CHAPTER 1
INTRODUCTION

The chapter one deals with the study background. It describes the global scenario of tourism and tourism development in India. Chapter starts with study background and discusses global and Indian scenario of tourism in accordance with tourism towards 2030 vision of UNWTO (United Nations World Tourism Organization). It further investigates the concept of tourism and clarifies the base terminologies. It highlights the psychology of traveler. Chapter further elaborates, the tourist and the notion of heritage tourism. This chapter provides conceptual framework and theoretical basis for the research. Chapter ends with a reflection of study area, structure of thesis and process of study.

1.1 STUDY BACKGROUND

Over the past few decades, as the ‘tourism studies’ has emerged as an academic discipline, has been dominated by other disciplines including economics, business and management studies. It has had very little time for the humanities, although it has accommodated important perspectives from geography, sociology and anthropology (Walton & Cooper, 2011). On the other hand, historians have recognised the potential significance of tourism’s past for their discipline at a slow pace. They are not successful to identify the global (and globalising) importance of tourism as a transforming set of economic activities as it has emerged as the largest and most persistent global industry of the new millennium. Most of scholars believe that tourism is an 18th century invention but British professional historians began to take an interest during 1970s (Nicholson, 1955; Gilbert, 1953). The publications those appeared at the end of 1970s were slow to earn recognition outside a small niche area. Similarly it affected the emerging field of leisure history (Walvin, 1978; Walton, 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 which has long attracted attention from historians (Black, 2003). Another example of historians concern was the story of Thomas Cook, often represented as the father of tourism or the inventor of the package tour and of ‘modern’ ‘mass tourism’, and sustained by a series of in-house histories using the company archives (Brendon, 1991; Swinglehurst, 1974; Pudney, 1953). However in 21st century, scholars from wide spectrum of disciplines including history, geography,
Heritage Tourism and Its Determinants: An Empirical Study in Himachal Pradesh

Heritage tourism and its determinants: an empirical study in Himachal Pradesh economics, sociology etc. realised the importance of heritage for the tourism. This fact is well evident from the Article 4 of the “Global Code of Ethics for Tourism” (GCET) which highlights the tourism as a user of cultural heritage of mankind and contributor to its enhancement. GCET bears 10 principles adopted in 1999 by the General Assembly of the World Tourism Organization (UNWTO) and officially recognized by the UN General Assembly on 21 December 2001.

Literature recognised that both history and heritage are interlinked as “Heritage is the modern-day use of elements of the past and is not simply the past ” (Timothy & Boyd, 2003). “Heritage is what contemporary society chooses to inherit and to pass on and history is what a historian regards as worth recording.” (Turnbridge & Asworth, 1996). In a layman's language, history is an account of events that have happened in the past, whereas heritage stands for things such as works of art, cultural achievements and folklore that have passed on from earlier generations to the present generation. History shares links with heritage studies, especially as history takes on a growing role in tourism provision and the heritage of tourism itself becomes a negotiable attraction (Borsay, 2000). 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’.

A country as diverse as India is symbolized by the plurality of its culture and heritage. 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 recognised tourism as major engine of economic growth which is visible from the heritage preservation efforts in the country. 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 places those still stands apart and require immediate attention.

This study has been conducted in a north Indian hill state ‘Himachal Pradesh’ settled in the lap of Western Himalaya, popularly as “Dev Bhoomi” or Land of Gods. It has abundant natural and cultural resources those make it ideal for tourism. Himachal Pradesh Economic Survey 2014-15, recognized tourism as one of the most important sectors of the economy and a major engine of growth. The contribution of the tourism sector to the state GDP is 7.5 percent which is quite significant. Being the earlier inhabited state (Balokhra, 1999) by human being (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) it has huge potential and opportunity to be promoted as destination for heritage lovers (Sankhyan, 2013). With it’s diversification among 12 districts, 75 tehsils, 52 subdivisions, 75 blocks, 57 towns and almost more than 20000 villages (census, 2011) government has identified four major tourist circuits for the tourism. However the different theme based tourist circuits are also possible. State is adorned with 33 wildlife sanctuaries, 2 national parks, 11 museums, 1 Fossil Park, 1 war memorial, 40 ASI protected monuments and 2 UNESCO world heritage sites. 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. The prominent valleys, important mountain passes, charming lakes, hot springs, waterfalls and strategic river system along with moderate temperature boosts the natural heritage assets of the state.

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 the proper exploitation of tourism resources. The valuable heritage resources are dying unnatural death, few forts are in ruin and few are in pathetic state, fossils are lying around the valleys, tourist places are facing seasonality, religious places are full of congestion and crowd, even though traditional events are victims of poor management. Therefore, there exists a necessity to preserve the heritage resources, reflect cultural identity and safeguard the natural asset in order to establish a mechanism to portray the past for the future generations.
On the basis of above argument this research is a sincere attempt to develop a heritage based tourism product in the state of Himachal Pradesh which focuses on the attraction attributes of heritage resources, and records the tourist and other stakeholders opinions towards such type of tourism development. It suggests a mechanism to portray the past for the future generation not only to entertain these generations but also for their education, economic and individual development.

1.2 GLOBAL SCENARIO OF TOURISM

Our world is becoming crowded and our available resources scarce as many destinations are suffering from serious overcrowding (Draper et. al 2009). According to United Nations Food and Agricultural Organization (FAO), by the mid-2020s, the UN expects the world population to grow to 8 billion. That’s an additional 1.3 billion people, who will place dramatic new demands on the planet. By 2025, 1.8 billion people are expected to be living in countries or regions with absolute water scarcity. The major question lies here that do the travel and tourism industry ready for these global changes?

A report by KPMG released in April 2008, ranked transport and tourism as the sectors least well prepared for climate change and among those most commercially exposed to the physical risks it presents. Worldwide growths of economies and high disposable incomes have fuelled a growth in travel and tourism segment. As per KPMG report, people travel further, more frequently, and at faster speeds than ever before. There are many new reasons to the visitors to explore whole world as global political stability and prospering economies have opened up the world to more commerce and visitors. Beside these worldwide people are now more prosperous, and are getting aware about the destinations regularly. More car ownership and readymade availability of worldwide holiday packages also plays a significant role towards travel decisions taken by travellers. The rapid advancement in technology has fuelled the tourism as an engine of economic growth to the countries and destinations all over the world, the report said.

According to UNWTO barometer, the number of international tourist arrivals worldwide is forecast to increase by 3.3% a year, on average, in the period 2010-2030, compared to an average of 3.9% a year in the period 1995-2010. At the projected pace of growth, international tourist arrivals worldwide has surpassed 1 billion in 2012, and more than 940 million in 2010. By 2020 the number is expected to reach close to 1.4 billion, 1.5 billion by 2023 and 1.8 billion by 2030.
1.2.1 TOURISM TOWARDS 2030

Tourism Towards 2030 show 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. Sustainable development means planning and developing the tourism on the principle of sustainability. Such type of 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’. UNWTO predicts that, the global growth in international tourist arrivals to continue, but at a more moderate pace, from 4.2% per year (1980–2020) to 3.3% (2010–2030), as a result of four factors: The base volumes are higher, so smaller increases still add substantial numbers; Lower GDP growth, as economies mature; A lower elasticity of travel to GDP; A shift from falling transport costs to increasing ones. It further predicts that international tourist arrivals will reach 1.8 billion by 2030, Asia and the Pacific will gain most of the new arrivals and North-East Asia will be the most visited sub region in 2030.
1.3 TOURISM GROWTH IN INDIA

The WTTC (World Travel & Tourism Council) 2015 forecasted Indian tourism industry as substantial and vibrant to grow at an annual average growth rate of 7%. It says that Indian Tourism Industry is most profitable industry making India as a global destination and contributes a substantial amount of foreign exchange. WTTC annual economic impacts, 2016 indicate that South Asia will grow very fast for total Travel & Tourism GDP long run growth to 2026 (7.1%). It also indicates the fastest growing G20 countries China, India, Indonesia, Mexico and South Africa for total travel and tourism GDP (gross domestic product). A strong prediction about India by this report revealed that Indian strong forecast growth will propel it in to the top 10 Travel & Tourism economies by 2026. It says that Indian ranking for total Travel and Tourism GDP will move from 12th position in 2015 to 7th position by 2026. 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. Tourism in India accounts for 6.8 per cent of the GDP and is the third largest foreign exchange earner for the country. The tourism and hospitality sector’s direct contribution to GDP totalled US$ 44.2 billion in 2015. Over 2006–15, direct contribution is expected to register a CAGR of 10.5 per
cent. The direct contribution of travel and tourism to GDP is expected to grow 7.2 per cent per annum to US$ 88.6 billion (2.5 per cent of GDP) by 2025 refer figure 1.3.

**Figure 1.3 Direct Contribution of Tourism to GDP**

![Graph showing direct contribution of tourism to GDP](image)

Source: WTTC Economic Impacts 2015, Ministry of Tourism, Tech Sci Research

India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognised as a destination for spiritual tourism for domestic and international tourists. Travel and tourism is the third largest foreign exchange earner for India. In 2014, the country managed foreign exchange earnings of USD 19.7 billion from tourism. The launch of several branding and marketing initiatives by the Government of India such as “Incredible India” and “Athiti Devo Bhava” has provided a focused impetus to growth. The Indian government has also released a fresh category of visa - the medical visa or M-visa, to encourage medical tourism in the country. In November 2014, India expanded the Tourist Visa on Arrival (TVoA) scheme to 43 nationalities from 12 countries earlier which is enabled by Electronic Travel Authorization (ETA). It is in process of continuing a similar service for 150 countries.

Government is making serious efforts to boost investments in tourism sector. In the hotel and tourism sector, 100 per cent FDI is allowed through the automatic route. A five-year tax holiday has been offered for 2, 3 and 4 star category hotels located around UNESCO World Heritage sites (except Delhi and Mumbai).
WTTC president and chief executive said that “India has an excellent opportunity to benefit from visa reforms and infrastructure improvements under the new government”. The projected tourism growth of India was the highest for any major economy worldwide. “But the overall contribution of India’s travel and tourism sector to the overall economy is still relatively low (6.7% of GDP, against a global average of 9.8%).” The report highlighted that by the end of 2015, the contribution to GDP from travel and tourism has grown by 3.7% worldwide and visa liberalization still has a long way to go. Report further reflects that the recent insistence upon biometric data for visitors from France and the UK will have far-reaching impacts on travel to India from these countries. Report also suggested that India also needs to recast and launched its the “Incredible India” campaign to “maximize India’s new visa regime”. On the part of security and safety of tourists, “Government strategy is required to offset the damaging impact on the country’s international reputation, from the negative perceptions of the treatment of women and women travellers in the country”.

1.3.1 TOURISM DEVELOPMENT AND POLICY FRAMEWORK IN INDIA

The subcontinent of India is one of the earliest civilizations of the world which contains a wide diversity of ethnic, linguistic, and religious groups. India is probably the country with the largest and most diverse mixture of races. All the five major racial types - Australoid, Mongoloid, Europoid, Caucasian and Negroid - find representation among
the people of India, which is mainly a mixed race. The people of India belong to diverse ethnic groups. At various periods of India's long history, successive waves of settlers and invaders, including the Aryans, Parthians, Greeks and Central Asians came into the country and merged with the local population. This explains the variety of racial types, cultures and languages in India. 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. These two phases are usually described as the pre-Vedic and Vedic periods. It is in the Vedic period that Hinduism first arose and this is the time to which the Vedas are dated. The earliest tourism experiences were often religious pilgrimages, such as those taken by Christians to shrines in the Holy Land, or by Muslims to Mecca. Ancient religious book of The Hindus the ‘Vedas’ commanded that unless a person went on pilgrimage, to the ‘four sacred Dhams’ or holy places of the country- The temple of Lord Jagannath Puri (Govardhan Math), the Great Setuband Rameshwaram in Tamil Naddu, The Dwarka Temple in Gujrat (Sharda Math) and Badrinath in Uttrakhand (Joshi Math) he will not attain ‘mukti’ or salvation and continue to suffer rebirth for sins (Balokhra, 1999). In ‘Arthashastra” Kautilya has mentioned that for all travellers it was essential to possess some ‘Mudra’ or passport in the absence of which they were fined 12 “Panas”-a currency of that time which reflects the conditions on travel during the ancients time. It is also reflected from the constitution of independent India that authorities started preservation efforts towards heritage even before independence. The Conservation of monuments in India by the Archaeological Survey of India is drawn from the Indian Archaeological Policy, 1915 that mandates safeguarding and protection of monuments as an important activity of the organisation. According to the constitution of independent India , article 49 reads that state shall in particular direct its policy towards securing protection of every monument or place or object of artistic or historical interest (declared by or under law made by parliament) to be of, national importance, from spoil, disfigurement, destruction, removal, disposal or export as the case may be. The items under this clause in the three lists (union, state, concurrent) are enumerated according to VII schedule of the Indian Constitution have direct bearing on tourism. India has witnessed many phases of tourism development. Though, tourism in India was a major activity when India gained independence in 1947, still it was not covered in the constitution of India expect few of its components were covered under the central and state lists.
UNION LIST

19. Admission into and emigration from India.
20. Pilgrimages to places outside India.
22. Port Quarantine
29. Airways; (air craft and air navigation); provision of aerodromes, regulation and organization of air traffic and of aerodromes.
36. Currency, coinage and legal tenders, foreign exchange
67. Ancient and historic monuments and records, archaeological sites and remains to be of national importance and
81. Interstate Migration

STATE LIST

7. Pilgrimages other than Pilgrimages to places outside India.
12. Museums and other similar institutions controlled and financed by the state; ancient and historic monuments to be of national importance.
20. Protection of wild Animals.

CONCURRENT LIST

40. Archaeological sites and remains other than those (declared by or under law made by parliament) to be of national importance.

During the 1st five year plan no allocation for tourism development was done by the government. The government took up tourism development in planned manner during 2nd five year plan (1956-1961) and allocated Rs 3.36 Crores for both central and state sectors together. The tourism activities development gained momentum during the 3rd five year plan as winter sports complex at Gulmarg in Kashir was established. In the year 1966, the India Tourism Development Corporation (ITDC) was set up to develop tourism infrastructure and promote India as a tourist destination. The 4th and 5th Plans focused on the expansion and improvement of tourist facilities with a view to promote ‘Destination traffic’ as distinct from transit traffic. Certain Symbolic model as a tourist resorts were developed in India through the integrated development of selected tourist centres like Kovalam, Gulmarg, Goa, Kullu-Manali etc. Through tourism development master plans, Budhist centres and heritage monuments were developed in order to emphasize on cultural Tourism. A major landmark in the history of Indian tourism begins with the 6th Plan (1980-85) when tourism began to be considered a major instrument for social
Heritage Tourism and Its Determinants: An Empirical Study in Himachal Pradesh

integration and economic development. But only after the 1980’s, tourism activity gained considerable momentum in India with the several significant steps of Government. In 1982, the first ever ‘Tourism Policy’ of the country, A National Policy on tourism was announced which specified the development objectives and provided an action plan based on ‘Travel Circuit’ concept to maximise the benefits of tourism. Other major achievement during this decade includes the establishment of NCHMCT (National Council for Hotel Management and Catering Technology) (Society) in the year 1982 by the Government of India as an autonomous body for coordinated growth and development of hospitality education in the country. IITTM (Indian Institute of Tourism and Travel Management) was set up in January 1983 with registered office at New Delhi. The Seventh Five Year Plan (1985-90) accorded the tourism sector with the status of an industry.

**Table 1.3 Plan Outlay for Tourism by Indian Government** (Central Plan in Crore)

<table>
<thead>
<tr>
<th>Plans</th>
<th>Tourism Allocation</th>
<th>Total Public Sector Outlay</th>
<th>% share of tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Plan (1951-56)</td>
<td>--</td>
<td>2,378.00</td>
<td>--</td>
</tr>
<tr>
<td>2nd Plan (1956-61)</td>
<td>3.36</td>
<td>4,812.00</td>
<td>0.07</td>
</tr>
<tr>
<td>3rd Plan (1961-66)</td>
<td>8.00</td>
<td>7,703.00</td>
<td>0.11</td>
</tr>
<tr>
<td>Annual Plan (1966-69)</td>
<td>7.00</td>
<td>6,605.00</td>
<td>0.10</td>
</tr>
<tr>
<td>4th Plan (1969-74)</td>
<td>36.00</td>
<td>15,902.00</td>
<td>0.23</td>
</tr>
<tr>
<td>5th Plan (1974-1978)</td>
<td>73.95</td>
<td>40,400.00</td>
<td>0.19</td>
</tr>
<tr>
<td>Annual Plan (1978-80)</td>
<td>109.00</td>
<td>24,280.00</td>
<td>0.16</td>
</tr>
<tr>
<td>6th Plan (1980-85)</td>
<td>187.46</td>
<td>97,500.00</td>
<td>0.19</td>
</tr>
<tr>
<td>7th Plan (1985-90)</td>
<td>326.16</td>
<td>1,80,000.00</td>
<td>0.18</td>
</tr>
<tr>
<td>8th Plan (1992-97)</td>
<td>773.62</td>
<td>4,34,100.00</td>
<td>0.17</td>
</tr>
<tr>
<td>9th Plan (1997-2002)</td>
<td>793.75</td>
<td>759,000.00</td>
<td>1.04</td>
</tr>
<tr>
<td>10th Plan (2002- 2007)</td>
<td>1170.39</td>
<td>15,92,300.00</td>
<td>1.80</td>
</tr>
<tr>
<td>11th Plan (2007- 2012)</td>
<td>9254.97</td>
<td>54,79,915.05</td>
<td>1.65</td>
</tr>
<tr>
<td>12th Plan (2012- 2017)</td>
<td>18500.00</td>
<td>90000000.00</td>
<td>1.66</td>
</tr>
</tbody>
</table>

Source: Planning Commission, Govt. of India, Five Year Plan (respective document)

Note:
1. Plan VI was formulated by previous government and new VI plan covering 1980-85 was reformulated.
2. The VI plan was abandoned in March 1984 and VII plan commenced from April 1985
Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In the year 1988, the Tourism Finance Corporation of India (TFCI) was set up to finance tourism projects. The development Plan for tourism during the 8th Plan (1992-97) was based on the ‘National Action Plan’ for tourism presented in the Parliament on 5th May, 1992. It proposed to achieve diversification of tourism product, accelerated growth of tourism infrastructure, effective marketing and promotional efforts in the overseas markets and removal of all impediments to tourism. The National Action Plan was prepared in 1992. This plan emphasized on the development of all inclusive ‘Special Tourism Areas’ and intensive development of selected circuits. But, it did not specify the infrastructural requirements and the investments needed to meet the targets and source of funding for the same. Therefore in 1993, ‘The Tourism Synergy Programme’ enlisting the activities and infrastructure components to be provided by various agencies including the private sector and State Governments was thus prepared. The ‘National Strategy for Promotion of Tourism’ was drafted in 1996. The documents stressed at achieving greater realisation of the importance of tourism, a consensus on the developmental needs, positive contribution of all the infrastructural departments on a coordinated manner, high plan allocations and introduction of new schemes for accelerated development of tourism.

In 1997, a new tourism policy in tune with the economic policies of the Government and the trends in tourism development was published for public debate. The importance of domestic tourism was recognized by public policy makers in the 1990s. They included it as an important issue in the ‘Tourism Action Plan’ of 1997 and decided that it was a state government (policy) issue. The central government was to take care of international tourists. In 2002 the action plan was finally translated into a tourism policy. Tourism policy officially became a joint central-state government concern. The new policy itself, however, was designed by the central government. To a large extent, it was best fitting the phrase ‘old wine in new bottles’ and its goals and expectations were reflection of the first policy. To start with, the policy document attempts to establish tourism's great contribution to national development and its role as an engine of growth. It suggests that tourism not only generates government revenue, foreign currency, but also provides an optimal use of India’s scarce resources, sustainable development, high quality employment (especially to youngsters, women and disabled people), and finally, peace, understanding, national unity and stability (GOI, 2002). The policy starts from the idea
that tourism can be used as a development tool, e.g. that it can generate high quality, mass employment and prosperity among vulnerable groups in backward areas. It is important to note that Archaeological Survey of India (ASI) - National Conservation Policy for monuments, archaeological sites and remains for the first time, attempts to deal with very important and topical aspects like *tourism, development* (within and around a monument), as well as *capacity building* and *building partnerships* in 2013. The policy (draft – May, 2013) attempts to put a monument in perspective (as a ubiquitous part of its setting) and underpins the role of local communities and traditional craftsmanship as an integral part of conservation process.

To promote India as ‘Must Experience’ and ‘Must Revisit’ destination, the present government has come out with a national tourism policy 2015 draft. The new policy gives direct access to the Prime Minister’s Office (PMO) in deciding the course of the crucial sector that is expected to contribute 6.7 per cent to the country’s GDP. The National civil aviation Policy (NCAP)- 2015 aimed at providing safe, secure, affordable and sustainable air travel with access to various parts of India and the world. The NCAP wish to create an eco-system to enable 30 crore domestic ticketing by 2022 and 50 crore by 2027. It also emphasize, international ticketing to increase to 20 crore by 2027. The national tourism policy 2015 draft aims to cash in the tourist wanderlust to increase India’s share in world tourist arrivals from the present measly 0.68 per cent to 1 per cent by 2020 and then take it to two percent by the year 2025. The new policy has also recommended setting up of a full-fledged university to prepare skilled workforce for the hospitality sector. The policy says that a certification mechanism will be started that will give an “India Specialist” certification. This certificate will help tourists to seek their services in choosing from an array of products and packages on offer. The policy also suggests using the 25 million strong NRI communities in 189 countries to act as brand ambassadors. The new policy emphasize on the following points.

1. **Putting Tourism on concurrent list,**
2. **National Tourism Advisory Board under Union Tourism Minister**
3. **Inter-ministerial coordination committee under PMO**
4. **National Tourism Board**
5. **Empowered Regional Councils in different regions**
6. **India Tourism offices overseas to be nuclear but outsource PR and event management**
7. Increase number of heritage sites on UNESCO list
8. Certain percentage of ticketed revenue be given to monuments for preservation
9. Night viewing at ASI Archaeology monuments
10. Policy for vintage cars
11. Develop ‘Culinary Trails’ to showcase culinary heritage
12. Invite Master-Chef Australia and similar culinary reality shows to India
13. Deploy ex-servicemen and trained volunteers at important tourist sites
14. Special Tourism Zones on the lines of SEZs
15. Provide free Wi-Fi connectivity at tourist centres in India

However, this policy draft has certain limitations as identified by the hospitality industry experts. To start with, the draft policy does not address the longstanding demand of single window clearance; putting tourism industry into the concurrent list will enable the centre government to play a significant role; more than 100 licences are required for building a new hotel (President, H&RA, 2016) with the result that it takes nearly five years to complete a hotel project”. Hotel industry experts point out that the government needs to revamp the NCHMCT by upgrading the quality and curriculum rather than setting up new university for hospitality and tourism.

1.4 THE CONCEPT OF TOURISM

Today’s tourism hardly resembles with the travels of the early periods of human history. It is a multifarious industry made up of numerous diverse businesses, the common theme being that they provide products and services to tourists. As per tourism international encyclopaedia, tourism can be conceptualized on several levels. It can be considered demographically, as the flow of temporary leisure migration across international boundaries (international tourism) or within the boundaries of a given country (domestic tourism). It can be thought of institutionally, as the system of enterprises (airlines, travel companies, touring agencies, hotels, resorts, guest houses, souvenir shops, restaurants, theme parks etc.) and organizations (travel associations, local and national tourist authorities, and international tourist organizations etc.) that process and serve that flow. It can be conceptualized socially, as the complex of attitudes, motivations, norms, and role models that regulate and shape that flow into a distinct institutional domain. Tourism may be described variously due to its close relationship with other social sciences, including economics, politics, sociology, cultural anthropology, psychology and even law and
Heritage Tourism and Its Determinants: An Empirical Study in Himachal Pradesh

statistics (Papadopoulos, 1986). However in Sanskrit language different meanings have been accorded to the tourism. The different synonyms like ‘Paryatan’, ‘Deshatan’, and Tirthatan resembles with the concept of tourism. The word ‘Paryatan’ indicates leaving one’s residence to travel for the sake of rest and for seeking knowledge. ‘Deshatan’ means travelling for economic benefits. Whereas ‘Tirthatan’ means travelling for religious purposes. These words are realistic towards the notion of tourism even though considered or may not be considered by the intellectual of tourism. Tourism has been defined variously by earlier definitions. For example Mathieson and Wall, 1982 defined tourism as: “The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs” (Mathieson & Wall, 1982).

Macintosh and Goeldner, (1986) definition of tourism says it is “The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors” (Macintosh & Goeldner, 1986).

Theobald (1994) tried to explore the both terms tourist and tourism those have different meanings to different people, and no common census on the universal definition has yet been adopted. Etymologically, the word tour is derived from the Latin word, ‘tornare' and the Greek, ‘tornos', meaning 'a lathe or circle; the movement around a central point or axis' (Theobald 1994). This meaning changed in modern English to represent ‘one's turn'. The suffix –ism is defined as 'an action or process; typical behaviour or quality', while the suffix, –ist denotes 'one that performs a given action'. When the word tour and the suffixes –ism and –ist are combined, they suggest the action of movement around a circle. This movement include observable fact of tourism. Tourism is a broad term which cover both demand and supply and has been adopted in a variety of forms used worldwide. Therefore, tourism is defined as the activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose including holidays, leisure and recreation, business, health, education or other purposes. This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure. (UNWTO statistics Guidelines: 2010).

UNWTO Defines tourism as, "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive
year for leisure, business and other purposes." It further elaborates that tourism is different from travel. In order for tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation. But all travel is not tourism. Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that:

1. It involves a displacement outside the usual environment
2. Type of purpose: the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;
3. Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. One must consider the particularity of in transit visits, from a conceptual and statistical point of view.

Therefore tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups travelling away from home. Moreover no definition of tourism can clearly indicate its exact meaning without defining tourist. To whom one should call as a tourist is still a matter of debate worldwide and initiates the discussion on the traveller psyche.

1.5 PSYCHOLOGY OF TRAVELLER

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). Multiple studies exist on motivation in the tourism and travel industry for example Gray’s Sunlust and Wanderlust (1970), Dann’s (1977) Pull and Push Theory (Crompton, 1979), Optimal Arousal Theory (Iso-Aloha, 1980), typology of tourists (Plog, 2001), Travel Career Ladder (Ryan 2005), among many others and adapted versions. The well-known theories of tourism motivation that can explain tourists’ behaviour are: Maslow’s (1954) needs hierarchy, Dann’s (1977) and Crompton’s (1979) pull and push factors, and Iso-Ahola’s (1982) escape and seeking dichotomy. Every theory has tried to justify the facts related to tourist behaviour what motivates a tourist to travel? However, referring to the demand (tourists) and supply (destination) side, push and pull theory has
been used by several authors and have been widely accepted to explain tourist behaviour and travel motivations (Crompton, 1979; Uysal & Hagen, 1993; as cited in Chan & Baum, 2007, p.359). For example, Correia et al., (2004), attempted to explain why people travel to exotic places among Portuguese travellers using push and pull motivations. Lue and his colleagues (Lue, Crompton, & Fesenmaier, 1993) proposed a conceptual framework for a multi destination travel pattern. A series of studies (Tideswell & Faulkner, 1999) have shown that the multi destination travel decision is influenced not only by the characteristics of the traveller but also by the characteristics of spatial configuration (relationship of the origin with respect to a destination). The available resources (i.e. attractions, accommodations, etc.) around the origin as well as the destination may affect one's travel pattern (Beaman, Jeng, & Fesenmaier, 1997).

However, Crompton (1979) explains that motivation is only one of many contributing factors which assist with explaining tourist behaviour although it is considered a critical factor as it is the "impelling & compelling force behind all behaviour".

Dann (1997) simply explained push factors as the motive that drives a tourist away from home and pull factors as the motives in which drive a tourist towards a destination. However with more complexity the push factors encouraging a person to travel are the socio-psychological needs of a person (Yoon & Uysal, 2005) and the pull factors are the motivations arousing a person to visit a particular destination (Buhalis, 2003; Flucker & Turner; as cited in Chan & Baum, 2007).

Crompton (1979) distinguishes seven socio-psychological motives: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction; and two cultural motives: novelty and education. However Gray (1970) defines the same push and pull motives as 'sunlust' and 'wanderlust'. Sunlust describes those “vacations in which are motivated by the desire to experience different or better amenities for a specific purpose than are available in the environment in which one normally lives” (Crompton, 1977). And alternative wanderlust is described as the “basic trait in human nature that causes some individuals to want to leave things with which they are familiar and to go and see at first hand different existing cultures and places”. However, the above discussion advocates that people travel for multiple motives which may include health,
recreation, attending social events, visiting friends & relative and any other reason but in order to clarify the term tourist more literature investigation is required.

1.5.1 WHO IS A TOURIST?

A tourist is a person who explores a new place. It could be overseas or in their own country. According to ‘Cambridge Online Dictionary’ tourist is someone who visits a place for pleasure and interest, usually while on holiday. Collins Dictionary, defines tourist as a person on an excursion or sightseeing tour. The UNWTO defines international tourist as “Any person who travels to a country other than that in which she/he has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from with the country visited, and who stay at least one night in a collective or private accommodation in the country visited”. However domestic tourist is concerned with travelling within the country. They do not need a passport and visa or conversion of one currency into another. Domestic tourism has greater scope in countries of large dimensions such as India as compared to smaller countries. From a geographical viewpoint, domestic tourism may range from local excursion, regional trips to national level travels.

The UNWTO and WTTC define tourists as “people who 'travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited’”.

The Indian Department of Tourism’s definition is almost the same. It explicitly includes people travelling for the following reasons: leisure - recreation, holiday, health, study, religion, sport, business, family mission and meeting (GOI, 2008:257-260) as cited by Baken, & Bhagavatula, (2010). Tourism is a common social, cultural and economic phenomenon which entails the multipurpose movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.
1.5.2 EMERGING TYPES AND FORMS OF TOURISM

Tourism is basically a travelling to another destination for the purposes of recreation, leisure, or business. Types of tourism can be classified on the basis of movement of tourist in terms of domestic and international tourist refer figure 1.5.2 International tourist can be further subdivided into inbound and outbound tourists. Inbound international tourism refers to the visits to a country by non-resident of that country and outbound international tourism refers to the visits by the residents of a country to another country. Domestic tourism involves residents travelling only within their country. It includes inbound international tourism and internal tourism. Internal tourism refers to the visits by residents of a country to their own country. The National tourism accounts for internal tourists and outbound international tourism. However the forms of tourism can be classified on the basis of purpose of visits and alternative forms refer figure 1.5.2. From the point of purpose of visit tourism can be classified as: Social tourism, cultural tourism, religious or spiritual tourism, family vacations, nature tourism (hill, beach, snow etc), medical tourism, sports tourism, educational tourism and business tourism etc. The alternative forms of tourism includes Special Interest Tourism (SIT) for example cuisine, wildlife, eco-tourism, agro-tourism, rural tourism and heritage tourism. Another basis for conceptualizing types of tourism can be according to time period [short-term trips (up to 3 days) and long-term trips (>7 days)], according to way of organization [organized (by travel agency) and individual (families on their own)], according to place of destination [international tourism and domestic tourism] as well as according to direction of tourist flows [incoming tourism and outgoing tourism].

Many forms of tourism are classified by typical features of spending time in the destination for example, seaside tourism includes recreation by the sea, water sports (swimming, rowing, sailing, surfing, windsurfing), mountain tourism includes mountain hiking, climbing, biking whereas sport tourism inclines towards winter sports (skiing, snowboarding, cross-country skiing), summer sports, extreme sports (rafting, paragliding, sky diving, etc.) as well as sport events. Similarly, health tourism accounts for visiting spas, fitness, relaxation and for wellness at any destination. In rural tourism besides relaxation people work in farms rearing animals, participating in farming processes i.e. dairying, processing of plants, taking care of pets, etc. Shopping tourism refers to go for
shopping abroad due to lower prices of goods for example, from India to Dubai for electronics and gold purchase. *Business tourism* accounts for attending international/national/regional/local conferences, seminars, business trips, etc. Event and gastronomic tourism includes visits for music, theatre or food festivals and trying wines and meals of regions. *Cultural tourism* concerns with the visits to historical sites, buildings and monuments, places of historical events, e.g. battles, disasters etc. whereas *heritage tourism* is an experiential tourism because visitors often wish to immerse themselves in the historical environment and experience.

**Figure 1.5.2 Emerging Types and Forms of Tourism:**

Source: Adopted from (http://oer.nios.ac.in/)
1.6 THE CONCEPT OF HERITAGE TOURISM

Heritage tourism is a new combination of words to look at tourism planning more comprehensively. It affirms that local community have identified significant elements of their places as important enough to preserve and to pass on to future generations. Heritage Tourism also denotes that people are dedicated to caring for these identified elements or resources and sharing them. In sum, heritage tourism is a broad concept that covers a diverse collection of phenomena (Tweed & Sutherland, 2007 as cited in Trinh 2013). Heritage Tourism is an operational, engaging, and on-going process that involves inhabitants, social groups, civic institutions and governments working together. Various researchers have conceptualised the cultural heritage tourism as shown in table 1.6.

<table>
<thead>
<tr>
<th>Source</th>
<th>Conceptualisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Hollinshead, 1988)</td>
<td>Local traditions and community cultural heritage can serve as attractions and that cultural heritage tourism embraces folkloric traditions, arts, and crafts, ethnic history, social customs and cultural celebrations.</td>
</tr>
<tr>
<td>(Yale, 1991, p. 21)</td>
<td>Tourism centred on what we have inherited, which can mean anything from historic buildings to art works, to beautiful scenery.</td>
</tr>
<tr>
<td>(Zeppel &amp; Hall, 1992, p.47)</td>
<td>A broad field of speciality travel based on nostalgia for the past and the desire to experience diverse cultural landscapes and forms.</td>
</tr>
<tr>
<td>(Silberberg, 1995, p.361)</td>
<td>Visits by persons from outside the host community motivated wholly or in part by interest in historical, artistic, scientific, lifestyle/cultural heritage offerings of a host community, region, group or institution.</td>
</tr>
<tr>
<td>(Fyall &amp; Garrod, 1998)</td>
<td>An economic activity that makes use of socio-cultural assets to attract visitors.</td>
</tr>
<tr>
<td>(Richards, 2000, p.9)</td>
<td>Cultural heritage tourism is largely concerned with the cultural legacy of the past, or the ‘hard’ cultural resources usually contained in buildings, museums, monuments and landscapes or represented and interpreted in a specialised “cultural heritage centres.”</td>
</tr>
<tr>
<td>(Ashworth, 2000, p. 190)</td>
<td>The commodified artefacts, buildings, memories and experiences of the past that entails cooperation of between cultural heritage producers, the tourism industry and local place managers.</td>
</tr>
</tbody>
</table>
Heritage Tourism and Its Determinants: An Empirical Study in Himachal Pradesh

<table>
<thead>
<tr>
<th>Source</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Prentice 2001, p.8)</td>
<td>Tourism constructed, proffered and consumed explicitly or implicitly as cultural appreciation, either as experiences or schematic knowledge gaining.</td>
</tr>
<tr>
<td>Munt &amp; Mowforth (2003)</td>
<td>Cultural heritage tourism is a ‘new tourism’ in a post-Fordist economy, associated with the emergence of a new middle class.</td>
</tr>
<tr>
<td>(McCain &amp; Ray, 2003, p. 713)</td>
<td>It includes tourism related to what we have inherited. This may mean interest in our connections to anything from history, art, science, lifestyles, architecture, to scenery found in a community, region, population, or institution that we regard as part of our collective lineage.</td>
</tr>
<tr>
<td>(Poria et al., 2003, p. 248)</td>
<td>A subgroup of tourism, in which the main motivation for visiting a site is based on the place’s cultural heritage characteristics according to the tourists’ perception of their own heritage.</td>
</tr>
<tr>
<td>(Jamal &amp; Kim, 2005, p.78)</td>
<td>Cultural heritage tourism brings pasts, peoples, places and cultures into performative contestation and dialogue. It is a social-cultural phenomenon important to personal, local and global social life.</td>
</tr>
</tbody>
</table>

For the purpose of this research, heritage tourism is understood as:

‘the experience sought and consumed by tourists at sites of heritage importance, specifically at historic places, landscapes and culture those have not only historic value at a national level but which also possess personal, emotional, symbolic and aesthetic value’.

1.6.1 BENEFITS OF HERITAGE TOURISM

Heritage tourism offers several benefits to its stakeholders including tourists, residents, governments and tourism business owners. The major benefits from such type of tourism include:

1. **Protection of Natural and Cultural resources:** It protects cultural, natural and historic, resources in communities, towns, cities, states and countries. People become involved in their community when they can relate to their personal, family, community, regional, or national heritage. This connection further motivates natives to safeguard their shared heritage resources.

2. **Contribution towards Education and Awareness:** Heritage tourism educates residents and tourists about local and regional history including traditions, culture customs, myths and realities.
3. **Common Integration and Brotherhood:** Cultural/heritage tourism builds closer and stronger communities. Knowledge of heritage and culture provides continuity and context for communities, which instills respect in their residents, strengthens citizenship values, builds community pride, and improves quality of life.

4. **Developed Economy and Civic life:** Cultural/heritage tourism promotes the economic and civic vitality of a community or region. Economic benefits include the new jobs creation in the travel industry (at cultural attractions, tourism related establishments). Heritage tourism development brings economic diversification in the service industry (restaurants, hotels/motel, bed-and-breakfast inns, tour guide & escort services), manufacturing (arts and crafts, souvenirs, publications), and agriculture (specialty gardens or farmers’ markets). Such type of tourism development also encourages local ownership of small businesses resulting into higher property values, increased retail sales and substantial tax revenues.

### 1.7 RATIONALE FOR RESEARCH

The United Nations World Tourism Organization (UNWTO) claims that tourism is currently the world’s largest industry. It is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the *customer’s satisfaction, safety and enjoyment* are particularly the focus of tourism businesses. This research examines visitor's perception towards and satisfaction from heritage tourism site attribute and indentifies role of key stakeholders towards development and promotion of such type of tourism after assessment of tourism impacts on selected destinations. 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.

Therefore this research aimed at exploring the tourism development in Himachal Pradesh (HP) in order to make it not only a destination for sightseeing but also as a destination for learning and authentic visit experience. This study visualise the abundant natural and cultural heritage resources of the state towards holistic tourism development. First, the researcher identified the attributes of tangible and intangible heritage resources with the help of available literature. Second, visitor perception and attitude towards tourism development in HP was analysed. Third, the researcher identifies the potentials and opportunities along with constraints for heritage tourism development considering stakeholders opinion which include community members. Fourth, the researcher explores and suggests appropriate mechanisms to facilitate participation of local residents in the heritage development process. Finally researcher suggests an action plan for the protection, promotion, and revival of heritage sites in HP based on the shared sensitivity of the local people.

With a broad intention towards tourism development in HP, several studies have been conducted by various authors. In the light of these studies, this research makes specific contributions to fill the knowledge gap with regards to the rich cultural legacy of the Himachal Pradesh and records opinion of tourist’s and major stakeholders of tourism towards heritage based tourism development and its presentation to the world. Besides generating awareness about the heritage sites and their shared sensitivity, this study contributes towards enhancement in understanding the benefits of preserving the past. Finally, the study fills a gap and complements the ongoing efforts of Himachal Pradesh Tourism Department, Department of Language Art and Culture (LAC) as well as efforts of UNWTO (United Nation World Tourism Organization), UNESCO (United Nations Educational Scientific and Cultural organization), INTACH (Indian National Trust for Art and Cultural Heritage) towards the development of heritage tourism.

1.8 CONCEPTUAL FRAMEWORK FOR RESEARCH

This research explores key determinants of heritage tourism towards holistic development. The conceptual framework (figure 1.8) developed for this study integrates the tourism development in consistent with the tourism area life cycle (Butler, 2006), the tourist attraction system (Leiper, 1990) and concept of creativity and tourism (Rechards, 2011). The conceptual basis for this frame work is based upon the UNWTO’s Article 4 of the Global Code of Ethics in Tourism which states that tourism is the user of mankind’s heritage. It elaborates the research problem in relation to the relevant literature.
The core idea in cultural heritage tourism is “Save heritage and culture, share with visitors for education and entertainment, manage responsibly and reap the economic benefits of tourism”.

This can be achieved through utilizing heritage and creativity together towards the holistic destination development. Creativity appears to have become positioned as a panacea for a wide range of problems. The development of creative cities, creative clusters, creative industries and the creative field can serve to attract the creative class and hopefully rescue the economy, as well as knitting communities together and revitalising local culture. The holistic development includes sustainable management of a site with the use of creativity and creative industries while keeping in view the stake of all the stakeholders. The figure 1.8 involves potential and opportunities available in the selected area under study along with other destination attributes those can together contribute towards the successful heritage tourism product development.

### Figure 1.8: Conceptual Framework for Research

<table>
<thead>
<tr>
<th>Holistic Heritage Tourism Development in Himachal Pradesh</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Potentials:</strong></td>
</tr>
<tr>
<td>Religious Heritage Sites, Historic sites (Forts, Palaces), Pre-historic Sites (Mysterious), Ecological landscapes, Natural lakes and waterfalls, Hot springs, Pilgrimage Sites, Heritage Villages, Art work, Folklore &amp; Music, Cultural diversity, Artefacts etc.</td>
</tr>
<tr>
<td><strong>Opportunities</strong></td>
</tr>
<tr>
<td>Tourist Needs and Expectations, Political Will, Private Investment, Local Community Consent, Creative People</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Engaging Major Stakeholders for Heritage Tourism Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Visitors, government, tourism business and ethnic community)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Utilization of Potentials and Opportunities for Tourism Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Education, Entertainment and Economic benefits of local community)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Investment in diverse tourism development</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Development of Creative tourism by utilizing nature, community, culture and creativity altogether with creative industries for mutual benefits of both guest and host)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Holistic Tourism Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Satisfying economic, social, cultural, ecological and individual Tourism dynamics)</td>
</tr>
</tbody>
</table>

Source: Author (Own Illustration)
1.9 THEORETICAL BASIS FOR RESEARCH

This study focuses on identifying the cultural/heritage attraction attributes those persuade tourists’ satisfaction along with stakeholder’s opinion towards impacts of tourism at selected destination. Therefore, this research is based on a consumer behavior model, which postulates that consumer satisfaction (tourist and stakeholder’s here) 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). To examine the satisfaction of consumers, expectancy-disconfirmation theory (EDT) is the most frequently adopted approaches. As observed by Oliver (1980), EDT consists of two sub-processes those have independent effects on customer satisfaction: the formation of expectations and the disconfirmation of those expectations through performance comparisons. EDT holds that consumers first form expectations of products’ or services’ (the cultural/heritage tourism site attributes in this study) performance prior to its purchase or use. Subsequently, purchase and use contribute to consumer beliefs about the actual or perceived performance of the product or service. Then consumer compares the perceived performance to prior expectations. Consumer satisfaction is seen as the outcome of this comparison. Here it is important to note that a consumer’s expectations possess three conditions as:

1. **Confirmed** when the product or service performance matches prior expectations,
2. **Negatively disconfirmed** when product or service performance fails to match expectations,
3. **Positively disconfirmed** when perceived the product or service performance exceeds expectations.

However, dissatisfaction occurs when a consumer’s expectations are negatively disconfirmed; especially while the product performance is less than expected. In the field of tourism and hospitality services, the EDT 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. With respect to informing management decision making, the disconfirmation approach certainly offers more useful insights than
its performance only counterpart. According to Tribe and Snaith, (1998), performance alone does not provide sufficient information for management and enhance our understanding of satisfaction. This approach may also result in the establishment of inappropriate priorities by the management (Childress & Crompton, 1997).

In contrast, the expectancy disconfirmation concept is of practical use for monitoring and improving the business performance by detecting the gap between expectation and performance (Saleh & Ryan, 1991), therefore, it is preferred if the research objective is to identify areas of poor service quality for possible management intervention (Jain & Gupta, 2004). More conspicuously, the conceptualization of consumer’s satisfaction is dominated by the paradigm of disconfirmation (Isac & Rusu 2014). However, the operationalization of disconfirmation can be achieved through several methods, all of which have both advantages and disadvantages in accordance with the use context.

1.10 STRUCTURE OF STUDY

This thesis consists five main sections:

Section A. Introduction- introducing the research context, research topic, conceptual framework, theoretical basis for research along with objectives and research design.

Section B. The literature review - providing an understanding of the concepts and issues investigated in this research.

Section C. The Research methodology - establish the way the research objectives were explored, achieved along with description of research design, research tool construction as well as pilot survey.

Section D. The findings - in which a description and analysis of the findings and their interpretation is provided. It is further divided into two chapters dedicated for analysis and interpretation of tourists as well as stakeholders opinion.

Section E. Conclusion - this section concludes and summaries the research and identifies new research directions. This section also comprises of two chapters.

The thesis has been organized into eight chapters

Section A. Introduction- Chapter one deals with the introduction. It mainly focuses on an overview of study background, global scenario of tourism along with growth of tourism in India. It clarifies the concept of tourism and tourist, and highlights the concept
of heritage tourism. It further establish the rational for research on the basis of a conceptual framework and theoretical basis adopted for the study. It ends with the organization of the thesis and definitions of key terms.

Section B. The literature review- Chapter two deals with the review of literature, which is relevant to the study topic. The chapter explains the views and approaches expressed by various scholars in the field of heritage tourism, heritage conservation and provide knowledge on the subject. It establishes the construct for present research work. This chapter through light on heritage destination attributes, tourism impacts on heritage sites along with other key actors towards heritage management. It deals with literature on the topic of heritage and culture, tourism and heritage. The review of literature enabled to develop the research framework, approaches, tools and techniques and methodologies of other sites to approach the heritage management problem for tourism in a systematic way.

Section C. The Research methodology - Chapter Three focuses on the research methodology used for the accomplishment of study. It starts with statement of the problem, justifies need of the study and describes nature and scope of the study. Chapter highlights the hypotheses tested to fulfil the objectives of the study. It further describes the research design and research strategy along with justification of population of study and sampling procedure adopted. Chapter highlights the results of pilot study and details of tests used for data analysis. Chapter ends with the limitations of the research.

Chapter Four deals with the key concepts related to the conservation and management of the heritage sites. It supports the fourth research objective by highlighting the major issues and challenges of heritage management and preservation. It establishes the importance and need to conserve the heritage by describing on impacts of tourism on the destinations worldwide. It reflects the heritage management tactics and raises emerging issues of heritage management for example, heritage and interpretation, authenticity & commodification, politics of heritage and cultural tourism paradoxes. It suggests approaches to conserve the past along with planning principles. It ends with suggestions for marketing management & visitor’s management.

Section D. The findings- it has been divided in to two chapters Chapter five and Chapter six.

Chapter Five emphasize on analysis and interpretation of data which includes, Tourist’s perception towards and satisfaction from heritage tourism sites in the state. It has been
divided into three sections. Section- A, describes travel behavioural characteristics of tourists whereas section- B identifies the factors related to heritage tourism site attributes in Himachal Pradesh with the help of factor analysis. Section-C describes the overall perception and satisfaction of tourists from heritage tourism site attributes.

**Chapter Six** describes the analysis and interpretation of data which include stakeholder’s role towards heritage tourism promotion in Himachal Pradesh. It has been divided in to three sections. Section A- includes descriptive statistics of stakeholder’s whereas section- B identifies the factors measuring opinions of stakeholders towards impact of tourists on destination attributes in Himachal Pradesh. Section C analyse the difference in opinions of stakeholders towards impact of tourists on destination attributes.

**Chapter Seven** depicts the profile of Himachal Pradesh in terms of origin, location, historical and cultural background, Himalayan scenario, natural and cultural resources and explains the historic and pre-historical character of the state. It also explains demography, morphology and development of tourism in the state. Chapter ends with describing possible World Heritage Sites in Himachal Pradesh.

**Section E. Conclusion- Chapter Eight** deals with the summary, conclusion and implications of the research findings. It highlights the relevance of hypotheses with the objectives and reflects the results further how they are important. Chapter ends with describing the research limitations and scope for further research.

**1.11 PROCESS OF STUDY**

This study undergoes these stages refer table 1.11:

<table>
<thead>
<tr>
<th>Stage 1.</th>
<th>Research Background, Objectives and Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 2.</td>
<td>Literature Review and Background of Study</td>
</tr>
<tr>
<td>Stage 3.</td>
<td>Conceptual Framework and Hypotheses Development</td>
</tr>
<tr>
<td>Stage 4.</td>
<td>Questionnaire and Sample Design</td>
</tr>
<tr>
<td>Stage 5.</td>
<td>Conclusion and Implications</td>
</tr>
</tbody>
</table>
1.12 DEFINING KEY TERMS (TOURISM TOURIST, EXCURSIONIST, AND VISITOR)

Tourism refers to the activity of visitors (IRTS, 2008). A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited (IRTS, 2008). A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise (IRTS, 2008).

1.12.1 Tourist (or overnight visitor): A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay.

1.12.2 Travel / tourism: Travel refers to the activity of travellers. A traveller is someone who moves between different geographic locations, for any purpose and any duration.

1.12.3 Visit: A trip is made up of visits to different places. The term tourism visit refers to a stay in a place visited during a tourism trip.

1.12.4 Visitor: A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

1.12.5 Excursionist (or same-day visitor): A visitor (domestic, inbound or outbound) is classified as a same-day visitor (or excursionist) if his/her trip does not include an overnight stay.

1.12.6 Leisure: time when one is not working or occupied; free time.

1.12.7 Recreation: activity done for enjoyment when one is not working.

All the definitions have been adopted from UNWTO tourism basic glossary.