

Stake holder opinion economic development through tourism in Beas circuit of Himachal Pradesh

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Abstract

The travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. Its contribution to the global Gross Domestic Product (GDP) and employment has increased significantly. Increasingly, travel and tourism is emerging as an important category of services exports worldwide.

Tourism aims to provide the discerning traveler with a multitude of distinctive, first-hand experiences in an interactive, informative and organic setting in Rural Himachal Pradesh. Community based rural tourism is envisaged to provide sustainable livelihoods and strengthen rural economy through the preservation and promotion of rural craft, culture, heritage and environment in their natural forms by offering an enhanced choice to visitors seeking a unique experience, thus increasing awareness and exposure to rural way of life across the state while improving the quality of life of the village communities, encouraging gender equity and community ownership through an equal partnership between hosts and tourists leading to overall holistic development through tourism. 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 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. 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 marketing techniques and strategies. So that the decision making process is reliable to optimize the value of Tourism industry in Economic Development of Beas Circuit in Himachal Pradesh. The purpose of this paper is to give view of stake holder and discuss the Tourism Development, Employment, and Income, Infrastructure status, issues and future perspectives of Tourism in Beas Circuit Himachal Pradesh India.

Keywords: Tourism, Tourism Development, Employment, Infrastructure, Economic Development

Introduction

The travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. According to the United Nations World Tourism Organization (UNWTO) Tourism Highlights 2013, tourism's total contribution to worldwide GDP is estimated at 9 per cent. Tourism exports in 2012 amounted to USD 1.3 trillion accounting for 6 per cent of the world's exports. New tourist destinations, especially those in the emerging markets have started gaining prominence with traditional markets reaching maturity. Asia Pacific recorded the highest growth in the number of international tourist arrivals in 2012 at 7 per cent followed by Africa at 6 per cent.

The travel and tourism sector holds strategic importance in the Indian economy providing several socio economic benefits. Provision of employment, income and foreign exchange, development or expansion of other industries such as agriculture, construction, handicrafts etc. are some of the important economic benefits provided by the tourism sector. In addition, investments in infrastructural facilities such as transportation, accommodation and other tourism related services lead to an overall development of infrastructure in the economy. According to the World Economic Forum's Travel and Tourism Competitiveness Report 2013, India ranks 11th in the Asia Pacific region and 65th globally out of 140 economies ranked on travel and tourism Competitiveness Index. India has

been witnessing steady growth in its travel and tourism sector over the past few years. Total tourist visits have increased at a rate of 16.3 per cent per annum from 577 million tourists in 2008 to 1057 million tourists in 2012.

The travel and tourism industry has emerged as one of the fastest growing sectors contributing significantly to global economic growth and development. While traditionally Europe and America have remained among the tourism markets, new emerging markets are expected to witness high growth in international tourist visits over the next decade. Abundant natural and cultural resources in the northern states provide ample opportunities for development of diverse tourism products along with a single integrated tourism circuit. While an array of ancient and modern temples may provide an opportunity for developing states in northern India to emerge pilgrimage destinations, presence of palaces, forts and historical monuments help define their multi-cultural heritage. Also, wildlife sanctuaries with a wide variety of flora and fauna, mighty Himalayas, rivers, deserts, climate and diverse landscape provide attractive opportunities for thrill and adventure activities. Serene Valleys of Himachal Pradesh provide an opportunity to promote medical, wellness and spiritual tourism in the state. Its topography provides innumerable opportunities to promote adventure tourism with sport activities like river rafting, para-gliding, trekking etc.

Tourism in view of its importance, particularly in view of its

contribution towards Economic Developments of Beas Circuit in Himachal Pradesh. As the tourism industry offers a wide scope for socio-economic development of the state as well as this particular World known Tourism destination especially for its Natural attraction as well as adventure activities and base for many trekking routes as well as its pleasant catchy snow covered peaks. Although the potential of this has been recognized, yet a thorough socio-economic analysis of its contribution is still lacking. The present study attempts to analyze the Views of stake holder in Tourism Promotion and socio-economic contribution of the "tourism industry" specially focusing on Beas Circuit. Beas circuit are one of key tourist circuit out of its four official circuit here in Himachal Pradesh is a tourism product which is unparalleled in its beauty, uniqueness, rich culture and history has been aggressively pursuing the promotion of tourism both internationally as well as in the domestic market.

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India is a potential game changer. It is a sun rise industry, an employment generator, a significant source of foreign exchange for the country and an economic activity that helps local and host communities.

Indian tourism industry is thriving due to an increase in foreign tourist arrivals and greater number of Indians travelling to domestic destinations than before. In the past few years the real growth has come from within the domestic sector as around 30 million Indians travel within the country in a year.

India's demographic dividend of a younger population compared to developed countries is leading to greater expenditure on leisure services. Travel and tourism sector's contribution to capital investment is projected to grow at 6.5 per cent per annum during 2013-2023, above the global average of five per cent.

The Ministry of Tourism promotes the country's various tourism products through its tactile campaigns under the Incredible India brand- both for international as well as domestic markets. The budget allocated for the Domestic Promotion and Publicity and Overseas Promotion and Publicity including Marketing Development stood at INR 1.1 billion (USD 17.73 million) and INR 3.5 billion (USD 56.41 million) for the financial year 2013-14.

The ministry has set up a Hospitality Development and Promotion Board, which will monitor and facilitate hotel project approvals. The allocation for Ministry of Tourism in the Union Budget 2013-14 has been increased by INR 876.6 million (USD 14.13 million) to INR 12,976.6 million (USD 209.30 million).

There is a need to take steps to improve the present scenario of tourism that includes improvements in basic infrastructure such as Rail, Air as well as Road connectivity and quality, simple tax rules and ensuring safety of tourists. There is a need for better marketing and brand strategies to promote the sector. Creation of an enabling environment for the sector's growth would lead to rise in foreign tourists' inflows and foreign exchange earnings, thus, contributing to economic growth. This would also lead to creation of additional jobs in the sector, which would create opportunities for all sections of the society and in turn lead to attaining an all-inclusive development.

Tourism with increasing tourist inflows over the past few years, it is a significant contributor to Indian economy as well. As per forecasts by the World travel and tourism Council its

total contribution to GDP is expected to witness a growth rate of 12 per cent per annum during 2013-2023. Rising income levels and changing lifestyles, development of diverse tourism offerings and policy and regulatory support by the government are playing a pivotal role in shaping the travel and tourism sector in India.

However, the sector is facing challenges such as lack of good quality tourism infrastructure, global concerns regarding health and safety of tourists, disparate passenger/road tax structures across various states and shortfall of adequately trained and skilled manpower. While several plans and programme have already been devised for tackling these challenges, successful implementation would be critical to accelerate growth.

Concerted efforts by all stakeholders such as the central and state governments, private sector and the community at large are pertinent for sustainable development and maintenance of the travel and tourism sector in the region. Integrated tourism circuits may be developed across states based on attributes, tourism potential, current and future connectivity and synergy within destinations.

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 in economic benefit through Tourism to 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 rebuild 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 infrastructure 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

Infrastructural development

Investments in tourism infrastructure may include development of both tourism as well as civic infrastructure. This may also involve provision of way side amenities, tourist information bureaus and websites for providing requisite

tourist information. Efforts towards enhancement of overall transport infrastructure in the form of good quality roads, rail network, airports, helipads, health facility, public toilet, electricity, education institute, availability of tourist vehicles etc. may also be strengthened in order.

Table 2: Views of Respondents regarding Government is opening new routes & destination in Beas Circuit. Business wise

Type of Business	Government is opening new routes & destination in Beas circuit.					
	S.A.	A.	NC	D.A.	S.D.	Total
Hotel & Restaurants	4 (13.3)	10(33.3)	14(46.7)	2(6.7)	-(0)	30(100)
Expert Services	3(10.0)	22(73.3)	2(6.7)	2(6.7)	1(3.3)	30(100)
Handicrafts & Souvenir Shop	13(43.3)	2(6.7)	10(33.3)	5(16.7)	-(0)	30(100)
Fancy Goods	3(10.7)	18(64.3)	3(10.7)	4(14.3)	-(0)	28(100)
Transporter	7(23.3)	18(60.0)	4(13.3)	1(3.3)	-(0)	30(100)
Photographer & cyber café	9(28.1)	10(31.3)	1(3.1)	12(37.5)	-(0)	32(100)
Vendors & Other Services	4(20.0)	1(5.0)	3(15.0)	12(60.0)	-(0)	20(100)
Total	43(21.5)	81(40.5)	37(18.5)	38(19.0)	1(.5)	200(100)

$X^2 = 104.$ 630P =.000

C =.586 P =.000

Note: I) Data collected through questionnaire.
II) Figures in parentheses depict percentage.

A major share of respondents irrespective of any age group agreed that Government is opening new routes & destination in Beas circuit. However a significant proportion of respondent viewed it otherwise. On applying x^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 there 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: Views of Respondents regarding Government is opening new routes & destination in Beas circuit: Age wise

Age	Government is opening new routes & destination in Beas circuit					
	S.A.	A.	NC	D.A.	S.D.	Total
Upto-25	15(29.4)	16(31.4)	13(25.5)	7(13.7)	-(0)	51(100)
25-40	13(16.0)	39(48.1)	14(17.3)	15(18.5)	-(0)	81(100)
Above-40	15(22.1)	26(38.2)	10(14.7)	16(23.5)	1(1.5)	68(100)
Total	43(21.5)	81(40.5)	37(18.5)	38(19.0)	1(.5)	200(100)

$X^2 = 10.$ 292P =.245

C =.221 P =.245

Note: I) Data collected through questionnaire.
II) Figures in parentheses depict percentage.

One can clearly say from table 3 that majority of respondents irrespective of any age group agreed that Government is opening new routes & destination in Beas circuit. However a significant proportion of respondents do not agree with it. On applying x^2 – test, its calculated value has been found

significantly less than the table value at 5% level of significance which accepts the null hypothesis and leads to conclude that there 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 4: Views of Respondents Government grant is sufficient for Development in Beas circuit. Business wise

Type of Business	Grant from Government is sufficient for Development in Beas circuit.					
	S.A.	A.	NC	D.A.	S.D.	Total
Hotel & Restaurants	11(36.7)	8(26.7)	10(33.3)	1(3.3)	-(0)	30(100)
Expert Services	5(16.7)	16(53.3)	8(26.7)	-(0)	1(3.3)	30(100)
Handicrafts & Souvenir Shop	5(16.7)	18(60.0)	6(20.0)	1(3.3)	-(0)	30(100)
Fancy Goods	5(17.9)	4(14.3)	15(53.6)	-(0)	4(14.3)	28(100)
Transporter	2(6.7)	19(63.3)	-(0)	9(30.0)	-(0)	30(100)
Photographer & cyber café	1(3.1)	6(18.8)	1(3.1)	24(75.0)	-(0)	32(100)
Vendors & Other Services	1(5.0)	-(0)	10(50.0)	9(45.0)	-(0)	20(100)
Total	30(15.0)	71(35.5)	50(25.0)	44(22.0)	5(2.5)	200(100)

$X^2 = 160.456$ P =.000

C =.667 P =.000

Note: I) Data collected through questionnaire.
II) Figures in parentheses depict percentage.

To get an idea about the growth of tourism, views of different stakeholders engaged in different activities have been analyzed in table 4 has put into words that (15.0) percent of respondents irrespective of their business activities strongly agreed that the Grant from Government is sufficient for Development in Beas Circuit. (35.5) percent of respondents irrespective of their

business activities agreed that Grant from Government is sufficient for Development in Beas Circuit. Only (25.0) percent respondents had given no comments regarding this. Where else (22.0) percent of respondents disagreed with it. And (2.5) percent of the respondents had said we strongly disagreed with the statement.

A major Share of respondents irrespective of any age group agreed that The Grant from Government is sufficient for Development 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 5: Views of Respondent Grant from Government is sufficient for Development in Beas circuit: Age wise

Age	The Grant from Government is sufficient for Development in Beas circuit					
	S.A.	A.	NC	D.A.	S.D.	Total
Upto-25	11(21.6)	19(37.3)	12(23.5)	8(15.7)	1(2.0)	51(100)
25-40	12(14.8)	31(38.3)	22(27.2)	14(17.3)	2(2.5)	81(100)
Above-40	7(10.3)	21(30.9)	16(23.5)	22(32.4)	2(2.9)	68(100)
Total	30(15.0)	71(35.5)	50(25.0)	44(22.0)	5(2.5)	200(100)

$X^2 = 8.523$ P =.384

C =.202 P =.384

Note:I) Data collected through questionnaire.

II) Figures in parentheses depict percentage.

Table 5 shows that significant number of respondents irrespective of any age group agreed that The Grant from Government is sufficient for Development in Beas circuit. However a significant proportion of respondent 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 there exists no difference in the opinion of different respondent over this statement. Further it has been supported by the calculated value of contingency coefficient.

Table 6: On the basis of type of Business, Employment provided in Beas Circuit

Type of Business	Employment provided by Tourism Industry to local youth is sufficient in Beas circuit					
	S.A.	A.	NC	D.A.	S.D.	Total
Hotel & Restaurants	1(3.3)	10(33.3)	9(30.0)	9(30.0)	1(3.3)	30(100)
Expert Services	6(20.0)	4(13.3)	10(33.3)	9(30.0)	1(3.3)	30(100)
Handicrafts & Souvenir Shop	4(13.3)	15(50.0)	9(30.0)	2(6.7)	-(0)	30(100)
Fancy Goods	-(0)	4(14.3)	8(28.6)	10(35.7)	6(21.4)	28(100)
Transporter	9(30.0)	9(30.0)	5(16.7)	7(23.3)	-(0)	30(100)
Photographer & cyber café	-(0)	14(43.8)	8(25.0)	10(31.3)	-(0)	32(100)
Vendors & Other Services	3(15.0)	9(45.0)	8(40.0)	-(0)	-(0)	20(100)
Total	23(11.5)	65(32.5)	57(28.5)	47(23.5)	8(4.0)	200(100)

$X^2 = 71.736$ P =.000

C =.514 P =.000

Note: I) Data collected through questionnaire.

II) Figures in parentheses depict percentage.

It is clear from the table 6 that (11.5) percent of respondents irrespective of their business activities strongly agreed that Employment provided by Tourism Industry to local youth is sufficient in Beas Circuit. (32.5) percent of respondents irrespective of their business activities agreed that Employment provided by Tourism Industry to local youth is sufficient in Beas Circuit. Only (28) percent respondents had given no comments regarding this. Where (23.5) percent of respondents disagreed with it. (4) percent’s of the respondents had said for strongly disagreed with the statement Employment provided by Tourism Industry to local youth is sufficient in

Beas Circuit.

A major chunk of the respondents irrespective of any age group agreed that Employment provided by Tourism Industry to local youth is sufficient 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 at 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: Views of Respondents regarding People Indirect involvement in Tourism business. Business wise

Type of Business	People Indirectly are involving in Tourism business like Vegetable, fruits grower, General shops and in Bakery shop in Beas circuit.					
	S.A.	A.	NC	D.A.	S.D.	Total
Hotel & Restaurants	2(6.7)	8(26.7)	7(23.3)	13(43.3)	-(0)	30(100)
Expert Services	10(33.3)	18(60.0)	2(6.7)	-(0)	-(0)	30(100)
Handicrafts & Souvenir Shop	-(0)	3(10.0)	10(33.3)	17(56.7)	-(0)	30(100)
Fancy Goods	8(28.6)	12(42.9)	-(0)	3(10.7)	5(17.9)	28(100)
Transporter	3(10.0)	11(36.7)	16(53.3)	-(0)	-(0)	30(100)

Photographer & cyber café	12(37.5)	6(18.8)	13(40.6)	1(3.1)	-(0)	32(100)
Vendors & Other Services	8(40.0)	3(15.0)	8(40.0)	1(5.0)	-(0)	20(100)
Total	43(21.5)	61(30.5)	56(28.0)	35(17.5)	5(2.5)	200(100)

$X^2 = 146.836$ P =.000

C =.651 P =.000

Note: I) Data collected through questionnaire.

II) Figures in parentheses depict percentage.

It is clear from the table 7 that a majority of the respondents irrespective of any age group agreed that People Indirectly are involving in Tourism business like Vegetable, fruits grower, General shops and in Bakery shop in Beas Circuit. On applying x^2 -test, its calculated value has been found significantly less

than the table value at 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 8: Indirect employment is increasing by tourist inflow in Beas circuit: Type of Business

Type of Business	Indirect employment is increasing at par the tourist inflow in Beas circuit.					
	S.A.	A.	NC	D.A.	S.D.	Total
Hotel & Restaurants	8(26.7)	13(43.3)	8(26.7)	-(0)	1(3.3)	30(100)
Expert Services	12(40.0)	11(36.7)	-(0)	6(20.0)	1(3.3)	30(100)
Handicrafts & Souvenir Shop	-(0)	8(26.7)	12(40.0)	10(33.3)	-(0)	30(100)
Fancy Goods	4(14.3)	18(64.3)	-(0)	-(0)	6(21.4)	28(100)
Transporter	6(20.0)	9(30.7)	-(0)	15(50.0)	-(0)	30(100)
Photographer & cyber café	3(9.4)	19(59.4)	-(0)	10(31.3)	-(0)	32(100)
Vendors & Other Services	6(30.0)	4(20.0)	-(0)	10(50.0)	-(0)	20(100)
Total	39(19.5)	82(41.0)	20(10.0)	51(25.5)	8(4.0)	200(100)

$X^2 = 130.563$ P =.000

C =.628 P =.000

Note: I) Data collected through questionnaire.

II) Figures in parentheses depict percentage.

To get an idea about the indirect employment, views of stakeholders engaged in different activities have been analyzed in table 8 that (19.5) percent of respondents irrespective of their business activities strongly agreed that Indirect employment is increasing at par the tourist inflow in Beas Circuit. (41.0) percent of respondents irrespective of their business activities agreed that Indirect employment is increasing at par the tourist inflow in Beas circuit. Only (10.0) percent respondents had given no comments regarding this. Where (25.5) percent of respondents disagreed with it. And (4.0) percent of the respondents had said we strongly disagreed with the statement. A major share of the respondents irrespective of any age group agreed that indirect employment is increasing at par the tourist inflow in Beas Circuit. On applying x^2 – test, its calculated value has been found significantly less than the table value at 5% level of significance which accepts the null hypothesis and leads to conclude that exists no difference in the opinion of respondents over this statement. Further it has been supported by the calculated value of contingency coefficient.

This includes creation of basic infrastructure such as improving road connectivity and wayside amenities, development of helipads, heliports and air strips, up gradation of passenger terminals and creation of tourist infrastructure in collaboration with the private sector. Efficient implementation of such plans is pertinent for achieving an overall infrastructural development in the country.

It is revealed from the analysis that tourism is an important feature for the development of individual, community and the overall Beas circuit in Himachal Pradesh

A major percentage of respondent agreed that Government is opening new Tourist route in Beas circuit, as new Tourism product in beas circuit and further going to our raw data it confirm that most respondent have responded in favour of Grant from government for sufficient for overall tourism infrastructure development in beas circuit, Infrastructure is sufficient in beas circuit as well as employment generation from tourism is enough in Beas circuit. And employments generation in direct as well as indirect employments is increasing at par the tourist inflow in beas circuit, Most of the respondent irrespective of any age group agreed that benefits of tourism among local people encouraging them for tourism business, tourism being the labour intensive industry as well as the world leading activity is encourage local people to get involved in tourism business.

Several other such steps have been initiated in other parts of the state in order to provide seamless travel opportunities to visitors. However, an overall integration of various modes of transport and across regions and states covering key tourist destinations is required in order to reap benefits of a seamless transportation system. Multiple tourism circuits across states based on varied themes of pilgrimage, adventure, natural flora

Conclusion of Study

As per the World Economic Forum’s Travel and Tourism Competitiveness Report 2013 for 140 world economies, India’s air transport infrastructure, ground transport infrastructure and tourism infrastructure have been ranked 39, 42 and 95 respectively indicating considerable scope for improvement. Other infrastructure requirements such as availability of good quality and reasonably priced hotel rooms, parking spaces, tourist cars etc. are also a cause of concern. Government recognizes the need for up gradation of tourism infrastructure in India and has proposed an outlay of INR 152.2 billion. For the tourism sector under the 12th five year plan.

and fauna, cultural heritage, national history, famous personalities, moments, rivers and other topographic diversity provide ample opportunities for increasing the tourism potential of this beauty full small hill northern states of India. With over all Global experienced and admitted truth as well as different Research, study survey as well as conference has revealed that due to Tourism Development there is overall increase in basic facilities of the host Destination which in end of day benefits the host community life style as well as Image of Destination. Now, the global to local Government as well as community has perceived hospitality and tourism business as a tool for the development, and they have a positive attitude towards the tourism development and they feel that its positive impacts can be multiply and adverse impact can be minimized if planned carefully. Therefore this paper has revealed a well-planned promoted Tourism business will help local regional as well as state economy many way as well as enrich local community life style by upgrading their infrastructure, education, health, economy as well as direct / indirect employment scope as well as business activities and can contribute overall economy Development with the development of tourism in a sustainable manner.

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