CHAPTER-9

SUMMARY OF THE FINDINGS, SUGGESTIONS AND SCOPE FOR FUTURE RESEARCH

This chapter presents a synoptic view of the findings, suggestions and scope for future research.

9.1 Summary

Tourism has become a major source of revenue for a large number of Economies throughout the globe. As a layman, Tourism is the temporary travel of people from their normal place of residence to stay at any other destination, normally for the purpose of pleasure and leisure. According to the World Tourism Organization estimate, Tourism contributes twelve percent of Worlds Gross National Product and constitutes five percent of world trade. It creates 100 million jobs worldwide and 1 in every 5 workers is employed in tourism. It is an ever expanding service industry with talent growth potential and has therefore become one of the crucial concerns of not only the nations but also of international community as a whole. In fact, it has emerged as a decisive link in gearing up the pace of socio-economic development world over.

India is one of the nations of the world which is blessed with its unity in diversity. There is an abundance of tourism resources available in India. Estimates of foreign tourist arrivals (FTAs) and foreign exchange earnings (FEE) are important indicators of the tourism sector. According to the latest data released by the Ministry of Tourism, FTAs during January 2010 were 491,000 as compared to 422,000 in January 2009, an increase of 16.4 per cent. FEE in US$ terms during January 2010 were US$ 1.21 billion as compared to US$ 941 million in January 2009, a growth of 29.1 per cent. Tourism is the only phenomenon which on one hand generates revenue and is helpful for the economy of developing nations and on the other fosters the traditional art and crafts of the nation which would
otherwise become extinct. Although tourism has both positive as well as
the negative impacts on environment, culture and society, but positive
impacts overrides the negative impacts up to some extent. Many
international, regional and national organizations are doing their best for
the growth and development of this sector.

Himachal Pradesh is not only the land of God and Goddess, snow
covered mountains, green forests, springs and lakes but also of adventure
sports like skiing, skating, golf, fishing, boating and hand gliding. In both
tourism and non-tourism sectors, Himachal Pradesh has huge investment
opportunities. Landscape of the state, its topography, cold climate, snow
covered mountains and birds furnish it with extreme potentials for the
tourism industry. To promote economically, culturally and ecologically
sustainable tourism in the state, the Government of Himachal Pradesh has
established Himachal Pradesh Tourism Development Corporation in the
year 1972. Himachal Pradesh Tourism Development Corporation shall
continue to play a pioneering role in the state to develop and open virgin
destinations for tourists and provide healthy competition to the private
sector.

The Department has identified 14 potential places for setting up of
aerial ropeway projects which have already been awarded to private
sector. To promote tourism in the state and provide employment to skilled,
semi-skilled and unskilled workers a tourism policy was formulated in
2000. This covers the objectives like, to promote responsible tourism that
will be welcomed as both preferred employer and new community
industry; to use tourism as a means of providing new employment
opportunities in rural, tribal and remote areas; to increase private sector
participation in tourism; to develop adventure tourism in the state; to
promote activity-based tourism in Himachal; to promote new concepts in
tourism, such as time - share; to transfer the role of Govt. into that of
facilitator; to promote sustainable tourism in Himachal Pradesh.
In 1991, the Government of Himachal Pradesh announced its first Tourism Policy in which certain points that addressed the issues of the time were taken up. Yet, tourism continued to be number-driven and was unable to contain the fallout that had led to a haphazard and damaging growth of the existing destinations. The Government has also notified a Tourism Development Board that follows the pattern of other boards elsewhere in the world and is capable of cross-cutting management with multiple linkages.

It is likely that the tourism sector would experience further growth after the announcement of Concessional Industrial Package by the Government of India, Ministry of Commerce and Industry. The highlights of this package are - projects related to Eco-Tourism, Hotels, Resorts, Spas, Entertainment and Amusements Parks and Ropeways are included in the list of thrust industries that are entitled for concessions. Himachal Pradesh is blessed with natural attractions, religious places and other tourist activities which attract tourists. Even in the areas like that of Kinnaur and Lahaul-Spiti, Budhist tourism has strong impact. Being an industry, tourism has got the attention of government as it directly contributes 2% to the state domestic product. The inflow of tourist is growing in yearly basis and to maintain this pace of the tourist traffic, Government has come up with its vision for 2020, which calls for the enhancement of the present infrastructure.

From the analysis of the literature reviewed it is found that most of the studies have focused their attempts on the areas like; Problems faced by tourists; Tourism as an economic activity and as a source of employment generation; Generation of foreign exchange; Tourism as a medium of social and cultural exchange; Tourist satisfaction and its role in the promotion of tourism; Role of tourism in the development of economy; Potential of tourism and its scope of development; Emphasis on adventure tourism and eco-tourism; Causes of slow growth in tourism industry; Government policies and strategies towards development of tourism; Tourism management, education and professionalism; Marketing strategy
for development of tourism; Personal administration in tourism industry; Impact of tourism industry on environment; Perception of foreign tourists towards tourism facilities in Himachal Pradesh; Promotion of cultural and heritage tourism; Maintenance of regional balance through certain employment opportunities in tourism industry; Promotion of national integration and international understanding.

The research work emphasize the following dimensions: the present status of tourism industry in Himachal Pradesh; the possibility of tapping the neglected and hidden sources; adequate role of Himachal Pradesh Tourism Development Corporation in the promotion of tourism industry; capitalization of the Buddhist tourism and adventure tourism in the state; Satisfaction level of tourists in the state; the problems faced by the tourists in the state. And for these dimensions, with the help of convenience and purposive sampling four districts i.e. Shimla, Kullu, Kangra and Kinnaur have been selected. At the second stage, twenty tourist places from these four districts with the help of simple random sampling have been selected. At the third stage, 300 tourists (200 domestic and 100 foreign) @ 15 tourists from each tourist destination are selected conveniently. For accomplishing the objectives of the study, both secondary and primary data is utilized.

Some of the limitations in the study are: scope of the study was kept limited due to scarcity of finance and resources; Incomplete and faulty responses and thus inadequate and faulty information to some questions could not be avoided. In certain cases, the respondents were found reluctant to disclose the facts of the organization; a part of the study is based on primary data that has been collected randomly. Therefore, the result might have been affected by the sampling error; tourism scenario in Himachal Pradesh is changing speedily with new developments. In view of this, nothing could be said with surety. It is only the trend that can be pointed, which in fact has been attempted in this study; some tourist places were inaccessible and thus remained unattended during the course of study.
9.2 Main Findings

1. The study found that 38% domestic tourists and 50% foreign tourists visited Himachal Pradesh for rest and relaxation. There is a significant difference in the opinion of domestic and foreign visitors with regard to their purpose of visit.

2. Out of 300 respondents, 56.3% have preferred to visit the state in summer season, 20% in winter season and 15.3% have preferred autumn season for their visit. Further the chi square value is insignificant.

3. It is observed from the study that 34.5% of domestic tourists and 50% of foreign tourists have visited the state for the first time. 23.3% respondents have visited the state twice while 24.7% have done it more than thrice. In this case the chi square value is significant.

4. The study found that 20.5% domestic tourists have preferred deluxe buses, 19% railway, 18% have chosen their own conveyance for the visits. Out of the total foreign tourists, 35% have preferred airlines, 19% deluxe buses and 13% have chosen railways as their mode of transportation. Here as well the chi square value is significant.

5. Out of 300 tourists 48% have preferred to stay at private hotels and 21% at guest houses. It is also found that 13.33% tourists have preferred to stay at HPTDC hotels and 11.7% chose to stay with their relatives and friends. The chi square value in this case is also significant.

6. It is found that there is no significant difference in the opinion of respondents with regard to their duration of stay. The majority of foreign tourists (41%) stayed for 3 to 7 days while 33.5% of domestic tourists stayed for more than one week in the state.
7 The majority of tourists (42%) from different age groups have visited Himachal Pradesh for rest and relaxation while 16% have done it for educational reasons. After applying the chi square test it is found that there is no significant relationship between age of tourists and the purpose of their visits.

8 As far as the season of visit is concerned; out of total 300 respondents, 56.3% have visited the state in the summer season. It is also found that tourists in different age groups have summer season as their first choice when it came to visiting Himachal Pradesh.

9 A major chunk of the respondents (39.7%) from different age groups have visited the state for first time and about 60% are repeaters. Further it is noted that there is no significant relationship between the age groups of tourists and the frequency of their visit.

10 Tourists within the age group of 15 to 30 years have high preference for deluxe buses (19.9%), 16.8% preferred their own vehicles for the visit while 15.3% have chosen rail route as their mode of transportation. The respondents within the age group of 30 to 45 years have railways and deluxe buses (22.2% each) as their first choice, followed by taxis and their own vehicles 12.5% each. It is also noted that majority of tourists above the age of 45 years have preferred airlines (25%), taxi (20.8%) and railways (16.7%) as their mode of transport to visit the state.

11 It is noted from the study that 48.5% tourists within 15 to 30 years age group have preferred to stay at private hotels, 16.3% at guest houses and 15.3% with relatives and friends. While 47.2% tourists from the age group of 30-45 years have preferred to stay at private hotels, 30.6% at guest houses and 13.9% have preferred to stay at HPTDC hotels. It is also found from the study that majority of tourists above the age of 45 years have preferred to stay at private hotels (50%), while 33.3% tourists from this age group have
preferred to stay at guest houses. The chi square value is significant at 5% level of significance.

12 A large chunk of tourists with lower educational qualifications have preferred to stay at guest houses and with their friends and relatives. The majority of tourists with graduate and post graduate educational qualification (54.5% and 47.7%) have preferred to stay at private hotels, followed by guest houses and HPTDC hotels. Since the chi square value is significant, it means that the educational qualification of tourists and their place of stay are positively related.

13 Majority of the tourists with lower educational qualifications have visited the state for their education and health reasons. About 45% graduate and 53.2% post graduate tourists (53.2%) tourists have visited the state for rest and relaxation, other reasons for the visit inclined educational and official purposes. The chi square value shows that educational qualification of the tourist and their purpose of visit are positively related.

14 About 53% of graduate tourists are first time visitors, 19% are second time visitors and 16.4% have visited the state more than three times. About 32% of post graduate and 36.4% above post graduate tourists are first time visitors while 30% of them have visited the state more than three times and the chi square value is significant.

15 The majority of respondents (20%) with different educational qualifications have preferred deluxe buses as their mode of transportation, followed by railways (17%) while 15% each have used their own vehicles and airlines.

16 Most of the respondents with lower educational qualifications have stayed for 3 to 7 days and over one week. Whereas the majority of graduates (36.4%), post graduate tourists (32.4%) have stayed for
1 to 3 days, followed by 3 to 7 days and more than one week period of their stay in the state. The chi square value shows a significant relationship between educational qualification and duration of stay.

17 It is found that about 44% of male tourists have visited the state for rest and relaxation and 14.4% for education reasons. It is also found that 37.8% of female tourists have visited the state for rest and relaxation while 19.4% for education reasons.

18 A major chunk of male tourists (18.8%) have preferred railway as their mode of transportation, followed by 17.3% who have chosen deluxe buses and 16.4% who preferred the airlines. It is also observed that 25.5% of female tourists have preferred deluxe buses as their mode of transportation, followed by 15.3% who choose tourist buses and 13.3% who opted for railway.

19 Out of total 300 respondents 58.4% of male tourists have visited the state in summer season while 19.8% have preferred to visit in winter season. In case of female tourists it is noted that 52% have visited the state in summer season whereas 20.4% have preferred to visit in winter season. The chi square value here is insignificant.

20 A large chunk of male tourists (53.5%) have preferred to stay at private hotels while 16.3% have resided at guest houses and 14.9% have preferred to stay at HPTDC hotels. It is also found that 36.7% female tourists have preferred to stay at private hotels, 30.6% at guest houses while 17.3% have preferred to stay with their relatives and friends.

21 Out of the total 300 respondents, 35.1% of male tourists have stayed for 3 to 7 days, 29.1% stayed for more than one week and 28.7% have stayed for 1 to 3 days in the state. It is also observed that 34.7% female tourists have preferred to stay for more than one week while 31.6% stayed for 1 to 3 days and 23.5% have stayed for 3 to 7 days in the state.
It is found that 45% male tourists are first time visitors, 24.3% have visited the state more than three times and 18.3% are second time visitors. In case of female tourists, 28.6% are first time visitors, 27.6% are second time visitors and 25.5% have visited the state more than three times.

As it is evident that 45.1% tourists from the private sector have visited the state for rest and relaxation and 14.6% for educational reasons. It is also observed that 47.9% of public sector employees, 58.8% from business class, 55.6% pensioners and about 40% professionals have visited the state for rest and relaxation. Further the chi square value is significant.

Majority of public sector employees have preferred railways (22.9%) while 22.9% and 14.6% of them have used deluxe buses and tourist buses respectively as their mode of transport. It is also found that the business class have preferred airlines (29.4%) and their own vehicles (27.5%) as the mode of transportation while visit the state. The chi square value is significant at 5% level of significance.

Majority of public sector employees have preferred railways (22.9%) while 22.9% and 14.6% of them have used deluxe buses and tourist buses respectively as their mode of transport. It is also found that the business class have preferred airlines (29.4%) and their own vehicles (27.5%) as the mode of transportation while visit the state. The chi square value is significant at 5% level of significance.

It is noted from the study that 70.8% of public sector employees, 68.7% private sector employees, 51% from the business class and about 44% students and professionals each have preferred to visit the state in the summer season. It is also observed that the second choice from all the categories except pensioners is to visit the state during the winter season.

It is clear from the study that 66.7% pension holders, 64.7% business person, 63.4% private sector employees and 45.8% public sector employees have preferred to stay at private hotels. While in case of students 30.4% have preferred to stay with their relatives and 20.3% opt-for guest houses. The chi square value is significant in this case.
27 It is found from the study that 45.8% public sector employees and 45.1% tourists from business class have preferred to stay for 3 to 7 days in the state. It is also observed that 39% private sector employees stayed for 1 to 3 days while 36.2% students and 34.1% professionals have preferred to stay for more than one week in Himachal Pradesh and the chi square value is significant at 5% level of significance.

28 About 56% public sector employees, 40.2% private sector employees, 66.7% pensioners, 30.4% students, 31.7% professionals and 37.3% tourists from business class are first time visitors in the state. More than 30% private sector employees and 31.4% tourists from business class have visited the state for second time while 41.5% professionals and 30.4% students have visited the state more than three times. The chi square value here is significant.

29 41.7% tourists with income below 1 lakh, 46.7% from 1 to 2 lakhs income group, 55% from 2 to 3 lakhs income group, 46.5% from 3 to 4 lakhs group and 53.3% from above 4 lakhs income group have visited the state for rest and relaxation. Among those within negligible income group, 32.2% tourists have visited the state for educational purposes while 22% have visited the state due to their relatives and friends. The chi square value is significant at 5% level of significance.

30 It is found that to visit the state, 50% tourists from 1 to 2 lakhs income group, 47.5% from 2 to 3 lakhs income group, 36% from 3 to 4 lakhs income group and 33.4% from above 4 lakhs income group have preferred buses as their mode of transportation. While 37.8% tourists with income above 4 lakhs have preferred airlines as their mode of transportation and the chi square value is significant in this case.
31 It is observed from the study that among those with negligible incomes, 28.8% tourists have preferred to stay with their friends/relatives while 25.5% chose the guest houses. It is also noted that 47.5% tourists from 2 to 3 lakhs income group, 61.4% from 3 to 4 lakhs income group and 62.2% with income above 4 lakhs have preferred to stay at private hotels. Further the chi square value is significant.

32 It is noted that majority of tourists with negligible incomes have preferred to stay for 1 to 3 days while the percentage of those staying for more than one week in Himachal Pradesh is also significant. It is also observed that 32.5% tourists within 2 to 3 lakhs income group, 33.3% from 3 to 4 lakhs income group and 37.8% with income above 4 lakhs have preferred to stay for 3 to 7 days in the state.

33 It is clear from the study that 42.5% tourists from 2 to 3 lakhs income group, 45.6% from 3 to 4 lakhs income group and 44.4% with income above 4 lakhs have visited the state for the first time. It is also found that 35.6% tourists with negligible incomes have visited the state more than three times and the chi square value in this case is insignificant.

34 Majority of respondents have opined that transport, accommodation, food, sanitation, tariffs of hotels, shopping, sightseeing, recreation, tourist’s information, condition of roads, electricity, physical setting, banking and medical facilities are adequate in the state. The mean value of respondents’ opinion, standard deviation and skewness support the above fact. Further, the chi square value shows that the opinions of tourists towards the various facilities are not equally distributed and majority of respondents strongly agree that there are adequate tourists facilities in the state.
35 It is observed from the study that majority of respondents have positive opinion about this tourist destination. They are of the view that the staff at this tourist destination is friendly and give top priority to their guests. The mean value, standard deviation, skewness and results of chi square also support the above fact.

36 It is clear from the study that majority of respondents are of the opinion that they have been charged higher prices for various facilities - inclining food and beverages, accommodation, transport, shopping, portrait making, parking, handicraft, sightseeing, beauty and health services, guide, entry fees among other things - at various places.

37 The mean value of the views with regard to the prices charged for various facilities is higher than the mean standard score. The value of standard deviation and skewness shows that opinion of tourists over this issue is ranging between moderate and higher prices. The chi square test reveals that the distribution of the views regarding the prices charged for various facilities is not equal and is distributed more towards higher side.

38 Apart from the problems relating to the booking for accommodation, no other problems either of language, water, sanitation, transportation, crime and cheating, guide, collie, electricity, room service, housekeeping, first aid, banking, telecommunication etc. have been articulated. The mean value, standard deviation and skewness support the above fact that their opinion is scattered towards the lower side. The chi square value also supports that the respondents agree more strongly with the opinion, the problems of tourists are not high in the state.

39 It is noted from the study that majority of tourists are of opinion that their stay at this tourist place is very much valuable to them as they have gained a lot of knowledge and experience during their stay.
They also admit that their staying at this tourist destination is worth every rupee spent.

A major chunk of respondents agreed that fair and festivals, culture and heritage, temples, fishing, scenic beauty, mountains, lakes and dams, hang gliding, water skiing, historical monuments, sports tourism, flora and fauna all have a significant impact on the promotion and development of tourism in Himachal Pradesh.

It is observed that the mean score of responses relating to promotional and developmental activities of tourism is more than the standard score. The value of standard deviation and skewness shows that the responses of tourists are scattered more towards higher side of the mean value. The chi square test shows that the respondents agree more strongly with the opinion that these activities of tourism play a vital role in the promotion and development of tourism in the state.

Twenty nine percentage of domestic tourists and 25% of foreign tourists opined that HPTDC have played a moderate role in the promotion of tourism. It is also noted that out of total respondents, 18% opined that HPTDC have greater role in the promotion of tourism in the state and the chi square value is insignificant.

Out of 300 respondents, 34.3% opined that HPTDC have played a moderate role while 31.3% have opined that the corporation has played a much larger role in the development of tourism activities in the state.

Out of 300 respondents, 36.3% opined that HPTDC have played a moderate role and 32.7% opined that the corporation has played a much greater role in the development and promotion of various tourism facilities.
45 It is noted from the study that out of the total 300 respondents about 64% opined that HPTDC have played a significant role for the economic development of the state.

46 Out of 300 respondents, 36.3% opined that there are excellent facilities provided by HPTDC and 27.4% tourists assigned a good rank to the facilities of HPTDC in the state.

47 It is found that out of 300 respondents, 38.7% assigned a good rank to the marketing strategies of HPTDC while 31% tourists opined that the marketing strategies of HPTDC are excellent.

48 It is clear from the study that 20.7% respondents have visited the state to watch the traditional statues, 19.3% for art and cultural heritage, 17.3% for scenic beauty and 14% tourists visited the state due to monks and monasteries in the state.

49 It is noted that out of total 300 respondents, 48.7% have participated in the sightseeing activities, 20.7% in walking activities while a small proportion of tourists have participated in golf and tracking activities.

50 Out of 300 respondents, 51% opined that fairs and festivals have played much greater role in the development of tourism in the state while 28% have opined that these elements have played only a moderate role.

51 A large proportion of the respondents (51.3%) have opined that the historical monuments have played a great role in development and promotion of tourism industry while 28.7% have opined that the monuments have played a moderate role.

52 Out of 300 respondents, 57% opined that the culture and heritage have played greater role while 22% have opined that these elements have played a moderate role in the development and promotion of tourism in the state.
53 It is noted that 48.7% of total respondents opined that they don't have any idea about the Buddhist tourism and only 23.3% tourists nodded that they knew about this type of tourism.

54 Out of 300 respondents, 65.3% have not visited the Tabo monastery while only 20.7% have visited the monastery and 14% respondents did not reply.

55 64% of the tourists did not have any knowledge about other places which were famous for Buddhism.

56 Of the total surveyed, 60.7% respondents opined that the Buddhist circuits are hidden and neglected with respect to tourism in the state. It is also noticed that 27% tourists opined that they can't say anything about the hidden and neglected Buddhist circuits.

57 31% respondents opined that the local fairs and festivals have played significant role in the tapping the neglected and hidden tourism potential. It is found that 17% of total tourists assigned second rank to tourist information centers and 13.7% tourists opined that with the adoption of proper marketing mix, the neglected and hidden tourism in the state can be tapped.

9.3 Suggestions and Recommendations

(1) A large percentage of tourists who come to Himachal Pradesh travel by road followed by rail and air. Although the road network in the state is by far better than other states, a tourist enjoys only when the road on which he is traveling is good without any bumps. Roads are the lifelines of Tourism Industry in the state. With a view to improve the quality of road network, the following steps are suggested:

a) All Centrally Sponsored Schemes which allow the State Government to secure funding from Government of India for expanding the road network should be tapped.
b) Before every tourist season (assuming that the main tourist season starts sometime in March/April) the PWD and National Highways Department should be asked to rectify all road defects and each important road should be travel-worthy. Each Superintending Engineer should be held responsible for the maintenance of these roads.

c) In case the State Government finds it difficult to maintain certain roads due to financial constraints, the tourist is ever ready to pay a little extra, provided he gets an excellent road.

d) Road safety is of utmost importance. If a tourist loses his life in Himachal Pradesh, it is a painful experience for him/her and the family. Important signposts along important roads in the State should be put up.

e) Certain important junctions where adequate space is available can be identified and beautification can be undertaken.

f) All accident-prone areas/sites should be freshly identified on the basis of accidents in the last five years and suitable guidance posts be established at appropriate places immediately for the guidance of tourists.

(2) Some of the best scenic spots in Europe, where the Indian film directors visit for shooting have flower bearing trees, offering out of the world beauty for the visiting tourists. The Horticulture Wing of Public Works Department or the Forest Department should plant such flower bearing trees on either side of some select roads, where tourist traffic exists. This will prove immensely attractive to the tourists. Moreover, even film directors may be attracted to shoot at such beautifully attractive places.

(3) Most of the star hotels in Mumbai and Bangalore have recently established facilities such as SPA, where the tourists release their tensions and get relaxed. In fact, Himachal Pradesh is the right place for establishment of such SPAs. Some of the HPTDC units should be selected for providing such SPAs.
(4) A group of educated unemployed youth could be selected from within Himachal Pradesh and trained them to be excellent professional guides who can speak fluent English and Hindi. Their services could be utilized by the tourists. It is understood that presently some of the employees of HPTDC are acting as Guides from the transport wing. Tapping the talent from private sector would be desirable.

(5) Although some of the important trek routes have been identified and posted on the web site of the tourism Department yet, there is a need to take the local people into confidence in various districts such as Kangra, Chamba, Kullu, Shimla, Lahul & Spiti, Kinnaur to identify traditional trek routes, which have been used by people for generations and offer them as a package to tourists. Trekking Associations, if any in the districts concerned, need to be consulted while formulating a package.

(6) The Tourism Department in collaboration with the Department of Art, Language and Culture should organize “Talent Hunt” on the lines of “INDIAN IDOL” by appropriately naming the event (Himachal Pradesh ki shaan-suggestion only) and identify the best artistes of Himachal Pradesh. These best artistes could be exposed to the visiting tourists in various Hotels. This will not only help in identifying the new talent and enabling these in acquiring new means of livelihood, but also help promote our culture.

(7) A study may be conducted to ascertain from which of the countries in the world, tourists are visiting India and especially Himachal Pradesh. Aggressive marketing of Himachal Pradesh as a tourist destination should be done in those countries from where the tourist arrivals are substantial. Private Tour Operators/Travel Agents in those countries may be tapped for enhancing tourist arrivals.
(8) International/National/Regional Painting Competitions may be organized in memory of late Roerich, in Himachal Pradesh. The Painting Competition should be held at important landscape points for on-the Spot-Painting like Roerich. This will bring the painters from all over the world.

(9) The Tourism Policy of a state encompasses the Transport Policy, Hospitality Policy, Health Policy, Forestry Policy, Public Relations Policy and Culture Policy. At the State Government level, there is an immense need to co-ordinate the programmes of tourism promotion in a concerted manner.

(10) It is, therefore, suggested that the Administrative Secretaries of all the Departments concerned may meet periodically under the chairmanship of the worthy Chief Secretary to provide the necessary impetus to tourist promotion.

(11) All Centrally Sponsored Schemes under the Ministries of Tourism, Surface Transport, Health, Water Resources, Rural Development, Forests should be collectively tapped for promoting tourism in the state.

(12) The tourism policy should focus on two manmade lakes namely Pong and Gobind Sagar. The former has already been declared a national wet land and Ramsar site for development of adventure tourism, water sports and developing way side amusement parks and tourist villages to attract large number of tourist ready to visit from peripheral districts of Punjab and Union Territory of Chandigarh on weekends and vacations.

(13) Some festivals should be organized by the Department of Tourism, Himachal Pradesh and the local, in which the main attraction should be to promote local culture among themselves as well as among outsiders. The best example is the festival held in Sangla Valley. Along with food, people attending the fiesta get a chance to see traditional dances and ethnic handicrafts of the region. Needless to say, the tourists from abroad visiting the Kinnaur region in Himachal Pradesh are
enthralled after enjoying regional food and witnessing the rich
culture and tradition of the beautiful hill region.

(14) The current trend is to market 'unique selling preposition' of a
destination for providing differentiation amongst competitors but
emphasis should be laid upon branding, re-branding and
creation of innovative marketing campaigns to keep a
destination ahead of others.

(15) Himachal Pradesh has rich medicinal plant species which can
contribute towards curing incurable diseases. This is the
developmental factor of health tourism. People in remote villages
are still curing themselves by using locally grown herbs. The
government should decide to send ayurvedic medical officers to
Kerala for training in nature cure systems, and plan to request
the southern state for specialized measures to train Himachal
Pradesh youth.

(16) The State Government of Himachal Pradesh should encourage
people’s participation in promotion of rural tourism to take
tourism to the remotest corner of the State and acquaint visitors
with the rich cultural heritage, customs and traditions of the
villages so that tourism could become a household affair.

(17) Himachal Pradesh must be able to provide hotels to cater to all
segments of the society. It must market its camping facilities
more and ensure that they are safe to use.

(18) Railways must be given a boost so that long distance travel
becomes easy. Low cost airlines and helicopter services can
also be used to reach the inaccessible regions depending on
climatic conditions.

(19) Entertainment facilities must be provided in order to ensure a
longer stay by the tourists. They must have a unique thing to
take back with them.

(20) Newer sources of communication like the internet must be used
effectively to influence and advertise.
(21) Family entertainment facilities must be developed. More playgrounds and parks must be made. Schools can also be targeted for excursions.

(22) Create new planned tourist destinations from the unexplored regions which must be opened up at least in the peak months.

(23) Basic necessities must be provided. Water availability has to be catered to. A diverse range of culinary delights must be provided to cater to the wants of tourists from various places across India and the globe.

(24) Shopping facilities need a boost. Shopping malls can be opened up.

9.4 Areas for Future Research

The following are certain promising areas for those who are interested in empirical research in the field of marketing particularly in tourism:

1. The present study is confined to the development of tourism and tourist satisfaction of four districts of Himachal Pradesh only. Nonetheless, a similar study can be conducted with a larger sample of tourists from the other districts of the state as well.

2. The study is based on the tourism development and tourist satisfaction in Himachal Pradesh, there is a wide scope for a similar study in other states also.

3. There is an ample scope of undertaking a comparative study of the tourism industry in order to find out the deviations and distinctions in the functioning of the tourism industry.

4. A comparative study of the performance of the tourism industry in different states of the country can also be undertaken.

5. A similar type of research may be undertaken to validate the findings of the present study.
6. For making the findings of the research utilization, a specific stress is needed on the nature of data, which has to be more qualitative. The quality of data can be further improved by emphasizing on participative or non-participative observation method of the data collection.