location: [ ] India [ ] Abroad City:_________________________ State:

6. Your Profession: [ ] Public Sector Employee [ ] Hotel Employee [ ] Travel Agent [ ] Guide/ Escort [ ] Entrepreneur [ ] others (kindly Specify) ……………………

7. Your experience in travel trade? [ ] below 1 year [ ] 1-5 year [ ] 5-10 year [ ] 10-above

8. Kindly Tick Mark the following:

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>Can’t say</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Are you satisfied with your work?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Are you satisfied with the income/salary?</td>
<td>Yes</td>
<td>No</td>
<td>Can’t say</td>
</tr>
<tr>
<td>3. Are you satisfied with the government policies for the tourism?</td>
<td>Yes</td>
<td>No</td>
<td>Can’t say</td>
</tr>
<tr>
<td>4. Is your business registered with the State Department Of Tourism?</td>
<td>Yes</td>
<td>No</td>
<td>Can’t say</td>
</tr>
<tr>
<td>5. Is your business affected by seasonality?</td>
<td>Yes</td>
<td>No</td>
<td>Can’t say</td>
</tr>
<tr>
<td>6. Do you think Domestic Tourism is important for your operations?</td>
<td>Yes</td>
<td>No</td>
<td>Can’t say</td>
</tr>
<tr>
<td>7. Do you think Tourism dept. is helping to promote Domestic Tourism?</td>
<td>Yes</td>
<td>No</td>
<td>Can’t say</td>
</tr>
<tr>
<td>8. Do you think State Government plays its monitoring and co-ordination role effectively?</td>
<td>Yes</td>
<td>No</td>
<td>Can’t say</td>
</tr>
</tbody>
</table>

For any queries kindly mail to cuhp12rdtt02@cuhimachal.ac.in http://www.cuhimachal.ac.in/
9. Do you think your enterprise and other service providers in the tourism industry collaborate in the promotion of tourism? [Yes] [No] [Can’t say]

10. Are you happy to see increment in number of tourists in state? [Yes] [No] [Can’t say]

11. Have you ever been invited to the public discussions regarding efforts and activities towards tourism development in your area? [Yes] [No] [Can’t say]

12. Do you think the local government has taken adequate measures to support the local residents to engage in tourism activities? [Yes] [No] [Can’t say]

13. Do you agree that NGO’s (Non Government Organisations) role is instrumental in preservation and promotion of local culture? [Yes] [No] [Can’t say]

14. Have you ever found any fossil or remnant of past nearby your locality. [Yes] [No] [Can’t say]

15. If yes did you submitted it to the concerned department? [Yes] [No] [Can’t say]

16. Will you adopt any historic site in your area without financial Interests as your CSR-Corporate Social Responsibility Initiative? [Yes] [No] [Can’t say]

**Note:** (Kindly skip item no. 9, 10, 11, 12, 13, 14 below if you if you don’t have tourism business)

9. How do you advertise your business?
   [ ] Word of mouth [ ] Fliers [ ] Media (radio, newspaper, TV) [ ] Road signs [ ] Internet [ ] any other mode (kindly Specify……………………………)

10. How would you describe your clients?
    [ ] Mostly foreign Visitors [ ] Mostly Local Residents [ ] Domestic Tourists [ ] Passers [ ] Others (specify………………………………..)

11. How would you describe the prices of your product?
    [ ] Expensive [ ] Reasonable [ ] Cheap [ ] Very Cheap

12. Main USP or aspect of the state on which you stress while interacting with tourists?
    [ ] Culture and heritage [ ] Good climate [ ] Events or Sports [ ] Scenic Beauty [ ] Any Other (Please Specify……………………………)

13. In your opinion what is the main problem about which tourists complain most?
    [ ] Accommodation [ ] Language [ ] Water and Sanitation [ ] Crime and Cheating [ ] any other (please specify……………………………)

14. How do you see your relationship with the Himachal Pradesh Tourism Department?
    [ ] Very cordial [ ] somewhat cordial [ ] Neutral [ ] Not cordial at all

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15. Kindly tick mark the factor/ factors you think as a major problem for tourism promotion in Himachal Pradesh (you may provide no. 1,2,3,4, 5,6,7,8 against each column as per your priority).

| Factor/ Factor | [ ] Lack of Good Roads | [ ] Service Standard of hotels |
|               | [ ] Lack of Trained Manpower | [ ] Lack of Tourism training Institutions |
|               | [ ] Lack of Information about tourist places | [ ] Poor Management of tourism resources |
|               | [ ] Parking Facility | [ ] Poor availability of Air Transport |
|               | [ ] others (kindly specify…………………………………………………………….) |

16. Which kind of Efforts you or your organization is doing to promote the tourism in Himachal Pradesh? (Kindly Describe if any initiative taken)


17. Please give your responses regarding the Tourism Impacts on the destination and stakeholder’s role towards destination preservation and promotion: Kindly rate it on 7 point scale where 7 means Extremely agree and 1 means Extremely Disagree

<table>
<thead>
<tr>
<th>Statement</th>
<th>ED</th>
<th>SD</th>
<th>D</th>
<th>NC</th>
<th>A</th>
<th>SA</th>
<th>EA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tourism is important to my region and community</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>2. Tourism is well-developed in my region/community</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>3. Tourism has grown in my region in the last five years</td>
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<tr>
<td>4. Tourism encourages the preservation of local culture &amp; Tradition</td>
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<td>2</td>
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<tr>
<td>5. Hosts and guests Interactions create a better cultural understanding.</td>
<td>1</td>
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<tr>
<td>6. Tourism has resulted in positive impacts on our local culture.</td>
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<tr>
<td>7. Interaction with tourists may lead to an erosion of culture and values.</td>
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<tr>
<td>8. Local businesses are benefiting economically from tourism.</td>
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<tr>
<td>9. Tourism has created jobs for local people.</td>
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<td>10. Tourism has attracted investment to develop infrastructure.</td>
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<tr>
<td>11. Tourism provides opportunities for small-scale business enterprises.</td>
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<tr>
<td>12. Tourism Industry generates extra tax revenues.</td>
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<tr>
<td>13. Infrastructure cost is very high for establishment of tourism.</td>
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<tr>
<td>14. Jobs created by tourism are often seasonal.</td>
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<tr>
<td>15. Tourism can push up local property prices and the cost of goods and services resulting into inflation.</td>
<td>1</td>
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</tbody>
</table>

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<p>| | | | | | | | |</p>
<table>
<thead>
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</thead>
<tbody>
<tr>
<td>16. Money generated by tourism does not always benefit the local community, as some of it leaks out to major companies, such as hotel chains, Airlines, Tour Operators</td>
<td>1</td>
<td>2</td>
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</tr>
<tr>
<td>17. The tourism industry in my region is environmentally sustainable</td>
<td>1</td>
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<tr>
<td>My/our businesses have an environmental policy</td>
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<tr>
<td>18. Tourism helps to promote conservation of wildlife and natural resources such as forests, rivers, rocks etc.</td>
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</tr>
<tr>
<td>19. Tourism poses a threat to a region’s natural resources (air, water, land, sea, rivers) and cultural resources (historic sites, local customs, traditions, music etc) through alteration and overuse.</td>
<td>1</td>
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<tr>
<td>20. Tourism also causes increased pollution through traffic emissions, littering, increased sewage production and noise.</td>
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<tr>
<td>21. Construction of hotels &amp; tourist facilities has destroyed the natural environment.</td>
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<tr>
<td>22. Tourism is a seasonal industry in my region.</td>
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<tr>
<td>23. Our destination is trying to expand tourism services in off seasons.</td>
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<tr>
<td>24. Enterprises in our region offers quality customer service</td>
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<tr>
<td>25. In our region tourism industry is facing shortage of skilled people</td>
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<tr>
<td>26. There is a clear marketing brand for our region.</td>
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<tr>
<td>27. The marketing efforts for our region are well-coordinated</td>
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<tr>
<td>28. The website for our region is beneficial to my business</td>
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<tr>
<td>29. Our region is maximizing the use of technology in promoting tourism</td>
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<tr>
<td>30. Our region has integrated cultural offerings (festivals/events/music/storytelling) into our tourism product.</td>
<td>1</td>
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<tr>
<td>40. Our region has a strategic plan for tourism promotion</td>
<td>1</td>
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<tr>
<td>41. More tourism businesses are collaborating on product development and marketing efforts day by day</td>
<td>1</td>
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<td>7</td>
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<tr>
<td>42. Our region receives technical and financial support from universities and government agencies on tourism and industry trends</td>
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<td>7</td>
</tr>
<tr>
<td>43. There is good access (roads, airports, trains) for visitors to our region</td>
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<tr>
<td>44. There is adequate availability of information about various tourist destinations situated inside Himachal Pradesh.</td>
<td>1</td>
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</tbody>
</table>

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45. Natives of the destination acts as agents for tourism promotion  | 1 2 3 4 5 6 7
46. Government initiated tourism schemes information is easily available. | 1 2 3 4 5 6 7
47. Government has been successful in developing activity based tourism. | 1 2 3 4 5 6 7
48. Government is developing religious/ pilgrimage tourism. | 1 2 3 4 5 6 7
49. Government is developing manpower for Tourism. | 1 2 3 4 5 6 7
50. Government is providing full support to establish Tourism Product. | 1 2 3 4 5 6 7
51. TVOA-ETA (Tourist Visa on Arrival - enabled with Electronic Travel Authorization) scheme will bring more business to tourism enterprises. | 1 2 3 4 5 6 7
52. E-Travel Trade Recognition scheme launched by Government is beneficial for tourism related enterprises. | 1 2 3 4 5 6 7

21. Please indicate how well you were satisfied with heritage tourism sites in the following districts of Himachal Pradesh? (Mark only the places you have visited)
Where 1 means ED= Extremely Dissatisfied 7 means ES= Extremely Satisfied/delighted

<table>
<thead>
<tr>
<th>Tourist Destinations</th>
<th>ED</th>
<th>HD</th>
<th>D</th>
<th>NC</th>
<th>S</th>
<th>HS</th>
<th>ES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamba-Dalhousie</td>
<td>1</td>
<td>2</td>
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<td>6</td>
<td>7</td>
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<tr>
<td>Kangra- Dharamshala</td>
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<tr>
<td>Kullu- Manali</td>
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<td>7</td>
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<td>Shimla- Kufri</td>
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</tr>
</tbody>
</table>

22. Rate your overall Perception towards Various Heritage Tourism Site Attributes in Himachal Pradesh (where 1 means Least Perceived and 7 means Highly Perceived)

1 2 3 4 5 6 7

23. Rate your overall Satisfaction from Various Heritage Tourism Site Attributes in Himachal Pradesh (where 1 means Least Satisfied and 7 means Highly Satisfied)

1 2 3 4 5 6 7

24. Organizational details: (Optional) Name: ___________ Contact Number: ___________

Email Id: ___________________________ Website address: __________________________ Signature/

Thank you very much for your kind cooperation and time!

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