Chapter – 6

OPINION SURVEY OF TOURIST VISITING DHUAULADHAR CIRCUIT

6.1 INTRODUCTION:
The Primary survey was conducted in Pragpur village the samples were collected from the tourists visiting Pragpur for improving the facilities available at Pragpur to meet the needs of the foreign & domestic tourists.

6.2 PERCEPTION, EXPERIENCE AND EXPECTATION OF TOURISTS VISITING PRAGPUR:
The author interacted with approximate 242 tourists at various tourist spots in Pragpur. Tourists were asked to share their overall experience and whether they were satisfied with their experience of staying at Pragpur. While 72% tourists were satisfied with their overall experience, 16% tourists said that they are not satisfied with their experience. 12% tourists did not answer the question. The result obtained is tabulated percentage wise in table below

Table 6.1 Overall Satisfaction level of Tourist visiting Pragpur

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Satisfied</th>
<th>Unsatisfied</th>
<th>Not answered</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>72%</td>
<td>16%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: Primary survey

During survey, the Author asked the tourists to rate the facilities, in terms of accommodation, safety, guide, interaction with local community and sanitation in the tourist destinations in a scale of 1 to 5, with 1 being poor and 5 being excellent. According to the responses obtained and considering the majority, the facilities have been ranked below in table below:
Table 6.2 Ranking of Facilities by Respondents

<table>
<thead>
<tr>
<th>Ranking of Facilities by Respondents</th>
<th>Accommodation</th>
<th>Safety</th>
<th>Guide</th>
<th>Interaction with Local Communities</th>
<th>Cleanliness/Sanitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>4</td>
<td>2</td>
<td>5</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary survey

6.2.1 Interaction with Local Communities: This factor was given the highest rating by the tourist. Most of the tourists were extremely happy as they got an opportunity to interact with the local community in local condition.

6.2.2 Safety: Most of the tourists interviewed felt safe while travelling in the hinterland. A majority gave the second highest rating to safety factor.

6.2.3 Accommodation: Accommodation facilities were given the 3rd rank. Most of the tourists interviewed felt that the accommodation facilities were just satisfactory. The sites do not have much hotels and lodges and neither have homestay facilities.

6.2.4 Guides: During the survey, most of the tourists faced a lot of difficulty while visiting places of interest. There were very few guides and they did not know English. However, guide training is one factor which is slowly evolving. Hence it was given second rank.

6.2.5 Cleanliness/Sanitation: Most of the tourists interviewed were very unhappy with the sanitation condition in the village and suggested that it requires massive improvement. Hence, this factor has been given a rank of 1. The tentative number of visitors at sampled sites under study area is given in table below. Till date, no formal system of collecting information about tourist visiting tourism sites is implemented, therefore the information about number of visitors to
sampled sites is gathered from NGOs representatives, PRI Representatives, state government officials etc.

Table 6.3 Tourists response to the facilities available in the Pragpur Region:

<table>
<thead>
<tr>
<th>Infrastructure Facility</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Hotels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Roads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Parking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Water supply</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Electricity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Accessibility by Air, Road and Rail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Communication</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>8. Information Centres</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Transportation within the region</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Signage /Sign boards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Hospitals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Camping Sites</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Entertainment Tourist Infrastructure likes; Ropeways, Golf courses, amusement parks etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Adventure Tourism Activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. Banks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16. Tourist Information Centre</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. Overall Assessment of Infrastructure at Pragpur region</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary survey

6.3 TOURIST OPINION FOR NOT VISITING PRAGPUR:

The second survey was done at the place Kaloha from this place the Pragpur is at a distance of 12 km but almost all the tourists visiting Dhauladhar Circuit do not visit Pragpur instead they prefer to go directly to Kangra which is at a distance of 60 km approx. from this place and spend a night there. The tourists both foreigner and domestic were surveyed at this place to access the reason for not visiting Pragpur and the action need to be taken for the increase in tourist visit to Pragpur.
The primary data for the study was collected from the tourists (Foreigners and Domestic), tourism intermediaries (travel agents, hoteliers, guides, and people at government bodies) and from local community to find out the phenomenon of tourism in the area, the impact of tourism development in the area, relationship among various stakeholders and opinion survey to find/discuss the key issues for developing Eco Tourism in the Pragpur region of Himachal Pradesh.

6.4 OPINION SURVEY OF TOURISTS FOR THE DEVELOPMENT OF SUSTAINABLE ECO TOURISM INFRASTRUCTURE:

This part of chapter deals with the opinion of tourists regarding the development of sustainable tourism infrastructure in Pragpur region of Himachal Pradesh. This part is an outcome of survey by questionnaires. The questionnaire was consist of 27 items out of them 7 items were focused on the opinion regarding overview of tourism, whereas rest of the items were focused on the assessment of infrastructure facilities in the study area and in Himachal Pradesh.

6.4.1 Statement - The Role of Government agencies and Local Bodies in Promoting Eco Tourism in the Pragpur Region

It emerged that for respondents visiting Pragpur area, there is significant evidence for variance in the responses. Going for raw data it can be concluded that about 90 per cent of the total respondents were agreeing with the statement that Eco tourism is one of the largest industries of the world and the Government & Local agencies have a great role to play in promoting it.

The calculated Chi-Square value worked out to be quite high i.e. 129.60, which is much in excess of the tabulated value 16.27 at 0.001 level of significance for 3 degrees of freedom. Thus there is much variance in the responses as the null hypothesis implying no significant variance has been rejected. This lead to the acceptance of alternate hypothesis that responses of tourists are not equally
distributed. The reason for very high value of Chi-square is that, out of 5 options most of the respondents have given responses as strongly agree or agree. None of the respondent was strongly disagree with the statement.

To conclude data in a significant manner some other statistical tests were also operated as mean and standard deviation. Going back to our raw data it is confirmed for the mean value, which is 4.34 that most respondents strongly agreeing and agreeing, and almost negligible number of respondents were disagreeing with the statement. By analyzing the standard deviation for the statement it is felt that the value of standard deviation is .76, which is quite low, means the responses of respondents were quite similar to each other.

6.4.2 Statement – Development of Tourism activities in the Pragpur Region, which is appropriate for the Eco Tourism Development

It emerged that for 200 respondents visiting Pragpur area, there is significant evidence for variance in the responses. Going for raw data it can be concluded that about 88 per cent of the total respondents were agreeing with the statement that Pragpur region is appropriate for Eco tourism activities.

The calculated Chi-Square value worked out to be quite high i.e. 131.68, which is much in excess of the tabulated value 16.27 at 0.001 level of significance for 3 degrees of freedom. Thus there is much variance in the responses as the null hypothesis implying no significant variance has been rejected. This lead to the acceptance of alternate hypothesis that responses of tourists are not equally distributed. The reason for very high value of Chi-square is that, out of 5 options most of the respondents have given responses as strongly agree or agree. None of the respondent was strongly disagree with the statement.

To conclude data in a significant manner some other statistical tests were also operated i.e. mean and standard deviation. Going back to raw data it is confirmed for the mean value, which is 4.1/ that most respondents strongly agreeing and agreeing, and almost negligible number of respondents were
disagreeing with the statement. By analyzing the standard deviation for the statement it is felt that the value of standard deviation is .76, which is quite low, means the responses of respondents were quite similar to each other, all the responses were around mean score.

6.4.3 Statement- Government agencies to bring Pragpur Region in the tourist circuit and up-grade the existing Tourist Infrastructure

In response to this statement 200 respondents/tourists visiting Pragpur area have reflected their opinions; it is emerged from the analysis that there is significant evidence for variance in the responses. Going for raw data it can be concluded that about 91.5 per cent of the total respondents were agreeing with the statement that the Pragpur should be made part of the existing Dhauladhar tourist circuit.

The calculated Chi-Square value worked out to be very high i.e. 153.24, which is much in excess of the tabulated value 16.27 at 0.001 level of significance for 3 degrees of freedom. Thus there is much variance in the responses as the null hypothesis implying no significant variance has been rejected. This lead to the acceptance of alternate hypothesis that responses of tourists are not equally distributed. The reason for very high value of Chi-square is that, out of 5 options most of the respondents have given responses as strongly agree or agree. None of the respondent was strongly disagree with the statement.

To conclude data in a significant manner, some other statistical tests were also operated i.e. mean and standard deviation. Going back to our raw data it is confirmed for the mean value, which is 4.24 that most of the responses are lying in strongly agree and agree zone, and almost negligible number of respondents were disagreeing with the statement. By analyzing the standard deviation for the statement it is felt that the value of standard deviation is .69, which is quite low, means the responses of respondents were quite similar to each other, all the responses were around mean score.
6.4.4 Statement – Tourist Inflow Increases the Occupational Opportunities

In response to this statement 200 respondents/tourists visiting Pragpur area have reflected their opinions; it is emerged from the analysis that there is significant evidence for variance in the responses. Going for raw data it can be concluded that about 93 per cent of the total respondents were agreeing with the statement that tourist inflow increases the occupational opportunities.

The calculated Chi-Square value worked out to be very high i.e. 171.96, which is much in excess of the tabulated value 16.27 at 0.001 level of significance for 3 degrees of freedom. Thus there is much variance in the responses as the null hypothesis implying no significant variance has been rejected. This lead to the acceptance of alternate hypothesis that responses of tourists are not equally distributed. The reason for very high value of Chi-square is that, out of 5 options most of the respondents have given responses as strongly agree or agree. None of the respondent was strongly disagree with the statement.

To conclude data in a significant manner, some other statistical tests were also operated i.e. mean and standard deviation. Going back to our raw data it is confirmed for the mean value, which is 4.26 that most of the responses are lying in strongly agree and agree zone, and almost negligible number of respondents were disagreeing with the statement. By analyzing the standard deviation for the statement it is felt that the value of standard deviation is .61, which is quite low, means the responses of respondents were quite similar to each other, all the responses were around mean score.

6.4.5 Statement - Tourist Inflow Provides the Guidelines for modernization of Facilities

It emerged that for 200 respondents visiting Pragpur area, there is significant evidence for variance in the responses. Going for raw data it can be concluded that about 77.5 per cent of the total respondents were agreeing with the
statement that tourist inflow provide the guidelines for modernization in infrastructure facilities.

The calculated Chi-Square value worked out to be very high i.e. 133.55, which is much in excess of the tabulated value 18.47 at 0.001 level of significance for 4 degrees of freedom. Thus there is much variance in the responses as the null hypothesis implying no significant variance has been rejected. This lead to the acceptance of alternate hypothesis that responses of tourists are not equally distributed.

To conclude data in a significant manner, some other statistical tests were also operated i.e. mean and standard deviation. Going back to our raw data it is confirmed for the mean value, which is 4.01 that most of the responses are near to agree zone. By analyzing the standard deviation for the statement it is felt that the value of standard deviation is .95, which is low, means the responses of respondents were quite similar to each other.

6.4.6 Statement – If Eco Tourism Development is Planned Carefully the Negative impacts of Tourism can be minimized

In response to this statement 200 respondents/tourists visiting Pragpur area have reflected their opinions; it is emerged from the analysis that there is significant evidence for variance in the responses. Going for raw data it can be concluded that about 86 per cent of the total respondents were agreeing with the statement that tourist inflow increases the occupational opportunities.

The calculated Chi-Square value worked out to be very high i.e. 182.60, which is much in excess of the tabulated value 18.47 at 0.001 level of significance for 4 degrees of freedom. Thus there is much variance in the responses as the null hypothesis implying no significant variance has been rejected. This lead to the acceptance of alternate hypothesis that responses of tourists are not equally distributed. The reason for very high value of Chi-square is that, out of 5
options most of the respondents have given responses as strongly agree or agree.

To conclude data in a significant manner, some other statistical tests like mean and standard deviation are also used. Going back to our raw data it is confirmed for the mean value, which is 4.24 that most of the responses are lying in strongly agree and agree zone, and almost negligible number of respondents were disagreeing with the statement. By analyzing the standard deviation for the statement it is felt that the value of standard deviation is .80, which is a low value, signifies that responses of respondents were quite similar to each other, all the responses were around mean score.

6.4.7 Statement-Himachal is a Hospitable, Peaceful and Perfect Tourist State of the country

It emerged that for 200 respondents visiting Pragpur area, there is significant evidence for variance in the responses. Going for raw data it can be concluded that about 85 per cent of the total respondents were agreeing with the statement that Himachal is a hospitable, peaceful and perfect tourist state of the country.

The calculated Chi-Square value worked out to be very high i.e. 185.90, which is much in excess of the tabulated value 18.47 at 0.001 level of significance for 4 degrees of freedom. Thus there is much variance in the responses as the null hypothesis implying no significant variance has been rejected. This lead to the acceptance of alternate hypothesis that responses of tourists are not equally distributed.

To conclude data in a significant manner, some other statistical tests were also operated i.e. mean and standard deviation. Going back to our raw data it is confirmed for the mean value, which is 4.16 that most of the responses are near to agree zone. By analyzing the standard deviation for the statement it is
felt that the value of standard deviation is .80, which is low, signifies that responses of respondents were quite similar to each other.

6.4.8 Statement - Infrastructure available in State is Adequate and at par with other Eco Tourism Oriented States

It emerged that for 200 respondents visiting Pragpur area, there is significant evidence for variance in the responses. Going for raw data it can be concluded that about 54 per cent of the total respondents were agreeing with the statement that Infrastructure available in state is adequate and at par with other tourism oriented States, whereas a large number of respondents 26.5 per cent did not express their views. Only 19.5 per cent of the respondents were disagreeing with the statement.

The calculated Chi-Square value worked out to be very high i.e. 69.75, which is in excess of the tabulated value 18.47 at 0.001 level of significance for 4 degrees of freedom. Thus there is variance in the responses as the null hypothesis implying no significant variance has been rejected. This lead to the acceptance of alternate hypothesis that responses of tourists are not equally distributed.

To conclude data in a significant manner, some other statistical tests were also operated i.e. mean and standard deviation. Going back to our raw data it is confirmed for the mean value, which is 3.48 that most of the responses are between no comments and agree zone. Further analyzing the standard deviation for the statement it is felt that the value of standard deviation is 1.03, which showed that responses of respondents were somewhat scattered in comparison to other statements.
### Table 6.4 Responses from Tourists

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Uncertain</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
<th>Std. Deviation.</th>
<th>Chi-square</th>
<th>df</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Role of Government Agencies and Local Bodies in Promoting Eco Tour...</td>
<td>96 (48)</td>
<td>84(42)</td>
<td>12 (6)</td>
<td>8 (4)</td>
<td>(0)</td>
<td>4.34</td>
<td>.76</td>
<td>129.60</td>
<td>3</td>
</tr>
<tr>
<td>2. Development of Tourism activities in the Pragpur Region, which is appr...</td>
<td>68 (34)</td>
<td>108 (54)</td>
<td>14 (7)</td>
<td>10 (5)</td>
<td>(0)</td>
<td>4.17</td>
<td>.76</td>
<td>131.68</td>
<td>3</td>
</tr>
<tr>
<td>3. Government agencies to bring Pragpur Region in the tourist circuit and...</td>
<td>72 (36)</td>
<td>111 (55.5)</td>
<td>11 (5.5)</td>
<td>6 (3)</td>
<td>(0)</td>
<td>4.24</td>
<td>.69</td>
<td>153.24</td>
<td>3</td>
</tr>
<tr>
<td>4. Tourist inflow increases the occupational opportunities</td>
<td>69 (34.5)</td>
<td>117 (58.5)</td>
<td>12 (6)</td>
<td>2 (1)</td>
<td>(0)</td>
<td>4.26</td>
<td>.61</td>
<td>171.96</td>
<td>3</td>
</tr>
<tr>
<td>5. Tourist inflow provide the guidelines for modernization in infrastructure...</td>
<td>67 (33.5)</td>
<td>88 (44)</td>
<td>32 (16)</td>
<td>7 (3.5)</td>
<td>6 (3)</td>
<td>4.01</td>
<td>.95</td>
<td>133.55</td>
<td>4</td>
</tr>
<tr>
<td>6. If Eco tourism development is planned carefully the negative impacts of...</td>
<td>84 (42)</td>
<td>88 (44)</td>
<td>22 (11)</td>
<td>4 (2)</td>
<td>2 (1)</td>
<td>4.24</td>
<td>.80</td>
<td>182.60</td>
<td>4</td>
</tr>
<tr>
<td>7. Himachal is a hospitable, peaceful and perfect tourist state of the country</td>
<td>71 (35.5)</td>
<td>99 (49.5)</td>
<td>24 (12)</td>
<td>3 (1.5)</td>
<td>3 (1.5)</td>
<td>4.16</td>
<td>.80</td>
<td>185.90</td>
<td>4</td>
</tr>
<tr>
<td>8. Infrastructure available in state is adequate and at par with other tourism oriented States</td>
<td>32(16)</td>
<td>76(38)</td>
<td>53(26.5)</td>
<td>34(17)</td>
<td>5(2.5)</td>
<td>3.48</td>
<td>1.03</td>
<td>69.75</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Primary survey

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6.5 OVERALL VIEWS OF THE TOURISTS:

6.5.1 Opinion Survey Views about the Role of Government Agencies and Local Bodies in Promoting Eco Tourism in the Pragpur Region

The views in this regard are summarized as under:

The overall views of the respondents are that the Government should function as a promoter and facilitator in regard to the expansion of tourism activities. The main emphasis is on the identification of new areas Hot spots, proper maintenance of law and order and to provide security and safety to the visiting tourists. The emphasis is also laid down on protection of environment, sanitation and hygiene of the area both by the Government and the public. In this regard, an elaborate awareness programme needs to be chalked out for the people, so that the local people can come forward for participatory role.

6.5.2 Views on development of Tourism activities in the Pragpur Region, which is appropriate for the Eco Tourism Development:

The opinion survey comes to the conclusion that Pragpur Region should develop infrastructure, which would ensure security as well as comfort to the tourists. Each tourist place should have proper parameter on, clean water, highway transportation etc. Tourist police, trained Guides should also be made available at all the tourist importance places and at the religious destinations for the convenience and assistance of the tourists. The construction should give an impression of hill architecture and activity based tourism infrastructure be preferred, so that tourist may not only be kept busy in the tourism unit but also increase their duration of stay. On the whole the Government should be careful on quality tourism rather than quantity tourism.

6.5.3 Demands from Government Agencies for Getting Pragpur Region in the tourist circuit and Up-grading the Existing Tourist Infrastructure

The opinion of the respondents on this issue is as under:
• Development of new tourist spots, dismantling unauthorized construction and improvement of civic amenities and accessibility.

• Tourism should be taught in educational institutions from the beginning. Local people should be encouraged and involved for the promotion of tourism.

• More stress should be made on the security of the tourists.

• Quick and reliable information should be made available at the Tourist Information Centers.

• Local Organized Tours, bus/ taxi services fares should be fixed.

• Tourist Police, trained guides should be made available.

• Road signs, streetlights should be installed.

• Provision for proper parking, electricity, water, roads, quality of food, health services, transportation, accommodation, public toilets, wayside amenities, signage etc. during the peak season.

• Emergency services to the tourists be made available on phone call, be it helicopter or any rescue service.

6.5.4 Current Problems in the Pragpur Region that Impede Tourism Development

• Poor road conditions especially the approaches to many places of tourist interest.

• Lack of professional guides, tour operators, tourist police available at the important tourist places.

• Poor air and rail connectivity.

• Lack of basic civic amenities like drinking water, parking places during the peak tourist season.

• Unprofessional hoteliers who take hotels on lease basis and do not work for building the reputation of the area.
6.5.5 Role of Community for New Tourism Projects in Pragpur Region

It was observed from the questionnaire that the local community should come forward and encourage the projects/tourist infrastructure, that are eco-friendly, pollution free and generate employment for the State as a whole and for the area in particular. Such projects should keep the place clean, green in order to conserve the environment of the area. Local people can inform the administration about the persons who are involved in local crimes, thefts etc. for maintaining the State peaceful, which at present Himachal is, the most peaceful State of the country. The local community should also work for the reputation of the area and encourage local cuisine, locally made handicraft souvenirs.

6.5.6 Priorities for Developed of Eco Tourism in the Area:

- Improvement of accessibility by road, rail and air.
- Activity based infrastructure in the State be encouraged.
- Promotion of Adventure tourism and ensure proper safety regulations.
- To develop an ideal destination for nature lovers by promoting eco-tourism.
- Development of wetlands of the area to attract nature lovers especially bird watchers.
- The villagers were open to the restoration of the age old structures and felt that their village be the tourist destination with special emphasis on Eco Tourism. It was felt that old buildings required restoration using the original techniques but with a contemporary touch to attract tourists. A need for Reception Centre to facilitate the tourists was also felt.