

Tourism In Himachal Pradesh – A Case Study Of Shimla District

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Introduction

Tourism is not only an economic activity but it is also an important medium of cultural interactions among nations of the world. In the present scenario tourism acts as a means of social education and as a competing force for fostering better understanding among nations of the world for developing closer cultural and business relations and proves herself a significant factor, contributing to world peace. As far as Himachal Pradesh is concerned tourism in the state is recognized as an important industry.

Himachal Pradesh is situated in the lap of Himalayas. It has Jammu and Kashmir in the north, Utrakhand in the south – east, in the south it is bounded by Haryana and in the west by Punjab. The state consists of twelve districts with the population of about 65 lacs. The total area of the state is 55,673 sq. km. Himachal Pradesh came into existence in 1948. It is located between 30°22' 44" to 30°21' 44" North latitude and 75°45'55" to 79°04'20" East longitudes. The territory of the state is mountainous ranging between 350 meters to 7000 meters high from the sea level.

Himachal Pradesh is enriched with great scenic beauty. It is endowed by nature with cool and clean lakes, peaks, rivers, mountains, springs and temples, which make it a place of pilgrimage. The snow - covered peaks, green forests of great lofty mountains and perpetual snow are the features of this wonderful state. The scenic splendours of this state comprises of Dhauladhar range. The five major rivers of Himachal Satluj, Beas, Ravi, Chenab and Yamuna have a great potential to generate hydro - power about 20,000 M.W., which can contribute significantly for the economic development of the state. The tourism industry is also contributing a lot towards the state economy.

Thus, tourism is an economic and industrial activity which creates employment for many unemployed youth and also generates foreign exchange. It is also a medium of social and cultural development and

creates goodwill and friendship among the different nations. Keeping in view the above considerations, there is a need to undertake a study to evaluate the purpose of tourist's visits and also to study the facilities available to the tourists and various problems faced by them.

Objectives

1. To study the purpose of tourists visiting Shimla on the basis of certain selected variables.
2. To evaluate the facilities available to the tourists in the capital of Himachal Pradesh.
3. To examine the extent of satisfaction of tourists regarding certain selected facilities.
4. To identify the problems faced by the tourists and advance suggestions to make the study more result oriented.

Materials and Methods

The sample for the present study consists of the tourists visiting Shimla district. The process of selecting the sample involves multistage in nature. At the first stage, four representative tourists' places in Shimla district namely; Kufri, Naldhera, the Mall Road and the Indian Institute of Advance Study have been selected with the help of convenience sampling. At the second stage, while adopting quota sampling, a sample of 100 tourists at the rate of 25 tourists from each spot have been chosen from these selected places. To collect the data, a schedule was prepared and administered to the tourists. In order to explore and tap the hidden and neglected potential of tourism, tourist guides, social workers and influential personalities of the area have also been contacted for opinion survey. Certain information's were gathered through observations.

Consistent with the objectives of the study, different techniques like simple percentage methods, and averages have been used to analysis the data. In case of certain hypothesis, advanced statistical tools like Chi square test and z test have also been used.

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Interpretation of data based on rigorous exercises, are objectives of study and the demand of existing studies.

Results and Discussions

1. Purpose of Visit

The classification of tourists on the basis of occupation and purpose of visits is given in table 1.

leisure and enjoyment (29 percent), and some of them are also attracted by its peaceful atmosphere (11 percent). The other purposes stated by the tourists are given in descending order: visit to friends and relatives (9 percent), official tour (8 percent), business tour (7 percent), home leave (7 percent), pilgrimage (6 percent), adventures (6 percent) and scenic beauty (1 percent). The Chi-square value being

Table 1 Classification of Tourists on The Basis of Occupation and Purpose of Visits

Purpose	Occupation						
	Student	Govt. Service	Private Service	Professional	Business	Others	Total
Business Tour	-	-	2 (28.6)* (10.0)**	5 (71.4)* (22.7)**	-	-	7 (100.0)* (7.0)**
Education Tour	15 (93.8)* (45.5)**	-	1 (6.3)* (5.0)**	-	-	-	16 (100.0)* (16.0)**
Official Tour	-	3 (37.5)* (20.0)**	4 (50.0)* (20.0)**	-	1 (12.5)* (20.0)**	-	8(100.0)* (8.0)**
Home Leave	-	2 (28.6)* (13.3)**	-	2 (28.6)* (9.1)**	1 (14.3)* (20.0)**	2 (28.6)* (40.0)**	7 (100.0)* (7.0)**
Pilgrimage	1 (16.7)* (3.0)**	1 (16.7)* (6.7)**	1 (16.7)* (5.0)**	1 (16.7)* (4.5)**	1 (16.7)* (20.0)**	1 (16.7)* (20.0)**	6 (100.0)* (6.0)**
Visiting Friends & Relatives	5 (55.6)* (15.2)**	-	2 (22.2)* (10.0)**	1 (11.1)* (4.5)**	1(11.1)* (20.0)**	-	9 (100.0)* (9.0)**
Adventures	3 (50.0)* (9.1)**	1 (16.7)* (6.7)**	1 (16.7)* (5.0)**	1 (16.7)* (5.0)**	-	-	6 (100.0)* (6.0)**
Leisure & Enjoyment	8 (27.6)* (24.2)**	6 (20.7)* (40.0)**	6 (20.7)* (30.0)**	7 (24.1)* (31.8)**	1 (3.4)* (20.0)**	1 (3.4)* (20.0)**	29 (100.0)* (29.0)**
Scenic Beauty	-	-	-	-	-	1(100.0)* (20.0)**	1 (100.0)* (1.0)**
Peaceful Atmosphere	1 (9.1)* (3.0)**	2 (18.2)* (13.3)**	3 (27.3)* (15.0)**	5 (45.5)* (22.7)**	-	-	11 (100.0)* (11.0)**
Total	33 (33.0)* (100.0)**	15 (15.0)* (100.0)**	20 (20.0)* (100.0)**	22 (22.0)* (100)**	5 (5.0)* (100.0)**	5 (5.0)* (100)**	100 (100)* (100.0)**

Note: *as percentage of purpose ** as percentage of occupation

Source: Primary Prove

Others: Housewife, retired employees etc.

χ^2 100.55

P 0.000

The facts of table 1 reveal that out of 100 percent of tourists 46 percent are students, who basically come for educational tour and simultaneously enjoy the calm and soothing beauty of this place. Further as expected a large number of tourists visit Shimla for

highly significant also supports the facts that the purpose of travel of tourists varies accordingly. Despite this, the maximum tourists are visiting Shimla for leisure and enjoyment.

Table 2 Classification of Tourists on the Basis of Frequency and Purpose of Visits

Purpose	Frequency of Visits				
	First	Second	Third	More than three	Total
Business Tour	2 (28.6)* (4.5)**	-	3 (42.9)* (21.4)**	2 (28.6)* (10.0)**	7 (100.0)* (7.0)**
Education Tour	4 (25.0)* (9.1)**	4 (25.0)* (18.2)**	1 (6.3)* (7.1)**	7 (43.8)* (35.0)**	16 (100.0)* (16.0)**
Official Tour	2 (25.0)* (4.5)**	3 (37.5)* (13.6)**	3 (37.5)* (21.4)**	-	8 (100.0)* (8.0)**
Home leave	3 (42.9)* (6.8)**	3 (42.9)* (13.6)**	1 (14.3)* (07.1)**	-	7 (100.0)* (7.0)**
Pilgrimage	12 (16.7)* (2.3)**	2 (33.3)* (9.1)**	1 (16.7)* (7.1)**	2 (33.3)* (10.0)**	6 (100.0)* (6.0)**
Visiting Friends	2 (22.2)* (4.5)**	2 (22.2)* (9.1)**	2 (22.2)* (14.3)**	3 (33.3)* (15.0)**	9 (100.0)* (9.0)**
Adventures	5 (83.3)* (11.4)**	-	-	1 (16.7)* (5.0)**	6 (100.0)* (6.0)**
Leisure and Enjoyment	19 (65.5)* (43.2)**	6 (20.7)* (27.3)**	1 (03.4)* (07.1)**	3 (10.3)* (15.0)**	29 (100.0)* (29.0)**
Scenic Beauty	1 (100.0)* (2.3)**	-	-	-	1 (100.0)* (11.0)**
Peaceful Atmosphere	5 (45.5)* (11.4)**	2 (18.2)* (9.1)**	2 (18.2)* (14.3)**	2 (18.2)* (10.0)**	11 (100.0)* (11.0)**
Total	44 (44.0)* (100.0)**	22 (22.0)* (100.0)**	14 (14.0)* (100.0)**	20 (20.0)* (100.0)**	100 (44.0)* (100.0)**

Note: * as percentage of purpose.
 ** as percentage of number of visits
 Source: Primary Probe

χ^2 38.669
 P 0.068

2. Requency of Visits and Purpose

The facts of table 2 reveal that the tourists are classified on the basis of their frequency and purpose of visits. Tourists use to visit Shimla not only for once, but they like to visit this place time and again. The number of tourists visited for the first time is 44 percent and remaining 56 percent are re-visitors (regular visitors) as it is evident from table 2. The number of tourists visiting the second time, third time and more than three times are 22 percent, 14 percent and 20 percent respectively. The purpose of the visit of these tourists remains almost same in their subsequent visit.

Statistically also it seems true, as the Chi-square value is insignificant at 5 percent level of significance and its study enables us to find that statistically there is no significant difference between the number of visits and the purpose visits.

3. Period of Stay and Purpose of Visits

The growth and success of tourism and travel

industry depends on a large number of factors. Among them the volume of tourist's arrivals and their duration of stay at the tourist destinations are critical and crucial for the success of this industry. Here, an attempt has been made to find out the duration of stay of the tourists traveling Shimla on the basis of a sample of 100 per annum /month tourists.

The average duration of stay of the tourists is 5.38 days. This means that tourists put up their stay at Shimla on average about five days with significant variation. The minimum duration of stay is one day and the maximum duration of stay is 10 days. The duration of stay of the 31 percent tourists has been between 1-3 days. On the other hand, the duration of stay of 21 percent tourists has been 10 days. There is a little impact on duration of stay of the tourists with purpose of their visits. The duration of stay ranged from one to 6 days for official tour and adventures, one to nine days for home leave and one to twelve days for all other purposes. Thus, no definite trend is discernible in duration of stay on the basis of the

Table 3 Classification of Tourists on the Basis of Period of Stay and Purpose of Visits

Duration of Stay	Purpose of Visits										Total
	Business	Education	Official	Home leave	Pilgrimages	Friends Visiting	Adventures	Leisure and Enjoyment	Scenic Beauty	Peaceful Atmosphere	
Below 3 days	1 (14.29)	7 (43.75)	4 (50)	3 (42.86)	2 (33.33)	1 (11.11)	2 (33.33)	8 (27.59)	- (0)	3 (27.27)	31 (31)
3 to 6 days	3 (42.86)	4 (25)	4 (50)	2 (28.57)	3 (50)	3 (33.33)	4 (66.67)	8 (27.59)	- (0)	4 (36.36)	35 (35)
6 to 9 days	2 (25.57)	3 (18.75)	- (0)	2 (28.57)	- (0)	- (0)	- (0)	4 (13.79)	1 (100)	1 (9.09)	13 (13)
6 to 9 days	2 (25.57)	3 (18.75)	- (0)	2 (28.57)	- (0)	- (0)	- (0)	4 (13.79)	1 (100)	1 (9.09)	13 (13)
Total	7 (100)	16 (100)	8 (100)	7 (100)	6 (100)	9 (100)	6 (100)	29 (100)	1 (100)	11 (100)	100 (100)

Note: Figures in parenthesis indicate total percentage of each column.

Source: Primary Probe.

χ^2 83.417

P 0.168

Mean Value 5.38

purpose of the travel of the tourists. This finding is statistically supported with Chi-square test as the chi-square value is insignificant even at 16 percent level of significance. Thus, two attributes i.e. duration of stay and purpose of visits are statistically independent.

4. Nationality and Purpose of Visits

The information of table 4 reveals that the main purpose of travel of domestic tourists are leisure and enjoyment (25.8 percent), educational tour (18.5 percent), visiting friends (11.1 percent), peaceful atmosphere (9.9 percent) and official tours.

On the other hand, the foreign tourists are mainly concerned with the leisure and enjoyment (42.1 percent), adventure (26.3 percent) and peaceful atmosphere (15.8 percent) of the places around Shimla. Chi-square test reveals that there is a significant difference between nationality and purpose of tourists who visit Shimla. Apart from leisure and enjoyment, the foreign tourists are also interested in adventure, while Indian tourists have shown little interest in adventure.

5. Facilities to Tourists Visiting Shimla

Information given in table 5 reveals that majority of the tourists stay in hotels and resorts. The concerned

authority is making efforts to provide them proper facilities and to make their stay comfortable and memorable. Majority of the hotels in the district have provided them the basic facilities like car parking, transport facility for sight seeing tour and medical facility. Some hotels also provide guide - services, bar, swimming pool facility and indoor games to their guests. Certain hotels give banking and police services to their tourists. So we can say that the hotels in Shimla have been providing all basic facilities to their guests and consequently, they have been receiving domestic and international tourists.

6. Tourists' Perceptions Regarding Certain Basic Facilities

In this survey, an attempt has been made to solicit the opinion of tourists as regard to various facilities available to them including the quality of food. The break up of the opinion of tourists with respect to the quality of food, sanitary services, power supply, water supply, banking, medical and police services and road condition are given in table 6.

Table 4 Classification of Tourists on the Basis of Nationality and Purpose of Visits

Purpose of Visits	Nationality		
	Domestic Tourists	Foreign Tourists	Total
Business Tour	7 (100.0)* (8.6)**	-	7 (100.0)* (7.0)**
Educational Tour	15 (93.8)* (18.5)**	1 (6.3)* (5.3)**	16 (100.0)* (16.0)**
Official Tour	8 (100.0)* (9.9)**	-	8 (100.0)* (8.0)**
Home Leave	7 (100.0)* (8.6)**	-	7 (100.0)* (7.0)**
Pilgrimages	5 (83.3)* (6.2)**	1 (16.7)* (5.3)**	6 (100.0)* (6.0)**
Visiting Friends	9 (100.0)* (11.1)**	-	9 (100.0)* (9.0)**
Adventures	1 (16.7)* (1.2)**	5 (83.3)* (26.3)**	6 (100.0)* (6.0)**
Leisure and Enjoyment	21 (72.4)* (25.9)**	8 (27.58)* (42.1)**	29 (100.0)* (29.0)**
Scenic Beauty	-	1 (100.0)* (5.3)**	1 (100.0)* (1.0)**
Peaceful Atmosphere	8 (72.7)* (9.9)**	3 (27.3)* (15.8)**	11 (100.0)* (11.0)**
Total	81 (81.0)* (100.0)**	19 (19.0)* (100.0)**	100 (100.0)* (100.0)**

Note: * as percentage of purpose of visit.
 ** as percentage of nationality

χ^2 31.260
 P=0.000

Source: Primary Probe

Table 5 Facilities to Tourists Visiting Shimla N=85

Facilities	No. of Tourists		
	Yes	No	Total
Car Parking	57(67.06)	28(32.94)	85(100)
Transport facility or sight seeing tour	57(67.06)	28(32.94)	85(100)
Medical facility	54(63.53)	31(36.47)	85(100)
Banking and Police Services	33(38.82)	52(61.18)	85(100)
Any other	51(60.00)	34(40.00)	85(100)

Note: Any other: Guide services, Adventure tourism services, Bar services, STD/ISD, Swimming pool, Indoor games etc.

Source: Primary Probe 2 Figures in parentheses indicate the percentages of row

Quality of Food

The quality of food available in Shimla and its surrounding places is considered good by about three fourth of the total tourists, while 17 percent tourists are of the opinion that it is fair. On the other hand a small proportion of tourists (10 percent) consider the quality of food bad. Most significantly, no tourist has considered it to be excellent. The quality of food available at different tourist

destinations in Shimla is satisfactory; hence, there is a need to make improvements so that tourists can relish their travel in Shimla.

Sanitary Services

The opinions of the tourists are almost evenly divided for the quality of sanitary services at different tourist destinations in Shimla. The sanitary services are considered good by 55 percent tourists, while 30 percent tourists consider it to be fair and remaining 15 percent consider it bad. There is an urgent need to improve the sanitary services at different tourist destinations in Shimla.

Power Supply

Electricity and power supply position is considered satisfactory at different tourist destinations in Shimla. As it is clear from the table, 70 percent of tourists consider power supply good, 25 percent consider it to be fair and only 5 percent consider it bad. There is a scope to provide uninterrupted electricity at different tourist destinations to make visitors leisure hours pleasant.

Table 5 Tourists' Perceptions Regarding Certain Basic Facilities

Attributes	Percentage of Tourists		
	Bad	Fair	Good
Quality of Food	10	17	73
Sanitary Services	15	30	55
Power Supply	5	25	70
Water Supply	12	19	69
Banking, Medical and Police Services	9	23	68
Road Condition	21	11	68

Source: Primary Probe

Water Supply

Safe drinking water facilities boost development of tourism at any place. It is clear from the table that 69 percent tourists consider water supply as good and 19 percent consider water supply as fair. It is only 12 percent tourists who consider the water supply as bad. There is a need not only to make provision for safe drinking water at all tourist destinations but we must also ensure uninterrupted supply of water in these places.

Banking, Medical And Police Services

Good, fast, economical and easily accessible banking, medical and police services should be made available in different tourist destinations to avoid any hardship to the tourists. Thus, timely availability of these services increase the confidence of tourists and it is good for tourism development. It is clear that 68 percent tourists consider banking, medical and police services as good, 23 percent consider these services as fair and remaining 9 percent, consider these to be bad. All efforts should be made to make these facilities available to the tourists in time.

Road Conditions

The good network of roads plays a vital role in tourism development. All tourist destinations should be linked with good condition roads to ensure proper flow of tourists. It is clear that 68

percent tourists consider road conditions as good, 11 percent as fair and remaining 21 percent as bad. No doubt Shimla, being the capital of the state is well connected by roads. However, there is a need to keep these roads in good condition throughout the year. The state government should take some necessary steps to overcome the road problems of Shimla district. The tourists consider these above services as good and satisfactory. However, there is a scope to make these services better for the tourists so that they can enjoy their holidays at Shimla.

Conclusions

- It is observed from the study that most of the tourists who visit Shimla and its surrounding areas belong to the service class, as the survey has shown that 35% of the tourists are in government services. One third of the total tourists that arrive in Shimla are students. It means that students are playing a vital role in tourism development in the state.
- Shimla being a hill station, most of the tourists visit it for leisure and enjoyment. Our study has supported this fact that 29% tourists have indicated the purpose of their visit as leisure and enjoyment. The government employees, employees working in private sector and professionals mainly visit Shimla due to their occupation.
- A large number of tourists are attracted towards Shimla by its natural beauty, cool and pleasant climate. Most of the tourists like its good climate, its scenic beauty and its hilly terrain. Hence, the charm of natural images such as good climate, scenic beauty and hilly terrain are the main causes which bring tourists to Shimla.
- About 85% tourists prefer hotel accommodation and remaining 15% stay with their friends and relatives. The duration of stay of these tourists spans from one day to twelve days with modal stay between 3 to 6 days. It has been observed that tourists who come for leisure and

enjoyment, to meet their friends/relatives and enjoyment of the peaceful atmosphere of Shimla, stay here for a long duration.

- It has been found from the study that tourists are facing various problems during their stay at Shimla, and its surrounding areas. The most common problems stated by the tourists is poor sanitary facility, erratic water supply, high tariff charges and deplorable road conditions. The quality of food available in different tourist destinations in Shimla is not satisfactory. But most of the tourists feel that coolie charges are reasonable. Most of tourists do not face any interaction problem in Shimla. Majority of tourists are of the opinion that tourism promotes international understanding, cultural and social exchange and it provides employment in developing country like India.

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