INTRODUCTION
Tourism in incredible india

India is a land of contrast of most ancient cultural heritage and more than 1Billion (1,627,015,247 -16% of the world total) people diverse in many ways inhabit over 3,287,263 square Kms.

One cannot believe that such a wonderful country on the world map has a great diversity and uniqueness in everything either it is religion, language, food, culture, environment and ecology, geography or economy etc. And all these constitute tourism product, and simply greater the variety larger the customer base (tourists). Yes one can not believe that in one part of this country there is scorching heat and temperature goes beyond 45°C while other parts have shivering cold. Some parts get rain for whole of the year while some parts are dry at the same time. One can find desert and lush green areas too. After every 50 km one can note dramatically change in the language of the people, their foods and food habits. Every state here has its own culture and social customs. People of many religions, faiths & sects are living together peacefully though their rituals, way of prayer, customs are entirely different from each other. Some parts of India has unparalleled exotic beaches like Lakshadweep & Goa. Snow capped Himalayan peaks are another attraction. Fauna and flora of India are very rich and different as one move from one direction to another or from downward to upward. Still one can find tribal and Maharajas. This country is also famous for Nawabs and Kebabs i.e. royalness and its food. India too has world-class opportunities for water sports. Famous singer Christina Aguilera prior to her visit to India in first week of December 2004 comment

“India has always captured my imagination with its myriad cultures and spiritualism. I am looking forward to my visit with great enthusiasm to feel the colour and vibrancy of this great Country.” (Times of India, Delhi Times 29 Nov, 2004)

One can find everything in India -from skyscrapers of metropolitan cities to mud houses of a remote village. Still India has preserved the footprints of its civilization from ancient to modern in forms of various monuments and ruins. Monument of love and king of the entire Heritage sites –The Tajmahal lies in India. Similarly monument of hatred-Cellular jail is also in India. Every part of this country has its own history. India is one of the famous tourist spot for the Health Tourism.
People of the world are now coming to India to find serenity, to seek tranquility, to explore a destination within. In this aspect Kerala is on the top and next come hilly regions. Many cities of India are very old and contemporary to other ancient civilizations. For example Banaras (Varanasi) is one of the oldest living cities contemporary to Jerusalem. It is famous for its historical old lanes, music, Yoga, Astrology, Ayurveda and is also a famous learning center of Hindu culture.

This diversity is an attraction for the tourists and thus a source of tourism but there is a need of careful planning for the tourism development, one can say that to see the whole of India one should take rebirth. Thus in short India is like a magic box, which is very small, but one can get spellbound when one sees that the things coming out of the box are bigger than the box itself.

Earlier travel was limited to few rich affluent and adventurous people. With the rise in the standard of living of people and technological advancement world over, concomitant development of transportation and aviation industry also took place. This development leads to introduction of lower airfare schemes. As a result middle and working classes are able to enjoy the overseas holidays. Thus tourism today is sold like other normal consumer product and due to this technological advancement tourism has now developed into mass tourism.

Tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and all Governments.

According to the United Nation Conference on International Travel and Tourism 1963- It is an industry concerned with attracting people to a destination, transporting them there, housing, feeding and entertaining them upon arrival and returning them to their homes.

Thus tourism industry has become a comprehensive social science that needs a serious study and attention as it affects millions of human beings all over the world. Its management; development and future are vitally important and should be given high attention.

Tourism helps to increase the revenues of the several tourist regions. For example Khajuraho, some decades ago was backward and not well known but with the opening up of the new vistas of tourism it finds a place on the world tourist map.
Hilly regions have great physical diversities due to physical and climatic variations. The fauna and flora, and the life economy of the people of hilly regions also exhibit varied patterns; elevation and climate also influence tourists, climate is a significant determinant which affects the flow of the tourists, that's why the summer season attracts a large number of tourists for holidaying at hill resorts and health resorts at hill stations.

Spring at hills is very pleasant when the tourist can enjoy the greenery of hills thus the suitability of climate for recreation is a major factor influencing the growth of tourism. Water bodies such as lakes, springs and streams also attract a large number of tourists.

Hilly regions have enjoyed a continuity of traditions of tourism. Adventures, pilgrims and trekkers have sought the hills and shrines in their quest for peace and tranquility. Many countries of the world are earning more foreign exchange from International tourism than any other major export. India is one among them. *Tourism earns more foreign exchange for India than any other export i.e. tea, coffee, engineering goods, jewellery etc (Rs 14,200 crore or US$3283 million in 2003)

In Indian exports tourism ranks third after gems and jewellery and the garment industry. A good thing about tourism as an export is we do not really send to other countries any of our tangible products that is why tourism is called invisible export. Though Gems and Jewellery and Garments industry earns more foreign exchange but to earn that amount much of the foreign exchange spent in importing materials related to these industries. In India tourism has created direct or indirect employment for some seventeen million people. It generates earnings for hoteliers, travel agents, taxi drivers, souvenir sellers, craftsmen, transporters, airlines, tourist guides and even local shopkeepers. Some Rs 1000 crores worth of handicrafts were sold every year to tourists, taking the benefits of tourism to the villages where our craftsmen live and work. In many parts of hills of India like Kashmir, Himachal Pradesh and Uttranchal tourism has transformed these obscure and backward villages into thriving tourist centers. Being labour-intensive industry tourism has numerous job opportunities for young Indians and which is the necessity of the time.

*Source- Deptt of Tourism, Government of India, New Delhi*
The world Tourism and travel council (WTTC), based in London, is a world body carrying research on various matters related to tourism. It estimates that tourism currently employs 17.7 million people some 5% of the total employment in the country. If India maintains it growth - another 10 million jobs will be added by the year 2010.

The employment multiplier figure in tourism sector is 2.36 i.e. direct employment of one person in tourism sector creates jobs for 1.36 persons in other sectors of economy.

In some countries there were more visitors arrivals than the population e.g. France with a population of 57 million received 74.5 million visitor in the year 2000. Similarly Spain with a population of 37 million received 48.5 million visitors during the several years.

The receipts fro international tourism can provide a valuable source of earning for any country especially foreign exchange thus India if want to continue on its path of progress it must promote tourism preferably sustainable mass tourism.

Setting the Problem

No doubt that tourism today, plays an important role in the economy for a number of countries both developed and developing. According to the World Tourism Organization (WTO) among the worlds top 40 tourism earners about 18 were developing countries including India in 1995.

Indian Government realized the importance of tourism very late in seventies when a separate ministry of tourism and civil aviation was formed. Though tourism today has got the status of Industry, It is an invisible export but getting very less incentives and concessions as given to other export industries.

The allocation of funds for tourism promotion in budget is less than 1%. Consequently, though tourism is developing but in unplanned manner resulting in to the creation of many problems especially in the ecologically fragile hilly regions which are great source of rich biodiversity. The present study therefore undertakes comparative growth of tourism in various hilly regions of India and Himachal Pradesh in particular, study of the problems caused my the mass tourism in the state and perception of the hoteliers, domestic tourists, foreign tourists and locals about tourism and its contribution.
### Government Travel and Tourism Expenditure (% Total) Year 2001

<table>
<thead>
<tr>
<th>Country</th>
<th>Expenditure (%)</th>
</tr>
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<tbody>
<tr>
<td>India</td>
<td>0.9</td>
</tr>
<tr>
<td>China</td>
<td>3.8</td>
</tr>
<tr>
<td>Spain</td>
<td>9.5</td>
</tr>
<tr>
<td>Singapore</td>
<td>9.1</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>7.4</td>
</tr>
<tr>
<td>Malaysia</td>
<td>5.1</td>
</tr>
<tr>
<td>France</td>
<td>4.7</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>4.0</td>
</tr>
<tr>
<td>USA</td>
<td>3.9</td>
</tr>
<tr>
<td>UK</td>
<td>2.9</td>
</tr>
<tr>
<td>Thailand</td>
<td>2.6</td>
</tr>
<tr>
<td>Germany</td>
<td>3.3</td>
</tr>
</tbody>
</table>

Source: WTTC

### Phenomenal explosion of Domestic Tourism

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic tourist (Million)</th>
</tr>
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<tbody>
<tr>
<td>1990</td>
<td>63</td>
</tr>
<tr>
<td>1996</td>
<td>140</td>
</tr>
<tr>
<td>1997</td>
<td>160</td>
</tr>
<tr>
<td>1998</td>
<td>174</td>
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<tr>
<td>1999</td>
<td>191</td>
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<td>2000</td>
<td>211</td>
</tr>
<tr>
<td>2001</td>
<td>234</td>
</tr>
<tr>
<td>2002</td>
<td>271.3</td>
</tr>
<tr>
<td>2003</td>
<td>309.3</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism, Government of India, New Delhi
Much has been written on the causes of slow growth of tourism industry in India and lot of suggestions have been given to improve the present situation but in authors view we spend a fraction on exploring tourism potential of India is one of the reasons for slow growth that’s why sharing only 0.38 % of the world tourism market. It clearly means that India is unable to effectively communicate about its sunny weather, majestic hills, good shopping facilities, and economic travel etc. India’s image over Asia pacific region is comparatively low. Still it is not good and safe for nightlife. It is not considered as a safe place though it is regarded as a country with interesting culture and landscape. It is a political unstable country, political stability leads to making of new plans for development and their implementations in a fruitful way.

Scope of Study

Though there are number of dissertations on the various aspects of tourism industry available in the various universities departments and also some doctoral thesis on the subject, various articles published in non academic journals but most of them hardly focus on the need of practically better and integrated management practices in the Industry. Articles published in academic journals of national and international repute concerned with the cost benefit analysis of tourism, development of new tourist resorts etc. 

For a long time hilly regions of India have been neglected though these have enormous tourism potential for tourism even today few of these hilly regions are not given much attention from the tourism point of view. 

Present study is mostly statistical in nature and gives an account of trends in the tourist arrivals in India and projections for the future; and also concerned with the sustainable tourism development. Hence it was felt necessary to make an empirical study on the topic entitled “Growth of mass tourism in hilly regions of India: A case study of Himachal Pradesh.

Objectives of the Study

The main objectives of the study are as follows:

1. To review the concept of tourism to present day mass tourism.
2. To review the growth of tourism through five years plans.
3. To review the foreign tourist arrivals and foreign exchange earning through tourism from the year 1993 to 2004
4. To review the ecological features of the hilly regions
5. To review the flow of tourists in various district of Himachal Pradesh
6. To review the growth pattern of tourist flow in Himachal Pradesh
7. To identify the problems created by increasing tourism in Himachal Pradesh and suggestive measures to overcome the problems

Hypotheses
Keeping in mind the objectives of the study, following hypotheses are developed

i. That most of the people except foreign tourists are not aware about the ecotourism campaign run by the Himachal Pradesh Government
ii. That most of the people are aware about the prosperity (economical aspect of tourism) that tourism brings
iii. That Pollution and water scarcity are the major problems arising from the mass tourism during the tourist season
iv. That Air pollution and over construction are the major components of environmental degradation arising from the mass tourism
v. That most of the people are of the view that hotel development should takes place in an environment friendly way
vi. That most of the people are in support of introduction of tourism education from the school level that makes the future generation to behave in a responsible way.

vii. That most of the people are not satisfied with the sanitary condition of the area they reside/stay.

viii. That locals and domestic tourists are responsible for the environmental degradation.

ix. That promotion of the nature friendly tourism and creating awareness at mass level are the best measures to be taken by the Himachal Pradesh Government to protect the natural environment from Mass tourism in Himachal Pradesh
Research Methodology

To achieve the above noted objectives of the study a thorough study of all possible academic and non-academic work in the field of tourism has been done. This can be classified under following headings.

(a) Doctoral thesis
(b) Text and reference books
(c) Dissertation and reports
(d) Articles and journals
(e) Articles in news papers

In search of Doctoral thesis submitted on the above subject the publications of Association of Indian Universities (AIU) were checked in the library of Indian council for social science research (ICSSR) which publishes the details of Doctoral Theses submitted at various universities.

The present study makes use of both Primary as well as Secondary Data. The primary data was collected through personal interview and filling up the Questionnaire. A sample of questionnaire is attached in the end of this study, for the convenience of the respondents researcher has used the word increasing tourism instead of Mass tourism. A sample survey on tourists, hoteliers and locals were conducted during peak season to gather details of their profile and attitudes towards the environment of the destination. The survey was conducted at Shimla, Manali, Kullu and Kangra. Researcher interact with the 100 people in each category including domestic and international tourists, local residents and hoteliers at various places of natural attraction, bus stand, hotels Mall road, and other shopping areas to know their awareness to the ecotourism, economic aspects of tourism, problems faced by them in the season, forms of degradation that tourism brings, their views on hotel development, introduction of tourism education from school level, sanitary condition of the area they stay, work or reside, responsible ness for environmental degradation and their views on the measures to be taken by the Government to protect the natural environment from increasing tourism. So the present study is purposive in nature and relies on information from the respondents, the validity of which depend on their own powers of recall, their honesty and fundamentally their answers to the questions included in the questionnaire. It should be noted that total responses could be more than the number of respondents because of multiple responses.
The secondary data has been collected from published as well as unpublished sources. The published data includes information from various publications of Central and State Governments, books, journals, and newspapers. The unpublished data has been collected from Shimla Municipal Corporation, Directorate of Transport, Himachal Pradesh, and Department of Tourism and Civil Aviation and other Non-Government Organizations.

For the purpose of text books and reference books, the catalogues of various libraries in Delhi and at Aligarh were seen. A list of these books has been given at the end of this thesis in bibliography.

For consultation, various dissertation abstracts were scanned. For studying the articles published in various academic and non-academic journals, the documentation center of the Indian Institute of Public Administration (IIPA) New Delhi was visited. Documentation centers of various libraries such as the library of Planning Commission New Delhi, Library of Indian Institute of Travel and Tourism Management New Delhi, Gwalior, ITM Lucknow, Maulana Azad Library Aligarh were scanned.

**Review of Literature**

In the presence of above objectives of the research topic, the researcher has surveyed the bibliography of several journals, newspaper, magazine, and annual reports of the Department of tourism and civil aviation Himachal Pradesh. Though the tourism in India is growing manifold but there are few books are of academic nature. Most of the books are about the destinations and their resources. A few books provide information about the growth of tourism in Himachal Pradesh.

**K.R. Bharti (2003) “Travels to Highland of Himachal”** His work is concerned with the exploration of Himachal Pradesh. He has given importance to the opening of new destinations and focuses on the promotion of tourism in to the State.

**Dilaram Shabab (2003) 2nd edition Kullu: Himalayan Abode of the Divine.** In this study, an attempt has been made to enlighten about culture and customs of the Kullu valley.


Poonam Minhas (2003) "*Traditional Trade and Trading Centres in Himachal Pradesh.***: The author focused on the ancient trades, which are on the verge of decline and attempted to highlight them from the tourism point of view.

M.S Ahluwalia (2003) *Social, Cultural and Economic History of Himachal Pradesh*. In his book the author emphasized on cultural aspect of the Himachal Pradesh and analysed the socioeconomic significance of horticulture and tourism industry of the State. It provides informative and instructive aspect of development of various industries in detailed manner.


B.D Sharma & Tej Kumari Sharma "*Himalayan Natural Resources*" in his book gives a detailed account of natural resources of Himalayas and also suggests the measures to protect these natural resources from over exploitation. It is an up-to-date presentation of eco-threats and restoration studies related to the natural resources of the Himalayan region.

Harish Kapadia (2003) in his book “Across peaks and Passes in Himachal Pradesh”, attempts to explore new routes and it is an invaluable mountaineering guide for those who want to explore Himalayas. It offers sketch maps that allow a reader to easily follow the route.

R.N Batta (2003) “Tourism and Environment- A Quest for Sustainability” aims at providing a systematic analysis on tourism’s interaction with the environment and ways to achieve sustainability.

Bhardwaj, Kandari, Chaudhary & Kamra (2003) “Domestic tourism in India” deals with the various aspects ranging from macro to micro studies on specific destinations and gives a vivid account of varied heritage, resources and tourism potential of our country.

A.K Bhatia (2001) “Tourism development Principal and practices”: His book presents historical, psychological and economic dimensions of tourism and causes of emergence of modern mass tourism. The author also highlighted about the need of effective tourism planning and marketing strategies.

Limitations
Possible precautions and efforts are made to ensure the validity of the research. However, the study is limited in its scope. The data that are available being inaccurate, ambiguous and scattered landed the researcher to faced many difficulties in collection, compilation and comparison. The present study relies on the direct information from the respondents, the validity of which depends on their powers of recall, their honesty and, fundamentally, their answers to the questions included in a questionnaire. Due to the non-availability of funds the researcher visited only few places of Himachal Pradesh. Hence findings of this work may not hold true for the whole of the Himachal Pradesh. Though the present study has been conducted under
several limitations yet the researcher is confident that the conclusions drawn would be fruitful and able to provide a useful base for the future development of the tourism in the state of Himachal Pradesh.

Scheme of Chapterisation

The entire study has been divided into six chapters

The first chapter deals with the concept of tourism and its development up to the present day. It throws light on the tourism through the history, International tourist arrivals to India and Foreign exchange earning through tourism from the year 1993 to 2004 as well as the benefits arising from this activity to the country.

The second chapter traces the growth of tourism in India during the planned era through five-year plans with special reference to the development of tourism in hilly regions.

Third chapter surveys the hilly regions, their features and tourist arrivals to the hilly States of India from 1993 to 2004.

Chapter four deals with the growth of tourism in Himachal Pradesh from 1993 to 2004, discusses and analyses the findings of the survey made by the Department of Economics and Statistics and presents the facts and figures emanating from the survey conducted by the researcher about the awareness for ecotourism, importance of tourism, tourism education and the problems in Himachal Pradesh.

Chapter five discusses the issues and concerns related to the environmental problems arising due to mass tourism in Himachal Pradesh and suggest the promotion of mass ecotourism to counteract the problems.

Chapter six presents conclusion and strategies for the sustainable development of tourism in the State.