

ASSESSMENT OF TOURISM ATTRACTIONS, FACILITIES AND TOURIST FLOW: A STUDY OF HIMACHAL PRADESH TOURISM

DR. JAI SINGH PARMAR¹ & SANTOSH KUMAR²

1 Professor, Himachal Pradesh University Business School, Summer Hill, Shimla.

2 Research Scholar, Himachal Pradesh University Business School, Summer Hill, Shimla.

Abstract

Tourism has been a major social phenomenon all over the world and the world tourism is considered as a significant factor in the economy of many nations. India is no exception to this. The diversity of India is such that each part of the country offers certain unique cultural experiences that are distinct from the rest of the nations. India has emerged as a major tourist destination and as a result, the tourism sector is one of the largest employment generators of the country which plays a very significant part in the promotion of inclusive growth. Himachal Pradesh is the one of the beautiful state which attracts a large portion of tourists worldwide. The economy of Himachal Pradesh is heavily dependent on hydroelectric power, tourism, horticulture and agriculture. As per the economic survey of Himachal Pradesh, the tourism industry contributes to 6% in the total GDP of the state. Himachal Pradesh offers several forms of tourism viz. adventure, medical, wellness, sports, eco-tourism, films, rural and religious tourism etc. which are extremely innovative as well as appealing to its tourists. Tourism plays an important role in order to generate employment for the people of the state as well as the neighboring states. Keeping in view these facts, through the present paper an attempt has been made to assess the present scenario of tourism industry in Himachal Pradesh with special reference to tourist arrivals in the state and accommodation facilities available in the state of Himachal Pradesh. Also, through the present paper an attempt is made to assess the tourism attractions and tourism facilities available in the state of Himachal Pradesh.

Keywords: Tourism attractions, Tourist Flow, Tourism Facilities, Tourist Accommodation, Tourism Industry, Himachal Pradesh.

INTRODUCTION

Tourism has become one of the major players in international commerce, and represents at the same time one of the main sources of income for many developing countries. According to United Nations World Tourism Organization (UNWTO) in 2017 international tourist arrivals grew 5% in 2018 to reach the 1.4 billion mark. At the same time, exports earnings generated by tourism have grown to US\$ 1.7 trillion. UNWTO forecasts, by 2030 international tourist arrivals to reach 1.8 billion. The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer.

India is one of the largest markets for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness,

sports, eco-tourism, films, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. India was ranked 34th in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum. The India ranked at 3rd position among 185 countries in terms of travel & tourism's total contribution to the GDP in 2018. As of 2017-18, 81.1 million people are employed in the tourism sector in India which was 12.38 per cent of total employment in the country. 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. Incredible India 2.0 campaign was launched in September 2017. In September 2018, the Indian government launched the 'Incredible India Mobile App' to assist the traveler to India and showcase major experiences for travelling. The Government has also been 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.

TOURISM INDUSTRY OF HIMACHAL PRADESH

Himachal Pradesh is one of the fastest growing states in India. Himachal Pradesh is a sub-Himalayan state and it has a varied climate that changes with the altitude. It is also known as the Land of Gods, topographic diversity and natural beauty. This is popularly renowned for its Himalayan landscapes and popular hill-stations. Many outdoor activities such as rock climbing, mountain biking, paragliding, ice-skating, trekking, rafting, and heli-skiing are popular tourist attractions in Himachal Pradesh. The rich natural resources of the state are favourably suited for investments in major sectors such as procurement of agricultural produce, hydroelectric power, cement and tourism. There are a variety of festivals celebrated by the locals of Himachal Pradesh. There are approximately 6000 temples in Himachal Pradesh. Tourism is a major engine of economic growth, and source of revenue earnings as well as generator of employment in the state.

Until the British reign, tourism in Himachal Pradesh was very limited to a few places around the hills and some spiritual destinations. The British developed hill stations during their reign one of them being Shimla which they called The

Summer Capital of India. After the British rule, tourism in Himachal Pradesh was on the rise with the highest number of tourists in the mid of 1980s and 1990s. Shimla, the state capital, is popular among tourists. The Kalka-Shimla Railway is a mountain railway which is a UNESCO World Heritage Site. Shimla is also a famous skiing attraction in India. Other popular hill stations include Manali, Kinnuar, Kasol, Parvati Valley, Chamba, Kullu, Kinnar Kailesh, and Kasauli. Dharamshala, home of the Dalai Lama, is known for its Tibetan monasteries and Buddhist temples. Many trekking expeditions also begin here. The Ridge is a large road in Shimla which is the centre of most cultural activities of Shimla.

As per the economic survey of Himachal Pradesh, the tourism industry contributes to 6% in the total GDP of the state which is quite significant. The tourism industry of Himachal Pradesh has provided a mean of leaving to a number of Himachali and non-Himachali people. As per the department of tourism and civil aviation Himachal Pradesh about 38,799 people were working in tourism industry of Himachal Pradesh in the year ending 2018, out of which 30,952 were Himachali and 7,847 were non-Himachali. The State is endowed with all the basic resources necessary for thriving tourism activity like geographical and cultural diversity, clean and peaceful environment and beautiful streams, sacred shrines, historic monuments and the friendly and hospitable people. Tourism Industry in Himachal Pradesh has been given high priority and the Government has developed appropriate infrastructure for its development which includes public utility services, roads, communication network, airports, transport facilities, water supply and civic amenities etc.

MAJOR TOURISTS DESTINATIONS IN HIMACHAL PRADESH

Himachal Pradesh is located in the western Himalayas. Surrounded by majestic mountains, out of which some still challenge mankind to conquer them, the beauty of the land is beyond imagination. Shimla, one of the most captivating hill stations, is the capital of the state. Following are the major **places to visit in Himachal Pradesh**:-

Kullu: - **Kullu** in Himachal Pradesh is one of the most frequented tourist destinations. Often heard along with the name Manali, yet another famous tourist spot, Kullu is situated on the banks of Beas River. It was earlier called as Kulanthpitha, meaning 'The end of the habitable world'. Awe-inspiring, right? Kullu valley is also known as the 'Valley of Gods'. Here are some leading

destinations in the magical land. Basheshwar Mahadev Temple, Sultanpur Palace, Parvati Valley, Raison, Raghunathji Temple, Bijli Mahadev Temple, Shoja, Karrison, Bathad, Jagatsukh. The attractions in Kullu are more. Trekking, mountaineering, angling, skiing, white water rafting and para gliding are some of the adventurous sports available here.

Manali : - Located at an altitude of 6726 feet, **Manali** offers splendid views of the snow-capped mountains. The land is not just a feast to your visual senses; it also offers you the chance to ascertain your fitness level with the sporting facilities here. Given below are some top destinations in Manali for you to enjoy and bring out the adventurer in you. River Beas, Rohtang Pass, Solang Valley, Jogini Waterfall, Beas Kund, Hadimba Temple, Jana Falls, Van Vihar National Park, Pin Valley National Park, Rahala Falls, Himvalley Manali are the main tourist visting stations in Manali.

Shimla : - The enchanting beauty of **Shimla** made British declare the land as their summer capital. The colonial influence is still evident in the city. The hill station offers spectacular views of the snow-capped Himalayan ranges. With lakes and rich greenery around, Simla welcomes tourists round the year, of course, if you don't mind the 'below zero' temperature in winter. Here are the leading destinations in Simla, Jakhoo Hill, Simla State Museum, The Ridge, Summer Hill, Daranghati Sanctuary, Indian Institute of Advanced Study, Naldehra and Shaily Peak, Chadwick Falls, Kufri, Christ Church, Annandale, Wild Flower Hall etc.

Chamba : - The spectacular beauty of **Chamba** has made this place dear to nature lovers. Located on the banks of River Ravi and at an altitude of over 900 meters above sea level, Chamba makes an excellent holiday retreat. Here are some important destinations in Chamba are Khajjiar Lake, Chamera Lake, Kalatop Wildlife Sanctuary, Bhuri Singh Museum, Rang Mahal, Maharaja's Palace, Akhand Chandi Palace, Manimahesh Lake, Chamba Central Park, Church of Scotland etc.

Dharamshala : - '*The Scotland of India*', as **Dharamshala** is famously referred to, has snow-clad mountains on three sides and valley on one side. The mountains being over 4000m height, you can have an excellent view of them from every viewpoint. Pine trees and tree gardens along with snow covered mountains render magic to the air. Here are some top attractions in Dharamshala are Triund, Dal Lake, Dharamkot, Bhagsu Waterfall, Bhagsunag Temple, Masroor Rock Cut Temple, Church of St. John, Tea Garden, Attractions in Mcleodganj etc.

Dalhousie: - Retaining not only the colonial looks but also the name, **Dalhousie**, was named after Lord Dalhousie, who was the British governor in the 19th century. This hill station is spread across five hills. The varying altitudes of the land have a wide range of vegetation including pine, oak and deodar. Here are the leading attractions in Dalhousie are Dainkund Peak, Panchpula, Ganji Pahari, Sach Pass, Garam Sadak, Subash Baoli, Bakrota Hills, Katalope etc.

Kangra: - In history and culture, it has a rich past, which could be gauged by the fact that its name is mentioned in the epic Mahabharata. This picturesque valley has some of the beautiful attractions to offer are Kangra Fort, Nadaun, Maharana Pratap Sagar Lake, Taragarh Palace, Gopalpur Nature Park, Nurpur, Indrarhar Pass, Tatwani Hot Spring, Kareri Lake etc.

Kasauli: - **Kasauli** is situated at an altitude of 1927 meters and like a few other places in Himachal Pradesh, reflects the influence of colonial rule. The views from here are spectacular. The serenity of the place is enchanting. Here are some top attractions in Kasauli, Monkey Point, Sunset Point, Christ Church, Dagshai, St. Patrick's Church, Gurkha Fort, Central Research Institute, The Mall, Timber Trail Resort etc.

Hamirpur: - Being in the lower elevation, **Hamirpur** is warmer. The altitudes vary from near flat lands to higher levels of land that reach up to the heights of cliffs. The hilly ranges here offer great scope for trekking. The land is said to be the most literate district in the state of Himachal Pradesh. Given below are some of the tourist attractions in Hamirpur are Deotsidh Temple, Sujampur Tihra, Awah Devi Temple, and Bikleshwar Temple etc.

Parwanoo: - **Parwanoo**, surrounded by hills is yet another beautiful hill station in the land. The town, surrounded by lush greenery, lies near the border of Haryana and hence, it is a convenient location from where you could visit many tourist attractions nearby. Here are some of the tourist attractions in and around Parwanoo are Kalka, Pinjore, Mughal Gardens, Fruit Orchards, Gurudwara Nada Sahib, Cactus Garden and Timber Trail etc.

Solan: - **Solan**, famously called 'The mushroom city of India', is a beautiful city located amidst scenic snow-clad mountains and forests. Mushroom farming being very extensive here, the land is named thus. It is a great place for trekking

and it is heaven for those who love to feel oneness with nature. Here are the top attractions in Solan are Barog, Subathu, Chail, Jatoli, Rajgarh, Kuthar Fort, Majathal Sanctuary, Arki, Nalagarh etc.

Pragpur: - At an altitude of 2000 feet, **Pragpur**, the first heritage village in India, offers spectacular views of Kangra Valley. Everything about Pragpur is interesting; natural beauty, rich culture, historical importance, friendly climate, beautiful greenery, easy access and anything you would consider when you travel to a place. Leading destinations in Pragpur includes, Chamba Pattan, The Taal, The Judge's Court, and Jwalamukhi Temple etc. Apart from visits to these places, you can indulge yourself in trekking, bird watching and fishing.

Sirmaur: - **Sirmaur** is located on the south-eastern part of the state. The district is famous for its peach, which is from Rajgarh region, famously called the Peach Bowl. Fossils aging 85 million years have been found here. Every one of the destinations here is important and interesting are , Shivalik Fossil Park, Churdhar Peak, Renuka Wildlife Sanctuary, Mini Zoo, Nahan, Jaganath Temple, Trilokpur Temple, Daula Kuan etc.

Taragarh: - **Taragarh** is one of the most picturesque areas in the land of Himachal Pradesh and not much explored too. Lying on the foot of Dhauladhar Mountains, Taragarh offers spectacular views of the snow-clad peaks around. The tourist destinations here are few but you have a good deal of sporting activities. Check what you can do here, Tashijong Monastery, Andretta Pottery Village. Annual international competitions in para gliding and hang gliding are held here.

Una: - At an elevation of 1210 feet, the hottest district in the state, **Una**, is referred to as the Gateway to Himalayas. The land seems an exception in Himachal Pradesh, where most of the cities are in the hilly region. If you intend to visit the place in summer, you need to have cotton clothes to make your stay comfortable. Here, the destinations in Una are Amb, Bharwain, Pong Dam, Kutlehar Forts, Bramhauti Temple, Chintpurni Temple, Bangana, Dera Baba Barbhag Singh, and Dhunsar Mahadev Temple etc.

TOURISTS ARRIVAL IN HIMACHAL PRADESH

The tourist inflow remained sluggish during 2019 in Himachal as only 4.63 per cent increase was witnessed as compared to 2018 which was the worst year with

16.08 percent drop in tourist arrival. Despite disturbing conditions in the adjoining state of Jammu and Kashmir after the scrapping of Articles 370 and 35A during the year 2019, Himachal Pradesh failed to take advantage of the propitious tourist base reflecting no significant increase in the overall tourist volume. Meanwhile the state even encountered several problems like acute water shortage and bad road conditions resulting to a considerable drop in the footfall in 2018, with trend continual showing no discernible improvement in 2019 as well.

Table-1: Foreign and Domestic Tourists arrival in Himachal Pradesh 2010-2018

Year	Foreign Tourists Arrived	%age Change	Indian Tourists Arrived	%age Change	Total Tourist Arrival	%age Change
2010	4,53,616	-	1,28,11,986	-	1,32,65,602	-
2011	4,84,518	6.81	1,46,04,888	13.99	1,50,89,406	13.75
2012	5,00,284	3.25	1,56,46,048	7.13	1,61,46,332	7.00
2013	4,14,249	-17.20	1,47,15,586	-5.95	1,51,29,835	-6.30
2014	3,89,699	-5.93	1,59,24,701	8.22	1,63,14,400	7.83
2015	4,06,108	4.21	1,71,25,045	7.54	1,75,31,153	7.46
2016	4,52,770	11.49	1,79,97,750	5.10	1,84,50,520	5.24
2017	4,70,992	4.02	1,91,30,541	6.29	1,96,01,533	6.24
2018	3,56,568	-24.29	1,60,93,935	-15.87	1,64,50,503	-16.08

Source: - Department of Tourism and Civil Aviation, Government of Himachal Pradesh

The cumulative tourist's volume, visiting the state of Himachal Pradesh in the year 2010 was observed at 1,32,65,602 out of which 4,53,616 accounted for the foreign tourists and 1,28,11,986 depicted the indigenously generated visitors volume (Table - 1). Over the course of next couple of years a substantial decline of 6.30% was further observed in the H.P tourist's volume in the year 2013, attributed to an escalation in the terrorist activities in Jammu & Kashmir. Himachal Pradesh being a neighbouring state of Jammu and Kashmir has also had its share of repercussions for the very same reason. Another drop of 16.08% was yet again observed in the year 2018 in the total tourist arrival, as compare to the year 2017. If considered individually, the foreign tourist arrival declined by 24.29% and domestic tourist arrival declined by 15.87% in comparison to the year 2017. The major reason behind this decline in tourist arrival in the year 2018 was water crisis in Shimla. Flights and hotel bookings for Shimla were

down by about 30% compared to the previous year, in light of the worst-ever water crisis plaguing the city; according to travel operators and portals.

TOURISTS ACCOMMODATION IN HIMACHAL PRADESH

The government of Himachal Pradesh made a wonderful arrangement for the accommodation of tourists. There are number of hotels, guest houses, and home stays are there in Himachal Pradesh for staying arrangement of domestic as well as foreign tourists. Table-2 listed below shows the accommodation facilities growth in the state over the years.

Table - 2: Accommodation for the tourists in Himachal Pradesh 2013 - 2018

Year	No. of Hotels, Guest Houses , Home Stays	%age Change over the years	No. of Rooms	%age Change over the years	Bed Capacity	%age Change over the years
2013	2377	-	27766	-	61236	-
2014	2416	1.64	30297	9.11	65339	6.70
2015	2604	7.78	34115	12.60	70869	8.46
2016	2784	6.91	36670	7.48	75918	7.12
2017	2907	4.41	39155	6.77	81514	7.37
2018	3382	16.33	44552	13.78	91223	11.91

Source: - Department of Tourism and Civil Aviation, Government of Himachal Pradesh

With subsequent increase in tourist arrival, the accommodation & infrastructure throughout the state has also been strengthened between the periods 2013 to 2020 as shown in table – 2. There is a great accommodation facility for the tourists in Himachal Pradesh. As shown in the table there were 2,377 hotels, guest houses and home stays in 2013 in Himachal Pradesh and this number has increased gradually to 3,382 in the year 2018. The rooms available in these hotels, guest houses and home stays in the year 2013 were 27,766 which also increased to 44,552 by 2018.

LITERATURE REVIEW

Sillignakis, KE (2007), revealed that rural tourism could be a plan for sustainable development for rural areas. *Maricia, Drutu & Dorobantu, and Maria Roxana (2011)*, assessed that sustainable tourism development encounters the needs of tourists and host areas, protecting and increasing the possibilities for the future. It can help to increase the revenue through the growth of other economic activities. The development of fresh cultural and commercial facilities could be helpful for both locals and tourists through the

motivation of tourism. **Mili, Nitashree (2012)**, through their study disclosed that activities taking place in non-urban areas which cover a wide range of temptations and deliver a country understanding are known as rural tourism. Development of the social and economic background is a vital factor for the development of rural areas and also serves as an important purpose of rural tourism. **Das, Dr. Dilip Kumar & Ray, Nilanjan (2012)**, through their study revealed that one of the important factors of benefitting the economy and the society is the emergence of the concept of rural tourism. **Butcher (2008), Butler (2015)** inferred that the tourism products include accommodations, tours, transportation, recreational activities and historic sites, etc. Therefore, it can be defined as the sum of physical and psychological satisfaction it provides to tourists during their travelling route to the destination. **Hoof, & Buhalis (2013); Cooper (2015)** in their study concluded that it is anything that is offered in a market for use or consumption by the consumers as per the market requirement is called a product. **Cooper, (2015)** in his study quoted to Philip Kotler that a product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. **Franzoni, (2015)** stated in his study that the tourist product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sum total of a country's tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction. **Pike & Page, (2014); Smith, (2015)** in their study concluded that each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc. The tourist product can be analyzed in terms of its attraction, accessibility and accommodation.

NEED FOR THE STUDY

From the literature review, it is clear that the various studies revealed different aspects related to the tourism facilities, tourist attractions and tourist flow. However a very few studies has been found related to the *assessment of present scenario of tourism industry in Himachal Pradesh with special reference to tourist arrivals in the state and accommodation facilities available in the state of Himachal Pradesh. Through the present paper an attempt is made to assess the tourism attractions and tourism facilities available in the state of Himachal Pradesh.* This study would be very helpful to assess the present status of facilities

and tourist attraction in Himachal Pradesh and to take necessary action in order to encourage tourist's attraction and inflow in the state.

OBJECTIVES OF THE STUDY

The present study have been undertaken to achieve the following objectives:-

- To assess the present scenario of tourism industry in Himachal Pradesh with special reference to tourist arrivals in the state and accommodation facilities available in the state of Himachal Pradesh.
- To assess the tourism attractions and tourism facilities available in the state of Himachal Pradesh.

RESEARCH METHODOLOGY

The present study is a descriptive study, conducted in the Shimla district of Himachal Pradesh between March 2019 to June 2019 in which responses were taken from 100 tourists which included 35 foreign and 65 Indian tourists through convenience non probability sampling method with the help of a well-designed questionnaire. The attitude of the respondents was analyzed with the Likert Scale. In order to analyze the data statistical tools such as simple percentage method, average, standard deviation are used.

ANALYSIS AND DISCUSSION

The demographical characteristics of the respondents was collected keeping in view the six variables such as residential status, gender, age, marital status, educational qualification, occupation, and income level. The sample units were selected on the basis of convenience sampling methods. Out of 100 tourists, 35% are foreigners and 65% are Indian tourists, male were 71% and female were 29 % in the age group of 15 - 30 (55%), 31 - 45 (18%), 46 - 60 (19%), and 60 year and above (8%) tourists were. If we talk about the marital status of tourist, 45% tourists were married and 55 % tourists were unmarried. The educational status of theses tourists no one was illiterate and under - metric, matriculate (5%), higher secondary (8%), graduate (47%), post graduate (36%) and any other (4%) were. And occupational status of these tourists were, that out of 100 tourists, unemployed (22%), govt. employee (20%), private employee (43%), self - employed (13%), and other (2%) were. If we talk about the income level of these tourists, between the income level of 0 - 2 lakh (21%), 2.1 - 6 lakh (28%), 6.1 - 15 lakh (29%), 15.1 and above (29%) tourists were among all tourist.

Table 3: Hospitality Service, Food Quality, Transportation Service in Himachal Pradesh

Sr. No.	Statement	VP	P	A	G	VG	TWS	WAS	St. Dev.
1.	How would you rate the hospitality services of Himachal Pradesh Tourism Hotels?	4	2	20	40	34	398	3.98	0.995
2.	How would you rate the food quality of Himachal Pradesh Tourism hotels and restaurants?	2	6	21	35	36	397	3.97	1.000
3.	How would you rate the transportation services of Himachal Pradesh?	3	10	20	44	23	374	3.74	1.021
4.	How would you rate the human behaviour of people of Himachal Pradesh?	0	1	8	29	62	452	4.52	0.689

Note: - Figures under the heads VP, P, A, G, VG shows the percentage as well as the number of respondents. The total weighted score was calculated by giving score 1 for VP - Very Poor, 2 for P - Poor, 3 for A - Average, 4 for G - Good, and 5 for VG - Very Good. TWS - Total Weighted Score, and WAS - Weighted Average Score, and St. Dev. - Standard Deviation

Table 3 makes clear that out of 100 tourists, majority of tourists that is about 40% said that the hospitality services in Himachal Pradesh tourism is good, 34% tourists said it very good, 20% tourists has given the average rating, 2% has given poor rating and 4% tourists has given the very poor rating to the hospitality services of Himachal Pradesh tourism hotels. On the basis of WAS or mean i.e. 3.98 the research is saying that hospitality services in Himachal Pradesh tourism hotels are good. About 36% tourist said that the food quality in Himachal Pradesh tourism hotels and restaurants is very good, 35% tourists said it good, 21% tourists has given the average rating, 6% has given poor rating and 2% tourists has given very poor rating to the food quality in Himachal Pradesh tourism hotels and restaurants. On the basis of WAS or mean i.e. 3.97 the research is saying that food quality in Himachal Pradesh tourism hotels and restaurants is good.

Majority of tourists that is about 44% said that the transportation services in Himachal Pradesh are good. 23% tourists are saying very good, 20% tourists has given it average rating, 10% has given poor rating and 3% tourists has given the very poor

rating to the transportation services in Himachal Pradesh. On the basis of WAS or mean i.e. 3.74 it can be said that transportation services in Himachal Pradesh are good. If we talk about human behavior of Himachali people then majority of tourists that is about 62% said that the human behavior of people of Himachal Pradesh is very good. 29% tourists said it good, 8% tourists said it average, and 1% has said that human behavior of people of Himachal Pradesh is bad. On the basis of WAS or mean i.e. 4.52 the research is saying that human behavior of people of Himachal Pradesh is very good.

Table 4: Tourist Places, Pollution, and Natural Beauty of Himachal Pradesh

Sr. No.	Statement	VL/W	L/W	A/M	H/B	VH/B	TWS	WAS	St. Dev.
1.	How would you rate the tourist places of Himachal Pradesh?	0	2	11	31	56	441	4.41	0.767
2.	How would you rate the pollution in Himachal Pradesh?	47	14	14	14	11	228	2.28	1.450
3.	How would you rate the nature beauty of Himachal Pradesh?	0	1	8	23	68	458	4.58	0.684

Note: - Figures under the heads VL/W, L/W, A/M, H/B, VH/B shows the percentage as well as the number of respondents. The total weighted score was calculated by giving score 1 for VL/W - Very Low/Worst, 2 for L/W - Low/Worst, 3 for A/M - Average/Moderate, 4 for H/B - High/Best, and 5 for VH/B - Very High/Best. TWS - Total Weighted Score, and WAS - Weighted Average Score, and St. Dev. - Standard Deviation

Table 4 makes clear that majority of tourists that is about 56% said that the tourist places of Himachal Pradesh tourism are very best, 31% tourists it best, 11% tourists has given the average rating, 2% has given worst rating. On the basis of WAS or mean i.e. 4.41 the research is saying that tourist places of Himachal Pradesh are very best. Majority of tourists that is 47% said that the pollution in Himachal Pradesh is very low, 14% tourists rated it as low, 14% tourists has given the average rating, 14% has given a high rating to pollution in Himachal Pradesh and only 11% tourists has given the very high rating to

pollution in Himachal Pradesh. On the basis of WAS or mean i.e. 2.28 the research is saying that the pollution in Himachal Pradesh is low. Table 4 also makes clear that majority of tourists that is about 68% said that the natural beauty of Himachal Pradesh tourism is very best, 23% tourists said it best, 8% tourists has rated it as average, 1% has given worst rating. On the basis of WAS or mean i.e. 4.58 the research is saying that the natural beauty of Himachal Pradesh are very best.

Table 5: Overall experience of tourists about Himachal Pradesh

Sr. No.	Statement	EB	B	A	G	EG	TWS	WAS	St. Dev.
1.	Your experience about Himachal Pradesh tourism is	0	0	3	41	56	453	4.53	0.559

Note: - Figures under the heads EB, B, A, G, EG shows the percentage as well as the number of respondents. The weighted average score was calculated by giving score 1 for Extremely Bad, 2 for B - Bad, 3 for A - Average, 4 for G - Good, and 5 for EG - Extremely Good. TWS - Total Weighted Score, and WAS - Weighted Average Score, and St. Dev. - Standard Deviation.

Table 5 makes it clear that majority of the tourists that is about 56% said that their experience about Himachal Pradesh tourism was extremely good, 41% said that it was good and only 3% said their experience about Himachal Pradesh tourism was average. And none of the tourist have a bad experience about the Himachal Pradesh. On the basis of WAS or mean that is 4.53 the research is saying that overall experience of tourists towards the Himachal Pradesh tourism was extremely good.

CONCLUSION

Tourism industry of Himachal Pradesh is playing a great role in the development of employment, standard of living, economic status, and educational level of the people of the state, specially located at rural tourism destinations. Tourism is a great source of income for the people of Himachal Pradesh as the state is rich with natural beauty, religious places, adventure, and health perspective. Tourism industry of Himachal Pradesh has created huge number of jobs for Himachali and non Himachali people.

Also the tourism is a great source of learning about new culture, language, skills, traditions and new trends. Huge numbers of folk artists, crafters are earning their living from the tourism industry of Himachal Pradesh and local art and craft of Himachal Pradesh is creating place in the global market. As the tourism

industry is one of the major contributors in the economy of the state, the government must take more initiatives for the infrastructure development and growth of tourism industry. The infrastructure facilities in Himachal Pradesh are not up to the mark as required. The transportation facilities such as airports, railway lines are very limited in the state which is the basic requirements for the tourist arrival in the state. Also the roads are in poor conditions which lead to the bad experience for a tourist. There is a great need of tourist information centers at various tourist destinations in order to facilitate the tourists as per their requirements. The government must take new steps to move tourists towards the rural destinations of the state so they can take experience of rural culture, art and craft of rural people of Himachal Pradesh. Hence the government must launch new programs to encourage the rural tourism in the state.

LIMITATIONS OF THE STUDY

The study has following limitations:

- The study is conducted in Shimla district of Himachal Pradesh wherein the city areas are covered only.
- Only one Shimla city is selected for sample selection whereas other famous tourism destinations are not considered.
- Only 100 tourists taken as sample which is a very small sample size.

FUTURE SCOPE OF THE STUDY

The present study highlights very few dimensions of the problem taken under consideration. The following areas of improvements are suggested for future researches:

- The study could reflect more concrete results if few more tourism destinations are added in the existing scope of the study.
- The more respondents interviewed could reveal other facts also which are left hidden.
- The study concentrates only some selected parameters of Himachal Pradesh tourism whereas other aspects such as adventure tourism, rural tourism, wild tourism, medical tourism also have a great influence in promotion of tourism.

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