CHAPTER-8

SUMMARY

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8.1 INTRODUCTION TO HERITAGE TOURISM

Heritage tourism is a new combination of words to look at tourism planning more comprehensively. It affirms that we have identified significant elements of our places as important enough to preserve and to pass on to future generations. Heritage Tourism is a dynamic, engaging, and ongoing process that involves community residents, organizations, civic institutions and governments working together. According to the Oxford English Dictionary heritage is something that can be passed from one generation to the next, something that can be conserved or inherited, and something that has historic or cultural value. Heritage might be understood to be a physical ‘object’; a piece of property, a building or a place that is able to be ‘owned’ and ‘passed on’ to someone else (Campanella, 2013). In addition to these physical objects and places of heritage there are also various practices of heritage that are conserved or handed down from one generation to the next. These invisible or ‘intangible’ practices of heritage, such as language, culture, popular song, literature or dress, are as important in helping us to understand who we are as the physical objects and buildings that we are more used to thinking of as ‘heritage’. Heritage or cultural heritage tourism is not just a new or better way to develop or market cultural tourism but is a strategy by which cities, towns, and regions can help to sustain, preserve, and steward the cultural assets they value most by identifying and capitalizing on the unique cultural character and sense of place that distinguishes one place from another. It involves the place based approach of tourism planning and destination development with a thorough assessment of destination attributes and attitude of various stakeholders of tourism involved in the overall phenomenon. Heritage tourism is defined in Executive Order 13287 of United State America as “the business and practice of attracting and accommodating visitors to a place or area based especially on the unique or special aspects of that locale’s history, landscape, and culture.” The American National Trust for Historic Preservation further defines cultural heritage tourism as “travel to experience the places and activities that authentically represent the stories and people of the past and present”. In sum, heritage tourism is a broad concept that covers a diverse collection of phenomena (Tweed & Sutherland, 2007 as cited in Trinh 2013).
Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses growing number. Today the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with increased diversification and competition among destinations. This global spread of tourism in industrialised and developed states has produced economic and employment benefits in many related sectors - from construction to agriculture to telecommunications. Tourism Towards 2030 vision of UNWTO (United Nations World Tourism Organisation) shows that there is still a substantial potential for further expansion in coming decades. Existing as well as new destinations can benefit from this opportunity, provided they do the necessary to shape the adequate conditions with regard to business environment, infrastructure and facilitation, marketing and human resources. Along with this opportunity challenges also arise in maximising social and economic benefits and minimising negative impacts. In other words, all tourism development needs to be guided by the principles of sustainable development. Expressed simply, sustainable tourism can be defined as: ‘Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities’.

The tourism industry of India is based on certain core nationalistic ideals and standards which are: Swaagat or welcome, Sahyog or cooperation, Soochanaa or information, Sanrachanaa or infrastructure, Suvidha or facilitation, Safaai or cleanliness and Surakshaa or security. The subcontinent of India is one of the earliest civilizations of the world which contains a wide diversity of ethnic, linguistic, and religious groups and it is a large market for travel and tourism. It is probably the country with the largest and most diverse mixture of races viz., Australoid, Mongoloid, Europoid, Caucasian and Negroid. The history of tourism in India begins with the birth of the Indus Valley Civilization and associated sites such as Mohenjo-Daro, Harappa, and Lothal, and the coming of the Aryans. The ancient past of India has ensured that the present and subsequent generations have abundant of historical and cultural inheritances to be proud of. The charming monuments and heritage sites
in the country stand apart mutely today to paraphrase their story of delight, grief, bravery and sacrifice before visitors. The Indian Government has paid attention towards preservation of heritage after independence and has recognised tourism as a major engine of economic growth. The restoration efforts to safeguard valuable heritage assets at government’s end in association with various agencies and organizations are visible at few places of historic significance. But there are so many heritage sites those still stands apart and require immediate attention.

The purpose of this research is to explore the tourism development of Himachal Pradesh, which has abundant cultural and natural heritage resources, for sightseeing, learning and as an exemplary place for authentic experiences of identity for the Indian Diasporas. Keeping in view, the moderate challenges thrown by tourism worldwide on destinations, this research is aimed at exploring determinants of heritage tourism in Himachal Pradesh. It examines visitor's perception towards, and satisfaction from heritage tourism site attributes and identifies the role of key stakeholders towards development and promotion of heritage tourism. Himachal Pradesh is settled in the lap of western Himalaya and is known as “Dev Bhoomi” or Land of Gods. The cavalcade of time in the adjacent plains hardly touched Himachal Pradesh. The great invaders and conquerors like the Aryans, Alexander, Mehmood Ghazni, Timur and the Mughals looted and plundered but did not occupy the land. They have come and gone but the myths and beliefs of Himachal have remained unaffected. Thousands of years of isolation have only helped to ensure that modern thoughts and investigation find it difficult to penetrate the labyrinthine and misty paths (Mittoo, 1978). The whole state is adorned with lush green valleys, snow clad mountains, limpid lakes, charming rivers, gushing streams, unique flora and fauna. This in combination with esteemed hill culture presents eye catching scenery to every visitor. State is well known for its neat and clean environment and has 12 districts, 75 tehsils, 52 subdivisions, 75 blocks, 57 towns and almost more than 20000 villages’ to its account. For the purpose of tourism, state government has identified four major tourist circuits. However the different theme based tourist circuits are also possible with multiple heritage resources available in the state. Himachal Pradesh has 33 wildlife sanctuaries, 4 national parks, 11 museums, 1 Fossil Park, 1 war memorial, 2 UNESCO world heritage sites and 40 ASI (Archaeological Survey of India) protected monuments. The state is a historic ruled by multiple kings for many centuries and it has contributed significantly in the
field art and crafts, culture and yoga to make the rich cultural aura and cultural centre. The study of architectural built form of Shimla, Kangra, Kullu and Chamba districts lead by other historic palaces as landmark and a focal point of state’s elements indicate that the state is meticulously planned and accompanied by distinctive monuments, royal buildings, rock inscriptions, temples, Buddhist monasteries, gompas, lakes, and other rich cultural attractions. Beside these the distinct natural features like pleasant weather, snow covered peaks, biodiversity, prominent valleys, important mountain passes, charming lakes, hot springs, waterfalls and strategic river system boosts the natural heritage assets of the state. Being the earlier inhabited state by human being, it has huge potential and opportunity to be promoted as destination for heritage lovers. This land is also origin of oldest human lineage but hardly a few knows this land as ‘Adim Bhoomi’ (Sankhyan, 2013) which is reflected from the fact that about 2 million years ago man lived in the foothills of Himachal Pradesh, in the Bangana valley of Kangra, Sirsa valley of Nalagarh and Markanda valley of Sirmour (Blokhra, 2009). Himachal is the land of deities where almost every village has its own Gods and Goddesses to whom, the local people rigorously worship. Some things though, are quite strange and intriguing about this state. Himachal towns and villages show traces of the mythological era of Ramayana and Mahabharata which inspires the historians and anthropologists to carry out in depth investigation. This land is also a centre for creativity which is reflected from Pahari paintings, cloth art, metal work, wood work, stone work etc. Furthermore hills architectural style in itself is amazing. Along with such wonderful tourism resource base and earlier promoted tourism hub by government even before independence, surprisingly state is not able to occupy a space among top five tourist receiving states in the country. The reason for this may be the lack of proper exploitation of tourism resources.

Developing the Himachal heritage experience as a tourist attraction is one of the strategies to diversify the tourism product in Himachal that has been predominantly focused on the snow, sun and hills. In addition, this study contributes to the development of awareness and understanding of heritage at sensitive sites those are linked to human being. Finally, the study fills a gap and complements the ongoing efforts of Himachal Pradesh government and other agencies towards heritage conservation and tourism development.
8.2 REVIEW OF LITERATURE

Tourism Studies, as it has emerged as an academic discipline, has been dominated by economics, and by business and management studies. It has had little time for the humanities, although it has accommodated important perspectives from geography, sociology and anthropology (Walton & Cooper, 2011). The majority of researchers believe that tourism is an 18th century invention. British professional historians (Pimlott, 1947; Gilbert, 1953; Nicholson, 1955) began to take an interest during the 1970s, but the publications that began to appear towards the end of the decade were slow to gain recognition outside a small niche area, and this was also the case with the similarly emerging field of leisure history (Walvin, 1978; Walton, 1978; Bailey, 1978; Cunningham, 1980). The European Grand Tour has, indeed, been one of the few themes in tourism history to receive a regular mention in tourism textbooks, and it has long attracted attention from historians (Black, 2003). The other consistent ingredient has been the story of Thomas Cook, often represented as the inventor of the package tour and of ‘modern’ ‘mass tourism’, and sustained by a series of in-house histories using the company archives (Pudney, 1953; Swinglehurst, 1974; Brendon, 1991). It is now well recognized that both history and heritage are interlinked as “Heritage is not simply the past but the modern-day use of elements of the past” (Timothy & Boyd, 2003). “History is what a historian regards as worth recording and heritage is what contemporary society chooses to inherit and to pass on” (Turnbridge & Asworth, 1996).

The underlying idea of visiting new places to appreciate their beauty, in course of time, has given birth to a modern industry called tourism. Tourism in its modern form is different from the travels of the early periods of human history. Tourism being declared as one of the world’s largest industry is similar to any other businesses and industries; affecting the economy by generating income for the country’s economy, stimulating job opportunities for the people from the international level down to the local levels. Tourist expenditures contributing to the balance of payments (BOP) through foreign exchange earnings (FEE), and revenue generated from tourism developments can represent a crucial source of income for a nation’s economy (Balaguer & Cantavella-Jorda, 2002, cited in Seetanah, 2010). Tourism being a major player in the service sector is naturally dependent on labor therefore stimulating a great deal of employment opportunities both in developed and developing countries.
The fact that tourism is an integration of various individual elements in a tourism travel process, the economic impacts from tourism will therefore affect industries in the construction sector, agriculture sector, commercial services sector such as retail and customer services and also the health and finance sector (Wall & Mathieson, 2006; Önder & Durgu, 2007). However, on a negative note, seasonal tourism also known as induced employment, being influenced by the increase in the demand and supply of tourism causes the increase of low-paying jobs and often creating unemployment during off-peak seasons (Kreag, 2001).

Since inception of the concept of tourism, controversial debates of tourism and the environment have been going on in determining whether they are “friends or enemies”. The physical environment is an important aspect of tourism; it ensures the sustainability of attracting tourism in the long run. The negative impacts of tourism on the environment caused by the increased in tourist visitations are visible through the changes, damages and depletion of natural resources, causing the destruction of wildlife habitat, improper waste disposal, air and water pollutions, and also erosion of the natural landscape such as the mountains and historical sites (Youell, 1998; Holden, 2000; United Nations Environment Programme (UNEP), 2001; Wall & Mathieson, 2006). The lack of facilities and space to accommodate the increase in tourist visitations results in the overcrowding and the over usage of an environment, therefore also increasing improper waste disposal, loss of significant attractions and unethical behaviors’ due to the lack of supervision over the large number of visitors. The detrimental state of the environment will then lose its beauty and attractiveness to these tourists therefore causing a decline in tourist visitations. However, the inclusion of social impact studies is an essential criterion for any tourism industry and tourism government agencies planning for a sustainable tourism industry as it provides an insight of the support for tourism development within host communities (Nyaupane & Thapa, 2006; Zhang et al., 2006; Tovar & Lockwood, 2008; Deery, Jago & Fredline, 2011). Socio-cultural impacts on a destination’s society such as traditions, identity, lifestyle, values and customs, are the results of the direct and indirect interactions between the host communities, the tourists and the tourism industry. These impacts of tourism development on the local society are identified through the evaluation of tourist and stakeholder’s’ perceptions and behaviors towards tourism (Tovar & Lockwood, 2008). Regardless of the magnitude of the fluctuations of tourism demand,
the impact on the host community will not only be dependent on the number of tourist arrivals but the type of tourist (Holloway, 2002). Of which, these impacts can either have a positive or negative influence on the society. Many of the studies suggested that, the development of creative cities (Landry, 2000), creative clusters (Mommaas, 2009), creative industries (O’Connor, 2010) and the creative field (Scott, 2010) can serve to attract the creative class (Florida, 2002) and hopefully rescue the economy, as well as knitting communities together and revitalizing local culture.

8.3 RESEARCH GAP

- As tourism paradigm is related to human beings and human nature, it is always a complex proposition to investigate why people travel and what they want to enjoy (Yoon & Uysal, 2005). A series of studies (Tideswell & Faulkner 1999) have shown that the multi destination travel decision is influenced not only by the characteristics of the traveler but also by the characteristics of spatial configuration (relationship of the origin with respect to a destination). The available resources (i.e. attractions, accommodations, accessibility etc.) around the origin as well as the destination may affect ones travel pattern (Beaman, Jeng, & Fesenmaier 1997). Since the cultural background of the majority of heritage tourists differs vastly from that of their hosts, the influence of culture on the interpersonal contact between tourists and hosts requires analysis.

- Worldwide managing tourism and sustaining the tourist arrival is a challenging phenomenon. The destinations relays on the resident’s accord towards any kind of tourism activity either developed or proposed. Local community may oppose any tourism developments due to multiple human stakes and beliefs. Therefore, before suggesting tourism development, it is mandatory to keep in mind the local factors, satisfaction of tourist and the community stake towards tourism development. Also, there has been a growing body of literature that addresses tourism as a viable economic option for local community development. However, there is little evidence on the literature that depict the nature of interaction between local communities and tourism development (Aref et al. 2010) which is one of the core elements for developing a viable tourism industry in a destination. While the literature recognizes that the inclusion of the local community in tourism development is considerable, there have been some debates about their role (Sherpa, 2011).
Literature commonly investigates and clarifies elements associated with the supply of heritage and its management (Poria, Butler & Airey, 2004), less interest and attention has been paid to the demand component and even less to the relationship between the two. Of the literature about demand, much is concerned with motivation and market segments. Only few studies explore the relationship between these and the core of site attributes, which is believed to be essential for understanding heritage tourism as a social phenomenon.

Whilst making a significant contribution to the body of knowledge, studies that have examined visitors’ experiences with heritage site attributes were conducted outside India viz; Masberg & Silverman, (1996), Poria, Butler & Airey, (2004), Poria, Reichel & Biran, (2006), Chen & Chen, (2010). In addition, Poria et al. (2009) call for further research in the field of heritage tourism and relationships between interpretation, visitors and place. This study begins to fill the gap in research of people’s motivations to visit heritage sites and to contribute to a deeper understanding of heritage tourism consumption and strategic management of cultural heritage sites in Himachal Pradesh.

8.4 THEORETICAL BASIS

Present research is based on a consumer behavior model, which postulates that consumer satisfaction is a function of both expectations related to certain attributes, and judgments of performance regarding these attributes (Clemons & Woodruff, 1992) as cited in Huh & Uysal, (2004). The most commonly adopted approaches used to examine the satisfaction of consumers is expectancy-disconfirmation theory. Expectancy-disconfirmation theory currently dominates the study of consumer satisfaction and provides a fundamental framework for this study. In the field of tourism and hospitality services, the expectancy disconfirmation theory has been the most widely used approach (Yüksel & Yüksel, 2001; Li & Carr, 2004). The renowned SERVQUAL model for measuring service quality and customer satisfaction was conceptualized on the expectancy disconfirmation approach (Parasuraman, Zeithaml & Berry, 1988). Tribe and Snaith (1998) also developed HOLSAT scale for measuring holiday satisfaction based on the expectancy disconfirmation approach.
8.5 OBJECTIVES OF THE STUDY

The following objectives have been formulated on the basis of major research problem for the present study:

1. To analyze visitor’s perception towards and satisfaction from heritage tourism sites.
2. To identify the factors determining the success of heritage tourism in Himachal Pradesh.
3. To study the role of various stakeholders for the success of heritage tourism promotion.
4. To identify the major challenges and suggest practical measures for the development of heritage tourism in Himachal Pradesh.

8.6 HYPOTHESES OF THE STUDY

H₀1: Tourists do not differ significantly in their overall perception towards and satisfaction from heritage tourism site attributes in Himachal Pradesh.

H₀2: Domestic and Foreign tourists do not differ significantly in their overall satisfaction from heritage tourism site attributes in Himachal Pradesh.

H₀3: Tourists satisfaction from heritage tourism site attributes in Himachal Pradesh do no differ significantly between districts.

H₀4: Satisfaction of tourists from charm of the destination do not differ significantly between districts.

H₀5: Satisfaction of tourists from heritage resources do not differ significantly between districts.

H₀6: Satisfaction of tourists from value for money do not differ significantly between districts.

H₀7: Satisfaction of tourists from available facilities do not differ significantly between districts.

H₀8: There exists no significant difference between satisfaction of domestic and foreign tourists from charm of the destination.

H₀9: There exists no significant difference between satisfaction of domestic and foreign tourists from heritage resources.

H₀10: There exists no significant difference between satisfaction of domestic and foreign tourists from value for money.
H011: There exists no significant difference between satisfaction of domestic and foreign tourists from available facilities

H012: Factors measuring opinions of stakeholders towards impact of tourists on destination attributes in Himachal Pradesh do not differ across districts.

H013: Opinion of stakeholders regarding role of government in tourism development in Himachal Pradesh do not differ across districts.

8.7 DATABASE AND RESEARCH METHODOLOGY

This study explores the relationship between tourist’s satisfaction and destination attributes. The research was conducted with 500 tourists and 120 stakeholders in Himachal Pradesh. In an attempt to validate the data collection techniques, and check comprehensibility, whether the responses received would provide the information sought, a pilot survey was conducted at Kangra Fort in District Kangra of Himachal Pradesh, India in August 2013. The sampling procedure used to pre-test both the questionnaires (for tourists and for stakeholders) was purposive sampling. Questionnaire was pretested for evaluating reliability and validity. For ensuring the content validity of the scale items, items were examined by 2 academicians possessing more than 10 years of experience in the related field of study. Before submitting questionnaire for pilot testing all the suggestions of evaluators/experts were incorporated. For pilot testing questionnaire was administered on 100 tourists and 40 stakeholders respectively from district Kangra. All the items on which respondents faced difficulty were revised in wording. Reliability of scale items were assessed through Cronbach alpha (α). Sampling plan in the research was interview and questionnaire. In addition to this various books, journals, newspapers, magazines and various reports related to the topic, primary information was also gathered through the visits to the libraries, museums and tourist places. The destinations selected for survey were visited at least twice a year. Two questionnaires, one each for tourists and stakeholders, based on the research objectives were filled by the total population size of 620. These different questionnaires were filled by five categories of sample population i.e. tourist groups (Indian and foreign) and Stakeholder groups (local residents, tourism related business owners, representatives of government). SPSS was used for analysis of primary data in the present study. Descriptive analysis of data has been done with frequency distribution, percentage, bar charts and summated score ranking. For inferential analysis independent sample and dependent sample t-test, one-way independent ANOVA, post-hoc contrasts following Tukey
HSD (for groups with equal variances) and Games Howell (for groups with unequal variances) were performed to compare differences between groups. Factor analysis was performed for identifying the factors related to heritage tourism site attributes in Himachal Pradesh (tourists) and for identifying factors that measure impact of tourists on destination attributes in Himachal Pradesh (stakeholders). Averages, variance, kurtosis and skewness were applied for normality test and outlier detection. Levene’s test was applied to test assumption of homogeneity of variance among groups.

**8.8 FINDING OF THE STUDY**

**8.8.1: From Tourist’s Perspective**

1. It was found that majority of the tourists (80 %) marked holiday/relaxation as their purpose of visiting Himachal Pradesh.
2. Majority of tourists (43.60 %) travelled with their families followed by friends (37.40 %), organized groups (18%).
3. The Friends and relatives (58.80 %) reported to be the key source of influence towards exploring tourist places followed by travel agents (16.60%).
4. Visiting spiritual places (1) was found as key motivation to visit Himachal Pradesh followed by events or sports (2), culture & heritage (3), Neat & clean tourist places (4), scenic beauty (5), good climate (6) and safety & security (7).
5. Regarding sources of information about Himachal Pradesh tourist selected, magazines as their prime source of information (1) followed by newspaper (2), internet (3), word of mouth (4) and television (5).
6. 69% of tourists visited and 30.80% did not visited cultural heritage sites in last 3 years.
7. More than four-fifth (83.60 %) of tourists prefer mixed mode (road, air, rail) for their transportation.
8. With respect to the time spent by a tourist in Himachal Pradesh, 72.20 % of tourists stayed more than 7 nights and water based activities (1) were reported to be the most preferred activity by tourists in Himachal Pradesh followed by nature based (2), land based (3), air based (4), recreational (4) and intellectual (5).
9. Recommending Himachal Pradesh as a tourist destination to others was found to be higher in case of domestic tourist (76.21 %) than foreign tourist (65.08 %). Whereas foreign tourist’s preference of visiting (75.66%) Himachal Pradesh In future is higher than preference of domestic tourist (71.06%).
10. Majority of respondents (42.2%) strongly agreed and (25.6%) agreed that heritage resources add towards uniqueness of tourism product.

11. Also tourists strongly agreed (39.4%) and agreed (26.4%) that they feel educated while visiting monuments and historic sites.

12. More than 60% of respondents agreed that religious sites are properly managed and maintained.

13. About more than half of the tourists strongly agreed (26.8%) and agreed (29.4%) that development of cultural or heritage villages increases tourism.

14. More than half (61.2 %) of the tourists strongly agreed (32.6 %) and agreed (28.6 %) that fair and festivals provides a reflection of local culture.

15. 30.2 % of respondents strongly agreed and 22 % agreed that present destination presents authentic/genuine work of art to the tourists.

16. Results of EFA revealed four factors related to heritage site attributes in Himachal Pradesh. These four factors were named as destination charm, available heritage resources, available facilities and value for money. The satisfaction of tourist from these factors was tested across districts.

16.1 Charm of destination factor testing shows no significant difference in the overall satisfaction of tourists from various districts, $F (3, 496) = 0.51, p > 0.05$, However, satisfaction of tourists from Shimla found to be greater than overall satisfaction of tourists from Kullu followed by Chamba and Kangra. The indicators of destination charm are destination appeal, unspoiled nature, natural wonder and scenery, availability of sightseeing packages, trained tourist guides, tourist privacy, and accommodation facilities and airport efficiency.

16.2 The heritage resources factor revealed a significant difference in the satisfaction of tourists from various districts, $F (3, 274.58) = 6.65, p < 0.05$, The satisfaction of tourists from Shimla found to be greater than overall satisfaction of tourists from Kullu followed by Kangra and Chamba. The indicators of heritage resources are monuments, museums and art galleries, historical sites, heritage villages, artistic/architectural features, heritage preservation efforts, local culture and life style.

16.3 Satisfaction of domestic tourists from value for money is not significantly different from abroad tourists $t (498) = 0.18, p > 0.05$. The indicators of
value for money are *coast & quality of local handicraft, safety & security of tourist and quality of information sources*.

16.4 Satisfaction of domestic tourists from available facilities is not significantly different from abroad tourists $t (498) = 0.18, p > 0.05$, the indicators of available facilities are *local transportation facility, vehicle parking facility, convention facility, health facility and quality of local cuisine*.

### 8.8.2: From Stakeholders Perspective

1. More than 50 % of the stakeholder’s marked internet (51.67 %) as the best mode of advertisement used for business followed by road signs (20 %), media (20.0 %) and fillers (8.33 %) and business (3.40 %).
2. 60 % of stakeholders describe the visitors to their area as domestic tourists followed by local residents (17.78 %), foreign tourists (15.00 %), passers (6.67 %) and others (0.56 %).
3. 62.78% stakeholders marked their products as reasonable followed by expensive (23.33), cheap (1.67 %) and very cheap (2.22 %).
4. Good climate was selected as USP by stakeholders as their foremost factor in Himachal Pradesh to attract tourists followed by culture & heritage (22.78 %), events/sports (11.11 %) scenic beauty (7.22 %) and others (1.11 %).
5. More than four-fifth of stakeholders saw their relationship with HPTDC (Himachal Pradesh Tourism Development Corporation) as very cordial (48.89 %) to somewhat cordial (38.89 %) respectively. 12.22 % stakeholders reported their relationship as neutral and none of the stakeholder reported it as not cordial at all.
6. The lack of information about tourist places (1) was reported to be the foremost important problem in Himachal Pradesh tourism followed by parking facility (2), lack of trained manpower (3), poor availability of air transport (4), poor management of tourism resources (5) and service standard of hotels (6).
7. Majority (53.33 %) of the stakeholders were satisfied with the government policies for tourism development followed by unsatisfied (33.89 %) and can’t say (12.78 %).
8. 62.78 % of the stakeholders believed that tourism department of Himachal Pradesh is helping to promote domestic tourism.
9. Majority (53.33 %) stakeholders believe and 30.56 % do not believe that state government plays its monitoring and co-ordination role effectively.
10. 47.78% of stakeholders believe that adequate measures were taken by local government to engage local residents in tourism activities. However, 33.89% of stakeholders believe that adequate measures were not taken by local government to engage local residents in tourism activities and 18.33 percent stakeholders were undecided about local government role to engage local residents in tourism activities.

11. Results of EFA revealed seven factors related to opinions of stakeholders towards impact of tourists on destination attributes in Himachal Pradesh. These seven factors were named as Economic Effects (F1), Promotional Measures (F2), Socio-Cultural Influences (F3), Impact on Natural Resources (F4), Impact on Goods Prices & Environment (F5), Development & Opportunities (F6), Technology & Sustainability (F7). The opinion of stakeholders towards impact of tourists on destination attributes from these factors was tested across districts.

11.1 Out of all the above identified factors, economic effects of tourism, shows significant difference in the opinions of stakeholders from various districts, F value (3, 176) = 5.239, p < 0.05. The indicators of economic effect are job created by tourism for local people, Local business benefits from tourism and attracted investment to develop infrastructure.

12. No significant difference in the opinions of stakeholders was found from various districts for role of government in providing support to establish Tourism Product, F value (3, 176) = 0.22, p > 0.05 but the district wise comparison of resources reflects the unequal development of the tourism product across the districts.

13. E-Travel Trade Recognition scheme launched by Government was found beneficial for tourism related enterprises F value (3, 176) = 1.68, p > 0.05.

14. The stakeholders marked that TVOA-ETA (Tourist visa on arrival-enabled with electronic Travel Authorization) scheme will bring more business to tourism enterprises F value (3,90.36)= 0.74, p > 0.05.

15. Finally significant difference across districts was found for role of government in developing religious/pilgrimage tourism. Results indicate that, opinion of stakeholders towards Shimla districts is significantly different from Kangra district and stakeholder’s opinion from Kullu districts is significantly different from Kangra district, P < 0.05.
8.9 IMPLICATIONS

The present study seeks to conclude in geographical context of an Indian hill state, Himachal Pradesh. These results are important to academicians, researchers, government and tourism marketers as they provide a base for segmenting tourists on the basis of their overall satisfaction from the heritage site attributes and reflects stakeholder’s opinion towards tourism development in general and heritage tourism in particular.

1. Results of the study indicates that there is no significant difference in the satisfaction of tourists from various districts (only four here: Shimla, Chamba, Kangra, Kullu) from heritage tourism site attributes in Himachal Pradesh. This difference was tested on four identified factors named as destination charm/appeal, available heritage resources, availability of facilities and value for money. Result reflects that there exists an equal opportunity to develop all the districts for heritage based tourism in the state covered under this study.

2. It was found that the satisfaction of tourists from heritage resources from Shimla, Kullu and Kangra district was significantly higher than from Chamba district. Therefore, it is suggested that though district Chamba is credited with highest no. of ASI protected monuments (13) yet it requires immediate attention towards its existing heritage resources. Being the historic district dating back to 900 BC, it has huge potential for heritage based tourism development.

3. Majority of stakeholders thinks that Shimla district has been more successful in developing heritage tourism and activity based tourism then other districts of the state. These results are important for government to develop equal tourism infrastructure and facilities in other districts also.

8.9.1 Implications for Theory

- From a theoretical perspective, the concept of expectancy-disconfirmation theory was introduced to guide this study. Expectancy-disconfirmation theory is one of the most commonly adopted approaches used to examine the customer satisfaction of consumers. Furthermore, it currently dominates the study of consumer satisfaction (tourist and stakeholders in present research). Therefore, this study used expectancy-disconfirmation theory as a guiding framework.
8.9.2 Implications for Practice

8.9.2.1 From Tourist Perspective

1. As tourist visits Himachal Pradesh for rest and relaxation followed by visiting friends and relatives and depends upon their friends and relatives as key sources of information, there is a need to educate the people through heritage campaign. For example, making heritage as essential part of curriculum in schools and other institutions, celebrating the world heritage day (April 18th) like world tourism day (27th Sep.), and assigning a state heritage day may play a significant role towards heritage awareness.

2. Authorities should work on the sources of information about tourist places, by generating the inventory of resources. A “State Heritage Register” on online and offline mode is suggested to record the heritage asset of the state. Publishing monthly magazines on destination specific attributes targeting unexplored heritage destinations inside the state can record and advertise the destinations.

3. Majority of tourists visits Himachal Pradesh with their families and friends and marked spiritual places as their foremost attraction followed by events or sports, culture & heritage. Therefore authorities need to maintain the aesthetic and spiritual value of the holy places by minimizing negative human impacts. The crowded shrines and mismanaged traffic along with shortage of parking facilities (Singh & Mishra, 2004) needs to be tackled out carefully. The parking of vehicles on highway should be avoided as it doesn’t pollutes the environment only but also create trouble for the smooth flow of traffic.

4. Being naturally and culturally blessed destination Himachal Pradesh have very week transportation infrastructure compared with adjoining states. The week air link and poor railway tracks at the corners of the state are the hurdles for tourist flow and reasons for seasonality factor. Establishment of an international airport and expansion of railway line are highly recommended in order to improve the connectivity. Along with a strong base of helipads (161), existing airports (3) there is no international flight available in the state. However, recent government recently authorized heli-taxi from June 8th 2016 onward after 4 years of isolation. Heli-taxi service can play a vital role towards increasing quality tourist flow rather than backpackers. ‘The
Himachal Himalaya Heli Tour through heli-taxi on the line may boost tourism inside the state, provided that the tourism product price must be in reach of a common man.

5. The length of tourist stay in Himachal Pradesh can be increased with development of additional tourism activities. As water based activities were reported to be the most preferred activity by tourists in Himachal Pradesh followed by nature based, land based, air based, recreational and intellectual. Therefore, Himachal Pradesh, being a hydro energy destination should utilize its stored water base among Dam’s towards water based activities. It may be achieved under CSR (corporate social responsibility) and joint ventures of HPTDC with other hydropower corporations.

6. The landscape and spiritual seats spread across the state boost this destination for yoga and meditation. The state is well known among majority of budget tourists those visit spiritual sites and strongly agreed that religious sites are properly managed. But the multiple field visit experience of researcher found difference in the ground situation. The famous spiritual places in the state are facing seasonality. They are full of long queues of devotees during selected months of Hindu Pilgrimages. Rest of the year there is limited number of visitor’s at such sites. The peak season of tourist’s in summer’s results into crowd and congestion near tourist places. This is apparently visible from unorganized parking, overbooked accommodation, overloaded coaches and mismanaged infrastructure. Moreover, the scarcity of water and poor parking facilities destinations like Shimla and Manali is a common observation. The other issues observed was that even though government is able to control certain temples and holy shrines under its control but there are so many other existing famous shrines and temples those are working as independent and government has no control on them. These issues require serious attention to manage the heritage tactfully.

7. The results of research opined that development of cultural or heritage villages increases tourism. Though the schemes of state tourism department, ‘Har Gaun Ki Kahani’- every village has a story, ‘Har Ghar Kuch Kahta He’- every house speaks something identified villages for tourism, but not able to channelize the tourist flow to rural areas except a few e.g. Pragpur- 1st heritage village of India, due to lack of tourism infrastructure. To channelize the rural heritage based tourism mechanism state authorities should work very closely
with the rural community and market it to the outer world along with creative industries. Authorities must seek lessons from the Ski village and Pong Wetland tourism projects where local community refused the tourism development. However, the concept of cleanest & greenest villages is suggested towards development of rural heritage.

8. The preference of domestic tourist’s to recommend Himachal Pradesh to others boosts the opportunities available in the state for tourism development. The availability of mega traditional events like Mahashivratri, Dushehra Festival, Lavi Fair, Minjar Fair etc., should be tapped in terms of increasing quality tourist rather than crowd. Therefore international marketing campaigns like Dubai Shopping Festival is recommended for all the mega traditional events of the state.

9. The result of survey reflects that tourist destinations in the state present genuine work of art to the tourists. This further boosts the authenticity of local handicraft and cultural products. Therefore, it is suggested that nearby every tourist clusters HPTDC should establish local souvenir shops. It will provide the platform for local handicraft and at the same time will contribute towards the revenue generation. On the lines of Haryana highway tourism HPTDC should aim at establishment of key stoppage point and tourist complex on highways for tourist coaches.

10. The Overall satisfaction of the tourists found to be greater than overall perception towards heritage tourism site attributes In Himachal Pradesh. However, overall satisfaction of domestic tourists found to be greater than overall satisfaction of foreign tourists towards heritage tourism site attributes in the state. The results are important to consider for increasing the foreign tourist satisfaction. Therefore, improvement in basic infrastructure and facilities along with sanitation standard is recommended in order to motivate the foreign tourist for revisit and recommend this destination to others.

10.1 The factor destination charm has significant impact on tourist while selecting their destinations for travel. The indicators of destination charm are destination appeal, unspoiled nature, natural wonder and scenery, availability of sightseeing packages, trained tourist guides, tourist privacy, and accommodation facilities and airport efficiency. All these require immediate attention to tap the tourism potential available in the state towards developing economy with tourism.
11. District wise results revealed that overall satisfaction of tourist from Kangra district was greater than overall satisfaction of tourists from other famous tourist districts; Shimla, Kullu and Chamba. Which reflects that potentials available for tourism in Kangra valley should be better utilized towards developing heritage based tourism. Kangra being the historic district can be better benefited with Dharmshala as a proposed smart city. The available heritage resources along with adventure and sports activities potential needs to be tapped in right direction. It can be done through developing theme based eco-heritage circuits and customizing the tourist needs in terms of tourist packages.

12. There is significant difference in the satisfaction of tourists from various districts from heritage resources. The indicators of heritage resources are monuments, museums and art galleries, historical sites, heritage villages, artistic feature, heritage preservation efforts, local culture and lifestyle. Government must ensure preservation and presentation of such resources. Which can be better managed by making district wise tourism development councils like Kerala state of India to tap the heritage potential of the state.

13. Satisfaction of domestic tourists from charm of the destination is significantly higher than foreign tourists. Therefore Himachal Pradesh tourism requires improvements in destination charm factor from foreign tourist perspective. It can be improved by improving destination appeal, offering more variety of heritage based itineraries, providing trained manpower, improving accommodation facilities and ensuring strong air transportation link.

**8.9.2.2 From Stakeholder’s Perspective**

1. Majority of Stakeholders considered lack of information about tourist places as the foremost important problem in Himachal Pradesh tourism followed by parking facility, lack of trained manpower, poor availability of air transport, poor management of tourism resources and service standard of hotels. All these factors need to be tackled on priority basis.

2. Economic effects of tourism show significant difference in the opinions of stakeholders from various districts. Therefore Government must ensure and prefer the natives of the destination for tourism related jobs. It is suggested
that local residents must be given preference for developing and managing tourism related projects.

3. As there is no significant difference in the opinions of stakeholders from various districts for role of government in providing support to establish Tourism Product, but the district wise comparison of resources reflects the unequal development of the tourism product across the districts. Therefore Government must ensure equal sustainable development of tourism in all the identified districts with potential.

4. E-Travel Trade Recognition scheme launched by Government was found beneficial for tourism related enterprises. But there are so many tourism related enterprises those are still not registered with the ministry of tourism. Authorities should encourage people to start their start-ups for tourism related business which can be achieved with the help of developing tourism entrepreneurship programs along with universities and other higher and technical institutions.

5. Significant difference across districts was shown for role of government in developing religious/pilgrimage tourism. Results indicate that, opinion of stakeholders towards Shimla districts is significantly different from Kangra district and stakeholder’s opinion from Kullu districts is significantly different from Kangra district. Therefore there is a need to tap the available heritage potentials of Kangra and Chamba districts for expansion of well-developed heritage tourist clusters.

6. More importantly, Himachal Pradesh has abundant heritage resource base but systematic excavation has been done so far in the state. It is suggested that state must ensure systematic excavation in association with Anthropological Survey of India and Archeological Survey of India. It can be done through establishing a centre for anthropological, archeological & heritage research in close association with the universities and institutions of higher learning. It may contribute towards strategic heritage management.

8.10 CONCLUSION

Present research concludes that tourist satisfaction and resident’s acceptance of tourism is the key to the destination survival, therefore, it is suggested that government should ensure tourist as well as local community satisfaction together
while planning for tourism development. Close mentoring and monitoring mechanism for the tourism activities and initiatives by government may contribute towards holistic tourism development. The tourism sector is a major economic engine and generates a large part of the employment and business opportunities to the residents worldwide. To link the commitment from within the society to cultural heritage and use it for tourism attractions, could be an opportunity to boost the tourism sector and therewith employment levels. Furthermore, it would increase the attractiveness and competitiveness of the entire Himachal Pradesh Tourism.

- The findings of the present study are in consistence with various reports (KPMG, World Bank, PHDCI, MoT-GOI, Department of tourism-Government of Himachal Pradesh etc.) and other studies those have reflected that inequality exists regarding tourism development schemes in HP. Maximum of the domestic tourism is represented by few selected districts and the minimum is represented by other districts. This factor needs to be tackled out by equal sustainable development of tourism in all the districts having tourism potentials and opportunities.

- Himachal Government should realize that tourism is most important sectors for the socio-economic development therefore state should not only be promoted as merely tourist destination but a high quality tourist destination. For the same authorities need to create excellent infrastructure- at par with international standards while preserving the heritage and environment, creating employment opportunities to its natives and assuaging poverty.

- Preserving the world's cultural heritage for the enrichment and education of present and future generations is crucial. A great deal of tourism relies on places with natural, indigenous and historic significance which tourism products are based. In order to respect the cultural significance of the destination, people involve in tourism industry need to be sensitive to cultural groups who have a special interest in them and they need to directly involve in the planning and promotion of the destination. More importantly, different sectors have to recognize that heritage resources are the key for their own sustainability and they are not exogenous factors.
8.11 LIMITATIONS OF THE STUDY

The present study has few limitations as under:

1. The sample size was decided by considering the resources of the researcher. The data collection was confined to only four districts of Himachal Pradesh. The replication of the study at other districts of the state and different regions of India with similar destination attributes would confirm the generalizability of the findings inferred by the present study.

2. The tourism in Himachal Pradesh is seasonal in nature. The data collected during peak seasons may differ district wise due to the uneven flow of tourists which may have the significant impact on the findings.

3. Any significant change due to new policies of government and natural environment, challenges identified under present study will limit the applicability of its results in future.

4. In present study selection of sample has been made following quota and judgment sampling. Therefore study is prone to the limitations of non probability sampling.

8.12 SCOPE FOR FURTHER RESEARCH

1. The replication of the study at other districts of the state and different regions of India with similar destination attributes would confirm the generalizability of the findings inferred by the present study.

2. Identified factors in the present study have been evaluated on the basis of demographical and geographical characteristics. Relationships between these factors may be further extended to check the presence of structure between them.

3. Similar studies may be conducted at different quarters of a year to measure impact of seasonality on perception and satisfaction of tourist’s with cultural/heritage tourism.