Chapter-2

PERFORMANCE OF TOURISM INDUSTRY IN HIMACHAL PRADESH

The present chapter is devoted on the performance of tourism industry in Himachal Pradesh. It includes the tourism scenario, inflow of tourists, Buddhist tourism and various monks and monasteries in the state. It also includes the tourism infrastructure and initiatives taken by the government for the growth and development of tourism industry in Himachal Pradesh.

2.1 Tourism in Himachal Pradesh

Himachal Pradesh is situated in the lap of Himalayas in the North, with Jammu and Kashmir and Uttarakhand in the east. It is bounded by Haryana in the south and in the West it has Punjab. Himachal Pradesh is enriched with scenic beauty. Rivers, minerals, forests and mines are the main natural resources. It is endowed with cool and clear lakes, peaks, rivers, mountains springs, temples and has become a place of pilgrimage. The scenic splendors of this valley comprise of Dhauladhar range. The five rivers i.e. Satluj, Beas, Ravi, Chenab and Yamuna have a great potential to generate power in the state. It has a total power potential of 20,000 MW which can contribute significantly to the economic development of the state. The tourism industry is also contributing a lot towards the state economy.

Its ancient name “Dev Bhumi”- the sacred land of God and Goddess is appropriate in the present time also. This land is sacred for almost all the prevailing faiths of India due to innumerable temples. According to a rough estimate there are approximately 6,000 places of worship in the state. Famous religious places such as Naina Devi, Chintpurni and Jawalaji are situated here. Besides these Brijeshwari Temple (Kangra), Chamunda Devi temple (Dharamshala), Kaali Bari
(Shimla) and Bala Sundri Temple (Trilokpur), dedicated to Durga are also famous.

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. Some tourism related openings in the state are resorts and hotels, way side facilities, development of lakes and water bodies, ropeways, helipads and air taxi services. During 1999, total tourist arrivals in the state were 4.77 million, out of which 88,000 were foreigners. Tourism already contributes nearly 2 percent of the state domestic product. With careful planning and development, there is no reason that this cannot be many times over.

With the reorganization of the Punjab state, tremendously rich tourist potential areas like Kullu, Mandi, Kangra, Dharamshala, Shimla, Kasauli, Chail and Dalhousie came over to Himachal Pradesh. As a result, the state today is next to none in matter of the potential that it holds for promotion of tourism.

To promote economically, culturally and ecologically sustainable tourism in the state, the Government of Himachal Pradesh has established Himachal Pradesh Tourism Development Corporation. This corporation is a social and commercial enterprise. Set up in 1972 with the main objective of promoting tourism in Himachal, HPTDC has been a prime mover for the promotion of domestic and foreign tourism. 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. 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 following objectives:
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.

Himachal Pradesh has the potential of being developed as a big tourist destination. It is said that if a country, region or an area possesses attractions and provides some hospitality for prospective tourists, tourism will probably develop. The Government has declared it an industry for speedy development. To attract tourists from all classes and walks of life, efforts have been directed towards the development of basic infrastructure and facilities.

The overall tourist arrivals in Himachal prove that the state potential has not been fully utilized. There are many problems in the way of effective development of tourism in the state. It is a challenge for the tourism industry which should be handled promptly and efficiently.

Proper growth and development of tourism in Himachal is faced with problems like financial constraints, limited and brief tourist season, high cost of constructions/production and limited modes of communication. Himachal Pradesh has 20 major tourist centers, all of which now are easily accessible by roads which have either been improved or newly constructed.

A significant achievement for the promotion of tourism in the state is the declaration of new tourism policy in 2000. The main thrust of the
policy is to involve private entrepreneurs in the development of various types of tourism in the state. The Government has also given certain concessions and incentives to private entrepreneurs to facilitate and improve tourism.

Tourism is growing speedily in the state with a significant rise in the number of tourists visiting. Profile of tourists who visited Himachal Pradesh from 2000 to 2010 is given in table and chart 2.1.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Tourists</th>
<th>Domestic Tourists</th>
<th>Foreign Tourists</th>
<th>Domestic Tourists as % of Total</th>
<th>Foreign Tourists as % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>4681320 (100.00)</td>
<td>4570129 (100.00)</td>
<td>111191 (100.00)</td>
<td>97.62</td>
<td>2.38</td>
</tr>
<tr>
<td>2001</td>
<td>5244800 (112.04)</td>
<td>5111772 (111.85)</td>
<td>133028 (119.64)</td>
<td>97.46</td>
<td>2.54</td>
</tr>
<tr>
<td>2002</td>
<td>5103300 (109.01)</td>
<td>4958917 (108.51)</td>
<td>144383 (129.85)</td>
<td>97.17</td>
<td>2.83</td>
</tr>
<tr>
<td>2003</td>
<td>5712316 (122.02)</td>
<td>5544414 (121.32)</td>
<td>167902 (151.00)</td>
<td>97.06</td>
<td>2.94</td>
</tr>
<tr>
<td>2004</td>
<td>6549413 (139.91)</td>
<td>6345069 (138.83)</td>
<td>204344 (183.78)</td>
<td>96.88</td>
<td>3.12</td>
</tr>
<tr>
<td>2005</td>
<td>7135532 (152.43)</td>
<td>6927742 (151.59)</td>
<td>207790 (186.88)</td>
<td>97.09</td>
<td>2.91</td>
</tr>
<tr>
<td>2006</td>
<td>7953471 (169.90)</td>
<td>7671902 (167.81)</td>
<td>281569 (253.23)</td>
<td>96.46</td>
<td>3.54</td>
</tr>
<tr>
<td>2007</td>
<td>8821397 (188.44)</td>
<td>8481988 (185.60)</td>
<td>339409 (305.25)</td>
<td>96.15</td>
<td>3.85</td>
</tr>
<tr>
<td>2008</td>
<td>9749433 (208.26)</td>
<td>9372697 (205.09)</td>
<td>376736 (338.82)</td>
<td>96.14</td>
<td>3.86</td>
</tr>
<tr>
<td>2009</td>
<td>11437155 (244.32)</td>
<td>11036572 (241.50)</td>
<td>400583 (360.27)</td>
<td>96.50</td>
<td>3.50</td>
</tr>
<tr>
<td>2010</td>
<td>12300000 (262.75)</td>
<td>11845149 (259.19)</td>
<td>454851 (409.07)</td>
<td>96.30</td>
<td>3.7</td>
</tr>
</tbody>
</table>

Note:-Figures in parenthesis given as percentage of 2000
Source:-Department of Tourism, Government of Himachal Pradesh.

The expected tourist arrivals trend values w.e.f. 2011-2015 will be 1.25, 1.33, 1.41, 1.49 & 1.57 crores respectively.
The total inflow of tourists has increased significantly from 4681320 in 2000 to 12300000 in 2010, accounting for an increase of 1.62 times during this period. However, this momentum in growth has not remained steady in the subsequent years and has fallen sharply by about 3 percent. The flow of domestic tourists increased sharply from 4570129 in 2000 to 11845149 in 2010, an increase of 1.59 times during this period. Domestic tourists accounted for about 97% of total tourists during this period and played a dominant role in the tourism industry of the state. Another significant development in the industry is that foreign tourists have also shown significant increase during this period from 111191 in 2000 to 454851 in 2010, showing an increase of 3.09 times during the period of eleven years. However, their proportion remains constant around 3% of total tourists. Thus, we can say that inflow of both foreign and domestic tourists has been significantly almost by the same, their proportion more as less constant.

2.2 Buddhist Tourism in Himachal Pradesh

There is strong impact of Buddhism in the districts of Lahaul-Spiti and Kinnaur. Most of the Buddhist sculptures are found in the monasteries of Lahaul-Spiti. The part of the Himalayas (Ladakh, Jammu and Kashmir, Lahaul-Spiti and Kinnaur) which borders Tibet is under the influence of

‘Lamaistic Buddhism’ (Northern Buddhism). The architecture here is quite different from what we understand as the hill architecture. The roofs here are flat and walls have marked inward slope which unlike timber bonded stones, are made up of sun-dried bricks or simple stones. The monasteries found in the Himalayas are of three types: Takphu (monastery in a cave), Gompa (suggestive of a solitary place) and ‘La-khang’ (temple near some village). La-khang is also called ‘Da-Khang’ or ‘Tsugla-Khang’ which means an academy or a meeting room. The monasteries in Kinnaur, Lahaul and Spiti differ radically from the ones at Rewalsar. The former are flat-roofed while the latter are in the pagoda style with tiered roofs. But, from inside, both have rooms and corridor. Walls are decorated with frescoes painted in the traditional Tibetan style with themes taken from the Lamaistic fore. ‘Thankas’ are seen hanging against the walls. The ‘chapel’ is situated in the centre.

The Buddhist priest Padma Sambhava (750-800 A.D.) along with two eminent scholars from Nalanda, viz. ‘Shantarakshita’ and ‘Tamalashila’, are credited with introducing the Lamaistic order known as ‘Vajrayan’ in Tibet. The main images which are generally installed in the monasteries are that of Buddha, Padma Sambhava, Avalookiteshwara, Vajrapani and Manjushri (last three are the family protectors which have been very popular with the Buddhists). Some of the well known monasteries and temples located in Himachal Pradesh are discussed below:

**Mrikula Devi:** This is situated about 54 kms from Keylong at Udaipur. The ancient name of ‘Udaipur’ was ‘Moorgul’ or ‘Mrikul’. There is a common belief among the people that this temple was designed by same architect who designed ‘Hidimba Temple’ of Manali for Raja Bahadur Singh of Kullu. Mrikula Devi Temple was built by Raja Ajay Varman of Kashmir.

**Trilokinath Temple:** This beautiful temple is situated five kilometers from Udaipur at village ‘Tunde’ in district Lahaul-Spiti. This place is famous by the name of Trilokinath. Archaeologists believe that this temple represents Kashmiri-Kanauj art which flourished during the period of Raja Lalit Aditya
of Kashmir (723-756 A.D.). There are presumptions that this Shiva temple was transformed into a Buddhist shrine. But according to Goetz the present image of Avalokiteshwara (Trilokinath) cannot be earlier than 12th century. Whatever may be the fact, this temple is sacred to both Buddhists and Hindus alike. In the centre of the compound is a stone image of the bull-Nandi. The silver idol of Kali as Mahisasur Mardani was installed by Thakur Himpala in 1569-79. The statue was cast by one Panjamanka Jinaka from Bhaderwah. The statue head is too big and her crown resembles the ceremonial head gear of a Tibetan Lama. The enclosing frame suggests, brass idols of the 15th and 16th century from Rajasthan, the top of it the backs of early Mughal period.

Some people believe that this temple is the work of the same craftsman who built the famous Hidimba Temple at Manali for Raja Bahadur Singh of Kullu. Historically, this theory sounds plausible because Pratap Singh was the son-in-law and a close friend and ally of Bahadur Singh. There is striking similarity between many figures and other details of the later wood carvings of the Hidmiba Devi temple. This is the last wooden temple in the tradition of the early 8th century. Every year in the month of August 'Pauri festival' is celebrated for three days. Hindus and Buddhists both offer prayers to get the blessings of Trilokinath.

Guru Ghantal Gompa (3020 mt): This fully wooden Buddhist temple is situated 4 km above the confluence of Chandra and Bhaga in village Tupchiling (in Lahaul). The Avalokiteshwara – marble head sculpture belongs to 8th century A.D. It has been constructed by Guru Padamsambhava. This temple got the name Guru Ghantal because one of the 84 sidhas of Buddhists had performed 'tapasya' over here. An annual fair is held here in the month of June called "Ghantal festival" in which Lamas and Thakurs participate together. There is also an idol dedicated to Bajreshwari Devi in the Gompa.

Gemur Monastery: This beautiful sculpture of 'Marichi Vajravarahi' belongs to 11th century A.D. and is located in Lahaul. The figure of the goddess, in Kasmiri style, is lovely and sophisticated. It is 18 kms from
Keylong in ‘Bhaga Valley’. Devil dance is held in the Gompa in the month of July.

**Sashur Gompa:** This Buddhist temple was built in the 17\(^{th}\) century by ‘Deva Gyatso’ (in Lahaul). During June-July this monastery attracts lots of visitors who watch Lamas perform devil dance. It belongs to red hat sect and is located among blue pines. This gompa has a fifteen feet ‘Thanka’; an invaluable wall painting depicting all 84 sidhas of Buddhism.

**Kardang Gompa** (in Lahaul): It is situated in the village Kardang at 15,000 feet high ‘Rangch peak’. It was built around A.D. 900. Kardang is the largest Gompa and is popular throughout the region. It was in ruins up till 1912 when ‘Lama Norbu’ of Khardang renovated it. With colorful frescoes and murals, it has an enormous prayer drum containing strips of paper upon which the sacred mantra ‘Om Mani Padme Hum’ is inscribed a million times. The library here contains largest collection of ‘Kangyur’ and ‘Tangyur’. Both nuns and Lamas enjoy equality. Lamas can marry and generally they stay with their families during summer and work in fields only to return in winter. Its founder, Lama Norbu, died in 1952 and his mortal remains, silver Chityal stupa are preserved in the Gompa. The store here has large collection of musical instruments, dresses, thankas and other articles. In the Khardang village is another small gompa of Lama Gozzangwa and outside the gompa are rock carvings and two big Chortens.

**Tayul Gompa:** This was built in the 17th century by a Lama of ‘Tibet Khan’ area named ‘Lama Sarjan Rinchain’. He belonged to Gompa Dugma community. This gompa, above the village of ‘Satingri’, has 5 meters tall statue of ‘Padma Sambhava’ and his two manifestations ‘Singhmukha’ and ‘Vajrarashi’. The library here houses 101 volumes of ‘Kangyur’ and ‘Tankhas’ depicting the life of Lord Buddha. In Tibetan, ‘Tayul’ means chosen place. This monastery houses a hundred million ‘mani’ wheel by turning the minds of sentiment beings open to the compassion of the lord. This mani wheel is reputed to be self turning on auspicious occasions. According to the Lamas, this wheel last turned on
its own in 1986. After almost hundred years of its construction a Ladakhi ‘Tulku Tashi Tanphel’ of Tagna monastery renovated and extended the building of this gompa. The walls have been decorated with murals; added images referred above and brought in the ‘Narthang’ edition of the ‘Kangyur’ from Tibet.

Tabo Monastery: It is the seat of one of the most famous Buddhist monasteries namely ‘Sherlang’, ‘Chamba Chibbo’, ‘Domlang Gompa’ and is regarded by many next only to the ‘Tholong Gompa’ in Tibet. The 10th century Tabo monastery houses more than 60 lamas, large number of scriptures and pieces of art, wall paintings-tankhas and stucco. This monastery was built by a Western Tibet ruler named ‘Ye-Sashoad’ around the year 996 A.D. with the inspiration from a Buddhist scholar ‘Rinchen Jango’. Tabo monastery is definitely the oldest and archaeologically the most important monastery of Spiti. 46 long years were taken in its completion by workmen who had come from Kashmir, Kullu, Swat and other far off and difficult places.

The wall frescoes of the monastery is comparable in their antiquity and quality to those of ‘Ajanta caves’, hence the popular epithet ‘Ajanta of the Himalayas’ is attributed to this monastery. Chhamb is organized in this monastery every year in the month of October. It serves Spiti’s eastern population. North of this monastery are several caves, where monks used to meditate. These caves are being renovated and preserved by Archaeological Department of India. On 12th July 1983, his holiness 14th Dalai Lama ‘Tenjing Gytso’ inaugurated the new Buddhist temple there. Tabo celebrated 1000th year of its foundation in 1996.

2.3 Tourism as an Industry

The history of tourism started in the year 1966 when the Punjab state was reorganized and some of its areas were transferred to Himachal Pradesh. India Tourism Development Corporation was established on October 1966 to promote tourism industry. It is one of the prime movers in the progressive expansion of India’s tourism infrastructure. To cope up
with the enhanced work load and growth of development, Corporation was established in 1972. The government of Himachal Pradesh has declared tourism as an industry on 1st August 1993 to promote tourism in the state.

The state government has appointed a tourism officer in each district to identify tourism activities in the state and to encourage investors to invest in the tourism industry. A water sports center has been sanctioned at a cost of Rs. 86.68 lacks. The government has taken a major initiative on priority for tourism development in the state of Himachal Pradesh. It has developed an appropriate infrastructure for the development of tourism in which includes various public utility services like roads, transport services, airports, communication network and civil amenities.

Himachal Pradesh Tourism Development Corporation is planning to set up its complexes at Keylong, Sangla, Kalpa, Kaza, Kasauli, Kharapathar, Khadrala and Chansal to enhance tourism. Special attention is being given to provide quality services at Chamunda, Chintpurni, Shri Naina Devi, Jawalaji and Kangra. Himachal Pradesh Tourism Development Corporation has also launched its website in year 2002 for reservations in hotels. The Department has identified 14 potential places for setting up of aerial ropeway projects which have already been awarded to private sector. Two ropeways have stated their commercial operations where as Chambaghat to Kara Tibba project and Shivalik Hotel to Jakhoo are in process.

Tourism is a main activity in the mountains, particularly in their higher and lower parts. Tourism, at present, is a major international economic activity and a major contributor to economic development. Tourism industry is relatively labour intensive. This is particularly relevant to the developing countries because it is a service industry and generates employment helpful for upliftment. The positive impact of tourism can be seen in direct and indirect employment generation, foreign exchange earning of the nation or state hosting the guests and improvement in the standard of living of local people. Bringing people from various parts of the
country and the world into contact with local population will result in the improvement of self image of the local community, modernization and motivation of learning. Tourism industry has helped trade and commerce of the people of Himachal Pradesh as tourists buy the product of local people like woollens, eatables, artistic goods etc. Although during the 1990’s tourism achieved recognition as a major economic activity at regional, national as well as global level, yet it has resulted in cross-cultural conflicts and environmental degradation.

Shimla, Kinnuar, Kangra, Kullu and Mandi are the main tourist centers in Himachal Pradesh. Tourism resulted in increase in water, air and land pollution in these regions. Rapid increase in tourist arrivals has caused the problem of litter, traffic fumes and overcrowding in tourist centers. Tourism industry has also made very serious changes in the structure, values and traditions of resident population in these places. The increasing inflow of tourists in Shimla, Kinnaur, Kangra, Kullu and Manali have disturbed the eco-system of these regions which has resulted in drought year by year ultimately snow and rains, hail leading to great destruction. Hence it should be kept in mind that the problem of hill tourism at present, centers round the preservation of beauty of nature rather than beautifying it.

2.4 Government Initiatives for Tourism

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. A visible negative impact on the environment was also seen. At the same time, there was the danger of eroding the base for future thrusts in tourism – like adventure tourism, eco-tourism and heritage tourism etc. This policy was revised and in the year 2000 another tourism policy was declared with the preamble, “It is crucial that we develop an appropriate regulatory framework to ensure that all tourism activity takes place in a safe and orderly fashion and to make
sure that all future development takes place in a manner that will enhance and protect our natural and cultural environment." It was realised that unbridled expansion and burdening of existing destinations were leading to considerable ecological damage and an increasingly negative perception on part of the tourist. Simultaneously, the local people were not receiving the true benefits that tourism could provide. Therefore, to reach the goals and to explore the full scope of the State's tourism potential, a new tourism policy was again announced in the year 2006 with a Mission Statement “To make tourism the prime engine of economic growth in the state by positioning it as a leading global destination by the year 2020”.

The objectives of the current policy document are:

(1) To establish Himachal Pradesh as a leading tourist destination in the country and abroad;

(2) To make tourism a prime engine for economic development and prosperity of the State and as a major means for providing employment;

(3) To encourage a strong and sustainable private sector participation in creation of tourism infrastructure especially through public private partnerships;

(4) To promote sustainable tourism which is not only environmentally compatible but also leads to economics betterment of the rural people;

(5) To attract quality tourists and to increase their stay in the State;

(6) To safeguard the State's natural and manmade heritage;

(7) To encourage civil societies & non-government organizations for promoting and the conducting of tourism related activities;

(8) To position Himachal Pradesh as a one stop destination for adventure tourism;

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. These are all indicators that there is a strong realisation in the Government and among policy makers that tourism has to become sustainable. But this is not necessarily how it is translating on the ground, nor is this an indicator that the concept of sustainable tourism is currently, at least, supported by the industry at large – and this may have something to do with the fact that a substantial number have already established a stake or are not professional in hospitality or tourism sector and treat the environment that sustains the industry, only as a source of revenue. It is also 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. New projects in these thrust areas are entitled for 100% income tax exemption for an initial period of five years. Thereafter, 30% exemption is available for a further period of five years. New projects are entitled for capital investment at the rate of 15% of their investments in plant and machinery subject to a ceiling of Rs. 30 lakhs. The package of Rs. 4,000 crores announced by the Central Government for Himachal in August, 2005 encompasses many tourism related projects and is likely to lead to further growth.

2.5 Tourism Infrastructure in the State

Airports

At present there are only three airports namely Shimla at Jubbar Hatti, Kangra at Gaggal and Kullu at Bhuntar. These airports are being upgraded with the grant of the 10th Finance Commission which sanctioned Rs. 30.00 crore. The work of civil enclave at Pathankot for operation of commercial flights is on completion stage. Apart from this, the proposal of construction of full-fledged airport in Mandi District and hiring of helicopters for running helicopter services in the State are under consideration.
Railways

There are only two narrow gauge railway lines connecting Shimla with Kalka (96 kms.) and Jogindernagar with Pathankot (113 kms.) and one 33 kms. broad gauge railway line from Nangaldam to Charuru in District Una.

Road Transport

Road Transport is the main stay of economic activity in the Pradesh as other means of transport namely Railways, Airways, Taxis, Auto-Rickshaws etc. are negligible. As such the Road Transport Corporation assumes paramount importance. Passenger transport services to the people of Himachal Pradesh within and outside the state are being provided by Himachal Road Transport Corporation, with a fleet strength of 1,754 buses.

Health Services

Indian System of Medicine & Homoeopathy has historically played a vital role in the health care system of the State of H.P. This could perhaps be due to the fact that H.P., due to its varied climatic conditions has traditionally been a rich repository of herbs used in various systems of medicines. In tribal areas, the Tibetan system of medicine under the name of Bhot Chikitsa Padhati continues to be popular, in recognition of which the H.P Govt. has opened 4 Amchi Clinics in the tribal belts of Districts Lahaul & Spiti and Kinnaur. Even today, large areas of the State are still inaccessible and availability of doctors of modern system of medicine is limited, particularly for deployment in difficult areas. Thus, people residing in remote and rural areas continue to be served largely by the ISM Institutions. The urban population is also of late, becoming more receptive to the indigenous system of medicine particularly for treatment of seasonal and chronic diseases. In Himachal Pradesh, Health and Family Welfare Department is providing curative, preventive and rehabilitative services through a net work of 50 civil hospitals, 66 community health centres, 439 primary health centres, 22 civil/ESI dispensaries and 2069 sub-centres. To provide better health services to the people, the government is
strengthening the existing infrastructure by providing modern equipment, specialised services, increasing the strength of medical and paramedical staff in medical institutions and upgrading the status of existing medical institutions.

**Other Amenities**

Tourism in Himachal Pradesh has been recognized as one of the most significant sectors of the economy and is being realized as a major engine of growth for future. Himachal Pradesh is endowed with all basic resources necessary for a thriving tourism activity like geographical and cultural diversity, clean, peaceful and beautiful environment through its forests, lakes, mountains, rivers and rivulets, sacred shrines, historic monuments and friendly and hospitable people. Tourism Industry in Himachal Pradesh has been given very high priority and the Government has developed an appropriate infrastructure for its development which includes provision of public utility services, roads, communication network, airports, transport facilities, water supply and civic amenities etc. Huge investment is being done to develop the infrastructure for the benefit of tourism. For the year 2005-06, there was an allotment of Rs. 444.01 lakh for the development of tourism and Rs. 70.84 lakh for civil aviation. At present 1,768 hotels, having bed capacity of 39,957 are registered with Department. With a view to promote tourism in the State, HPTDC has set up expanded its complexes at Kunjum at Manali and Shiwalik Hotel at Parwanoo during 2005-06. In addition to these a sum of Rs. 7.23 crore for the development of Kullu-Manali-Lahaul & Spiti and Leh Monastic circuit, Rs. 21.00 crore for Kangra-Shimla circuit and Destination Sirmaur, Rs. 16.00 crore for Bilaspur- Mandi and Chamba circuit and Rs. 30.00 lakh for construction of tourist information centre at Manali has been sanctioned by Govt. of India. Recently, the State Tourism Dept. has proposed to deliver Good Governance- output based performance measurement. The out puts proposed to be delivered in the year 2006-2007 are as under:
(1) Touch Screen Kiosks will provide relevant information to the tourists. These will be installed at Tourist Information Centres and at the important Airports/Railway Stations of the country.

(2) The Department will take steps for development of new tourism destinations/products in the State.

(3) The Department of Tourism will organize Paragliding, River Rafting & other events to promote adventure sports activities in different parts of the State.

(4) The Department will install informative and directional signage on Highways and at important tourist places.

(5) The Department has 16 Tourist Information Centers. All these will be upgraded and provided with computers, internet facility etc.

(6) The Department has its own website and all information relating to tourism related activities has been uploaded in the website. The Departmental website will be updated and upgraded to make it more users friendly.

(7) The Department will train unemployed youth as tourist guides, trekking guides etc. In addition, training will be provided to service providers such as taxi drivers, porters, police personnel etc.

(8) The Department will commission 24 hours toll free services for tourists.

(9) The Department will print new tourist literature covering larger themes.

(10) The Department has provided facility for online reservation for all hotels.

2.6 Government Vision for 2020

The Department of Tourism and Civil Aviation has announced a vision for tourism in the year 2020. This encompasses:
(1) In infrastructure, every major tourism destination to be well linked by roads of international standards and these highways to be well serviced by both air and rail connections.

(2) A substantial number of luxury and deluxe resorts to be based in Himachal.

(3) Lakes-especially the Maharana Pratap Sagar to become important destinations.

(4) Himachal to emerge as the core of the world’s ‘Apart from leisure, conference tourism, family and corporate bonding and the segment of ‘wellness’ tourism - with health and rejuvenation, yoga and other therapies - is expected to grow significantly.

(5) Buddhist circuit’.

(6) Himachal by the year 2020 should be the adventure sports capital of Southeast Asia.

(7) Centres of Hindu and Sikh pilgrimage that already draw a substantial number of devotees are to be provided better facilities. Marketing of these places amongst the Hindu and Sikh communities within the country as well as overseas.

(8) At least 25% of the State’s GDP to come from tourism and its allied industries.

(9) Setting up of 50 heritage villages.

(10) 100% privatization of tourism.

(11) Ropeway state of India.

These visions make Tourism Development Board an effective agency for tourism promotion and development of the State.

It can be concluded that 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.

REFERENCES


http://www.indiainbusiness.nic.in/indianstates/himachal/Socialinfra.htm

