Chapter – 1

INTRODUCTION

1.1. PREAMBLE:

Man, ever since creation took place, has been hit by the lust of the “wander bug”. The goodness of nature provided man with the most pleasant and unique sources of enjoyment. Rivers, lakes, waterfalls, Sea beaches, Snow clad peaks, lush green farms and meadows are the natural treasures to be explored. The growth of technology, physical, socio economic and institutional forces is the main catalyst for the growth of activities relating to leisure, relaxation and recreation. Emergence of tourism as a major industry is one of the most remarkable changes that have taken place in the economic activity of the post world war era. Travel was a privilege of a few rich, affluent and adventurous people earlier. During the post independence era, particularly in the past two decades, travel has become a part of life. In the event of manifold increase in transportation facilities and over all development in various walks of life, people have become fond of travelling. Mountain ecosystems are uniquely gifted with ecosystems having wonderful resource biodiversity that offer unusual opportunity for organising nature based tourism. Such type of gifts is eagerly awaited by the modern man, as one touch of nature has the embalming effect on his bruised soul and weary life. While the promotion of the tourism in such environments would be the most desirable activity, the development must ensure resource sustainability. Puranas declare Himachal as the Dev Bhoomi, Saints and Rishis too built their Ashrams here to offer numerous places of pilgrimages. Studded with snowy ranges, lush green forests, streams, verdant valleys, shimmering lakes, vibrant land of gods and goddesses, having ancient
Introduction ……

temples, rocky ravines, having sports like skiing, skating, mountaineering, trekking, golf, fishing, boating and hang gliding. Himachal Pradesh is a tourists’ paradise. The state is well known for its picturesque landscapes, scenic beauty and salubrious climate. Due to all these unique qualities, Himachal Pradesh is fast emerging as the tourists’ destination.

Tourism can also be defined as Traveling for pleasure. A man travels by air, road, rail and sea etc. He accommodates himself in hotels and boarding, where he is fed, toured, educated and entertained. The unified concept of this total experience is termed as tourism. Tourism has now developed into mass Tourism on account of improved transport facilities, tourism resources, increase in leisure and accommodation, greater discretionary income and a means to avoid the busy environment of big cities.

The Himalayas can be considered as a “tourism resource potential” area. The Himalayas offer ideal condition for the outdoor recreation and tourism. The Natural environment has been considered as a best Tourism resource for the Himalayas. This hilly region is well endowed with beauties and bounties of nature and cultural product. Therefore whole of the Himalayas is a big attraction for both domestic and foreign tourists.

1.2. HILL ENVIRONMENT AND TOURISM:

The degradation of Himalayas has emerged as a major area of concern worldwide. The Himalayan range which till quite recently was untouched by man’s greed for land and resources has now come under pressure from all corners in the name of development and Tourism which resulted in to become a vulnerable fragile zone of earth. The Himalayan region constitutes about 18 percent of total area and 10 percent population of the country. (Action plan for Himalayas, APH, 1992) These areas are the treasure houses for resources such as, water, biological diversity, minerals, forest produce, agricultural products, tourism, recreation etc. but have tremendously been
affected by natural and man-made factors. Himachal Pradesh as a part of Himalayas has of late recorded significant strains on its eco-system. Creation of the special infrastructure for human settlement, increasing demand for fuel wood for the tourists, towns and local people is met locally from the forests. The forests are still the main source of energy.

1.3. IMPACTS OF TOURISM:

Tourism brings development in terms of infrastructure, connectivity by road and air, encourages local skills, and helps mobility and better understanding of culture. With these positive benefits, come the negative impacts like ecological disturbances, cultural mix and changes of social structure and physical changes.

1.3.1. Positive Effects of Tourism on the Environment

The positive impacts can be summarized as under:

1. Economic benefits to the society i.e flow in the form of foreign exchange earnings, direct and indirect employment opportunities created due to the development of tourism and the associated infrastructure, and the resultant income multiplier effects. It also leads to increased government revenues in the form of various kinds of taxes levied on tourism activities.

2. Improvement and preservation of parks and cultural heritage properties. Natural parks are good examples of these.

3. The tourism activities also lead to better resource availability for construction of infrastructure and maintenance of heritage properties and parks due to combined effect of three factors.

   a. The historical monuments, nature parks and cultural traditions are projected to attract tourists, there is an increased allocation of resources for their maintenance and publicity from the government.
b. The visiting tourists pay for their visits to these monuments, the funds so received add to the available pool.

c. The combined effect of increased expenditure of the government on the creation of infrastructure and publicity results in increased tourist arrivals.

Flow Chart: 1.1 Positive Effect of Tourism

4. Tourism also promotes cross-cultural exchanges with tourists and resident population learning more about each other's culture. In the multi-ethnic society such as India the domestic tourism can ideally help achieve cross-cultural understanding.

5. The tourism infrastructure utilizes the idle and wasteland in the area.
1.3.2. Negative Effects of Tourism on the Environment

The Negative impacts occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change.

a. Uncontrolled conventional tourism poses potential threats to many natural areas around the world.

Flow Chart 1.2 Negative Effects of Tourism

b. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the sea,
natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires.

e. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources.

Both positive and negative environmental consequences lead to the management part of it. The challenge is to achieve the balance between the frequently competing demands of tourism and environmental conservation.

The other major area of concern is in terms of the economic benefits and the employment to the local community. The studies done on the Himachal region (Singh, 1989) showed that out of the total 1441 jobs created by tourism in the Manali region of Himachal Pradesh, most of the jobs had gone to the expatriates and hardly 10% of the jobs were taken by the native people. The local people were low paid and they refrained from joining these because of the social consideration.

1.4. SUSTAINABLE TOURISM:

The concept of sustainability has become a fundamental issue in tourism development and growth after the debate at the Rio Earth Summit in 1992. Seeing the rapid changes in tourism industry and the world tourism trends, there is a need to examine geopolitical, socio-economic, technological and environmental impacts on contemporary tourism. It is realized that tourism requires an agenda of its own and not as a part of the overall post structural adjustment process.

The World Tourism Organization defines sustainable tourism as “tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”

For Sustainable tourism, there are the following major areas of concern:
1. The development to be done in such a manner that it does not disturb the ecology of the region.
2. The carrying capacity of a place should determine the inflow of tourism.
3. The direct beneficiary of the tourism related activity should be the local people.

1.5. **ECO TOURISM:**

The definition of Eco Tourism means “All nature based forms of Tourism in which the main motivation of the tourist is the observation and appreciation of nature as well as the traditional culture prevailing in natural areas to conserve the environment and sustains the well being of local people”.

Eco-tourism is the segment within the tourism sector. In the general sense, eco-tourism means management of tourism and conservation of nature in a way so as to maintain the fine balance between the requirements of tourism and ecology on one hand and the needs of the local communities for jobs, new skills, income generating employment and better status for women. Whereas the Sustainable tourism principle applies to all type of Tourism activities, operations, establishment and projects.

The Eco Tourism minimizes negative impacts upon the natural and socio-cultural environment. It supports the protection of natural areas by

- generating economic benefits for host communities, organizations and authorities managing natural areas with conservation purposes
- providing alternative employment and income opportunities for local communities,
- Increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists.

1.6. **ABOUT HIMACHAL PRADESH**

Himachal Pradesh, like other hilly states of the country, has beautiful towns/cities, high snow clad mountains, mighty rivers, serene mountain
ranges and vast forest areas. The state has appropriately termed as Dev-Bhumi (land of gods). It has a number of religious sites that attract people from different parts of the country. A perfect blend of natural, climatic, vegetative and cultural resources of the state makes Himachal an appropriate area for harnessing tourism potential for its development.

Himachal Pradesh lies in the heart of the western Himalayas. It is the supreme mountain range on the earth. It is spread over an area of 55,673 sq. kms and inhabited by about 60,70000 (census 2001) people. The region is almost wholly mountainous with altitudes ranging between 350 and 6,975 metres above the sea level. Topographically, the Himalayas are divided horizontally into three parallel zones. Outer Himalayas or the Shivaliks; inner Himalayas or the midmountains; and the greater Himalayas or the alpine zone. The alpine zone remains under snow for about five to six months in the year which compels the inhabitants to become migratory. The eastern-most peak is Ruldang or Kinner Kailash (6,500 metres high) and the western highest peak is in between lie many beautiful silver peaks in Kangra, Kullu, Lahaul & Spiti and Shimla districts, the prominent among them are Dhauladhar (5,000 metres) of Kangra valley, Deo Tiba (6,000 metres) of Kullu valley, Manerang (6,597 metres) in Spiti and in the lower ranges Chaur Chandni (4,000 metres) or the ‘mountain of the silver bangles’ are the highest peaks. The green hills are studded with beautiful lakes.

1.6.1. Himachal Tourism:

Tourism is the largest important industry in Himachal Pradesh. The serene, clean and hospitable mountain & environment along with great Heritage
buildings value makes it a favorite destination for both foreign & domestic tourists. The Himachal Pradesh state has recognized its Tourism potential but the tourism contributes only about 2 per cent of the State Domestic Product (GoHP, 2000). Himachal is striving hard to develop appropriate infrastructure for the growth of tourism in the state and is projected as one of the top five tourists’ destinations in the country both for domestic as well as international visitors. As per an estimate, approximately sixty lac tourists (roughly equal to its population) visit the State every year. However much of the tourism related activities are concentrated in the four major hill stations of Shimla, Manali, Dharamshala and Dalhousie.

1.7. CHOICE OF THE STUDY AREA:

1.7.1. Introduction

The Kangra Valley, where Heritage Village Pragpur is located is panoramic and replete with history. It is the home of the famous Kangra School of painting and probably the world’s – most certainly India’s oldest ruling lineage comes from here. The site chosen for Pragpur lies in the foot hills of the Dhauladhar mountains — and is said to be so located as to receive the astral benefits and influence of prayers that have been offered for thousands of years at the three nearby ancient Shakti (Primordial Energy), i.e Temples of Bajreshwari (Kangra), Jwalamukhi and Chintpurni.

1.7.2. Pragpur: A Heritage Village

Heritage villages of Pragpur are ideally suited to explore Kangra valley. These areas have several streams that drain into river Beas with its suitable climate, easy access, safe passage, rich flora and fauna and treasure of architecture, Pragpur and its surroundings offer an ideal location to explore new horizon. The Dhauladhar mountain range raised behind presents a picture of pastoral perfection and needy frame.
1.7.3. Recognition as Heritage Village:

By a notification, dated 9th December 1997 the state Government has classified Pragpur as a “Heritage Zone”. Heritage village Pragpur is ideal for village & Eco tourism and is being promoted as an example of community involvement in tourism. The core area of Pragpur is a notified “Heritage Village”. This makes it perhaps the only village in India with such distinction.

Plate 1.2 Site Plan Heritage Village Pragpur

1.8. PROBLEMS OF THE STUDY AREA:

The study area has a few major problems which are discussed as below:

- Despite being declared as the first Heritage village of the country, it is not a part of any tour circuit within the state and has always remained isolated.

- Poor communication system in terms of road and railway network at regional level and poor air service facility to the state has further added to the problem.

- Environmental and ecological problems, such as deforestation, soil
erosion, overgrazing.
• Poor maintenance and conservation of historical and heritage resources.
• No plan of the Govt to include Pragpur and the adjoining site (heritage buildings, ecology of the river, mountains and views etc) into a hotspot for the ecotourism.
• Lack of infrastructure, such as lodging and boarding facilities at reasonable cost for the tourists. Inadequate cultural and entertainment activities for overnight.

Having the above problems in mind, the following Aims & Objectives are framed to evolve an integrated development plan by considering tourism as one of the major components in the study area.

1.9. AIM:
Considering the importance of hill region, the study aims to enhance the Tourism and promote the development activities by considering the Ecological parameters.
The study also aims to evolve a set of plausible guidelines, and prepare a sustainable integrated development model by considering Eco Tourism as the catalyst for development.

1.10. OBJECTIVES
The defined aim shall be achieved by the following objectives.
• By studying the socio-economic, physical, cultural status of the population, considering Pragpur, village as the spatial platform.
• Analyzing the activity pattern of the permanent and floating population of the study area and studying the impact of such activities on the environment.
• Assessing the Tourism related development in the study area and forecasting the demand and supply of infrastructure pertaining to tourism.
• Evaluating the Carrying capacity of the region in context to its natural resources, Human resource and effect of the anthropogenic activities on the landscape character of the study area.

• Analysing the traditional architecture, locally available materials and construction techniques, of the study area.

1.11. SCOPE:

• The present investigation aims at evolving an integrated Planning model for the Eco Tourism of the study area by exploring the available resources by keeping tourism as the catalyst for the development of the system.

1.12. METHODOLOGY TO BE ADOPTED TO ACHIEVE THE OBJECTIVES:

The following scheme/ stages stepwise will be adopted.

1.12.1. Theoretical Background:

• Selection of study area.

• Literature Review

• Formulation of Aim & objectives

Tourism related development and its relevance to hilly areas is to be studied. Various plans, programmes and policies for Tourism development are to be studied and evaluated in the context of present problems in the hills in order to study their effectiveness. Various efforts to integrate Tourism, environment and development will be explored.

1.12.2. Data Collection:

The following data will be collected from the various sources:

• Natural Resources & Landuse.

• Demographic Data

• Tourism related Data
In accordance with the problems to be researched and appropriateness of the
techniques of investigation, research designs were classified broadly in the
following three methods:

- The review of concerning literature.
- The primary survey.
- Analysis of insight stimulating examples.

For Sample Size and Sample Design during the study, tourist visiting
Dhauladhar circuit and tourists visiting Pragpur were surveyed. 100 Domestic & 100 Foreign tourists visiting Dhauladhar Circuit & 100 Domestic & 100 Foreign tourists visiting Pragpur for tourism were surveyed at two places as mentioned above. Total sample size was 400.

1.12.2.1. Domestic Tourists (100 samples):

Domestic Tourists were divided into four zones i.e. North, South, East, and Center. Twenty-five samples from each zone were collected. The whole 100 tourists were divided in four zones based on a quota sampling further cluster sampling was done to reach the elementary unit of the study and ultimately convenient cum random sampling was used. The following twenty five samples were collected from the two categories:

Low Income -15 High Income -10

All the above samples were collected above the age of 18 years.

<table>
<thead>
<tr>
<th></th>
<th>North</th>
<th>South</th>
<th>East</th>
<th>Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Business Class</td>
<td>Service</td>
<td>Business Class</td>
<td>Service</td>
</tr>
<tr>
<td>High Class</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Low Class</td>
<td>7</td>
<td>8</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>12</td>
<td>13</td>
<td>12</td>
<td>13</td>
</tr>
</tbody>
</table>

Source: Primary Survey
1.12.2.2. Foreign Tourists (100 samples):

For the collection of samples of foreign tourists, they were divided into five continents i.e. Asia, America, Australia, Europe and Africa. As per the foreign tourist statistics collected continent wise for the last three years, maximum foreign tourist arrival is from Asian continent followed by European, Americans, Australians and Africans. Therefore, the 100 samples were collected keeping in view the percentage of the foreign tourist arrivals continent wise in the study area. In this selection, Multi-stage sampling was done. In the first stage all the samples were divided into five regions i.e. Asia, America, Australia, Europe and Africa. To reach on the ultimate sample, a convenient cum random cum judgment sampling was done.

Table 1.2 Continent wise Tourist arrival in Kangra District

<table>
<thead>
<tr>
<th>Year</th>
<th>Asia</th>
<th>Europe</th>
<th>Australia</th>
<th>Africa</th>
<th>America (North &amp; South)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>55983</td>
<td>7739</td>
<td>1983</td>
<td>1322</td>
<td>2619</td>
</tr>
<tr>
<td></td>
<td>80.04%</td>
<td>11.01%</td>
<td>2.08%</td>
<td>1.09%</td>
<td>3.07%</td>
</tr>
<tr>
<td>2007</td>
<td>54257</td>
<td>7622</td>
<td>1924</td>
<td>1243</td>
<td>2587</td>
</tr>
<tr>
<td></td>
<td>77.09%</td>
<td>2.08%</td>
<td>2.08%</td>
<td>1.08%</td>
<td>3.08%</td>
</tr>
<tr>
<td>2008</td>
<td>72703</td>
<td>9419</td>
<td>2689</td>
<td>1695</td>
<td>3245</td>
</tr>
<tr>
<td></td>
<td>81%</td>
<td>2.09%</td>
<td>2.09%</td>
<td>1.09%</td>
<td>3.06%</td>
</tr>
</tbody>
</table>

Source: Department of Tourism & Civil Aviation, Shimla.

Table 1.3 Sample of Foreign Tourist

<table>
<thead>
<tr>
<th>Asia</th>
<th>Europe</th>
<th>America</th>
<th>Australia</th>
<th>Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td>78</td>
<td>12</td>
<td>05</td>
<td>03</td>
<td>02</td>
</tr>
</tbody>
</table>

1.12.3. Data Analysis:

Methodology Used

Tools and Techniques used for Analysis and Interpretation: Keeping in view the study area, the data collected was analysed and interpreted with the help of the Mathematical Methods, Statistical Method.
a) **Mathematical Methods:** In the present study the data collected was analysed with the help of the mathematical methods such as simple average and growth rate.

b) **Statistical Method:** Statistical methods provided an indispensable tool for collecting, organizing, analyzing and interpreting data expressed in numerical terms. In addition to some basic statistical methods some advanced parametric like correlation and regression and non-parametric tests were also used as per requirement.

In the present study following statistical methods were used

i. **Arithmetic Mean:** In mathematics and statistics, the arithmetic mean (or simply the mean) of a list of numbers is the sum of all the members of the list divided by the number of items in the list. If one particular number occurs more times than others in the list, it is called a mode. The arithmetic mean is:

\[
\bar{x} = \frac{1}{n} \sum_{i=1}^{n} x_i = \frac{1}{n} (x_1 + \cdots + x_n)
\]

ii. **Standard Deviation:** The standard deviation measures the spread of the data about the mean value. It is useful in comparing sets of data which may have the same mean but a different range.

\[
\sigma = \sqrt{\frac{\sum (x - \bar{x})^2}{n-1}}
\]

\(\sigma = \text{Lower Case Sigma}\)
\(\sum = \text{Capital Sigma}\)
\(\bar{x} = x \text{ bar}\)

Lower case sigma means' standard deviation', Capital sigma means ‘the sum of’ \(\bar{x} \) bar means 'the mean'.
iii. **Chi-Square test:**

Definition: The chi-square test is defined for the hypothesis:

H : The data follow a specified distribution.

H\(\text{O} \neq \text{a}\): The data do not follow the specified distribution.

*Test Statistic:* For the chi-square goodness-of-fit computation, the data are divided into \(k\) bins and the test statistic is defined as:

\[
x^2 = \sum_{i=0}^{k} \frac{(O_i - E_i)^2}{E_i}
\]

Where \(O\) is the observed frequency for bin \(i\) and \(E\) is the expected frequency for bin \(i\). The expected frequency is calculated by

\[
E_i = N(F(Y_{\mu}) - F(Y_{l}))
\]

where \(F\) is the cumulative Distribution function for the distribution being tested, \(Y_{\mu}\) is the upper limit for class \(i\), \(Y_{l}\) is the lower limit for class \(i\) and \(N\) is the sample size.

1.12.4. Problems & Issues:

The problems & issues pertaining to the study area will be identified.

1.12.5. Conclusion & Inferences:

1.13. **SUSTAINABLEECOTOURISM MODEL & RECOMMENDATIONS:**

A feasible Sustainable Eco Tourism Model will be evolved based on the findings at National Level and necessary recommendations will be made for preparation of schemes for implementing the same to achieve the desired objectives for the study area in particular and for the Tourism of Himachal State in general.
Flow Chart 1.3 Research Methodology

STAGE 1
CONCEPTUALISATION
SELECTION OF THE STUDY AREA
FORMULATION OF AIMS & OBJECTIVES
LITERATURE REVIEW
DATA COLLECTION

STAGE 2
DATA BASE
NATURAL RESOURCES & LANDUSE
- Physiography
- Climate
- Hydrology
- Vegetation
- Rainfall
- Soil Characteristics
- Landuse Pattern

DEMOGRAPHIC DATA
- Population
- Socio Economic Status
- Literacy
- Occupation Pattern
- Family Size
- Sex ratio

TOURISM RELATED DATA
- Study of Tourist Circuits
- Floating Population
- Hot Spots
- Physical & Social Infrastructure
- Traditional Architecture
- Eco Tourism Potential

STAGE 3
DATA ANALYSIS
- OPINION SURVEY OF DOMESTIC & FOREIGN TOURIST OF DHUALADHAR CIRCUIT AND TOURIST VISITING PRAGPUR
DATA ANALYSIS

STAGE 4
IDENTIFICATION OF ISSUES
PROBLEMS & ISSUES wrt THE ECO TOURISM

STAGE 5
RECOMMENDATION FOR THE ECOTOURISM
- RECOMMENDATION FOR SUSTAINABLE ECO TOURISM STRUCTURE AT NATIONAL LEVEL
- RECOMMENDATION FOR THE ECO TOURISM OF THE STUDY AREA

Planning for the Ecotourism in the Hill Region: A Case Study Pragpur, Himachal Pradesh
1.14. LIMITATIONS OF THE STUDY

Research is never-ending process with never ending scope. Although the area of the present study is limited, the study is confined to the geographical boundaries of Kangra district of Himachal Pradesh as far as the collection of data is concerned. The structured questionnaire was administered only to the literate persons and scribes assisted the illiterate persons, the communication losses may not have been reflected in the data.

The study of developing sustainable Eco tourism guidelines is a complicated process, owing to complex, multi disciplinary and non-quantifiable nature of subject. The much depends on individual perceptions, value system and interpretations, which differs from person to person. Besides the above constraints the other limitation in the present study is:

- The study is limited to a Pragpur area of the state.
- No major prior work has been done in the related subject in the state.
- Travel intermediaries and officials were hesitant to respond fully.

Therefore, they were assured that information so collected would be kept confidential and would be used for research work only. In spite of all this some of them either refused to respond or did not answer some of the questions contained in the checklist/questionnaire.