Tourism In Himachal Pradesh – A Case Study Of Tourists Attitude Regarding Basic Facilities

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Abstract: Nestled in Himalayas, the world's mightiest mountain ranges, Himachal is blessed with some of the most spectacular and beautiful landscapes, anywhere it is a travelers paradise, mighty snow peaks, deep gorges, lush green valley's, misty woods, fast flowing rivers, enchanting lakes and flower filled meadows, its high mountain and valleys are linked by winding roads and high passes makes it paradise. The objective of the study is to develop the state as a tourist hub, it is suggested that the state shall be divided into different circuits on the basis of various features and products of areas. In general the state can be divided in to tribal circuit, Pilgrimage circuits, popular hill stations, Historical and cultural circuit and sports and adventure circuits. There is a need to develop basic facilities of transport, accommodation water, electricity, sanitary and security, food and communication in complete circuits so as to provide comfortable stay and ease movement to the tourists.

Keywords: circuit, facilities, comfortable, paradise

I.   TOURISM IN HIMACHAL PRADESH

Tourism is today the world's largest and fastest expanding industry. The vastness of its market, its unpredictability, the diversity of the product itself, and above all the financial and sociological rewards to be gained, have made this industry one of the most fiercely competitive market in the world. Tourism enters in the new millennium with the prospect of continued expression and greater importance in world economy facing many challenges. The significance of tourism has been recognized in both developed and developing countries and beneficial agent of both economic and social change. Indeed tourism has stimulated employment, investment, modified land use and economic structure, and made a positive contribution of the balance of payment in many countries throughout the world. It is high time that we redesign our tourism policies and adopt pragmatic strategies to ensure a right place and share in the world market.

Tourism in Himachal Pradesh is not a new concept. Its history goes back to Hiuen T-Sang, the Chinese traveler, visited India and made important observations about Jalandra, Kaluta and Srunga. Apart from Hiuen-t-Soang many more foreign travelers have left interesting account of their tours to various parts of the hilly state of Himachal Pradesh. Wiliam Moorcraft has described beautifully the power of various Rajas, economic and social conditions, art and architecture painting, climate, scenic beauty, flora and fauna of the state.

Himachal Pradesh is endowed with all the basic resources necessary for thriving diversity, clean, peaceful and beautiful environment, forest, lakes; mountain; rivers and streams; sacred shrines; historical monuments; and that most important resources of all friendly and hospitable people. To make tourism the prime engine of economic growth in the state by positioning it as a leading global destination by the year 2020, the government of Himachal Pradesh has made significant changes in its tourism policies from time to time. Himachal Pradesh is a well established and recognized tourist destination. It seeks to harness the fullest potential of the state for development of tourism, which intern can be a prime engine of economic growth and prosperity of the state.

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investment, modified land use and economic structure, and made a positive contribution of the balance of payment in many countries throughout the world. It is high time that we redesign our tourism policies and adopt pragmatic strategies to ensure a right place and share in the world market.

II. REVIEW OF LITERATURE

The tourism industry has been developed tremendously over the last few decades. Its multifarious benefits, the magnitude of impacts and its future growth prospects have all together made the tourism a subject of extensive study and research. Tourism infrastructure has been a point of concern for several researchers in India. Ram Acharya, O.P.Kandari, K. Kumar, Chib (1983), R.K.Malhotra, Gulab Nabi (2000), A.K. Sarkar, P.N. Dhar and R. Singh concentrated their research and discussion on infrastructure for tourism in India. Ram Acharya made a study on world tourism and evaluated the role and impact of tourism vis-à-vis development in India with reference to 42 other countries having various types of economies.

Further, some of researchers have made study on mass tourism, its impacts, eco-tourism, cultural and heritage tourism, sports tourism, challenges of tourism industry, economic impacts, religious tourism and development of tourism. Most of the studies conducted on Indian perspective are focused on general tourism concepts, impacts of tourism and study of the state tourism development corporations.

Thus, it has been observed from the review of literature on different aspects of tourism, that the studies have been carried on the tourism, its development and its impact on various fields. These studies have a little relevance in the present circumstances. After reviewing the some works in this field, it has been revealed that there is research gap and none of these studies have undertaken to examine the growth and potential of tourism industry in Himachal Pradesh. There has been a tremendous changes in the growth of tourism industry these days.

A. OBJECTIVES OF THE STUDY

✓ To study the existing facilities available for the tourists in Hmachal Pradesh.

B. HYPOTHESIS

✓ The tourists are satisfied with the various facilities provided in different tourist destinations such as the water supply, electricity, sanitary conditions, road conditions, transport services cleanliness, food, banking, postal, medical services and information centers.

C. RESEARCH METHODOLOGY

The focus of the present paper is to study the growth and potential of tourism industry in Himachal Pradesh. Keeping in view the objectives of the study, this study is based on both primary and secondary probes.

a. PRIMARY PROBE

The primary data for the study has been collected from both the tourists and the hoteliers. The following procedure has been followed to collect the primary data from the tourists and the hoteliers.

b. DEVELOPMENT OF SCHEDULES

The schedules have been developed for the tourists. The schedules for tourist have been used to collect various information from the tourists and contain different questions on the demographic characteristics of tourists, purpose of their visit, their annual income, main attractions, mode of transport used, their preference for particular season, accommodation facilities, entertainment facilities and other facilities, tourists views on the prices charged for all these facilities and services and adventure sports. The opinions of the tourists for visiting new tourist places have also been sought, problems faced by the tourist during their travel and stay and their suggestions to give boost to the tourism in the state have also been collected.

c. SAMPLING PROCEDURE

Keeping in view the objectives of the study, the sampling method has been used to collect the primary data from the tourists and hoteliers. For this two samples have been drawn. The sample consists of 600 tourists. Stage One

At this stage the 15 important tourist places have been selected on the basis of flow of tourists. The list of these places is given in table 2.1

The process of selection of the tourists from each of these places has been computed in stage two. The sample consisted of 30 domestic tourists and10 foreign tourists from each of these fifteen places. The selection of tourist for the present study has been based on convenient sampling method as it was impossible to use random sampling method.

Sr. No.	Places	Number of Sample	
		Domestic	Foreign
1.	Shimla	30	10
2.	Kasauli	30	10
3.	Chail	30	10
4.	Manali	30	10
5.	Mani Karan/ Kullu	30	10
6.	Rewalsar	30	10
7.	Tabo/Kelong	30	10
8.	Sangla	30	10
9.	Chamba	30	10
10.	Dhalhousi	30	10
11.	Dharmshala	30	10
12.	Naina Devi/ Bilaspur	30	10
13.	Deot Sidh/ Hamirpur	30	10
14.	Jawala Ji	30	10
15.	Chintpurni	30	10
	Total	**450**	**150**

Table 1: List of Places

The efforts have been made to select, these tourists in different seasons to make the sample more representative. The tourists places and number of domestic and foreign tourists included in the study are also given in table 2.

III. TOOLS AND TECHNIQUES

Keeping in view the nature of study, the data collected has been analysed and interpreted with the help of simple mathematical method and statistical method.

A. MATHEMATICAL METHOD

The data collected has been analysed with the help of mathematical tools like percentage method.

B. STATISTICAL METHOD

Statistical methods provide an indispensable tools for collecting, organizing, analyzing and interpreting data expressed in numerical terms. The statistical method used in study are:

a. *ARITHMETIC MEAN*

It is used to findout the average of opinion of the respondents. It is most widely used method of average and can be findout by dividing the sum of all the values by the total number of values. The formula for finding the mean is:

$$\text{Mean} = \frac{\sum X}{N}$$

M = Mean
Σ = Sum of
X = Scores in a distribution
N = Total number of scores

b. *MEDIAN*

It has been used to compute the value of Skewness and is defined as the middle value in a series of distribution.

c. *MEASUREMENT OF STANDARD DEVIATION:*

In order to findout the absolute dispersion of tourists views regarding various facilities, price charged for various facilities and their attitude towards various existing facilities. The standard deviation measure the absolute dispersion, the greater the standard deviation, the greater will be the magnitude of the deviation of the values from their mean and vice-versa.

$$\sigma = \sqrt{\frac{\sum x^2}{N}}$$

Where σ=Symbol for standard deviation,

$$x = (X - \overline{X})$$

N=Total number of observations

d. *MEASUREMENT OF SKEWNESS*

Skewness is an important characteristic for defining the precise pattern of a distribution. It tells us about the direction of the variation and the extent of asymmetry in a series. The skewness is positive when mode<median<mean and in case of negative skewness we find-mean<median<mode.

$$\text{Absolute SK} = \overline{X} - Mode$$

$$SKp = \frac{Mean - Mode}{S\tan dardDeviatoin}$$

SKp = Karl Pearson's Coefficient of Skewness

e. *CHI-SQUARE TEST*

Chi-square test is a non-parametric test. Chi-square test is a test which describes the magnitude of difference between observed frequencies and the frequencies expected under certain assumptions. With the help of Chi-square test, it is possible to findout whether such difference is significant or is insignificant and could have arisen due to fluctuations of sampling. The information gathered through schedules from the different categories of tourists and hoteliers in the form of nominal data. Hence, Chi-square test is considred more appropriate in the present study. The equation of Chi-square test is stated as under:

$$x^2 = \frac{\sum (O - E)^2}{E}$$

Where   O = Refers to the observed frequencies
E = Expected frequencies
x^2 =Symbol for Chi-square test

The calculated values of Chi-square have been compared with the table values for the desired level of significance. If the calculated values of Chi-square are more than the relevant table value the difference between observed and expected values are significant. If the calculated value of Chi-square is less than the table value the difference between observed and expected frequencies is not significant and could have arisen due to fluctuation of sampling.

This test has been used to study the inter-relationship between nationality, age, sex, education, occupation, annual income, purpose of visit, preference of season, mode of traveling, type of accommodation, duration of stay and inspiration to visit the Himachal Pradesh. Further, it has been used to examine the tourists opinion on the statements regarding the tourism potential in H.P.

f. *CLASSIFICATION AND TABULATION*

The data collected from the tourists and hoteliers have been first of all placed on the master chart and thereafter, different one way tables and two ways tables have prepared for the purpose of analysis and interpretation.

Nature of Responses	Number of Responses				
	Reception	Quality food	Transport	Accommodation	Water Supply
Poor	48 8.0%	72 12.0%	84 14.0%	30 5.0%	138 23.0%

Average	252 42.0%	198 33.0%	180 30.0%	120 20.0%	186 31.0%
Good	198 33.0%	174 29.0%	192 32.0%	234 39.0%	192 32.0%
Very good	66 11.0%	90 15.0%	114 19.0%	150 25.0%	78 13.0%
Excellent	36 6.0%	66 11.0%	30 5.0%	66 11.0%	6 1.0%
Total	600 100.0%	600 100.0%	600 100.0%	600 100.0%	600 100.0%
Mean	2.65	2.8	2.71	3.17	2.38
SD	0.984436	1.167163	1.080669	1.030957	1.008611
Skewness	0.620215	0.356499	0.166213	-0.01474	0.183503
χ^2	322.200	126.000	151.800	207.600	205.200
Nature of Response	**Information Centre**	**Sanitary Services**	**Languages**	**Banking/ATM**	**Coolie/Carriage**
Poor	150 25.0%	72 12.0%	30 5.0%	120 20.0%	15.0%
Average	228 38.0%	228 38.0%	210 35.0%	204 34.0%	270 45.0%
Good	126 21.0%	192 32.0%	28.0%	156 26.0%	150 25.0%
Very good	60 10.0%	78 13.0%	132 22.0%	84 14.0%	60 10.0%
Excellent	36 6.0%	30 5.0%	60 10.0%	36 6.0%	30 5.0%
Total	600 100.0%	600 100.0%	600 100.0%	600 100.0%	600 100.0%
Mean	2.34	2.61	2.97	2.52	2.45
SD	1.134259	1.019624	1.082151	1.136553	1.024328
Skewness	0.709792	0.439598	0.297596	0.297596	0.696414
χ^2	193.800	241.800	185.400	139.200	300.00
Nature of Response	**Behavior of Hotel Staff**	**Bar Services**	**Electricity**	**Parking**	**Laundry**
Poor	54 9.0%	60 10.0%	78 13.0%	108 18.0%	96 16.0%
Average	78 13.0%	216 36.0%	102 17.0%	234 39.0%	228 38.0%
Good	174 29.0%	168 28.0%	204 34.0%	138 23.0%	180 30.0%
Very good	232 38.7%	102 17.0%	150 25.0%	74 14.0%	78 13.0%
Excellent	62 10.3%	54 9.0%	66 11.0%	36 6.0%	18 3.0%
Total	600 100.0%	600 100.0%	600 100.0%	600 100.0%	600 100.0%
Mean	3.28	2.79	3.04	2.42	2.49
SD	1.100791	1.11713	1.17503	1.11609	1.00578
Skewness	-0.51814	0.37787	-0.15206	0.635395	0.383068
χ^2	207.867	165.000	108.000	194.400	233.400
	Shopping	**Entertainment**	**Picnic Spots**	**Beauty Parlors**	**Others**
Poor	102 17.0%	120 20.0%	18 3.0%	72 12.0%	84 14.0%
Average	210 35.0%	294 49.0%	96 16.0%	264 44.0%	168 28.0%
Good	198 33.0%	90 15.0%	108 18.0%	186 31/0%	228 38.0%
Very good	72 12.0%	60 10.0%	264 44.0%	54 9.0%	90 15.0%
Excellent	18 3.0%	36 6.0%	114 19.0%	24 4.0%	30 5.0%
Total	600 100.0%	600 100.0%	600 100.0%	600 100.0%	600 100.0%

Mean	2.49	2.33	3.60	2.49	2.69
SD	1.005776	1.087691	1.059184	0.954683	1.046769
Skewness	0.3238	0.909703	-0.56837	0.617714	0.172722
χ^2	226.800	348.600	265.800	341.400	202.200

Source: Primary Probe
Table 2: Tourist Attitude Regarding Following Facilities they Availed During their Visit in H.P.

The arithmetic mean for the services and facilities vary from minimum 2.33 to the maximum of 3.60. The value of the arithmetic means exceeding 2 and below 3 indicates that the services and facilities are considered by the tourists in between average and good and value exceeding 3 to 4 indicate that services considered by the tourists in between good and very good. The standard deviation of these services and facilities are also very high and the value of standard deviation vary from minimum 0.95 to the maximum of 1.18. High value of standard deviation shows high degree of variation in the responses of the tourists. The co-efficient of skewness are positive for 16 services and facilities and negative for 4 services and facilities. The positive value of the co- efficient of skewness indicates the concentration of responses of the tourists towards value of the variable i.e. towards good, average & poor. The negative value of the co-efficient of skewness, on the other hand, indicates the concentration of responses of the tourists towards higher value of the variable i.e. towards good, very good and excellent. The Chi-square values are significant at one percent level of each of these twenty services and facilities. These values indicate that the responses of the tourists vary significantly towards each of these services.

The arithmetic means of the services and facilities ranged from 2.33 to 2.97. Sixteen services and facilities have been considered by the tourists in between average and good. These services and facilities in ascending order are entertainment, information centre, water supply, parking, coolie/carriage, laundry, shopping, beauty parlour, banking/ ATM, sanitary services, reception, other services, transport, bar services, quality of food and language. The co-efficient of skewness are also positive for threes services and facilities also point out that the concentration of responses of the tourists are towards good and average. The arithmetic means at the remaining 4 services and facilities ranged from 3.04 to 3.60. The four services and facilities have been considered by the tourists in between good and very good. These services and facilities in descending order are picnic spots, behavior of hotel staff, accommodation facilities and supply the electricity. The co-efficient of skewness are also negative for these services and facilities and these values of co-efficient of skewness indicate the concentration of tourists responses towards good and very good. Thus, the tourists have considered most of the services and facilities in between average and good.

IV. CONCLSION AND SUGGESSION

As regard to the response of tourists to the various facilities and services availed by them, they considered fourteen services and facilities as satisfactory. These services in ascending order are entertainment, information centre,

water supply, parking, coolie/carriage, laundry, shopping, beauty parlour, baking/ATM sanitary services, reception, other service (medical and post) transport, bar services, quality of food and language. The four services and facilities have been considered by the tourists in between good and very good. These facilities in descending order are picnic spots, behaviour of hotel staff, accommodation and supply of electricity. Thus, there is a need to make improvement in services and facilities offered to the tourists to develop tourism in the State.

V. SUGGESSION

To develop the state as a tourist hub, it is suggested that the state shall be divided into different circuits on the basis of various features and products of areas. In general the state can be divided in to tribal circuit, Pilgrimage circuits, popular hill stations, Historical and cultural circuit and sports and adventure circuits. There is a need to develop basic facilities of transport, accommodation water, electricity, sanitary and security, food and communication in complete circuits so as to provide comfortable stay and ease movement to the tourists.

✓ Shopping is one of tourists favorite activities while traveling has begun. Therefore, it is suggested that proper attention should be given for tourism related products and markets. Tourism shopping is often associated with symbolic consumption like local crafts materials and Shopping Mall should be developed at major tourist resorts.

✓ While tourists make visit in a particular historical place in the state, it is suggested that the literature on that monuments, bearing the concerning information should be given to the tourists with entrance ticket.

✓ To meet the increasing demand for trained personnel in various department of hotel management and food craft, it is suggested that the government should encourage to establish the institute of Hotel management and food crafts in the state.

✓ A limiting factor for the tourism growth in this state is the poor transportation network. There is a need for improvement of the road network to reduce travel time and provide excellent transportation and roadside amenities in order to make the journey comfortable and enjoyable.

✓ Tourism should be based on environmentally friendly concepts and modes of transport. Negative impacts of transport on the environment should be reduced, and particular attention should be given to ecologically sensitive areas.

✓ Efforts should be made to extend the facilities of online reservation of accommodation and transport services in all hotels and travel agencies or roadways buses to facilitate easy approach to the tourists in the state.

✓ Himachal Pradesh has a wide scope for tourism based on health and Medical. The state government should take effective steps and gives incentives for promoting health tourism by setting up spas, health resorts, Yoga houses herbal gardens and recuperative centers.

✓ The hotels and restaurants shall take into consideration the preference of different cuisines of the tourists. They should maintain the quality of these cuisines and provide promptly to the tourists. In addition to this the hotel and restaurants shall also provide local cuisines to the tourists. Accepting payments through credit cards and transfer to accounts shall be provided by all shopping malls, hotels restaurants and bars.

✓ Concessional electricity and water tariffs shall be provided to hotels in the state.

✓ The government should take necessary steps for the expansion of railways and air craft's facilities at the major places of tourists interest in the state.

✓ The special concessional packages tour should be provided to the tourists during off seasons.

✓ Taxi fares in the tourist centers should be properly rationalized and there should be metered taxi system to prevent exploitation of tourists by the taxi owners.

✓ Tourists come from a wide range of economic backgrounds. They have different tastes. They also have widely varying economic means. To build a broadly based industry, it is necessary to develop a range of facilities which appeals to and affordable by all class of tourists. Government should give special incentives to build "budget type" hotels for the low income group tourists in the state.

The government should give priority and encourage the private sector which can promote the tourist image of Himachal Pradesh and put it on the tourist map of India as well as on world.

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