

Stake holder opinion about tourism policy: A case of Beas circuit in Himachal Pradesh

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Abstract

The potential economic benefits that tourism can bring do not materialize without careful planning indeed, uncontrolled tourism development can have major negative impacts on these jewels of humanity's. India is experiencing an incredible Growth of tourism development. Tourism has become an appealing sustainable economic development strategy for the Less Developed Countries in dire need of alternative source of foreign exchange earnings. Next to oil, tourism is the net foreign 'exchange earner at the international level. It is the highest employer of labor in the tertiary sector of the World economy and the second largest after agriculture. Tourism potential impact on the economy cut across several sectors to include transportation, Manufacturing, food processing and packaging, construction, trade and commerce and other ancillary services. It is an international commodity, thus it has a global market from where it draws its patronage and there is no age barrier for its customers. Majority of members of less developed countries of world has realized the potential of tourism Development for rapid socio-economic development, capable of generating foreign exchange; reduce unemployment and improving the standard of the people. Every destination country is trying to achieve more gain by developing tourism industry in planned manner with new Tourism Policy as well as schemes. The expansion of the tourism throughout the world has increased competition among the tourist destinations, trying to attract more tourists by adopting appropriate tourism policy, schemes as well as marketing techniques and strategies. In this study we had tried to understand the role of policy, planning, and schemes to optimize the value in Economic Development of Beas Circuit in Himachal Pradesh. The purpose of this paper is to give an overview and discuss the status, issues and future perspectives of Tourism Contribution in Beas Circuit Himachal Pradesh India.

Keywords: tourism, tourism policy, schemes, strategy, economic development, planning

Introduction

In 1982, the Indian Government presented its first tourism policy. In retrospect one could argue that the novelty of the subject, its low priority and the belief in its potential as a social engineering tool (in keeping with Indian public ideology at that time), contributed to a rather simplistic piece of work. It took the government until 2002 to present an updated policy document. Those expecting a clear line of thinking and plan must have been quite disappointed by the new policy. It is based on a number of incompatible perspectives, of which those of the international development community and the international lobby group of tourism and travel related industries (the WTTC) are the most pronounced. As a result, it starts from the idea that tourism is both a threat and an engine of growth. By means of this paper, we want to focus on some of the central ideas and starting points of the Himachal Tourism policy. We will argue that there is something fundamentally wrong with the public ideas concerning the economic (growth) potential of tourism and the role of tourism as a development tool. We will also contend that, even after all these years of tourism development, very little is known on who the tourists in India actually are and what they want. As research scholars, our fields of specialization lie elsewhere. Nonetheless we think that our observations will provide a fruitful discussion on Tourism policy issues. This paper starts with a brief description of the history of tourism and tourism policy development in Himachal, which concludes with a summary of the most important & latest new introduced tourism scheme/policy. As the study is based on Primary study done for PhD completion

during 2011-2013 in the study area of Beas circuit which addresses the impact of the development community of the tourism policy. It focuses on the idea of tourism as a growth engine. Apart from analyzing the possible meaning of this concept in the context of Himachal reality it briefly describes a concrete project which can be regarded as an implementation of the idea. As well as it deals with the tourism industry lobby groups which are stake holder in the study area other things, resulted in unrealistic definitions, statistics and ideas with respect to the potential role of tourism policy.

A brief history of tourism and tourism policy development

In the early days of independent India, quite rationally, the Government didn't pay much attention to tourism. Worldwide, the number of international tourists was still limited and among those tourists there were only few who considered going to faraway places like India. Moreover, the Indian Government had more urgent matters at hand. The first public milestone in the history of tourism was the creation of the Indian Tourism Development Corporation (ITDC), in 1966. This federal organization was meant to develop tourist infrastructure and services. On a state level, similar Corporations were established, albeit reluctantly and after considerable delay. Their budgets were small and the scales of their operations were limited. Moreover the tourist services they offered were generally considered substandard and indifferent. Both the TDCs (the ITDC especially) and private entrepreneurs set up luxury hotels in the metropolitan, international entry and exit points. These hotels accommodated foreign visitors as well as

the local elite, who patronized such hotels throughout the year. In some regional tourist centers in the vicinity of main entry points (e.g. Jaipur and Agra) such hotels were established relatively early on as well. Most of the present Indian tourist destinations, however, were developed through a slow process which started with the arrival of rather 'adventurous' backpacker tourists and their interaction with local communities. The gradual, 'spontaneous' proliferation of various kinds of tourist services along the backpacker trail has opened up areas for tourists and paved the way for other forms of tourism development. The local populations involved in opening up their towns and villages showed great adaptation and flexibility in identifying and trying ways of catering to the needs and tastes of (foreign) visitors. In collaboration with these visitors, they created enclaves which were more exotic than India and yet produced exactly the right mixture of goods and services from home: peculiar places which are both island-like and thoroughly Indian. In their efforts they were neither supported nor guided by the Indian Government. Tourism development was a largely unplanned exercise. This held true for different states to different degrees. In Kerala, Jammu and Kashmir, Goa and Himachal Pradesh tourism was much more consistently incorporated into state (five year) plans than in other states, even relatively early on - in the 1970s. At that time, these states already attracted a relatively large share of India's international tourists and were to become India's main tourist states and 'models for tourism development' (Singh, 2001:143). Still, even in these states, tourism was largely left to the private sector and to a comparatively unrestricted market. While there have been slight modifications in policy, this basic condition hasn't changed much until the present day.

National Tourism Policy 2002

In order to develop tourism in India in a systematic manner, position it as a major engine of economic growth and to harness its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner, the National Tourism Policy was formulated in the year 2002. Broadly, the "Policy" attempts to:- > Position tourism as a major engine of economic growth; > Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism; > Focus on domestic tourism as a major driver of tourism growth. > Position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as a destination; > Acknowledges the critical role of private sector with government working as a pro-active facilitator and catalyst; > Create and develop integrated tourism circuits based on India's unique civilization, heritage, and culture in partnership with States, private sector and other agencies; and > Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "feel India from within".

Scheme for Product/Infrastructure and Destination Development The focus under this scheme is on improving the existing products and developing new tourism products to world class standards. For infrastructure and product development, the Ministry of Tourism has been providing Central Financial Assistance to the State Governments during the 9th Five Year Plan which resulted in strengthening of the infrastructure and product development in the country. The scheme has been restructured during the 10th Five Year Plan to meet the present day

infrastructure requirements. The past experience had been that a large number of small projects had been funded under the Scheme, spreading the resources very thinly, which at times had not created the desired impact. The focus in the Tenth Plan has been to fund large projects of infrastructure or product development in an integrated manner. Under the revised scheme, the destinations are carefully selected based on the tourism potential. Master planning of these destinations is undertaken so as to develop them in an integrated holistic manner. The master plan is supposed to tie up all backward and forward linkages, including environmental considerations. Realizing the importance of destination development, the total outlay for this sector has been increased substantially. Important tourist destinations in each State, in consultation with the State Governments, are taken up for development. This includes activities ranging from preparation of master plans to implementation of the master plans. The destinations are selected in consultation with the State/UT Governments.

Scheme for Integrated Development of Tourist Circuits Under this Central Financial Assistance scheme the Ministry of Tourism Government of India has been extending assistance to States for development of tourism infrastructure. Experience has shown that in the past funds under the CFA have been used to fund a large number of small isolated projects, spread throughout the length and breadth of the country resulting in the resources being spread very thinly. Therefore, in order to provide quick and substantial impact, during the 10th Five Year Plan, these new schemes of Integrated Development of Tourist Circuits have been taken up. The objective of the scheme is to identify tourist circuits in the country on an annual basis, and develop them to international standards. The aim is to provide all infrastructure facilities required by the tourists within these circuits. The Ministry of Tourism aim at convergence of resources and expertise through coordinated action with States/UTs and private sector. **Scheme of Assistance for Large Revenue Generating Projects** It is recognized that the development of tourism infrastructure projects requires very large investment that may not be possible out of the budgetary resources of the Government of India alone. In order to remove these shortcomings and to bring in private sector, corporate and institutional resources as well as techno-managerial efficiencies, it is proposed to promote large revenue generating projects for development of tourism infrastructure in public private partnerships and in partnerships with other Government / Semi-Government agencies. Large revenue generating project, which can be admissible for assistance under this scheme, should be a project, which is also a tourist attraction, or used by tourists and generates revenue through a levy of fee or user charges on the visitors. Projects like Tourist trains, Cruise vessels, Cruise Terminals, Convention Centres and Golf Courses etc. would qualify for assistance. However, this is only an illustrative list. Hotel & Restaurant component will not be eligible for assistance under the scheme either on a stand-alone basis or as an integral part of some other project. Besides hotel & restaurants, procurement of vehicles and sports facilities like stadiums will also not be eligible for assistance under the scheme. **Scheme for Support to Public Private Partnerships in Infrastructure Development** of infrastructure require large investments that cannot be undertaken out of public financing alone. Thus, in order to attract private capital as well as techno-managerial efficiencies associated with it, the government is

committed to promoting Public-Private Partnerships (PPPs) in infrastructure development. This scheme has been put into effect for providing financial support to bridge the viability gap of infrastructure projects undertaken through Public Private Partnerships. Scheme for Market Development Assistance (MDA) The Marketing Development Assistance Scheme (MDA), administered by the Ministry of Tourism, Government of India, provides financial support to approved tourism service providers (i.e. hoteliers, travel agents, tour operators, tourist transport operators etc., whose turnover include foreign exchange earnings also) for undertaking the following tourism promotional activities abroad: > Sales-cum-study tour > Participation in fairs/exhibitions > Publicity through printed material Recent Initiatives During 11th Five Year Plan (2007-2012) Ministry of Tourism propose to continue supporting creation of world class infrastructure in the country so that existing tourism products can be further improved and expanded to meet new market requirements and enhance the competitiveness of India as a tourist destination. In consultation with the State Governments and UTs the Ministry of Tourism have identified several tourist circuits and destinations for integrated development. During the current financial year the Ministry has sanctioned so far Rs.323.00 crore for various projects throughout the country. This is an all-time record and will facilitate timely execution of projects during the working season. Some of the important infrastructure projects which have been sanctioned in the current financial year are: Heritage Destinations/Circuits > MOT has recently sanctioned Rs.8.00 crore for the project of illumination/lighting of monuments in Rajasthan. > The tourist facilities at Sanchi and adjoining tourist places in Madhya Pradesh are being improved at a cost of Rs.4.64 crore. Tourist Facilitation Centre, Public Amenities, Parking and Landscaping and Beautification of approach roads will be done. > The project of Development of Mahanadi Central Heritage (Rs.3.94 crore) has been sanctioned. In this project Jetties, River Bank, Nature Trail, picnic area, etc. will be developed at various places along the river to enhance the experience of visitors to these destinations. > An Indian Freedom Circuit on Mahatama's Park in West Bengal is being developed at a cost of Rs.2.27 crore. > The project Bijapur-Bidar-Gulbarg Circuit sanctioned at a cost of Rs.6.40 crore. > Art & Craft village at Goregaon film city has been sanctioned for an amount of Rs.3.86 crore. > Revitalization of Gandhi Thidal and Craft Bazar, Puducherry sanctioned recently for an amount of Rs.2.67 crore. > The project of Development of Srirangam Tamilnadu (Rs.3.72 lakh) has been sanctioned. > Development of Vallore fort area at a cost of Rs.0.89 crore. Sound & Talatal Ghar, Sivasagar in Assam (Rs.1.58 crore.) has been sanctioned. Beach and Sea Tourism > MOT has sanctioned a project of Rs.5.00 crore for development and beautification of Beach Promenade in Puducherry. > Another project for development of walkway along the bank of river Arasalar and Vanjiar in Karaikal, Puducherry (Rs.4.78 crore) > the project of Development of Marina beach in Tamilnadu has been sanctioned (Rs.4.92 crore). Eco Tourism > A project of Eco tourism for development of Horsely Hill in Chittoor Distt. Of Andhra Pradesh has been sanctioned. > The project of development of Satkosi in Orissa (Rs. 4.25 crore) has been sanctioned in which Interpretation Centre, Landscaping, Elephant camps, Trekking Park, Watch Towers and parking facilities, etc. are proposed to be developed. > MOT has

sanctioned a project for development of Eco tourism in Morni-Pinjore Hills and Sultanpur National Park in Haryana for which Rs. 2.63 crore have been sanctioned. > The project of Integrated Development of Tribal Circuit with special focus on Eco tourism in Spiti in Himachal Pradesh has been approved for Rs. 6.98 crore. > Development of Wayanad in Kerala for an amount of Rs.2.01 crore. > Development of Tourist Circuit (Western Assam Circuit) Dhubari-Mahamaya-Barpetta-Hajo has been sanctioned for an amount of Rs.4.97 crore. > Development of Mechuka Destination (Rs.4.41 crore in Arunachal Pradesh). > Development of Tourist Destination at Khensa at a cost of Rs.4.58 crore in Nagaland. Circuit - Udhyamandalam- Madumalai- Anaimalai, Tamil Nadu Rs.4.39 crore. Projects for NE Region > The INA Memorial Complex at Moirang in Manipur is being renovated and tourist facilities are being developed (Rs.82 lakhs). > Tourism infrastructure is being developed near Pakhai Wildlife Sanctuary in Arunachal Pradesh (Rs. 5.00 crore) > Gayaker Sinyi Lake at Itanagar is being developed at a cost of Rs.5.00 crore. > Tourist infrastructure is being developed in Nathula-Memmencho-Kuppu tourist circuit in Sikkim (Rs.4.54 crore) > MOT has sanctioned a project for development of Tizu Kukha as Adventure Destination in Nagaland (Rs.4.99 crore) Projects for Jammu & Kashmir MOT has sanctioned a project for development of tourism infrastructure in Leh (Rs.4.95 crore), Bungus Valley (Rs.2.31 crore), Kargil (Rs.4.84 crore), Poonch (Rs.4.50 crore), various villages around Sonmarg (Rs.1.08 crore), development of Gurez and Telail Valley (Rs.3.66 crore), Patnitop (Rs.2.83 crore), Dandi Pora (3.45 crore), Anantnag (Rs.2.1 crore), Shri Amarnath Yatra Marg (Rs.7.00 crore), Bhaderwah (Rs. 4.12 crore), Kishtwar (Rs. 2.81 crore), Wullar Lake (Rs.2.06 crore) and Rajouri (Rs.4.34 crore). Tourist Information Centre, Public amenities, approach roads, shelters, etc. will be developed in these projects so that tourists who are visiting Jammu & Kashmir should have trouble free experience the beauty and bounty of the region.

Tourism as an engine of growth

Given the apparent incentives of the Tourism department to depict tourism as something good and important, it is small wonder that in their plans the notion of tourism as an engine of growth is much more prominently present than the idea that tourism is a potential threat. The credibility and validity of the characterization of tourism as engine of growth and provider of meaningful 'high quality' employment and income to a significant part of the Indian population, hinges on statistics showing the quantitative significance of (the growth of) the tourism sector and consequently on the definition of tourism and tourists. Among representatives of the (international) tourism and travel industry there is a lively interest in upholding such a positive picture of tourism. By means of providing rather wide definitions and dubious statistics, these representatives have been quite successful in influencing the perceived significance of tourism. In fact, one might simply say that while the proponents of the idea of tourism as a threat exaggerate the negative impacts of tourism, the advocates of tourism as an engine of growth grossly overstate the positive impacts. Ultimately, both cases concern essentially normative approaches resulting in a rather one-sided conceptualization of reality. In this section we will question the idea of tourism as a major engine of economic growth in India. We will start with an analysis of definitions and statistics. Subsequently, we will

deal with the growth potential of tourism in India. In this latter context there is an emphasis on international tourism.

The Economic and Social Impacts of Tourism

The Economic and Social Impact of Tourism Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole. According to recent statistics, tourism provides about 10% of the world's income and employs almost one tenth of the world's workforce. All considered, tourism's actual and potential economic impact is astounding. Many people emphasize the positive aspects of tourism as a source of foreign exchange, a way to balance foreign trade, an "industry without chimney". But there are also a number of other positive and negative sides of tourism. The Positive and Negative Social and Environmental Impacts of Tourism Socially tourism has a great influence on the host societies. Tourism can be both a source of international amity, peace and understanding and a destroyer and corrupter of indigenous cultures, a source of ecological destruction, an assault of people's privacy, dignity, and authenticity. Here are possible positive effects of tourism:

- Developing positive attitudes towards each other
- Learning about each other's culture and customs
- Reducing negative perceptions and stereotypes
- Developing friendships
- Developing pride, appreciation, understanding, respect, and tolerance for each other's culture
- Increasing self-esteem of hosts and tourists
- Psychological satisfaction with interaction

So, social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding respect, and liking. Residents are educated about the outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes, and so on. Besides, if local culture is the base for attracting tourists to the region, it helps to preserve the local traditions and handicrafts which maybe were on the link of the extinction. On the other side tourism can increase tension, hostility, and suspicion. Claims of tourism as a vital force for peace are exaggerated. In this context economic and social impacts on the local community depend on how much of the incomes generated by tourists go to the host communities. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. On the other hand large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. Tourism has the power to affect cultural change. Successful development of a resource can lead to numerous negative impacts. Among these are overdevelopment, assimilation, conflict, and artificial reconstruction. While presenting a culture to tourists may help preserve the culture, it can also dilute or even destroy it. The

point is to promote tourism in the region so that it would both give incomes and create respect for the local tradition and culture. There are also both negative and positive impacts of tourism on the local ecology. Tourism often grows into mass-tourism. It leads to the over consumption, pollution, and lack of resources.

Objectives of the Study

The major objective of this research is to see the View of stake holder in Economic development of Beas Circuit' in Himachal Pradesh through Tourism.

Other minor objectives can be itemized as under:

1. To analyze the infrastructure development of Tourism in Beas Circuit of Himachal Pradesh.
2. To study the view of stake holder on Tourism Policy and Schemes in Beas circuit of Himachal Pradesh.

Need & Significance of the Study

Tourism occupies an important place in the economy of the country. Tourism is now the single largest industry according for 8% of the world's total trade whereas in many countries earnings from tourists account for 40% of the total goods and sources and their help to cover trade deficits from the economic point of view the importance of tourism cannot be ignored because it is hard fact that it has emerged as one of the largest industrial activity and is 3rd largest industry in terms of investment and employment.

Tourism as an engine of economic growth and development received the widest recognition, it has emerged as the most lucrative business of the world, having tremendous potential for earning foreign exchange, yielding industries, generating income and employment and in the development of industrially backward regions through its various linkage effects. In wake of globalization and economic restructuring, many countries and communities are struggling to redefine and rebuilt their economies. To reduce poverty and encourage economic and social development, many governmental and international aided agencies have recognized the positive role of tourism in development.

Tourism is a valuable asset to most developing nations in their quest for cultivating maximum economic growth. Tourism gives impetus to national income and earns valuable foreign exchange. Among the Himalayan states of India, Himachal Pradesh is an established tourist destination whose true potential has yet to be fully explored. The need is to consolidate and reposition tourism related activities, so that a diversified infrastructure generates sustainable tourism that would both enhance and protect the excellent environs.

Himachal Pradesh government has recognized tourism as an industry and offering various concessions like loan facilities and subsidies to promote tourism in the state, further the government also making more budget provision to boost tourism and to exploit its potential for future growth. Thus an attempted has been made for future through this study to find out how much the tourism has benefited the areas of Beas circuit for District of Kullu and Mandi. The need of the study is to find out the role of govt. Bodies and private organization and also economic benefits of tourism to the local community. The present study with the opinion of stake of Beas Circuit will be helpful in evaluating Role of Tourism in Economic Development of Beas Circuit in Himachal Pradesh and identifying measures for Economic development such as New

Tourist Routes Developments, Direct / Indirect employments as well as Grants for the developments of infrastructure in the study area.

Hypotheses

In the light of overall objectives of the study and after reviews of existing researchers on the subject, the following hypotheses have been developed for the purpose of testing.

1. There is no difference in the opinion of respondents regarding the economic impact of tourism irrespective of their demographic profile.
2. Tourism has not been developed in Beas circuit of Himachal Pradesh.
3. Proper and adequate policy is not available in the study area

Research Methodology

Research methodology is a plan according to which observations are made and data is collected. It provides the empirical and logical basis for drawing conclusions and gaining knowledge.

As envisaged earlier, the study has been taken up in the Beas circuit of Himachal Pradesh. There are four circuit in this state. The criterion for the selection of the Beas circuit has been as under. Major Tourism activities concentration area of the Beas Circuit.

In the selected study area of Beas circuit major tourism activities concentration town have been selected. From Beas circuit major towns have been included in the study. All the stake holders irrespective of their occupation are the population of the present study. Further the stake holder r divided into seven categories according to their occupation.

From the study area, two districts namely Kullu and Mandi have been selected. From these districts Manali, Nagar, Kullu, Manikaran and Rewalsar have been selected keeping in view major concentration of tourism activities in this area. These tourist destinations have been identified by using purposive sampling. From each destination, a sample of 40 stake holders has been taken by giving due representation to major occupation which are being carried out by the local people on account of tourism. Thus, the total sample comprises of (5x40) 200 respondents. The final unit in the sample has been selected by using Judgement sampling. Keeping in view the nature of study, the data collected have been analyzed and interpreted with the help of the following methods:

1. Mathematical Methods, F-Test T-Test Pearson skewness, and chi square Test and
2. Statistical Methods Mean, Mode, Median & Standard Deviation

Analysis and Interpretation of Primary Survey

This Paper is an outcome of the survey conducted on the tourism stakeholders in the Himachal Pradesh Tourism Development Corporation Tourist circuit of Beas circuits of Himachal Pradesh. The objective of this paper is to study development in Beas circuit and find out the economic benefits by Tourism to Beas circuits as per view of stake holder of study area of Himachal Pradesh.

In this Paper during study period with help of questioner 200 tourism stakeholders have been surveyed, whose profile has been given in table and reflected stakeholder of Beas Circuit perceptions regarding economic development of Beas Circuit

through tourism are shown in the table.

Table 1: Various Tourism Stakeholders

S. No.	Profession of stakeholder	Actual Number
1	Hotels & Restaurants	30
2	Expert Services	30
3	Handicrafts/Souvenir shop	30
4	Fancy Goods	28
5	Transport	30
6	Photographers/Cyber cafe owners	32
7	Vendors and other services	20

Policy Planning Schemes

The History of Tourism Department in Himachal Pradesh starts from the transfer of TIC to Himachal Pradesh Government in 1955. TIC's were established at Nahan, Bilaspur, Una, Mandi and Chamba. During Third Five Year Plan in 1961-62 for first time. Post of tourism development were created in Public Relation Department in July 1966 as separate tourism directorate was established. In 1972 HPTDC was created. Tourism was declared as industry in 1984. Presently there are 18 TIC's are setup by Department of Tourism all over country.

Tourism Policy

Tourism planning play an important role for overall tourism development. The local people/stake holder must be involved in the planning and implementation of the tourism activities in and around their localities. They should be encouraged for the planning and development of tourism activities with the assistance of government body and organisation. Tourism seeks decision making among all the segments of the society, including local population. There should be more consultative and democratic planning process being tourism the most labour intensive sector/industry. Tourism development play a major role to stimulates improvement for local transportation facilities, road network, communication and other basic infrastructure. It requires integrated environment, social and economic planning for keeping in mind the local people and the stakeholder to achieve the role of tourism in all round development target. A careful consideration is required to give the different types of projects related to the existing use, life style and environmental activities. Keeping in mind that the emerging role/ importance of tourism in development of the state government has declared tourism policy 2005 as to promote tourism in Himachal Pradesh, As well as Vision documents-2020, Especially based on Tourism promotion and its contribution with the participation of Private sector is also under process to make the tourist arrival double in the proposed years with the increase of Tourism Role in terms of GDP by making it 15% in coming years up to 2015 as announced by the govt on different occasions. While planning any tourism policy or upgrading the existing one in natural area like Himachal Pradesh, the planner should review the following points.

Tourism is the fast moving industry where every week something new takes place globally. It is rightly said that only a great traveler can be a great tourism entrepreneur. The government sector of tourism organizations should be encouraged to keep in regular touch with the world of tourism happenings. With this effort, best trends can be learnt, best strategies can be framed and best presence can be secured.

Policy can help and create an industry that enhances a community with minimal costs and disruptions in other aspects

of community life. Having broad community involvement and embracing different perspectives during planning helps to identify and resolve the concerns that would otherwise create problems later (Kreag Glenn 2010).

In the present study the following indicators have been selected in order to study the tourism policy in Beas Circuit in it we will study these Heli Taxi, Home stay, Rope way, Har Gaon ke Kahani and orchard tourism.

Table 2: Heli Taxi for more tourism in Beas Circuit: Basis of Type of business

Type of Business	Heli Taxi is best for more tourism in Beas circuit.					
	S.A.	A.	NC	D.A.	S.D.	Total
Hotel & Restaurants	1(3.3)	17(56.7)	4(13.3)	8(26.7)	-(0)	30(100)
Expert Services	7(23.3)	4(13.3)	9(30.0)	10(33.3)	-(0)	30(100)
Handicrafts & Souvenir Shop	13(43.3)	12(40.0)	4(13.3)	1(3.3)	-(0)	30(100)
Fancy Goods	-(0)	4(14.3)	13(46.4)	11(39.3)	-(0)	28(100)
Transporter	8(26.7)	20(66.7)	2(6.7)	-(0)	-(0)	30(100)
Photographer & cyber café	4(12.5)	9(28.1)	7(21.9)	12(37.5)	-(0)	32(100)
Vendors & Other Services	9(45.0)	2(10.0)	1(5.0)	8(40.0)	-(0)	20(100)
Total	42(21.0)	68(34.0)	40(20.0)	50(25.0)	-(0)	200(100)

$X^2 = 87.207$ P = .000

C = .551 P = .000

Note: I) Data collected through questionnaire.

II) Figures in parentheses depict percentage.

On applying χ^2 – test, its calculated value has been found significantly less than the table value of 5% level of significance which accepts the null hypothesis and leads to

conclude that exists no difference in the opinion of different respondents over this statement. Further, it has been supported by the calculated value of contingency coefficient.

Table 3: On the Basis of Type of Ownership Heli Taxi is best for more Tourism

Types of Ownership	Mean	St. Deviations	f-Value	P-Value
Sole proprietor	3.49	1.047	.109	.896
Partnership	3.48	1.112		
Society	3.57	1.137		
Total	3.51	1.084		

An attempt has been made to study the response of respondent on the basis of their types of ownership. It is apparent from table 3 that the mean score for types of ownership respondents is almost similar and variation in the

response has been also showing the same result for all categories of respondents. The calculated value of f-test has been found quite insignificant which further supports the analysis of previous table.

Table 4: Opinion of stakeholder regarding Heli Taxi irrespective of any category

Statement	SA	A	NC	D	SD	Total	Mean	Std Dev.	Skewness	Kurtosis	X ²	P
Heli Taxi policy is best for more Tourism.	42 (21%)	68 (34%)	40 (20%)	50 (25%)	- (0%)	200 (100%)	3.51	1.084	-.122	-1.272	9.760	.021

Table 4 Data Result shows that majority of respondents agree that Heli Taxi policy is best for more Tourism. The mean score for the response has been found (3.51) which clearly indicates that average respondents is lying between neutral and agree statement. The standard deviation and skewness has been worked out (1.084) and (-.122) which reveals a significant

variation in the responses of the respondents towards the higher side of mean score. Majority of respondents have responded towards the agree and strongly agree over this statement. The above analysis has been further supported by the chi square value (9.760) which is significant at 1% level of significance.

Table 5: Home stay for more tourism in Beas Circuit: Age wise

Age	Home stay is best for more tourism in Beas circuit.					
	S.A.	A.	NC	D.A.	S.D.	Total
Upto-25	14(27.5)	23(45.1)	10(19.5)	4(7.8)	-(0)	51(100)
25-40	23(28.4)	29(35.8)	16(19.8)	13(16.0)	-(0)	81(100)
Above-40	15(22.1)	24(35.3)	14(20.6)	15(22.1)	-(0)	68(100)
Total	52(26.0)	76(38.0)	40(20.0)	32(16.0)	-(0)	200(100)

$X^2 = 5.236$ P = .514

C = .160 P = .514

Note: I) Data collected through questionnaire.

II) Figures in parentheses depict percentage.

To get an idea It is clear from the table 5 that a major respondents irrespective of any age group agreed that The Home stay is best for tourism in Beas Circuit. However a significant proportion of respondents viewed it otherwise. On applying χ^2 -test, its calculated value has been found

significantly less than the table value of 5% level of significance which accepts the null hypothesis and leads to conclude that exists no difference in the opinion of different respondents over this statement. Further it has been supported by the calculated value of contingency coefficient.

Table 6: Home stay in Beas Circuit: Type of business

Type of Business	Home stay is best for more tourism in Beas circuit.					
	S.A.	A.	NC	D.A.	S.D.	Total
Hotel & Restaurants	6(20.0)	15(50.0)	6(20.0)	3(10.0)	-(0)	30(100)
Expert Services	4(13.3)	6(20.0)	16(53.3)	4(13.3)	-(0)	30(100)
Handicrafts & Souvenir Shop	13(43.3)	17(56.7)	-(0)	-(0)	-(0)	30(100)
Fancy Goods	2(7.1)	7(25.0)	6(21.4)	13(46.4)	-(0)	28(100)
Transporter	15(50.0)	4(13.3)	11(36.7)	-(0)	-(0)	30(100)
Photographer & cyber café	10(31.3)	16(50.0)	1(3.1)	5(15.6)	-(0)	32(100)
Vendors & Other Services	2(10.0)	11(55.0)	-(0)	7(35.0)	-(0)	20(100)
Total	52(26.0)	76(38.0)	40(20.0)	32(16.0)	-(0)	200(100)

$\chi^2 = 100.290$ P = .000

C = .578 P = .000

Note: I) Data collected through questionnaire.

II) Figures in parentheses depict percentage.

Further, an attempt has been made to analyses from the table 6 that a major respondents irrespective, of any age group agreed that The Home stay is best for more tourism in Beas Circuit. However a significant proportion of respondents viewed it otherwise. On applying χ^2 – test, its calculated value has been found significantly less than the table value of 5% level of significance which accepts the null hypothesis and leads to conclude that exists no difference in the opinion of different respondents over this statement. Further, it has been supported by the calculated value of contingency coefficient.

Table 7: Home stay is best for more Tourism on the basis of Occupations.

Occupations Status	Mean	St. Deviations	t-Value	P-Value
Services	3.74	1.031	.003	.998
Business	3.74	1.015		

An attempt has been made to study the response of respondent on the basis of their Occupations.

It is crystal clear from table 7 that the mean score for services and business respondent is almost similar with same variation. The calculated value of t-test has been found quite insignificant which further supports the analysis of previous table.

Table 8: Home stay is best for more Tourism on the basis of types of ownership.

Types of Ownership	Mean	St. Deviations	f-Value	P-Value
Sole proprietor	3.60	1.021	1.797	.169
Partnership	3.92	1.029		
Society	3.77	.983		
Total	3.74	1.019		

An attempt has been made to study the response of respondents on the basis of their types of ownership.

It is crystal clear from table 8 that the mean score for types of ownership respondents is almost similar with same variation. The calculated value of f-test has been found quite insignificant which further supports the analysis of previous table.

Conclusions

The study highlighting some of the most important inconsistencies in Indian Government thinking on tourism, we attempted to provide tentative answers to some major policy questions. What is the relative growth potential of domestic and international tourism in Himachal. Can one use tourism as a development tool? We tried to show that the dominant tourism-as-an-engine-of-growth position underlying the government policy and schemes has resulted positive evaluation of its economic potential. We also attempted to substantiate the point of view that the 'responsible development' idea which supports some minor parts of the government policy, may lead to ideal forms of tourism on paper,

From above study we can conclude that after eighties that tourism activities gained momentum. The government took several important decisions in this direction. A national policy on tourism was announced in 1982. Later, in 1988, the national committee on tourism formulated a comprehensive plan for achieving a sustainable growth in tourism development. In 1992, a national action plan was draft and in 1996 a national strategy for the development and promotion of tourism was drafted. In 1997, a draft of new tourism policy in tune with the economic policies of the Government of India and the trends in tourism development was published for public debate. The draft policy is now under revision. In 2002, a draft of new tourism policy in tune with the modern trends and International Tourism Industry and technology advancement. The processed policy recognized the roles of central and state Governments, public sector undertakings and the private sector in the development of tourism which PPP, Public, private partnership mode is very popular now a days and one more BOT, built, operate and transfer policy is also much used in contemporary era for the mutual and fast development and growth in the field of Tourism sector especially in the sector of infrastructure development.

Domestic tourism is as old as Indian society. According to available statistics, domestic tourism has grown 6688.005 (Figures in lakhs) in 2009 to 8508.566 (Figures in lakhs) in 2011, Estimated using all-india growth rate. And According to

available statistics, Foreign tourism has grown 143.723(Figures in lakhs) in 2009 to 194.949(Figures in lakhs) in 2011, Estimated using all-india growth rate. And in Himachal Pradesh According to available statistics, domestic tourism has grown 110.366 (Figures in lakhs) in 2009 to 146.049 (Figures in lakhs) in 2011, According to available statistics, Foreign tourism has grown 4.006(Figures in lakhs) in 2009 to 4.845(Figures in lakhs) in 2011, Estimated using all-india growth rate. According to available statistics, Foreign tourist arrival in 2009 was 5167699.00 and has been increased in 2011 to 6290319.00 with a increase of 8.9%(Figures in lakhs) as well as Foreign exchange in crore Rs. in 2009 was 54960.00 was increase in 2011 to crore Rs 77591.00 with a increase of 19.6%. Foreign Exchange Earning during the month of August'2012 were Rs. 7260 crore as compared to Rs. 5734 crore, in August'2011 and Rs. 4620 crore in August'2010, Foreign Exchange Earning from tourism in terms of Rs. During Janaury-August'2012 were 59409 crore with a growth of 23.7% as compared to the Foreign Exchange Earning of Rs. 48013 crore with a growth rate of 15.9% during Janaury-August'2011 over the corresponding period of 2010, Foreign Exchange Earning from tourism in terms of US\$ during Janaury-August'2012 were US\$ 11273 million with a growth rate of 5.6% as compared to US\$ 10678 million with a growth of 18.7% during January-August'2012 over the corresponding period of 2010.

In order to speed up the development of tourism in the country, several thrust areas have been identified for accomplishment during the 12th Five Year plan 2012-2017. The important ones are development of infrastructure, products, MDA (Marketing Development Sachems), trekking, winter sports, Eco Tourism, Wild life and water sports beach tourism, medical tourism, spa, ayurveda, yoga, events, as well as visa on arrival streamline of facilitation procedures at airports, human resources development and facilitating private sector participation in the growth and development of infrastructure building as well as designing different circuit as well as project section for state level recommendation for the development of the particular destination infrastructure enhancements for the growth of tourist arrival from the all tourist generating market by providing world class facilities at the tourist destination.

References

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