An analysis of Himachal Pradesh Tourism Development Corporation is the frame of reference of this study. Himachal Pradesh is a hilly State in north-western Himalayas compassing the Shivaliks, the Dhauladhar or the outer Himalayas and the inner or the Great Himalayas. The altitude of the State ranges between 1,000 ft. to 2 4000 ft. above sea level. The five mighty rivers of this part of the country namely the Yamuna, Sutlej, Beas, Ravi and Chenab along with their countless big and small tributaries criss-cross the whole of this hilly State and, thus, form a large number of big and small valleys. Lower parts of Himachal Pradesh have tropical climate, whereas the middle and higher ranges are quite cold. Himachal has a large variety of flora and fauna and as such great tourist potential of the State can easily be gauged.

Indians have conveniently been great tourists in the conventional sense of religious pilgrimage. Himalayas had great fascination for Indians and great many places of pilgrimage for Hindus are situated all over the country but in the modern sense of tourism for leisure, pleasure and holidaying somehow started with Britishers who established a number of hill stations for their garrison and civil servants. Himachal, thus, naturally inherited a number of hill stations such as Shimla, Dalhousie, Dharamsala, Manali and Kulu besides a number
of other places with a lot of potential.

Creation of separate State of Himachal Pradesh gave a big fillip to activities which could open the State socially and economically such as building of roads and bridges, expanding bus transport, development of horticulture and tourism etc. The potential for tourism was already there, with this new consciousness a number of measures were taken in order to develop and promote tourism in the State. The establishment of Himachal Pradesh Tourism Development Corporation in 1972 has been an important measure in this direction. It is some important aspects of structure, the personnel and the functioning of the Corporation form the basis for this study. An effort has also been made to assess the working of the Corporation through its financial process and through analysing the responses of a representative sample of tourists who visited Himachal Pradesh in the year 1987.

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Chandigarh.

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