

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM AND CULTURE DEPARTMENT OF
TOURISM
MARKET RESEARCH DIVISION**



**Final report
on
20-YEAR PERSPECTIVE PLAN FOR SUSTAINABLE
TOURISM DEVELOPMENT IN HIMACHAL PRADESH
PART I
March 2003**

Drshti Strategic Research Services Pvt. Ltd.

PART I

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PART II

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CHAPTER 1:

INTRODUCTION

Drshti Strategic Services Pvt Ltd had been commissioned to conduct a study aimed at “Preparation of 20 years Perspective Plan for the tourism sector in Himachal” by the Ministry of Tourism, Govt. of India. This report is the final report based on the findings of the study.

1.1 BACKGROUND TO THE STUDY

Department of Tourism (DoT) wished to create a 20 year Tourism development plan for Himachal, to be implemented in conjunction with the state government.

DOT felt that tourist destinations may have remained unexploited due to:

- Lack of infrastructure support
- Socio-cultural controversies
- Improper management of resources

Further, it also felt that there were some unexplored destinations, which needed to be exploited with proper long term as well as short term plans.

Drshti Strategic Services Pvt Ltd were invited, by the Ministry of Tourism and Culture, Department of Tourism, to assess the tourism scenario in Himachal and to suggest appropriate tourism projects and roles of various parties in implementing the same.

1.2 DELIVERABLES FOR THE STUDY:

- To list and evaluate existing tourist destinations in Himachal.
- Categorization of tourist destinations
This would include the classification of tourist destinations as stand alone and / or as a part of a circuit.
- To assess and evaluate the facilities available at various tourist destinations.
This would include the evaluation of the current facilities available at the tourist destinations including lodging facilities, quality of road, transportation facilities, civic amenities etc.
- To assess the status of existing infrastructure.
- To identify likely infrastructure requirements.
- To analyse current traffic flow to major destinations
This includes both foreign and domestic tourists. This would also include assessment of traffic flow taking into consideration past growth trends.
- To review the existing developmental and investment plans
This includes plans for all existing and potential tourist centers.
- Identification of new destinations and projects including projects for up gradation and expansion.
- Financial Planning
This would include the evaluation of the cost of infrastructure buildup.
- Employment generation
This would include the analysis of project wise employment generation capability, specifically for women.
- Impact on environment
This would include the analysis of the impact tourism and tourism related projects have on the environment.

1.3 METHODOLOGY FOR THE STUDY

The study was based upon the analysis of primary data being collected through structured questionnaires, qualitative depth interviews, observations, as well as already available **secondary data**.

Our methodology for the study was divided into four stages:

Stage 1

Destination Profile: At the first level, agency did an analysis, based on already existing secondary data

Stage 2

Destination Preference: At second level, different target groups were interviewed to get information on destinations, circuits, needs and gaps.

Stage 3

Project Conceptualisation: At tertiary level; on the basis of destination profile destination preference; investment priorities were set.

Stage 4

Strategy Building: Finally, setting up of short-term as well as long-term strategies.

Secondary Research: The secondary desk research involved a study of various publications, books, articles and statistics from the Himachal Statistics Cell, DoT, Himachal and other such governmental and independent sources.

1.3.1 Primary meetings

Drshti also conducted interviews/ meetings with Department of Tourism (DoT), Delhi, Department of Tourism, Himachal officials, PWD, Himachal Forest and Wildlife Departments and other Government officials and with tourism industry participants such as hoteliers, tour operators, guides, Non Govt. Organisations and local communities to seek their opinions on various tourism related issues in the state, meetings with domestic and foreign tourists in the state as well as outside. Exhibit 1.1 (below) provides the list of departments, associations, organisations and other parties met during the study.

Besides Government departments and organizations Drshti also conducted interviews with local residents, domestic and foreign tourists in the state of Himachal in order to understand their views on tourism in the state.

1.3.1.1 The focus of these primary meetings was as follows:

- To understand the viewpoint from different departments of the state with regards the current status of tourism and the state governments various activities and initiatives for developing tourism in the state.
- Understand inadequacies in tourism infrastructure and services, expectations and tourist traffic trends.
- To understand a tourist, his expectations and performance from a place, understand national and international trends in tourism and their likely impact on tourism in Himachal.
- To record views and collect data, reports, information brochures, publications, newsletters, and their documents related to tourism (traffic, infrastructure, development plans etc) in Himachal.
- Drshti also visited main tourist locations in the state such as Shimla, Sanjauli, Kufri, Fagu, Mashobra, Naldhera, Narkanda, Rampur, Sarahan, Manali, Nargu, Solan, Marha, Rahala falls, Solang valley, Kalpa, etc, to study the tourism potential in terms of attractions, current infrastructure availability like hotel accommodation, condition of approach roads, basic public amenities like toilets etc. During these visits we also had interviews with locals and other industry participants to understand key tourism related issues in the region.

Exhibit 1.1

Locals

A total of 165 local residents from the state were interviewed to understand their views with regards to tourism in Himachal

Domestic tourists within Himachal

A total of 258 domestic tourists were interviewed within the state of Himachal in order to understand their views with regards to tourism in Himachal

Domestic tourists outside Himachal

A total of 327 domestic tourists were interviewed in the states of Chennai, Delhi and Mumbai in order to understand their views with regards to tourism in Himachal

Foreign tourists within Himachal

A total of 74 foreign tourists were interviewed within the state of Himachal in order to understand their views with regards to tourism in Himachal

Main Organisations Contacted

Central Agencies

1. Department of Tourism, Delhi

State agencies

2. Dept of tourism, Himachal Pradesh
3. Regional Tourism Offices
4. Tourist Reception centers of DoT across the state
5. Public Works Department
6. Department of Forestry
7. Department of Transport
8. Department of Economics and Statistics
9. Directorate of Industries
10. Directorate of Rural Development
11. Directorate of Land Records
12. State Electricity Board
13. University of Horticulture
14. Himachal Pradesh Road Transport Corporation

Private Organisations

1. Sterling Resorts Ltd.
2. Asoka Group of Hotels
3. Radison Hotels
4. Indian Adventures Wildlife Resorts

Non Governmental Organisations

1. Indian Heritage Society
2. Paryavaran Evam Gramin Vikas Sanstan
3. WWF India
4. People for Animals
5. Centre for science and environment
6. Association for Social Health
7. Craft Revival Trust
8. National Commission for Women
9. Centre for Women's Development studies.

Tour Operators

Himachal Pradesh

1. Span Tours – Shimla
2. Panna Travels

Delhi

1. Panna Travels
2. Span Travels
3. Aashman Air Travels

Kolkata

1. Peerless Travel Pvt. Ltd
2. Kundu Special Travels
3. Marcopolo World Travels
4. Baneerjee Special
5. Sita World Travels India
6. Trust Me Travels
7. Aashan Air Travels

Mumbai

1. Travel Corporation of India
2. Kesri Tours and Travels
3. Taj travels
4. Trade Wings Ltd
5. Air Link travels
6. Wanderers
7. M Mehta Travel & Tour Co. Pvt. Ltd
8. Taj Travels
9. Touchdown Holidays
10. The Explorers
11. India Outdoors
12. Freddy Inc
13. TPH Travel Services
14. My Travel Shop

Corporate Houses

1. Marubeni India Pvt Ltd
2. Shoghi Communications
3. Indian Agri Business Systems
4. BHP Caps Billiton Corporate and Petroleum
5. LECOMS Consulting
6. UL India Pvt Ltd.
7. Itochu Corporation
8. Thirumalai Chemicals Ltd.
9. E- Mecklai.com corp.
10. Gujarat Positra Port Infrastructure Ltd
11. Federation of Indian Micro and Small & Medium Enterprises
12. Grasim Industries Ltd.
13. Investmart India Ltd.
14. Tata Finance Ltd.
15. InvestOne (Citigroup)
16. Asian Paints Ltd.
17. NTPC
18. ABP Pvt Ltd.
19. Accenture
20. Elecon Engineering Co. Ltd.
21. Cadbury India Ltd
22. DLF Universal Ltd.
23. Nestle India Ltd

Places visited by the consultants

1. Shimla
2. Sanjauli
3. Kufri
4. Chail
5. Fagu
6. Mashobra
7. Naldhera
8. Narkanda
9. Rampur
10. Manali
11. Marhi
12. Rahala falls
13. Solang Valley
14. Vashisht
15. Naggar
16. Kullu
17. Mandi
18. Rekong Peo
19. Kalpa
20. Sangla Valley
21. Sarahan
22. Dalhousie
23. Khajjiar
24. Chamba
25. Bharmour
26. Shiilon Bagh
27. Dharamshala
28. McLeodGanj
29. Kangra
30. Chintpurni
31. Hamirpur
32. Bilaspur
33. Kasauli

1.3.2 Secondary Research

The secondary desk research which involved a study of the various publications of Himachal Economic and Statistics cell, DoT, PWD, and others was concentrated to develop an understanding of the following:

Overall understanding of the state of Himachal

This involved an extensive study of fundamental infrastructure characteristics of Himachal State such as its history, geography, government, administrative setup, districts, demographics, economy, socio-economic infrastructure, etc. through various published articles/ literatures and the internet.

Understanding of the tourism sector in Himachal

This involved a review of the Himachal state tourism scenario, the state's tourism policy and understanding the various development initiatives for tourism in the state. It also identified the tourist locations in the state and conducted a brief review of these locations in terms of tourist traffic, seasonality, direct tourist infrastructure (restaurants, hotels, etc), and others.

Exhibit 1.2

Sources of secondary data

Central Agencies

- 1 Department of Tourism, Delhi

State agencies

1. Dept of Tourism, Himachal Pradesh
2. Regional Tourism Offices
3. Tourist Reception centers of DoT across the state
4. Public Works Department
5. Department of Forestry
6. Department of Transport
7. Department of Economics and Statistics
8. Directorate of Industries
9. Directorate of Rural Development
10. Directorate of Land Records
11. State Electricity Board
12. University of Horticulture
13. Himachal Pradesh Road Transport Corporation

Websites:

1. www.himachaltourism.nic.in
2. www.indiastat.com
3. www.censusofindia.net
4. www.techno-preneur.net
5. www.mapsofindia.com

1.4 ANALYSIS OF TOURISM POTENTIAL IN THE STATE

Based on our understanding of the current tourism scenario, existing and planned infrastructure in the state from the primary and secondary survey, Drshti assessed the potential for tourism at the existing tourist locations based on the tourist traffic to the location and the potential of the state in offering facilities for performance by local artists, handicrafts, yoga classes, ayurvedic system of medicine etc to attract tourists.

1.5 STRATEGIC ACTION PLAN FOR SUSTAINABLE TOURISM DEVELOPMENT

The strategic action plan was prepared identifying the broad focus areas for Himachal tourism and the actions required in each of them. Based on the list of existing and potential sites/ projects, the gaps in infrastructure were identified and the likely investment for developing of infrastructure requirement was assessed.

The phased investment assessment was used to broadly explore the various options for sourcing of required funds from different agencies such as central / state government, loans from financial institutions and from the private sector.

1.6 LIMITATIONS OF THE STUDY

The findings of the study are based on the information supplied by various departments contacted during the study and from analysis of secondary sources.

Investments in tourism related projects have been assumed for the forecasting.

Forecasting has been made based on tourist arrivals of the past years and on proposed projects assuming that they will be implemented.

1.7 STRUCTURE OF THE REPORT

Chapter 1: Introduction

This chapter includes the background to the study, deliverables, Drshti's approach and methodology and structure of the report.

Chapter 2: Executive summary

This chapter includes a brief description of the 20 year perspective plan for Himachal.

Chapter 3: Overview of the state of Himachal

This chapter covers the background of Himachal, its major economic sectors, administrative divisions and district profile, infrastructure in the state etc.

Chapter 4: Existing tourism scenario in Himachal

This chapter covers the background of tourism in Himachal, tourism destination and circuits, tourist traffic, tourism related state government plans and incentives.

Chapter 5: Major plans and schemes

This chapter covers existing and on going major tourism projects, plans and schemes in the state and state government incentives for tourism.

Chapter 6: Opinion survey

This chapter covers an overview of the views, opinions and suggestions of the primary meeting with various government departments like tourism, PWD, Non-governmental organizations locals, domestic and foreign tourists.

Chapter 7: Key destinations in districts

This chapter includes a review of the existing facilities at major tourist locations in each district, suggested plans for locations along with their phasing.

Chapter 8: Forecast of Future Tourist Traffic and bed requirements.

This chapter includes the past trends in tourist traffic, brief methodology for 20- year forecast of tourist traffic and summary of the tourist traffic forecast and accommodation/ bed requirements for the next 20 years.

Chapter 9: Proposed tourism projects

This chapter covers a summary of new tourism projects for each new/ on-going project and their phasing and likely investor.

Chapter 10: Employment opportunities and Environmental issues

This chapter covers a summary of the employment potential, employment potential for women and artisans, spatial and land use planning and suggested environmental controls for tourism.

Chapter 11: Funding of tourism Projects

This chapter includes a summary of the various funding schemes and incentives and the various sources of funding available for implementation of projects.

Chapter 12: Institutional framework for tourism development

This chapter includes a review of the existing institutional framework, and issues related to existing framework.

Chapter 13: Strategic Action Plan for Tourism Development in Himachal

This chapter presents an action plan for tourism development in Himachal for the plan period

Chapter 14: Summary of recommended initiatives, investments and potential funding.

This chapter covers the suggested plans for tourism development, financial plan, phasing and possible sources of funds for the plans.

CHAPTER 2:

EXECUTIVE SUMMARY

2.1 OVERVIEW

Himachal has always had a tourist industry. This has boomed post the 1980s.

The key assets of the state are:

- Hills & snow
- Nature, forests and scenic beauty
- Adventure tourism potential (Treks, climbs, rivers)

The prime season is May / June, with a secondary season in winter.

2.2 OBJECTIVES OF THE TOURISM POLICY IN HIMACHAL PRADESH

- To promote economically, culturally and ecologically sustainable tourism in Himachal Pradesh.
- To promote responsible tourism, that will be welcomed as both preferred employer and new community industry.
- To use tourism as a means of providing new employment opportunities in rural, tribal and remote areas.
- To increase private sector participation in tourism, both as a means of generating employment and providing new infrastructure.
- To develop activity based tourism to increase the duration of tourist visits.
- To develop adventure tourism by providing facilities and safety standards at internationally –required levels.
- To devote special attention to the promotion of religious tourism.
- To promote new concepts in tourism, such as time-share.
- To transform the role of the government into that of facilitator.

2.3 MAJOR TOURIST DESTINATIONS IN HIMACHAL (CIRCUITS AND STANDALONE DESTINATIONS)

Exhibit below indicates the major tourist Circuits and Destinations in Himachal Pradesh (source: mapsofindia.com)



Source: mapsofindia.com

2.4 DOT CIRCUITS

There are four tourist circuits as identified by Himachal Pradesh DoT, based on their geography, attractions and coverage by independent/ group tourist. The study involves an analysis for the following circuits.

1. Sulej Voyage
2. Beas Voyage
3. Dhauladhar Voyage
4. Tribal Voyage
5. Buddhist Voyage

The Sulej Circuit: The Sulej Voyage circuit passes through the Shivalik foothills through apple orchards, forests of pine, oak and deodar, majestic monuments of the Raj, snow covered ski slopes and the furious Sulej River. This circuit covers Rohru - Rampur - Sarahan - Narkanda - Naldehra - Tattapani - Shimla - Kiarighat - Delhi. This voyage also includes Renuka, Paonta Sahib and Nahan.

The Beas Circuit: The Beas Voyage covers the highly picturesque Beas valley - the valley of gods. Flower covered meadows, terraced fields of apple, paddy, maize and the sparkling Beas river. It covers - Shimla - Mandi - Rewalsar - KulluManali - Rohtang - Nagar Manikaran - Delhi. One can also continue to Leh across the Baralacha pass.

Dhauladhar Circuit: The Dhauladhar Voyage circuit passes in the shadow of the mighty and majestic snow clad Dhauladhar ranges, which dominate the beautiful Kangra valley, dotted by flower filled meadows, temples, tea gardens and flocks of sheep. It covers: Chintpurni - Jwalamukhi - Kangra - Dalhousie - Khajjiar - Chamba - Dharamsala - Chamunda - Palampur - Jogindernagar - Delhi.

The Tribal Circuit: The Tribal Voyage Circuit passes through a spectacular terrain of river valleys, a cold desert mountain, high passes, snow capped peaks, icy lakes, mighty glaciers- an exotic tribal country dotted by monasteries. It covers: Delhi - Shimla - Narkanda/Hatkoti - Sarahan - Sangla - Kalpa - Pooh - Nako - Tabo - Dhankar - Kaza - Losar - Kunzam - Koksar - Sissu - Keylong - Udaipur - Trilokpur - Rohtang - Manali - Delhi.

The Buddhist Circuit: Apart from the circuits identified by the Himachal Pradesh Tourism Development Corporation the Ministry of Tourism has identified three important Buddhist circuits of the country. They are as listed below:

- a. Dharamshala/Tabo Monastery/ Tabo/Dharamshala
- b. Kinnaur / Sangla Valley / Tabo Monastery/ Kinnaur
- c. Dharamshala/ Pangi /Leh/ Dharamshala

Often the tourists visit only one or two places mentioned in these circuits. They tend to operate in smaller circuits and thus this report provides a district/ location wise rather than a circuit wise assessment of tourism.

2.5 TOURIST INFLOWS

The table below summarizes the domestic (Refer Exhibit 2.5.1) and foreign tourist (Refer Exhibit 2.5.2) arrivals in each of the districts of Himachal in the past five years

Exhibit 2.5.1

Domestic Tourist Traffic Arrival Trends - Himachal

	DOMESTIC					
DISTRICT	1996	1997	1998	1999	2000	2001
Chamba	144618	293853	322433	334650	358851	400193
Bilaspur	22967	435401	459166	473823	464547	499294
Hamirpur	18089	20356	21620	22837	26942	33328
Kangra	135303	590257	646720	669870	690922	799757
Kinnaur	2060	3137	3874	3198	3763	7370
Kullu	383813	717018	795282	838940	894806	1001296
Lahaul and Spiti	5118	11661	12563	13875	18639	23963
Mandi.	81771	147569	160704	168704	185436	233169
Shimla	623383	818510	898993	943503	1038975	1136063
Sirmaur	20158	258623	284889	292273	317074	344423
Solan	147000	164762	179311	186033	206117	240619
Una	17220	369273	394811	405137	364057	392217
Himachal Pradesh	1601500	3830420	4180366	4352843	4570129	5111692

(Source: Department Of Tourism, Government Of India)

Exhibit 2.5.2
Foreign Tourist Traffic Arrivals Trends – Himachal

	FOREIGN					
DISTRICT	1996	1997	1998	1999	2000	2001
Chamba	968	1202	1472	1562	1862	1616
Bilaspur	208	321	337	584	834	815
Hamirpur	17	16	18	26	70	170
Kangra	11425	13310	17689	22019	26344	28441
Kinnaur	1746	2373	2758	983	648	1830
Kullu	12390	15793	17613	27597	33244	41891
Lahaul and Spiti	11751	13171	15054	10185	12994	17709
Mandi.	2979	3360	4088	5654	6454	6845
Shimla	7899	10482	13515	19188	24225	31022
Sirmaur	8	195	214	507	821	1097
Solan	1903	2145	2346	3001	3491	1580
Una	66	159	102	138	204	12
TOTAL	51360	62527	75206	91444	111191	133028

(Source: Department Of Tourism, Government Of India)

2.5.1 Static Projections Of Tourist Arrivals: Based On Time Series

The expected tourist arrivals in each of the districts in Himachal for short term (Refer Exhibit 2.5.1.1) mid term (Refer Exhibit 2.5.1.2) and long term (Refer Exhibit 2.5.1.3) are given below.

Exhibit 2.5.1.1
Projections for tourist Traffic - Short Term

DISTRICT	2005		
	Indian	Foreign	TOTAL
Chamba	545015	2173	547188
Bilaspur	572104	2069	574174
Hamirpur	54566	1806	56373
Kangra	1083615	60773	1144388
Kinnaur	8841	1102	9943
Kullu	1398282	111116	1509398
Lahaul and Spiti	49243	23811	73054
Mandi.	368423	13945	382367
Shimla	1576815	91811	1668627
Sirmaur	458688	6171	464859
Solan	351401	1164	352565
Una	416587	1	416587
Himachal Pradesh	6821015	282115	7103130

Exhibit 2.5.1.2
Projections for tourist Traffic - Mid Term

DISTRICT	2011		
	Indian	Foreign	TOTAL
Chamba	650777	3448	654225
Bilaspur	683123	3284	686406
Hamirpur	65155	2866	68022
Kangra	1293893	96439	1390332
Kinnaur	10556	1748	12305
Kullu	1669622	176327	1845950
Lahaul and Spiti	58799	37784	96583
Mandi.	439916	22128	462044
Shimla	1882800	145693	2028493
Sirmaur	547697	9793	557490
Solan	419591	1847	421438
Una	497426	-	497428
Himachal Pradesh	8144648	447682	8592330

Exhibit 2.5.1.3
Projections for tourist Traffic - Long Term

DISTRICT	2021		
	Indian	Foreign	TOTAL
Chamba	793294	5616	798909
Bilaspur	918060	7089	925149
Hamirpur	87563	6188	93751
Kangra	1738884	208205	1947089
Kinnaur	14187	3775	17962
Kullu	2243833	380677	2624510
Lahaul and Spiti	79021	81574	160594
Mandi.	591210	47774	638984
Shimla	2530326	314540	2844865
Sirmaur	736059	21143	757202
Solan	563895	3987	567882
Una	668499	-	668502
Himachal Pradesh	10945726	966511	11912237

2.5.2 Dynamic Forecasting Of Tourist Arrivals: Based on district wise activity plan and Marketing effort

The expected domestic and foreign tourist arrivals in each of the districts in Himachal for the short term (Refer Exhibit 2.5.2.1) mid term (Refer Exhibit 2.5.2.2) and long term (Refer Exhibit 2.5.2.3) based on dynamic forecasting are given below

Exhibit 2.5.2.1
Projections for tourist Traffic - Short Term

DISTRICT	2005		
	Indian	Foreign	Total
Chamba	585923	2366	588288
Bilaspur	606652	2265	608916
Hamirpur	40510	954	41464
Kangra	1048318	58975	1107293
Kinnaur	17993	2318	20312
Kullu	1439343	89436	1528778
Lahaul and Spiti	29127	25466	54593
Mandi.	283418	8220	291639
Shimla	1663310	75736	1739046
Sirmaur	418648	3403	422051
Solan	352290	2313	354604
Una	441444	14	441457
Himachal Pradesh	6926977	271464	7198441

Exhibit 2.5.2.2

Projections for tourist Traffic - Mid Term

DISTRICT	2011		
	Indian	Foreign	Total
Chamba	1037998	7063	1045061
Bilaspur	1074721	6762	1081483
Hamirpur	60795	4603	65398
Kangra	1857160	136413	1993573
Kinnaur	68638	5363	74001
Kullu	1928857	158440	2087298
Lahaul and Spiti	39033	34126	73159
Mandi.	379808	14563	394370
Shimla	2228994	134171	2363165
Sirmaur	741661	16424	758085
Solan	624104	3100	627204
Una	591577	66	591642
Himachal Pradesh	10633346	521094	11154440

Exhibit 2.5.2.3

Projections for tourist Traffic - Long Term

DISTRICT	2021		
	Indian	Foreign	Total
Chamba	1690789	97376	1788165
Bilaspur	1750607	17539	1768146
Hamirpur	81704	11939	93643
Kangra	3025118	294506	3319624
Kinnaur	178031	33203	211234
Kullu	2592223	342061	2934284
Lahaul and Spiti	101242	88515	189757
Mandi.	510430	37772	548202
Shimla	2995582	289665	3285247
Sirmaur	996730	42599	1039329
Solan	1016599	5050	1021649
Una	963616	903	964520
Himachal Pradesh	15902670	1261128	17163798

2.6 DEMAND SUPPLY GAP – BEDS: Dynamic Projections

The expected bed gaps for the short term, mid term and long term on the basis of dynamic projections is given below.

Exhibit 2.6.1
Demand Supply Gap - Short Term

	2005		
DISTRICT	Beds Required (BR)	Beds Available (BA)	GAPS BR – BA (2002E)
		(2002E)	
Chamba	6550	4914	1636
Bilaspur	6778	5834	944
Hamirpur	466	391	75
Kangra	12631	9911	2720
Kinnaur	239	125	113
Kullu	17483	12609	4874
Lahaul and Spiti	748	530	218
Mandi.	3286	2817	469
Shimla	19743	14325	5419
Sirmaur	4708	4034	675
Solan	3953	2970	983
Una	4905	4489	416
Himachal Pradesh	81491	62950	18541

#2002E: Indicates the estimate on beds available in the year 2002

Exhibit 2.6.2
Demand Supply Gap - Mid Term

	2011		
DISTRICT	Beds Required (BR)	Beds Available (BA)	GAPS BR – BA (2002E)
		(2002E)	
Chamba	11651	4914	6737
Bilaspur	12054	5834	6220
Hamirpur	752	391	361
Kangra	22909	9911	12998
Kinnaur	852	125	727
Kullu	24072	12609	11463
Lahaul and Spiti	1002	530	472
Mandi.	4463	2817	1646
Shimla	27003	14325	12678
Sirmaur	8514	4034	4481
Solan	6986	2970	4016
Una	6574	4489	2085
Himachal Pradesh	126833	62950	63883

Exhibit 2.6.3

Demand Supply Gap - Long Term

	2021		
DISTRICT	Beds Required (BR)	Beds Available (BA)	GAPS BR – BA (2002E)
		(2002E)	
Chamba	11651	4914	15495
Bilaspur	12054	5834	13909
Hamirpur	752	391	716
Kangra	22909	9911	28610
Kinnaur	852	125	2406
Kullu	24072	12609	21894
Lahaul and Spiti	1002	530	2070
Mandi.	4463	2817	3484
Shimla	27003	14325	23787
Sirmaur	8514	4034	7751
Solan	6986	2970	8410
Una	6574	4489	6233
Himachal Pradesh	126833	62950	134765

2.7 THE TOURIST PERSPECTIVE

Indian tourist: General

The majority of domestic tourists come in family groups, spend Rs. 500 per day per head, and visit Himachal for the climate and natural ambience.

The gaps, from their perspective, are:

- Poor awareness of destinations
- Difficulty in reservation / acquiring information
- Lack of entertainment, shopping
- Nothing to do in the evening
- Poor food quality on roads, in small places
- 'Things to do' for children
- Lack of water/ cost of water
- Poor communication links
- Poor labeling of directions / roads – English and Hindi sign posting needed.

Indian tourist: Religious

Needs a set of places e.g. 6 sisters (temples) as a product: to be marketed in the North, Bengal & Karnataka.

Foreign tourists

The foreign tourists visible in Himachal were the low budget types. Their gaps were similar to Indian tourists. Even amongst these, 4 types were visible:

- The culture/ religion seeker
- The general budget traveler
- The 'cheap liver' – some of who were spending less than US \$ 3 per day.
- The trekker

The key to profitable tourism would lie in ensuring a minimum spend of US \$ 25 per day by the foreigner. This would also reduce stress on infrastructure by reducing the undesirable element, and infrastructure would be released to attract a better class of tourist.

The desired type of tourist, the high spender, who is visible in Kerala and Goa, needs to be targeted. This type of traveler who was not seen in Himachal during our fieldwork requires:

- Clear packages
- High accommodation, food and transport quality
- A cultural experience / 'different' experience
- Shopping and entertainment
- High quality service

This kind of tourist operates at minimum spend levels of US \$ 50 per day.

Corporates

Two types of corporate requirements exist -

- The conference
- The training programme

These are **NON SEASONAL**.

For conferences and normal training programmes, the basic needs are:

- High quality accommodation and food
- Good conference and support facilities
- Good communication
- Evening entertainment (post work)
- Low travel time / high quality of transport / roads

For outbound programmes, the need is for climbing/rafting etc, coupled with the above. The travel time is not as critical as for conferences / normal training.

2.7.1 Need Gaps

The gaps clearly identified are:

- Marketing gaps
 - o Branding of state
 - o Development and branding of products
 - o Development and branding of destinations
 - o Development of packages
 - o Distribution
 - Information
 - Reservations and bookings

- Infrastructure gaps
 - o Communication
 - Telephones in smaller destinations
 - Internet - a VSAT oriented project may provide a solution, which could be combined with education being offered to locals through the system.
 - o High quality accommodation and restaurants (star hotels)
 - o Accommodation through 'tent hotels', with supporting water and sanitation.
 - o High quality conference infrastructure.
 - o Roads: On this action seems to be in progress.
 - o Water supply - there is a need to provide water supply, perhaps by investments in hill top storage units and pumping stations.
 - o Transport: Despite the existence of 2 transport units, gaps on frequency of public transport to key destinations exist.

These gaps will increase with increased tourism.

 - o Entertainment
 - Longer shopping hours
 - Better handicraft distribution /smaller or creation of more 'markets' in destinations tourist towns.
- Training gaps
 - o Residents to be trained in the service process /how to respond to tourists
 - o Pride in their heritage to be inculcated
 - o Specific training of guides/restaurant/hotel employer.

2.8 ONGOING PROJECTS – SUMMARY

State / Districts	Company	Project	Industry
Himachal Pradesh			
	Nathpa Jhakri Power Corpn.	Nathpa Jhakri Hydel Power	Hydel Based Power
	Power Grid Corpn. of India	Nathpa Jhakri Transmission Line	Power Distribution
	Himachal Indage	Wine (Kullu & Solan)	Wine
	Government of Himachal Pradesh	Bridge	Roadways
		Una-Bhota Highway Road	
Bilaspur (HP)			
	Government of Himachal Pradesh	Bypass (Bilaspur) Road	Roadways
		Changer Medium Lift Irrigation Scheme	Irrigation
	National Thermal Power Corpn.	Koldam Hydel Power	Hydel Based Power

Districts	Company	Project	Industry
Chamba	Astha Projects (India) Pvt.	Dehar Small Hydel Power	Hydel Based Power
	Himachal Pradesh State Electricity Board	Bharmour Hydel Power	
		Gorgu Mini Hydel Power	
		Harsar Hydel Power	
		Kugti Hydel Power	
		Kuthar Hydel Power	
		Saikothi Hydel Power	
	National Hydro-Electric Power Corpn.	Chamera III/ Hibra Hydel Power	
		Hospital (Chamera)	Hospitals
	Virendra Dogra Power Projects Pvt.	Manjhal Hydel Power	Hydel Based Power

Districts	Company	Project	Industry
Hamirpur (HP)			
	Government of Himachal Pradesh	Water Shed (Hamirpur)	Water & Sewerage Pipeline & Dist.
	Government of Himachal Pradesh	Lift Water Supply Scheme (Hamirpur)	
	Himachal Pradesh State Electricity Board	Dhaura Sidh Hydel Power	Hydel Based Power
Kangra			
	Airports Authority of India	Airport (Kangra)	Airways (Aviation Infrastructure)
	Council for Scientific & Industrial Research	Auditorium (Palampur)	Other Community Services
	Government of Himachal Pradesh	Hospital (Kangra)	Hospitals
		Paprola Ayurvedic College (Kangra)	Other Community Services
		Shopping Complex (Jawalamukhi)	Shopping Plazas
	Om Power Corpn.	Neogal Palampur Hydel Power	Hydel Based Power
	Vivekanand Medical Research Centre Trust	Super-Specialty Medical Centre (Holta)	Hospitals

Districts	Company	Project	Industry
Kinnaur			
	Dodson Lindblom International Inc.	Melan Mini Hydel Power	Hydel Based Power
	Himachal Pradesh State Electricity Board	Baspa Hydel Power Stage I	
		Shongtong-Karcham Hydel Power	
		Kashang Hydel Power	
	Jaiprakash Hydro Power	Karcham Wangtu Hydel Power	
		Baspa Hydel Power Stage II	
	Power Grid Corpn. of India	Karcham Wangtoo Transmission Line	Power Distribution

Districts	Company	Project	Industry
Kullu	Airports Authority of India	Airport (Kullu)	Airways (Aviation Infrastructure)
	Cosmos Consulting	Fozal Hydel Power	Hydel Based Power
	Four Seasons Marketing Pvt.	Sharan Hydel Power	
	Government of India	Social Science & Technology Institute (Manali)	Other Community Services
	Haripur Power Co.	Pakhnoj Hydel Power	Hydel Based Power
	Himachal Pradesh State Electricity Board	Baragaon Hydel Power	
		Lambadug Hydel Power	
		Sainj Hydel Power	
		Malana-Bajaura Transmission Line	Power Distribution
	KKK Hydro Power	Shirir Mini Hydel Power	Hydel Based Power
	Malana Power Co.	Malana Hydel Power	
	National Hydro-Electric Power Corpn.	Parbati Hydel Power Stage I, II & III	
	Rajasthan Spinning & Weaving Mills	Allain Duhangan Hydel Power	
	Shri Hydro Electric Power	Shamshar Hydel Power	
Lahul & Spiti			
	Government of Himachal Pradesh	Tunnel (Rohtang Pass)	Roadways

Districts	Company	Project	Industry
Mandi			
	Bhakra Beas Management Board	Baggi Hydel Power	Hydel Based Power
	East India Petroleum	Patikri Hydel Power	
	Government of Himachal Pradesh	Bio-Technology Park (Jogindernagar)	Other Parks
	Himachal Pradesh State Electricity Board	Sal Hydel Power Stage I	Hydel Based Power
		Larji Hydel Power	
		Sub-station (Bijni)	Power Distribution
Shimla			
	Dhamwari Power Co. Pvt.	Dhamwari Sunda Hydel Power	Hydel Based Power
	Government of Himachal Pradesh	Software Park (Shimla)	Software Parks
	Hateshwari Om Power Enterprises Pvt.	Ching Hydel Power	Hydel Based Power
	Himachal Pradesh State Electricity Board	Sainj Small Hydel Power	
		Sawra Kuddu Hydel Power	
		Chirgaon Majhgaon Hydel Power	

Districts	Company	Project	Industry
Shimla		Ganvi Small Hydel Power Stage II	
		Paudital Lassa Hydel Power	
		Shalvi Hydel Power	
		Tangnu Romai Hydel Power	
		Ganvi Hydel Power	
	Institute of Hotel Mngt, Catering Tech. & Applied Nutrition	Institute (Kufri) Phase II	Other Community Services
	Mashobra Resort	Hotel (Mashobra)	Hotels & Restaurants
	Nathpa Jhakri Power Corpn.	Rampur (HP) Hydel Power	Hydel Based Power
	Shimla Municipal Corpn.	Organic Fertilisers	Other Fertilisers
	Government of Himachal Pradesh	Renuka Dam Irrigation	Irrigation

Districts	Company	Project	Industry
Solan	Chambal Agritech	Miniature Potato Seeds	Agricultural Products
	Chambal Fertilisers & Chemicals	Yarn (Baddi)	Cotton & Blended Yarn
	Compact Disc India	Software Park (Baddi)	Software Parks
	Cosmo Ferrites	Soft Ferrites (Solan)	Power Control Equipment
	Gontermann-Peipers (India)	Fabric Weaving	Cotton Textiles
	Government of Himachal Pradesh	Export Promotion Industrial Park (Baddi)	Other Parks
		Bio-Technology Park (Solan)	Other Parks
	Himachal Futuristic Communications	Mobile Handsets (Solan)	Communication & Broad. Equip
	Indo Farm Equipment	Tractor (Baddi)	Tractors & Harvesters
	Ind-Swift	Bulk Drug	Bulk Drugs
		Drug Formulations	Drug Formulations
	Jaiprakash Industries	IT Institute (Solan)	Other Community Services
	Morepen Biotech	R & D Centre	Drugs & Pharmaceuticals
	Morepen Laboratories	Drug Formulations	Drug Formulations
	Vardhman Polytex	Textiles (Baddi)	Textiles

Districts	Company	Project	Industry
Una			
	Indian Oil Corpn.	LPG Bottling Plant (Una)	LPG Storage & Distribution
	Punjab Infrastructure Devp. Corpn.	Bridge (Sindhwan-Mehatpur)	Roadways
	Bharti Telenet	Cellular Mobile Phone Services	Cellular Services
	Government of Himachal Pradesh	SEZ (Himachal Pradesh)	Export Processing Zones
		Kirpal Chand Khul Irrigation	Irrigation

ROHTANG TUNNEL:

Work on the Rs 700-crore Rohtang tunnel project, has commenced in April, 2002. The project, which will help provide round-the-year road connectivity to the land-locked Lahaul valley and Pangi area, will be executed by the Border Roads Organisation (BRO) through the Deepak project.

The project involves the construction of a 24- km-long approach road from Manali to the south portal of the tunnel along the right bank of the Beas, a 9-km-long tunnel and as approach road of about 1 km from the north portal in Lahaul, near Goofa Hotel.

The estimated cost of construction of the tunnel, as per the 1996 prices, is about Rs 500 crore while the cost of approach roads on both sides of the tunnel, including the cost of major bridges, land compensation and compensatory afforestation is Rs 184 crore at current prices.

The construction of the tunnel will reduce the road distance between Manali and Sissu in Lahaul by 44 km. With its construction, Pangi, Lahaul valley and Ladakh will remain open for most part of the year.

2.9 NEW PROJECTS - INFRASTRUCTURE

1. Transport

Road projects apart from those already being done recommended at Kalpa, Sangla Valley and Ani.

2. Water

Pumping stations and hill top storage, as well as check dams and small storage units are recommended.

3. Communication

VSAT based systems are recommended for round the year communication, as well as offering potential for education and commerce.

4. Sewerage & waste disposal

This will come under serious pressure with growth in tourism.

5. Hotels

Based on the gaps, hotels have been recommended in most destinations. In addition, entertainment, shopping and handicrafts avenues have been recommended at various destinations.

6. Ropeways

Would be needed at 2 new ski locations and one at Kinner Kailash

7. Airports

Upgradation of Shimla airport to an international airport.

2.10 NEW CIRCUITS

Certain new circuits are recommended, apart from those already planned by the government.

1. Corporate circuits

- Parwanoo-Dharampur-Kumarhatti-Kasauli
- Khajjiar

2. Health circuits

- Chail-Palampur-Joginder nagar-Kullu
- Vashisht-Tattapani
- Dharamshala-McLeodGanj-Kaza

3. Adventure circuits

- Barot-Shillai-Shikari Devi
- Khajjiar-Sujanpur Thira-Nadaun- Kufri
- Marhi-Narkanda

4. Cultural tourism

Religious tourism

- Hindu temple circuit- Jwalamukhi-Brajeshwari-Chintpurni-Naina Devi-Bairnath-Manimahesh-Chaurasi temples.
- Buddhist circuits- Dharamshala/Tabo Monastery/ Tabo/Dharamshala Kinnaur / Sangla Valley / Tabo Monastery/ Kinnaur Dharamshala/ Pangi /Leh/ Dharamshala

Rural tourism

- Heritage area around Pragpur

5. Standard circuits and destinations to reroute traffic from Shimla/Manali.

6. Handicraft development

Promotion and development of handicrafts and setting up of handicraft emporiums at various tourist destinations.

2.11 SUMMARY OF INVESTMENTS REQUIRED

This section sets out the costs of the various projects set out in Chapter 9.

2.11.1 Funds required and phasing

The funds required in this 20 year period are in the region of Rs. 4,500 crores, of which over 482 crores are required in the 2003-2005 period.

Financial plan and phasing of projects –Total

	Short Term (2003-2005)	Medium Term (2006-2011)	Long Term (2012-2021)	Total (Rs. In Lakhs)
Basic Infrastructure	913	74670	38079	113662
Tourism Infrastructure				
Accommodation	45440	112295	166564	324299
New destinations	15.5	-	-	15.5
New tourism product	75	159	-	234
Human Resource Development	168	426	710	1304
Promotion & Marketing	1613	2454	4090	8157
Total	48224.5	190004	209443	447671.5

2.12 NEW PROJECTS EMPLOYMENT POTENTIAL

This is estimated at (By 2021)

Hotels: 19772

Shops: 1500

Concomitant: 7500

(Production &
distribution)

TOTAL 28772

In addition, guides, tour operators etc., should be able to create 10-15% more employment, giving us approximately 50,000 jobs by the year 2021.

2.13 SOURCES OF FUNDING

Private sector investment ably supported by government investment in a core infrastructure would be the two key sources of funding for tourism projects in the state.

Apart from these, following sources of funding should also be looked at for tourism projects:

- NGO's, Trusts, community participation
- Foreign funding from agencies
- Foreign direct investment

Sr no	Type of project	Government agencies	Domestic private sector	Foreign funding	Special donor agencies	NGO's	Community associations
1	Hotels	✓	✓			✓	
2	Resorts		✓	✓			
3	Restaurants		✓	✓			
4	Amusement Parks		✓	✓			
5	Ropeway	✓	✓		✓		
6	Special trains	✓		✓			
7	Safari		✓				✓
8	Tented camps	✓	✓				
9	Museums	✓		✓	✓		✓
10	Rural tourism	✓	✓			✓	
11	Adventure tourism	✓	✓	✓			

Sr no	Type of project	Government agencies	Domestic private sector	Foreign funding	Special donor agencies	NGO's	Community associations
12	Cultural complexes	✓				✓	
13	Water supply	✓					
14	Transport terminals	✓	✓				
15	Infrastructure at pilgrimage places	✓	✓	✓	✓		
16	Paying guest facilities		✓		✓		✓
17	Convention centers	✓	✓	✓			
18	Air services	✓	✓				
19	Golf courses		✓	✓	✓		
20	Eco tourism	✓	✓	✓	✓		✓
21	Handicraft marts		✓		✓	✓	✓
22	Religious tourism		✓		✓	✓	✓

However, at every stage there would be a need for the state govt (DoT) to stimulate private investment by creating an atmosphere for investment. The state government has a number of incentives schemes for investment in different types of tourism related projects. The state government could also extend special concessions to the investors in a case-to-case basis depending on the state and socio -economical impact of the project.

Basic infrastructure could be funded by a combination of central and state finance, and finance from international donors and finance organizations.

Private sector funding could be sought in these cases as if water projects are combined with hotel developments, but we have assumed that this will be negligible.

Accommodation (hotel rooms) and tourism products could primarily be funded through private sources, or through loans to private parties. The private sector could thus fund upto 70% of the requirements over the next 20 years. Human resources and promotions would, in the short term, need to be funded through the government, and we have assumed this.

However, in the medium term, joint sector undertakings could take over the task, and combined government /private institutional HR involvements are possible.

Joint promotion spending is also possible for marketing, along with tour operators and airlines and hotel chains.

A large scale co-branded communication exercise could also be conducted for Himalayan Tourism, in conjunction with other Himalayan states and countries.

Financing options – Overall

	International Finance organisations	State/Central Finance/ Assistance	Private Sector	Total (Rs. In Lakhs)
Basic Infrastructure	56831	56831	-	113662
Tourism Infrastructure				
Accommodation	-	259439	64860	324299
New destinations	-	15.50	-	15.5
New tourism product	-	94	140	234
Human Resource Development	-	1304	-	1304
Promotion & Marketing	-	8157	-	8157
Total	56831	325840.5	65000	447671.5

Financing options – Short Term Projects

	International Finance organisations	State/Central Finance/ Assistance	Private Sector	Total (Rs. In Lakhs)
Basic Infrastructure	456	457	-	913
Tourism Infrastructure				
Accommodation	-	36352	9088	45440
New destinations	-	15.50	-	15.5
New tourism product	-	30	45	75
Human Resource Development	-	168	-	168
Promotion & Marketing	-	1613	-	1613
Total	456	38635.5	9133	48224.5

Financing options – Medium Term Projects

	International Finance organisations	State Finance Assistance	Private Sector	Total (Rs. In Lakhs)
Basic Infrastructure	37335	37335	-	74670
Tourism Infrastructure				
Accommodation	-	89836	22459	112295
New destinations	-	-	-	-
New tourism product	-	64	95	159
Human Resource Development	-	426	-	426
Promotion & Marketing	-	2454	-	2454
Total	37335	130115	22554	190004

Financing options – Long Term Projects

	International Finance organisations	Central/ State Finance Assistance	Private Sector	Total (Rs. In Lakhs)
Basic Infrastructure	19039.5	19040	-	38079
Tourism Infrastructure				
Accommodation	-	133251	33313	166564
New destinations	-	-	-	-
New tourism product	-	-	-	-
Human Resource Development	-	710	-	710
Promotion & Marketing	-	4090	-	4090
Total	19039.5	157091	33313	209443

2.14 THE STRATEGIC ACTION PLAN

The strategic action plan cover the following areas

- Marketing and branding
- Development of new circuits/destinations.
- Creation of new tourism products
- Tourism as a means for area development
- Creation of tourism relevant direct infrastructure
- Exploiting opportunities to Increase Tourism Revenues
- Tourism marketing

Marketing strategy

The key problem area seems to be lack of a clear marketing strategy. The entire tourism development plan has to have an integrated marketing strategy to be successful. These would need to be conceptualized at this stage, and disseminated through all sources of communication and distribution consistently. A joint effort between the Himachal Government, DOT, Hoteliers, tour operators, international airlines and travel organization is required.

Strategy

Action

Brand proposition for the state

- Proposition to be built either around 'Abode of the gods' or Untouched paradise'

Communication proposition

- 'Chill out in Himachal' suggested through research

Product development and branding

- Special features to be developed
 - Ayurveda tourism
 - Houseboats in the main lakes
 - Culture branding with food /beverage/handicrafts/folkdances and music
 - Villages as tourist zones
- Current features to be emphasized
 - Nature
 - Treks
 - Mountains
 - Adventure

Strategy	Action
Research based marketing and promotion campaign	<ul style="list-style-type: none">• Establish a system of data collection and analysis of statistics related to tourist arrival in the state• Co-ordinate/ co-operate with the central government programme of detailed market research in key markets of Europe and Asia• Design /create specific activities targeted at segments and niches for which products have been developed – some ideas already obtained through research are set out above
Reorganization of tourism promotional activity in the state	<ul style="list-style-type: none">• Establish joint-sector promotion body ensuring effective representation of all tourism shareholders• Coordinated marketing efforts with the central government and with other states• Standardization of communication material• Developing consistent sales training and product education for personnel at customer interaction points• Building close working relationship with the carriers and wholesale inbound operators• Build promotion bodies at district level as well

Strategy	Action
Attracting new tourist categories / groups	<ul style="list-style-type: none"> Developing spin-off business from major national and international events and activities particularly in Delhi Niche tourism activities like eco-tourism and rural tourism.
Destination and Circuits-	
Development of tourism in the state can be achieved by further improving the existing destinations and by creating /developing new circuits and promotion of lesser-known places in the state.	
Strategy	Action
Promote lesser explored destination	<ul style="list-style-type: none"> Provide basic tourist infrastructure and reliable services at these destinations for example Kaza for trekking, Narkanda for adventure sports. Establish local level marketing association jointly with the private sector to design specific marketing and promotion incentives and activities Initiate joint marketing and promotion action with central govt. and neighbouring states wherever opportunity exists. Looking at the tourist response, provide upgraded and new amenities and services to meet their needs, for example, at Chamera Lake where boating facility is offered with just one boat which is not sufficient given the existing inflow of tourists to the lake, hence the need to increase the number of boats.

Existing Tourism Products (Heritage Properties) -

Himachal Pradesh has numerous Heritage monuments/ palaces, currently managed by the State and the others by private Hotel Chains. Some of them lack cleanliness and proper maintenance.

Development of these sites will add value to tourism in Himachal.

Strategy	Action
Develop and promote the Heritage properties in the state	<ul style="list-style-type: none">• Lease out all tourism related properties like heritage bungalows, temple sites, forts, palaces and other heritage properties to private parties• Invite bids for leasing these properties The term of the lease should be short, thus leaving room for improvement for the management of such properties over the years

New Tourism Products –

At some of the well-developed destinations of the state there is a need to extend the stay of the tourist. This can be done by creating ‘unique’ experiences for the tourists.

Strategy	Action
Renew tourist interest in the state by creating new tourist concepts and products	<ul style="list-style-type: none"> • Identify sites and their potential to develop specific ‘tourism products’ like ‘lake tourism’ with houseboats, health tourism etc. for example introduction of house boats in Maharana Pratap Dam. • Create tourism magnets based on the recreational activities, family entertainment and leisure facilities like an amusement park at Khajjiar. • Explore possibility of developing new products like, archaeological tours related to ancient sites, tribal culture tours, flower shows, etc.
Creation of tourism zones for specific tourism products	<ul style="list-style-type: none"> • Develop facilities to attract tourist in the winter months specially at places tourist arrivals in winter off-season are minimal. These could be developed as special ‘winter villages’ with Winter Sports as an added attraction.

Area Development Through Tourism-

Tourism can also be the main vehicle for area development. With an area development approach the focus of efforts would increase tourist inflow to that area.

Strategy	Action
Create low-impact, non degrading tourist infrastructure in the region	<ul style="list-style-type: none"> • Encourage spreading of tourism activity outside already developed towns and popular places of visit like Manali by imposing restrictions on hotel construction in towns • Aggressively promoting new tourist destinations • Decongestion of roads by restricting vehicular traffic near the pilgrim centres
Increase avenues to generate income from tourist activities	<ul style="list-style-type: none"> • Encourage construction of mid-priced and luxury hotels in the region • Creation of entertainment and leisure facilities in the region • Developing domestic airport and introducing larger size air aircraft projects are already underway in Himachal Pradesh • Promote the proposed airport as a gateway airport for tourist intending to cover multiple tourist circuits in state

Tourist Infrastructure-

For development of any destination good **air**, road, and rail links, civic amenities and direct infrastructure like Hotels, travel & tour services, guides are of paramount importance.

Strategy	Action
Enhancement of connectivity infrastructure	<ul style="list-style-type: none"> • Prioritize airport projects. Speed up work on the three proposed airports. • Improve communication facilities in the state through VSAT. • Encourage charter air service companies to supplement scheduled services • Private sector participation in providing last mile connectivity to the attraction • Identify and prioritize railway network upgradation and modernization programme, with special attention given to routes linking tourist regions, destinations and centres • Upgraded / international standard tourist taxi/coach services
Provide high quality hospitality experience	<ul style="list-style-type: none"> • Solicit foreign investment in hotels segment • Inculcate aspects of traditional hospitality in the service offered by the hospitality industry. The government has already taken steps towards this by introducing training courses for local tour guides.
Enhanced tourist experience as they move around in the state	<ul style="list-style-type: none"> • Provide navigational aids on all tourist routes (e.g. signage and information on highways, etc.) • Provide upgraded/ standardized tourist facilities (restaurants, wayside facilities etc) • Provide site interpretation aids at all tourist places • Ensure availability of organized guide service at important tourist location.

Increasing Tourism Revenues-

Strategy	Action
Extension of tourist season in the state	<ul style="list-style-type: none"> • Develop seasonal themes and product packages of experience appropriate to different seasons.
Increase Average Length of Stay (ALOS) of tourists in the state	<ul style="list-style-type: none"> • Reviewing and remodeling of local sight seeing tours to extend duration of stay at a place. • Focused marketing of lesser explored tourist attractions around the place to make them an inevitable part of the local sight seeing itinerary • Convince tour operators and guide to standardize itineraries to avoid unhealthy competition. • Create new attractions and tourism products
Increasing daily span of tourist activity	<ul style="list-style-type: none"> • Introduce events in the evening like artificial rock climbing in Dalhousie, regular campfires. • Popularize site-visitation after sunset • Activities for the tourist leisure time <ol style="list-style-type: none"> 1. Passive - Parks & Gardens, fountains, lighting of monuments. 2. Active - Shopping, live performance, food festivals, food plazas / food courts, light and sound shows

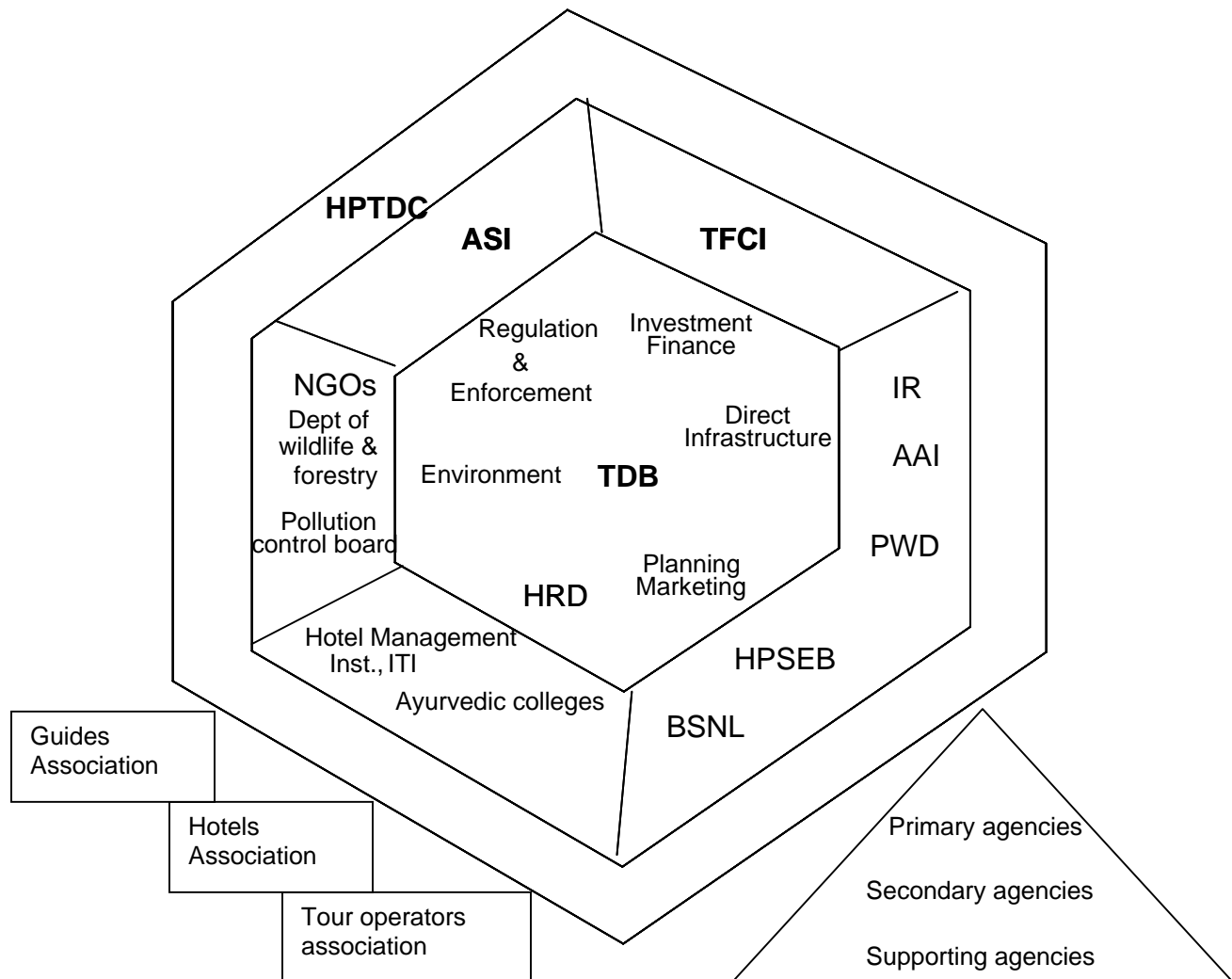
Strategy	Action
Increasing daily tourist spends	<ul style="list-style-type: none"> On accommodation: Example, help tourists upgrade from economy to mid-priced / luxury hotels On food and beverages: Example, specialty and fine dining restaurants, food courts, local cuisine restaurants On recreation: Example, shopping arcades, handicraft and souvenir stores, entertainment and theme parks
Attract specific interest /high yield tourists	<ul style="list-style-type: none"> Create and target specific products to special interested tourist groups such as Honeymoon packages, adventure package, nature lovers package, etc. Identify special interest groups and market products through appropriate channels – e.g. products for the film industry, concessions <ul style="list-style-type: none"> : Corporate training / conference packages : Village tourism : Ayurveda tourism etc.
Set minimum spends for foreign tourists	<ul style="list-style-type: none"> Enforce conversion @ US\$ 25 per day, reconvert above maximum at departure.

Conclusion:

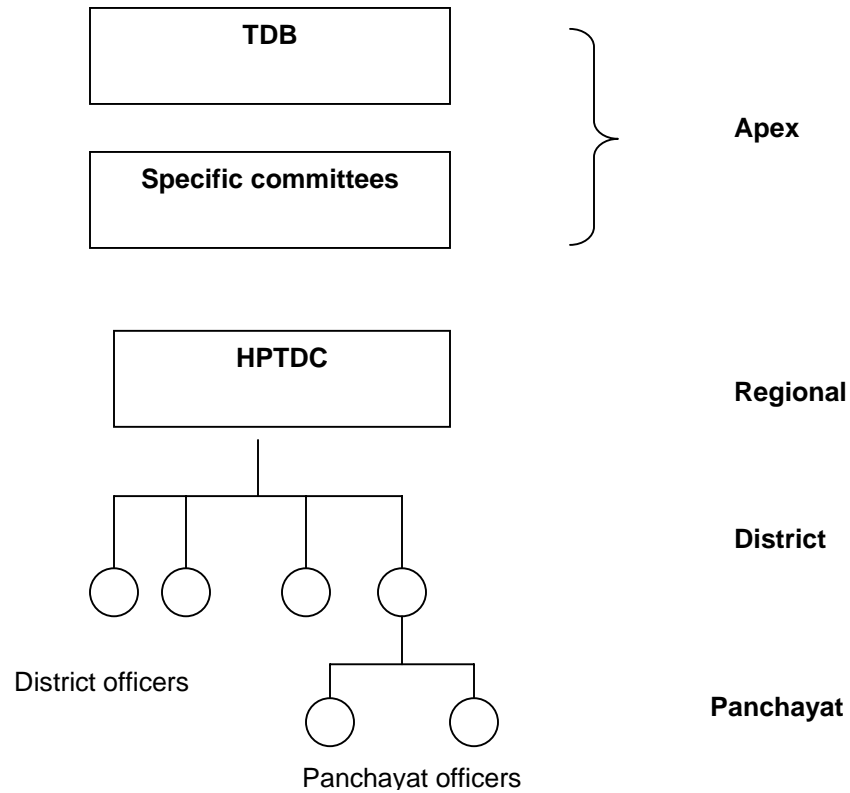
Himachal Pradesh has a well-developed tourist infrastructure and the present initiatives would help the sector grow. However one would have to ensure that the proposed projects meet a common focused overall tourism objective. This will require the efforts of various departments and developmental bodies to work with the same goals and objectives in mind. It is also important to ensure that the development-taking place should lead to a sustainable and all round development of the State. The government aimed at harnessing tourism opportunities will ensure that Himachal Pradesh remains a prominent tourist location in future.

Heavy investments in marketing and communication need to be looked at.

2.15 INSTITUTIONAL FRAMEWORK FOR TOURISM DEVELOPMENT:



The suggested structure is:



CHAPTER 3
OVERVIEW OF THE STATE OF
HIMACHAL PRADESH

3.1 OVERVIEW

After Indian Independence, a Union Territory of Hill states was created. It primarily constituted of hill states around Shimla. On November 1, 1966 Punjab Hill areas were merged into Himachal as part of the reorganization of Punjab. Himachal Pradesh became a full-fledged state of the Republic of India on January 25, 1971.

Himachal Pradesh has a total area of 55673 Sq. Kilometers and is bordered on the north by Jammu and Kashmir state, on the west and southwest by Punjab state, on the south by Haryana state, on the southeast by Uttar Pradesh state, and on the east by Tibet. Himachal Pradesh is enveloped by the Pir Panjal and Dhauladhar ranges in the northwest, dominated by the great Himalayas in the north and east and marked with lower ridges of the Shivalik ranges in the south-east. Himachal has five mighty snow-fed rivers flowing through it - the Chenab, Ravi, Beas, Sutlej and Yamuna.

Climatically Himachal Pradesh can be divided into three zones

- (I) The outer Himalayas,
- (II) The Inner Himalayas
- (III) Alpine zone.

The first zone gets annual rainfall between 150 cms and 175 cms. In second it varies between 75 cms to 100 cms and the Alpine zone remains under snow for about five to six months. The average annual rainfall in the State is about 160 cms. The climate varies between hot and a humid in the valley areas to freezing cold in the home of perpetual snow.

3.2 CENSUS STATISTICS

Himachal Pradesh has a population of 60,77,248 according to the 2001 census, a decennial growth of 17.13%. 90.21% of the population stays in the rural areas while 9.79% are in the urban areas.

The population density of the state is 109 per Sq. Kms. It varies from district to district, ranging from as low as 2 per Sq. Km in Lahaul & Spiti to 369 per Sq. Kms in Hamirpur.

Overall literacy level in the state as per the 2001 census is 77.13%. 86.02% of males are registered literate whereas female literacy is 68.08%.

Linguistically the state has different, distinctive features and there are as many dialects as there were princely states. Every ten to twelve miles the dialect changes and yet there is enough uniformity to bind them all under the head of western Pahari, which is different from, the eastern Pahari of Nepal and the central Pahari of Garhwal and Kumaon. Still, the dominant local language is Pahari, a dialect derived from Sanskrit and Prakrit. Hindi is the medium of instruction in schools and is widely spoken. Because of the tribes - each with its own language and dialect - Himachal has more than 60 dialects.

Table 1**Summary of Statistics**

Area -	55673 Sq. Kilometers
Total Population -	60,77,248 (Census 2001)
Males -	30,85,256
Females -	29,91,992
Decadal population Growth (1991-2001) -	9,06,371 (17.53%)
Population Density -	109
Sex Ratio -	970
Rural Population -	90.21%
Urban Population -	9.79%
Scheduled Caste Population -	25.34% (1991)
Scheduled Tribe Population -	4.22% (1991)
Literacy Rate -	77.13%
Male Literacy -	86.02%
Female Literacy -	68.08%
Districts -	12
Tehsils -	75
Towns -	57
Panchayats -	3,037
Zila Parishad -	12
Urban Local Bodies -	53
Census Villages -	20,118(2001)
Inhabited Villages -	16,807(1991)
Health Institutions -	2,685
Motorable Roads -	22,650 Kms.
Villages Connected with Roads -	7897
Road density -	0.50 Kms (per 100 Sq. Kms)

Source: www.himachaltourism.nic.in

Table 1
Summary of Statistics (Contd..)

Bridges -	1,095
No. Of National Highways -	8
Irrigation facility available (CCA Created) -	1.93 lakh hectare
Food grain production -	7.47 lakh tonnes
Vegetable production -	5.80 lakh tonnes
Area under Vegetable production -	32,000 hectare
Fruit Production -	5.10 lakh tonnes

Source: www.himachaltourism.nic.in

3.3 ECONOMY OF HIMACHAL PRADESH:

Agriculture and horticulture are the mainstay of Himachal economy as 71% of people are engaged in these occupations. Irrigated area forms 26% of the net area. However the agro climatic conditions in the state are more suitable for growing a wide variety of fruits and cash crops like seed potatoes, ginger, vegetable seeds, apples, stone fruits, etc. wheat maize and paddy are the major cereal crops. The state continues to be industrially backward.

The economy of Himachal Pradesh is dependent upon agriculture and its allied activities and any fluctuation in agricultural production affects the growth rate considerably.

The overall economic growth in total State Domestic Product during 2000-01 was 6 percent as the total State Domestic Product at constant prices (1993-94) increased to Rs. 7635 crore from Rs. 7206 crore in 1999-2000.

3.4 INDUSTRIAL SCENARIO

The rich natural resources of Himachal Pradesh are ideally suited for investment in three major sectors namely Manufacturing industries, Hydroelectric power & Tourism. The tourism sector is estimated to contribute Rs 2 to 2.5 billion annually to the state economy. There has been very significant development in the field of Industrial development.

At present, there are 191 medium and large-scale industries and about 29,200 small scale industries with a total investment of Rs 3031 crore working in the state. There are about 20,000 small-scale industrial units in the organized sector employing about 75,000 people, besides numerous cottage and village industrial units. The annual turnover of industrial sector is approximately Rs.4,800 crore and these industries provide employment to about 1.55 lakh persons. The Government has done away with the mechanism of Industrial Projects Approval and Review Authority (IPARA) and the entrepreneurs are no longer required to obtain approval of the Government for setting up of units in medium and large-scale sector. The government has also introduced a concept of single man clearance by nominating a senior officer of the Directorate as nodal officer for projects in medium and large sector for getting clearance from various departments/agencies.

A most modern and sophisticated fruit processing plant with a capital outlay of Rs 400 crore has been set up in Parwanoo. Among major and medium industries are Nahan Foundry, Nahan, Resin and Turpentine factories at Nahan and Bilaspur.

The department imparts training to rural unemployed educated youth. In order to include the culture of industrialization at the grass root level various types of entrepreneur's development programmes for different target groups are organized. The basic objective of this programme is to motivate the potential entrepreneurs for setting up regulations, incentives and facilities available for setting up of self-employment ventures. The duration of training programme varies from 3 to 6 weeks depending upon the type of programme.

3.4.1 Hydroelectric power

Himachal Pradesh has a vast Hydel potential to the tune of approx. 21,000 MW in the five river basins and 4000 MW (approx.) has been harnessed so far. Out of this, a potential of approximately 750 MW is estimated to be in the small hydro sector, on the basis of remote sensing data. Small hydropower has been recognized as reliable eco-friendly and renewable energy source, which can be exploited in decentralized and cost effective manner. Himachal Pradesh Government attaches significant importance to the exploitation of small hydro potential.

Ongoing Hydel projects:

1. Larji Hydel project (126 MW)
2. Khaul Hydro Electric (12 MW)
3. Uhl Stage III (100 MW)
4. Kashang Stage- I (66MW)
5. Ghanvi Stage-II Hydro Electric Project (8 MW)
6. ShalviHydro Electric project (8MW)
7. Mini Micro Hydro Electric Projects viz., Holi (3MW), Sal-II (2MW), Bhaba Augmentation Power House (3MW), Gumma (3MW).
8. Naptha Jhakri Hydro Electric (1,500 MW)
9. Kol Dam (800 MW)
10. Parbati hydro Electric Project (2051 MW)
11. Chamera III (Hibra) Hydro Electric Project (231MW)

3.4.2 Cottage industries- (Agro based)

Sericulture is one of the important cottage industries of the state, which provides subsidiary employment to farmers for supplementing their income by rearing silkworms and selling cocoons produced by them.

Handloom and handicrafts is an important cottage industry of the state. There are about 0.50 lakh handlooms in the State, which are primarily based on wool. There are several schemes such as market development assistance, work shed cum housing scheme and project package scheme etc., under which weavers are provided assistance to promote handloom products. In addition to this, 450 weavers of 11 handloom agencies of the state were benefited under centrally sponsored scheme of Deen Dayal Hathakargah Protsahan Yojana with the project cost of Rs. 25.00 lakh during the year 2001-02.

3.4.3 Incentive for industrial units in Himachal Pradesh:

- 400% & 200% sales tax relief on fixed capital investments for SSIs and large industries of Category-A
- 200% & 125% sales tax relief on fixed capital investments for SSIs and large industries of Category-B
- 125% & 100% sales tax relief on fixed capital investments for SSIs and large industries of Category-C
- Sales tax relief & electricity duty waiver for 12 years (Category-A); 9 years (Category-B) & 7 years (Category-C)
- Sales tax relief for pioneer units for 12 years (Category-A); 9 years (Category-B); & 7 years (Category-C)
- Sales tax exemption for food-processing units for 10 years
- Land at a concessional rate of Rs 20 per sq metre (Category-A); Rs 40 per sq metre (Category-B)
- Investment subsidy of 15% of the cost of captive diesel generating sets, upto Rs 2 lakh
- Term loans from state FIs and banks at 3% below term lending rates for tiny units and SSIs
- Interest subsidy of 10% for five years for food-processing units
- Subsidy of 75% of feasibility report costs, upto Rs 1 lakh, for medium-and-large-scale industries
- Permission to buy land for industrial purposes

3.4.4 Industrial strengths of the state:

- Adequate power supply
- Offers potential for Hydel projects.
- Agro based industries
 - Apple
 - Cash crops
- Sericulture & Wool based handlooms

3.5 FOREST COVER

According to national Forest Policy, 1988, at least two third i.e. 66% of the geographical area should be under forest in the hilly states like Himachal Pradesh. However, keeping in view that about 20 % of the area is inaccessible and beyond the tree limit, the State Government aims to bring 50% of the geographical area under forest cover.

The forests of the State have been classified on an ecological basis as laid down by Champion and Seth, and can be broadly classified into Coniferous Forests and broad-leaved Forests. Distribution of various species follows fairly regular altitudinal stratification. The vegetation varies from Dry Scrub Forests at lower altitudes to Alpine Pastures at higher altitudes. In between these two extremes, distinct vegetational zones of Mixed Deciduous Forests, Bamboo, Chil, Oaks, Deodar, Kail, Fir and Spruce, are found. The richness and diversity of flora can be gauged from the fact that, out of total 45,000 species found in the country as many as 3,295 species (7.32%) are reported in the State. More than 95% of the species are endemic to Himachal Pradesh and characteristic of Western Himalayan flora, while about 5% (150 species) are exotic, introduced over the last 150 years.

The forests of Himachal Pradesh are rich in vascular flora, which forms the conspicuous vegetation cover. Out of total 45,000 species of plants found in the country as many as 3,295 species (7.32%) are reported in the State.

More than 95% of species are endemic to Himachal and characteristic of Western Himalayan flora, while about 5% (150 species) are exotic introduced over the last 150 years.

Table 2- Geographical distribution of Forest

Geographical Distribution of Forest			
	Area Km²	% age of Geo-graphical area.	% age of Forest Area
1. Forest Area (Legally defined)	37,033	66.52	100.00
2. Area under tree cover	13,082	23.50	35.3
3. Dense forests (Crown density above 40%)	9,120	16.38	24.6
4. Open Forest (Crown density 10-40%)	3,962	7.12	10.7

Source: www.hpforest.nic.in

Table 3- Legal Classification of Forest

Legal Classification of Forest		
	Area (Km ²)	Percentage
1. Reserved Forests	1896	5.12
2. Demarcated protected Forests	11387	30.75
3. Un-demarcated Protected Forests	21656	58.48
4. Unclassed Forests	976	2.63
5. Others (managed by Forest Department	370	1.00
6. Not managed by Forest Department.	748	2.02
Total	37033	100.00

Source:www.hpforest.nic.in

Table 4-Districtwise Forest Area (square kms)

District wise Forest Area (Sq.Kms.)						
District	Geo. Area	Legally Classified forest area.		Tree covered area		% of Geo. Area
			Dense	Open	Total	
Bilaspur	1,167	428	65	170	235	20.14
Chamba	6,528	4917	1585	716	2301	35.25
Hamirpur	1,118	219	93	95	188	16.82
Kangra	5,739	2842	1338	301	1639	28.56
Kinnaur	6,401	5093	436	213	649	10.14
Kullu	5,503	4956	1631	343	1974	35.87
Lahaul & Spiti	13,835	10132	34	116	150	1.08
Mandi	3,950	1860	982	557	15389	38.96
Shimla	5,132	3511	1808	582	2390	46.57
Sirmaur	2,825	1843	742	366	1108	39.22
Solan	1,936	728	274	218	492	25.41
Una	1,540	487	132	185	417	27.08
Total	55,673	37016	9120	3962	13082	23.50

Source:www.hpforest.nic.in

Table 5-Type of flora

Type of flora	Numbers
Flowering Plants	3,120 species
Conifers	13 species
Pteriophytes	124 species
Orchids	38 species

Source:www.hpforest.nic.in

Table 6- Flora of Himachal Pradesh under various zones

Zones		Flora of Himachal Pradesh
1. Lower Motane Zone (up to 1,000metres above m. s. l.)	A. Trees B. Shrubs C. Grasses	Khair, Siris, Kachnar, Semal, Tun, Mango, Behul, Shisham, Ritha, Tut, Behera & Chil. Vitex, Munj, Ber, Ipomea, Dodonea, Bamboo. Vetiver, Sanchrus, Munjh.
2. Middle Motane Zone (From 1,000metres to 2,000metres above m. s. l.)	A. Trees B. Shrubs C. Grasses	Kunish, Poplar, Willow, Ohi, robinia, Drek, Kail, Chil Toon, Behmi, Chulli, walnut, Khirik. Vitex, Berberis, Carrisa. Lolium, Dactylis, Phleum, Phylaris.
3. Temperate Zone (From 2,000metres to 3,000metres above m. s. l.)	A. Trees B. Shrubs C. Grasses	Deodar, Fir Spruce, Maple, Ash, BhojPatra, Horse Chestnut, Alder, Robinia, poplar, Walnut. Berberis. Festuca, Dactylis, Bromus, Lucerne, white Clover, Red Clover, and dioscorea.
4. Alpine Zone (Above 3,000metres above m. s. l.)	A. Trees B. Shrubs C. Grasses	Birch, Juniper, Cypress, Willow. Saussurea lappa, Cotoneaster microphylla, Artemesia. Festuca arundinacea, Dectylis glomerata.

Source:www.hpforest.nic.in

Table 7- Conifers Found in Himachal

1. Pinus wallichina	8. Cedrus deodara
2. Pinus roxburji	9. Juniperus macroponda
3. Pinus gerardiana	10 Juniperus excelsa
4. Picea smithiana	11 Juiperus Sequamata
5. Abies pindrow	12 Ephedra Gerardiana
6. Abies spectabilis	13.Taxus baccata
7. Cupressus torulosa	

Source:www.hpforest.nic.in

Table 8- Forest Wealth

Forests Wealth		
Name of species	Forests Area (Km²)	Growing Stock (000 M³)
Deodar	811	16129
Kail	809	15074
Chil	1436	12648
Fir/spruce	1343	46357
Sal	183	2,563
BanOak	540	7988
Mohru Oak	35	893
Kharsu	246	5880
Maple	N.A	778
Horse Chestnut	N.A	513
Walnut	N.A	331
Bird Cherry	N.A	256
Others	258	2315
Total	5661	111725

Source: www.hpforest.nic.in

At present the forests are not being looked as a source of revenue and sustained supply of raw material. Rather, the emphasis is now on protection and conservation of forests, environment and wild life. The removals from forests are, therefore, limited to removal of dead, diseased, decaying trees and salvage lots and removals for meeting the requirements of the local people.

Currently about 23% of the total geographic area is under forest cover. To maintain the required forest cover of at least 50% it is suggested that reforestation programs be undertaken in the areas in and around with increased tourist activity.

3.6 INFRASTRUCTURE IN HIMACHAL PRADESH:

3.6.1 Basic Infrastructure

Power

The total power consumption in the state is about 2500 million Kwh, out of which about 600 million Kwh is domestic consumption, 1300 million Kwh for commercial purposes and the rest for agriculture etc.

Himachal Pradesh has a vast Hydel potential to the tune of approx. 21,000 MW in the five river basins and 4000 MW (approx.) has been harnessed so far. Out of this, a potential of approximately 750 MW is estimated to be in the small hydro sector, on the basis of remote sensing data.

s Himachal Pradesh Government attaches significant importance to the exploitation of small hydro potential.

3.6.2 Transport infrastructure

Roads

Himachal is geographically so situated that it has three different regions viz. high hills in inner Himalayas, mid-Himalayan ranges and foothill plains. The inner Himalayan ranges have the least population density whereas it increases as the height decreases being well populated in the foothill plains. Thus, traffic density is accordingly dictated and so is the road network.

The road connectivity in the state is depicted in the exhibit given below



Source: mapsofindia.com

Table 9

Road facts of Himachal Pradesh

Motorable Roads -	22,763 Kms.
Metalled road	11,441 Kms.
Non- metalled, but motorable	11,322 Kms.
Cross drainage facility	11,697 Kms.
Villages Connected with Roads -	7900
Road density -	40.50 Kms (per 100 Sq. Kms)
Bridges -	1206
No. Of National Highways -	8

Source: Public Works Department, Government of Himachal Pradesh.

Table 10: National highways in Himachal Pradesh

Name of Road	National Highway No.	Length from Himachal Pradesh Boundary
Chandigarh Mandi Manali Road (Starting from Chandigarh) Km. 82/0 to 3/0/0 from Himachal Pradesh Boundary	21	228.00 Kms.
Kalka Shimla Wangtoo Road (Starting from Kalka) (Km. 62/200 to 335/0 from Himachal Pradesh Boundary	22	324.850 Kms.
Pathankot-Chakki-Mandi Road (Starting from Jalandhar) (Km. 11/600 to 208/0 from Himachal Pradesh. Boundary)	20	196.400 Kms.
Jalandhar-Pathankot-Jammu Road (Starting from Jalandhar) (K.84/900 to 87/900 from Himachal Pradesh Boundary) & 101/800 to 109/875)	1A	11.100 Km.
Jalandhar-Hoshiarpur-Amb-Hamirpur Kotli Mandi Road the Highway starting from its junction near Jalandhar on NH-No. 1 in Punjab and Connecting Hoshiarpur. Hamirpur, Toni Devi, Awah Devi Dharampur and terminating at its junction with NH No. 21 near Mandi in Himachal Pradesh. (km. 0/0/ to 196/0 in Himachal Pradesh Boundary	70	203.000 Km.
Ambala-Paonta Sahib-Haridwar Road The Highway Starting from its junction Ambala on NH No. 1 and connecting Nahan Paonta Sahib Dehradun and terminating at its junction with NH No. 58 near Rishikesh (Haridwar) in U.P. (From Himachal Pradesh Boundary Km. 0/0 to 60/0)	72	60.000 Km.
Shimla-Bil Spur-Hamirpur-Ranital Kangra Road The highway Starting form its Junction with NH No. 22 near Shimla and connecting Bilaspur Hamirpur, Nadaun, Ranital, Kangra and terminating near Bhawan on NH No. 20 in Himachal Pradesh (From Himachal Pradesh Boundary Km. 0/0 to 251/0)	88	251.000 Kms.

Source: Public Works Department, Government of Himachal Pradesh.

After the formation of Himachal on 15th July 1948 the network of roads had received top-most priority of the Govt. as there were very limited roads in the State at that time. At present the road network is widely spread in Himachal. The increase in road network is fairly a strong indicator of economic development of the Pradesh in the field of education, health, agriculture, horticulture and the related fields.

On the formation of present Corporation on 02.10.1974, the total routes operated by HRTC were 379 which have grown to 1733 routes in 2000-2001 and the fleet strength have grown from 733 to 1728 in 2000-2001. As the road length increased, basic infrastructure for development also kept pace with it, this had direct relation on the growth of the HRTC.

Table 11
District wise rural connectivity

District wise Rural Connectivity with Roads Himachal Pradesh
(As on 31-3-99)

Districts	Total No. of Villages	Village Connected by Topped/W.B.M. Earthen Road (Nos.)	Constructed Road Length (Kms.)			Total No. Of Villages not Connected (Nos.)	Balance Road Length to be Constructed (Kms.)
			Kachcha (Earthen)	Pucca (Black Topped)	Total		
Bilaspur	950	608	525	567	1092	342	514
Chamba	1144	345	710	545	1255	799	2485
Hamirpur	1617	988	583	557	1150	629	651
Kangra	3620	1832	2029	1940	3969	1788	2204
Kinnaur	228	51	256	302	558	177	307
Kullu	172	92	496	417	913	80	1343
Lahul & Spiti	272	86	634	280	914	186	185
Mandi	2818	1178	1892	1032	2924	1640	3821
Shimla	2311	753	2032	1065	3097	1558	3189
Sirmaur	965	501	1110	698	1808	464	1289
Solan	2348	917	1069	723	1792	1431	1360
Una	552	385	557	771	1328	167	352
State	16997	7736	11893	8507	20800	9261	17700

HRTC operates three types of buses, ordinary buses, High-Tech buses and Deluxe Buses. One can catch regular Deluxe / Semi Deluxe / Ordinary Bus services to and from Shimla to the other major cities in the state apart from important stations of North India such as Jaipur, Delhi, Chandigarh, Jalandhar, Gurgaon, Amritsar, Dehradun, Harwar, Pathankot, and Ambala.

HPTDC Transport, has a large fleet of well-maintained luxury coaches operating within and outside the State. HPTDC also provides Buses, Tata Sumo, and Jeeps on hire basis

and organises Sightseeing Tours, Special Tours and Packages to meet the exclusive travel requirements of the tourists.

3.6.3 Airways:

Airports

There are three Airports in Himachal Pradesh:

- Gaggal near Kangra,
- Jubbal near Shimla
- Bhuntar near Kullu.

These airports are accessible only by regional level flights. They can handle only 15 seater aircrafts. All the 3 airports together can handle 38 aircrafts. The Govt. has opened Civil Aviation for Private Sector Investment.

Helipads

Currently helipads controlled By Civil, Military Or Para Military Organisations, are at:

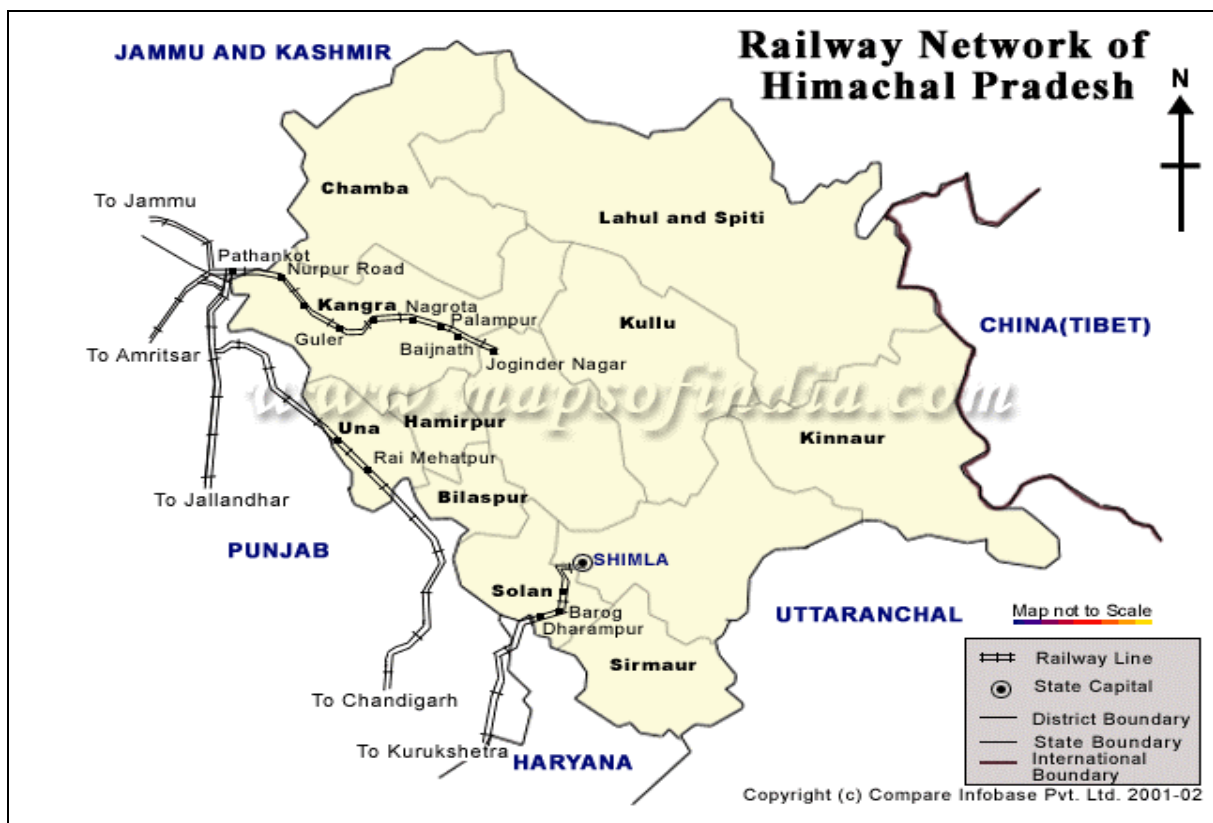
Table 12:

<u>District</u>	<u>Places</u>
Kinnaur	Samdo, Pooh, Choling, Recong Peo
Chamba	Chamba, Killar, Bharmour, Dalhousie, Bakloh
Kullu	Allau
Shimla	Annandale (Shimla), Rohru, Shingla, Rampur, Chharabra, Sarahan
Solan	Solan, Subathu, Dagshai
Kangra	Yol, Alhilal, Sapri (near Jawalamukhi)
Lahaul & Spiti	Stingri, Udaipur, Tindi, Barring, Sissu, Jispa
Sirmaur	Salana-Johari (Rajgarh), Sangrah-Jago, Nahan, Poanta Sahib, Dadahu

Source: Department of Tourism, Himachal Pradesh

3.6.4 Railways

There are three ways to enter Himachal by train. First from Kalka, which is connected to Shimla (broad gauge line), second is Nangal in Punjab (narrow gauge line) which is connected to Una and third is Pathankot (narrow gauge), which is connected to Palampur upto Jogindernagar.



Communications**3.6.5 Post and Telegraph**

Table 13
District wise Number of Post/Telegraph Office

District wise Number of Post/Telegraph Office in Himachal Pradesh (As on 31.3.99)				
Districts	No. of Post offices		Total	No. of Telegraph offices
	Rural	Urban		
Bilaspur	137	7	144	83
Chamba	213	9	222	86
Hamirpur	215	6	221	136
Kangra	634	18	652	323
Kinnaur	72	-	72	7
Kullu	147	7	154	59
Lahaul & Spiti	46	-	46	6
Mandi	351	15	366	181
Shimla	315	33	348	125
Sirmaur	168	5	173	107
Solan	169	14	183	146
Una	177	6	183	121
Total	2644	120	2764	1380

Source: Postal Department, Government of Himachal Pradesh.

3.6.6 Tele communications

H.P. Telecom Circle, which came into existence in 1986 after reorganization of North-West Circle, caters to all the telecommunication services including telephone, telegraph and wireless service all over the state. For development, operations and maintenance of telecom services, the Circle is divided into six secondary switching areas.

The demographic status of area covered by Himachal Telecom Circle along with the telephone penetration as of year 2001 is as follows:

Table 14
Telephone penetration in the state

Sl. No.	Name of the Secondary Switching Area	No.Of Teh-sil	Population	No.Of Exchanges, Equipped Capacity & DELs			Telephone per thousand Population
			(In lakhs)	As On 31-3-2001			(Thousands)
			(1991 Census).				
				No.of Exgs.	Cap.	DELs	
1	Shimla	17	719968	178	101438	77601	108
2	Dharamshala	18	1567358	151	101064	69702	51
3	Solan	11	761963	141	75128	55635	73
4	Hamirpur	9	1042784	134	93576	69702	67
5	Mandi	7	776372	123	57152	44245	57
6	Kullu	5	302432	50	25692	20028	66
	Total	67	51.7 Lacs	777	454050	346891	64-5

Source: Department of Telecommunications, Himachal Pradesh

Table 15**Telecom facts for the state:**

<u>Exchanges as on date</u>	31.3.00	31.03.2001
No.of Exchanges	710	777
Equipped Capacity	369906	454050
No.of working connections	285130	346891
Total waiting list.	24708	40815
No.of Telex Exchanges	2	2
Equipped Capacity	140	140
No.of working connections	17	9
Total waiting list.	Nil	Nil
3 <u>No.of Trunk Exchanges</u>	10	9
4 <u>No.of STD Stations</u>	644	741
No.of SDCAs	33	33
No of Exges having STD	656	758
No. Of Gram Panchayats	2584	2584
5. <u>Exchanges as on date</u>	31.3.00	31.03.2001
No. Of villages covered by Telecom Facility	10364	14366

Table 15
Telecom facts for the state: (Contd..)

<u>Exchanges as on date</u>		31.3.00	31.03.2001
6.	<u>Public Telephones</u>		
Local PTs.		2049	2059
STD PTs.		1875	3664
Highway PTs.			223
7	<u>Telegraph Services</u>		
No.Of CTOs/DTOs		13	13
No. Of Telegraph Offices		1380	1427
No. Of Telecom Centres		14	15
No. Of Customer Service Centres		-	43

Source: Department of Telecommunications, Himachal Pradesh

WLL (Wireless in Local Loop)

Two WLL systems "100" lines each from M/s Motorola are installed one at Solan and other at Thanedhar. As these systems are based on wireless technology it is very convenient to provide telephones in very remote areas.

Mainly VPTs have been provided from these systems, at present about 140 VPTs have been commissioned on these systems. As these systems are on field trial and as this technology is proven, more such systems will be introduced in the network.

Cellular Services:

Two private operators viz. M/S Reliance & M/S Bharti Telenet are operating cellular service in Himachal Pradesh covering "13" major cities / towns at present.

Mobile Services to be provided by end of this year and WLL is to be provided in urban area also by BSNL, 12000 lines are to be installed in first phase.

Social infrastructure**3.6.7 Education**

According to 2001 census figures H.P. Literacy rate has touched 77.13% against National Literacy rate of 65.68%. To keep up the higher standard in education dissemination there is budgetary proposal of Rs 943 crores in 2001-2002 budget by the Government. Himachal Pradesh is the only state in the country to spend Rs. 1.03 per capita on education against Kerala's 68 paise, Punjab's 58 paise and Haryana's 57 paise. In last 50 years Literacy rate and education Institutes have expanded tremendously. Still to provide quality education to the students in school and to provide picture for better education environment department has initiated various development projects. It has 13,821 educational institutions and 60 technical institutions.

Table 16**Statistics on educational institutions and the staff strength:**

Number of schools	Primary Schools	10,482
	Middle Schools	1674
	High Schools	1081
Staff Strength	Colleges	1633
	Sr. Secondary schools	10087
	High Schools	9185
	Middle Schools	6666
	Primary	

Source: www.educationhp.org

3.6.8 Health and medical facilities

The State is providing primitive, preventive, curative and rehabilitative health services to the people. The State has a fairly extensive network of health institutions.

Table 17
Statistics on health institutions:

District	Hospitals	CHC`s	PHC`s	Sub-centres	Ayurvedic Hospitals	Ayurvedic Dispensaries
Bilaspur	2	5	17	118	2	63
Chamba	4	7	28	169	2	98
Hamirpur	2	5	17	153	3	68
Kangra	8	12	47	434	4	226
Kinnaur	2	3	17	32	1	40
Kullu	2	5	12	100	1	63
L & Spiti	1	3	9	35	1	20
Mandi	6	9	44	312	2	162
Shimla	11	6	55	259	2	145
Sirmaur	5	3	24	148	1	80
Solan	5	3	20	178	1	75
Una	2	4	12	131	2	69
H. P.	50	65	302	2069	22	1109

Source: www.educationhp.org

3.6.9 Drinking water

All the villages in the state have been provided with drinking water facilities by March 1994. As per the latest updated / validated survey of drinking water supply schemes in Himachal Pradesh, there are 45,367 habitations in the state out of which 32116 are 'Fully Covered' 1165 are 'Partially Covered' and 1593 are under 'Not Covered' category as on 1.4.2001 which are yet to be provided with safe drinking water facilities. The government has accorded top priority for coverage of these not covered and partially covered habitations. During the year 2001-2002, against the target of covering 400 habitations under state sector and 1,450 habitations under central sector with an outlay of Rs. 7,357.10 lakh and Rs. 5,552.00 lakh respectively, 397 habitations with an expenditure of Rs. 6009.14 lakh under state sector and 699 habitations with and expenditure of Rs. 2784.96 lakh under central sector were covered upto December, 2001. During the year 2001-2002, there is a target to install 730 hand pumps with an outlay of Rs. 1218.00 lakh. Against this target, 814 hand pumps have been installed upto December, 2001 by incurring an expenditure of Rs. 1164.00 lakh upto November, 2001. Drinking water supply schemes are in existence in all the towns of the Pradesh, but these are quite old and as such require augmentation, rejuvenation and extension. During the year 2001-2002, 41 towns have been included in the budget. There is a budget provision of Rs. 1067.61 lakh during the year 2001-02, against which an expenditure of Rs. 693.42 lakh has been incurred upto November 2001.

However, water scarcity seems to be a problem all across the state. This seems to be hampering the development of tourism, especially hotels, as they have to purchase water from tankers and find it unviable.

Table 18

State	% Of household covered by safe drinking water		% Of population covered by water supply	
	1981	1991	1987	1992
Himachal Pradesh	89.56	91.93	92.9	100

Source: www.himachal.nic.in

3.7 DISTRICTS OF HIMACHAL PRADESH:

Himachal Pradesh has 12 districts, 75 Tehsils, 57 towns and 3037 Panchayats. The population density varies from district to district, ranging from as low as 2 per Sq. Kms in Lahaul & Spiti to 369 per Sq. Kms in Hamirpur.

Map of Himachal Pradesh depicting the various districts –



Source: www.himachaltourism.nic.in

Table 19
District facts

<u>Districts</u>	12
Sub-division	52
Tehsils	75
Sub-Tehsils	34
Towns	57
Panchayats	3,037
Panchayats samitites	75
Zilla parishad	12
Urban Local Bodies	53
Nagar Nigam	1
Nagar Parishad	19
Nagar Panchayats	33
Census Villages	20,118(2001)
Inhabited Villages	16,807(1991)

Source: www.himachaltourism.nic.in

3.7.1 Chamba District

The town of Chamba, the district headquarter of Chamba district is situated in the western Himalayas between north latitudes 32°10' and 33°13' and east longitudes 75°45' and 77°33'. The town stands on a plateau on the right bank of the Ravi river valley between Dhauladhar and Zaskar ranges south of the inner Himalayas.

Season

The best tourist season to visit Chamba is between April and October. Adventure tourists may like to undertake winter trekking from November to March when the higher reaches of the district are snow clad and access to most of the villages is on foot.

Climate

The climate of Chamba in general is temperate with well-defined seasons. However, there may be variations because of micro-climatic systems depending upon altitude and mountain aspect. The winters last from December to February. March and April generally remain cool and dry but snowfall does occur at higher elevations during these months. The maximum temperature in Chamba town in summers is 38°C and the minimum in winter is 0°C.

3.7.1.1 Approach To Chamba

Chamba is approximately 52 kms from Dalhousie. The distance is reduced by 6 kms. via Upper Barkota and Khajjiar road. Bus and taxi service is available from Chamba to Pathankot, Delhi, Dharamsala, Shimla, Chandigarh, Jammu and most of the Punjab cities along the national highway.

3.7.1.2 Places Of Interest

Chamba has a number of temples, Palaces and stylised buildings. The objects of interest are the old temples, which exhibit architectural beauty of design and execution.

LAXMI NARAYAN TEMPLE: Laxmi Narayana Temple, which is the main temple of Chamba town, was built by Raja Sahil Varman in the 10th century A.D. The temple has been built in the Shikhara style.

CHAMPAVATI TEMPLE: This temple is located behind the City Police Post and Treasury building. Raja Sahil Varman built the temple in memory of his daughter Champavati who is believed to have influenced her father to set-up Chamba at its present location.

VAJRESHWARI TEMPLE: This ancient temple is believed to be 1000 years old and is dedicated to Devi Vajreshwari-Goddess of lightning. The temple is situated on the northern most corner of the town at the end of Jansali Bazar.

In memory of her devotion a small shrine was erected at that spot and a *mela* called Sui Mata Ka Mela was also appointed to be held annually from 15th of Chait to the first of Baisakh. This fair is attended by women and children who sing praises of the Rani and offer homage to the Rani for her singular sacrifice.

CHAMUNDA DEVI TEMPLE: This temple is located on the spur of the Shah Madar Hill overlooking the town to its south east. The temple stands on a raised platform. The temple has artistic carvings on its lintel, pillars and the ceiling.

HARI RAI TEMPLE: This temple is dedicated to Lord Vishnu and dates back to 11th century. Salabahana probably built it. This temple lies in the northwest corner of the main Chaugan, which had become the official entrance to the town by the end of 19th Century.

RANG MAHAL: One of the largest monuments, Rang Mahal is located in Surara Mohalla. The architecture of Rang Mahal is an amalgam of Mughal and British styles. This palace was the residence for a branch of the ruling family. Its fort like look justifies its use as royal granary and treasury, which is on its western side.

MINJAR MELA: Minjar is the most popular fair of Chamba, which is attended by a large number of people from every nook and corner of the district. This *mela* is held on the second Sunday of the Shravana month. The fair is announced by distribution of Minjar which is a silk tassel worn on some parts of the dress by men and women alike.

DALHOUSIE: All local site seeing can be done on foot in Dalhousie. The main tourist attractions are Panchpula, Kalatop and Khajjar Lake.

PANCHPULA: Panchpula is barely 3 kms from G.P.O. On the way to Panchpula is Satdhara springs gurgling with refreshing water, believed to contain some medicinal properties.

SUBHASH BAOLI: Just approximately 1 km from G.P.O. is a charming natural spot called Subhash Baoli. Netaji Subhash Chander Bose during his 7 months sojourn in Dalhousie in 1937 is believed to have spent most of his days by the side of this water body, meditating amidst dense woods of Cedar and meeting his party workers.

BANIKHET: Seven kms short of Dalhousie is Banikhet - the gateway to Dalhousie. At Banikhet the road bifurcates for Chamba and Dalhousie. This small place has gained importance with the setting-up of a residential colony of Chamera Hydro-electric Project. There is a PWD rest house at Banikhet. A Nag temple in Padhar Maidan, now called mini stadium, is a place of worship for the people of Banikhet and the villages around. The temple is approximately 150 years old.

KALATOP: Kalatop and Khajjar are best explored if you take a three days walk from Dalhousie to Kalatop, Khajjar and back to Dalhousie. The trek is more or less level and requires good health and a pair of sturdy walking shoes.

CHAURASI TEMPLES: The 9th century temples at Bharmaur are among the most important early Hindu temples in the Chamba Valley. According to legend, 84 (chaurasi) yogi's visited Bharmaur, capital of King Sahil Varma. They were so pleased with the king's humility and hospitality that they blessed him with ten sons and a daughter, Champavati. A cluster of shrines commemorates that visit. The temples dating back to the 9th century, are one of the most important early Hindu temples in the Chamba valley.

KHAJIAR: 23 kms from Dalhousie by road and 13 kms from Kalatop is the mini Switzerland of India at a height of 6400 ft. Hutchison writes, "*Khajjiar is a forest glade of great beauty, 6400 feet above sea level*".

Khajjiar is often referred to as "Gulmarg of Himachal Pradesh". Thick pine and cedar forests surround the lush green meadows. Grazing herds of sheep, goats and other milch cattle present a perfect pastoral scenery. There is a small lake in the center of the saucer shaped meadow, which has in it a floating island. Much of the lake has degenerated into slush because of heavy silting during rains. Still the landscape of Khajjiar is picturesque and a photographer's delight.

BHARMAUR: 65 kms from Chamba is the land of legendary Gaddies, i.e. Bharmaur. Known as Brahmpur in the 6th century, it was the seat of power of Chamba state for some 400 years till AD 920, when a new capital was founded at Chamba by Raja Sahil Varman. Bharmaur is known for some very old archaeological remains - primarily the temples.

MANI-MAHESH: In the month of August/September the famous JATRA of Mani-Mahesh commences from Laxmi-Narayana Temple in Chamba. The CHHARI is taken to the sacred lake of Mani-Mahesh, which is one of the chief tirthas in the district. Off late people from north India and beyond have started visiting this sacred lake. According to an estimate nearly one lakh people visit this sacred lake every year and take a holy dip.

CHHATRARI: Chhatrari lird 45 kms from Chamba. The village is inhabited mostly by the Gaddies who are a semi-postral lot engaged in rearing of sheep and goats. This village, situated at a height of 6000 feet, is famous for its remarkable hill-style temple of Shamti Devi.

The temple of Chhatrari is regarded as one of the holiest ones competing with well-known temples of "Lakshna Devi" at Bharmour and of "Bhawani" at Kangra. The construction of the temple is simple.

3.7.1.3 Some Of The Lesser-Known Places In Chamba:

BHANDAL VALLEY (1730 m): Linked to Salooni (22 km) in the Chamba valley by road, the beautiful Bhandal Valley with its wealth of wildlife is at the western extremity of Himachal Pradesh. Approachable from Chamba, it is the base for trek routes that connect Chamba to the Kishtwar region of Jammu and Kashmir over the Dagni Dhar.

PANGI VALLEY (2438 m): 137 km from Chamba, locked between the greater Himalyan and Pir Panjal ranges, the wild and beautiful Pangi Valley is 137 km from Chamba. Its sub divisional headquarters at Killar is located in the deep and narrow gorge of the river Chanderbhaga (Chenab). The foaming river, the high crags of the gorge and the difficult terrain are a challenge for intrepid trekkers.

3.7.2 Solan District

Blessed with a pleasant climate all year round, Solan has an old brewery and a sprawling horticulture and forestry university. HPTDC hotel and restaurant are available.

3.7.2.1 General Information

ALTITUDE	1350 meters
POPULATION	21,867
TEMPERATURE	Max. 35°C Min. - 2°C

3.7.2.2 Approach to Solan

RAIL: The nearest broad gauge railway station is at Kalka and nearest narrow gauge railway station is at Solan, both of which are connected by regular bus services.

ROAD: Solan is approachable by road from Shimla and Chandigarh.

3.7.2.3 Places Of Interest

KASAULI: 77 k.m from Shimla and 35 k.m from Kalka, Kasauli at 1927 metres is a small town with a colonial ambience. Its colonial ambience is reinforced by cobbled paths, quaint shops, gabled houses and scores of little gardens and orchards.

BAROG: Barog, once just a stop over on the Kalka-Shimla highway, is a town that has grown to be a destination in itself. Surrounded by pine forests, it presents a view of the Churdhar Peak.

CHAIL: 43 k.m from Shimla and with a lush green setting, this was the former 'summer capital' of the Patiala state. At 2250 metres it has the world's highest cricket pitch and a polo ground. The old palace, now a hotel, and the possibility of some angling are added attractions.

PARWANOO: This town is an entry point to the traveler to Himachal as one enters the state from Kalka. There is an HPTDC tourist information office.

KIARIGHAT: A little short of Shimla, Kiarighat was once a 'Dak' bungalow. Now HPTDC runs a Tourist inn here.

DARLAGHAT: Darlaghat is situated on the Shimla-Bilaspur-Manali state highway.

3.7.2.4 Some Lesser-Known Places In Solan:

ARKI: Just 52 k.m from Shimla, Arki was once the capital of the princely state of Baghal. The elegant palace at Arki, located against a wooded hillside, is famous for its Ast Bayaka frescoes, executed in the Arki Kalam style. Refurbished now, the palace is a Heritage Hotel.

NALAGARH: 45 km from Pinjore in Haryana, and at the halfway point on the road to Swarghat, Nalagarh was the capital of a princely state having the same name. This palace, recently refurbished, is now a heritage hotel.

3.7.3 Hamirpur District

This is another district situated at lower elevation and comparatively warmer but has some hilly ranges covered with Pine forests. These hills can be developed for trekking and camping during winter months. This district was made in 1972 by carving it out from the Kangra district. It is well connected by roads from all sides and thus can be promoted as a tourist destination by developing some historical and religious places.

3.7.3.1 Approach To Hamirpur

RAIL: The nearest broad gauge railway station is Una and the nearest narrow gauge railway station is Ranital (Pathankot-Joginder Nagar railway line), both of which are connected by a regular bus service.

ROAD: Hamirpur is approachable by road from Shimla, Chandigarh and Pathankot.

3.7.3.2 Places Of Tourist Interest:

DEOTSIDH TEMPLE: The cave temple of Baba Balak Nath is thronged by devotees all year round. It is situated on the border of Bilaspur (70 Kms) with Hamirpur (30 Kms) and is well connected by roads from all sides.

NADAUN: This town became famous when the Kangra rulers shifted their Capital here after they lost Kangra Fort to the army of Jahangir. However, it lost its glory when Raja Sansar Chand re-captured Kangra Fort and became the strong ruler of Kangra valley again.

SUJANPUR TIHRA: This place was the capital of Katoch Dynasty and the old fort is worth visiting. It has a huge ground, where the annual Holi fair is held for 4 days, besides being used for sports activities. Sainik school is also located here. It is also a religious centre.

3.7.4 Una District

Una has been carved out of Hoshiarpur district of Punjab in 1966 where the hilly areas of Punjab were transferred to Himachal Pradesh and the whole area is warm. It has borders with Kangra, Hamirpur and Bilaspur and acts as a gateway to these regions. Efforts are being made to develop same places in Nangal and Bhakra areas.

3.7.4.1 Approach To Una

RAIL: Una is well connected by broad gauge rail.

ROAD: Una is approachable by road from Shimla, Chandigarh and Pathankot.

3.7.4.2 Places Of Interest

CHINTPURNI TEMPLE: It is located on the Dharamshala-Hoshiarpur road on a ridge. Thousand of devotees visit this temple. The main fair is held during the 10 days of "Shukalpaksh" in August. In addition to many religious festivals there is a Yatri Niwas, which is managed by HPTDC

BANGANA-LATHIAN-PIPLU: This area falls on the Una Barsar-Hamirpur road. Piplu is situated on the top of Sola Singh Dhar from where the view of Gobind-Sagar is fascinating. This area can attract tourist during winter season, especially when they propose to visit other religious places like Jogi Ponga and Naina Deviji.

DERA BABA BHARBHAG SINGH: The place has a famous Gurudwara which thousand of Sikhs visit every year to receive the blessing of Baba Bharbhag Singh, who was a saint and established this Gurudwara which was earlier known as Dera. It is about 40 kms from Una Town and one can reach this place by bus directly or by train upto Una or by air upto Chandigarh.

3.7.5 Lahaul And Spiti District

Lahaul and Spiti are two remote Himalayan Valleys of Himachal Pradesh lying on the Indo-Tibet border.

Lahaul is marked by a central mass of uniformly high mountains and massive glaciers. The two rivers, Chandra and Bhaga, which rise on either side of the Baralacha La, flow through the narrow Chandra and Bhaga valleys. Lahaul is a land of Buddhist art and culture.

3.7.5.1 General Information

AREA	13835 sq. kms.
POPULATION	30,820
ALTITUDE	3340 m (Keylong)
CLOTHING	Light woollen in Summer Heavy woollen in Winter.
TEMPERATURE	Maximum:26.8 C Min 1.38 C Summer Maximum:6.1 C Min (-)19.38 C Winter
VISITING SEASON	June to October
LANGUAGES	Lahauli, English, Hindi, Bhoti are understood and spoken by the people engaged in tourism trade.
RELIGION	Hinduism & Buddhism

3.7.5.2 Approach

ROAD: Lahaul is connected by road from all parts of the country. Manali is the point where buses from various stations come. From here, one can take a bus/taxi to any destination in Lahaul-Spiti, Pangri & Leh during the months between June to November depending upon opening and closing of Rohtang pass (3979 m), the gateway to this valley. National highway 21 passes through this valley enroute to Leh.

3.7.5.3 Places Of Tourist Interest:

GONDLA: Gondla is 18 kms from Keylong on the right bank of Chandra river. There are a few royal houses in the village. In the month of July a fair is held where the Lamas dance is held. The Gompa of this village has historical significance and the fair attracts a large number of visitors.

GURU GHANTAL MONASTERY (3020 m): This is on the right bank of Chandra river about 4kms above Tandi. It is believed to be the oldest Gompa of Lahaul having wooden structure with pyramidal roofs, wood carving and preserving the idols of Padmasambhava & Brajeshwari Devi. On the full moon night in mid-June a festival called "GHANTAL" is celebrated by Lamas & Thakurs together.

KEYLONG (3340 m): Keylong is the district Headquarters of Lahaul & Spiti on the main road to Leh over Rohtang. It has green fields and willow trees, water streams surrounded with brown hills and snow capped peaks. There are hotels, tourist bungalows and rest houses to stay.

KARDANG MONASTERY (3500 m): It is about 5kms from Keylong across Bhaga river. It is believed to have been built in the 12th century. The Monastery has a large library of Kangyur and Tangyur volumes of Buddhist scriptures in Bhoti. Kardang village was once the capital of Lahaul.

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KOKSAR (3140 m): It is 21kms beyond Rohtang pass in Lahaul and is the coldest place in Lahaul. HRTC workshop, Rest House, police assistance and eating-places are available during the season.

JISPA: Jispa is 20 kms from Keylong on the bank of Bhaga river. It has a rest house and a mountaineer hut. There is a big camping ground. Sufficient trout fish is available in the river.

GEMUR: It is 18 kms from Keylong in Bhaga valley where the devil dance is held during July in the Local Gompa. The place is situated on the Manali-Leh highway.

DARCHA (3360 m): Darcha is 24 kms from Keylong on Leh road where a camping ground is available. From Darcha, trekkers start their trek to Padem, via Shingola as well as Baralacha/Phirtsela. There is a police check-post for assistance.

BARALACHA LA (4883 m): Baralacha is about 73 kms from Keylong on the Manali Leh road. There is no road yet from Spiti. Only a path exists. This is also the point of origin of Chandra, Bhaga and Yunam rivers. They flow in three different directions through the Chandra, Bhaga and Lingti valleys.

SHANSHA: Shansha is on the right bank of river Chandra-Bhaga (Chenab) at a distance of 27 kms from Keylong on Udaipur road. The Geypan, a powerful deity of Lahaul, is believed to be born here. A shrine dedicated to the deity has also been built in this village.

TRILOKINATH TEMPLE: The Temple is situated in a village, which is about 4 kms short of Udaipur on the left bank of the Chenab river. Devotees from far off places come to pay their respects at this unique temple. During August, a big festival named Pauri is held for three days when people including the sadhus and followers of various religious sects gather to receive the blessings of Lord Trilokinath.

UDAIPUR (2743 m): In olden times this village was known as Markul and so the name of local goddess is Markula Devi. The temple here is famous for its wooden carving on its roof and ceiling. Its name was changed by Raja Udai Singh of Chamba. This place is situated near the confluence of Chenab and Mayar Nallah. This place is therefore a starting point for Mayar valley and further on to Zaskar and other peaks.

SPITI VALLEY: Spiti is the sub division of Lahaul & Spiti district with its headquarters at Kaza. It is called "Little Tibet" because it has almost the same terrain, vegetation & climate. Spiti also means "Middle Country". It lies between Tibet, Ladakh, and Kinnaur & Kulu. From Shimla via Kinnaur there is a motorable road, which remains open upto Kaza for 8 to 9 months. About 10 kms ahead of Pooh, satluj enters India near Shipkila & Spiti river joins it at Khab.

MONASTERIES: There are a large number of Gompas in this valley but it has also some important and famous monasteries, a brief description is given.

KYE MONASTERY: It is the oldest and biggest monastery of the valley and located 4116m above Kye village. It houses scriptures and paintings of Buddha and other goddesses. Lamas practice dance, sing and play on pipes and horns. Many Lamas get religious training here. It has murals and books of high aesthetic value.

KUNZUM PASS (4590 m): As Rohtang pass is a gateway to Lahaul so Kunzum pass is the gateway to Spiti from Kulu & Lahaul. After crossing Rohtang pass and driving 20 kms, one has to turn right from Gramphoo. While going to this pass, one can get a view of Bara-Sigri glacier (second longest glacier in the world).

LOSAR (4080 m): Losar is situated near the confluence of Losar and Peeno streams. Yak and horse riding can be done.

KAZA (3800 m): It is situated 224 kms from Manali, 197kms from Keylong and 425kms from Shimla. Kaza is the Sub Divisional Headquarter of Spiti Valley. It is situated at the foot of the step ridges on the left bank of Spiti river. There are PWD rest houses and private hotels for the staying.

3.7.6 Mandi District

The historic town of Mandi (800 m) is built along the banks of the river Beas. It has long been an important commercial centre. This one time capital of the princely state of Mandi is a fast developing town that is the district headquarters also. Mandi is renowned for its 81 old stone temples and their enormous range of fine carving. It is often called the 'Varanasi of the Hills'. The town has remains of old palaces and notable examples of 'colonial' architecture.

3.7.6.1 Approach To Mandi

RAIL: The nearest railway stations are Joginder Nagar and Shimla by narrow gauge train, Chandigarh and Kalka by broad gauge train, which are connected by regular bus services.

ROAD: Mandi is approachable by road from Shimla, Chandigarh, Pathankot and Delhi. There are regular bus services linking it to other towns like Manali, Palampur and Dharamshala.

3.7.6.2 Places To Visit

REWALSAR: About 25 km from Mandi, 14 km from Ner Chowk is the Rewalsar Lake, famous for its floating islands of reed. There are three shrines here - a Buddhist Monastery, where elaborate rituals are performed, a Sikh Gurudwara and a Hindu Temple.

PRASHAR: This lake lies 40 km north of Mandi, with a three-storied pagoda like temple dedicated to the sage Prashar.

JOGINDER NAGAR: The large hydroelectric project in Jogindernagar is a living tribute to man who has harnessed and tamed the wild and roaring river for his betterment. Here an electric trolley takes the visitor up the steep, rocky face of a 2500 metres high mountain and drops sharply on the other side to Barot where the reservoir is located.

SUNDER NAGAR: Sunder Nagar is located 26 k.m from Mandi towards Shimla and at a height of 1,174 metres on the raised edge of a fertile valley. The town of Sundernagar is known for its shady walks amidst towering trees. On top of a hill and visited by thousands of devotees every year is the Sukhdev Vatika and the temple of Mahamaya.

The biggest hydro-electric project in all Asia, the Beas-Sutlej project, irrigating nearly one-fourth of the northern plains of India, has brought unprecedented prosperity to Sudernagar. The Beas-Sutlej link colony is the biggest colony in Himachal Pradesh.

JANJEHLI: Janjehli is situated at a distance of 67 k.m from Mandi, and is ideal for hikers, offering treks up to a height of 3,300 metres. After covering 32 k.m by a motorable road up to Gohar the rest of the journey is on foot. In the midst of thick forests (15 km from Gohar) is Bajahi. From here Janjehli is a scant 20 km away through bridle path.

3.7.7 Kinnaur District

Located in the heights of the Himalayas, with passes that remain closed for six months linking them with the rest of the world, Kinnaur, Spiti & Lahaul were till now a forbidden land. Only a chosen few were granted permission to visit these places- officials, Moravian missionaries who settled here in 1853 and a few mountaineers. Now this area has been opened for adventure lovers.

3.7.7.1 General Information

AREA	6401 sq. kms
POPULATION	70,931
LANGUAGES	Kinnauri, Hindi, English, Tibetan are understood and spoken by the people engaged in tourism trade.
ALTITUDE	2670m (Kalpa)
CLOTHING	Light woollen in summer Heavy woollens in winter
VISITING SEASON	May to October (July to October for a circuit from Shimla to Manali & Jeep Safaris as well as trekking and climbing or vice versa)

3.7.7.2 Places Of Tourist Interest:

RECONG PEO (2670m): Located 260 kms from Shimla, Recong Peo is the district Headquarter having a view of Kinner Kailash. It has many hotels and rest houses.

KALPA (2759m): Beyond Recong Peo (14 kms. from Powari), on the link road, is the main village of the District - Kalpa. Across the river, facing Kalpa is the Kinner Kailash range.

SANGLA VALLEY: Sangla is situated on the right bank of Baspa river 17 kms from Karcham. The place has a lot of natural beauty. It is also known as Baspa Valley since Baspa river flows through this area.

CHITKUL (3450m): Chitkul is the last and highest village in the Baspa valley. It is situated on the right bank of Baspa river. There is a road along the left bank from Karcham. There are 3 temples of local goddess Mathi. The main ones are said to have been constructed about 500 years ago.

KOTHI: Kothi is also called Koshtampi. It is a little below Kalpa, and is overshadowed by the Kinner Kailash peak. The village, with its temple, willows, green fields and fruit trees make scenic landscape. Goddess Shuwang Chandika temple is in the village.

RAKCHHAM (2900m): Rakchham is situated on the right bank of river Baspa. Its name has been derived from "Rak" a stone and "Chham" a bridge. The location of the village is striking.

LEO: At about 105 kms from Recong Peo, perched on a small rocky eminence, on the right bank of the Spiti river, is the headquarters of sub-tehsil Hangrang in Puh subdivision.

LIPPA (2438m): Lipa is situated near the left bank of Taiti stream. The village can be approached from Kalpa by the old Hindustan Tibet road to Jangi-Lippa (14 kms). Ibex are found near the forest. The three Buddhist monasteries here are dedicated to Galdang, Chhoiker Dunguir and Kangyar.

MORANG (2591m): This village is situated 39 kms away from Kalpa on the left bank of river Satluj. The location is beautiful and the approach to this village is through apricot orchards.

NAKO (3662m): Nako is situated about 2 kms above the Hangrang valley road and is 103 kms from Kalpa in the western direction of the huge mountain of Pargial. This is the highest village in the valley and there is a lake formed out of the masses of ice and snow.

3.7.8 Shimla District

Shimla district is situated in the north-west Himalayas and is the capital of Himachal Pradesh

3.7.8.1 Approach To Shimla

Air: Vayudoot services connect Jubbtor-Hatti (23 kms from Shimla) with Kullu, Chandigarh and Delhi. Delhi is in turn connected with Calcutta by Indian Airlines flights. Jagson Airlines also has flights from Delhi to Shimla.

Rail: Shimla is connected by a narrow gauge railway line with Kalka (90 kms), which in turn is connected with the major cities in India.

Road: Regular bus services connect Shimla with Chandigarh (117 kms), Kullu (220 kms), Manali (260 kms), Delhi (343 kms), Mandi (150 kms), Pathankot (380 kms), Ambala (151 kms), Chail (43 kms), Dehradun (240 kms), etc.

3.7.8.2 Places Of Tourist Interest In Shimla:

KALI BARI TEMPLE: Few yards from scandal Point towards General Post Office. It is believed that the idol of Goddess Shayamla is enshrined there.

JAKHOO TEMPLE (2455m): Jakhoo Temple is Shimla's highest peak. It offers a view of the town. There is an ancient "Lord Hanuman" temple.

PROSPECT HILL (2155m): Prospect Hill is a 15-minute walk from Boileauganj on Shimla Bilaspur road. The hill offers a view of the area.

SUMMER HILL (1983m): Summer Hill is a hill on the Shimla-Kalka Railway line. It offers shady walks in quiet surroundings.

CHADWICK FALLS (1586m): Chadwick Falls is about 45 minutes walk from Summer Hill Chowk. It offers a scenic beauty and is a good place for relaxation.

RAMPUR (924m): Rampur is situated on the Hindustan Tibet Road. Once the capital of the Princely State of Bushahr, the town is situated on the banks of Satluj river. It has a big Commercial Centre and the famous International Lavi fair is held in November every year. Dumgir Buddhist Temple, Padam Palace, Raghunath Temple, Ayodhya temple and Narsingh Temple are also situated here.

SARAHAN (1950m): Sarahan is located on the Hindustan Tibet Road from Jeori with a view of Srikhand range. Sarahan has the Bhimkali Temple. Himachal Tourism runs Hotel Shrikhand. Saharan is the gateway to Kinnaur. A Pheasant Breeding Centre and stadium are worth visiting.

JUBBAL (892m): Headquarters of the erstwhile Princely State, Jubbal has a Palace which was designed by a French architect in 1930 and is a remarkable mix of European and indigenous styles.

HATKOTI (400m): Motorable on Shimla-Rohru highway. The place is famous for ancient temple of Mata Hateswari in the midst of paddy fields on the right bank of the Pabber river.

NALDEHRA (2044m): This place has a nine-hole golf course. It was designed by the British viceroy, Lord Curzon, who was so enchanted by this place that he gave his daughter Alexandra, Naldehra as her second name. The ancient Nag temple is also situated here.

TATTAPANI (680m): It is located on Shimla-Mandi Highway via Naldehra. Tattapani has hot water springs having sulphur contents. The Hindu temples and Shiv Goofa at Saraur are frequented spots.

3.7.9 Sirmour District

Sirmaur District has a triangle of 3 important tourist places, namely Nahan, Renuka and Paonta Sahib, which have attracted many tourists all round the year. There are many attractions available in this triangle. One can first visit Renuka then Nahan and lastly Paonta Sahib from Shimla side or vice versa.

3.7.9.1 General Information

ALTITUDE	932 meters
POPULATION	21,867
TEMPERATURE	Max. 38°C Min. 6°C

3.7.9.2 Approach To Sirmour

RAIL: The nearest railway stations are Ambala, Chandigarh and Kalka, which are connected by regular bus service.

ROAD: Nahan is approachable from many directions by road:

- 1) Via Dehra Dun (U.P) through Paonta Sahib
- 2) Via Kala-Amb from Haryana
- 3) Via Solan from Shimla (H.P)

There are regular bus services linking it to the other places like Manali, Delhi and Haridwar.

3.7.9.3 Places Of Interest

NAHAN: The first in the triangle is the town of Nahan situated on an isolated ridge in the Shivalik hills, overlooking green fields. Nahan is a well laid-out town, known for its cleanliness and dust free streets. It is the headquarter of Sirmaur district. In the heart of Nahan town is Rani Tal, where a large temple and a tank from the days of ex-rulers of Sirmaur State can be seen. Ducks and Cranes are seen in the Ranital Tank and Ranital Garden further beautifies the place.

PAONTA SAHIB: The second in the triangle is Paonta Sahib, a city sacred to the memory of Guru Gobind Singh, the tenth Guru of the Sikhs. Paonta to Renuka is one arm of the triangle. The road passes through Sataun and follows the Giri River. Situated on the Yamuna River, Paonta Sahib is a bustling township with growing industries. It is one of the important places for the Sikhs.

SUKETI FOSSIL PARK: Suketi Fossil Park displays life size fiberglass models of pre-historic animals whose fossils & skeletons were unearthed here. This park is the first of its kind in Asia to be developed at the actual site where the fossils were discovered.

TRILOKPUR TEMPLE: Raja Dip Prakash built Trilokpur Temple in 1573. It is situated at a distance of 23 kms from Nahan and 6 kms from Kala-Amb, the gateway to Nahan from Haryana. Trilokpur is a place of great religious importance. A fair is held twice in a year - during the Navratris in April and October when a large number of devotees visit this temple and pay their respects to the goddess. This place is approachable by bus and taxi.

DHAULA KUAN: On the road to Paonta Sahib 20 kms from Nahan, there are orchards consisting of citrus plants and mangoes and a fruit canning factory of various kinds of juices, jams, pickles and canned fruits.

KAFOTA: Situated at a height of 1804 meters and 42 kms from Paonta Sahib on Jagadhari-Markanda road is village Kafota, which has a pleasant climate and holds potential for picnic spots. There is a PWD Rest House for a comfortable stay

RENUKA: The most important place of tourist interest in Sirmaur and the third point of the triangle is the sacred lake of Renuka, 45 kms From Nahan. It is one of the most beautiful lakes in Himachal Pradesh having crystal clear water. On the eve of the festival markets spring up with stalls and amusements at which locally made wares are peddled together with home grown produce. Boating facilities are available in this lake for the tourists.

3.7.9.4 Some Of The Lesser-Known Places:

RAJGARH (2169 m): Just 30 kms from Solan, Rajgarh has natural beauty. It is an unspoilt retreat set amidst apple orchards. Its entry into the tourist circuit is relatively recent. A rest house and eating-places make it convenient for a holiday.

SHILLAI: Approachable by road from Paonta Sahib and Sataun and surrounded by woods, Shillai lies close to the River Tons. It is closely allied with the worship of local deities Shirgul and Gugga and is an important centre of folk culture.

3.7.10 Kangra District

Kangra is located in the western part of the state of Himachal Pradesh in the northern region of India. It is 18 kms south of Dharamshala. The weather in Kangra is alpine. Summers (April-June) are mild and winters are cold (November-February). It experiences southwestern monsoon rains from July to September. The Kangra region receives the second highest rainfall per annum.

3.7.10.1 Places of tourist interest:

BRAJESHWARI DEVI TEMPLE: Located just outside the town, Brajeshwari Devi temple is dedicated to Brajeshwari Devi. Known once for its legendary wealth, this temple was subject to successive depredation by invaders from the North.

KANGRA FORT: The remains of the fort of the rulers of Kangra are located on a strategic height, overlooking the Ban Ganga and Manjhi rivers. It is a place frequented by tourists.

MAHARANA PRATAP SAGAR:

Named in honour of the great patriot Maharana Partap (1572-97 A.D.), Maharana Partap Sagar was once known as Pong Dam Reservoir. Its Reservoir has an area of 45,000 hectares at maximum flooding. The level varies with every season and averages around 30,000 hectares. Over 200 villages with a population of 85,000 people are scattered along the wetland.

In 1983, the Sagar was declared a Wild Life Sanctuary and over 220 species of birds belonging to 54 families have been sighted over the waters. These include black-headed gulls, plovers, terns, and ducks. The land portion of the Sanctuary has barking deer, sambar, wild boars, leopards and claw-less others.

DHARAMSHALA: Dharamshala is the district headquarters of Kangra district. This is a hill station lying on the spur of the Dhauladhar range about 18kms north-east of Kangra town. The hill station is wooded with oak and conifer trees. Snow capped mountains enfold three sides of the town while the valley stretches in front. The snow line is perhaps more easily accessible at Dharamshala than at any other hill resort and it is possible to trek to snow point after an early morning's start.

Mc LEOD GANJ: Famous Tibetan institutions have lent importance to McLeod Ganj. The Buddha temple is situated opposite to the present abode of His Holiness, the Dalai Lama. The Tibetan Institute of performing Arts (TIPA) is a kilometer away.

DAL LAKE: The lake lies amidst hills and stately fir trees and is 11 kms from Lower Dharamshala, connected by motorable road. It is the starting point of excursions and trekking and is located next to the Tibetan Children's village.

DHARAMKOT: Situated on the crest of the hill 11kms from Dharamshala, Dharamkot is a picnic spot that affords a view of the Kangra valley, Pong Dam lake and Dhauladhar ranges.

TRIUND (2975 m): 20 kms from Dharamshala, Triund lies at the feet of the perpetually snow clad Dhauladhar at a height of 2975 m. The snow line starts at ilaqa, 5 kms from Triund. It is a popular picnic and trekking spot.

NURPUR: It is located 66 kms from Dharamshala and is famous for an old fort and a temple of Brij Raj. Nurpur acquired its name in 1672, when Jahangir, the Mughal Emperor, named it after his wife Nurjahan. Nurpuri shawls are available here. There is a PWD rest house for the convenient stay of tourists.

MASROOR: It is known for its monolithic rock temples. There are 15 rock cut temples in Indo-Aryan style and richly carved. The temples, partly ruined now, are profusely decorated with sculptural ornamentations conceived in the same manner as the great temple of Kailash at Elora in Maharastra with which they bear a striking resemblance.

PALAMPUR: It is situated at a height of 1219 m and is a main spot in the beautiful valley surrounded by tea gardens and pine trees. The place has a pleasant climate and the pine scented air is said to have curative properties. A ropeway and an amusement park is to be established here.

3.7.11 Kullu District

Kullu valley spreads out its charm on either side of river Beas. The valley runs north to south of this river and is 80kms. Long and about 2kms. at it's broadest. The valley is also famous for its exquisitely woven colorful hand made shawls and kullu caps.

Kullu was made into a separate district in the year 1963. The district has 3 tehsils namely, Kullu, Banjar and Nermand and 2 sub-tehsils Ani and Sainj. The district has a total of 172 villages all of which are inhabited. There are four towns in the district namely, Banjar, Bhuntar, Kullu and Manali. The district has a density of population of 55 persons per sq km as against 93 persons in the state.

The People:

The main population consists of Hindu followed by Buddhist and fractions of Sikh and Christian religions. The predominant class consists of Rajputs, Brahmins, and then scheduled castes.

3.7.11.1 General information on Kullu:

AREA	5,503 sq.kms.
POPULATION	301,729
ALTITUDE	1230 m (Kullu)
CLIMATE	Pleasant temperature in summer and cold below 0 C with heavy snow fall in winter
VISITING SEASON	March to June for relaxation and visiting the places of sight seeing and enjoy short and long excursions as well as climbing and river rafting
RAINY SEASON	July and August
AUTUMN	September to November for trekking, climbing, sight seeing and river rafting
WINTER	December to February- snow-skiing and heli-skiing in Manali and above
LANGUAGES	Hindi, Punjabi, Pahari, English are understood and spoken by the people engaged in tourism trade
CLOTHING	Cotton and tropical in summer and heavy woolen in winter

3.7.11.2 Approach To Kullu:

AIR: Kullu is connected by Indian Airlines, Trans Bharat Aviation and Jagson flights with Delhi & Shimla. The airport is at Bhuntar, 10kms from Kullu.

RAIL: Nearest convenient rail heads are Kalka, Chandigarh and Pathankot on Broad Gauge from where Kullu can be reached by road.

ROAD: Kullu is well connected by road with Delhi, Ambala, Chandigarh, Shimla, Dehradun, Pathankot, Dharamsala and Dalhousie etc. Regular direct buses ply between these stations including deluxe, semi-deluxe and air-conditioned buses during tourist season.

LOCAL TRANSPORT: Local buses operate between Kullu-Manali and Manikaran regularly. Taxis are also available

3.7.11.3 Places to visit in Kullu District:

BIJLI MAHADEV SHRINE (2460 m): 10 kms. from Kulu across the Beas river, Bijli Mahadev temple is one of the striking temples in the temples strewn district. It can be reached by a tough but rewarding climb of 10 kms. trek.

RAGHUNATHJI TEMPLE: 1 km. from Dhalpur, Raghunathji is the principal deity of the valley.

VAISHNO DEVI TEMPLE: At a distance of 4 kms. from Dhalpur, a small cave enshrines an image of Goddess Vaishno Devi.

CAMPING SIGHT RAISON (1433 m): 16 kms. away from Kulu, the sight is ideal for spending a quite holiday and for holding youth camps. There are a large number of orchards in this part of the valley. HPTDC has log cabins for comfortable stay.

KATRIN (1463 m): The central and the widest part of the valley, Katrain is 20 kms. from Kulu on the way to Manali. Apple orchards and trout hatchery lend charm and prominence to the place. It is also famous for bee keeping and Govt. trout farm at Patilkuh.

NAGGAR (1760 m): On the left bank of the Beas, Naggar is situated on a wooded slope and commands an extensive view. It was the capital of erstwhile Kulu state for about 1400 years.

KASOL (1640 m): Situated on the bank of Paravati river, Kasol makes a good holiday destination. 42 kms. from Kulu, located on an open space which slopes down to the broad expanse of clear white sand at the Parvati river. The place is well known for trout fishing.

MANIKARAN (1700 m): Manikaran, 45 kms. from Kulu and just 3 kms. from Kasol, is famous for its hot springs. Thousands of people take a holy dip in hot waters here.

MALANA (2652 m): Little ahead of the Chanderkhani Pass lies the village Malana which is famous for the temple of Jamlu and its distinct, social and cultural life. Malana is considered to be the oldest democracy in the world. It is worth while to visit this village to study the style and social system prevalent there.

BAJAURA: 15 kms. short of Kulu, Bajaura is on the main road where Basheshwar Mahadev temple is situated about 200 m from the village in a plain between the main road and the Beas river. It is believed to have been built in the mid 8th century.

LARJI (957 m): it is a small hamlet providing a spot for trout fishing. The PWD rest house is located in between river Sainj & Tirthan, before they join the Beas. Mostly anglers frequent the place.

BANJAR (1524 m): At a distance of 58 kms. South of Kullu, Banjar is a spot for trout fishing in the waters of river Tirthan.

MANALI: Manali is situated near the end of the valley on the National Highway leading to Leh. There are well-defined snow capped peaks, and the Beas river flows through the town.

NEHRU KUND: Situated 5 kms. on National Highway to Leh, it is a natural spring of cold clear water named after Pt. Jawahar Lal Nehru, who used to drink water from this spring during his stay in Manali. This spring is believed to originate from the Bhrgu lake situated high-up in the mountains.

SOLANG VALLEY: This valley is situated between Solang village and Beas Kund. Solang valley offers the view of glaciers and snow capped mountains and peaks. It has fine ski slopes. The Mountaineering Institute has installed a ski lift for training purposes.

KOTHI: Situated on the road to Rohtang pass, Kothi is 12 kms. from Manali. A PWD rest house is situated on a ridge overlooking a narrow valley with a view of mountains and valleys.

RAHALA WATER FALLS: Is situated 16 kms. on the way to Rohtang pass. If one goes to Marhi on foot from Kothi from the old road, one can get a good view of the falls. It is a good picnic spot as well.

ROHTANG PASS (3979 m): Rohtang pass is 51 kms. from Manali on highway to Keylong/Leh. It offers a mountain view. The pass is open from June to October each year although trekkers can cross it earlier.

ARJUN GUFA (CAVE): The cave is situated near Prini village 1 km. above the road where Arjun had meditated. This is good 1/2 a day excursion with a view of the mountains.

JAGATSUKH: Jagatsukh is situated 6 kms. from Manali and is located on the left bank on Beas on the road to Naggar. The place is famous for very old temples of Lord Shiva and Sandhya Gayatri in Shikhara style.

3.7.11.4 Some Of The Lesser Known Places In Kullu District:

INNER AND OUTER SERAJ: Accessible from Kullu and Shimla by road. The Jalori and Basil passes stand as markers between the Inner and Outer Seraj regions of Kullu. Outer Seraj faces Shimla district and reaches out to touch the river Sutlej and Inner Seraj turns towards Kullu. Anni near Sutlej provides the access point to Outer Seraj from Shimla.

JALORI PASS (3134 m): The Jalori Pass which links Inner and Outer SERAJ is 76 km from Kullu. Its crest offers views of the area. The new pass is a man made one and was carved out of the mountain range in the early part of the Twentieth century. This is about 150 m lower than the old Jalori Pass. Surrounded by forests, this area is home to the Himalyan brown bear and certain varieties of pheasant - including the Mona and Tarpon. The Shangri Rich Temple is close-by, and 5 km from the Pass is the jewel like Sloes Lake.

SHOJA (2692 m): Shoja in Inner Seraj is close to the Jalori Pass. An unspoilt location overlooking meadows and tall snow-capped ranges, Shoji is 69 km from Kullu via Aut. The Raghupur Fort and Dough Thatch, a grassy meadow very close to Shoja is worth visiting.

AUT: Aut on the Mandi-Manali highway is the entry point to the Kullu Valley where the road enters the Mandi - Largi gorge. Aut, the entire reservoir of the Pandoh Dam and Largi are excellent for angling. The rapids between Shamshi and Aut are splendid for river running. There are rest houses at Aut and Largi.

3.7.12 Bilaspur District

Bilaspur Township is situated just above the old town of Bilaspur at a height of 670 metres above sea level. The new Bilaspur Township can be truly described as the first planned hill town of the country. The pleasure of a visit is enhanced manifold when a motor launch is preferred as the means of travel, gliding through the waters of the lake.

3.7.12.1 Approach To Bilaspur:

RAIL: The nearest broad gauge railway station is at Kiratpur Sahib and nearest narrow gauge railway station is at Shimla, both of which are connected by regular bus services.

ROAD: Bilaspur is approachable by road from Shimla and Chandigarh.

3.7.12.2 Places To Visit

BAHADURPUR FORT: Bahadurpur Fort is just 6 km. above Namhol. The Ratanpur Fort, Swarghat, the Fatehpur Fort, the Naina Devi hill, plains near Ropar and the mountains of Shimla can be seen from this high place. This Fort was built prior to 1835 but is in ruins now.

SHRI NAINA DEVI JI: Is situated on the hilltop, which rises some 915 metres above the sacred town of Anandpur Sahib in Ropar. The temple stands on the very summit of the hill above a small bazar and is reached by a long flight of stone steps or by a cable car.

VYAS CAVE: It is situated at the foot of a new township. The belief is that Vyas Rishi meditated in this cave. The origin of the town, Vyaspur, is believed to have been derived from this cave.

SWARGHAT: Swarghat is ideally situated about 40 km. off Bilaspur on the Bilaspur-Chandigarh road. There is a temple dedicated to Lakshmi Narain. It's an ideal spot for a quiet overnight stay for the tourists. HPTDC has recently constructed an 8-room Hotel here.

BHAKRA DAM: Situated at Bhakra village of Bilaspur, about 13 km upstream from Nangal township, it is one of the highest straight gravity dams in the world. The lake is about 90 km long covering an area of about 168 sq km of which 90 percent is in Bilaspur and 10 percent in Una district.

MARKANDEYA: This is a famous shrine about 20 km from Bilaspur in tehsil Sadar named after renowned '*rishi*' Markandeya who lived and worshiped there. According to a legend, a tunnel connected Markand and Vyas cave and the two '*rishis*', Vyas and Markandeya used to visit each other through this sub-terrain path. In addition to a shrine there is also a water spring of ancient fame where a night fair is held annually on '*Baisakhi*' day.

BAHADURPUR (1980 m): Close to the town of Bilaspur (40 km), Bahadurpur range towers over lesser hills of the area. A small forest of deodar and Himalayan oak that spreads over it considerably enhances its beauty. The crest offers a view and the Ratanpur Fort, Swarghat, the Fatehpur Fort, Naina Devi, the plains near Ropar and even the Shimla hills can be seen from here.

SWARAGHAT: Swarghat is 40 km from Bilaspur on Chandigarh-Bilaspur road and 22 km from Nalagarh. It is surrounded by low rolling hills that are draped by forests of pine. An attractive picnic spot, it forms an interesting excursion.

KOT KEHLUR: The square structure of the fortress of Kot Kehlur is 3 km from Ganguwal. It is said to have been built by Raja Bir Chand.

GOBIND SAGAR: In 1963, the world's highest gravity dam, the Bhakra, was dedicated to the nation. Its huge reservoir, the Gobind Sagar Lake, on the River Sutlej, extending for 90 km upto the town of Bilaspur covers an area of some 170 sq km. Its clear waters hold a variety of fish and its banks are a draw for hopeful anglers.

CHAPTER - 4
EXISTING TOURISM SCENARIO IN
HIMACHAL PRADESH

4.0 TOURISM IN INDIA

Tourism in India has registered significant growth in recent years. From tourist traffic of just 15,000 Tourists in 1950, it has grown upto 2.64 million in 2000. In terms of employment generation, it is estimated that direct employment due to tourism has reached 14.79 million in 1998-99 and foreign exchange earnings to US \$ 2917 million during 1999. The upward trend is expected to touch new heights in the coming years. According to a study conducted by WTTC the industry is likely to contribute in the year 2010, an estimated rupee 904.6 billion (US\$ 20.5 billion) to GDP and support 17.4 million jobs.

4.1 OVERVIEW OF TOURISM IN HIMACHAL PRADESH

Tourism has always been a growth industry in Himachal Pradesh. The growth of tourism started after 80s. In the year 2001, 5,111,692 tourists visited Himachal from India and 133,028 foreign tourists visited Himachal Pradesh. Generally tourists prefer the months of May, and June, September/October. There are few tourists in Himachal Pradesh during the rainy months of July and August.

The best seasons in Himachal can be broadly divided into two: winter that starts from September to mid January and summer that extends from March to June 15th. In summer, visitor numbers increase as it is a peak tourist season and they decline with the beginning of the monsoon. After this, during the snowfall, tourist season begins again.

Himachal has one of the greatest adventure tourism assets in the world in the form of the Himalayas, as well as in its mighty rivers. Mountain based adventure (soft and hard) activities in the Himalayas, creating the 'Himalayas' as the brand and icon of Indian adventure tourism should be developed and promoted. White water and more sedate great river rafting offers a unique tourism product. This sector is witnessing a phenomenal growth lately.

4.2 TOURIST ARRIVALS IN HIMACHAL PRADESH

Table 1:
Tourist arrivals in Himachal Pradesh

	1996		1997		1998	
DISTRICTS	Indian	Foreign	Indian	Foreign	Indian	Foreign
Chamba	144618	968	293853	1202	322433	1472
Bilaspur	22967	208	435401	321	459166	337
Hamirpur	18089	17	20356	16	21620	18
Kangra	135303	11425	590257	13310	646720	17689
Kinnaur	2060	1746	3137	2373	3874	2758
Kullu	383813	12390	717018	15793	795282	17613
Lahaul and Spiti	5118	11751	11661	13171	12563	15054
Mandi.	81771	2979	147569	3360	160704	4088
Shimla	623383	7899	818510	10482	898993	13515
Sirmaur	20158	8	258623	195	284889	214
Solan	147000	1903	164762	2145	179311	2346
Una	17220	66	369273	159	394811	102
Total	1601500	51360	3830420	62527	4180366	75206

	1999		2000		2001	
Month	Indian	Foreign	Indian	Foreign	Indian	Foreign
Chamba	334650	1562	358851	1862	400193	1616
Bilaspur	473823	584	464547	834	499294	815
Hamirpur	22837	26	26942	70	33328	170
Kangra	669870	22019	690922	26344	799757	28441
Kinnaur	3198	983	3763	648	7370	1830
Kullu	838940	27597	894806	33244	1001296	41891
Lahaul and Spiti	13875	10185	18639	12994	23963	17709
Mandi.	168704	5654	185436	6454	233169	6845
Shimla	943503	19188	1038975	24225	1136063	31022
Sirmaur	292273	507	317074	821	344423	1097
Solan	186033	3001	206117	3491	240619	1580
Una	405137	138	364057	204	392217	12
Total	4352843	91444	4570129	111191	5111692	133028

Source: Department of tourism, Himachal Pradesh

4.3 COMPARISON WITH OTHER STATES

The popular tourist states in India include Rajasthan, Goa, and Kerala. The newly formed state of Uttaranchal is also gaining popularity.

4.3.1 Tourist Traffic In Other States

The Table below gives the tourist arrivals in the other popular tourist states in India.

Table 2:
Domestic tourist traffic in the various states

Years/States	Himachal	Uttaranchal	Kerala	Rajasthan	Goa
1996	1601500	8061595	4243363	5726441	887983
1997	3830420	9286012	4579122	6290115	934837
1998	4180366	11496042	4481714	6403310	953212
1999	4352843	9225757	4888287	6675528	960114
2000	4570129	11078814	5013221	7374391	976804

Source: Department of Tourism, Govt. of India

Uttaranchal gets the maximum number of domestic tourists, most of them being religious tourists. Himachal currently gets around 4.5 million domestic tourists as compared to 11 million in its neighbouring hill state Uttaranchal.

Table 3:
Foreign tourist traffic in the various states

Years/States	Himachal	Uttaranchal	Kerala	Rajasthan	Goa
1996	51360	49057	185863	495021	232359
1997	62527	53873	185220	605060	263671
1998	75206	62488	189941	591369	275047
1999	91444	68607	202173	562685	284298
2000	111191	56766	209933	623100	291709

Source: Department of Tourism, Govt. of India

Rajasthan gets the highest number of foreign tourists in the country, mainly for cultural tourism as Rajasthan is well known for its historical forts, palaces, art and culture. The foreign tourists coming to Himachal are around 0.1 million which is higher than Uttaranchal but way below other tourist states.

4.3.2 Ninth Plan Outlay

Tourism, a growing sector in the country, had the following funds allocated for its development in the various states in the Ninth Five Year Plan.

Table 4:

Funds Allocation and Expenditure for Development of Tourism Infrastructure in Ninth Plan (1997-98 to 2001-02)

(Rs. in Crore)			
Year	B.E.	R.E.	Actual Expenditure
1997-98	110.35	100	98.14
1998-99	160.5	110	110.46
1999-2000	160.5	110	109.71
2000-01	135	125	124.32
2001-02	150	150	-

Source: Annual Report 2001-02, India Tourism, Govt. of India.

Table 5:

Scheme wise Allocation and Actual Expenditure for First Four Years of IX Plan (Plan Expenditure)

(Rs. in Crore)								
Schemes	1997-1998		1998-1999		1999-2000		2000-2001	
	Revised	Actual Expenditure	Revised	Actual Expenditure	Revised	Actual Expenditure	Revised	Actual Expenditure
Tourist Infrastructure								
Development of Tourist Centres	0.45	1.26	14.50	9.50	6.50	6.57	13.63	14.48
Equity Schemes	2.00	1.04	1.75	0.28	0.50	0.21	1.25	1.25
Refurbishment Monuments	2.00	1.77	1.75	1.66	1.00	1.22	4.25	3.64
Paryatan Bhawan	-	-	-	-	-	-	0.25	0.00
Externally Aided Project	0.35	0.08	0.50	0.36	0.25	0.08	0.25	0.10
Pilgrim Centres	0.50	0.02	-	-	0.10	0.10	0.10	0.10
SEL Show / Flood Lighting	1.00	1.40	2.00	2.25	1.50	1.50	1.75	1.75
Wayside Amenities	3.00	3.05	3.75	3.75	4.00	4.00	7.37	6.97
Adventure Sports	1.00	1.07	1.75	1.75	1.75	1.75	0.75	1.10
Budget Accommodation	14.00	13.62	14.00	13.91	10.00	10.17	15.00	15.00
Total	24.30	23.31	40.00	33.21	25.60	25.60	44.60	44.38
Training	11.00	8.27	9.00	13.60	15.20	14.71	10.65	11.28
Tourist Information and Publicity	61.30	62.36	58.50	59.21	60.20	60.40	56.75	55.93
Others								
Interest Subsidy	3.05	3.65	2.00	3.85	7.50	7.50	8.50	8.50
Market Research /Computerization	0.35	0.54	0.50	0.59	1.50	1.50	4.50	4.23
Grand Total	100.00	98.13	110.00	110.46	110.00	109.71	125.00	124.32

Note: Revised Allocation 1997-98 to 2000-01 Rs. 445.00 crore.

Actual expenditure Rs. 442.62 crore.

Table 6:

**Scheme-wise Plan Outlay for the Ninth Plan
(1997-98 to 2001-02)**

Scheme/ Project Programme	(Rs. in Crore)									
	Ninth Plan Approved Outlay	BE 1997-98	RE 1997-98	BE 1998-99	RE 1998-99	BE 1999-2000	RE 1999-2000	BE 2000-01	RE 2000-01	BE 2001-02
Direction & Admn.	2	2	-	0.2	-	-	-	-	-	-
Tourist Information & Publicity										
Domestic Campaign	40	5	3.7	10	5.5	10	7	7	6	6
Overseas Campaign	204.43	58	57.6	75	53	67.8	53.2	49.75	50.75	52
Tourist Infrastructure	161.32	25.85	24.3	52.8	40	60	25.6	29.1	32.1	39.85
10% lump sum for North Eastern States (New Head during 2000-2001)	-	-	-	-	-	-	-	13.5	12.5	14.8
Training	60	15	11	16	9	16	15.2	16.65	10.65	10.35
Subsidies		4	3.05	5	2	5	7.5	5	8.5	9
Professional Services (Including IT & Perspective Plans) during 2000-2001	18	0.5	0.35	1.5	0.5	1.7	1.5	12	4.5	10
Marketing Development Assistance	-	-	-	-	-	-	-	1	-	1
National Development Fund	-	-	-	-	-	-	-	1	-	5
Budgetary support to ITDC for Const. of hotel at Chandigarh										2
Total	485.75	110.35	100	160.5	110	160.5	110	135	125	150

Source: Tourist Statistics 2000, Ministry of Tourism & Culture, Govt. of India.

Table 7:

**State wise Project/Amount Sanctioned & Released for
Development of Tourism * (1999-2000 & 2000-01)**

States	(Rs. in Lakh)					
	1999-2000			2000-2001		
	No. of Projects Sanctioned	Amount Sanctioned	Amount Released	No. of Projects Sanctioned	Amount Sanctioned	Amount Released
Himachal Pradesh	17	691.79	437.75	19	397.29	200.79
Goa	11	279.82	70.08	9	89.54	27.91
Kerala	19	772.28	289.56	7	407.85	122.65
Rajasthan	12	131.22	36.59	22	455.00	143.47
Uttaranchal	-	-	-	7	70.19	29.78
India	422	9794.21	4148.86	343	7859.81	3256.84

Note: *: All the projects including fairs and festivals.

Source: www.indiastat.com (Rajya Sabha Unstarred Question No. 607, dated 05.03.2002.)

Though Himachal Pradesh receives approximately the same amount of funds as Kerala, and about 90% as that of Rajasthan, it has not been able to attract as many tourists as that in Kerala and Rajasthan.

4.4 OBJECTIVES OF THE TOURISM POLICY IN HIMACHAL PRADESH

- To promote economically, culturally and ecologically sustainable tourism in Himachal Pradesh.
- To promote responsible tourism, that will be welcomed as both preferred employer and new community industry.
- To use tourism as a means of providing new employment opportunities in rural, tribal and remote areas.
- To increase private sector participation in tourism, both as a means of generating employment and providing new infrastructure.
- To develop activity based tourism to increase the duration of tourist visits.
- To develop adventure tourism by providing facilities and safety standards at internationally –required levels.
- To devote special attention to the promotion of religious tourism.
- To promote new concepts in tourism, such as time-share.
- To transform the role of the government into that of a facilitator.

Exhibit -1

**MAJOR TOURIST DESTINATIONS IN HIMACHAL
(CIRCUITS AND STANDALONE DESTINATIONS)**

Exhibit below indicates the major tourist Circuits and Destinations in Himachal Pradesh

Source: mapsofindia.com



4.5 DOT CIRCUITS

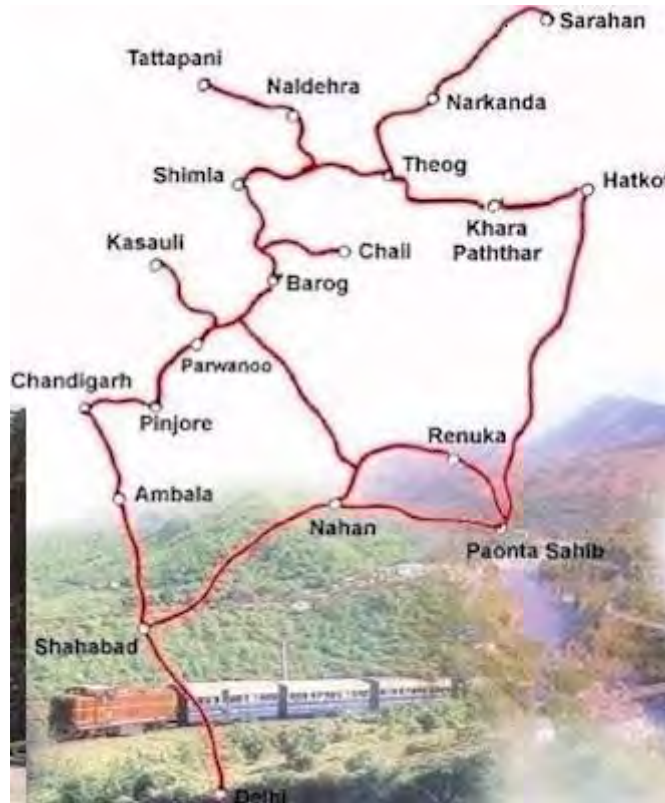
Tourism in Himachal Pradesh extends almost through the entire state, though tourist activity may be concentrated around few main cities. Some of the major places are Dalhousie, Dharamshala, Kinnaur, Lahaul & Spiti, Kullu, Manali, and Shimla. Almost every tourist who visits Himachal Pradesh would visit one or more of these locations as part of the tour.

There are four tourist circuits as identified by Himachal Pradesh DoT, based on their geography, attractions and coverage by independent/ group tourist. These are defined as the following circuits.

1. Sutlej Voyage
2. Beas Voyage
3. Dhauladhar Voyage
4. Tribal Voyage

4.5.1 The Sutlej Circuit:

The Sutlej Voyage circuit passes through the Shivalik foothills through apple orchards, forests of pine, oak and deodar, majestic monuments of the Raj, snow covered ski slopes and the furious Sutlej river. This circuit covers Rohru - Rampur - Sarahan - Narkanda - Naldehra - Tattapani - Shimla - Kiarighat - Delhi. This voyage also includes Renuka, Paonta Sahib and Nahan.



Source: www.hptdc.nic.in

Tour options in the Circuit-

CHAIL TOUR: This tour covers a distance of about 250 km in a minimum of 3 days. The route covered is Delhi- Chandigarh- Parwanoo- Kasauli- Barog- Chail- Chandigarh.

RENUKA TOUR: This tour is covered in a minimum of two days; the distance is about 295 km. The route is Chandigarh- Paonta- Nahan- Renuka- Chandigarh.

APPLE VALLEY TOUR: This tour covers a distance of about 378 km in four days. The route covered is Shimla- Hatkoti- Sarahan (via Rampur)- Narkanda- Shimla.

HERITAGE TOUR: The tour is covered in a minimum of two days; the distance is about 106 km. The route is Shimla- Chail (via Kufri)- Shimla (via Kiarighat).

HOT SPRINGS TOUR: The tour is covered in a minimum of two days, the distance about 105 km. The route is Shimla- Naldehra- Tattapani- Shimla.

PABBAR VALLEY TOUR: A distance of about 502 km is covered in a five days. The route is Chandigarh- Renuka- Paonta- Hatkoti- Shimla- Chail- Kasauli- Chandigarh.

MONAL TOUR: The tour is covered in a minimum of four days; a distance of about 350 km is covered. The route covered is Shimla- Narkanda- Sarahan- Fagu- Shimla.

TEMPLE TOUR: The tour is covered in a minimum of three days; the distance is about 468 km. The route covered is Chail- Narkanda- Sarahan- Hatkoti- Chail.

4.5.2 The Beas Circuit:

The Beas Voyage covers the highly picturesque Beas valley - the valley of gods. Flower covered meadows, terraced fields of apple, paddy, maize and the sparkling Beas river. It covers - Shimla - Mandi - Rewalsar - Kullu - Manali - Rohtang - Nagar - Manikaran - Delhi. One can also continue to Leh across the Baralacha pass.



Source: www.hptdc.nic.in

Tour options in the Circuit-

PARVATI VALLEY TOUR: The tour is covered in a minimum of three days; the distance is about 292 km. The route covered is Mandi- Rewalsar- Kullu- Manikaran- Mandi.

BEAS TOUR: The tour is covered in a minimum three of day, the distance is about 396 km. The route covered is Mandi- Manikaran- Kullu- Raison- Manali- Rohtang- Naggar- Mandi.

RIVER VIEW TOUR: This tour is covered in a minimum of three days. The route covered is Manali- Vashist- Naggar- Kullu- Manikaran- Raison- Katrain- Manali.

KULLU VALLEY TOUR: The tour is covered in a minimum of three days. The route covered is Manali- Solang- Rohtang- Pass- Vashist- Naggar- Manikaran- Raison.

CHANDER BHAGA TOUR: The tour is covered in a minimum of four days. The route covered is Manali- Rohtang Pass- Khoksar- Sissu- Gondla- Tandi- Keylong- Udaipur- Triloknath- Keylong- Kardang- Manali.

KUNZUM TOUR: The tour is covered in a minimum of four days. The route covered is Manali- Rohtang Pass- Gramphu- Chhatru- Batal- Kunzum Pass- Losar- Kaza- Kee- Kibber- Manali.

MANALI LEH TOUR: This tour is covered in a minimum of six days. The route covered is Manali- Rohtang Pass- Koksar- Tandi- Keylong- Darcha- Baralacha Pass- Sarchu- Lachungla- Pang- Dabring- Tangla-La- Karu- Leh.

4.5.3 Dhauladhar Circuit:

The Dhauladhar Voyage circuit passes in the shadow of the mighty and majestic snow clad Dhauladhar ranges, which dominate the beautiful Kangra valley, dotted by flower filled meadows, temples, tea gardens and flocks of sheep. It covers: Chintpurni - Jwalamukhi - Kangra - Dalhousie - Khajjiar - Chamba - Dharamsala - Chamunda - Palampur - Jogindernagar - Delhi.



Source: www.hptdc.nic.in

Tour options in the Circuit-

TEMPLE TOUR: A distance of about 215 km is covered in a minimum of three days. The route covered is Jwalamukhi- Mahakaleshwar- Chintpurni- Brajeshwari Devi- Chamundaji- Baijnath- Sujanpur- Jwalamukhi.

DHARAMSHALA CHAMUNDA TOUR: This tour time is covered in a minimum of two days; the distance is about 183 km. The route covered is Chamunda Devi- Brajashwari Devi- Jwalaji- Chintpurni- Dharamshala.

MONASTIC TOUR: The tour is covered in a day, a distance of about 120 km. The route followed is Dharamshala- Mcleodganj- Sidbari (Norbolinka)- Tashijong- Bir- Dharamshala.

HERITAGE TOUR: A distance of about 170 km is covered in a day. The route covered is Dharamshala- Kangra- Masrur- Nurpur- Dharamshala.

TEA GARDEN TOUR: The tour is covered in a minimum of two days, a distance of about 200 km. The route is Dharamshala- Palampur- Andretta- Bajinath- Joginder Nagar- Dharamshala.

LEISURE TOUR: This tour is covered in a day, about a distance of about 95 km. The route followed is Chamba- Khajjiar- Dalhousie- Chamba.

BHARMOUR TOUR: This tour takes a minimum of four days. The route followed is Dharamshala- Dalhousie- Khajjiar- Chamba- Bharmour- Dharmshala.

4.5.4 The Tribal Circuit:

The Tribal Voyage Circuit passes through a spectacular terrain of river valleys, cold desert mountains, high passes, snow capped peaks, icy lakes, mighty glaciers-an exotic tribal country dotted by monasteries. It covers: Delhi - Shimla - Narkanda/Hatkoti - Sarahan - Sangla - Kalpa - Pooh - Nako - Tabo - Dhankar - Kaza - Losar - Kunzam - Koksar - Sissu - Keylong - Udaipur - Trilokpur - Rohtang - Manali - Delhi.



Source: www.hptdc.nic.in

Tour options in the Circuit-

1. Sarahan- Bhaba- Karcham- Sangla- Rakchham- Chitkul- Sangla- Sarahan.
2. Sarahan- Sangla- Kalpa- Pawari- Morang- Jangi- Pooh- Nako- Sarahan.
3. Sarahan- Nako- Tabo- Dhankar- Kaza- Kee- Kibber- Pooh- Sangla- Sarahan.
4. Kaza- Dhankar- Pin Valley- Tabo- Kaza.
5. Kaza- Kee- Kibber- Losar- Kunzum- Kaza.
6. Keylong- Udaipur- Triloknath- Kardang- Gondla- Keylong.
7. Keylong- Darcha- Patseo- Zingzingbar- Baralacha- Sarchu- Keylong.
8. Keylong- Sarchu- Lachalangla- Pang- Tanglangla- Uphsi- Leh- Keylong.

4.5.4 Buddhist Circuits

Apart from the circuits identified by the Himachal Pradesh Tourism Development Corporation the Ministry of Tourism has identified three important Buddhist circuits in Himachal. They are:

- 1) Dharamshala/Tabo Monastery/ Tabo/Dharamshala
- 2) Kinnaur / Sangla Valley / Tabo Monastery/ Kinnaur
- 3) Dharamshala/ Pangi /Leh/ Dharamshala

4.6 ANALYSIS OF THE CIRCUITS

The problem with this circuit definition is the follows:

- Too many destinations
- Domestic tourists come for the following primary purposes:
 - o Religion / cultural
 - o General tourism (nature/ mountains)
 - o Honeymoon
 - o Adventure (very few so far)
- The length of stay varied from a weekend to a week - so 2-3 destinations is the limit.

It is therefore necessary to identify small circuits and tightly bound itineraries to make the destinations attractive.

While the DoT may continue to define these as prime circuits, this report has focused on small circuits as the basis for future planning, and these may be woven into the fabric of DoT's current plans.

The next section provides a snapshot of circuits standalone destinations.

Table 8:
The various tourism circuits and standalone destinations.

District	Tourist locations	Main attractions	Season
CHAMBA	Dalhousie	Scenic beauty	April –Oct
	Khajjiar	Scenic beauty, trekking, Khajjiar lake	April –Oct
	Bharmaur	7 th century temple, scenic beauty	April –Oct
	Chamba	Minjar fair in July/August, Manimahesh temple	April –Oct
	Banikhet	Base camp for trekkers	April –Oct
	Chhatrari	Temple	April –Oct
	Bhandal Valley	Base for trek	April –Oct
	Pangi Valley	Natural beauty	April –Oct
	Chamera lake	Boating facility	April –Oct
	Sachutaun Nalah	Wild life sanctuary	Mar-May
	Gamgul Siya	Wild life sanctuary	Apr- Sept
	Kalatop Khajjiar	Wild life sanctuary	Apr-May, Sept-Oct

Table 8:
The various tourism circuits and standalone destinations

Contd....

District	Tourist locations	Main attractions	Season
SIMLA	Simla	Mall road, Ridge, Shopping, ice-skating carnival in Dec	May-Jul, Nov -Jan
	Fagu	Scenic beauty	May-Jul, Nov -Jan
	Narkanda	Golf course, skiing slope, scenic beauty.	May-Jul, Nov -Jan
	Kufri	Scenic spots, apple orchards, parks, zoo, winter sports	May-Jul, Nov -Jan
	Mashobra	Adventure tourism like rappelling, camping	May-Jul, Nov -Jan
	Naldhera	Golf course, lake	May-Jul, Nov -Jan
	Shillon Bagh	Scenic spots	May-Jul, Nov -Jan
	Luhri	Scenic beauty	May-Jul, Nov -Jan
	Talra	Wild Life Sanctuary	Apr-Jun, Aug-Oct
	Shimla	Wild Life Sanctuary	Apr-Jun, Aug-Oct
	Daranghati	Wild Life Sanctuary	Apr-Jun, Aug-Oct
KINNAUR	Sangla Valley	Scenic beauty, Buddhist monastery	
	Kalpa	Scenic beauty, Buddhist monastery	
	Lippa Asrang	Wild Life sanctuary	Aug –Oct
	Chitkul	Wild Life sanctuary	Aug –Oct
	Rupi Bhaba	Wild Life sanctuary	Aug –Oct
KANGRA	Dharamshala	Temporary home of His holiness Dalai Lama, temple with 'religious pond'	Mar-Jun, Sept-Oct
	McLeodGanj	Buddhist monastery	Mar-Jun, Sept-Oct
	Jwalamukhi	Temple	Mar-Jun, Sept-Oct
	Dharamkot	Base for trekkers	Mar-Jun, Sept-Oct
	Pong reservoir (Maharana Pratap Dam)	Dam	Mar-Jun, Sept-Oct
	Baijnath	Temple	Mar-Jun, Sept-Oct

Table 8:

The various tourism circuits and standalone destinations

Contd....

District	Tourist locations	Main attractions	Season
UNA	Chintpurni	Temple	Jun-Jan, Sept-Oct
MANDI	Mandi	Bhutnath temple, Tarna Devi temple	Jan-Jun, Sept-Oct
	Rewalsar	Lake	Jan-Jun, Sept-Oct
	Shikari Devi	Wild Life Sanctuary	Apr-May
	Bandi	Wild Life Sanctuary	Apr-May, Aug-Oct
	Nargu	Wild Life Sanctuary	Apr-May
HAMIRPUR	Deostidh temple (30 kms from Hamirpur)	Temple	
	Nadaun	Scenic town	
BILASPUR	Naina Devi	Temple	Mar- Jul
	Gobind Sagar Lake	Bhakra Nangal dam, boating, water sports	Mar- Jul
	Govind Sagar	Bird sanctuary	Apr-Nov
	Naina Devi	Wild Life Sanctuary	Apr-Nov
SOLAN	Kasauli	Gardens, scenic view	May-Jun
	Barog	Orchards	Sept-Oct
	Parwanoo	Scenic beauty, foot hills, ropeway	Dec
	Chail	Chail palace, worlds highest cricket pitch	
	Arki	Palace (heritage monument)	
	Nalagarh	Palace (heritage monument)	
SIRMOUR	Paonta sahib	Gurudwara	
	Nahan	Temples	
	Renuka Lake	Lake, temple	
	Simbalbara	Wild Life Sanctuary	
LAHAUL AND SPITI	Keylong	Scenic spots, cold desert, Buddhist monastery	May - Sept
	Tabo	Monastery	May - Sept
	Kaza	Trekking	May - Sept

Table 8:

The various tourism circuits and standalone destinations

Contd....

District	Tourist locations	Main attractions	Season
KULLU	Manali	Scenic Beauty, Snow point, Temple of Hadimba Devi, Wild life sanctuary	May – April (barring a few days in end December)
	Vashisht	Hot sulfur spring, Temple	May – April
	Marhi	Snow viewpoint	
	Rohtang Pass	Gateway to Lahaul	June end - September
	Solang valley	Scenic beauty, seat of adventure sports like paragliding, skiing etc.	May – April
	Jagat Sukh	8 th century stone Temple	May – April
	Naggar	Castle, Roerich's museum	May – April
	Kullu	Temples, abode of culture (dance), handicrafts Famous for Dusserra festival	May – April
	Mani Karan	Hot water springs, trout fishing, temple and Gurudwara	May – April
	Kothi	Scenic beauty, Camping Site	May – April
	Banjar	Scenic beauty, Trout Fishing	May – April
	Larji	Scenic beauty, trout fishing and angling.	May – April
	Katrain	Orchards, Trout Fishing, bee keeping	May – April
	Ani	Medieval temple of local deities, pine woods, scenic beauty	

4.7 TOURISM RELATED INFRASTRUCTURE

Success of tourism depends on the adequacy and quality of tourism related infrastructure that are available to the tourist. Tourism related infrastructure specifically includes the following:

- Transport and Connectivity Infrastructure (by Air/Rail/Road)
- Direct Tourism infrastructure in terms of:
 - Accommodation (Private/Government)
 - Tourist offices and information centers
 - Others (shopping facilities, restaurants, entertainment, etc)
- Sanctuaries monuments and places of pilgrimage.

4.7.1 Transport Infrastructure In Himachal Pradesh

4.7.1.1 Roads

Himachal is geographically situated that it has three different regions viz. high hills in inner Himalayas, mid-Himalayan ranges and foothill plains. The inner Himalayan ranges have the least population density whereas it increases as the height decreases being well populated in the foothill plains. Thus, traffic density is accordingly dictated and so is the road network.

After the formation of Himachal on 15th July 1948 the network of roads had received top-most priority of the Govt. as there were very limited roads in the State at that time. At present the road network is widely spread in Himachal. Himachal is connected by road with all the major centres of the north. The increase in road network is fairly a strong indicator of economic development of the Pradesh in the field of education, health, agriculture, horticulture and the related fields.

On the formation of present Corporation on 02.10.1974, the total routes operated by HRTC were 379 which have grown to 1733 routes in 2000-2001 and the fleet strength has grown from 733 to 1728 in 2000-2001. As the road length increased and basic infrastructure for development also kept pace with it, this had direct relation on the growth of the HRTC.

HRTC operates three types of buses, ordinary buses, High-Tech buses and Deluxe Buses. One can catch regular Deluxe / Semi Deluxe / Ordinary Bus services to and from Shimla to the other major cities in the state apart from important stations of North India such as Jaipur, Delhi, Chandigarh, Jalandhar, Gurgaon, Amritsar, Dehradun, Hardwar, Pathankot, and Ambala.

HPTDC Transport has a large fleet of well-maintained luxury coaches operating within and outside the State. HPTDC also provides Buses, Tata Sumo, and Jeeps on hire basis and organises Sightseeing Tours, Special Tours and Packages to meet the exclusive travel requirements of the tourists.

Table 9:

Some of the important entry points to the state are

Parwanoo	Kalka
Kala Amb	Ambala
Paonta Sahib	Dehradun
Swarghat	Ropar / Chandigarh
Chakki	Pathankot
Talwara	Mukerian
Una	Hoshiarpur

Existing road network



Source: www.mapsofindia.com

4.7.1.2 Railways

There are three ways to enter Himachal by train. First from Kalka, which is connected to Shimla (broad guage line), second is Nangal in Punjab (narrow guage line), which is connected to Una and third is Pathankot (narrow guage), which is connected to Palampur upto Jogindernagar.

Table 10:

Trains running at present between Kalka to Shimla and Shimla to Kalka:

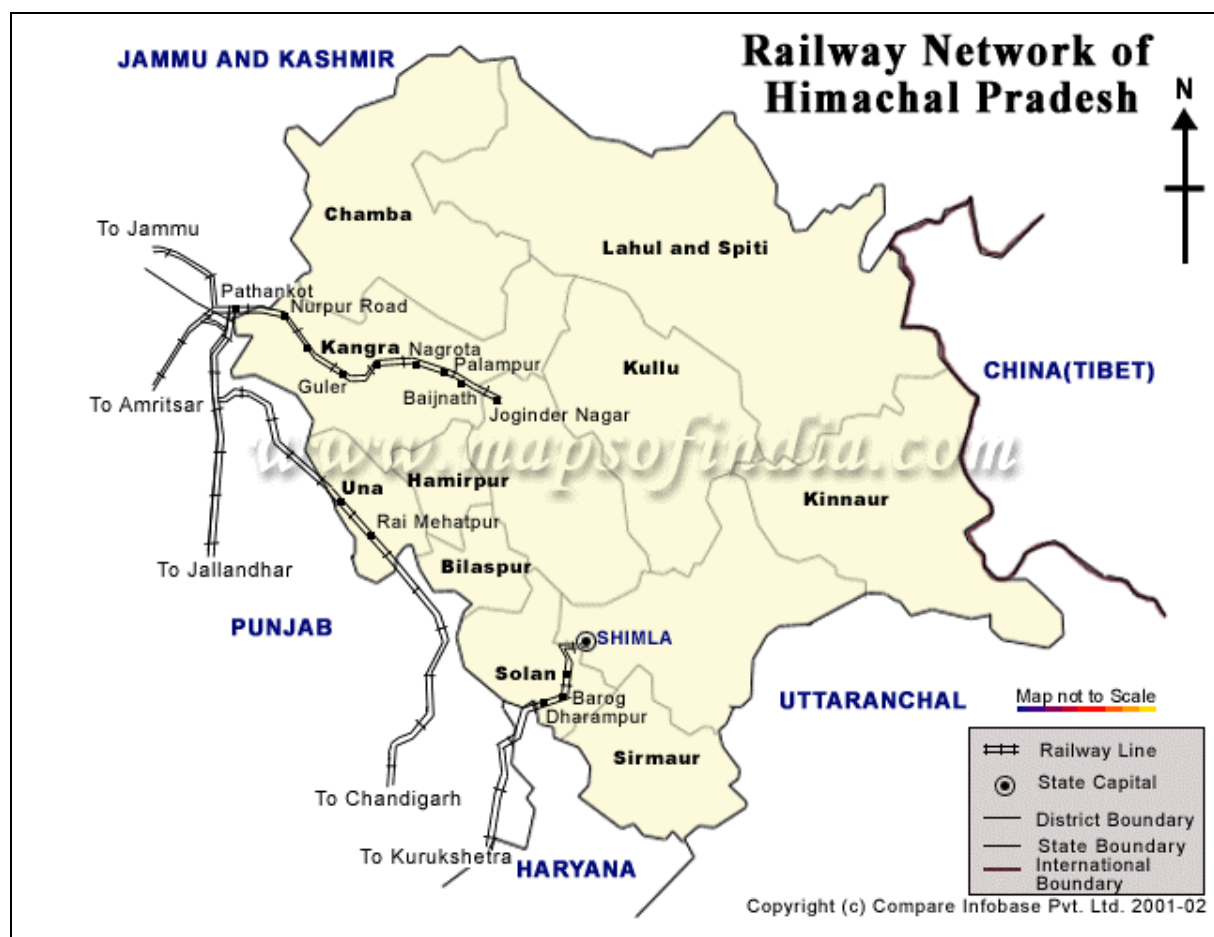
Train No.	Dep. Kalka	Arri. Shimla	Train No.	Dep. Shimla	Arri. Kalka
1 KS	04:10	09:25	2 KS	14:30	20:30
251 Up	06:20	11:30	252 Dn	18:00	23:10
255 Up	11:50	17:20	256 Dn	10:55	16:10
253 Up	07:30	12:25	254 Dn	15:55	21:10
241 Up	05:30	10:15	242 Dn	17:45	22:40
101 RMC	11:40	15:40	Dn. Pass RC	11:55	16:30

SHIVALIK DELUXE EXPRESS:

- Journey time of 4:45 hours stopping enroute only at Barog
- With a seating capacity of 120, this is a connecting service to Howrah-Kalka mail

SHIVALIK PALACE (TOURIST COACH):

- Can accommodate up to six persons.



Source: www.mapsofindia.com

4.7.1.3 Air transport:

There are three Airports in Himachal Pradesh:

Gaggal near Kangra,

Jubbal near Shimla and

Bhuntar near Kullu.

These airports are accessible only by regional level flights. They can handle only 15 seater aircrafts. All the 3 airports together can handle 38 aircrafts.

Vayudoot services connect Jubbor-Hatti (23 Kms from Shimla) with Kullu, Chandigarh and Delhi. Delhi is in turn connected with Calcutta by Indian Airlines/ Jet Airways flights. Jagson Airlines has also flights from Delhi to Shimla.

Table 11:
Air Services to Himachal Pradesh

Sector	Airline	Frequency	Stops	Departure	Arrival
Delhi -Kullu	Indian Airlines	Monday, Wednesday, Friday	Shimla	Delhi: 9 am	Kullu: 10:45 am
Delhi -Gaggal	Indian Airlines	Monday, Wednesday, Friday	-	Delhi: 13:15 hrs	Gaggal: 14:40 hrs
Delhi -Kullu	Trans Bharat Aviation	Monday to Saturday	-	Delhi:08:20 am	Kullu:09:50 am
Delhi -Kullu	Jagson Airlines	Monday to Saturday	-	Delhi: 10:00 am	Kullu: 11:20 am

Source: www.hrtc.nic.in

4.8 DIRECT TOURISM INFRASTRUCTURE**4.8.1 Accommodation In Himachal Pradesh****1. Hotels:**

Himachal Pradesh offers a tourist a vast range of accommodation options to suit a wide range of budgets as well as his preferences. Currently Himachal Pradesh has approximately 1,500 hotels with a total of 34,000 beds. Majority of these hotels are located in major tourist hubs.

Our fieldwork, however, indicates that availability of beds is 30 % -40% higher than the stated availability of beds, because of the mushrooming of small private guesthouses or unorganized hotels. The government should endeavour to bring these under an umbrella, so as to allow for facility contour.

The Hotels in Himachal Pradesh are largely managed by the private sector and by local entrepreneurs or local group of hotels. Domestic and international hotel chains like Oberoi International are present in the state.

2. HPTDC Hotel accommodation

Himachal Pradesh Tourism Development Corporation (HPTDC) is a pioneer in the development of tourism infrastructure in Himachal. Formed in 1972, it provides a complete package of tourism services, including accommodation, catering, transport and sports activities. It has the largest chain of finest hotels and restaurants in the State with nearly 57 hotels, having 950 rooms and 2050 beds. HPTDC also runs 62 restaurants and cafés, serving a varied cuisine, including Himachali delicacies.

Its transport network makes this mountain State easily accessible with a fleet of coaches, vans and jeeps. The HPTDC also arranges for sports activities like skiing, para gliding, river rafting, trekking, ice-skating and golf, besides camping and tenting facilities in far flung tribal areas.

Table 12:

Accommodation infrastructure in the state

DISTRICTS	Number of hotels	Rest houses	Number of beds
Chamba	101	74	3007
Una	19	11	492
Kullu	491	80	13359
Solan	93	28	2284
Sirmaur	25	20	652
Shimla	252	99	7498
Bilaspur	27	21	493
Kangra	206	71	4420
Lahaul & Spiti	11	15	286
Mandi	72	57	1529
Kinnaur	20	25	398
Hamirpur	12	15	317
TOTAL	1329	516	34735

Source: www.himachal.nic.in

Table 13:

Restaurants in the state

DISTRICTS	Restaurants
Chamba	14
Una	4
Kullu	22
Solan	11
Sirmaur	0
Shimla	23
Bilaspur	4
Kangra	60
Lahaul & Spiti	1
Mandi	6
Kinnaur	1
Hamirpur	1
TOTAL	147

Source: www.himachal.nic.in

4.8.2 Tour Operators

A large number of private tour operators provide travel related services, such as transport vehicles (tourist coaches and taxis), hotel reservations, local sightseeing, air and rail bookings, airport and railway pickups, guide services, etc. It is estimated that Himachal Pradesh has about 405 travel agents.

Table 14:
Tour operators in the state

DISTRICTS	Travel Agencies
Chamba	18
Una	1
Kullu	146
Solan	8
Sirmaur	2
Shimla	139
Bilaspur	4
Kangra	58
Lahaul & Spiti	2
Mandi	21
Kinnaur	6
Hamirpur	0
TOTAL	405

Source: www.himachal.nic.in

4.8.3 Sanctuaries & Parks

In Himachal Pradesh, out of the total geographical area of 55,670 sq km, the forest area as per legal classification is 37,691 sq km. It forms about 66.5% of the total geographical area of the state. At present there are 32 sanctuaries, 2 National Parks and 3 Games Reserves. These parks offer Himachal the opportunity to enhance the tourism experience in the state.

The Great Himalayan National Park (GHNP) lies in Seraj Forest Division, Kulu District, and some 60km by road south-west of Kulu Town. The climate compared to the rest of the upper Beas area, is more similar to that of Simla and the front ranges, with less snowfall in winter, more rainfall during the summer monsoon and probably higher temperatures. Tourists visiting this park are few. There are 13 rest houses in the vicinity of the park, and 7 on the outskirts of the sanctuary.

The GHNP office complex is very aesthetically laid out, professionally run and also has several informative sections. Its museum and development centre are good and is surrounded by a well-planned nature walk that takes one past several medicinal plants. It even has a butterfly enclosure.

Table 15:

Wild Life Sanctuaries in Himachal Pradesh

Sanctuary	District	Fauna	Visiting period
Shikari Devi	Mandi	Musk Deer, Barking Deer Goral, Black Bear, Monal	April-May Aug-Oct.
Bandi	Mandi	Goral, Barking Deer, Black Bear, Kalij	April-May Aug-Oct.
Nargu	Mandi	Serow, Musk Deer, Monal, Black Bear, Barking Deer	April-May
Great Himalayan National Park	Mandi		
Renuka	Sirmour	Goral, Sambhar, Red Jungle	April-June
		Fowl, Barking Deer.	Aug-Oct.
Talra	Shimla	Goral, Musk Deer, Panther	April-June
		Koklas, Black Bear.	Aug-Oct.
Lippa Asrang	Kinnaur	Brown Bear, Ibex, Chakor Black Bear, Tragopan	Aug-Oct.
Chitkul	Kinnaur	Musk Deer, Monal Black Bear.	Aug-Oct.
Rupi Bhaba	Kinnaur	Snow Leopard, Goral, Monal, Koklas, Musk Deer	Aug-Oct.
Kais	Kullu	Musk Deer, Black Bear, Goral	April-May Aug-Oct.
Manali	Kullu	Black Bear, Musk Deer Goral, Monal	April-May Aug-Oct.
Khokhan	Kullu	Black Bear, Musk Deer, Monal, Snow Partridge	April-May Aug-Oct
Kanawar	Kullu	Thar, Brown Bear, Monal	April-May
		Snow Leopard, Musk Deer	Aug-Oct
Tundah	Chamba	Thar, Goral, Ibex, Brown Bear, Monal, Black Bear	April-May
Daranghati	Shimla	Goral, Serow, Black Bear, Monal	April-June
		Chakor, Koklas	Aug.- Oct
Shimla	Shimla	Barking Deer, Goral, Kalij, Red Jungle fowl	April-June
Simbalbara	Sirmour	Samber, Cheetal, Barking Deer, Leopard, Wild Boar,	March-May
Kugti	Chamba	Ibex, Thar, Musk Deer, Monal.	April-May
		Leopard, Brown Bear, Koklas	Sep-Oct
Sachutaun Nalah	Chamba	Musk Deer, Brown Bear, Thar Snow Leopard, Black Bear	March-May
Nainadevi	Bilaspur	Samber, Wild Boar, Rhesus, Barking Deer	April-Nov
Govind Sagar	Bilaspur	Water Birds like Ducks Egrets.	Nov-March
Gangul Siya	Chamba	Thar, Brown Bear, Goral, Black Bear, Koklas, Monal	April-Sep
Kalatop Khajjiar	Chamba	Serow, Goral, Leopard, Black Bear,	April-May
		Barking Deer.	Sep-Oct

4.8.4 Heritage and Monuments

Himachal has an enormous range of heritage properties some of which are ancient forts and others are colonial mansions. Other than these there are places that belong to an era gone by that marked an opulent life style of India's Princes and also there are century old hotels. Many of these heritage properties have been converted into commercial heritage property and are under development. The Palace of Chail has now been converted into a hotel, offering its visitors attractive and comfortable stay. Other monumental heritage hotels in the state include Rang Mahal and Padam Palace. Big hotels chains can have a look at some of these properties for developing as Heritage Properties. Some colonial buildings can be found especially in Kasauli and Dalhousie for development as Heritage properties.

4.8.4.1 Privatization of tourism related properties

As a policy, it is recommended that the government lease out all tourism related properties like heritage bungalows, temple sites, forts, palaces and other heritage properties. Temple properties can be leased out to temple clients and other properties leased out to private parties like Hotel Chains etc.

The government can invite bids for leasing these properties. The term of the lease should be short, thus leaving room for improvement for the management of such properties over the years. In this manner the government does not lose total control over such properties and at the same time does not have to get into the travails of managing such properties.

Table 16:**District wise list of major heritage monuments:**

District	Locality	Name of Monument/Site
Chamba	Bharmaur	Ganesh temple
		Laxmi (Lakhana) Devi Temple
		Mani Mahesh temple
		Narsingh temple
	Chamba	Shri Bajreshwari temple Bhardinath
		Shri Bansi Gopal temple
		Shri Chamunda Devi temple
		Shri Hari Rai temple
		Shri Lakshmi Narayan group of temples in Mohalla Hattnala
		Rock Sculpture depicting Sita Ram, Hanuman etc. Sarotha
		Shri Sita Ram temple in Mohalla Bengota
	Chhatrari	Shri Shakti Devi temple

Table 16 (contd..)

Contd..

District	Locality	Name of Monument/Site
Kangra	Asapuri	Temple
	Baijjanth	Temples or Baijanath and Sidhnath
	Bajaura (Kulu)	Temple or Basheshar Mahadeo
	Chaitru	Buddhist stupa known as Bhim Til
	Dasal	Temple of Gaurishankar, with sculptures lying in and outside of it
	Jagat Sukh	A miniature stone Saiva temple
	Kangra	Ruined fort
	Kanhyara	Rock inscription
	Kotla	Fort of Pavagadh and the ruined Hindu and Jain temples on the top
	Masrur	Rock-cut temples with sculpture lying in and outside it
	Nagar	Temple of Gaurishanker with its sculptures
	Nurpur	Ruined fort
	Pathiar	Rock inscription
	Tira Sujanpur	Katoch Palace
	Upper Dharamsala	Lord Elgin's tomb
	Sujanpur	Narbadeshwar temple including the paintings therein as well as subsidiary shrines within the compound wall
Mandi	Mandi	Barsela monuments
		Panchvaktra temple
		Trilokinath temple

4.9 RECREATION

One of the primary issues mentioned by tourists is the lack of recreation after 8 p.m. However, we examine the facilities currently available.

Recreational facilities:

Recreational facilities include camping, skiing, hang gliding as well as Himachal has a huge inventory of natural and cultural attractions.

Besides, there are also many other places of amusement and entertainment being provided by a host of private entrepreneurs at various tourist places.

4.9.1 Adventure tourism

1. Camping

Camping is perhaps the best way of enjoying the wonders of nature given to Himachal and sharing the warmth of its people. You can carry your own gear along or opt for any one of the several camps that are pitched in various parts of the State. These camps offer accommodation, catering and variety of activities like hiking, fishing, nature-tours and rafting. Most of these camps offer quality facilities and services.

Himachal Tourism has camps at Sarchu in Lahaul besides built accommodation. Tents are also available at Sangla and Kalpa in Kinnaur and Kaza in Spiti part of Lahaul & Spiti district. The Youth Hostel association of India runs camps at Dalhousie Chamba and at Kullu Manali.

Camps run by the private sector are at Barog in Solan district, Baspa (Sangla) valley and Kalpa in Kinnaur, at Tabo in Spiti, at Al Hilal (Taragarh) and Dharamsala in Kangra, at Shoja near Kullu and Mashobra and Baldian near Shimla.

2. Trekking

The main trekking areas in Himachal are the Dhauladhar and Pir Panjal ranges, routes over the passes between the Shimla region and the Kullu valley, the numerous treks out of Kullu and select tracks in the Trans-Himalayan regions of Kinnaur, Lahaul and Spiti. Most trekking areas are between 1500 metres and 6000 metres.

There are several agencies that conduct treks. Guides, equipment, porters, pack animals and maps are available at major starting points. The old Forest 'dak bungalows' that are strategically placed along many trek routes, add a considerable measure of nostalgic charm and convenience for trekkers. Practically all have an aura of the past, and lie nestled in deep woods. In addition, the State Electricity Board and the PWD also have rest houses. Most of these are marked out on trekking maps and advance booking is possible. The Forest Rest Houses are booked by the area's Divisional Forest Officer (DFO) and the PWD and Electricity Board ones are booked by the concerned Executive Engineer.

HPTDC has explored new treks in Kinnaur and Spiti areas, which were till now a forbidden land for tourists, and has now been opened for the daring and adventurous people. In a marked contrast from the beautiful alpine meadows in Kinnaur one finds the barren terrain of the "Cold desert" of Spiti with a land scope like beauty.

3. Angling, Trout fishing:

Himachal Pradesh, with its rivers permanently covered with transparent bed of snow cover and their numerous tributaries is indeed an angler's paradise. While trout can be found in the river Beas and its tributaries like Tirthan, Parwati, and Gadsa in Kullu, Lambadag in Mandi and Pabbar in Shimla, Mahseer fish is available in the Kangra district at Dehra, Gopipur and the Pong Dam. The licenses for fishing in trout waters in Kullu can be had from the District Fisheries Officer in Kullu or Manali. Fishing for Mahaseer is allowed with all types of baits including live baits. In case of trout only artificial baits viz Spinner fly plug etc. are allowed.

4. Golf

At Naldehra, 23 km beyond Shimla is one of the oldest golf course in India. The course, whose topography is absolutely natural, was originally placed by the British Viceroy Lord Curzon, at the turn of the century. This is a par 68-hole course, which is regarded as one of the most challenging in the country. The links are maintained by Himachal Tourism and accommodation is available at its Hotel Golf Glade. Annandale, in Shimla has a nine-hole course managed by the army. There is another at the exquisite glade of Khajjiar 22 km from Dalhousie and 22 km from Chamba. Vast green grounds are available at several resorts and hotels. Golf courses are also coming up in some other areas of the state.

5. Hang Gliding

Himachal Pradesh offers some of the world's best sites for hang gliding. The place came in news in 1984 when an international Hang Gliding Rally was organized at Billing, a place 20 km away from Palampur in Kangra district where some expert hang gliders of the world participated. They rated this place as one of the best place in the world.

6. Skiing

Himachal tourism organizes winter skiing packages at Manali and Narkanda, which are the prime locations for winter sports. These fun-filled packages have free skiing lessons for beginners.

The package includes lodging at Himachal Tourism hotels at Manali and Narkanda on twin sharing basis, full boarding and free skiing lessons. The package cost of Rs. 3900/- is inclusive of all applicable taxes. These packages of 7 days duration commence from 9th of January to March every year.

7. Safari

By jeep, car or on motorcycle, you can explore the variety Himachal has to offer. By jeep, the Trans Himalayan tracts can steadily unfold their natural and man-made highways, you can drive out of Manali, cross the Rohtang Pass and move through Lahaul to Leh and Ladakh. From Shimla, through Kinnaur, you drive through the Spiti - and over the Kunzam Pass (4551M), enter Lahaul, Himachal has an extensive network of roads and tracks-and apart from the routes mentioned below, there are several others you can travel on.

Manali - Keylong - Udeypur - Manali – **4 days**

Manali - Leh Drive - **3 days**

Delhi - Shimla - Sarahan - Sangla - Kalpa - Tabo - Kaza – **13 days**.

8. Rock Climbing

Steep rocky cliffs and mountainsides offer much to explore and conquer to those with an inclination towards the sport.

Rock climbing is often seen as the basic stage for mountain climbing. It can also be treated as an independent sport, since it is basically climbing a rock face, using only hands and feet with a safety rope.

The area around Manali, presently forms the core of mountaineering in Himachal. The Beas Kund region and lower reaches of the Hanuman Tibba (5930 m), the Manali and Shitidhar peaks around the source of river Beas and Deo Tibba (6001 m) (Kullu) area are suggested for amateurs. The Chandra Bhaga ranges, the Pir Panjal and Dhalaudhar ranges exist. Apart from Allied Sports Institute at Manali and its branch at Dharamsala (Kangra) offering this activity, the state also has several other areas where mountaineering is possible. Courses are also available with these institutes.

9. Heli-Skiing

Himachal Pradesh is the only state in the country to offer heli-skiing to tourists. The sport is available in the area around by the Hanuman Tibba, Rohtang Pass, Deo Tibba and Chanderkhani Pass near Manali. A major feature is the compactness of the heli-skiing area. A sortie of ten minutes can carry the skiers to the top of a 14,000- feet high slope.

4.9.2 Shopping Facilities:

Each and every activity of tourism is directly or indirectly aimed at providing a 'worthwhile experience' to the visitors to translate it into 'pleasing memory'. Souvenirs are a form of objectified tokens for keeping the memory alive. For most of the tourists buying souvenirs is a way of keeping their memory fresh or a way to appreciate the art and culture of the destination.

Handicrafts are a special attraction of the valley. Some of the handicrafts that Himachal is known for include Kullu & Kinnauri caps, Kullu and Kinnauri shawls, Pullahs (footwear made of fibre extracted from hemp and wool), Carpets, Chamba Rumal, Miniature Paintings, Metal Craft, Jewellery, Dolls, Wood Craft, Agricultural & Horticultural Products-'Kangra Tea', "Jarees", 'Chamba Chukh'.

The Tibetan Market is also a good place to pick up momentous of this land, pickles, jams and juices are a specialty of some shops in the market lanes.

The Valley of Kullu has a range of beautiful handicrafts and shawls to offer. Khara Bazaar in the town is an interesting place to shop. Thick Woollen shawls called Pattoles, traditional shoes called pullan, beautiful blankets and the unique colorful cape of Kullu are some of the things Kullu has to offer.

A wide range of woollen shawls and Tibetan Carpets are available in Dalhousie. At the Tibetan Handicrafts Centre, a little away from Gandhi chowk, Tibetan Carpets are available. The shops nearby have many other things to offer. McLeodGanj in the Kangra Valley is known for its Tibetan Crafts.

Distribution of these handicrafts however, needs to be improved, with bazaars being developed in every tourist locale.

4.10 TOURIST INFORMATION CENTRES

Another crucial requirement is the presence of tourist information centers in a place. These centers help the tourist get the best tourism experience in any location and disseminating information about the place.

Tourist information centres are being run all over India and Himachal by HPTDC. Besides disseminating information's, they provide reservation, accommodation and transport facilities.

HPTDC is also carrying out promotional activities on behalf of the State Government by opening and developing unexplored areas of Himachal, including the tribal belt.

4.11 AYURVEDA

In Himachal Pradesh, treatment by Indian System of Medicine and Homeopathy is being provided to the general public through 2 regional hospitals, 2 circle ayurvedic hospitals, 3 tribal hospitals, 8 district hospitals, and one nature cure hospital, 1,112 ayurvedic health centres, 7 ten /twenty bedded hospitals, 3 Unani health centres, 14 homoeopathic health centres and 4 Amchi clinic. During the year, 2001, 60,037 indoor and 38,52,540 outdoor patients were treated under this system. During the year 2001, the Department of Health has organized 23 free camps in which free medicines were distributed to 7238 patients. There are 2 Ayurvedic Pharmacies, one at Joginder Nagar (District Mandi) and the other at Majra (District Sirmour). These pharmacies are manufacturing medicines, which are supplied to the ISM health institutions of the department. A project proposal worth Rs. 3.00 crore was submitted to Govt. of India during 2000-01 for seeking financial assistance for modernization of Ayurvedic Pharmacies and sanction of 91.02 lakh has been received for Ayurvedic Pharmacy Joginder Nagar. A govt. Ayurvedic College with an annual intake capacity of 50 students for B.A.M.S. degree is functioning at Paprola in Kangra district for providing ayurvedic education in the Pradesh. Beside this, the Post Graduate Classes in Shalakya Tantra and Shalya Tantra are also conducted in the college. The department of Indian system of medicine remained associated with National Health Programmes like malaria, family welfare, AIDS and immunization etc. During the year under review the ayurvedic institutions organized not only family welfare camps to motivate the eligible couples but also camps for after-care of operated cases.

Development of Herbal Resources

The state has abundant medicinal flora. Some of the species are at the brink of extinction due to unscientific exploitation. With a view to preserve and safeguard valuable flora, the department has opened Herbal Gardens in different agro climatic zones. The following Herbal gardens have been set up:

Herbal Garden Joginder Nagar:

- a. This has been established /developed over 25 acres of land where more than 225 species of different medicinal plants are conserved. About 10 species of different medicinal plants are being developed through agro-technique. A sum of Rs. 16.38

lakh has been received from Govt. of India to develop five selected species through agro-techniques and work is in progress.

Herbal Garden Neri Hamirpur:

- b. The garden is being established over an area of 28 acres of land and 10 acres have been developed to raise nurseries. The Govt. of India has provided Rs. 8.00 lakh for its establishment. Besides this, an amount of Rs. 5.06 lakh has been provided in the state budget for construction of herbal and other development activities.

Herbal Garden, Dumreda (Rohru):

- c. To establish the herbal garden, 35 bighas of land have been acquired. Presently about 3 to 5 bighas of land have been developed for raising nurseries in which 11,000 plants have been nurtured in poly bags.

Herbal Garden Jungle Jhalera (Bilaspur)

- d. This garden is being set up in 5 hectares of land. Govt. of India has sanctioned Rs 5 lakh for the development of this garden.

The department organized various farmer camps to provide scientific technical knowledge for cultivation, harvesting, collection and marketing of medicinal plants. A drug-testing laboratory has also been established at Joginder Nagar for quality control and ayurvedic drugs.

4.12 RURAL TOURISM

The country's Heritage and Cultural Environment can best be found in Indian villages. Tourists who wish to experience the rural and cultural environment are encouraged to visit Indian villages. This form of tourism called Rural/Village Tourism not only provides employment and economic growth to the villages but it also helps to reduce the exodus to towns and cities. The example of development of rural village is given below (Section 4.10.1)

4.12.1 Heritage Village Pragpur

Pragpur was founded about 350 years ago and is located at an elevation of 2000 feet in the Kangra valley. It is the only notified Heritage Village in the country. It has a pleasant temperature throughout the year.

Activities

Pragpur offers a host of activities. It has a market where several silversmiths ply their trade, several village weavers will make shawls and blankets to order and tailors will make up dresses overnight.

Easy excursions are possible, including visits to Kangra Fort, Dharamsala and Mcleodganj. There are a few fairs and festivals in Pragpur. The festival of "Lohri", has been designated by the Government as festival of Heritage Village Pragpur, and falls each year on the 13th January. There is a wrestling Fair- Special fair of Pragpur at which wrestlers from far and near participate. Diwali, the festival of lights and Holi, the festival of colors are also celebrated in the village.

Developments in Pragpur

It began with Vijai Lal, an entrepreneur based at Delhi who has roots at Pragpur who decided to restore his ancestral property and convert into a Heritage Hotel with the hope that it would attract enough custom to keep it open. However as time went by tourists realized the special medieval ambience of the village, which has beautiful mansions, Italianate villas, and cobbled stone streets, mud plastered and slate roofed houses. It's neighboring villages like Garli, Rakkar and Pir Siluie also have lovely but crumbling villas and mansions.

Final Report on Perspective Plan for Tourism in Himachal

With the help of the State Government the core of Pragpur was notified as Heritage Village. To involve the local people, the support of the Panchayat was enlisted and with the help of the Panchayat and the local Government a Heritage Committee was founded. The State Government assisted it with small grants to improve and preserve the village. The Heritage status enabled the Village to attract attention and garner some funds for development of tourist related facilities. With the help of small grants and the involvement of the villagers in the Heritage Committee small basic improvements began to take shape e.g.

- Improvement in the augmentation of the drinking water system
- Repairs to the dressed cobbled stone streets
- Uplifting and improving the façade of buildings
- Installation of solar streetlights etc.
- Benches at important places
- Garbage collection bins.

Local crafts were also encouraged and tourists began to purchase local handicrafts thus giving employment to people. Some also got training, others obtained licenses to become tourist guides. Taxi facilities have also increased from 4 to 15 in numbers.

Appreciating the local village efforts:

- The PWD improved the approach roads
- The Telephone Department installed a new model telephone exchange
- The Internet has come to the village
- The local Government hospital has been upgraded and a private charity fund founded by a Pragpurian family has donated a large sum of money to repair and upgrade the buildings
- The village has 3 banks
- The stocks in the local village shops have increased in variety and improved in quality
- Villagers donated land and a new 33 KV Sub Station, PWD Rest House and a Block Development Office were constructed on the premises.
- Villagers donated land for a Crafts Museum and the Department of Tourism has sanctioned a project costing Rs. 25 Lakhs for the same.
- The State Government has sanctioned an exemplary Panchayat Ghar and Gramin Dukan for sale of crafts products.

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In the initial phase the village took the assistance of the Chandigarh College of Architecture (CCA) for guidance on its preservation. Now, however, Indian Trust for Art and Cultural Heritage (INTACH) has consented to guide the village and a unique Memorandum of Understanding has been signed between:

- Indian Trust for Art and Cultural Heritage (INTACH)
- Government of Himachal Pradesh
- Heritage Village Pragpur to develop Pragpur as a place for Village Tourism.

The Architectural Heritage (AH) Division is preparing the Integrated Development Plan for the village of Pragpur. The proposal, under preparation, is to highlight the cultural and architectural heritage of the place and to introduce schemes and mobilize resources for the preservation of important buildings and to provide infrastructure for the economic/social upliftment of the village. Besides, the AH division is also involved in the designing of the Panchayat Ghar and a Crafts Centre in a way that it responds to the rich historic/cultural setting of the place.

Environmental impact

Environment is an important aspect. With the benefits of tourism reaching the people at the grassroots level these tend to create their own pressure groups. This has happened in Pragpur. Some local shop keepers, crafts people, guides, taxi drivers and guest house owners, with the help of the Panchayat, have taken steps to protect their environment. The village looks cleaner, and within 4 years the landscape is more lush and green, and emphasis is on protection of wildlife. Villagers have on their own begun to plant special flowering shrubs.

Role of government

The Government of Himachal Pradesh has undertaken the responsibility in providing the basic ingredients and has acted, as a catalyst to give impetus to Village Tourism. The District Administration has also understood the importance of the concept and is more than sympathetic to the cause of promoting Rural Tourism.

4.13 WALL PAINTINGS IN THE TEMPLES OF HIMACHAL

Himachal Pradesh is famous for its wall paintings in various temples across the state. Some of the famous paintings are:

- In Kangra district, the Thakurdvara, known as Lord Krishna's shrine in Nurpur fort has a number of wall paintings mostly on the themes of Lord Krishna's. The temple is a double storey structure and the verandah in the ground floor was once apparently covered with paintings, many of which have been rubbed out or repeatedly white washed.
- At Nadaun the temple Shivalaya has a number of paintings on the scene of two Rajas playing Chaupar (drafts), Shiva and Parvati, Krishna and Radha, etc.
- Sujanpur Tira has the temples of the Gaurishankar, Murali Manohar and Narmadesvara. The first two temples are adorned with paintings. Prominent themes in this paintings include Shiva and Parvati, the Devi's confrontation with the Mahisasur and scenes from the Ramayana. There are several panels highlighting the marriage of Rama and his brothers, Rama's happy life in Panchavati etc.
- Narmadesvara temples' paintings are mainly about the legends of Lord Krishna and Radha. Here there are two panels depicting the famous legend of Govardhanadharana. There is a remarkable painting showing Krishna as a King seated on a throne listening to music. One of the paintings depicts Guru Nanak talking to Mardana.
- Gaurishankara temple on a hilltop above Narmadesvara temple also has a number of remarkable paintings with images of Siva and Parvati. Siva here looks like a pahadi young man and Parvati has the features of a Rajput woman of the hills.
- The Matha (monastery) at Damtal in the Nurpur tehsil of Kangra district contains some beautiful paintings more in the Mughal fashion. There are illustrations from the legends of Siva, Krishna and Rama along with other lesser deities.
- We also find number of other paintings in several rooms of a matha (monastery) at Dharmasala, many of which are secular.

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- In Simla district the Gopal Mandir at village Shogi about 10 km before Simla, also has a number of paintings but with a very refined style of drawing. The themes are Radha and Krishna, Siva and Parvati, Vishnu reclining on the *Sesanaaga* and killing Hiranyakasipu.

- The paintings of Kulu temples have one excellent Devi mural of Kulu representing the goddess Tripurasundri. This has been shifted to the National Museum, New Delhi. It is a big panel and covers the entire wall from the ground to the ceiling and represents the goddess Tripurasundri, an aspect of Durga or the Devi.

- In Chamba the temple of Devi-ri-Kothi is dedicated to Devi and has the themes of legends of the Devi or Durga painted on it. Besides, it also has some paintings about Lord Krishna and the Gopis.

Though the Mughal Court inspired the wall paintings in Himachal temples and even if there was a distinct impact of the style and techniques of Rajput paintings, the Himachali paintings carved out a distinctiveness of its own. The Rajas of the Hill States were the greatest patrons of these paintings. The Hill Rajas believed they were holding the States as trustees of God and, however, secular and earthy, they wanted the painters to bring out God's excellence in their art. The Krishna cult predominates as the theme in Pahari painting. Lord Krishna is been depicted both as a human and a divine being in these paintings.

4.14 GAPS

The major gaps existing from a tourist perspective are:

- Poor communication facilities outside major destinations.
 - o Non-availability of internet outside major destinations.
 - o Serious water availability problems - need to pay for water for bathing etc.
 - o Food quality on roads/connectors and in smaller destinations.
 - o Early closure of shops and non availability of 'evening creation'
 - o Need for 'things to do' for young children.

4.15 SOLUTIONS

- o Increase coverage for land lines
- o Look at V- SAT based connectivity, for Internet and net telephony.
- o Hilltop water shortage facilities for all destinations, as water availability is not such a problem – distribution is the issue.
- o Compulsory LPG usage for all restaurants, development of food culture.
- o Shops could remain open till 9.30 p.m. in season, in all tourist locations.
- o Development of leisure activities in the evenings - bonfires, music, night climbing (artificial rock climbing)
- o Development of children's' parks/arcades.

CHAPTER 5

MAJOR PLANS AND SCHEMES

5.1 STATE GOVERNMENT INITIATIVES TO PROMOTE TOURISM:

5.1.1 E-Tourism Portal

There are currently many Websites providing information in respect of the tourism sector of the State. However, a comprehensive tourism portal for the State of Himachal Pradesh is being set up with the following elements:

- Comprehensive information on the tourism industry, hotels, locations, restaurants, adventure sports, places of religious interests etc. The idea is not only to provide basic information but also provide cyber casting, video clips, graphics etc.
- To provide on-line reservation systems for hotels, air, rail and road transportation.
- Cyber casting of major events in the State of Himachal Pradesh.
- Making the portal e-commerce enabled and selling local handicrafts, agriculture/ horticulture and industry products through the website.
- The Portal would also have a revenue model of earning through on-line bookings, advertisement and brokerage from e-commerce transactions.

Developing a comprehensive site giving all tourists related information would be very helpful to a tourist seeking information on the state. This can be a very effective medium for tourism promotion specially to attract foreign tourists.

5.1.2 Tourist Information Centers

Setting up of Touch Screen kiosks at tourist places. There is a plan to network these information centres with hotels & tour operators for room booking & tour planning. Information brochures with tourism related information would also be available at the centres. Locally made products like juices, jellies, will also be available at these centres.

Currently our observation shows a lack of tourist information centres in the state. These centres need to function as marketing units to a tourist who has entered the state.

5.1.3 Media Coverage

Currently the tourism department advertises only in the print media. Plans are on to use other media like the electronic media. The department is already in the process of developing short films highlighting the attractions of Himachal.

The tourism department plans to attend Indian & international tourism fairs for tourism promotion.

The detailed plan for media coverage is set out in Chapter 14.

5.1.4 Human Resource Training

- **Traffic police training-** About 100 people were given training in Shimla in guiding tourists better, how to handle tourist queries, etc.
- **Entrepreneurial Development Programmes-** A general workshop for the youth was conducted in Shimla giving them an overview of all the entrepreneurial opportunities in the field of tourism. It was conducted for a period of 15 days. This should be followed up with some specific training/ guidance for the youth and incentives.
- **Guide courses-** These courses are offered for a period of 1-2 months during the tourist season.

- **Front office training-** Training is also being given for front office handling at hotels.
- **Adventure activity training course-** The tourism department is planning to conduct short adventure training courses for water sports at Govind Sagar & Maharana Pratap dam, for para gliding at Solang, Bilaspur & Bir in Kangra. The government, however, is not yet authorized to conduct such training courses.

Staff training programme is an endeavour to provide the visiting tourists a courteous, helpful and hospitable customer oriented scheme. The guides should be trained with detailed information about the spot/city, awareness of hygiene and integrity.

The front office training should be provided for fluency in English and motivate to be helpful.

Apart from these, training should also be provided to:

- State tourist bus drivers on courtesy and careful driving.
- Airline counter staff on effective communication on times of crisis.
- Hotel staff in reception, house keeping, room service.

5.1.5 Development of Lake areas

The state government has major plans to develop the areas around

- Gobind Sagar and
- Maharana Pratap Sagar

The Government poses for investment Bilaspur-Una-Hamirpur-Kangra sector for massive investment by private sector, for land has been identified especially that adjoining the lakes in Gobind Sagar and Maharana Pratap Sagar. This area is ideal for setting up of amusement parks, herbal gardens, lake resorts and floriculture.

The area is ideally suitable for adventure sports, water sports, wild life and eco-tourism.

5.1.6 Major chain of facilities

Himachal Pradesh is dotted with numerous religious places, which can be developed with major chain of facilities for use by tourist. To name a few, Pragpur that has been declared a Heritage Village, Masroor, an old rock temple, etc. is located in this sector. The Judge's court at Pragpur in Kangra District is a success story as a Heritage Property. Similarly, Bilaspur, Una, Hamirpur and Kangra also have religious places like Baba Barbagh Singh, Deot-Sidh and Shakti temples like Naina Devi, Chintpurni, Jwalamukhi, Chamunda.

5.1.7 Rohtang Tunnel

Work on the Rs 700-crore Rohtang tunnel project, has commenced in April, 2002. The project, which will help provide round-the-year road connectivity to the land-locked Lahaul valley and Pangni area, will be executed by the Border Roads Organisation (BRO) through the Deepak project.

The project involves the construction of a 24- km-long approach road from Manali to the south portal of the tunnel along the right bank of the Beas river, a 9-km-long tunnel and approach road of about 1 km from the north portal in Lahaul, near Goofa Hotel.

The estimated cost of construction of the tunnel, as per the 1996 prices, is about Rs 500 crore while the cost of approach roads on both sides of the tunnel, including the cost of major bridges, land compensation and compensatory afforestation is Rs 184 crore at current prices.

The construction of the tunnel will reduce the road distance between Manali and Sissu in Lahaul by 44 km. With its construction, Pangni, Lahaul valley and Ladakh will remain open for most part of the year.

It will not only provide relief to the people of these areas but also create vast opportunities for the state in the tourism sector.

The Manali-Leh road is presently only a fair-weather road because the mountain ranges through which the road crosses remain covered with snow during the winter months.

5.1.8 Development of Rajgarh

A new tourism city is being developed in Rajgarh valley in Sirmaur district equipped with all modern amenities. Rajgarh Valley in Sirmaur District is an ideal place for it because of its proximity to the plains. This complex is developed as an integrated project with facilities for adventure sports, game recreation, health club, spas, amusement parks, film city, conference halls etc. Because of its proximity to Chandigarh, conferences could be organised at this place.

This is an ideal place for private sector investment and on its part. Government will provide all necessary assistance including procurement of land. This is a major project, which will involve investment of approximately Rs. 100 Crores in terms of facilities and infrastructure.

The development of Rajgarh will create a new corporate destination.

5.1.9 Road transport:

Roads are the lifelines and major means of communication in predominantly hill state of Himachal Pradesh. The tremendous potential inherent in various fields in Himachal Pradesh could not be exploited for economic growth in the part due to lack of means of communication. Out of its 55,673 Sq. Kms area, 36,700 Sq. Kms is inhabited and its 16,997 villages are scattered over slopes of numerous hill ranges and valleys. Realizing the importance of construction of roads for connecting production areas with market centres, Himachal Pradesh government has decided to connect every possible village with roads in the next three years under "Prime Minister Gram Sadak Yojna".

Keeping in view the difficult topography of the State the population norm for a village to be covered under the scheme has been reduced from 1500 to 250 on the request of the State Government. The limited working season in the State necessitated the completion period to be extended from one year to two years. According to preliminary estimates about 12,347 villages can be connected by roads. Out of this 7803 villages stand connected by March, 2000 and about 21,474 kilometers motorable roads have been constructed as on 31st March, 2001. The road density in the State has recorded as 38.57 Km per 100 Sq. Kilometers. Out of the total road length constructed so far, 1796 Kms of new roads have been constructed in the period 1998-99 to January, 2001. About 1591 Kms of road network provided with drainage facility and 2181 Kms of road length were metalled and tarred during this period. Apart from

this 136 bridges have been constructed and 202 villages were connected by roads during the last three years. At present there are at least 1095 small and big bridges in the State.

To ensure road construction of the highest standard, Himachal Pradesh Government has received an approval of construction of 113 road and bridge projects with an estimated outlay of Rs. 222 crore under the Rural Infrastructure Development Fund (RIDF) of the NABARD since 1998-99. 4 new National Highways have been sanctioned for the State raising the total number to 8, enhancing the total road length of NH to 1239.3 Kms. A memorandum of understanding has been signed with the Infrastructure Financing and Leasing Services Ltd., with a view to draw out a framework envisaging joint effort and financing of suitable projects for private participation such as tourism resorts, entertainment complexes, alternate toll based highways, special development corridors and town bye-passes etc. An Infrastructure Development Board has been proposed to be established to take up work of developing projects and to organise private, joint and public sector for financing and implementation of such projects.

For the benefit of people the following schemes remained in operation during the year: -

- i. **Smart Card Scheme:** Smart Card is obtainable on payment of Rs. 50 and valid upto one year. Passengers get a discount of 10 per cent and senior citizens get discount of 20 per cent if the journey is undertaken beyond 10 kms.
- ii. **Group Discount Scheme:** A group of 4 to 9 persons traveling more than 100 kms. Will get a discount of 10 per cent and a group of more than 9 persons will get a discount of 15 per cent in fare.

5.1.10 Airports

The State Government is expanding all the three existing airports at Shimla, Kangra and Kullu to facilitate the landing of bigger aircraft.

There are a total of 3 airports in Himachal Pradesh. Future plans include the upgradation of the three existing airports of

- Jubberhatti (Simla)
- Bhuntar (Kullu)
- Gaggal (Kangra)

Provisions have been made for landing of larger capacity aircraft and to increase the fleet from the present 38 to 45. The length of the runway will also be increased.

There is a plan to increase connectivity with the western & southern regions. Efforts are also on to introduce direct flights from Ahmedabad and Chennai.

Construction of airports is also underway at Rangrik in Spiti and Banikhet in Chamba.

Attempts are also being made to convince the Govt. of India to agree to civilian flights to Pathankot airport so that the Chamba region is more easily accessible by the tourists.

Rs 30 crores has been sanctioned for the above plans.

5.1.11 Accommodation Related Activities

Following are some of the places identified for setting up of accommodation facilities in the newly identified circuits/destinations

- Ski resort at Chanohal range
- Ski resort at Solang (Kullu valley)
- To increase the number of hotels & to improve facilities in the existing hotels
- Plan to develop lakes & build lake resorts and Shikaras there
- Yatri niwas: To build as many such facilities near temples. This would include proper sanitation, 24hr water supply and parking facility

Development of Ski- resorts

Narkanda & Kufri, the skiing destinations in Himachal Pradesh, have limited options when it comes to accommodation. There is a need to develop more ski- resorts as per requirement.

Also a ski-resort can be developed near Chanshal range, which is one of the largest ranges for skiing in the country even bigger than this ski range in Uttar Pradesh. Another beautiful area for ski-resort along with a couple of ropeways is the area above Solang in Kullu Valley.

The development of ski-resort will create ski destinations and will help in promotion of adventure tourism.

5.1.12 Drinking water

All the villages in the state have been provided with drinking water facilities by March 1994. As per the latest updated / validated survey of drinking water supply schemes in Himachal Pradesh, there are 45,367 habitations in the state out of which 32116 are 'Fully Covered' 1165 are 'Partially Covered' and 1593 are under 'Not Covered' category as on 1.4.2001 which are yet to be provided with safe drinking water facilities. The government has accorded top priority for coverage of these not covered and partially covered habitations. During the year 2001-2002, against the target of covering 400 habitations under state sector and 1,450 habitations under central sector with an outlay of Rs. 7,357.10 lakh and Rs. 5,552.00 lakh respectively, 397 habitations with an expenditure of Rs. 6009 .14 lakh under state sector and 699 habitations with and expenditure of Rs. 2784.96 lakh under central sector were covered upto December, 2001. During the year 2001-2002, there is a target to install 730 hand pumps with an outlay of Rs. 1218.00 lakh. Against this target, 814 hand pumps have been installed upto December 2001 by incurring an expenditure of Rs. 1164.00 lakh upto November 2001. Drinking water supply schemes are in existence in all the towns of the Pradesh, but these are quite old and as such require augmentation, rejuvenation and extension. During the year 2001-2002, 41 towns have been included in the budget. There is a budget provision of Rs. 1067.61 lakh during the year against which an expenditure of Rs. 693.42 lakh has been incurred upto November 2001.

However water scarcity seems to be a problem all across the state. This seems to be hampering the development of tourism specially hotels, as they have to purchase water from tankers and find it unviable.

5.1.13 Sewerage

During the year 2001-2002, budget provision has been made to provide sewerage facilities to 34 towns where adequate quantity of water is already available. Against total outlay of Rs. 3312 lakh during the year 2001-2002, upto November 2001 an amount of Rs. 1250.06 lakh has been spent. Shimla sewerage project is being implemented with the aid of OPEC fund for international development Vienna, Austria. The original cost of the project is Rs. 54.80 crore. The work is in advanced stage of execution. Sewerage treatment plants at six places are being constructed. An expenditure of Rs 27.97 crore has been incurred in the project upto March 2001 and during the year 2001-2002, an additional amount of Rs. 9.08 crore has been spent upto November 2001.

5.2 SUMMARY OF ONGOING PROJECTS IN HIMACHAL PRADESH:

Himachal Pradesh is endowed with all the basic resources necessary for thriving tourism activity viz geographic and cultural diversity, clean peaceful and beautiful environment, dense forests, lakes, mountains, rivers and streams, sacred shrines, historic monuments. The State all set to become an all season tourist destination. With the potential of village and heritage tourism, pilgrimage, Eco and camping, Adventure tourism.

State Government is inviting proposal from the private sector to set-up tourism related infrastructure in the State, such as ropeways, amusement parks, film cities and tourist villages. The State Government has paid special attention towards developing boarding facilities for tourists. The State Government also poses for investment Bilaspur-Una-Hamirpur-Kangra sector for massive investment by private sector. The land has been identified especially that adjoining the lakes in Gobind Sagar and Maharana Pratap Sagar. This area is ideal for setting up of amusement parks, herbal gardens, lake resorts and floriculture.

The entire belt is dotted with numerous religious places, and can be developed as a major chain of facilities for tourists. This area is ideally suitable for adventure sports, water sports, wild life and eco-tourism. The tribal areas of Himachal Pradesh are known for natural beauty and have recently been opened for foreign tourists. They can visit this area in a group of four or more. The thousand years old Buddhist Monastery of Tabo in Spiti with its fine paintings has been declared as a world heritage site by UNESCO. Himachal Pradesh has excellent scope for adventure tourism. For example paragliding, hang gliding, white water rafting, mountaineering and trekking. Nature has bestowed Himachal Pradesh with exquisite locations and unlimited natural beauty and the State Government is determined to exploit the potential for the optimum development of the exotic hill state with the help of private participation.

The State's Tenth Plan (2002-07) outlay was projected at Rs 10,300 crore. The annual Plan outlay for Himachal Pradesh for the current fiscal has been pegged at Rs 1,840 crore.

Table 1: List of some of ongoing Infrastructure Projects in the State:

State / Districts	Company	Project	Industry
Himachal Pradesh			
	Nathpa Jhakri Power Corpn.	Nathpa Jhakri Hydel Power	Hydel Based Power
	Power Grid Corpn. of India	Nathpa Jhakri Transmission Line	Power Distribution
	Himachal Indage	Wine (Kullu & Solan)	Wine
	Government of Himachal Pradesh	Bridge	Roadways
		Una-Bhota Highway Road	
Bilaspur (HP)			
	Associated Cements Cos	Cement (Gagal)	Cement
	Government of Himachal Pradesh	Bypass (Bilaspur) Road	Roadways
		Changer Medium Lift Irrigation Scheme	Irrigation
	National Thermal Power Corpn.	Koldam Hydel Power	Hydel Based Power

Table 1: List of some of ongoing Infrastructure Projects in the State: Contd..

State / Districts	Company	Project	Industry
Chamba			
	Astha Projects (India) Pvt.	Dehar Small Hydel Power	Hydel Based Power
	Himachal Pradesh State Electricity Board	Bharmour Hydel Power	
		Gorgu Mini Hydel Power	
		Harsar Hydel Power	
		Kugti Hydel Power	
		Kuther Hydel Power	
		Saikothi Hydel Power	
	National Hydro-Electric Power Corp.	Chamera III/ Hibra Hydel Power	
		Hospital (Chamera)	Hospitals
	Virendra Dogra Power Projects Pvt.	Manjhal Hydel Power	Hydel Based Power

Hamirpur (HP)			
	Government of Himachal Pradesh	Water Shed (Hamirpur)	Water & Sewerage Pipeline & Dist.
	Government of Himachal Pradesh	Lift Water Supply Scheme (Hamirpur)	
	Himachal Pradesh State Electricity Board	Dhaura Sidh Hydel Power	Hydel Based Power

Table 1: List of some of ongoing Infrastructure Projects in the State: (Contd..)

State / Districts	Company	Project	Industry
Kangra			
	Airports Authority of India	Airport (Kangra)	Airways (Aviation Infrastructure)
	Council for Scientific & Industrial Research	Auditorium (Palampur)	Other Community Services
	Government of Himachal Pradesh	Hospital (Kangra)	Hospitals
		Paprola Ayurvedic College (Kangra)	Other Community Services
		Shopping Complex (Jawalamukhi)	Shopping Plazas
	Om Power Corpn.	Neogal Palampur Hydel Power	Hydel Based Power
	Vivekanand Medical Research Centre Trust	Super-Specialty Medical Centre (Holta)	Hospitals

Table 1: List of some of ongoing Infrastructure Projects in the State: (Contd..)

Districts	Company	Project	Industry
Kinnaur			
	Dodson Lindblom International Inc.	Melan Mini Hydel Power	Hydel Based Power
	Himachal Pradesh State Electricity Board	Baspa Hydel Power Stage I	
		Shongtong-Karcham Hydel Power	
		Kashang Hydel Power	
	Jaiprakash Hydro Power	Karcham Wangtu Hydel Power	
		Baspa Hydel Power Stage II	
	Power Grid Corpn. of India	Karcham Wangtoo Transmission Line	Power Distribution
Kullu			
	Airports Authority of India	Airport (Kullu)	Airways (Aviation Infrastructure)
	Cosmos Consulting	Fozal Hydel Power	Hydel Based Power
	Four Seasons Marketing Pvt.	Sharan Hydel Power	
	Government of India	Social Science & Technology Institute (Manali)	Other Community Services

Table 1: List of some of ongoing Infrastructure Projects in the State: (Contd..)

Districts	Company	Project	Industry
	Haripur Power Co.	Pakhnoj Hydel Power	Hydel Based Power
	Himachal Pradesh State Electricity Board	Baragaon Hydel Power	
		Lambadug Hydel Power	
		Sainj Hydel Power	
		Malana-Bajaura Transmission Line	Power Distribution
	KKK Hydro Power	Shirir Mini Hydel Power	Hydel Based Power
	Malana Power Co.	Malana Hydel Power	
	National Hydro-Electric Power Corpn.	Parbati Hydel Power Stage I, II & III	
	Rajasthan Spinning & Weaving Mills	Allain Duhangan Hydel Power	
	Shri Hydro Electric Power	Shamshar Hydel Power	
Lahul & Spiti			
	Government of Himachal Pradesh	Tunnel (Rohtang Pass)	Roadways

Table 1: List of some of ongoing Infrastructure Projects in the State: (Contd..)

Districts	Company	Project	Industry
Mandi			
	Bhakra Beas Management Board	Baggi Hydel Power	Hydel Based Power
	East India Petroleum	Patikri Hydel Power	
	Government of Himachal Pradesh	Bio-Technology Park (Jogindernagar)	Other Parks
	Himachal Pradesh State Electricity Board	Sal Hydel Power Stage I	Hydel Based Power
		Larji Hydel Power	
		Sub-station (Bijni)	Power Distribution

Table 1: List of some of ongoing Infrastructure Projects in the State: (Contd..)

Districts	Company	Project	Industry
Shimla			
	Dhamwari Power Co. Pvt.	Dhamwari Sunda Hydel Power	Hydel Based Power
	Government of Himachal Pradesh	Software Park (Shimla)	Software Parks
	Hateshwari Om Power Enterprises Pvt.	Ching Hydel Power	Hydel Based Power
	Himachal Pradesh State Electricity Board	Sainj Small Hydel Power	
		Sawra Kuddu Hydel Power	
		Chirgaon Majhgaon Hydel Power	
		Ganvi Small Hydel Power Stage II	
		Paudital Lassa Hydel Power	
		Shalvi Hydel Power	
		Tangnu Romai Hydel Power	
		Ganvi Hydel Power	
	Institute of Hotel Mngt, Catering Tech. & Applied Nutrition	Institute (Kufri) Phase II	Other Community Services
	Mashobra Resort	Hotel (Mashobra)	Hotels & Restaurants
	Nathpa Jhakri Power Corp.	Rampur (HP) Hydel Power	Hydel Based Power
	Shimla Municipal Corp.	Organic Fertilisers	Other Fertilisers
	Government of Himachal Pradesh	Renuka Dam Irrigation	Irrigation

Table 1: List of some of ongoing Infrastructure Projects in the State: (Contd..)

Districts	Company	Project	Industry
Solan			
	Chambal Agritech	Miniature Potato Seeds	Agricultural Products
	Chambal Fertilisers & Chemicals	Yarn (Baddi)	Cotton & Blended Yarn
	Compact Disc India	Software Park (Baddi)	Software Parks
	Cosmo Ferrites	Soft Ferrites (Solan)	Power Control Equipment
	Gontermann-Peipers (India)	Fabric Weaving	Cotton Textiles
	Government of Himachal Pradesh	Export Promotion Industrial Park (Baddi)	Other Parks
		Bio-Technology Park (Solan)	Other Parks
	Himachal Futuristic Communications	Mobile Handsets (Solan)	Communication & Broad. Equip
	Indo Farm Equipment	Tractor (Baddi)	Tractors & Harvesters
	Ind-Swift	Bulk Drug	Bulk Drugs
		Drug Formulations	Drug Formulations
	Jaiprakash Industries	IT Institute (Solan)	Other Community Services
	Morepen Biotech	R & D Centre	Drugs & Pharmaceuticals
	Morepen Laboratories	Drug Formulations	Drug Formulations
	Vardhman Polytex	Textiles (Baddi)	Textiles
Una			
	Indian Oil Corpn.	LPG Bottling Plant (Una)	LPG Storage & Distribution
	Punjab Infrastructure Devp. Corpn.	Bridge (Sindhwan-Mehatpur)	Roadways
	Bharti Telenet	Cellular Mobile Phone Services	Cellular Services
	Government of Himachal Pradesh	SEZ (Himachal Pradesh)	Export Processing Zones
		Kirpal Chand Khul Irrigation	Irrigation

5.3 MAJOR STATE GOVERNMENT PLANS AND INCENTIVES FOR TOURISM

The State Government will in future play the role more of a facilitator towards development of tourism in the state. Private participation is being invited in various infrastructure development projects. The Government has already planned major incentives to encourage private participation.

5.3.1 Incentives For Tourism Industry In Himachal Pradesh

The government has provided the following incentives fore encouraging tourism in the state:

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
1. Tiny Tourism unit a. General category	For A & B category areas 25% subject to max. of Rs. 1 lakh	3% below prevailing term lending rates	75% of the cost subject to a min. of Rs. 15,000	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Amusement parks exempted 90% entertainment duty for the first 5 yrs and 50% exemption for following 5 yrs. Upto 400% of FCI deferment of sales /luxury tax for a period of 9 yrs in category A areas and upto 200% of FCI deferment of sales / luxury tax

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
1. Tiny Tourism unit b. Special category	Special investment subsidy of 10% on fixed assets given to general category/entrepreneurs for establishment of tiny tourism unit	3% below the term lending rates	90% of the cost subject to a max. of Rs.25000	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	At interest rate of 1% on matching basis upto max. of 10% of project cost or Rs. 50,000 whichever is less	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Amusement parks exempted 90% entertainment duty for the first 5 yrs and 50% exemption for following 5 yrs. Upto 400% of FCI deferment of sales /luxury tax for a period of 9 yrs in category A areas and upto 200% of FCI deferment of sales / luxury tax

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/ Luxury/Entertainment tax deferment or exemption
2. Small scale tourism units a. General category	-	-	75% of the cost subject to a min. of Rs. 15,000	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Upto 40% of FCI deferment for 9 yrs in category A. Upto 200% of FCI sales & luxury tax deferment of 7 yrs in category b.

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
2. Small scale tourism units b. Special category	Special investment subsidy of 10% on fixed assets given to general category/ entrepreneurs for establishment of tiny tourism unit	3% below the term lending rates	90% of the cost subject to a max. of Rs.25000	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	At interest rate of 1% on matching basis upto max. of 10% of project cost or Rs. 50,000 whichever is less	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Amusement parks exempted 90% entertainment duty for the first 5 yrs and 50% exemption for following 5 yrs. Upto 400% of FCI deferment of sales /luxury tax for a period of 9 yrs in category A areas and upto 200% of FCI deferment of sales / luxury tax

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
3. Large scale tourism unit	-	-	75% of the cost or 1% of capital cost subject to a min. of Rs. One lakh whichever is less	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Upto 200% of FCI with a ceiling of Rs. 7 crore sales/luxury tax deferment for 9 yrs in category A areas. Upto 125% of FCI with a ceiling of Rs. 5 crore sales/luxury tax deferment for 7 yrs in category B areas. Upto 100% FCI with sales/luxury tax deferment for 6 yrs in category C areas.

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
4. Pioneer tourism unit	-	-	75% of the cost or 1% of capital cost subject to a min. of Rs. One lakh whichever is less	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	Exemption in electricity duty for 12 yrs, 9 yrs and 7yrs in A, B & C category areas respectively. The amount paid as a result of any increase in power tariff will be reimbursed for 6 yrs, 4 yrs & 3 yrs in category A, B, and C respectively from the date of commencement of operations	Sales & luxury tax deferment for 12 yrs, 9 yrs & 7 yrs in category A, B & C areas respectively. In case of a priority unit also deferment period will be 12 yrs, 10 yrs & 9 yrs in category A, B & C areas respectively.

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
5. Prestigious tourism units	-	-	75% of the cost or 1% of capital cost subject to a min. of Rs. One lakh whichever is less	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	Exemption in electricity duty for 12 yrs, 9 yrs and 7yrs in A, B & C category areas respectively. The amount paid as a result of any increase in power tariff will be reimbursed for 6 yrs, 4 yrs & 3 yrs in category A, B, and C respectively from the date of commencement of operations	Sales & luxury tax deferment for 12 yrs, 9 yrs & 7 yrs in category A, B & C areas respectively.

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
6. Priority tourism units	-	1 % lower than normal lending rate excepting tiny unit in which it is 3% below the prevailing lending rates	75% of the cost or 1% of capital cost subject to a min. of Rs. One lakh whichever is less	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Sales & luxury tax deferment in case of pioneer unit, being a priority unit. In category A area it will be 12 yrs and for B & C category areas it will remain for 10 yrs.

Source: Department of Tourism – Himachal Pradesh

7. Non Resident Indians:

Non Resident Indians and companies /firms setting up new tourism units having majority ownership of NRIs in the state shall be entitled for the following facilities in addition to the incentives for the new tourism units as show above.

1. Out of turn allotment of land in tourism clusters.
2. NRIs projects will be given expeditious approval/clearance by the department within the overall policy of government.
3. The Himachal Pradesh Financial Corporation /HP State Industrial Development Corporation will expedite approval of NRIs cases subject to the prescribed norms.

8. Subsidy for publicity

To encourage participation of tourism units, tour operator and travel agents in the publicity of the state, the following incentives will be given:

1. Subsidy of 50% shall be admissible on the approved publicity campaign through brochure/literature or advertisements in the print media for a package tour involving at least 5 places located in category A, B and C areas subject to a ceiling of Rs. 50,000 in a year to an agency.
2. A subsidy of 50% subject to a ceiling for Rs. 50,000 per year, per unit shall be admissible on the approved publicity campaign through brochure/ literature or advertisement in the print media for publishing a tourist destination, provided such publicity does not put emphasis on particular hotel/restaurant or other tourism unit instead of projecting the destination as whole.

Definition of Categories of Areas as mentioned in incentive plans above.

- ‘C’** - Kullu, Manali, Shimla and Kassuli Towns and Dhalli NAC Area
- ‘B’** - Bilaspur, Chamba, Dalhousie, Hamirpur, Kangra, Dharamshala, Palampur, Mandi, Nahan, Poanta Sahib, Parwanu, Solan and Una Towns and Kasumpti Block, Dharampura Block and Rest of Kullu and Manali Block.
- ‘A’** - Rest of Himachal

Definitions

- Tiny units:** With Fixed Capital investment upto Rs. 10 lakhs.
- Small scale units:** With Fixed Capital investment upto Rs. 60 lakhs
- Large scale units:** With Fixed Capital investment above Rs. 60 lakhs
- Prestigious units:** With Fixed Capital investment upto Rs. 10 crore or more and employing at least 200 persons
- Pioneer units:** First seven large scale units in ‘A’, first five in ‘B’ and first large scale unit in ‘C’ category area.
- Priority units:** Tourist resorts; Training institution for Hotel Management, Catering and Nutrition, Sports Activities, Adventure Activities, and other tourism related activities; Amusement parks; Tourism camps; Ropeways; Lake and river cruises.

CHAPTER 6

OPINION SURVEY

6.1 OPINION SURVEY

An opinion survey was undertaken with 'relevant publics' with the objective of assessing the current attitudes, positives and negatives/problem areas in the industry today. This was done by conducting interviews as well as through observations at the key destinations.

Group met	Objective
CORPORATE GROUPS	<i>Understanding the hills as a potential place for holding seminars/conferences etc., to extend the season.</i>
FOREIGN/DOMESTIC TOURISTS Outside The State Of Himachal	<i>To understand as to what is their image of Himachal Pradesh and what could be done to attract them to this place.</i>
FOREIGN/DOMESTIC TOURISTS Within The State Of Himachal	<i>To understand the profile of the tourist in Himachal Pradesh. To understand the barriers for not visiting the place and understand as to what could be done to encourage them to visit the state.</i>
HOTELS - MANAGERS	<i>To understand, from an expert in the field of someone who understands tourists and tourism closely his/her views on the pulse of the tourists and what can be done to better it.</i>
TOURISM PROFESSIONALS Tour operators etc.	<i>Tour operators and travel agents (going beyond mere ticketing) can furnish us with a holistic understanding of the tourism industry</i>
LOCALS <i>Transporters, shops, vendor, Local residents etc.</i>	<i>Local's views on the current status of tourism in their state and what can be done to boost it. Their attitudes towards tourism.</i>
GOVERNMENT OFFICIALS	<i>Understanding their priorities, action plans, and problems.</i>
FILM MAKERS	<i>Understand the facilities needed to promote Film shooting in the state</i>

6.2 VIEWS OF CORPORATES:

Corporate Houses and Training Institutions were met in order to assess the potential for corporate tourism in Himachal Pradesh and to understand how they go about deciding a venue for their conferences and training programmes:

Corporates are a key segment as:

- The quality of tourist (spend per person) is high
- They operate as marketers through word-of-mouth channels, and are likely to return for family holiday.
- Their season is not dependent on school holidays.

Following is the summary of the findings:

6.2.1 Behavioral pattern:

- Corporate groups prefer to conduct their training sessions and conferences in and around large cities/ metros. To them accessibility is absolutely vital and they would like to avoid long trips to reach their destination
- Most corporates have out bound training programmes in “camp” locations, and outbound training is gaining popularity.
- There is no specific time of the year when the conferences are held. It varies from company to company.
- Most important factors that a corporate considers while choosing the destination for their conferences are:
 - 1) Package offered
 - 2) Connectivity: Rail links /Air port and availability of tickets
 - 3) Quality of conference facilities available
 - 4) Quality of accommodation

6.2.2 Strategy

1) Develop sites as conference venues in districts not far from Chandigarh

2) Develop centres for outbound programmes around:

- Trekking
- Climbing
- River rafting

Locations such as Paranwoo, Kalka, Kasauli etc could be developed as corporate tourist destinations

3) Define a basic minimum set of requirements for “conference venues”

- Room quality
- Room facilities (TV/cable etc)
- Conference facilities
- Internet & phone connections

4) Incentives for those investing in these centres.

Difficulties faced by corporates who have conducted conferences in Himachal Pradesh in the past:

1. **Poor connectivity/ Transportation:** Many corporate organizations have mentioned transportation as one of the main difficulties faced.
2. **Poor Communication:** no internet/ STD facility in many places.

6.2.3 Conclusion

- What a corporate tourist is looking forward to in a corporate package is a corporate programme tied up with aerial/ land transportation, accommodation and good communication
- Himachal Pradesh has the potential be developed as a major corporate tourist destination due to the presence of camping sites. However poor transportation and communication related infrastructure seems to be a major handicap.
- In order to develop Himachal Pradesh as a major corporate tourism destination following steps would have to be taken.

1. Improve Transportation related infrastructure. Three new airports are being upgraded in the state. The government could promote hotels that cater to this segment of tourists around these airports, as it would solve the problem of transportation.
2. High-grade hotels with a minimum of 30-40 beds, with TV, cable connection etc.
3. Develop communication related infrastructure in terms of Internet and telecom facilities – perhaps through the VSAT system as suggested in chapter four.
4. Creating and marketing of attractive packages: Offer and market attractive corporate schemes.
5. Offer Team building and stress related programmes, through the network of training organizations available.

6.3 DOMESTIC TOURIST OUTSIDE HIMACHAL PRADESH

327 Domestic tourists were met outside Himachal Pradesh in order to ascertain their needs/requirements from destinations, and the role of Himachal in the overall destination preference.

The respondents were interviewed across Mumbai, Delhi and Chennai, the criteria being that they should holiday out at least once a year, but not to their native place.

6.3.1 Profile of the tourist:

The tourists were interviewed from all age groups, a higher proportion being from the age group of 35 to 44 years (Refer Exhibit 6.3.2). The domestic tourist prefers to visit any tourist destination with family (Refer Exhibit 6.3.3).

Exhibit 6.3.1
Number of Tourist Interviewed

	Overall
No of tourist interviewed	327
19-24 yrs	14
25-29 yrs	18
30-34 yrs	18
35-44 yrs	26
45-54 yrs	15
More than 55 yrs	9

Exhibit 6.3.2**People Accompanied**

	Figures in %
No of tourist interviewed	327
Alone	10
With spouse	11
With spouse & kids	25
With friends only	28
With family & friends	24

6.3.2. Most Important Factor Considered While Deciding On Destination

The most important factors considered by a tourist while deciding on a destination were as follows

- 1) Weather/Climate (23%)
- 2) Natural Beauty (20%)
- 3) Popularity of a Place (10%)
- 4) Historic Value (10%)
- 5) Religious/Pilgrimage (10%)

Exhibit 6.3.3**Most Important Factor Considered for Choosing a Destination**

	Figures in %
No of tourist interviewed	327
Weather/Climate	23
Natural beauty	20
Popularity of a place	10
Historic value	10
Religious/pilgrimage	10
Hotel quality	4
Location hygiene	4
Rich culture	4
Others	15

6.3.3 Kind of places the tourist would like to visit (% Ranking Most Important)

The kind of places that tourists would like to visit were

1. Hill stations (49%)
2. Beaches (23%)
3. Religious / Historical places (18%)
4. Scenic places (5%)

Exhibit 6.3.4**Places preferred for a holiday visit**

	Figures in %
No of tourist interviewed	327
Hill stations	49
Beaches	23
Religious/Historic places	18
Other scenic places	5
Wildlife	2
Trekking/camping	1
Mountaineering/climbing	1
Skiing	1
Health spas	0

It is very clear from this that Himachal's natural assets are ideal for this type of tourist.

6.3.4 Awareness of Himachal

Although 86% of tourists met were aware of Himachal Pradesh as a tourist destination, few of them were aware of specific locations except for the standard destinations like (Shimla, Manali, Kullu, Dalhousie), some thought Mussourie was in Himachal.

This implies, that there is a serious marketing gap, for most tourist destinations in Himachal Pradesh.

6.3.5 Awareness of destinations in Himachal

The tourists were spontaneously asked to name the places of Himachal they are aware of. Certain destinations in Himachal had high awareness, particularly Shimla, Manali and Kullu.

The tourist had associated the places known for scenic beauty. The places in Uttaranchal, like Nainital and Mussoorie, known for its scenic beauty, were also associated with Himachal, which reflects that Himachal is known to the tourist as famous for its hill station.

There was a lack of awareness of the lesser-known destinations.

Exhibit 6.3.5**Spontaneous Awareness of different destinations in Himachal Pradesh**

	Figures in %
No of tourist interviewed	327
Shimla	57
Manali	34
Kullu	28
Dharamsala	12
Dalhousie	7
Kangra	4

6.3.6 Tourist impressions of Himachal

The tourists have an impression that Himachal is well known as a place for

- 1) Natural Beauty (36%)
- 2) Good Climate (31%)
- 3) Have a lot of hill stations and therefore want to visit the place (29%)

6.3.7 Frequency of going out on a Holiday:

Majority of the tourists met go out on a holiday once a year.

Exhibit 6.3.6
Frequency of Going out for a Holiday

	Figures in %
No of tourist interviewed	327
Once in 3 month	1
Once in 6 month	6
Once in a year	64
Once in 2 yrs	21
Once in 3 yrs	3
Once in 4 yrs	2
Once in 5 yrs	2

6.3.8 Duration of the holiday

Most of domestic tourists enjoy a holiday of less than two weeks

Exhibit 6.3.7
Duration of Holiday

	Figures in %
No of tourist interviewed	327
Less than a week	32
One to two weeks	44
Two to three weeks	12
More than three weeks	12

6.3.9 Amount willing to spend

High proportion of these tourists had planned a budget below Rs 10,000 (excluding travel)

Exhibit 6.3.8

Amount willing to spend

	Figures in %
No of tourist interviewed	327
Upto Rs 5,000	26
Rs 5,001 to Rs 10,000	33
Rs 10,001 to Rs 15,000	16
Rs 15,001 to Rs 20,000	12
More than Rs 20,000	13

6.3.11 Conclusion:

The average tourist, though very much aware of Himachal Pradesh, does not remember specific destinations in the state. The tourists view Himachal Pradesh as destination renowned for its Hill stations. As noted earlier hill stations are also the most preferred amongst the domestic tourist. Thus Himachal Pradesh seems to be the perfect tourist destination for a holiday.

However, the hill stations and destinations are not marketed well enough and this is evident from the fact that awareness of specific hill stations and destinations is poor.

Thus, marketing of the destinations seems to be the major gap.

Although this state is most frequented by families, even in hill stations like Shimla people keep complaining that they do not have anything to do other than sight seeing and shopping. Thus the state should focus on developing Himachal Pradesh as a family destination providing entertainment avenues for all the members of the family. This can be achieved by:

- Setting up amusement parks for children
- Extending shopping hours in all destinations in the season
- Organizing evening cultural shows/ programmes
- Night time 'climbing' training walls in key destinations as part of Corporate tourism

6.4 VIEWS OF DOMESTIC TOURIST IN HIMACHAL**6.4.1 Quantitative Data**

258 Tourists in Himachal were interviewed in mid May, in order to understand their views on the state.

6.4.1.1 Profile

Tourist inflow into Himachal Pradesh was mainly from the states of Punjab, Delhi, and Uttar Pradesh (Refer Appendix 6.4.1) in May. A high proportion of the tourists were in the age group of 25-29 years (Refer Appendix 6.4.2) and most of them were along with their families (Refer Appendix 6.4.3).

The month of May draws tourists from nearby hot places such as Delhi who prefer the hills to escape the heat.

Appendix 6.4.1**Tourist from various states**

	(Figures in %)
No of Domestic Tourist	258
Punjab	30
Delhi	17
Uttar Pradesh	11
Haryana	10
Rajasthan	7
Gujarat	5
Maharashtra	5
West Bengal	5
Bihar	2
Madhya Pradesh	2
Tamil Nadu	2
Others	4

Appendix 6.4.2**Age of Tourist Interviewed**

	(Figures in %)
No of Domestic Tourist	258
19-24 yrs	13
25-29 yrs	25
30-34 yrs	23
35-44 yrs	24
More than 45 yrs	16

Appendix 6.4.3**Persons accompanied**

	(Figures in %)
No of Domestic Tourist	258
Alone	9
With spouse	24
With spouse & kids	33
With friends only	17
With family & friends	17

6.4.1.2 Most important factor considered while deciding on destination

The most important factors considered by the tourist overall (not only for Himachal) was:

- 1) Weather/Climate (47%)
- 2) Natural Beauty (26%)
- 3) Religious/Pilgrimage (11%)
- 4) Popularity of a Place (6%)

Appendix 6.4.4**Most Important Factor Considered While Deciding On Destination**

	(Figures in %)
No of Domestic Tourist	258
Weather	47
Natural beauty	26
Religious/Pilgrimage	11
Popularity of a Place	6
Peace	3
Adventure	2
Others	5

There is a need for separate religious circuit on the lines of CharDham in Uttaranchal. One such suggested religious circuit is the seven temples of Chamunda, Naina Devi, Chintpurni, Jwalaji, Brajeshwari, Kalibari, and Taradevi

6.4.1.3 Main attraction of Himachal

The main reasons that attracted them to Himachal were:

- 1) Hill stations
- 2) Religious/ historic places
- 3) Trekking / camping
- 4) Mountaineering/ climbing.

Appendix 6.4.5

Main Reasons Considered for Choosing a Destination

	(Figures in %)
No of Domestic Tourist	258
Hills stations	89
Religious/ historic buildings and Monuments	30
Other scenic places	14
Trekking/ camping	4
Mountains/ climbing	3
Health spas	0
Wildlife	0

6.4.1.4 Expenditure patterns

The expenditure of tourist in Himachal for different purpose is given in Appendix 6.4.6

Appendix 6.4.6**Expenditure Pattern**

	(Figures in Rs.)	
	Mean scores	Expected
Particulars		
Food	314	350
Accommodation per day	442	450
Travel	285	300
Sight seeing	150	150
Handicrafts	36	50
Others	100	100
Approx.	Rs. 1500	
Average group size	3	

- The average expenditure per day for a per person is Rs 500
- The budget for this trip to Himachal Pradesh on an average is Rs 15,000 – Rs. 17,000 (for the group /family)
- It is important to note that although the tourist spends maximum on accommodation they feel that the hotels are overcharging for the facilities that they offer.

6.4.1.5 Internal mode of travel

The tourists were seen to use all modes of transport to visit different places in Himachal. There were also people from nearby states who travel with their own vehicle (Refer Appendix 6.4.7).

Appendix 6.4.7**Internal Mode of Travel**

	(Figures in %)
No of Domestic Tourist	258
Bus	26
Taxi	28
Others	13
Own Vehicle	32

6.4.1.6 Problems faced by the tourist in Himachal:

The problems as stated by the domestic tourists in Himachal are as follows.

- Many places are polluted and dirty. Feel that places need to be kept cleaner
- Feel that the roads are bad and need improvement
- Need felt for public toilets at tourist destinations.
- Need for more number of tourist information centers and tourist guide maps on the state.
- Water scarcity is a problem, and tourists had ended up paying upto Rs 10 per bucket of water.
- Lack of tourist guides and overcharging by them
- Tourists also mentioned that the State road transport corporation should increase the frequency of buses to key tourist locations.
- Poor reception of tourists at tourist information centers
- Need more Telephones/ Internet facilities at tourist locations.
- Nothing to do in the evenings.

6.4.2 Conclusion

These problems stated above clearly indicate that despite the natural assets, the tourist does not leave Himachal with an overwhelming positive impression. This is primarily due to the infrastructural and training related issues faced by them.

The following areas need immediate attention:

- 1) People manning the tourist reception centers should be aptly trained and the information available is very basic.
- 2) Telecommunication related infrastructure needs to be developed by providing for telephone lines and cyber cafes at tourist destinations
- 3) Water availability needs critical focus – it is recommended that large hill top tanks (as in Ranikhet) be built in all the focus destinations, so that both storage and distribution issues get resolved.
- 4) Extension of business hours at key destinations (except Shimla/ Mcleodganj where shops are open late)
- 5) Development of entertainment activities in the evenings – late restaurants, culture shows, evening rock wall climbing, campfires with music etc.

6.5 VIEWS OF FOREIGN TOURIST IN HIMACHAL PRADESH**6.5.1 Quantitative Data**

In all 74 Foreign Tourists were interviewed in Himachal in May, in order to understand their views on the state.

6.5.1.1 Profile

Tourists met in Himachal Pradesh were mainly from Israel, France and Britain during the month of May. A high proportion of tourists interviewed were in the age group of 25-29 years followed by 30-34 years and most of them come alone or with friends. This contrasts with the domestic tourist who holidays primarily along with his family. A large majority of the tourists interviewed were visiting Himachal Pradesh for the first time.

Appendix 6.5.1
Tourist from various Countries

	(Figures in %)
No of Foreign Tourist	74
Israel	22
France	12
British	12
Germany	9
Australia	9
Japan	5
Sweden	4
England	4
Canada	4
Italian	4
Others	15

Appendix 6.5.2**Age of Tourist Interviewed**

	(Figures in %)
No of Foreign Tourist	74
19-24 yrs	9
25-29 yrs	42
30-34 yrs	23
35-44 yrs	20
More than 45+ yrs	5

Appendix 6.5.3**Persons accompanied**

	(Figures in %)
No of Foreign Tourist	74
Alone	38
With spouse	16
With spouse & kids	3
With friends only	42
With family & friends	0

6.5.1.2 Most important factor considered while deciding on destination

The most important factors considered by a foreign tourist while deciding on a destination were

- 1) Natural beauty (43%)
- 2) Weather (27%)
- 3) Historic value (7%)
- 4) Presence of adventure tourist (5%)

Appendix 6.5.4

Most Important Factor Considered for Choosing a Destination

	(Figures in %)
No of Foreign Tourist	74
Natural beauty	43
Weather	27
Historic value	7
Adventure	5
Popularity of a place	4
Religious/pilgrimage	4
Others	10

6.5.1.3 Main attraction of Himachal

The main reasons for which they came to visit Himachal were

- 1) Hill Stations (82%)
- 2) Religious Places (32%)
- 3) Trekking/Camping (27%)

Appendix 6.5.5

Main Reasons Considered for Choosing a Destination

	(Figures in %)
No of Foreign Tourist	74
Hills stations	82
Religious/historic buildings and Monuments	32
Trekking/camping	27
Other scenic places	11
Mountains/climbing	8
Health spas	7
Wildlife	4

6.5.1.4 Expenditure Patterns:

The amount spend per day in Himachal by foreign tourist is given in Appendix 6.5.6

Appendix 6.5.6
Expenditure Pattern

	(Figures in Rs.)
	Foreign
Base	74
Food	250
Accommodation per day	220
Travel	110
Sight seeing / picnic	70
Shopping	75
Ayurveda	20
Others	35
Total	780
Avg group size	1.7
Avg spend per head	460

- The average expenditure per day per person less than Rs 500. Thus it is the low-end tourist, who spends below US \$ 10 per day who visits Himachal.

In fact, tourists were met who were spending less than Rs. 150 per day in Mcleodganj. The question we need to ask is whether this kind of foreign tourist is desirable, or whether we should

- Force a minimum spending of US \$ 25 / DAY
- Focus on growing the up market foreign market.

6.5.1.5 Mode of internal travel

The most frequently used mode of internal transport used by the foreign tourist is bus followed by a taxi. Foreigners prefer to travel in groups as they feel safer that way and they totally avoid taking a taxi when they are alone as they feel that the taxi owners may charge too much. They also avoid taking advice from the locals with regards to stay, etc. as once again they feel that they are viewed as soft targets who could be fleeced. They consult with other foreigners and make their plans. They rely a lot on the book “Lonely Planet” for their information requirements.

Appendix 6.5.7**Mode of Internal Transport**

Mode of travel	(Figures in %)
	Foreign
Base	74
Bus	43
Taxi	34
Others	12
Own vehicle	4

6.5.1.6 Infrastructure related problems experienced by the tourist

- 1) Many of the tourists have complained about the condition of the roads. They also feel that there are no road signs and even if there are any they are not in English.
- 2) Also since they prefer to travel by the local bus transport system they would like to have the signboards painted in English as well.
- 3) Just like the domestic tourist the foreign tourist has also complained about the scarcity of water. Other problems include lack of proper sanitation facilities and poor hygienic conditions amongst the restaurants and eat out places in the state.

6.5.2 VIEW OF TOURISTS ABOUT HOTELS

In order to understand the accommodation related infrastructure in the state a total of 17 hotel guests were interviewed in the month of July. These are the key findings:

6.5.2.1 Facilities offered by the hotels

Good Toilets and bathrooms (All hotels)

24 hours water supply (14 out of 17 hotels)

Room service (All hotels)

Cable TV (All hotels)

Hot water (12 out of 17 hotels)

Telephone facility in the room (5 out of 17 hotels of hotels)

6.5.2.2 Facilities used by the guests at the hotels

Attached Restaurant (3 out of 17 guests)

ISD/ STD booth (12 out of 17 guests)

Taxi service (None)

Travel desk (None)

Laundry facility (12 out of 17 guests)

Conference room (None)

6.5.2.3 Satisfaction levels

The tourists were asked to rate the attributes of hotels like cleanliness, food and interaction with hotel staff. The table below shows the satisfaction level of the tourist on those parameters.

Appendix 6.6.1
Satisfaction level of tourist

Parameters	Satisfaction levels
Cleanliness	12 out of 17 guests were satisfied with the cleanliness
Food	1 out of 5 people using restaurant facility were satisfied with the food being served at their hotels
Interaction with hotel staff	12 out of 17 guests found the interaction of hotel staff to be satisfactory

6.5.3 Conclusion

Based on the interests and the activities that a foreign tourist indulges in Himachal Pradesh the foreign tourist can be divided into three categories:

- 1) First is the tourist who visits Himachal basically for studying the culture and the religious ethos of this country and the state. They usually enroll themselves into yoga classes try and understand Ayurveda etc. They would like to learn and explore as much of the culture of the state as possible. This tourist also tends to stay at a religious/ pilgrimage center for about a week.
- 2) The second type of foreign tourist is the adventure tourist. He visits Himachal basically to engage in adventure tourism. They find the mighty mountain ranges enchanting and seek spots which are renowned for their scenic beauty.

3) The third type of foreign tourist is basically on a holiday to Himachal Pradesh due to its weather and one would find them living in dharamshalas, dormitories etc. This type of tourist contributes very little in terms of tourism revenue. We met some tourists who use to spend as less as Rs 150 a day. In order to increase their spending, we should make them spend US \$ 25 per day compulsorily.

4) The high value general tourist seen in Goa and Kerala is missing in Himachal. This kind of tourist (met in Mumbai /Delhi) visit places based on:

- High quality accommodation /food infrastructure
- Good packages
- 'Culture ' based hooks

The need here is to develop and brand a concept of Hill culture, based on:

- Hospitality values
- Special foods and beverages (Chary etc)
- Develop 'Model villages' in which foreigner can visit, see how people live, cook etc.
- Dances, handicrafts and cultural shows and market this as cultural from the holy places of the Hindu.

Marketing of Ayurveda centres could also form part of the high-end package for the foreign tourist.

The idea should be to tap the first two categories of tourists, as it is they who would contribute to the economy.

6.6 HOTEL MANAGERS VIEWS AND PROBLEMS:

Hotel accommodation being a vital component of the tourism sector, it is necessary to understand the perspective of hotel managers in the state.

Following is the summary of what hotel managers had to say

- Feel that tourist arrivals in the state are stagnating.
- Foreign tourists prefer to stay in cheaper guesthouses rather than in the hotels –low quality of foreign tourists.
- Majority of the tourists who come to Himachal come along with their family.

6.6.1 Problems faced by the hotel industry in Himachal Pradesh

- **Water shortage:** The hotel managers have cited shortage of water as the most significant constraint. They presently buy water from tankers at high costs. Feel that major improvements should be carried for water supply.
- **Overcharging of tourists:** Feel that some regulating body must ensure fair treatment to tourists by introducing price control mechanisms to of check overcharging by hotels. They are worried about this as they feel overcharging leads to a negative impact about the place and decreases the chances of a revisit.

6.6.2 Suggestions:

- Hotel association should impose a Uniform Hotel Tariff as per the category of the hotel.
- Government should assist the smaller hotels and guesthouses by organizing booking of rooms through their information centers.
- Government must offer incentives like exemption from tax to encourage setting up of hotels at less popular destinations as popular destinations like Shimla etc are overcrowded.
- Feel that tourist locations should develop a nightlife as often after 8 pm the tourist does not have any activity to indulge in. This decreases the duration of stay of the tourist.

6.6.3 Conclusion

Need for sources of entertainment:

There is a need to offer the tourist something more than just the scenic places by improving recreational facilities and extend shopping hours.

Water seems to be a problem all through out and the worst hit of all are hotels as they are forced to buy water from tankers.

Hill stations like Shimla, Dalhousie etc., could be developed as education centres on the lines of the Mussoorie. By setting up schools and other educational institutions around these hill stations the parents of these students would keep coming down there and this would help increase occupancy levels.

6.7 VIEWS OF TOUR OPERATORS:

Following are some of the views expressed by tour operators:

6.7.1 Current state of tourism:

Some of the operators were of the opinion that the tourist arrivals in the state have actually decreased over the years and hence something was needed to be done to arrest this trend.

They feel that the decline in tourist arrivals could be attributed to the fact that only a few popular locations are well developed in the state and these locations are already over frequented by tourists. To arrest the decline they have suggested that new potential destinations be developed in terms of basic infrastructure like approach roads, restaurant/eating-places, electricity etc., so that they could take the tourists there.

6.7.2 Behavioral patterns:

- They feel that the tourist locations in Himachal Pradesh should develop nightlife as often after 8pm the tourist does not have any tourism related activity to be engaged in.
- Overall tourists prefer to hire their own vehicle rather than book a package tour.
- A lot of travel agents have begun to use the Internet as a medium to advertise their series and many also accept online bookings.
- They have also mentioned that in places like Shimla except for sight seeing the tourist has nothing to do, as such adventure sports activities could be set up there.

6.7.3 Conclusion:

Today's tourist is not merely interested in sight seeing and visiting places. What he is looking for is an all round experience. Given that many Indian tourists travel as families entertainment avenues like theme parks, and other cultural complexes should be setup so that the tourists can engage themselves in such activities.

Aggressive market circuits: The tour operators must market the circuits more aggressively to attract tourists. Eg the religious circuit consisting of the temples of Jwalamukhi- Mahakaleshwar- Chintpurni- Brajeshwari-Devi- Chamundajii- Baijnath- Sujanpur- Jwalamukhi is offered by some tour operators but is poorly marketed and so awareness of this circuit is very low.

6.8 VIEWS OF NON-GOVERNMENTAL ORGANISATIONS:

Following are the views as expressed by some key non-governmental organizations, which reflect the concern of NGOs as a whole.

6.8.1 Organization name: Centre for science and environment

The centre for Science and Environment works in the area of pollution, irrigation, and agriculture.

The positive effects of tourism as stated by them:

- Increase in employment options
- Better income
- Better livelihood facilities
- Better economic conditions

The negatives due to tourism could be the

- Exploitation of environment
- Exploitation of nature/ jungle/animals
- Exploitation of women

The danger of tourism was stated by the officials with the example of deforestation of Shimla to make it a tourist destination. Now Shimla has been converted to a city with buildings. So there is a need to control the measures of development of tourism.

6.8.2 Organization name: Association for social health in India

The Association for Social health in India works for women's vocational training and rehabilitation of women.

Some of the positive effects stated by the association were:

- Increase in awareness and exposure to the outside world.
- Tourism related employment opportunities
- Increase in income.
- Improvement in standard of living

The association was also anticipating some darker sides of the development which were

- Exploitation of women
- Exploitation of labour

6.8.3 Organization name: Craft Revival Trust

The Craft Revival Trust works in creating awareness on various craft types. The trust is facing a problem with the stagnation of the traditional crafts market. Henceforth Development in Tourism will bring in

- Newer markets, newer avenues and more people interested in taking up their traditional occupation.
- Better education for children- since better income

But the development of tourism might lead in to

- Exploitation of labour as more work would be demanded out of them to satisfy tourism demands.
- Mechanization / industrialisation would happen leading to further loss of original forms of craft making.

6.8.4 Organization name: National commission for women

It is a newly formed organization which helps to formulate rules & regulations in favour of women. The commission believes that tourism has more negatives than positives.

The positive effects might be

- Increase in employment options... more industries, more employment, more income.. happier economy
- Increase in awareness... of the outside world...what is happening beyond their lives...

Negative effects

- Exploitation of natural resources, trees are felled, animals are killed,
- Sex exploitation, trafficking of women and sex related criminal activities. Men get into the habit of easy money and therefore indulge more in these activities.

Government steps

- Have laws against such activities where in people are trained to recognize and control such activities. Apart from creating awareness and trying to implement them, the government can do little.

However this is not sufficient. In well-known tourist destinations, sexual activities are rampant. Care should be taken to avoid such occurrence at such a large scale.

Working on a paper on sex tourism in coastal region, the government felt that it is more difficult to stop such activities there than in the interiors... but, care should nevertheless be taken to avoid them.

6.8.5 Conclusion:

The non-governmental organizations were of the opinion that tourism has both positive and negative effects. They were of the overall opinion that tourism is beneficial for the state but at the same time one should be cautious about how one approaches it and goes about developing it. One of the dangers that every NGO was concerned about was the deforestation that was taking place around the hill stations like Shimla etc, and along routes between hill stations.

6.9 VIEWS OF GOVERNMENT DEPARTMENTS

6.9.1 Department of tourism

6.9.1.1 Tourism plans - future

1. Improving accessibility

- a. Airport: Currently have 3 airports. Shimla, Kullu and Kangra. All these airports can only handle only 15 seater aircrafts. Also, all these airports when combined can handle 38 aircrafts. The plan is to
 - i. Try to open Pathankot airport for civilians. This would make Chamba region more accessible.
 - ii. Increase the fleet from 38 to 45
 - iii. Increase the length of runways
 - iv. Introduce bigger aircrafts ..boeings... and build up facility for that.
 - v. Increase connectivity with the west and south.. try to introduce flights to HP from Ahmedabad and Chennai (direct flights)For all these plans, Rs 30 crore has been sanctioned.

- b. Roads: Currently have only 3 National Highways running through Himachal. Plan is to build 3 more National Highways in the next few years. These would connect Shimla to Kangra, Ambala to Nahan to Shimla and Jalandhar to Mandi. The plan also includes extending the width of the existing National Highways.

Master plan: Connect all major destinations by National Highways in the next 10 yrs.

- c. Railways: Currently have 1 broad gauge line to Kalka and 2 narrow gauge lines. Plan is to have trains from all over to Kalka and Pathankot. Plan is also to introduce more broad gauge lines.

2. Temple

To ensure accommodation facilities in all the temples. Set up Yatriniwas in as many temples as possible. This would require proper sanitation, 24 hrs water supply and facility for parking and other requirements.

3. Adventure Tourism

- i. Promote Heliskiing, as Himachal Pradesh is the only state in India that provides facilities for heliskiing
- ii. Build up facilities and regulations for Paragliding, rock climbing, etc.
- iii. Promote water sports at various lakes and also build lake resorts and 'Shikaras' so as to induce people to come and stay there.

There is a need for

- Specific guidelines /regulations for adventure activities and
- A registering agency / organization for promoting adventure tourism other than The Institute of Mountaineering, Manali.

Prepare A Guideline For Adventure Activities

All such agencies promoting adventure tourism would have to be registered under the HP registration of Tourism Aids act as Agencies Promoting Adventure Activities. Currently, most agencies are registered as travel agents/ tour operators. They do not mention the locations where they run adventure activities since there is no such regulation in place. After the board comes into function, they will have to mention the activities they would undertake, the qualification of their guides/trainers. The TDB would issue them certificates giving them permission to run the activities.

4. Plan for Framework

The plan is to constitute a Tourism Development Board (TDB) where employees (senior level) of all Government departments would be members of this board.

Reasons: Often, when DoT wants to use an area for tourism purposes, and the land belongs to forest department, there is a long ensuing discussion on the pros and cons between two sides. The time taken to reach a decision is usually very long. To avoid such situations we need to have all departments come together to take care of all mutual disagreement in the initial stages. Hence less time would be wasted and the decision would be fruitful.

6.9.1.2 Funds

Currently 10% luxury tax is being charged and the entire amount is sent to the exchequer. After the board is formed 80% would go to the exchequer and 20% to the board

Some part of earning from any promotional activities is given to the government. This money would now go to the board for its expenses and any work that the board wishes to undertake.

6.9.1.3 Infrastructure

1. Currently there are 1500 hotels with approximately 32000 beds. Plan is to increase these facilities.
 - Increase number of hotels with better facilities. HPTDC is building newer hotels in lesser know areas and more hotels in established locations.
 - Build lake resorts and shikharas.

2. Build /update tourist information centres
 - Touch screen kiosks
 - Networking with hotels and TDCs for room booking and tour planning
 - Sell/make available brochures containing tourism related information
 - Sell/make available locally made products like juices, jellies, etc. for the tourists.
3. Increase in media coverage
 - Currently there is advertisement only in print media. Plan is to advertise through electronic media
 - Films highlighting the attractions of Himachal (tender is already out. Bids that have come in vary from 80 lakhs to 5 crores. But the decision is yet to be finalized)

6.9.1.4 Attraction of tourist

- a. Packages by HPTDC to various destinations in Himachal.
- b. Attend tourism fairs inside and outside the country and inform tourists about the opportunities in HP.
- c. Make brochures available free of cost with all travel agents/ tour operator
- d. Advertise

6.9.2 Local /Other Department Orientation

- a. Police training orientation camps
 - About 100 people / police were given training in Shimla... so that they are able to guide tourists better. They were also trained on how to handle tourists and their queries better, how to talk to them etc.
- b. Entrepreneurial development programme.
 - Given to the youths of Shimla.... For a period of 15 days,. Specialists were invited to help the youth understand the options available to them in the field of tourism...(this was a general workshop, rather than a particular form of tourism oriented)
- c. Guide courses
 - These courses are offered for a period of 1 or 2 months at specific time of the year and anybody can come and attend them.
- d. Front office training for hotels
- e. Adventure activities training course
 - For water sport at Govind Sagar & Maharana Pratap dam and para gliding at Solang, Bilaspur & Bir in Kangra.

6.9.3 Dot Officer Shimla /Kullu

- All plans come from HQ at Shimla
- Locally, have authority to construct
 - Sulabh Sauchalayas
 - Rain shelters
 - Renovate /build facilities around an existing tourist spot like open space, water pipe etc in collaboration with other department.
 - Beautify city...from tourist point of view.
- For everything else need to propose to the HQ at Shimla. Only after they approve, able to get funds and do something.
- Often there is a clash between departments on land and maintenance issues. Shimla being main points such incidents are less within the city but very frequent otherwise. Only HQ can settle it in discussion with the HQ of other departments or with discussion with the govt. (Delhi)
- Make region specific plans. Currently there are none. There should be plans for other destinations and districts as police training at Shimla. The plans happen only after their approval.

6.9.3.1 Plans

- Make road to Ani more accessible, since it takes a long time to reach there, and develop it as a tourist destination. It would be a destination in itself as it has plenty of temples and beautiful jungles.
- Better promotion of Annadale as very few people know about it (Shimla)

The state government and its various departments would have to play a big role in encouraging tourism in the state. Thus, different departments of the government were met to assess their plans and check for the level of coordination amongst the various departments.

Following are the views of a few government departments met:

6.9.4 HP Road Transport Corporation

The Himachal Pradesh Road Transport Corporation (HPRTC) has 700+ buses plying on various routes. A few routes are covered with luxury buses and the rest of the routes with deluxe buses.

The rates of HPRTC are cheaper than that of Himachal Pradesh tourism Development Corporation (HPTDC) and the private operators, but the tourists prefer private operators.

The major grievances of HPRTC were

- There were no links with department of tourism and no plan from tourism point of view.
- HPTDC as operators misguide the tourists about rates.
- HPRTC has no plan to promote tourism but they invite tender for bus stands, restaurants etc., for which DoT never quoted.

HPTDC want DoT to approach them and that too with funds. For example, they are constructing new bus stand at Shimla and a restaurant is proposed on the first floor. They are ready to give it to DoT if DoT fills the tender and provides finance as well.

HPTDC has no plans to construct any more bus stands or shelters as maintaining the existing shelters is their first priority.

6.9.5 Himachal Pradesh Public Works Department (HPPWD)

The HPPWD is on a regular expansion plans. They achieved a total motorable road of 22763 km connecting 7900 villages and want to achieve a total motor able road of 27500 km by the year 2007. HPPWD have been sanctioned a total budget of Rs. 1,325 crores.

HPPWD had no plans from tourism point of view. The budget sanctioned is distributed equally among all districts. They have a separate budget for the tribal areas.

HPPWD wants the initiative to be taken by DoT for the promotion of tourism. They want to work together with DoT, where DoT would do it from the tourism point of view whereas the PWD would do it from the general public view.

6.9.6 Directorate of Rural Development

There are plans for the development of rural Himachal Pradesh. The few priorities set were

- Education
- Electrification
- Building Mahila-Samitis (self help groups) for women.
- Arranging for micro finance for the villagers

But the plans are mainly to improve the economic condition of the villagers in the long run. If villages are converted into tourist destination, there will be enough employment options for the villagers.

They would like DoT to convert villages as tourist destinations.

6.9.7 Directorate of Industries

Himachal Pradesh has lots of industries, but mainly away from tourist attractions.

The Directorate of Industries wants the DoT to approach them and invest huge amounts in the infrastructure to make it a tourist destination. They wanted DoT to promote hotels and other activities at the industrial site as industries cannot attract tourists.

6.9.8 Department of Forestry

The department of Forestry accuse tourists for hampering their work. The tourist inflow basically damages forests, scares wildlife, light fires, litter the jungle, etc. For promotion of tourism the DoF wants to adopt

- Tree Concept: The tree will be lend for five years in which the tourist will come each year to nurture the tree
- DoF also wants to open the forest bungalow for the tourists but wants the DoT to approach them.

6.9.9 Directorate of Horticulture

The Department of Horticulture mainly looks into fruits, floriculture and other new avenues like beekeeping, mushroom growing, etc.

The department had no plans to do anything from the tourism point of view. They want the DOT to approach them for using their facilities (like valley of flowers in Uttaranchal) for development of tourism.

6.9.10 Conclusion

Almost all of the government officials are of the view that tourism is beneficial for the state and it must be promoted aggressively. However, they are not sure as to how each department could contribute to the tourism policy's objectives.

There is a need for an integrated tourism development council, with representatives from various departments so that there is a focused effort.

6.10 VIEWS OF LOCALS

A total of 165 locals were met to assess their attitude towards tourism and to find out from their perspective the difficulties faced by the state.

6.10.1 Summary

Following is the summary of what the locals had to say with regards tourism.

- Majority of the locals supported and liked the state being promoted as a tourist destination.
- The positive changes that the locals perceive due to the encouragement of tourism in Himachal Pradesh are:
 - 1) Increase in revenue for the state
 - 2) Attract government schemes for development
 - 3) New hotels would be built
 - 4) New roads would be developed/ better infrastructure provided
 - 5) New employment opportunities/ increase in self employment opportunities
- The major Disadvantages due to Tourism according to them are:
 - 1) Domestic tourists dirty the place
 - 2) Pollution increases.
 - 3) Some cited issues on social negatives eg. "Young people get spoilt."
 - 4) Increased cost of living.
 - 5) Traffic congestion
 - 6) Stress on road infrastructure.

- Suggestions regarding the type of projects that the government should undertake to improve tourism in the places as mentioned by the locals are:
 - 1) Creation of gardens for tourists in different places
 - 2) New roads and their maintenance
 - 3) Information centers throughout the state.
 - 4) Increase internet access/ telephone access in smaller locations.

6.10.2 Conclusion

The locals on the whole are positively inclined towards tourism. The negatives that they see are far outstretched by the positives.

6.11 VIEWS OF FILM MAKERS

The problems as stated by the filmmakers to shoot in Himachal are as follows

- Too much of paper work with the government – separate permissions needs to be procured from the police department, local magistrate etc
- The artisans and other crews are mobbed by the local crowd
- There are inadequate facilities like electricity, water and accommodation

Following are the views of the filmmakers to promote film shooting in the state

- Facilitate single-window clearance for all the permits required for shooting
- Upgrade facilities and amenities in areas of scenic beauty

6.11.1 Conclusion

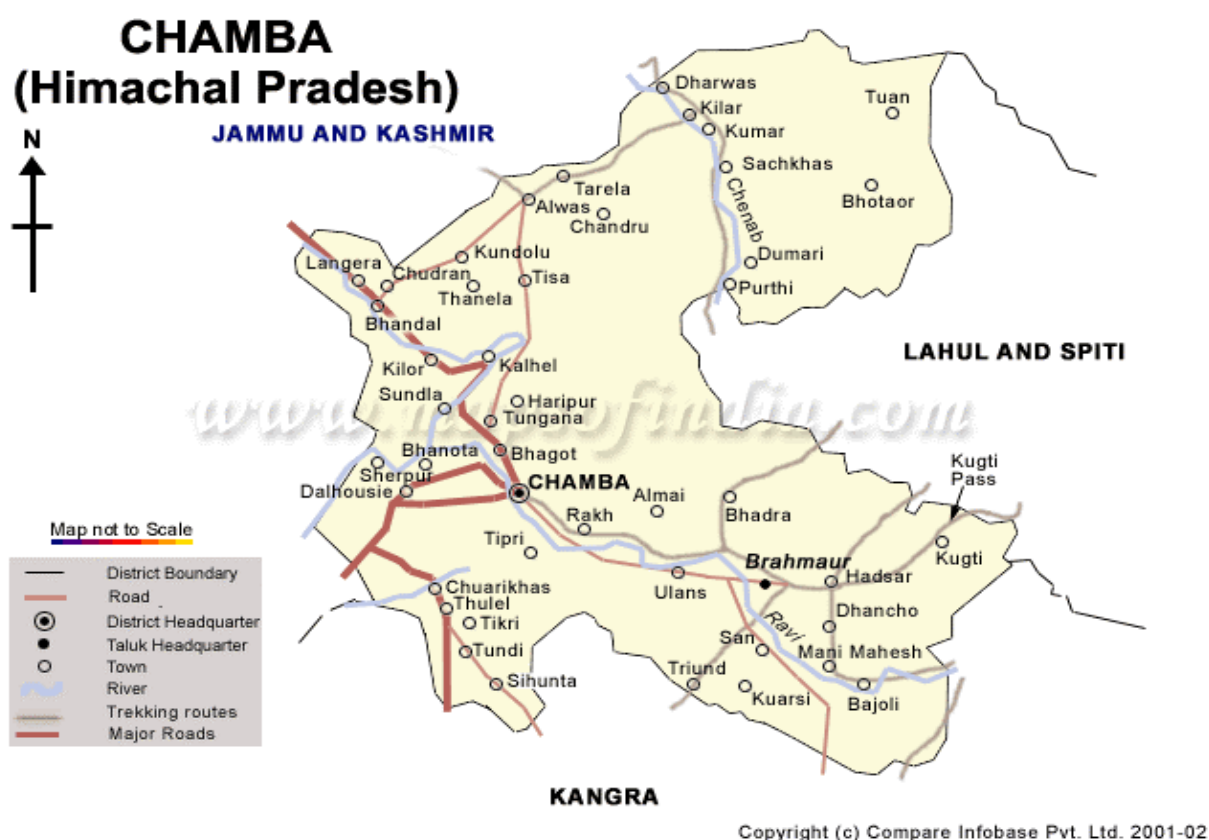
The tourism body should actively woo the filmmaking community both in India and abroad, for feature films, documentaries and travelogues. This could become a major source of publicity for the state.

CHAPTER 7

KEY DESTINATIONS IN DISTRICTS

7.1 CHAMBA DISTRICT

The town of Chamba, the district headquarter of Chamba district is situated in the western Himalayas between north latitudes 32°10' and 33°13' and east longitudes 75°45' and 77°33'. The town stands on a plateau on the right bank of the Ravi river valley between Dhauladhar and Zaskar ranges south of the inner Himalayas.



7.1.1 Season

The best tourist season to visit Chamba is between April and October. Adventure tourists may like to undertake winter trekking from November to March when the higher reaches of the district are snow clad and access to most of the villages is on foot.

7.1.2 Travel links:

Rail : Chamba district is connected with Pathankot (80 km) which is close to its border. Pathankot, is connected with Jammu, Delhi, Calcutta and Mumbai. This is the nearest railway link to the district.

Road : Chamba is approachable by road from major locations such as Shimla, Delhi, Manali Dharamshala and Jammu.

Air : The nearest airport is Gaggal airport 10 km, from Kangra town on Pathankot-Manali highway, Vayudoot operates from Delhi, Shimla and Chandigarh.

7.1.3 Main tourist spots:

DALHOUSIE

Overall:

Very quiet and unspoilt place

Ideal place for long walks.

Shops close as early as 8 pm.

Activities

No activities possible here, just a sight seeing point.

‘Lakkad Mandi’, which is an hour’s drive from here offers camping facilities.

Hotels:

Mostly used as halting place as surrounding places do not offer good accommodation facilities.

Communicaton:

Has public telephone booths.

Has only one internet café.

Facilities

Few eating joints serving snacks

Accessibility

Connected well by road. No other means of transport.

Buses

Run by private operators as well as the HP transport division.

Light Vehicles

Both private vehicles and taxis go to Dalhousie.

Requirements:

Need to increase the average length of stay of tourist

Need more hotels/ resthouses.

Need to create a nightlife by introducing regular campfires, folkdances, artificial rock climbing etc.

KHAJJAR

Overall:

Nice Scenic place with a small lake.

This is a place where tourists usually spend only a couple of hours and go back.

This place has very little to offer besides lush green meadows surrounded by trees and a lake.

Main attraction:

Scenic beauty of the place.

Hotels:

Has a few good hotels but were mostly unoccupied when visited by our team.

Light Vehicles

Both private vehicles and taxis go to Khajjiar.

Requirements:

Need to develop activities/ reasons for the tourist to spend some more time at Khajjiar

Need to develop picnic spots.

BHARMAUR

Overall:

Has a place called ‘ Chaurasi’ which has 84 temples in close vicinity.

Temples are very beautiful, but not well- maintained.

Mainly frequented by trekkers as many trekking routes start from this location.

Trek to Manimahesh temple starts from here.

Very few tourists are aware of Bharmaur.

Hotels:

There are only a few hotels, but they are poorly maintained.

Since it is mainly used as a trekkers base and very few tourist come and stay hence not many hotels are built.

Main attraction:

Temples around

Starting point for treks

Accessibility:

It is accessible by a road from Chamba.

Light Vehicles

Both private vehicles and taxis go to Bharmour.

Requirements:

Need to market the place more aggressively. Very few tourists know about the temples.

Need to create more awareness about the trek routes. Develop this place as a trekkers' base.

SANCTUARIES IN CHAMBA DISTRICT

Sachutaun Wild Life Sancturay.

Gamgul Siya Wildlife Sanctuary.

Kalatop khajjia Wildlife Sanctuary.

7.1.4 Existing Tourist Traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1 - Tourist traffic to Chamba district:

Chamba	1996		1997		1998	
	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	3888	51	3967	5	4138	12
February	6602	4	7914	45	8231	64
March	7209	5	8469	49	9018	46
April	12072	41	12509	60	13143	77
May	29924	120	37817	143	44264	208
June	31434	136	39245	159	46462	241
July	12937	244	52937	246	58196	264
August	6463	47	56442	262	60753	297
September	5465	249	46610	117	47495	115
October	9555	32	8071	67	9883	99
November	7536	27	8230	37	9116	33
December	11533	12	11642	12	11734	16
TOTAL	144618	968	293853	1202	322433	1472

Table 1 - Tourist traffic to Chamba district:

Contd..

Chamba	1999		2000		2001	
	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	4204	14	4246	27	3985	39
February	8478	35	8647	37	10290	106
March	9198	47	9473	53	15889	103
April	13405	82	14178	92	17962	137
May	47362	258	48782	335	52661	281
June	49249	339	50726	345	62071	379
July	61105	272	67327	301	70379	107
August	61968	258	72897	290	75786	96
September	48399	128	49511	198	54206	48
October	10082	82	10485	101	11582	137
November	9252	28	10154	52	11841	133
December	11948	19	12425	31	13541	50
TOTAL	334650	1562	358851	1862	400193	1616

Source: Department of Tourism, Himachal Pradesh

The major tourist locations in the state include Dalhousie. Chamba town is more of business centre.

Majority of the tourists arriving into Chamba district visit Dalhousie.

Majority of the tourists stay in Dalhousie and visit places like Khajjiar etc in the daytime and go back to Dalhousie. The reason being the tourists do not find any activities to indulge in for more than a few hours and thus return back to Dalhousie.

7.1.5 Accommodation and other tourism related infrastructure**Table 2 - Accommodation in Chamba:**

































CHAMBA	No of hotels	Rest houses	Number of beds
Banikhet	6	1	70
Bhanjraru	2	0	23
Bharmaur	4	21	110
Chamba	27	31	573
Churah	0	21	78
Khajjiar	0	0	271
Dalhousie	62	0	1798
Pangi	-	6	28
Sanghni	1	-	4
Killar	-	9	52
TOTAL	101	74	2955

Source: www.himachal.nic.in**Table 3 - Other tourism related infrastructure**

CHAMBA	Restaurants	Travel agencies
Banikhet	0	3
Bhanjraru	0	0
Bharmaur	0	3
Chamba	6	8
Churah	4	3
Khajjiar	0	1
Dalhousie	4	0
Pangi	-	-
Sanghni	-	-
Killar	-	-
TOTAL	14	18

Source: www.himachal.nic.in

7.1.6 Chamba District - Evaluation of Potential for Tourism Growth

	Low ----medium----High			Comments
Inventory of existing attractions				
Diversity of existing attractions				
Number of unique attractions				
Inventory of potential locations				
Potential for promoting new locations				This district has many unexplored, unspoilt places
Potential based on present attractions				
Present connectivity				
Core tourism infrastructure (Water/ accommodation)				
Present communication				
Opportunity for increasing season				
Potential for tourism growth				This district has a huge potential for growth.

7.1.7 Popularity of Main Tourist Destinations

Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Dalhousie	Leisure	High	Moderate
Bharmour	Religion Heritage	Moderate	Moderate
Khajjiar	Lake	Low	Low
Chamba	Trekking base	Low	Moderate
Sachutaun Wild Life Sanctuary.	Wild life sanctuary	Low	Low
Gamgul Siya Wildlife Sanctuary	Wild life sanctuary	Low	Low
Kalatop Khajjiar Wildlife sanctuary	Wild life sanctuary	Low	Low
Tundah Wildlife sanctuary	Wild life sanctuary	Low	Low

7.1.8 Tourist stay patterns

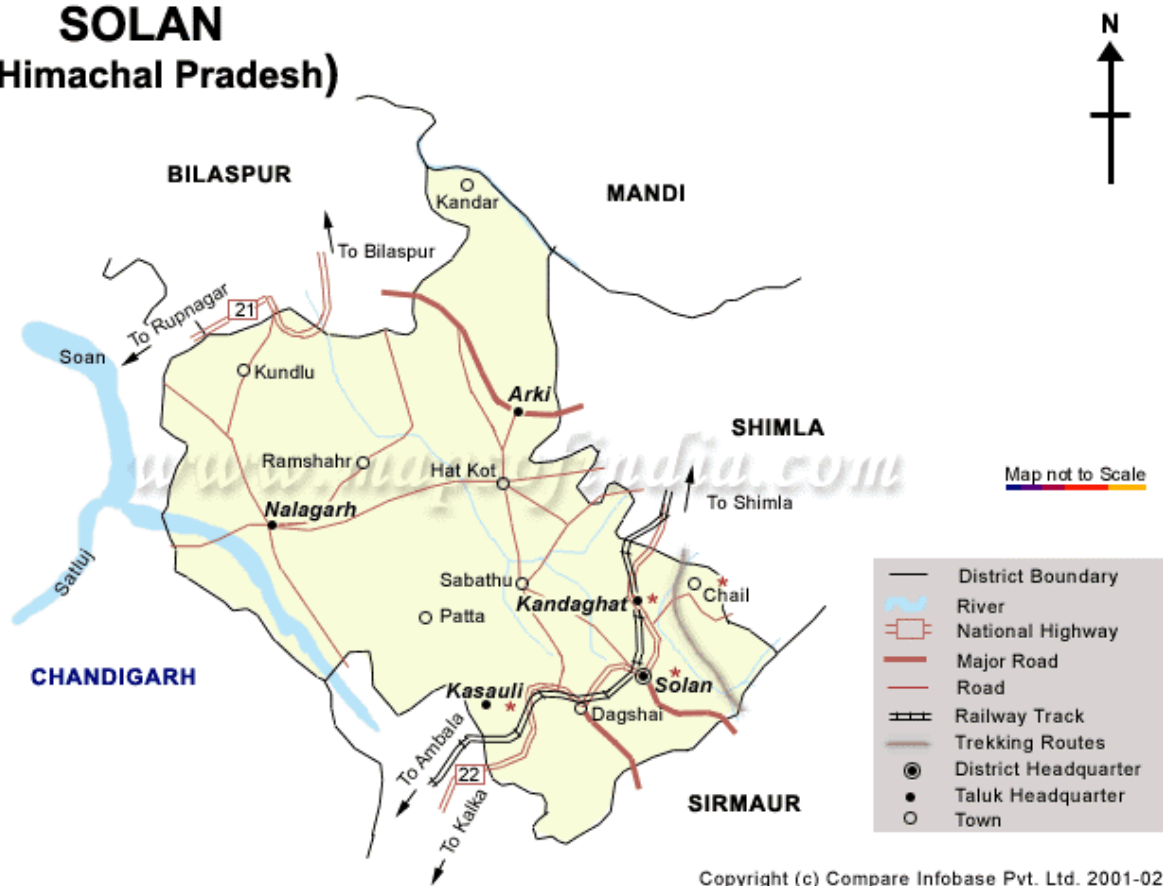
Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Dalhousie	Two	Two
Bharmour	Day visit	Day visit
Khajjiar	Day visit	Day visit
Chamba	Day visit	Day visit

Average Length of Stay in terms of bed nights spent. Figures are illustrative in nature.

7.2 DISTRICT SOLAN

Named after the Goddess, Soloni Devi, Solan situated in the Shimla Hills, a part of the Mahashu district of Himachal Pradesh. Solan is at a height of 1,350 metres [4,432 ft] and popular with those who desire to spend more time in the hills.

SOLAN (Himachal Pradesh)



Source: www.mapsofindia.com

7.2.1 Season:

Temperature varies between minus two degrees in the higher reaches during the winter and forty degrees in lower reaches during the summer season.

7.2.2 Travel links:

RAIL: The nearest broad gauge railway station is at Kalka and nearest narrow gauge railway station is at Solan, both of which are connected by regular bus services.

ROAD: Solan is approachable by road from Shimla and Chandigarh.

7.2.3 Main tourist spots-

KASAULI-

Overall:

The town has a colonial feel to it, quiet and has long walks. There is a scope for development of a Resort.

BAROG-

Overall:

It is a town visited for its orchards, offers a scenic view of the Churdhar Peak.

PARWANOO

Overall:

It is a small town; more of a stopover when one enters the state through Kalka. There is scope for development of a resort for weekend tourism.

CHAIL

Overall:

Chail has the world's highest cricket and polo ground, but this has been poorly marketed. There are no signboards also indicating this ground.

The Chail palace managed by HPTDC has nothing to offer a tourist. Besides, no guides are available to take the tourist around the palace. It has a very poorly maintained guest area.

ARKI AND, NALAGARH -

Overall:

Both these places have heritage palaces, which are now converted to Hotels. However, these are the lesser-known destinations in the district.

7.2.4 Existing Tourist Traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1- Tourist traffic to Solan district:

	1996		1997		1998	
Solan	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	1683	2	21607	18	22435	22
February	1864	0	22541	10	23286	13
March	1829	11	23788	26	24503	22
April	1820	21	90723	18	92616	32
May	1715	50	23685	59	26137	67
June	2205	8	40186	21	49235	26
July	2086	20	28732	25	30198	27
August	2242	10	16581	28	18503	29
September	1182	17	22518	32	63514	47
October	2218	10	91626	49	53183	29
November	2381	53	27746	18	28413	23
December	1742	6	25668	17	27143	0
TOTAL	22967	208	435401	321	459166	337

Table 1- Tourist traffic to Solan district:

Contd....

	1999		2000		2001	
Solan	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	22771	200	22885	204	23915	152
February	23752	15	24108	27	30148	200
March	29870	14	25367	186	34859	209
April	94005	28	87844	39	88752	44
May	27439	84	28262	93	32692	94
June	53173	32	54236	43	56942	0
July	31104	33	31726	35	33946	0
August	19243	44	20112	57	22912	15
September	66694	51	57360	62	59141	0
October	54112	32	54653	34	56703	0
November	28839	34	29429	32	30042	39
December	27821	17	28565	22	29042	62
TOTAL	478823	584	464547	834	499094	815

Source: Department of Tourism, Himachal Pradesh

7.2.5 Accommodation and other tourism related infrastructure**Table 2 - Accommodation in Solan:**

SOLAN	No of hotels	Rest houses	Number of beds
Arki	0	1	10
Barag	6	0	215
Chail	12	1	446
Dharampur	12	0	183
Jabli	0	0	-
Kondaghat	0	1	10
Kasauli	14	3	262
Kunniyar	0	4	13
Nalagarh	9	6	261
Parwanoo	8	2	337
Sabathu	2	-	37
Shimla	0	2	7
Solan	30	8	603
TOTAL	93	28	2384

Source: www.himachal.nic.in**Table 3- Other tourism related infrastructure**

SOLAN	Restaurants	Travel agencies
Arki	-	-
Barag	1	-
Chail	-	-
Dharampur	1	-
Jabli	1	-
Kondaghat	-	-
Kasauli	-	-
Kunniyar	-	-
Nalagarh	2	0
Parwanoo	2	1
Sabathu	-	-
Shimla	-	-
Solan	4	7
TOTAL	11	8

Source: www.himachal.nic.in

7.2.6 Solan District - Evaluation of Potential for Tourism Growth

	Low ----medium----High			<u>Comments</u>
Inventory of existing attractions	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Diversity of existing attractions	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Number of unique attractions	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Inventory of potential locations	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Potential for promoting new locations	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Potential based on present attractions	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Present connectivity	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Core tourism infrastructure (Water/ accommodation)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Present communication	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Opportunity for increasing season	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Potential for tourism growth	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	

7.2.7 Popularity of Main Tourist Destinations

Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Kasauli	Site seeing	High	Low
Barog	Orchards	High	Low
Parwanoo	Orchards	High	Low
Chail	Heritage	High	Low
Arki	Heritage	Low	Low
Nalagarh	Heritage	Low	Low

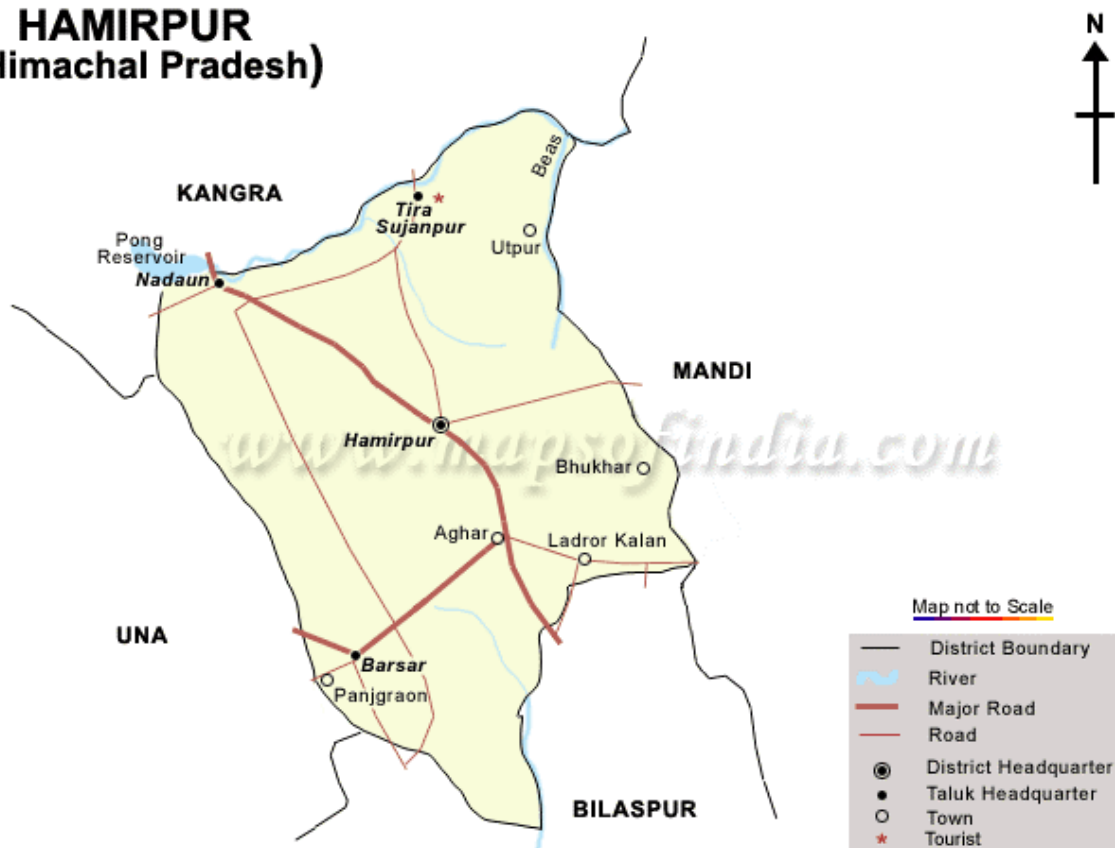
7.2.8 Tourist stay patterns

Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Kasauli	One	-
Barog	One	-
Parwanoo	One	-
Chail	Day visit	Day visit
Arki	Day visit	-
Nalagarh	Day visit	-

7.3 DISTRICT HAMIRPUR

Hamirpur, a very small but densely populated district, is located in the southwestern part of Himachal Pradesh. It is well connected by roads from all sides and thus can be promoted as a tourist destination by developing some historical and religious places.

HAMIRPUR (Himachal Pradesh)



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Source: www.mapsofindia.com

7.3.1 Season

The climate in this district is warm which varies with altitudes. Rainy season is well marked and winters are mild.

7.3.2 Travel links

RAIL: The nearest broad gauge railway station is at Kiratpur Sahib and nearest narrow gauge railway station is at Shimla, both of which are connected by regular bus services.

ROAD: Bilaspur is approachable by road from Shimla and Chandigarh.

7.3.3 Main tourist attractions

DEOSTIDH TEMPLE

It is a pilgrim place, visited mostly by domestic tourists.

SUJANPUR THIRA

The climate and terrain in places of and around Sujanpur Thira are suitable for paragliding. It is an upcoming site for paragliding and other adventure sports.

7.3.4 Existing tourist traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1 - Inflow of tourists into Hamirpur

	1996		1997		1998	
Hamirpur	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	1272	0	1308	2	1414	0
February	1796	0	1801	0	1916	0
March	940	0	1386	3	1499	2
April	1680	0	1527	0	1673	8
May	1768	0	1432	0	1539	0
June	1760	0	1881	0	1934	0
July	1672	0	1783	3	1917	0
August	1751	0	1845	2	1970	2
September	1088	0	1293	1	1323	3
October	1604	0	2034	3	2137	3
November	1403	5	2129	2	2216	0
December	1355	12	1937	0	2082	0
TOTAL	18089	17	20356	16	21620	18

Table 1 - Inflow of tourists into Hamirpur

Contd..

	1999		2000		2001	
Hamirpur	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	1737	6	1772	7	1912	12
February	2111	0	2142	0	3146	22
March	1559	0	1605	24	3865	17
April	1754	7	1824	8	1961	16
May	1616	0	1704	0	1915	0
June	2014	2	2174	9	3913	29
July	1959	0	2427	6	2041	11
August	2011	2	2841	0	2904	2
September	1488	5	1509	4	1711	3
October	2203	4	3182	0	3702	8
November	2284	0	2871	12	3032	32
December	2101	0	2891	0	3226	18
TOTAL	22837	26	26942	70	33328	170

Source: Department of Tourism, Himachal Pradesh

The domestic tourists visiting this district mostly visit the Deostidh temple. This district is not popular with foreign tourists.

7.3.5 Accommodation and other tourism related infrastructure

Table 2- Accommodation in Hamirpur

HAMIRPUR	No of hotels	Rest houses	Number of Beds
Hamirpur	10	12	273
Jahu	1	0	4
Jwalamukhi	0	1	8
Nadaum	0	1	6
Sujanpur	1	1	26
TOTAL	12	15	317


































Source: www.himachal.nic.in

Table 3 - Other tourism related infrastructure

HAMIRPUR	Restaurants	Travel agencies
Hamirpur	1	0
Jahu	0	0
Jwalamukhi	0	0
Nadaum	0	0
Sujanpur	0	0
TOTAL	1	0

Source: www.himachal.nic.in

7.3.6 Hamirpur district-- Evaluation of Potential for Tourism Growth

	Low ----medium----High			<u>Comments</u>
Inventory of existing attractions				
Diversity of existing attractions				
Number of unique attractions				
Inventory of potential locations				
Potential for promoting new locations				Hamirpur town as an adventure sport destination
Potential based on present attractions				
Present connectivity				
Core tourism infrastructure (Water/ accommodation)				
Present communication				
Opportunity for increasing season				
Potential for tourism growth				

7.3.7 Popularity of Main Tourist Destinations

Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Hamirpur	-	Low	Low
Nadaum	Scenic town	Low	Low
Deostidh temple	Pilgrimage	Medium	Low

7.3.8 Tourist stay patterns

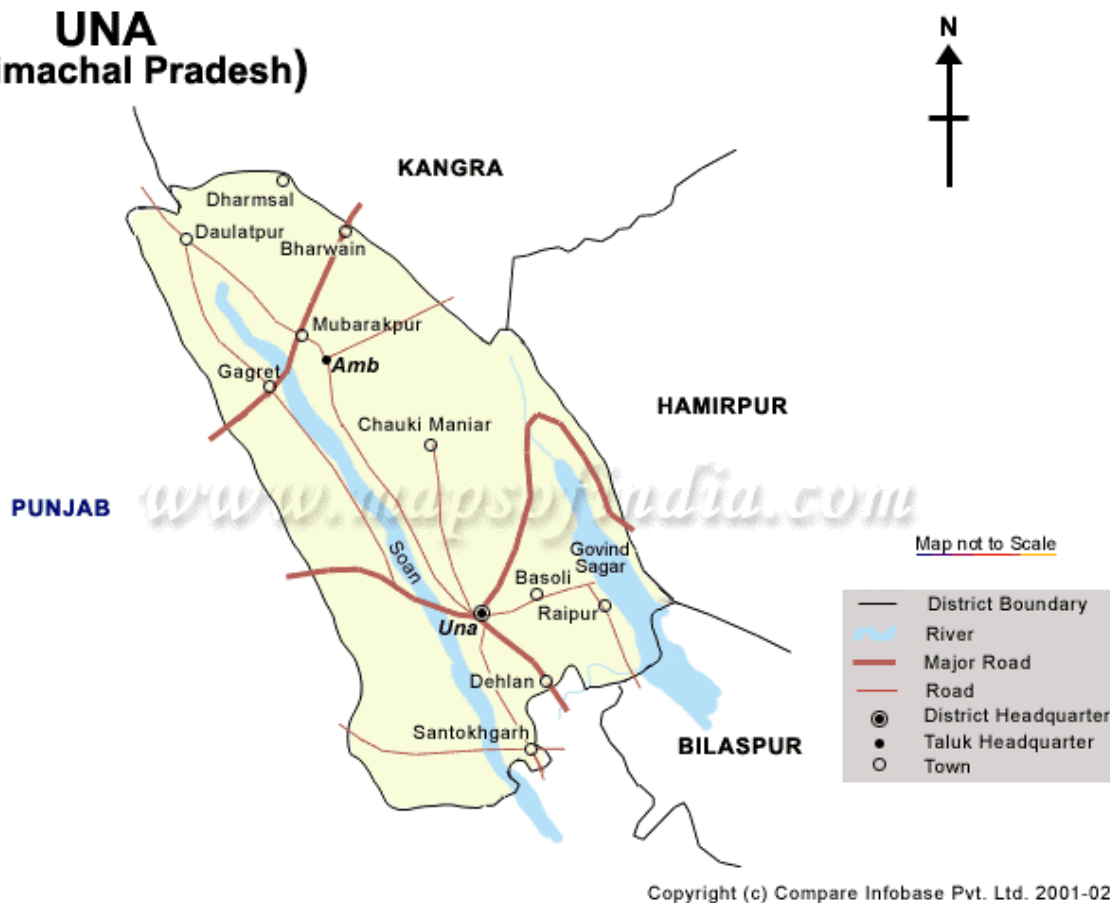
Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Hamirpur	One	-
Nadaum	Day visit	-
Deostidh temple	One	-

Average Length of Stay in terms of bed nights spent. Figures are illustrative in nature.

7.4 DISTRICT UNA

Una is a small foothill district located on the south western border of the state. It has borders with Kangra, Hamirpur and Bilaspur and acts as a gateway to these regions.

UNA (Himachal Pradesh)



Source: mapsofindia.com

7.4.1 Season:

Una can be visited in all seasons, it is cool in winters and hot and humid in the summers and the monsoons.

7.4.2 Travel links:

RAIL: Una is well connected by broad gauge rail.

ROAD: Una is well connected by road from Shimla, Chandigarh and Pathankot.

7.4.3 Main tourist spots-

CHINTPURNI TEMPLE

Overall:

The temple is very popular and attracts thousands of pilgrims every year. About 2 km away from the temple, Himachal tourism runs a Yatri niwas, for accommodation.

7.4.4 Existing Tourist Traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1 - Tourist traffic to Una District

	1996		1997		1998	
Una	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	1209	5	41282	2	42114	3
February	1071	11	21357	14	23045	14
March	1366	18	32170	8	35361	11
April	1195	0	62273	9	63968	12
May	1211	2	21155	0	24913	4
June	2406	0	22802	2	22871	3
July	1110	0	19235	13	15189	16
August	1388	0	21072	30	23535	0
September	1395	4	25084	21	67652	4
October	1409	3	61105	27	34309	18
November	1531	17	22815	18	23125	12
December	1929	6	18923	15	18729	5
TOTAL	17220	66	369273	159	394811	102

	1999		2000		2001	
Una	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	42914	4	43684	0	41685	1
February	23736	18	24092	21	28171	1
March	37129	8	38187	26	46942	1
April	64927	14	16225	15	15946	1
May	25411	6	26198	2	29083	1
June	24117	4	24599	40	29580	1
July	16001	25	16481	14	21946	1
August	24511	2	25001	4	23584	1
September	68159	8	68411	10	69071	1
October	35211	22	36191	35	39942	1
November	23918	19	24877	25	25172	1
December	19103	8	20111	12	21095	1
TOTAL	405137	138	364057	204	392217	12

Source: Department of Tourism, Himachal Pradesh

The Chintpurni temple is a popular pilgrim destination. This district receives a lot of domestic tourists; foreign tourists seldom visit this district.

7.4.5 Accommodation and other tourism related infrastructure

Table 2 - Accommodation in Una

UNA	No of hotels	Rest houses	Number of beds
Aloh	1		30
Amb	1	1	16
Bangana	-	1	8
Bharwain	2	1	62
Chitntpurni	4	0	100
Gagret	1	1	24
Mehatpur	3	0	48
Sidhchaler	2	0	30
Una	5	7	166
TOTAL	19	11	484


































Source: www.himachal.nic.in

Table 3- Other tourism related infrastructure:

UNA	Restaurants	Travel agencies
Aloh	-	-
Amb	-	-
Bangana	-	-
Bharwain	-	-
Chitntpurni	0	1
Gagret	0	0
Mehatpur	0	0
Sidhchaler	0	0
Una	4	0
TOTAL	4	1

Source: www.himachal.nic.in

7.4.6 Una District - Evaluation of Potential for Tourism Growth**District plans**

	Low ----medium----High			<u>Comments</u>
Inventory of existing attractions				
Diversity of existing attractions				
Number of unique attractions				
Inventory of potential locations				
Potential for promoting new locations				
Potential based on present attractions				
Present connectivity				
Core tourism infrastructure (Water/ accommodation)				
Present communication				
Opportunity for increasing season				
Potential for tourism growth				Chintpurni temple needs to be marketed.

7.4.7 Popularity of Main Tourist Destinations

Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Chintpurni	Religion	High	Low

7.4.8 Tourist stay patterns

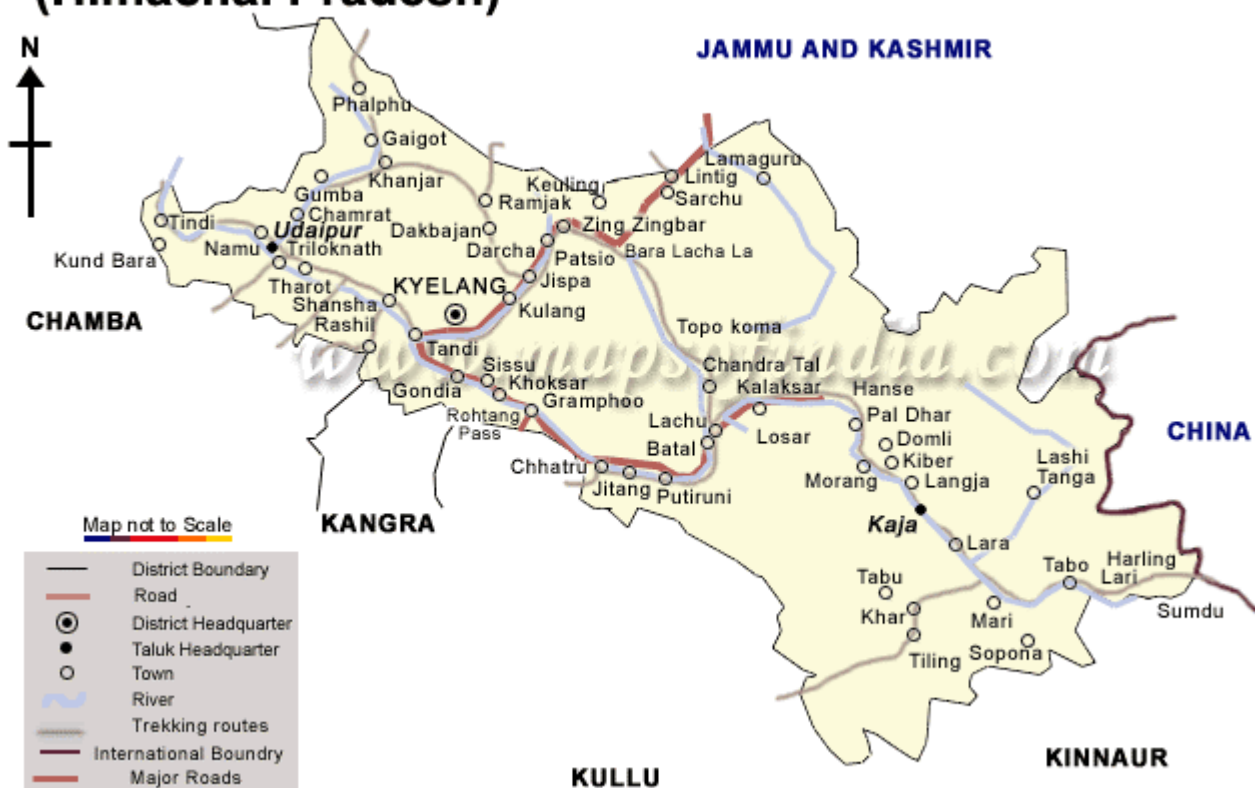
Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Chintpurni	One	-

7.5 LAHAUL AND SPITI DISTRICT

Lahaul and Spiti are two remote Himalayan Valleys of Himachal Pradesh lying on the Indo-Tibet border. These valleys are unsurpassed in mountain scape with its rugged rocky escapements and snow-covered peaks.

www.mapsofindia.com

LAHUL AND SPITI (Himachal Pradesh)



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7.5.1 Season

The visiting season in this district is from June to October.

7.5.2 Travel links

Transport facility for connecting the district with the outside world is available for five months in Keylong region and for nine months in Spiti region of the district.

Lahaul is connected by road from all parts of the country. Manali is the point where buses from various stations arrive. From here, one can take a bus/taxi to any destination in Lahaul-Spiti, Pangi and Leh during the months between June to November depending upon the opening and closing of Rohtang pass (3979 m), the gateway to this valley.

There are two routes to enter Spiti.

1) From Manali via Rohtang Pass to Kaza, the headquarters of Spiti. Manali is connected by Air, Rail and Road. From Manali, there are regular buses from July to October.

2) From Shimla via Kinnaur. Shimla is connected by Air, Rail & Road, from here it is connected by buses to Kaza from May to October.

But the Rohtang Tunnel, after completion will provide all weather connectivity by road to Lahaul and also reduces the distance between Manali and Keylong by 46 km.

7.5.3 Main tourist spots:

KEYLONG

Overall:

Keylong is a cold desert. It has a few Buddhist monasteries, and scenic spots. It is frequented by foreigners.

KAZA

Overall:

Currently it is a trekking base but not many tourists are aware. This place offers a huge potential to be developed as an adventure destination.

SPITI

Overall:

Spiti is a trekkers' destination. It has a motorable road upto Kaza, rest of the route has to be trekked.

7.5.4 Existing tourist traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1- Tourist traffic to Lahaul & Spiti district:

Lahaul and Spiti	1996		1997		1998	
	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	0	0	0	0	0	0
February	0	0	0	0	0	0
March	0	0	0	0	0	0
April	0	38	0	0	0	0
May	82	57	0	0	0	14
June	2480	2596	447	25	489	32
July	684	2872	3228	2658	3541	3153
August	1238	5032	3416	6279	3623	6852
September	416	925	3142	2656	3245	3264
October	218	215	1215	1521	1344	1708
November	0	16	124	25	218	31
December	0	0	89	7	103	0
TOTAL	5118	11751	11661	13171	12563	15054

Lahaul and Spiti	1999		2000		2001	
	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	0	0	0	0	0	0
February	0	0	0	4	0	1
March	0	0	19	6	415	0
April	0	0	0	0	0	0
May	0	61	0	235	3025	520
June	514	582	609	1523	3211	2757
July	3914	3098	5944	3281	4046	4991
August	4111	4120	4234	4752	4301	5496
September	3812	1813	4732	2565	5755	3337
October	1524	511	2187	461	2205	433
November	0	0	914	167	1005	174
December	0	0	0	0	0	0
TOTAL	13875	10185	18639	12994	23963	17709

Source: Department of Tourism, Himachal Pradesh

Currently tourism is very seasonal in this district but with the opening of the Rohtang tunnel the tourist season can be extended.

This district witnesses a lot of foreign tourists, however not much visited by domestic tourists.

7.5.5 Accommodation and other tourism related infrastructure

Table 2- Accommodation in Lahaul & Spiti

Lahaul & Spiti	No of hotels	Rest houses	Number of beds
Godhla	1	0	4
Jahalwan	0	1	4
Jispa	0	1	64
Kaza	5	7	89
Keylong	6	0	99
Lahual & Spiti	0	0	-
Loser	0	1	6
Sagnam, spiti	0	1	4
Samdo, spiti	0	1	6
Tabo	0	2	8
Udaipur	0	1	4
TOTAL	11	15	288


































Source: www.himachal.nic.in

Table 3 - Other tourism related infrastructure:

Lahaul & Spiti	Restaurants	Travel agencies
Godhla	-	-
Jahalwan	-	-
Jispa	-	-
Kaza	-	-
Keylong	0	1
Lahual & Spiti	1	0
Loser	0	0
Sagnam, Spiti	-	-
Samdo, Spiti	-	-
Tabo	-	-
Udaipur	-	-
TOTAL	1	1

Source: www.himachal.nic.in

7.5.6 Lahaul & Spiti District - Evaluation of Potential for Tourism Growth

	Low ----medium----High			<u>Comments</u>
Inventory of existing attractions				
Diversity of existing attractions				
Number of unique attractions				
Inventory of potential locations				
Potential for promoting new locations				
Potential based on present attractions				
Present connectivity				
Core tourism infrastructure (Water/ accommodation)				
Present communication				
Opportunity for increasing season				
Potential for tourism growth				This district offers a potential as an adventure destination

7.5.7 Popularity of Main Tourist Destinations

Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Kaza	Religion	Low	High
Keylong	Trekking	Low	High
Spiti valley	Trekking	Low	High

7.5.8 Tourist stay patterns

Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Kaza	-	Ten
Keylong	-	Ten
Spiti valley	-	Twelve

Average Length of Stay in terms of bed nights spent. Figures are illustrative in nature.

7.6 DISTRICT MANDI

This one time capital of the princely state of Mandi is a fast developing town that still retains much of its original charm and character. Today, it is a district headquarters. Mandi is renowned for its 81 old stone temples and their enormous range of fine carving. It is often called the 'Varanasi of the Hills'.



Source: www.mapsofindia.com

7.6.1 Season

This district has severe winters; places like Badar, Chohar, Seraj are usually cut off from other parts of the district.

7.6.2 Travel links

RAIL: The nearest railway stations are Jogindernagar and Shimla by narrow gauge train, Chandigarh and Kalka by broad gauge train, which are connected by regular bus services.

ROAD: Mandi is approachable by road from Shimla, Chandigarh, Pathankot and Delhi. There are regular bus services linking it to other towns like Manali, Palampur and Dharamshala.

7.6.3 Main tourist spots

MANDI TOWN

Overall:

This town is mainly a place for transit passengers.

It has around 90 temples. It is also known as 'chota kashi'. Many temples such as Bhutnath temple, Tarna Devi temple are situated here.

Accommodation:

Has good accommodation but a lack of adequate parking space

Communication facilities:

Have a good number of PCOs and internet cafes.

REWALSAR

Overall:

The Rewalsar Lake is a place of pilgrimage for the Buddhists, Sikhs, and Hindus. The lake also offers boating facilities.

WILD LIFE SANCTUARIES-

- Shikari Devi
- Bandi
- Nargu

7.6.4 Existing tourist traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1- Inflow of tourists into Mandi

	1996		1997		1998	
Mandi.	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	7883	69	12953	74	14476	82
February	9753	184	26770	237	31439	277
March	4647	224	5641	254	6726	324
April	4647	224	5282	278	7489	336
May	5153	284	12339	227	7541	342
June	10562	444	15623	266	17313	307
July	6895	295	7068	375	8113	419
August	5150	293	9848	485	11127	533
September	5680	310	15752	361	15945	414
October	8362	314	18262	557	19724	625
November	6456	308	7455	174	8976	294
December	6583	30	10576	72	11835	135
TOTAL	81771	2979	147569	3360	160704	4088

	1999		2000		2001	
Mandi.	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	15076	106	15528	203	17929	62
February	33639	302	34144	222	45089	267
March	7190	411	7405	441	12991	552
April	7863	398	8177	432	10901	608
May	8144	298	10831	319	15546	462
June	18178	1033	19229	1214	26744	1257
July	8680	577	9289	607	10120	104
August	11460	604	12132	710	15352	787
September	16742	519	18081	598	22506	1108
October	20118	819	21282	898	23906	643
November	9424	305	15839	493	16484	560
December	12190	282	13499	317	15601	435
TOTAL	168704	5654	185436	6454	233169	6845

Source: Department of Tourism, Himachal Pradesh

This district has domestic as well as foreign tourists visiting places like the Rewalsar Lake, which is of religious significance to the Sikhs, Hindus, and Buddhists alike.

Other attractions in the district include boating facilities at the Rewalsar Lake, Joginder nagar and Sundernagar, which have hydroelectric projects.

7.6.5 Accommodation and other tourism related infrastructure

Table 2- Accommodation in Mandi

MANDI	No of hotels	Rest houses	Number of Beds
Aut	1	1	12
Chakukha	0	0	-
Chindi	0	1	6
Gohar	0	1	6
Janjehli	0	2	12
Jarol	1	-	6
Jhiri	2	-	7
Jogindernagar	5	6	88
Karsog	3	6	51
Mandi	48	28	1024
Neri	0	1	2
Pandoh	0	1	-
Rewalsar	1	1	39
Sarhaghat	0	5	36
Sundernagar	7	2	200
Tattapani	4	1	34
Thunag	0	1	6
TOTAL	72	57	1529


































Source: www.himachal.nic.in

Table 3 - Other tourism related infrastructure

Mandi	Restaurants	Travel agencies
Aut	1	-
Chindi	-	-
Gohar	-	-
Janjehli	-	-
Jarol	-	-
Jhiri	-	-
Jogindernagar	0	0
Karsog	0	-
Mandi	5	20
Neri	-	-
Rewalsar	-	-
Sarhaghat	-	-
Sundernagar	0	1
Tattapani	0	0
Thunag	0	0
Total	6	21

Source: www.himachal.nic.in

7.6.6 Mandi District - Evaluation of Potential for Tourism Growth

	Low ----medium----High			<u>Comments</u>
Inventory of existing attractions				Has 90 temples in the district.
Diversity of existing attractions				
Number of unique attractions				
Inventory of potential locations				
Potential for promoting new locations				
Potential based on present attractions				The temples can be promoted as a part of a religious circuit.
Present connectivity				
Core tourism infrastructure (Water/ accommodation)				
Present communication				
Opportunity for increasing season				
Potential for tourism growth				

7.6.7 Popularity of Main Tourist Destinations

Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Mandi	Religion	Medium	Low

7.6.8 Tourist stay patterns

Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Mandi	1 day	1 day

7.7 DISTRICT KINNAUR

Kinnaur, the north-eastern frontier district of Himachal Pradesh lies in the western Himalayas on both banks of river Sutlej. This district is closed for about six months.

KINNAUR (Himachal Pradesh)



source: www.mapsofindia.com

7.7.1 Season

The visiting season in this district is from May to October.

7.7.2 Travel links

It is well connected by road.

7.7.3 Main tourist spots

KINNAUR DISTRICT

Overall:

- Practically no visible medical or communication facilities are easily accessible to a common tourist.
- There is no garage or puncture repair outlet on the way. Landslides being a common occurrence, there is an urgent need for such outlets.
- Food overall is inexpensive and tasty but one would not get real Himachali cuisine.

Attractions

- Buddhist Monastery
- Kinner Kailash Range (A spectacular sight – especially from the HPTDC hotel where one can closely see the Shivling shaped Kinner Kailash.

Facilities

- Very few parking lots, but since the number of vehicles coming to Peo is very less currently, the existing parking space available seems to suffice.
- Roads are very narrow and need widening. Even in good road conditions, it becomes difficult for 2-way traffic to move
- Hotels and restaurants are very few in number.
- No provision for toilets, especially for the women. Public toilets need to be constructed to be here.

Communities found

Tribals

Transportation

Buses – Run by private operators as well as the Himachal Pradesh transport division. One can get regular buses from Shimla, Mandi and Solan to Peo.

Taxis – Taxis are also available besides buses to reach Kalpa / Peo.

RECONG PEO

Road to Peo

- Road conditions are usually in a disastrous shape because of:
 1. Landslides
 2. Hydrel projects (Baspas, Thakri amongst others)
 3. A Major flood that occurred in August 2000.
- Connected by NH 22 but road conditions are bad. Good road ends at Rampur and post Rampur, one finds that most parts of the road are non-existent. Of the 160 kms distance from Shimla, 70 kms is almost unusable because of its conditions.
- Landslides are a regular occurrence here. Though people have been stationed around risky areas to caution passersbys about land slide, often the warning comes too late and by that time, you don't have any way to turn back.
- Though it is a National Highway, the width of the road is too less, even under good road conditions, it would be difficult for 2-way traffic flow.

Overall

- Hardly any tourists visit this place. Road leading to Peo is in a very poor condition.
(According to inhabitants of this place, road situation has worsened after the flood of Aug. 2000 before that the road condition was good. The Hydel power projects further adds to the deterioration of the road conditions due to the use of heavy machinery and huge vehicles plying on the same roads)
- It is the district HQ of Kinnaur

KALPA

Road to Kalpa

- After Peo, we find the roads are in an improved condition though narrow. It takes about 15kms to reach Kalpa from Peo.

Overall

- Hardly any tourists visit this place. Road leading to Kalpa is very difficult since Kalpa falls ahead of Peo, the road taken is the same till Peo.
- Offers a very beautiful view of the snow capped mountains.

(However had the road conditions been any better, one could appreciate the beauty of this place better)

Attractions

- Buddhist Monastery
- Kinner Kailash Range, get a better view of the range than from Peo

Facilities

- Few parking lots. Would need more to cater to the increasing tourist arrivals.
- Roads are very narrow.
- Hotels and restaurants are few in number.
- No provision for toilets especially for the women. Need 2-3 Public toilets here.

Transportation

- Buses – run by private operators as well as the HP transport division. Get regular buses from Shimla, Mandi and Solan.

View of Locals about Kalpa

Attitude:

- *“Nothing interesting to see.”*
- Few tourists come here to see the kailash range, mostly Bengalis.
- A lot of people come here to trek to Nako lake which is way up ahead and after that to Spiti Valley

Season

- Summers, and during months of July-August
“... garmion mein Bengali aatey hain ... kailash parbet dekhne ke liye ... ake puja bhi kar ke jatey hain ...”
“... Trekking karne ke like mostly foreigners aatey hain ... they have their own camps ... don’t stop in the city ... go to their own camps only ...”

Government steps

- “No initiative ... they don’t even plan to get the roads developed till the projects are over.”
- Don’t have enough hotels. One HPTDC hotel in Kalpa is still under construction and a part of it has been open to the tourists. There is only one other hotel in Kalpa. There are no restaurants in Kalpa.

Strengths

- Natural beauty
- Kinner Kailash Range and the scenic view it offers

Weaknesses

- No support from government to boost tourism
- Bad road condition
- Kalpa: Have a stop gap arrangement for those who can’t proceed because of an unexpected landslide (This is one of the core reasons why people fear coming to this district)
- There can be a trek (for adventure lovers) from Peo to Sangla and further, to Badrinath, in Uttaranchal (which is already a trekking route)
- Road to Sangla valley needs a lot of improvement, the road condition is poor.

SANGLA VALLEY

Road to Kalpa

- After Peo, the road is in a much better condition, though narrow and have to go up about 15 kms to reach Kalpa.

Overall

- Valley surrounded by Kinner Kailash range on one side & Baspa river on the other.
- Sunrise on the Kinner Kailash range is a beautiful sight.
- Road to Sangla valley needs a lot of improvement, though not a NH, the road condition is pretty bad.
- But, offer a very beautiful view of the snow capped mountains.

Facilities

- 1 hotel and few guesthouses are available.
- Food is available at the hotels/ Guest Houses, only one stand-alone restaurant present.
- Markets close down by 8.30 p.m.
- 2 STD/ISD booths are available but full connectivity is a major problem.
- No TV at Guest Houses and the hotel has only 1 TV at the reception.
- No parking facility at all.
- Roads are very narrow.
 - Even in good road conditions, it becomes difficult for 2-way traffic movement.
- No provision for toilets, specially for the women

Communities found

- Tribals

Transportation

- **Buses** – Run by private operators as well as the HP transport division.. get regular buses from Shimla, Mandi and Solan to Kalpa.
- **Taxis** - get taxis to reach Kalpa.
- “..Jab tourist hi nahin aate hain, to season kis baat ki...”
- “....Tourist passenger pura saal bhar aate hain.kahin na kahin jane ke liye..yahan to rukte hai nahin...”

Weaknesses

- Has no tourist attraction
- “.... Ghar to ji locals se chalta hai.. Tourists to aate hain nahin ki gadi lekar jayenge”
- “.... Kabhi kabhi koi tourist aake gadi hire karke jate hain. Yahan se Sarahan jaane ke liye....”

Shimla to Manali

- Private Buses
- HP Transport corporation buses
- HPTDC buses
- All private buses are deluxe buses, whereas Transport Corporation as well as TDC buses are of 2 types ... regular and deluxe
- Well connected by
 - Food joints
 - STD / ISD booths
 - Public Urinals

7.7.4 Existing tourist traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1 - Tourist traffic to Kinnaur:

	1996		1997		1998	
Kinnaur	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	0	0	0	0	0	0
February	0	0	0	0	0	0
March	0	0	0	0	0	0
April	0	26	0	2	0	9
May	52	34	134	44	211	96
June	256	248	356	251	423	305
July	224	348	472	579	528	661
August	642	890	824	994	976	1128
September	518	85	629	286	725	307
October	368	90	485	174	536	192
November	0	17	102	28	201	38
December	0	8	135	15	274	22
TOTAL	2060	1746	3137	2373	3874	2758

	1999		2000		2001	
Kinnaur	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	42	1	44	0	49	0
February	43	0	51	0	68	0
March	78	0	111	42	514	0
April	119	1	344	22	401	30
May	71	25	141	94	661	143
June	218	311	419	131	2516	283
July	119	518	311	186	252	155
August	992	18	821	138	955	331
September	912	35	811	16	1153	193
October	604	61	710	9	801	482
November	0	13	0	10	0	0
December	0	0	0	0	0	0
TOTAL	3198	983	3763	648	7370	1830

Source: Department of Tourism, Himachal Pradesh

This district is not visited by many tourists, especially domestic tourists. This is mainly since there are no tourist activities here and the infrastructure like roads, accommodation, wayside facilities are poorly developed. But this district does get a few foreigners & adventure tourists during the season

The places to visit in the district include Kalpa, Sangla Valley and Recong Peo.

7.7.5 Accommodation and other tourism related infrastructure

Table 2 - Infrastructure in Kinnaur

KINNAUR	No of hotels	Rest houses	Number of beds
Chango	1	-	18
Chholing	-	-	-
Kalpa	7	6	112
Karchham	0	1	10
Kaza	0	1	8
Moorang	0	1	4
Nako	1	0	8
Nichar	0	5	20
Ponda	0	1	4
Pooh	0	2	6
Rakchham	1	0	8
Reckong Peo	5	1	85
Sangla	5	2	88
Sarahan	0	1	4
Seraj	0	2	12
Tapri	0	1	8
Urni	0	1	4
TOTAL	20	25	399


































Source: www.himachal.nic.in

Table 3 -Other tourism related infrastructure

KINNAUR	Restaurants	Travel agencies
Chango	-	-
Chholing	-	-
Kalpa	-	1
Karchham	1	1
Kaza	0	0
Moorang	-	-
Nako	-	-
Nichar	-	-
Ponda	-	-
Pooh	-	-
Rakchham	0	3
Reckong Peo	-	-
Sangla	0	1
Sarahan	-	-
Seraj	-	-
Tapri	-	-
Urni	-	-
TOTAL	-	-
	1	6

Source: www.himachal.nic.in

7.7.6 Kinnaur District - Evaluation of Potential for Tourism Growth

	Low ----medium----High			<u>Comments</u>
Inventory of existing attractions				
Diversity of existing attractions				
Number of unique attractions				
Inventory of potential locations				
Potential for promoting new locations				
Potential based on present attractions				
Present connectivity				
Core tourism infrastructure (Water/ accommodation)				
Present communication				
Opportunity for increasing season				
Potential for tourism growth				

7.7.7 Popularity of Main Tourist Destinations

Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Kalpa	Religion, Adventure, Nature	Medium	High
Sangla	Adventure, Nature / Eco-tourism	Medium	High

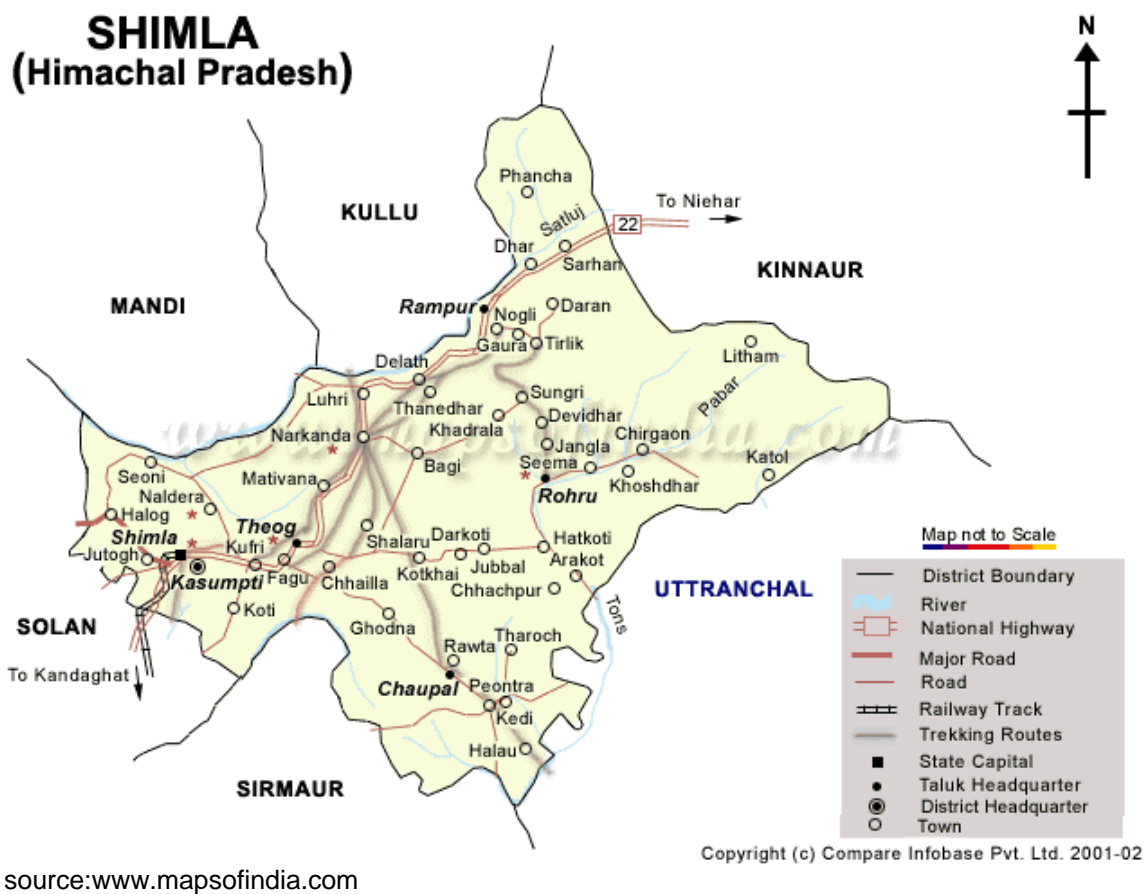
7.7.8 Tourist stay patterns

Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Kalpa	1 day	1 day
Sangla	2 – 3 days (tented accommodation)	-

Average Length of Stay in terms of bed nights spent. Figures are illustrative in nature.

7.8 SHIMLA DISTRICT

Shimla, situated in the north-west Himalayas, is the capital of Himachal Pradesh.



7.8.1 Season

High season is mid - April to mid - July, mid - September to late October and mid - December to mid - January. The best time to visit is mid - September to late November.

7.8.2 Travel link

APPROACH TO SHIMLA

Air: Vayudoot services connect Jubbhor-Hatti (23 kms from Shimla) with Kullu, Chandigarh and Delhi. Delhi is in turn connected with Culcutta by Indian Airlines flights. Jagson Airlines also has flights from Delhi to Shimla.

Rail: Shimla is connected by a narrow guage railway line with Kalka (90 kms), which in turn is connected with the major cities in India.

Road: Regular bus services connect Shimla with Chandigarh (117 kms), Kullu (220 kms), Manali (260 kms), Delhi (343 kms), Mandi (150 kms), Pathankot (380 kms), Ambala (151 kms), Chail (43 kms), Dehradun (240 kms), etc.

7.8.3 Main tourist spots:

SHIMLA

Overall:

- There are not many tourist attractions within the city. Within the city there are only a few locations of tourist interest like – the mall, the ridge, Annadale, IAS campus.
- Apart from the mall and ridge, none of the other areas are well advertised.
- Not many other activities are possible in the evenings, except to spend time at the mall and ridge.
- The city is congested and, jungle of concrete. There are very few trees now in the city.
- Number of tourists to the city less this season (May 2002), reasons being
 - Gujarat massacre
 - Schools closing at a later date than usual
- Number of foreign tourists in the city has dwindled over the years since it has become too crowded for their liking

Facilities available

- **Parking:** Very few parking lots available
- **Infrastructure:** Roads are very narrow with no provision for footpath
 - Buses often drive near the edges of the road, making it difficult for pedestrians to walk.
 - Road conditions are good in the sense of there being no potholes
 - Traffic management needs improvement, though there are traffic police at most junctions, traffic jams are a regular feature
- **Hotels:** A large number of hotels catering to the needs of all from the ultra rich to the poorest of poor.
- **Restaurants:** A large number of restaurants for all budgets
 - But variety of cuisine not available, only one restaurant offers “Himachali cuisine”, which in reality is Punjabi food.
 - Very few fast food joints
 - Very few coffee houses
 - Many restaurants have the same name, thus confusing the tourists
 -
- **Public toilets:** 2 Sulabh Sauchalayas – one at the mall and the other near the ridge

Communication: Good number of telephone booths are available

Transportation

- **Buses** – Run by private operators as well as the HP transport division
 - Intra city private operators – mini buses
 - Intra-city Himachal Pradesh transport division – mini buses as well as large / full size buses
- **Taxis** – have two taxi unions in the city, all rates for taxis are decided by them
- Rate cards available

Information centres

Tourist information Centre before entering Shimla:

- A couple of elderly tourist came to the centre to ask information on where they could visit. They had come for a religious conference that was being held at Shimla. They would be free to travel after 3 in the afternoon. The person at the counter gave crisp information like “aap jakoo ja sakte hain ... kufri jaa sakte hain ... shahar mein jaake, tour operator se puch lijiye, sab bata denge”... on asking where are they located, which direction do they need to go, whether any hotels etc. available he said “wohi log sab bata denge”
- When asked about places to stay and whether we could check the rates and book the rooms from here itself, told us the names of the hotels and said ‘booking wohi jaakey hogi’. Without giving any further information. Did not offer to check availability and book rooms for us though the facility is supposed to be available.
- Though the centre is supposed to stock and sell local produces, hardly anything was available. On inquiring, said that “shahar mein same price pe mil jayegi, yahan stocks bahut kam aatey hain”

HPTDC mktg. Office, Mall, Shimla: more helpful and informative about destinations and hotels. Have own packages for sight seeing in and around Shimla. Overall, rigidly follows the guidelines given to them for operation.

Facilities offered: On wanting to book a hotel at Mandi, took more than 45 minutes as their Internet connection was down. On suggesting that they call up Mandi and book rooms, they refused to do so saying that since everything was computerized, not possible to book over the phone. On repeated requests, finally booked over the phone .

On asking whether route to Kalpa was open for traffic, first time informed that the route was closed. On second visit, informed that route was clear and traveling to Kalpa was not a problem. But, did not mention that the state of roads were bad and traveling on that road is a risky proposition.

VIEWS OF LOCALS ABOUT SHIMLA

Changes

- Very crowded
- Summers hotter than 5 yrs back
- Preference as a tourist destination has decreased in the last few yrs ... mainly due to the above reasons

Attitude towards tourists / tourism

- Boon to Shimla; practically the only source of income
“... No industries ... very few government jobs. Gujara tourists ke vajah se hi hoti hai.”
- Get a lot of Gujratis and Punjabis as tourists in summers ... foreigners later in the year

“... Plains mein logo ko garmi lagti hai ... so they come to the hills ...”

“... Foreigners come later Too hot in the summers for them ...”

- Shimla the main station for Indians, whereas foreigners prefer to stay away from Shimla
“... sare Indians aaakey yahin par rahenge ... Shimla mein... yahan se dusre jagah jayenge Shimla is a must for them...”
“... foreigners don't like to stay here ... they prefer quieter places ... stay at the smaller places around Shimla ... where there is less crowd ...”

Overall

- Friendly locals
- Welcome tourists

Season

- All year round
“... Due to it having a moderate temperature, people come here all through the year ...”
“... if want to see snow, need to go to Kufri ... not far off ... can enjoy themselves all through the year ...”

Strengths

- Natural beauty of the state
- Varied topography and varied culture

Weakness

- No support from govt to boost tourism
 "... pehle log Kashmir jatey they ... jab se who bandh hua hai, have started coming to Shimla ... should utilize that ... par koi nahin samajhta yeh baat ..."
 "... aur koi industry to hai nahin yahan ... bas tourist hi hain ... should utilize that ... to our benefit ..."

Views of domestic tourists about Shimla**Changes**

- Very crowded

Attitudes towards Shimla

- Lack of recreation points
 "... Shyam ko kuch nahin hota karne ko ... bore ho jatey hain ... kitne der mall pe ghumenge ..."
- **All points of interest outside city**
 "... shahar ke andar kuch nahin hai karne ko ... bahar bahar hi ghumna padta hai ... "
- **"Must come" destination**
 "... garmio mein plains mein raha anhin jata ... need to get away ... come to Shimla ..."
 "... south mein kuch nahin hai karne ko ... hills cooler in summer ... so come to Shimla ..."
 On asking about Ooty / nilgiris as a destination, "... purana ho gaya hai ... itni thandi bhi nahin hoti udhar ... Shimla better
 ...Note : South Indians were the only ones found in woollens

View of Hoteliers about Shimla

Changes

- Very crowded
- Lesser number of tourists coming to Shimla
“... Its become so crowded that fewer people prefer to come here.....”
- Mostly Indian tourists come here. Gujratis and Punjabis”
- Number of foreigners dwindling
“... Itni bhir hoti hai ... shor sharaba hota hai ... foreigners don't like that ... they prefer quieter places That's why they have stopped coming to the main city.. They prefer to go the the smaller places around Shimla ... much more peaceful there ...”

Attitude towards tourists / tourism

- Boon to Shimla
“... Tourists hain, tabhi to hum hain ... otherwise wouldn't have been here...”

Facilities offered in hotels:

- 24 hr water supply (in the more expensive hotels)
- Laundry facility
“... Log kapde dhone lag jatey hain... cannot stop them ... so offer laundry facility ... pani ki bachat to hoti hai ...”
- 24 hr electric supply.
- Many hotels (costlier ones) offer parking facility, else parking facility not available
- No travel desk, but few offer package tours for tourists. These are packages designed by the hotels themselves, but there is no uniformity in rates charged.

VIEW OF FOREIGNERS ABOUT SHIMLA

Attitudes towards Shimla

- It is very crowded.
- Place is very hot
“... Too much crowd ... very noisy ... not like it here ...”
- *Can avoid destination*
“... don’t have much to offer ... don’t like coming here ... rather visit smaller and more peaceful places ...”
- *Lack of places to stay*
“... To many hotels ... but no decent place to stay ...too crowded ... too noisy ...”

Weaknesses

- Over populated
- Need more entertainment options in the evening.

FAGU

Overall

- A beautiful location but not a specific tourist attraction, except for a nice view of Kufri and Shimla
- Pretty quite area, ideal for honeymooners or those seeking solitude

Facilities

- A few hotels with tariff over wide range
- Roads are very narrow and need broadening.

Transportation

- **Buses** – run by private operators as well as the Himachal Pradesh transport division
- **Taxis** – have two taxi unions in the city, all rates for taxis are decided by them

Information centres

- Information center at Shimla is helpful and gives information on Fagu.

NARKANDA

Overall

- A very beautiful place and normally a stoppage for overnight buses / trucks traveling long distance
- Not a very well known tourist destination but whoever comes here once, definitely recommends it to others.
- Very peaceful and quite place, resting place for those seeking solitude.

Attractions

- **Hatu Peak and Hatu temple:**
 - 7 Kms from Narkanda.
 - Steep mountain roads some of which are 'kachha'. The PWD is developing the road to the Hatu peak and temple
 - View from top is worth the difficult drive to the top. Hatu being the highest peak in the region, one can see the entire valley from the top.
 - Have a fair at the peak in May – June which displays produce from the local industry, shawls, pattus etc. Locals claim that around 5000 people turn up to visit the fair every year

Drawbacks:

No stall not even for water. Need basic amenities like water, toilets etc.

- **Skiing slope (in winters)**
- No skiing lifts.
- Though locals claim that proper skiing takes place at the slope ... have proper facilities during winters ... ***no sign of these facilities mentioned were visible at the location***
- Skiing is probably not developed like Auli because there are less tourists who come here.

- **Golf course / cricket ground (in summers)**

- Locals were having their tournament when visited
- Nice location ... wall to the ground is pleasant ... among pine forests
- Small vehicles can go up to the slope ... kachha road ... very narrow at a couple of places ... making it difficult for cars bigger than Maruti 800 and the likes wanting to reach the place
- ***Can also be used as a picnic spot ... or matches (cricket / golf) could be arranged at the spot to attract tourists***
- Very few tourists visit the place among those who do, it's a daytime journey from Shimla and back

Season

- All year round as they have facility for winter sports also.

Facilities

- **Hotels** – 2 pvt and 1 HPTDC
 - Beautiful view from all hotels
 - 24 hr water – during lean season, rationed water supply during peak season
 - Laundry facility
 - No room service after 11 p.m. and before 7 am
- **Dhabas:** Though there are a couple of Dhabas available there is no proper place to eat, neither at the main city, nor at the tourist attractions
- Market Place sells regular wear, nothing unique to the area is sold at the market .Can order locally made shawls in bulk.

Transportation

- **Buses available** – Both local and HPTDC buses
- **Private vehicles-** Taxi.

Information centers

- Not enough information available from information center at Shimla, and is also not adequately informed to give full details about the various destinations to the tourists

VIEW OF LOCALS ABOUT NARKANDA

- 2 types of locals are found one, the paharis who are the original residents of these areas two, the outsiders who have settled here from the time before the 'land related act' of HP government

Attitude towards tourism:

- *"Tourism is good for the health of the economy ... more tourists mean, more customers"*
- Would need to have more shops like handicraft etc and no decent ones food joints **(most of the shops in the market are grocery shops)**

Season

- All year round since have facility for both summer and winter sports / attractions

Strengths

- Beautiful view can see the entire valley from almost all points
- Both summer and winter attractions present.
- Connected by NH 22 therefore has high accessibility.

Weakness

- Very few hotels and restaurants.

VIEW OF DOMESTIC TOURISTS ABOUT NARKANDA

Attitude towards Narkanda

- *“Beautiful place but did not know about it until come here”*
- *“Have no means of entertainment. Do not even have a cable connection”*

View of Hoteliers about Narkanda

- Beautiful place but no body comes here not enough advertising of the place
- *“Government has not taken any initiative to improve the tourism scenario here or to attract tourists”*
- *“No facilities have been built up at the location... only then would tourists come”*

KUFRI

Main attractions

- High altitude zoo ...get to see more animals in winters than in summer.
- Mahashu Peak.... Claimed to be the highest peak in the region.. Can look down at Shimla and the entire valley from the peak
- Have a Durga temple at the peak
- Naag Devta temple on the way to Mahashu peak. In winters, skiing happens in this area
- Indira point / Chinni Bungalow. A small picnic point, with a full fledged restaurant .
- Mainly known for winter sports

Facilities

- Good parking space.
- Small eating joints, all through the way.
- STD/ISD booth at Chinni Bungalow.
- Only one hotel (Kufri Palace) present at Chinni Bungalow. No other facility.
- 'GUIDES'... individuals who claim to be locals of the area and promise to show you around for a fee leave you at the mercy of the ponywalas and vanish after some time. Trained guides are required to guide the tourist around the place.
- Road to Kufri needs to be repaired.

Transportation

- **Buses:** HPTDC buses, HP transport and private buses ply to Kufri.
- **Taxis /cabs** – have a taxi union that decides rates for all destination. Besides these also get a number of taxis outside the union as there are cabs that come from Shimla and drop their fare at Kufri.
- **Pony** - But all transport takes you till a point and then one needs to go on a pony. (a large part of the 'pony track' can be covered by vehicle also, tourists normally unaware of this).

Information centres

- Information centres at Shimla helpful and provides the required information

VIEW OF LOCALS ABOUT KUFRI

Changes

- Increasing number of tourists
- Summers hotter, but still pleasant weather

Attitude towards tourists / tourism

- This is the only job available for them. They work as guides / drivers / ponywalas and these are the main job options for them.

Season

- All year round, winter is beautiful with snow all around

Strengths

- Natural beauty
- Winter sports
- Nearest snow point to Shimla

Weakness

- Very expensive horses and pony rides.
- Only one STD booth in the whole locality. Need better telecommunication infrastructure.

View of domestic tourists about Kufri

Changes

- “ Nothing much seems to have changed except its getting costlier”
- Tourists come to stay here as Shimla is getting crowded by the day ... and people want peace ... specially tourists having their own vehicle

ATTITUDES TOWARDS KUFRI

- People come here in the daytime only and go back after visiting the place.
- “Better in winters ... more places to go to ... winter sports also there ... in summers, can go to only Mahashu peak and Naag Devta temple”

VIEW OF HOTELIERS ABOUT KUFRI

Only one decent hotel in Kufri, Hotel Kufri Palace. Need better accommodation related infrastructure.

Facilities offered

- All modern facilities including sports room and library. Separate sports room for kids
- 24 hr. water and electricity
- Ample space for parking
- Good lawn

NALDHERA

Overall

- A beautiful location (pretty green)
- Its on a height so its pretty cool
- Has a golf course over a vast piece of land, complete with lake for members only. Outsiders can play for a fee (hearsay)
- Picnic spot next to the golf grounds

Facilities

- 3 hotels including one of HPTD along with log huts
- Roads are very narrow and need widening.
- Only 1 HPTDC rest house. (Initially rooms were not given and was later given reluctantly)
- Decent foods & service but no sense of customer orientation

Transportation

- **Buses** – run by private operators as well as the HP transport division
- **Taxis** – have two taxi unions in the city, all rates for taxis are decided by them

Information centres

- Information centre at Shimla is helpful and serves the purpose.

Attraction

- An army maintained golf course
- A picnic area (rustic) around – in fact currently the place has been used for shootings of films.

MASHOBRA

Overall:

- A beautiful location situated amongst pine forests
- Currently, venue for adventure activity like camping etc., located slightly away from the main town

Facilities

- Needs more parking space
- Roads are very narrow and need widening.
- There are a few hotels operating in Mashobra, as tourists come here only during the daytime. (Club Mahindra had a hotel here which closed down in June)

Transportation

- **Buses** – run by private operators as well as the HP transport division
- **Taxis**- have two unions in the city, all rates for taxis are decided by them

Information centres

- Information centre at Shimla not too helpful about providing information on Mashobra.

SARAHAN

Overall

- Small hilly village.
- Plenty of flowers (of different kinds) found in the area

Attraction

- Bhimkali temple: Mixture of Hindu and Buddhist architecture complex having 6 different deities.
- Buddhist monastery (recently built)
- Looms for weaving shawls and carpets.
- Array of wild flowers of different varieties present making the drive a beautiful experience

Season

- All year the round
- "...Moderate temperature, so people come here in the summers and during winter when flowers bloom".

RAMPUR

Overall:

- Just another market place, last big town of Shimla district.

Attractions

- House of Vir Bhadra Singh, a palace. Has specific timings to visit the palace
- Lavi fair held in the month of November.

Facilities

- Hotels
- Bus / taxi stand
- STD /ISD booths

Transportations

- **Buses available** – both local and tourism buses
- **Private vehicles**

VIEW OF LOCALS

- ‘Kuch nahin hai dekhneko ko ji...’
- “...Tourists don’t come here.... nothing to see.. Just a halt for the...either go to Sarahan or to Kalpa...”

Views Of Locals About Rampur

Changes

- Has become very crowded. Rarely do any tourists come here.
- Crowd is mainly from locals/ villagers since it's the biggest town in the area, all villagers come to Rampur

Attitude towards tourism

- *"....kuch hai hi nahin dekne ko...aake kya karenge.."*
- *"..jo bhi aate hain, go to Sarahan there is nothing to see here...aake sirf pani lete hain..."*
- *"....yahan se gadi kareke Sarahan chale jate hain...kuch nahin hai yahan..."*

Season

- *"..Jab tourist hi nahin aate hain, to season kis baat ki..."*
- *"....Tourist passenger pura saal bhar aate hain.kahin na kahin jane ke liye..yahan to rukte hai nahin..."*

Weaknesses

- Has no tourist attraction
- *".... Ghar to ji locals se chalta hai.. Tourists to aate hain nahin ki gadi lekar jayenge"*
- *".... Kabhi kabhi koi tourist aake gadi hire karke jate hain. Yahan se Sarahan jaane ke liye...."*

SHIMLA TO MANALI

- Private buses
- HP Transport corporation buses
- HPTDC buses
- All private buses are deluxe buses, whereas Transport corporation as well as TDC buses are of 2 types ... regular and deluxe
- Availability of :
 - Food joints
 - STD / ISD booths
 - Public Urinals

7.8.4 Existing tourist traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1- Tourist traffic to Shimla district:

	1996		1997		1998	
Shimla	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	36837	182	48912	297	56694	403
February	36266	232	39316	382	44145	541
March	39311	644	45402	717	52390	917
April	49892	611	55922	793	60514	1043
May	83480	889	104508	932	111402	1259
June	102344	713	164713	978	194361	1381
July	49928	1023	69999	1471	75098	1792
August	33222	1488	43320	1375	46043	1844
September	32098	868	49568	1051	52318	1344
October	45905	560	54314	1152	58911	1581
November	45602	408	53836	796	57013	912
December	68498	281	88700	538	90104	498
TOTAL	623383	7899	818510	10482	898993	13515

	1999		2000		2001	
Shimla	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	59529	482	61612	491	63619	506
February	46352	701	57279	778	72889	962
March	56581	1295	57744	1751	66995	1769
April	64144	1306	71709	1437	78906	1936
May	115858	2415	123175	2953	142796	3341
June	207966	1778	224204	2124	238942	3016
July	78102	2244	103391	2845	106601	2796
August	49266	2215	51266	2941	57095	3915
September	54410	2194	66793	3267	77945	4126
October	60678	2819	62498	3109	66141	4154
November	56008	1105	58811	1303	61017	2808
December	94609	634	99393	1226	103117	1693
TOTAL	943503	19188	1037875	24225	1136063	31022

Source: Department of Tourism, Himachal Pradesh

The major tourist locations in the district include Shimla and Mashobra.

Shimla the main station for Indians, whereas foreigners prefer to stay away from Shimla since they find it too crowded.

Places like Kufri, Narkanda, Naldhera are showing signs of increased tourist arrivals.

Majority of the tourists visiting this district stay in Shimla since accommodation facilities in the other places in the district are few and most tourists are not aware of them.

7.8.5 Accommodation and other tourism related infrastructure**Table 2- Accommodation in Shimla**

SHIMLA	No of hotels	Rest houses	Number of Beds
Chail	0	1	4
Chhrabra	1	-	7
Chopal	4	-	23
Fagu	2	-	64
Gallu	2	-	30
Hat Koti	1	1	42
Jeori	1	0	12
Jhakhri	1	-	19
Jubhal	1	10	90
Kotgarh	0	10	28
Kotkhai	2	-	18
Kufri	5	-	161
Kumarsain	0	7	74
Mashobra	3	-	156
Matiana	0	0	-
Mundaghat	1	0	92
Naldhora	1	0	26
Narkanda	2	2	68
Nogli	1	0	13
Rampur	11	21	337
Rohru	6	20	170
Sarahan	4	4	24
Shillaru	1	0	10
Shillon Bag	1	0	88
Shimla	197	11	5858
Shoghi	1	0	8
Theog	3	12	71
TOTAL	252	99	7493


































Source: www.himachal.nic.in

Table 3 - Other tourism related infrastructure

SHIMLA	Restaurants	Travel agencies
Chail	-	-
Chhrabra	0	0
Chopal	-	-
Fagu	-	-
Gallu	-	-
Hat Koti	-	-
Jeori	0	-
Jhakhri	1	1
Jubhal	-	-
Kotgarh	0	0
Kotkhari	-	-
Kufri	-	-
Kumarsain	-	-
Mashobra	-	-
Matiana	-	-
Mundaghat	3	-
Naldhora	-	-
Narkanda	-	-
Nogli	-	-
Rampur	-	-
Rohru	0	2
Sarahan	3	2
Shillaru	0	-
Shillon Bag	-	-
Shimla	-	-
Shoghi	15	134
Theog	-	-
TOTAL	22	139

Source: www.himachal.nic.in

7.8.6 Shimla District - Evaluation of Potential for Tourism Growth

	Low ----medium----High			<u>Comments</u>
Inventory of existing attractions				Has many architectural attractions
Diversity of existing attractions				Shopping, Handicrafts, Palaces, Waterfalls, Temples. Monasteries, Floral beauty
Number of unique attractions				
Inventory of potential locations				
Potential for promoting new locations				
Potential based on present attractions				
Present connectivity				
Core tourism infrastructure (Water/ accommodation)				
Present communication				
Opportunity for increasing season				
Potential for tourism growth				

7.8.7 Popularity of Main Tourist Destinations

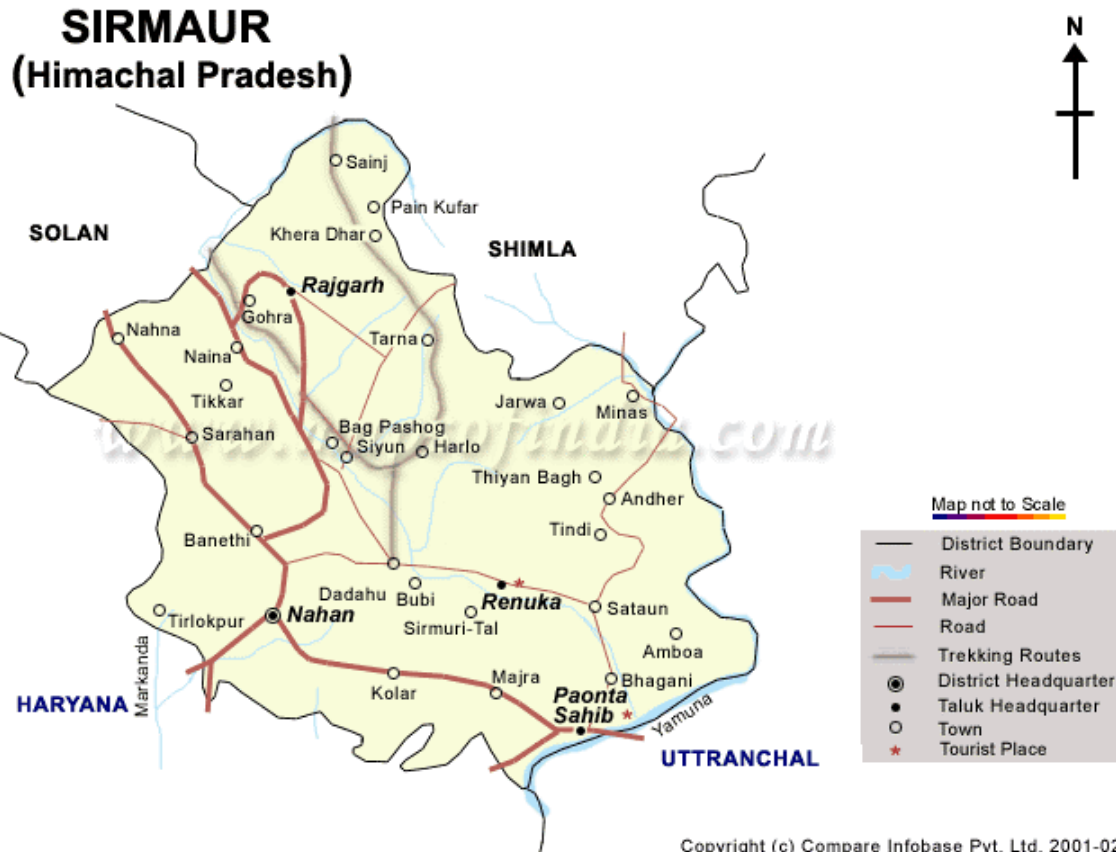
Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Shimla	Heritage, Shopping	High	Medium
Kufri	Scenic beauty, adventure (Skiing in winters)	High	Low
Fagu	Scenic beauty,	Medium	Low
Mashobra	Scenic beauty, Eco-tourism	Low	Low
Narkanda	Scenic beauty, religious, adventure (skiing)	Low	Low
Tattapani	Health	High	-
Naldhera	Scenic beauty,	Medium	Low
Sarahan	Religion	High	High
Rampur	History	Low	Low

7.8.8 Tourist stay patterns

Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Shimla	3 – 4 days	1 day
Kufri	1 day	-
Fagu	1 day	-
Narkanda	1 – 2 day	-
Tattapani	1 day	1 day
Naldhera	1 day	-
Sarahan	1 day	3 – 4 days
Rampur	-	-

7.9 SIRMAUR DISTRICT

Sirmaur District has a triangle of 3 important tourist places, namely Nahan, Renuka and Paonta Sahib, which have attracted many tourists all round the year. There are many attractions available in this triangle. One can first visit Renuka then Nahan and lastly Paonta Sahib from Shimla side or the vice versa.



source:mapsofindia.com

7.9.1 Season

Tourist season is between June and August.

7.9.2 Travel links:

RAIL: The district has no rail link. The nearest railway stations are Ambala, Chandigarh and Kalka, which are connected by a regular bus service.

ROAD: Nahan is approachable from many directions by road:

- 1) Via Dehra Dun (U.P) through Paonta Sahib
- 2) Via Kala-Amb from Haryana
- 3) Via Solan from Shimla (H.P)

There are regular bus services linking it to the other towns like Manali, Delhi and Haridwar.

7.9.3 Main tourist locations

PAONTA SAHIB-

Overall- This religious town is one of the important places for the Sikhs.

NAHAN

Overall-This temple town is well maintained, clean streets and well planned.

RENUKA

Overall- This town has a temple and a lake with boating facilities. Frequenting by domestic tourists.

WILD LIFE SANCTUARY

Simbalbara

Renuka

RAJGARH

There is a new tourism city being developed in Rajgarh equipped with all modern amenities.

7.9.4 Existing tourist traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1 - Inflow of tourists into Sirmaur:

	1996		1997		1998	
Sirmaur	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	1842	0	31306	7	32514	9
February	1858	0	21539	11	23329	12
March	2079	0	22725	8	23256	12
April	2071	0	43478	13	46881	16
May	2952	0	22704	17	24311	20
June	1377	0	23778	29	25623	35
July	1147	0	14958	18	15537	23
August	1147	0	14631	14	15619	14
September	1156	0	13894	40	14473	32
October	2216	0	25772	16	26932	19
November	1082	4	15532	16	27233	20
December	1231	4	8306	6	9181	2
TOTAL	20158	8	258623	195	284889	214

	1999		2000		2001	
Sirmaur	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	33139	12	33801	15	34552	17
February	24262	14	25112	21	31812	100
March	23256	14	24122	39	34966	32
April	48756	222	49731	246	52942	31
May	25040	28	25616	69	27901	150
June	26392	68	27198	107	30166	181
July	15770	22	16558	30	14958	51
August	16009	21	16489	59	17005	17
September	14762	28	30689	33	31052	39
October	27335	27	28881	88	29042	146
November	27641	33	28470	88	29012	296
December	9911	18	10407	26	11015	37
TOTAL	292273	507	317074	821	344423	1097

Source: Department of Tourism, Himachal Pradesh

This district attracts a lot of domestic religious tourists. There has been a steady rise in foreign tourist arrivals in the district in the past few years.

7.9.5 Accommodation and other tourism related infrastructure

Table 2 - Accommodation in Sirmaur

SIRMAUR	No of hotels	Rest houses	Number of beds
Dadahu	2	1	83
Haripurdhar	0	3	12
Jamta	1	0	28
Kala Amb	2	0	41
Koffota	0	3	18
Nahan	7	3	135
Paonta Sahib	10	4	249
Rajgarh	2	4	46
Rajpura	0	1	4
Renuka	1	1	36
TOTAL	25	20	652


































Source: www.himachal.nic.in

Table 3- Other tourism related infrastructure

SIRMAUR	Restaurants	Travel agencies
Dadahu	-	-
Haripurdhar	-	-
Jamta	-	-
Kala Amb	-	-
Koffota	-	-
Nahan	-	-
Paonta Sahib	0	1
Rajgarh	0	1
Rajpura	0	-
Renuka	-	-
TOTAL	0	2

Source: www.himachal.nic.in

7.9.6 Sirmaur District - Evaluation of Potential for Tourism Growth

	Low ----medium----High			Comments
Inventory of existing attractions				Has temples, & a lake.
Diversity of existing attractions				
Number of unique attractions				
Inventory of potential locations				
Potential for promoting new locations				
Potential based on present attractions				
Present connectivity				
Core tourism infrastructure (Water/ accommodation)				
Present communication				
Opportunity for increasing season				
Potential for tourism growth				

7.9.7 Popularity of Main Tourist Destinations

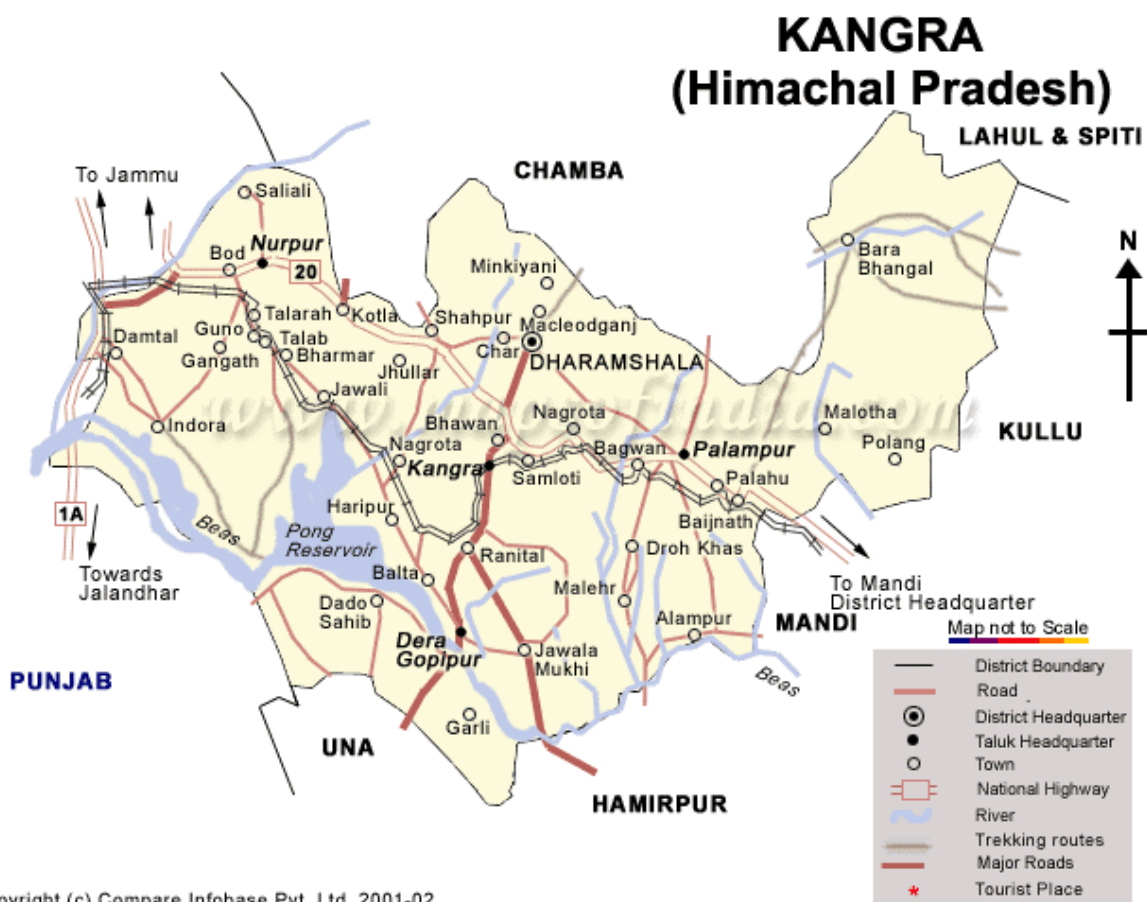
Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Poanta sahib	Religion	High	Low
Renuka	Religion, water sports	High	Low
Nahan	Religion	High	Low

7.9.8 Tourist stay patterns

Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Poanta sahib	One	-
Renuka	One	-
Nahan	One	-

7.10 KANGRA DISTRICT

Kangra is located in the western part of the state of Himachal Pradesh bordering Punjab in the northern region of India.



Source : www.mapsofindia.com

7.10.1 Season

The weather in Kangra is alpine. Summers (April-June) are mild and winters are cold (November-February). It experiences southwestern monsoon rains from July to September. The Kangra region receives the second highest rainfall per annum.

7.10.2 Travel links:

Road: Kangra is well connected by roads and national Highway No. 20 passes through the district. It is approachable by road from major locations like Shimla, Delhi etc.

Rail : Kangra district is approachable by rail from Jammu, Delhi, Calcutta and Mumbai

Airways:

Airports: There is an airport at Gaggal which is situated 13 kms from the district head quarters Dharamshala.

Helipads: Helipads are situated at Yol, Alhilal and Sapri (near Jawalamukhi).

7.10.3 Main tourist spots:

DHARAMSHALA

Overall-

An entry point to the Kangra valley.

Most popular destination in the district. Has a strong Buddhist influence.

Activities-

Dharamshala is a pilgrimage site for buddhists. Mostly frequented by foreigners.

Hotels –

Has many hotels to suit various budgets.

Communicaton:

There are a few public call offices, but some more need to be set up.

MC LEOD GANJ

Overall-

It is more frequented by foreigners. Has a few Buddhist monasteries.

Hotels-

Mc Leod Ganj has good accommodation facilities.

Communicaton:

Has many Public call offices, communication facilities is fairly developed.

JWALAMUKHI

Overall-

This is a pilgrim place for the Hindus, more frequented by domestic tourists.

Hotels -

Has a few good hotels.

DHARAMKOT

Overall –

This is a picnic spot, offering a scenic view of the Kangra valley, Pong Reservoir.

Dharamkot is mostly frequented by domestic tourists.

MAHARANA PRATAP DAM

Overall-

This is currently a winter destination as summers are extreme. This place does not offer many activities for the tourist.

7.10.4 Existing Tourist Traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1 - Inflow of tourists into Kangra:

	1996		1997		1998	
Kangra	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	7074	503	39325	384	42641	678
February	7485	550	29879	1034	32302	1167
March	12706	1128	34361	1306	65888	1795
April	15698	829	126308	1070	118023	1726
May	16483	1078	48511	1128	52937	1415
June	18802	1103	51997	1188	53146	1520
July	12091	1048	23939	1334	25835	1674
August	8906	1256	22118	1490	24039	2199
September	6368	1186	49472	1353	133144	2062
October	8236	1496	122451	1477	53724	1725
November	10570	673	21875	973	23456	1147
December	10884	575	20021	573	21585	581
TOTAL	135303	11425	590257	13310	646720	17689

	1999		2000		2001	
	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	43494	701	44581	714	45885	656
February	33600	1372	34205	1398	52886	1451
March	68088	2221	69449	2344	88905	3155
April	121564	1819	123995	2002	134981	2245
May	56113	1724	57796	2183	69942	2357
June	53943	2218	55561	2714	63706	2764
July	27126	1976	28041	2076	33459	2343
August	25005	3008	26205	3518	30906	2906
September	139801	2488	142597	3194	150921	3444
October	54529	2006	59421	3017	65889	3326
November	24159	1427	25366	2076	36076	2441
December	22448	1059	23705	1108	26201	1353
TOTAL	669870	22019	690922	26344	799757	28441

Source: Department of Tourism, Himachal Pradesh

Dharamshala & McLeod Ganj are the major tourist locations in the district. It is one of the districts most visited by foreigners.

Kangra district has been witnessing a steady growth in foreign tourist arrivals over the past years while domestic arrivals are on the decline.

7.10.5 Accommodation and other tourism related infrastructure

Table 2 -Accommodation in Kangra:

KANGRA	No of hotels	Rest houses	Number of beds
Bajjnath	3	6	96
Bir	1	0	4
Chamunda	11	0	213
Dadh	0	1	10
Damtal	0	0	-
Dehra	0	14	56
Dhaliara	0	0	-
Dharamshala	52	16	988
Fatehpur	0	2	12
Gaggal	1	0	10
Ghurkari Chark	0	0	-
Gopalpur	0	0	-
Indora	0	0	-
Jassur	1	1	33
Jawali	1	3	23
Jawalamukhi	14	2	340
Kangra	21	2	333
Kehrain	0	0	4
McLeodganj	72	0	-
Nagrota Bagwan	0	0	1587
Nurpur	2	10	4
Palampur	26	10	125
Pathankot	0	1	531
Ranital	0	1	19
Rehan	0	0	4
Sansarpur	0	1	-
Shahpur	0	1	10
Sthana	0	0	10
Trilokpur	1	0	-
Tukari	0	0	4
TOTAL	206	71	4416


































Source: www.himachal.nic.in

Table 3 - Other tourism related infrastructure

KANGRA	Restaurants	Travel agencies
Baijnath	4	0
Bir	0	2
Chamunda	1	0
Dadh	-	-
Damtal	0	2
Dehra	1	0
Dhaliara	1	-
Dharamshala	12	14
Fatehpur	0	0
Gaggal	0	0
Ghurkari Chark	1	0
Gopalpur	1	0
Indora	1	-
Jassur	0	-
Jawali	0	0
Jawalamukhi	0	1
Kangra	0	2
Kehrain	1	-
Mcleodganj	20	32
Nagrota Bagwan	2	1
Nurpur	1	0
Palampur	5	4
Pathankot	-	-
Ranital	3	0
Rehan	2	0
Sansarpur	-	-
Shahpur	-	-
Sthana	1	0
Trilokpur	2	0
Tukari	1	0
TOTAL	60	58

Source: www.himachal.nic.in

7.10.6 Kangra District - Evaluation of Potential for Tourism Growth

	Low ----medium----High			<u>Comments</u>
Inventory of existing attractions				
Diversity of existing attractions				
Number of unique attractions				
Inventory of potential locations				
Potential for promoting new locations				
Potential based on present attractions				
Present connectivity				
Core tourism infrastructure (Water/ accommodation)				
Present communication				
Opportunity for increasing season				
Potential for tourism growth				Kangra has a huge potential for health tourism.

7.10.7 Popularity of Main Tourist Destinations

Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Dharamshala	Religion	Low	High
McLeod Ganj	Religion	Low	High
Dharamkot	Picnic spot	Medium	Low
Jwalamukhi	Religion	Medium	Low
Maharana Pratap Dam	Water sports, Dam	Medium	Low

7.10.8 Tourist stay patterns

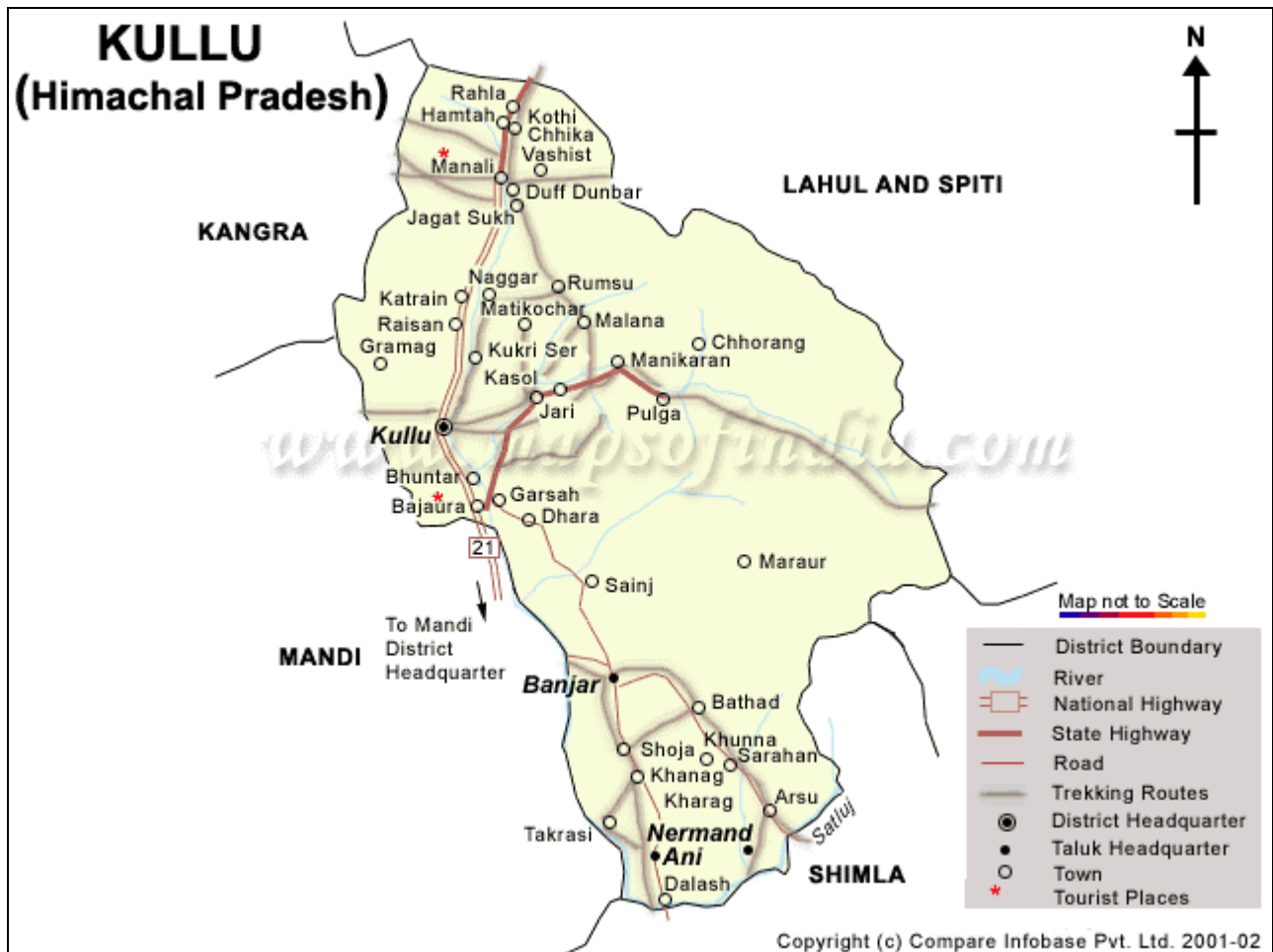
Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Dharamshala	Two	Ten
McLeod Ganj	Two	Ten
Dharamkot	Day visit	Day visit
Jwalamukhi	One	-
Maharana Pratap Dam	Day visit	Day visit

Average Length of Stay in terms of bed nights spent. Figures are illustrative in nature.

7.11 KULLU DISTRICT

Kullu is a sparsely populated and centrally located district of the state. It is bounded on the north and east by Lahul & Spiti district, on the south east by Kinnaur district.

Kullu Valley lies on the banks of Beas river which is at an altitude of about 3,900 feet. It is famous for its apple orchards, its old wooden temples and its folk music and dances.



source: www.mapsofindia.com

7.11.1 Season

The best time to visit is mid-May to mid-October. In winter the temperature gets quite low. It is pleasant in summer.

7.11.2 Travel links-

AIR: Kullu is connected by Indian Airlines, Trans Bharat Aviation and Jagson flights with Delhi and Shimla. The airport is at Bhuntar, 10kms from Kulu.

RAIL: The district is not connected with a railway line and the nearest railway station is at Jogindarnagar on the Pathankot - Jogindaragar narrow gauge line which is 130 Kms from kullu, the district headquarter town. Nearest convenient rail heads are Kalka, Chandigarh and Pathankot on Broad Gauge from where Kulu can be reached by road.

ROAD: Kulu is well connected by road with Delhi, Ambala, Chandigarh, Shimla, Dehradun, Pathankot, Dharamsala and Dalhousie etc. Regular direct buses ply between these stations including deluxe, semi-deluxe and air-conditioned buses during tourist season.

There is a network of roads where regular state government buses ply. At the time of inception of regional transport, the depot had its headquarters in Kullu, and this unit was operating 56 routes with the fleet of 57 buses covering 10,068 kms daily.

The following are the routes on which the state transport plies buses in order to connect far-flung areas of the state:

Manali – Amritsar (night)

Manali – Delhi

Kullu – Nermanand via Jalori pass

Manali – Jawalaji,

Kullu – Deotsidh,

Manali – Dehradun,

Manali – Chamba,

Manikaran – Chandigarh,,

Kullu – Banjar Shimla,

Kullu - Dallas

Kullu – Triloknath

Manali – Jammu,

Delhi – Keylong,

Manali – Jalandhar,

Kullu – Ani.

7.11.3 Main tourist locations:

KULLU

Overall

- Business centre of the district. It is a city with very narrow roads.
- City not kept very clean. A particular ground was cleaned and beautified and a musical fountain was installed, and converted into a tourist attraction so that people could come sit and spend time. It has now turned into a junkyard and the fountain is not functional any more.
- No tourist attractions within the city.

Main attractions:

- Vaishno Devi temple - before entering Kullu
 - The temple is a large structure, though Vaishno Devi is kept in a 'small cave', the structure is 4 storeyed high.
 - Car parking opposite the temple, large enough to park 20 cars.
- Bijli Mahadev Temple.
 - Though it's a part of the Kullu circuit, one needs an entire day to go and come back.
 - All vehicles can go till a certain height, after that people need to trek about 6 kms to reach the temple complex.
 - The temple, though quite a distance off, is well visible from Kullu because of a silver staff that adorns the temple
 - Buses are also available to reach this temple, but it takes more time than a private vehicle. A private vehicle takes approximately 6 hours for a one-way journey.

MANALI**Overall Manali:**

- A number of tourist attractions within the city like Hidimba mandir, Van Vihar, Mall, Vashisht hot water spring and temple, Beas river
- All areas are well advertised and well known to the tourists.
- Plenty of attractions around town, but distances need to be covered and hence time spent on traveling is more compared to that for Shimla
- No activities possible in the evenings, except spend time at the mall and ridge
- One hotel has opened a discotheque, but it is a good 15 min. drive out of the main city. Locating this hotel is also a difficult job since many other hotels have a similar name. The discotheque is a large and prominent structure. But there are very few people. A fee is charged to all those visiting the disc (reasonable rates), the rates charged to the outsiders were different from the rates charged to the guests. Among guests also, 2 categories existed. Those who were at the hotel as a part of their own package, got one night free at the disc. Otherwise, the rates for the guests of the hotels were Rs. 50/- per person.
- Greener than Shimla
- Number of tourists to the city less this season (May 2002), reasons being
 - Gujarat massacre.
 - Schools closing at a late for holidays.
- Number of foreign tourist arrivals has declined due to the September 11th attacks.
- Foreigners find Kullu a better place than Shimla.
- Majority of the foreigners stay in Old Manali as they prefer to stay in guest - houses (more economical). Thus the type of foreign tourist coming to Kullu is not a high spender.

Season

- All year round

“... Due to it having a moderate temperature, people come here all through the year ...”

“... A lot of people come during the winters also ... get to see the snow here itself ... need not go anywhere else but can enjoy the snow right here ...”

*“... If you go to Shimla, you cannot see the snow.. it doesn't snow there at all ...
you would need to go to Kufri or come to Manali for the snow ... so, people
prefer to come to Manali itself ...”*

Strengths

- Natural beauty
- Varied topography, varied culture
- Handicrafts
- Winter sports and adventure activities like trekking, skiing, paragliding
- Nice and friendly people

Weakness

View of domestic tourists about Manali

Changes

- More number of people have stated visiting Manali
- Preference has shifted from Shimla to Manali

Attitudes towards Manali

- Lack of recreation points
*“... shyam ko kuch nahin hota karne ko ... bore ho jatey hain ... kitne der mall pe
ghumenge ...”*
- “Must come” destination
*“... Manali is much better than Shimla ... more beautiful ... should definitely visit
Manali while in Himachal ...”*

Hotels

- Has a large number of hotels for every pocket
“... Kafi hotels hain yahan par ... sabhi ke liye. If you know your budget, you can choose any ...”
“... You can book the hotels from outside also.. Through travel agents..”
“... Only one government run hotel ... right in the middle of the but charges are high ...”
“... hotels hain ... but not adequately equipped ... pani ka bahut problem hai ...”
“... a lot of places say that have laundry facility ... but not have water ...”
- Restaurants to suit all tastes
“... Have restaurants for Punjabis, gujjus ... everybody ... with good food ... not feel deprived ...”
- Most hotels have their own restaurants
 Get better food at the restaurants outside hotels.

Public amenities:

- Ample parking space in the city.
- Different parking spaces for light vehicles and heavy vehicles.
- Roads are narrow, but the main road is wider than the main road in Shimla, with provision for footpath in a majority of the places
 - Road conditions are good, with no potholes
 - Traffic situation well handled, provision for one way traffic in parts of Manali, during peak hours
- Bridges across Beas river are very narrow.
- A large number of hotels catering to all types of tourists. (From the ultra rich to the poorest of poor)
- A large number of restaurants for all budgets
 - But variety of cuisine not available
 - Very few fast food joints
- No Sulabh Sauchalayas, only community toilet. There is a mobile toilet at the beginning of the Mall road. Condition of the toilets is in a pitiable state with no light, no water facility and many doors broken of the toilet.
- Intercity bus stand is present at the outskirts of the main city.

Transportation

- **Buses** – run by private operators as well as the HP transport division
- **Taxis** – have taxi union, all rates for taxis are decided by them
- Have auto rickshaws
 - Part of the taxi union
 - Ply intra-city as well as a few nearby areas
 - Not allowed to cover / go to all areas where the taxis ply

Information centres

- 2 different information centers in the city – one run by the HPTDC and the other run by the hotels and Taxi union of the city.
- HPTDC information centres were not very informative, the only information that they provided is about hotel bookings.

On asking about the route to Kalpa, a vague answer like 'khula hi hoga was given "*is time pe to khula hi rehta hai*".

- The information center run by the taxi union of the city has its own packages. Hence on inquiring about the various destinations for sight seeing etc, they informed about those packages.
- **HPTDC marketing office:** Better equipped to handle tourist enquiries (had to wait 5 min. before being attended to since the person at the desk was busy talking to somebody else)

Local Industry

- Shawls and Pattus are made locally, almost every household makes them. However, they are not made for commercial purpose. Pattus take a long time to complete and are normally made for household use only.

VIEW OF LOCALS ABOUT MANALI

Changes

- Feel it has become more crowded in the last few years, but this year around, less tourists were seen.
- Preference as a tourist destination has increased in the last few years.

Attitude towards tourism

- Feel tourism is a boon to Manali as it is the only source of income
“... Agar tourist log nahin aayenge, to khayenge kya? ... is ki kamai se to saal bhar ka ghar kharch chalta hai ...”
- Get a lot of Gujratis and Punjabis as tourists in summers and foreigners later months of the year.
“... Plans mein logo ko garmi lagti hai ... so they come to the hills ...”
“... Foreigners come later Too hot in the summers for them ...”
- A ‘must visit’ for Gujratis, a lot of south Indians also prefer to visit Manali over other destinations

Note: similar sentiment was voiced by the locals of Shimla

View of Hoteliers about Manali

Changes

- Crowd of tourists have increased
- More new hotels and restaurants have come up
- Both Indians and Foreigners come to Manali
“.... But foreigners prefer to stay at the cheap guest houses rather than the hotels”
“... Foreigners prefer to stay at the cheap guesthouses ... in Old Manali ... shabby places for staying. Indians are much better ... when they come, they are ready to pay for the luxuries ...”
“... Indians like to have luxury when they are traveling ... specially the women.. at home they work hard ... come on vacation to relax ... and enjoy ... and forget hard work ...”

Final Report on Perspective Plan for Tourism in Himachal

“... Foreigners that come are cheap ... they do not like spending money on luxuries ... Indians do ... they want to stay in the best of hotels, at whatever price ... it doesn't deter them ...”

“... The foreigners that come travel on a very small budget ... so they stay at such economical locations”

Attitude towards tourists / tourism

- Prefer Indians to Foreigners

“... Indians aakey kharch karna pasand kartey hain ... foreigners don't like spending money ..”

“... Indians come and stay at our hotels We earn because of them ... foreigners don't ...”

View of Foreigners about Manali

- Very crowded place.
- Nice temperature/ climate.
- Plenty of places to stay

“.... Have a lot of guest houses Reasonable rates ...can stay there ...”

“... Have guest houses ... but does not offer food facility ... need to buy food from outside and eat ...”

Guest houses are well located and have a lot of food joints around.

Strengths

- Natural beauty of Manali
- Adventure sports like trekking, gliding
- Varied handicrafts

Weaknesses

- Water scarcity

View of guest house owners about Manali

- Crowd of tourists have increased
- More hotels and restaurants have come up
- Both Indians and Foreigners come to Manali
- Foreigners prefer to stay at guest houses rather than the hotels”

Attitude towards tourism

- Prefer Foreigners to Indians

“... Peace loving people ... do not have too many demands ... like them ...

Indians are too demanding ... they want all the luxuries of life at a cheap rate” ...”

“... Foreigners stay for long periods At least for a month ... Indians, if come, come for maximum for a day”

“... Stay on there own ... Indians come and create a lot of noise ... and dirty the place ...”

Note: Many of these guest houses do not let out rooms to Indian families, since they feel that they would create a lot of disturbance that the foreigners would not like. Not ready to make any compromises that might disturb their foreign clientele.

View of Hoteliers about Manali

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MARHI

Overall

- Major tourist attraction especially during summers. Rohtang pass being closed for a major part of the tourist season, people come to Marhi.
- A nice location with snow even in winters, therefore, those who cannot come during winters to see actual snow, visit during summers to get a feel of the snow
- Day trip to Marhi from Manali and tourists are back in the evenings
- Frequented by Indians in summer (as observed), more numbers of foreigners in winters (hearsay)
- Have a few eating joints at Marhi.

- It's a destination that allows you to be in the thick of snow even in summers.

Note : Most tourists cover Manali – Marhi – Solang Valley – Vashisht in a 'one-day trip'.

Season

- Summer (May – June)

"... In winters ... rasta bandh rahta hai ... aap hi nahin saktey yahan tak ..."

Activities in summers

- Skiing: Can get skis on hire, but the slope is not large enough for proper skiing. Slope meant only for beginners.
- Trekking: Have trekking routes, though the bigger routes open post June, when Rohtang Pass and the route to Lahaul valley open.

Activities in winters

- Skiing: Though the skiing slope is not big enough for proper skiing, have beginners slope
- Snow sleighs

Facilities

- Few eating joints at Marhi
- Enroute to Marhi, shops rent out fur coats, snow boots and gloves to save the tourists from the cold, and walking sticks to help them walk better / more easily on the hills
- Snow sleighs act as passenger carriers to Marhi and back. Tourists are made to sit on the sleighs and pushed / carried to this destination by the locals.
- Enroute to Marhi, have a number of food joints and small hotels, both snacks and proper meals are available. All these restaurants and hotels also provide toilet facility.

Accessibility

- **Buses**

- Run by private operators as well as the HP transport division.
- Do not take tourists up to Marhi, but drop them at Rahala falls. From here onwards tourists need to walk up to Marhi.

- **Light Vehicles**

- Both private vehicles and taxis go up to Marhi.
- Roads narrow after Rahala falls, often cause huge traffic jams due to 2 way traffic and parked vehicles on one side of the road.
- Auto rickshaws not allowed to go up to Marhi or even Rahala falls

Information centers:

- Information centers at Manali provide information to tourists visiting Marhi.

Activities – in winter (November)

- Skiing
- Sleighs
- Hire out sports gear to tourists

Attitude towards tourism

- Boon to Marhi since the only source of income.
“... Bas do mahine ka hi kaam hai ... phir barish hoti hai .. log aana band kar detey hain ..”
“... Foreigners aatey hai ... august mein ... trek karte hain ... apna bandobast khud kartey hain ... nahin ruktey Do mahino mein jo kamai hoti hai, usi mein gugara karna padta hai”.

Strengths

- Snow in summers attracts tourists.

Amenities available:

- Plenty of eating places available.

- Taxis
“... Taxi’s take you till Marhi ... not have to walk much ... unless there’s a jam ...”
- Buses
“... Buses do not take you to Marhi ... have to disembark at Rahala falls ... need to walk up the rest of the road ...”

Note : conflict in views whether bus a better transport than private vehicles since the road conditions are sometimes bad and roads pretty narrow

NAGAR

Overall

- Has a historical castle at Nagar which has been converted into a HPTDC hotel and has a temple within the complex of the castle / hotel itself
- Has a museum displaying paintings including a painting of Devika Rani open to the public. Entry fee is charged and no camera's allowed inside. ***(The museum is at a higher altitude than the Nagar castle.)***
- Inside the museum complex, locals have set up shops for photography, where one can get photographed, wearing traditional outfits.
- Trekking is allowed with the museum complex since the topography is hilly, makes a good trekking route.
- Temple of Tripura Sundari: Temple door was closed when visited. Temple opens only in the morning and evening, at specific timings
- Light vehicles can go up to the entrance of the museum.

Season

- All round the year

Facilities

- Car park right outside the entrance of both the castle and museum.
- Plenty of STD booths and Internet centres.
- No facility for staying overnight near the museum though there are plenty of hotels at Nagar for an overnight stay including the Nagar castle
- Nagar castle has rooms and dormitories ranging from Rs. 200 /- to Rs. 1200. Food is available at the hotel itself

Other attractions

- The view from both Nagar castle and the museum looking down at the valley is breathtaking and an added advantage to these attractions

Accessibility

- **Light Vehicles**
 - Both private vehicles and taxis go up to Marhi
 - Though form a part of the tourist circuit, buses do not ply till this point.

Information centres

- Information centers in Manali serve as a guide to visit Nagar.

Overall

- *“Major tourist attraction.. People coming to Manali definitely come to Nagar”*
- Tourism is not the only source of income, major income happens through cultivation of apple orchards. Plenty of large sized orchards located in this area.

Attitude towards tourism

The locals feel that tourism:

- Does not cause an intrusion to regular life.
- Source of extra income.

Facilities available:

- Plenty of eating joints as well as places to stay
- Plenty of STD booths and internet centres

RAHALA FALLS

Overall

- A small water fall, mostly in solid snow form, has water flowing in the monsoons.
- A small stoppage on the way to Marhi
- Not enough space to have food stalls
- Buses to Marhi stop here and tourists need to walk to Marhi from here.
- Tourists can go upto this point without coats etc. which are required at Marhi

Season

- Summer

Activities

- No activities possible here just a sight seeing point

Facilities

- Few eating joints serving snacks

Accessibility

- **Buses**

Run by private operators as well as the HP transport division

All buses going to Marhi stop here. This is the last point till which they go.

“... buses do not take you to Marhi ... have to disembark at Rahala falls ... take a break there before going up ...”

- **Taxis**

“... taxi's take you till Marhi ... Rahala falls on the way”

- **Light Vehicles**

-Both private vehicles and taxis go up to Rahal Falls

Information centres

- Information centers in Manali provide information to visiting Marhi.

Other attractions:

- Rock climbing about 14 – 15 kms below Rahal falls
 - Rock climbing done with the guidance of a solitary guide / trainer
 - No training on rock climbing is imparted to the tourists nor are they told about the kind of precautions that they need to take for this activity.
 - Guide claims to be trained by the HPTDC. ***(Though no such formal training courses are run by them, private agencies run a few courses, but none of them seem to be recognized)***

VIEW OF LOCALS ABOUT RAHALA FALLS

- Hardly have any activity / services here, so tourists do not stay here for more than a couple of hours.

Attitudes towards Rahala Falls

- Many tourists not even aware of the falls. Need to market this place more aggressively.

SOLANG VALLEY

Overall

- A valley surrounded by pine forests on all sides.
- Has a man made lake at the bottom of the valley
- Has a market selling trinkets alongside the lake.
- Ideal location for adventure sports like paragliding, horse riding and skiing in winter.
- Does not fall on the direct route between Manali and Marhi. Need to take a detour from Nehru Kund.

Season

- Summer. (May- June)

Attractions

- **Shiva temple:** is located 12 kms above the valley and pony rides are available to reach the temple top.
- Camping site a couple of kilometers downhill from the valley, on the banks of the river Beas. Trekkers often camp here.
- This area is under the jurisdiction of the defence and the forest department, one needs to take prior permission to camp here.

Activities in summers

- **Para gliding**
 - 'Trainers / guides' present
 - 2 types of gliding, for beginners and experts.
- **Horse riding**

Activities in winter

- **Skiing:** Slope large enough to have more than just “beginners slope”. Slope much larger than the ski slope at Narkanda, and Marhi

Facilities

- Eating joints
- Market selling trinkets
- No facility for staying overnight

Accessibility

- **Buses**
 - Run by private operators as well as the HP transport division
 - Solang Valley is a distinct tourist attraction, and hence all buses take tourists here
- **Light Vehicles**
 - Both private Vehicles and taxis go up to Marhi

Information centres

- Information centers in Manali serve as a guide to visiting Solang Valley.

Locals of Solang Valley

- Most are occupied in tourism related employment like taking photographs of tourists etc.
- Most people involved in these activities are not from the valley, they are either from the nearby villages (few) or from Manali (majority). Some are even from far flung places like Guwahati. They come here during the summers, and go back at the end of the season.

Attitude of locals towards tourism

- Only source of income.
“... Come here because of the tourists only ... no other source of livelihood here ... If no tourists, no employment ...”

Strengths

- Presence of adventure sports.
- Most domestic tourists were unaware of the valley before coming to Manali / Marhi. Place needs to be marketed aggressively.
- Very few Indians indulge in the adventure activities. Prefer to simply hang around, watching others gliding.
(The number of people watching the gliders is much more than the number of people actually participating in this activity)

Transport:

- Taxis
“... taxis take you till Solang Valley ... while coming back from Marhi ...”
- Buses
“... buses bring you here on the way back from Marhi ... part of the tour as designed by the tour operators ..”

Requirements:

- Picnic spot needs to be developed specially for those who do not indulge in gliding or other adventure activities. This place should have a full fledged picnic spot.

Marketing plan: *This place was liked by majority of the tourists and were of the opinion that awareness need to be created about this location. Many of the tourists did not know about this place till they were told by the locals about it. This place has great potential and hence there is an urgent need to create awareness about this location.*

VASHISHT**Overall**

- The Vashisht Muni temple is located here and many devotees come to the temple regularly to offer prayers.
- The temple is on the top of a hill, just outside Manali. To reach the temple, one needs to walk uphill. The road to the temple is narrow and dirty.
- Behind the temple is a hot water spring. The spring is supposed to contain medical powers. As a result, a large number of people come to the spring for the cure of various ailments.
- Have “purohits” at the temple, who narrate interesting story of how the temple came into existence.
- The temple complex is surrounded by a huge locality. Majority of the residents are gorkhas / paharis. A number of foreigners stay here at the residents of the locals.
- A number of STD booths and Internet cafes operate in this area but the connections / lines are poor.
- A large number of ‘massage parlours’ also operate in this area.

Facilities

- Restaurants, STD booths and internet facilities
- Guest house facility for foreigners (***No Indian stays in these guest houses at Vashisht***)

Accessibility

- **Light Vehicles**
 - Both private vehicles and taxis go up to Marhi.
 - Vehicles park at the bottom of the hill. Tourists need to walk up to the temple and hot water spring.

Information centres

- Information centers in Manali serve as a guide to visiting Vashisht

BAJAURA

Overall:

- **Mahadev temple:** The idol is entirely crafted out of a single piece of stone. Though the temple is quite famous, not many tourists visit the place.
- Huge apple orchards are found in Bajaura.
- The main source of income is that from apple orchards.

Season

- All year round, never too cold for the tourists.

Facilities

- Eating joints
- Full-fledged market which sells traditional pattus and shawls as well.
- Plenty of hotels suiting all pockets.

Information centres

- HPTDC information centre and marketing office gave a lot of information on the tourist destinations around the place.

(It was at kullu that we were informed about the road conditions to Kalpa in details and warned that it might not be a easy ride to Kalpa.)

Season

- All year round

“... Mostly foreigners come ... not like Indians who come during specific time ... foreigners come the year round ...”

“... No lean season .. foreigners come the whole year round ... they stay at guest houses only, not hotels ...”

Facilities offered

- Rationed water supply
- No attached restaurants in most places.
- 24 hr electric supply
- No TV or music system/ no plug points also

The main locations in this district are Kullu and Manali. But here too tourists were complaining that they do not have anything to in the evenings.

Vashisht could be developed for health tourism. The presence of hot water sulphur springs could be leveraged to market this location as a health tourism destination.

There is a scarcity of water through out the district and water availability needs to improve. This problem would become more acute as the number of tourists visiting these locations is growing year over year.

7.11.4 Existing Tourist Traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1 - Tourist traffic to Kullu district:

Kullu	1996		1997		1998	
	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	6548	194	28057	599	30784	353
February	13890	168	25938	304	28586	535
March	15500	258	27959	516	50441	710
April	29359	810	99390	1055	84223	1171
May	86229	1251	124747	1561	135536	1789
June	102973	689	130371	1690	145213	1836
July	32261	1826	52358	2933	58952	3159
August	11990	3092	32481	2987	36795	3240
September	12484	1396	43549	1710	56802	1856
October	32997	1264	96361	1452	104639	1624
November	18181	680	20144	731	22566	954
December	21401	762	35663	255	40745	386
TOTAL	383813	12390	717018	15793	795282	17613

Table 1 - Tourist traffic to Kullu district:

Contd..

Kullu	1999		2000		2001	
	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	32015	422	33040	438	32689	950
February	30018	599	30918	611	51906	864
March	54476	921	66655	1211	79703	2192
April	88434	2154	91087	2591	101072	2992
May	142313	2901	146582	3410	158607	4279
June	149213	3626	152943	4197	175432	5225
July	61499	4437	63624	4657	67984	5336
August	38634	4717	42111	5252	43119	6347
September	60210	2893	68918	3953	78982	4757
October	107778	3214	121289	4185	126205	5201
November	31568	1175	33146	2059	37947	2583
December	42782	538	44493	680	47650	1165
TOTAL	838940	27597	894806	33244	1001296	41891

Source: Department of Tourism, Himachal Pradesh

Majority of the tourists coming into Kullu district visit Kullu and Manali. These are the most popular locations in this district.

The foreign tourists arrive throughout the year in major tourist locations like Kullu and Manali unlike the domestic tourist who prefer to come here in summer and during vacations.

Foreigners prefer to stay in Guesthouses rather than in hotels, as it is more economical. Their duration of stay is usually 5-7 days.

The average domestic tourist stays in Kullu or Manali for 1-2 days.

7.11.5 Accommodation and other tourism related infrastructure**Table 2- Accommodation in Kullu district:**

Kullu	No of hotels	Rest houses	Number of Beds
Badah	1	0	6
Bajaura	1	0	16
Bangar	3	3	47
Bhuntar	16	-	306
Channikher	1	-	6
Dhalpur	0	3	18
Dobhi	2	-	49
Jari	8	1	72
Kasol	4	-	42
Katraian	5	2	79
Kotgarh	-	6	12
Kullu	50	44	1369
Manali	378	7	10799
Manikaran	14	-	263
Mohal	2	-	80
Naggar	-	2	4
Nirmand	1	5	40
Patlikuhl	2	-	29
Raison	1	-	28
Rampur	0	1	2
Sarahan	0	1	4
Seohog	1	-	6
Seraj, Banjar	0	5	10
Shamshi	-	-	60
Shanghar	1	-	8
TOTAL	491	80	13355


































Source: www.himachal.nic.in

Table 3- Other tourism related infrastructure

Places	Restaurants	Travel agencies
Badah	0	0
Bajaura	0	0
Bangar	-	-
Bhuntar	-	-
Channikher	-	-
Dhalpur	-	-
Dobhi	-	-
Jari	-	-
Kasol	-	-
Katrain	-	-
Kotgarh	-	-
Kullu	6	35
Manali	16	111
Manikaran	-	-
Mohal	-	-
Naggar	-	-
Nirmand	-	-
Patlikuhl	-	-
Raison	-	-
Rampur	-	-
Sarahan	-	-
Seohog	-	-
Seraj, Banjar	-	-
Shamshi	-	-
Shanghar	-	-
Total	22	146

Source: www.himachal.nic.in

7.11.6 Kullu District - Evaluation of Potential for Tourism Growth

	Low ----medium----High			<u>Comments</u>
Inventory of existing attractions				
Diversity of existing attractions				
Number of unique attractions				
Inventory of potential locations				
Potential for promoting new locations				
Potential based on present attractions				
Present connectivity				
Core tourism infrastructure (Water/ accommodation)				
Present communication				
Opportunity for increasing season				
Potential for tourism growth				This district has a potential for development

7.11.7 Popularity of Main Tourist Destinations

Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Kullu	Culture, Temple, Adventure	High	Low
Manali	Nature, Culture, Shopping, Adventure, Religion	High	High
Rohtang Pass	Adventure, Sight seeing	High	High
Solang Valley	Adventure, Sight seeing	Medium	Low

7.11.8 Tourist stay patterns

Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Kullu	1 day	1 day
Manali	5 – 6 days	1 – 2 months
Rohtang Pass	-	-
Solang Valley	-	-

Average Length of Stay in terms of bed nights spent. Figures are illustrative in nature.

7.12 BILASPUR DISTRICT

Bilaspur Township is situated just above the old town of Bilaspur at a height of 670 metres above sea level. The new Bilaspur Township can be truly described as the first planned hill town of the country.



Source: www.mapsofindia.com

7.12.1 Season

The best season to visit this district is between March and July.

7.12.2 Travel links

RAIL: The nearest broad gauge railway station is at Kiratpur Sahib and nearest narrow gauge railway station is at Shimla, both of which are connected by regular bus services.

ROAD: Bilaspur is approachable by road from Shimla and Chandigarh.

7.12.3 Main tourist spots:

NAINA DEVI

Overall-

Naina Devi is a part of the well developed religious circuit.

GOBIND SAGAR

Overall-

An upcoming site for water sports but it needs to be marketed.

7.12.4 Existing Tourist Traffic

The table below sets out existing domestic and foreign tourist traffic to the district in different months.

Table 1- Tourist traffic to Bilaspur district

	1996		1997		1998	
Bilaspur	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	1683	2	21607	18	22435	22
February	1864	0	22541	10	23286	13
March	1829	11	23788	26	24503	22
April	1820	21	90723	18	92616	32
May	1715	50	23685	59	26137	67
June	2205	8	40186	21	49235	26
July	2086	20	28732	25	30198	27
August	2242	10	16581	28	18503	29
September	1182	17	22518	32	63514	47
October	2218	10	91626	49	53183	29
November	2381	53	27746	18	28413	23
December	1742	6	25668	17	27143	0
TOTAL	22967	208	435401	321	459166	337

Table 1(contd....)

	1999		2000		2001	
Bilaspur	Indian	Foreign	Indian	Foreign	Indian	Foreign
January	22771	200	22885	204	23915	152
February	23752	15	24108	27	30148	200
March	24870	14	25367	186	34859	209
April	94005	28	87844	39	88752	44
May	27439	84	28262	93	32692	94
June	53173	32	54236	43	56942	0
July	31104	33	31726	35	33946	0
August	19243	44	20112	57	22912	15
September	66694	51	57360	62	59141	0
October	54112	32	54653	34	56703	0
November	28839	34	29429	32	30042	39
December	27821	17	28565	22	29042	62
TOTAL	473823	584	464547	834	499094	815

Source: Department of Tourism, Himachal Pradesh

The major tourist locations in the state include Naina Devi and Gobind Sagar Lake.

This district is visited more by Domestic tourists as a place of pilgrimage. The Gobind Sagar Lake is an upcoming site for water sports.

7.12.5 Accommodation and other tourism related infrastructure

Table 2- Accommodation in Bilaspur

BILASPUR	Number of hotels	Rest houses	Number of Beds
Bairi	1	0	12
Berthin	0	1	4
Bilaspur	16	15	324
Ghaghas	2	0	37
Ghumarwin	4	2	48
Naina Deviji	0	1	-
Shantalai	4	1	50
Swarghat	0	1	18
TOTAL	27	21	493

Source: www.himachal.nic.in


































Table 3- Other tourism related infrastructure

BILASPUR	Restaurants	Travel agencies
Bairi	-	-
Berthin	-	-
Bilaspur	4	4
Ghaghas	-	-
Ghumarwin	-	-
Naina Deviji	-	-
Shantalai	-	-
Swarghat	-	-
TOTAL	4	4

Source: www.himachal.nic.in

7.12.6

Bilaspur District - Evaluation of Potential for Tourism Growth

	Low ----medium----High			<u>Comments</u>
Inventory of existing attractions				
Diversity of existing attractions				
Number of unique attractions				
Inventory of potential locations				
Potential for promoting new locations				
Potential based on present attractions				
Present connectivity				
Core tourism infrastructure (Water/ accommodation)				
Present communication				
Opportunity for increasing season				
Potential for tourism growth				The current destinations need to be well marketed.

7.12.7 Popularity of Main Tourist Destinations

Destination	Nature of Tourism Activity	Popularity amongst Tourists	
		Indian	Foreign
Naina Devi	Religion	High	Low
Gobind Sagar Lake	Water sports Bhakra Nangal Dam	High	Medium
Govind Sagar	Bird sanctuary	Low	Low
Naina Devi	Wild Life Sanctuary	Low	Low

7.12.8 Tourist stay patterns

Destination	Average Length of Stay	
	Domestic tourist	Foreign tourist
Naina Devi	Day visit	Day visit
Gobind Sagar Lake	Day visit	Day visit

Average Length of Stay in terms of bed nights spent. Figures are illustrative in nature.

CHAPTER 8
FORECAST OF FUTURE TOURIST
TRAFFIC AND BEDS

8.0 INTRODUCTION

This chapter provides an analysis on the following

- Existing tourist traffic trends at global, national and regional level.
- Forecasting of the incoming tourist traffic in Himachal Pradesh for the coming twenty years (Till 2021) calculated on, 2 basis:
 - Statistic basis: Trends based analysis of past arrivals
 - Dynamic basis: Based on destinations, plans and marketing and developing effort
- This chapter also focuses on the total number of beds required in the coming years depending on the increase in tourist traffic.

The analysis of the increasing tourist traffic and the bed requirement is done for the

- Short Term i.e. till the year 2005,
- Mid term i.e. till the year 2011, and
- Long term i.e. till year 2021

8.1 TOURIST TRAFFIC TRENDS: GLOBAL SCENARIO

At the global level tourism has emerged as one of the major economic activities of today. In 1995, the world tourist arrivals were about 567.4 million of which Europe's share was almost 60%, followed by America with 20%. The share of South Asian region was very low at 0.8%. The tourist arrivals have grown upto 692 million tourists in the year 2000. This represents a 7.4% increase in International Tourism. The September 11th incidents and the global 'war on terror' have, however, negatively impacted this growth, but one would estimate that the psychological impact of this should not last beyond 2003.

The World Tourism Organization (W.T.O) in its forecast has estimated more than one billion tourist traffic in the year 2010 and around 1.6 billion in 2020.

8.2 TOURIST TRAFFIC TRENDS: INDIAN SCENARIO

The last couple of years have seen an impressive growth in tourism in India. From tourist traffic of just 15,000 tourists in 1950, it has grown upto 2.64 million in 2000. The arrival of foreign tourist in India has increased over the last few years. The travel and tourism industry is expected to contribute a lot to the economy of the country. It directly supports approximately 18 million jobs in India and is expected to rise to 25 million by 2010 or 6.8% of the total employment.

Along with the generation of local employment directly in the Tourism sector, the supporting industries like the Hotel & Restaurant Industry, Transportation System, Handicrafts and Guide Services will also be benefited. The demand of the industry amounts to US \$ 25 billion and by 2010 this will reach US \$ 130 billion, which is at an annual growth rate of 8.3%.

India's share in world tourism arrivals was an appalling 0.37% in 1999, which in turn is reflected in its share of world tourism receipts, which stood at 0.66%.

8.2.1 Domestic Tourists Traffic Trends

The main stay of Indian tourism is a domestic tourist. Travel for pilgrimage and trade related travel has been an integral part of Indian culture and society since medieval times. The economic growth achieved by the country since the independence and the emergence of the large urban middle class with disposable incomes have resulted in growth of the domestic tourism industry. The domestic visits from the year 1991-1995 is given in the table below:

Exhibit 8.1**Domestic Tourists Traffic Trends in India**

Year	Tourist visits (million)	% Change
1991	66.44	-
1992	81.46	22.6
1993	86.64	6.4
1994	100.04	15.4
1995	108.04	8.0

(Source: Report of working group on Tourism for Ninth Five Year Plan 1997-2002)

8.2.2 Foreign Tourists Traffic Trends

India has seen a foreign tourist arrival of more than 2.4 mn in the year 1999 and grew to 2.6 mn in the year 2000, registering a growth of 6.3%. The year 2001 saw a drop in the traffic of foreign tourist to 2.49mn a drop of 5.8% over the previous year.

Exhibit 8.2**Foreign Tourists Traffic Trends in India**

Foreign tourist arrivals in India during January-December 2001 and corresponding figures for 1999 and 2000					
	Foreign tourist arrivals			Percentage change	
Month	1999	2000	2001	2000/99	2001/00
January	253125	266972	283750	5.5	6.3
February	241881	254721	262306	5.3	3
March	227151	235326	248965	3.6	5.8
April	165627	187419	193993	13.2	3.5
May	140168	151344	154360	8	2
June	153225	168716	165267	10.1	-2
July	189045	204969	207593	8.4	1.3
August	184808	189902	193734	2.8	2
September	169200	181292	162738	7.1	-10
October	219442	226531	163192	3.2	-28
November	260752	276254	205713	5.9	-25.5
December	277505	297000	254000	-	-
Total	2481928	2641157	2490000	6.3	-5.8

(Source: Department Of Tourism, Government Of India)

Foreign Exchange

The estimated foreign earnings of India for the period of 1999 to 2001 are given in the table below. The foreign exchange saw a growth of 9.9% in Indian currency for the growth of 6.3% of tourist inflow

Exhibit 8.3
Foreign Exchange Earnings

Estimated foreign exchange earnings during January to December 2001 and corresponding figures for the years 1999, 2000 and 2001				
Year	In Rs	%	In US \$	%
	Crores	Change	Million	Change
1999 (Jan-Dec)	12951	-	3009	-
2000 (Jan-Dec)	14238	9.9	3168	5.3
2001 (Jan-Dec)	14182(P)	-0.4	3053(P)	-3.6

(Source: Department Of Tourism, Government Of India)

8.3 REGIONAL SCENARIO: HIMACHAL PRADESH

This section details the following:

- Domestic tourist traffic trends in the past decade
- Foreign tourist traffic trends in the past decade
- Compounded Annual Growth Rate (CAGR) for both domestic and foreign tourist since 1991

8.3.1 Domestic Tourist Traffic Trends

Himachal Pradesh recorded over 5.1 million tourist in the year 2001 as opposed to the 198.2 million domestic tourists in the country. The share of tourist traffic in Himachal Pradesh is 2.58% to the overall domestic tourist in the country. In the year 1996 Himachal Pradesh recorded tourist traffic of 1.6 million, which rose to 3.8 million in the year 1997.

Exhibit 8.4**Domestic Tourist Traffic Arrival Trends - Himachal**

	DOMESTIC					
DISTRICT	1996	1997	1998	1999	2000	2001
Chamba	144618	293853	322433	334650	358851	400193
Bilaspur	22967	435401	459166	473823	464547	499294
Hamirpur	18089	20356	21620	22837	26942	33328
Kangra	135303	590257	646720	669870	690922	799757
Kinnaur	2060	3137	3874	3198	3763	7370
Kullu	383813	717018	795282	838940	894806	1001296
Lahaul and Spiti	5118	11661	12563	13875	18639	23963
Mandi.	81771	147569	160704	168704	185436	233169
Shimla	623383	818510	898993	943503	1038975	1136063
Sirmaur	20158	258623	284889	292273	317074	344423
Solan	147000	164762	179311	186033	206117	240619
Una	17220	369273	394811	405137	364057	392217
Himachal Pradesh	1601500	3830420	4180366	4352843	4570129	5111692

(Source: Department Of Tourism, Government Of India)

8.3.2 Foreign Tourist Traffic Trends

In the year 2001, it is estimated that 1,32,815 foreign tourists visited Himachal Pradesh as opposed to 24,90,000 foreign tourists who visited India, thus the share of Himachal Pradesh is 5.3% of the total foreign tourists visiting India.

Exhibit 8.5**Foreign Tourist Traffic Arrivals Trends – Himachal**

	Foreign					
DISTRICT	1996	1997	1998	1999	2000	2001
Chamba	968	1202	1472	1562	1862	1616
Bilaspur	208	321	337	584	834	815
Hamirpur	17	16	18	26	70	170
Kangra	11425	13310	17689	22019	26344	28441
Kinnaur	1746	2373	2758	983	648	1830
Kullu	12390	15793	17613	27597	33244	41891
Lahaul and Spiti	11751	13171	15054	10185	12994	17709
Mandi.	2979	3360	4088	5654	6454	6845
Shimla	7899	10482	13515	19188	24225	31022
Sirmaur	8	195	214	507	821	1097
Solan	1903	2145	2346	3001	3491	1580
Una	66	159	102	138	204	12
TOTAL	51360	62527	75206	91444	111191	133028

(Source: Department Of Tourism, Government Of India)

8.3.3 Cumulative Annual Growth Rate (CAGR)

The Compounded Annual Growth Rates (CAGR) in the domestic and International tourist arrivals in Himachal Pradesh was:

- 7.48% for Domestic tourist
- 20.72% for the International tourist

Exhibit 8.6
Compounded Annual Growth Rate

Year	Indian	% Increase	Foreign	% Increase
1996	1601500	-	51360	-
1997	3830420	139.18	62527	21.74
1998	4180366	9.14	75206	20.28
1999	4352843	4.13	91444	21.59
2000	4570129	4.9	111191	21.50
2001	5111692	11.8	133028	19.63
CAGR	Average	7.48	Average	20.72

Note: The CAGR is calculated on the basis of tourist arrival in the year 1997 due to a sudden jump of 139% from the year 1996-1997.

8.4 FORECASTS

The estimation of tourist arrivals in the state is mainly based using the following methods

- Analysis of the past trends and projections on the basis of time series analysis **(Method 1: Static, Section 8.5).**
- Analysis of the past trends and projections on the basis of the infrastructure use and marketing effort to promote the state **(Method 2: Dynamic: Section 8.6)**

The first section details the forecasts on the basis of Method 1 and then the forecasts on the basis of Method 2.

8.5 STATIC FORECASTING: Forecasting Using Time Series

A. Brief Methodology For 20- Year Forecast:

The estimation of future tourist arrivals is mainly based upon an analysis of the past trends in tourist arrivals (both domestic and foreign). District wise tourist arrivals within the state have been projected for both domestic and foreign tourists. The following things were taken into consideration while:

- **Review of Growth in Indian Tourism**

The tourism market in the country was reviewed for understanding the tourist arrival trends at existing states of India.

- **Review of past tourist arrival trends in Himachal**

A review of tourism in Himachal Pradesh was done on the past trends in arrivals of domestic and foreign tourist in Himachal Pradesh.

- **Future tourist arrival Forecast**

Based on the individual growth rates, the future tourist arrivals are computed for the short-term expected growth rate. The long-term growth rate was computed on the basis of the growth rate for India.

B. Assumptions made for the forecasting process

The following has been assumed for the projections of tourism traffic for the short term, mid term and long term.

- For the short term i.e. till 2005 the tourist traffic is going to increase at the current Compounded annual growth rate (CAGR).
- The growth rate for the mid term i.e. till 2011 will be on the basis of the ninth plan growth rate (3% for domestic tourist and 8% for foreign tourist) of tourism in India.
- The growth rate for the long term i.e. till 2021 will be on a CAGR of 2% for the domestic tourist and 5% for the foreign tourist (There is an expectation of an approximate drop in growth rate over the previous period, because of saturation on infrastructure in the main locations, and even some secondary locations).
- In the latter period, higher growth rates, even if achievable, may not be viable given the ecological sensitivity of the state.

Based on the model explained above and the assumptions the projection for the district wise tourist traffic in Himachal given in the table below.

Exhibit 8.7

Projections for tourist Traffic - Short Term

DISTRICT	2002			2005		
	Indian	Foreign	Total	Indian	Foreign	Total
CAGR	7.48%	20.72%	-	7.48%	20.72%	-
Chamba	432319	1740	434059	545015	2173	547188
Bilaspur	516423	1029	517452	572104	2069	574174
Hamirpur	37700	307	38007	54566	1806	56373
Kangra	862854	34386	897240	1083615	60773	1144388
Kinnaur	7713	1469	9182	8841	1102	9943
Kullu	1088480	53461	1141941	1398282	111116	1509398
Lahaul and Spiti	28691	19069	47760	49243	23811	73054
Mandi.	261421	8178	269598	368423	13945	382367
Shimla	1233096	40689	1273785	1576815	91811	1668627
Sirmaur	369997	1689	371687	458688	6171	464859
Solan	264514	1464	265977	351401	1164	352565
Una	398172	6	398179	416587	1	416587
HIMACHAL PRADESH	5493802	160340	5654142	6821015	282115	7103130

Exhibit 8.8**Projections for tourist Traffic – Mid and Long Term**

DISTRICT	2011			2021		
	Indian	Foreign	Total	Indian	Foreign	Total
CAGR	3%	8%	-	2%*	5%*	-
Chamba	650777	3448	654225	793294	5616	798909
Bilaspur	683123	3284	686406	918060	7089	925149
Hamirpur	65155	2866	68022	87563	6188	93751
Kangra	1293893	96439	1390332	1738884	208205	1947089
Kinnaur	10556	1748	12305	14187	3775	17962
Kullu	1669622	176327	1845950	2243833	380677	2624510
Lahaul and Spiti	58799	37784	96583	79021	81574	160594
Mandi.	439916	22128	462044	591210	47774	638984
Shimla	1882800	145693	2028493	2530326	314540	2844865
Sirmaur	547697	9793	557490	736059	21143	757202
Solan	419591	1847	421438	563895	3987	567882
Una	497426	-	497428	668499	-	668502
Himachal Pradesh	8144648	447682	8592330	10945726	966511	11912237

* The CAGR for the period 2011 to 2021 for Domestic and Foreign tourist are 2% and 5% respectively. There is an expectation of an approximate drop of 50% of tourist traffic because of the saturation on infrastructure in the main locations, and even in some secondary locations.

- As seen from the above table Shimla, Kullu and Kangra districts, would continue to be the important destinations for tourism in Himachal Pradesh.
- In the later part of the forecast period (Long-term), other relatively unexplored districts and destinations are expected to gain more importance and grow sharply.

The short-term focus thus should be to augment the tourism infrastructure at the presently popular districts to meet the short and medium term growth. At the same time, new tourism products and infrastructure should be created at lesser popular destinations. These destinations should be linked to currently popular destinations as a circuit.

8.6 FORECASTING OF BED REQUIREMENTS

Based on the future tourist arrivals and their stay patterns, the future capacity requirement in accommodation has been worked out district wise for the state. The existing demand supply gaps and future peak time capacity requirements for accommodation for important districts for the state has been worked out.

8.6.1 Bed Requirements by Static Forecasting (Method 1)

A. Brief Methodology for the 20 year Forecast

The estimation of future bed requirement is mainly based upon a forecast of the future tourist arrivals (both domestic and foreign) for both short and long term.

B. Assumptions

Bed requirements during peak season considering duration of stay and desirable occupancy rate have been worked out on the following assumptions as given by hotel interviews:

- Average stay of foreign tourist and domestic tourists centers as 3 nights and 2 nights per district respectively.
- Domestic peak season lasts for 90 days.

C. Bed Requirements

The bed requirements in each of the district for the short and long term are given in the table below.

Exhibit 8.8
Projections for tourist Traffic – Bed requirements

DISTRICTS	2002	2005	2011	2021
Chamba	4833	6092	7288	9842
Bilaspur	5755	6391	7645	10319
Hamirpur	424	636	772	1076
Kangra	10160	13053	15984	22791
Kinnaur	110	117	146	221
Kullu	12985	17388	21490	31276
Lahaul and Spiti	637	944	1283	2238
Mandi.	3041	4326	5257	7365
Shimla	14379	19050	23348	33357
Sirmaur	4139	5199	6249	8531
Solan	2963	3924	4693	6332
Una	4424	4629	5527	7428
HIMACHAL PRADESH	63715	80491	97957	137728

D. Short term and long-term requirements (Need Gap):

The current statistics on the total number of beds available in Himachal Pradesh gives an understated value because of unregistered accommodation (as the capacity utilization in peak season was 95%).

Assumptions

Hence for forecasting the calculation has been based on the assumption of accommodation of the entire tourist coming to Himachal Pradesh.

The bed requirements and the demand supply gap for the short term as well as long term is given in the table below

- Short-term requirement: (by 2005): Thus by the year 2005 an additional capacity of 16776 beds needs to be created.

	2002			
DISTRICT	*BR	**BA	BA	GAPS
		DOT fig	Estimate #(2002E)	BR- BA (2002E)
Chamba	6092	3007	4833	1259
Bilaspur	6391	493	5755	636
Hamirpur	636	317	424	212
Kangra	13053	4420	10160	2893
Kinnaur	117	398	110	7
Kullu	17388	13359	12985	4403
Lahaul and Spiti	944	286	637	307
Mandi.	4326	1529	3041	1285
Shimla	19050	7498	14379	4671
Sirmaur	5199	652	4139	1060
Solan	3924	2284	2963	961
Una	4629	492	4424	205
Himachal Pradesh	80491	34735	63715	16776

* **BR = Beds Required**

** **BA = Beds Available**

#2002E: Indicates the estimate on beds available in the year 2002

- Mid terms (by 2011): by the year 2011 an additional capacity of 34242 beds needs to be created.

	2011		
DISTRICTS	BR	BA	GAPS
		(2002E)	BR-BA
Chamba	7288	4833	2455
Bilaspur	7645	5755	1890
Hamirpur	772	424	348
Kangra	15984	10160	5824
Kinnaur	146	110	36
Kullu	21490	12985	8505
Lahaul and Spiti	1283	637	646
Mandi.	5257	3041	2216
Shimla	23348	14379	8969
Sirmaur	6249	4139	2110
Solan	4693	2963	1730
Una	5527	4424	1103
Himachal Pradesh	97957	63715	34242

- Long terms (by 2021): by the year 2021 an additional capacity of 74013 beds needs to be created.

	2021		
DISTRICTS	BR	BA	GAPS
		(2002E)	BR-BA
Chamba	9842	4833	5009
Bilaspur	10319	5755	4564
Hamirpur	1076	424	652
Kangra	22791	10160	12631
Kinnaur	221	110	111
Kullu	31276	12985	18291
Lahaul and Spiti	2238	637	1601
Mandi.	7365	3041	4324
Shimla	33357	14379	18978
Sirmaur	8531	4139	4392
Solan	6332	2963	3369
Una	7428	4424	3004
Himachal Pradesh	137728	63715	74013

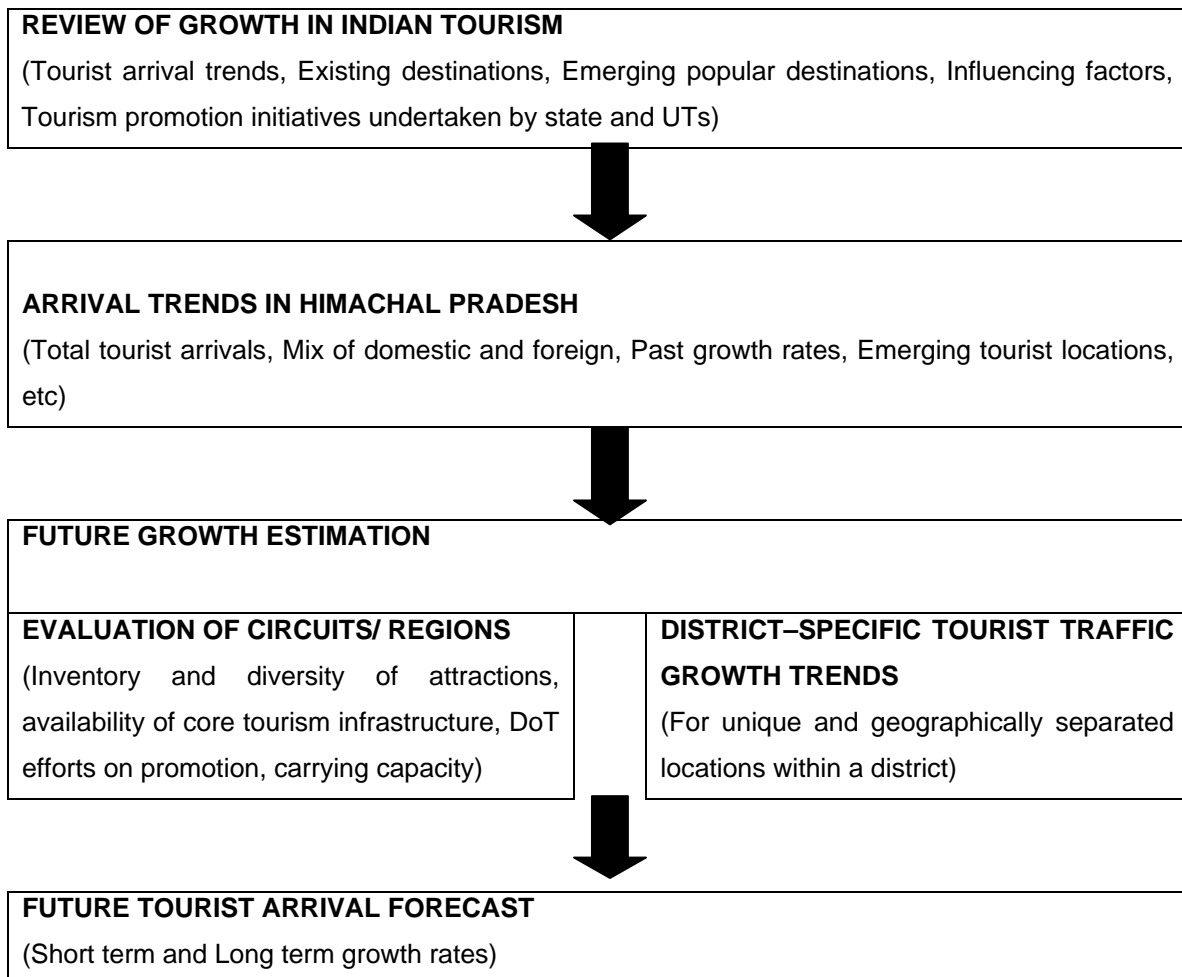
- Given that such large amounts of additional capacity needs to be added in a short period, in addition to the standard forms of accommodation facilities (hotels and paying guests), accommodation in the form of camping sites could be developed as they are relatively easier to set up and would also be a more economical alternative.

Henceforth the need is to identify campsites, provide water and electrical connections so that “tent-hotel” units can be set up.

8.7 DYNAMIC FORECASTING: Based district wise activity plan and marketing effort**A. Brief Methodology For 20- Year Forecast:**

The estimation of future tourist arrivals is mainly based upon an analysis of the past trends in tourist arrivals (both domestic and foreign) and an evaluation of the district and from the viewpoint of future potential for development. District wise tourist arrivals within the state have been projected for both domestic and foreign tourists.

The conceptual framework for the forecasting model is provided below

Exhibit 8.**Future Tourist Arrival Forecast: Conceptual Framework**

- **Review of past tourist arrival trends in Himachal Pradesh**

A review of tourism in Himachal Pradesh was done on the past trends in arrivals of domestic and foreign tourist in Himachal Pradesh.

- **Future growth Estimation**

The growth rate for potential tourism at district levels was ascertained.

- **Future tourist arrival Forecast**

Based on the individual growth rates, the future tourist arrivals are computed for the short-term expected growth rate. The long-term growth rate was computed on the basis of the growth rate in India.

B. Assumptions for Forecasting

The following has been assumed for the projections of tourism traffic for the short term, mid term and long term

- The implementation of the projects mentioned earlier is expected to increase the tourism traffic in the state of Himachal Pradesh.
- Completion of the current projects by the Himachal Pradesh Government and the suggested projects in the time frame mentioned have been assumed for these projections.
- Most of the projects, current as well as proposed, are for implementation in the short term, which will result in incremental tourist traffic in the short and mid term.
- In the later period, higher growth rates, even if achievable, may not be viable given the ecological sensitivity of the state

The current and the proposed projects as well as increase in tourist traffic, both domestic as well as foreign, for each districts is elaborated in Appendix 8.1

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The tourist inflow for the short term, mid term and long term in each districts of Himachal Pradesh are given below.

Exhibit 8.13
Projections for tourist Traffic - Short Term

DISTRICT	2002			2005		
	Indian	Foreign	Total	Indian	Foreign	Total
Chamba	440212	1374	441586	585923	2366	588288
Bilaspur	524049	693	524741	606652	2265	608916
Hamirpur	34994	145	35139	40510	954	41464
Kangra	855740	24175	879915	1048318	58975	1107293
Kinnaur	9213	1374	10587	17993	2318	20312
Kullu	1081400	35607	1117007	1439343	89436	1528778
Lahaul and Spiti	25161	15053	40214	29127	25466	54593
Mandi.	244827	5818	250646	283418	8220	291639
Shimla	1249669	26369	1276038	1663310	75736	1739046
Sirmaur	361644	932	362577	418648	3403	422051
Solan	264681	1738	266419	352290	2313	354604
Una	403984	10	403994	441444	14	441457
Himachal Pradesh	5495574	113288	5608862	6926977	271464	7198441

Exhibit 8.14

Projections for tourist Traffic – Mid and Long Term

DISTRICT	2011			2021		
	Indian	Foreign	Total	Indian	Foreign	Total
Chamba	1037998	7063	1045061	1690789	97376	1788165
Bilaspur	1074721	6762	1081483	1750607	17539	1768146
Hamirpur	60795	4603	65398	81704	11939	93643
Kangra	1857160	136413	1993573	3025118	294506	3319624
Kinnaur	68638	5363	74001	178031	33203	211234
Kullu	1928857	158440	2087298	2592223	342061	2934284
Lahaul and Spiti	39033	34126	73159	101242	88515	189757
Mandi.	379808	14563	394370	510430	37772	548202
Shimla	2228994	134171	2363165	2995582	289665	3285247
Sirmaur	741661	16424	758085	996730	42599	1039329
Solan	624104	3100	627204	1016599	5050	1021649
Una	591577	66	591642	963616	903	964520
Himachal Pradesh	10633346	521094	11154440	15902670	1261128	17163798

The tourist arrivals in each of the destinations for the short and long term is given in **Appendix**

8.1

APPENDIX 8.1

**TOURIST TRAFFIC IN EACH OF THE DESTINATIONS
(SHORT TERM AND LONG TERM)**

A Chamba District

Dalhousie is the main center of attraction in the Chamba district. The other places of attraction are Chamba, Khajjiar and Bharmour. Currently the highest traffic flow is in Dalhousie (around 80% of the tourist visiting Chamba district come to Dalhousie). The new proposed plan is to develop Dalhousie- Chamba- Khajjiar- Bharmour as the new tourist traffic. The idea is to attract and extend the length of stay of tourist in some of the lesser-known places like Khajjiar and Bharmour.

The current and proposed projects in different locations of the district are as follows

LOCATION	CURRENT PROJECTS	PROPOSED PROJECTS
Barikhet	Up gradation of Airport	
Bharmour		Build an access road from Chamba to Bharmour
		Build new road to Palampur
		Build a trekker's base
Khajjiar		Built an amusement park
		Built a camping ground
		Cleaning & renovation of Khajjiar lake
		Provide boating facility in Khajjiar lake
		Build shopping center
Chamba		Build shopping center
		Arrange regular fairs
		Ayurvedic health clinics
Chamera		Boating facility in Chamera lake
		House boats in Chamera
Lakkad Mandi		Camping site in Lakkad Mandi
Pangi Valley		Resurfacing approach road to Pangi valley

Assumptions of Forecast

The short-term projects will be completed by year 2 and hence is expected to get incremental tourists from year three onwards.

Domestic Tourist

Currently Chamba has a CAGR of 8%. But with the marketing of the places the tourist traffic is expected to grow at a rate of 10% till 2005.

Henceforth, the infrastructure in popular places will get saturated and the tourist arrival will increase in the destinations like Khajjiar (lesser known now) supported by the marketing plans. The tourist arrival is expected to grow at the rate of 10% per year till year 2011. For the long term (Till 2021) the tourist traffic is expected to grow at a rate of 5% per year.

Foreign Tourist

The arrival of foreign tourist in India has been badly affected by the 9/11 effect. Current tourists were also asked to leave the country by their respective embassies, which have seen a major decline of tourist arrival in the month of May, June and July. It is expected that the flow of tourist will decline by 15% (Decline in the national tourist arrivals) in current year.

The revival is expected only by the next year and then an incremental growth supported by Marketing is envisaged. The incremental tourist traffic is expected to be 10% till year 2005, 20% till 2011 and 30% till the year 2021.

The flow of tourist in Chamba district in the first few years is expected to be as follows.

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Chamba	440212	585923	1037998	1690789	1374	2366	7063	97376

Penetration

Currently there are 80% of the tourists coming in to the district stay in Dalhousie and the rest stay in other destinations. The incremental tourist inflow in the city will saturate the place.

The development of alternative tourist destinations in the districts will reduce the pressure of tourist inflow in Dalhousie. The tourist inflow is now going to increase in lesser-known places like Khajjiar and Bharmour.

The following has been assumed for the tourist inflow of different destinations in the district.

Indian Tourist

CHAMBA			
Penetration	% Of Tourist coming to Chamba		
	Till 2005	Till 2011	Till 2021
Dalhousie	70%	60%	40%
Chamba Town	20%	26%	30%
Khajjiar	8%	17%	20%
Bharmaur	2%	7%	10%

Foreign Tourist

CHAMBA			
Penetration	% Of Tourist coming to Chamba		
	Till 2005	Till 2011	Till 2021
Dalhousie	70%	56%	30%
Chamba	20%	24%	30%
Khajjiar	8%	20%	25%
Bharmaur	2%	10%	15%

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Dalhousie	410146	560519	676315	1656	3956	29213
Chamba	117185	259499	507237	473	1695	29213
Khajjiar	46874	145320	338158	189	1413	24344
Bharmaur	11718	72660	169079	47	706	14606

Total			
	Till 2005	Till 2011	Till 2021
Dalhousie	411802	564474	705528
Chamba	117658	261195	536449
Khajjiar	47063	146732	362502
Bharmaur	11766	73366	183685

B Bilaspur District

Bilaspur town is a major destination of stay in the district. Tourists mainly visit the nearby places of attraction from Bilaspur town.

The current and proposed projects in different locations of the district are as follows

LOCATION	CURRENT PROJECTS	PROPOSED PROJECTS
Govind Sagar	Beautification of the lake	Fishing in Govind Sagar
	Promotion of Water Sports	Market festival of water sports held by Mountaineers Institute
Bundla Dhar		Training Institute in Bundla Dhar
Swarghat		Promote Day tourism
Vyas Cave		Meditation centers in Vyas cave and Markan Deya

Assumptions of Forecast

Marketing of Govind Sagar Lake for water sports will create an alternative tourist destination in the district. The effect of tourism will be felt in the district two years hence.

Domestic Tourist

The CAGR of domestic tourist in Bilaspur district is 3%, but with the marketing of the places the tourist inflow is expected to grow at a rate of 5% till 2005. Till 2011 the tourist arrival is going to increase at the rate of 10% per year till 2011 and 5% till the year 2021.

Foreign Tourist

The arrival of foreign tourist in India has seen a major decline of tourist arrival in the month of May, June and July due to the 9/11 effect. It is expected that the flow of tourist will decline by 15% (Decline in the national tourist arrivals) in current year.

The arrival of foreign tourist is expected to grow at the rate of 30% till 2005, and then grow at 20% per year till 2011 and 10% per year till 2021.

The flow of tourist in Bilaspur district in the first few years is expected to be as follows.

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Bilaspur	524049	606652	1074721	1750607	693	2265	6762	17539

Penetration

Currently there are 80% of the tourists coming in to the district stay in Bilaspur town, which has got the maximum number of accommodation opportunities in the district. The rest of the tourists stay in lesser-known places like Shantalai, Ghumarwin, etc. Some attraction like Naina Devi has got no place to stay.

The following has been assumed for the tourist inflow of different destinations in the district.

Indian Tourist

BILASPUR			
Penetration	% Of Tourist coming to Bilaspur		
	Till 2005	Till 2011	Till 2021
Bilaspur Town	80	80	75
Shantalai	6	5	5
Ghumarwin	6	5	5
Swarghat	5	6	10
Bundla Dhar	3	4	5

Foreign Tourist

BILASPUR			
Penetration	% Of Tourist coming to Bilaspur		
	Till 2005	Till 2011	Till 2021
Bilaspur Town	80	80	75
Shantalai	6	5	5
Ghumarwin	6	5	5
Swarghat	5	6	10
Bundla Dhar	3	4	5

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Bilaspur Town	485322	859777	1312955	1812	5410	13154
Shantalai	36399	53736	87530	136	338	877
Ghumarwin	36399	53736	87530	136	338	877
Swarghat	30333	64483	175061	113	406	1754
Bundla Dhar	18200	42989	87530	68	270	877

Total			
	Till 2005	Till 2011	Till 2021
Bilaspur Town	487133	865186	1326109
Shantalai	36535	54074	88407
Swarghat	36535	54074	88407
Naina Devji	30446	64889	176815
Bundla Dhar	18267	43259	88407

C Hamirpur District

The district is situated at lower elevation, comparatively warmer and has hilly ranges covered with Pine forest, ideal for nature tourism. Hamirpur town is the only place with tourist arrival currently in the state.

The current and proposed projects in different locations of the district are as follows

LOCATION	CURRENT PROJECTS	PROPOSED PROJECTS
Sujanpur Thira		Building training Institute
		Provide facilities for paragliding
		Develop as Trekking base
		Promote adventure tourism
Nadaun		Health Tourism on bank of river Beas

Assumptions of Forecast

Marketing of Nadaun and Sujanpur will result in tourist inflow in the district.

The tourist traffic in the district in the coming years is expected to be as follows.

Domestic Tourist

The increase in domestic tourist is expected to be as follows.

- Growth rate at 5% per year till the year 2005
- Growth rate at 10% per year till the year 2011 and
- Growth rate of 3% till the year 2021

Foreign Tourist

The district has been recently been explored by the foreign tourist. The CAGR of foreign tourist in the district is 58% since the year 1997. The growth in arrival of foreign tourist in Hamirpur is expected to

- Decline by 15% (Decline in national tourist arrivals) in the year 2003.
- Grow at 50% per year till 2005
- Grow at 30% per year till 2011
- Grow at 10% per year till 2021

The flow of tourist in Hamirpur district in the first few years is expected to be as follows.

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Hamirpur	34994	40510	60795	157687	145	954	4603	28500

Penetration

Currently most of the tourists coming in to the district stay in Hamirpur town, which is the only option for the people visiting there.

The following has been assumed for the tourist inflow of different destinations in the district.

Indian Tourist

HAMIRPUR			
Penetration	% Of Tourist coming to Hamirpur		
	Till 2005	Till 2011	Till 2021
Hamirpur	75	65	54
Nadaum	10	12	18
Sujanpur	7	10	13
Jwalamukhi	5	8	10
Jahu	3	5	5

Foreign Tourist

HAMIRPUR			
Penetration	% Of Tourist coming to Hamirpur		
	Till 2005	Till 2011	Till 2021
Hamirpur	75%	65%	54%
Nadaum	10%	12%	18%
Sujanpur	7%	10%	13%
Jwalamukhi	5%	8%	10%
Jahu	3%	5%	5%

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Hamirpur	30383	39517	85151	794	3324	6447
Nadaum	4051	7295	28384	106	614	2149
Sujanpur	2836	6080	20499	74	511	1552
Jwalamukhi	2026	4864	15769	53	409	1194
Jahu	1215	3040	7884	32	256	597

Total			
	Till 2005	Till 2011	Till 2021
Hamirpur	31177	42841	91598
Nadaum	4157	7909	30533
Sujanpur	2910	6591	22051
Jwalamukhi	2078	5273	16963
Jahu	1247	3295	8481

D Kangra District

Dharmasala and Mcleod Ganj are the two most important places in the district of Kangra. The other places of interest are Palampur, Kangra and Jwalamukhi.

The current and proposed projects in different locations of the district are as follows

LOCATION	CURRENT PROJECTS	PROPOSED PROJECTS
Maharana Pratap Dam	Development of lake	
Palampur		Promote it as Alternative tourist destination
		Build and amusement Park
		Build Shopping centre for Handicrafts
		Build Dauladhai – Palampur ropeway
Dharamkot		Trekker's base
Dharamsala / Mcleodganj		Build Tibetan health spa's
		Shopping centre for Handicrafts
Pragpur		Develop villages around Pragpur and hence develop Heritage area
		Develop handicraft shops in the village
Nurpur		Develop a handicraft center
Bir and Biling		Develop a Tibetan Handicraft center
		Market hang gliding

Assumptions of Forecast

It is expected that the tourist traffic to Kangra district will increase with the implementation of the suggested plans and marketing them. The short-term projects will be completed by year 2 and hence is expected to get incremental tourists from year three onwards. The incremental tourist flow in the first few years is expected to be as follows.

Domestic Tourist

The increase in domestic tourist is expected to be as follows.

- Growth rate at 7% per year till the year 2005
- Growth rate at 10% per year till the year 2011
- Growth rate at 5% per year till the year 2021

Foreign Tourist

The foreign tourist arrival is expected to

- Reduce by 15% (Decline in national tourist arrivals) in the year 2002
- Increase by 20% per year till 2005
- Grow at 15% per year till the year 2011
- Grow at 8% (National growth rate in arrival of foreign tourist) per year till the year 2021

The flow of tourist in Kangra district in the first few years is expected to be as follows.

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Kangra	855740	1048318	1857160	4816994	24175	58975	224973	3101437

PENETRATION

Currently 36% of the people coming in to Kangra stay in Mcleodganj and 22% stay in Dharmasala. The other places where the tourist stays are Palampur, Kangra and Jwalamukhi among the few.

The following has been assumed for the tourist inflow of different destinations in the district.

Indian Tourist

KANGRA			
Penetration	% Of Tourist coming to Kangra		
	Till 2005	Till 2011	Till 2021
Dharmasala	25	25	25
Mcleodganj	30	28	25
Palampur	20	20	20
Chamunda	10	10	10
Kangra	15	17	20

Foreign Tourist

KANGRA			
Penetration	% Of Tourist coming to Kangra		
	Till 2005	Till 2011	Till 2021
Dharmasala	25	25	25
Mcleodganj	30	28	25
Palampur	20	20	20
Chamunda	10	10	10
Kangra	15	17	20

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Dharmasala	262080	464290	756279	14744	34103	73626
Mcleodganj	314495	520005	756279	17693	38196	73626
Palampur	209664	371432	605024	11795	27283	58901
Chamunda	104832	185716	302512	5898	13641	29451
Kangra	157248	315717	605024	8846	23190	58901

Total			
	Till 2005	Till 2011	Till 2021
Dharmasala	276823	498393	829906
Mcleodganj	332188	558200	829906
Palampur	221459	398715	663925
Chamunda	110729	199357	331962
Kangra	166094	338907	663925

E Kinnaur District

The few places of interest in the district are Kalpa, Sangla and Reckong Peo. The places are faced by the occasional landslides blocking the approach road to these places.

The current and proposed projects in different locations of the district are as follows

LOCATION	CURRENT PROJECTS	PROPOSED PROJECTS
Kalpa		Build a road to Kalpa
		Build a ropeway
Har Ki Dhoon		Build a road to Har Ki Dhoon
Sangla Valley		Build wayside facilities

Assumptions of Forecast

It is expected that in the short term some wayside facilities would be developed on the approach road to Sangla valley which will be completed by year 2 and hence is expected to get incremental tourists from year three onwards. The tourist traffic to Kinnaur district will increase with the implementation of the suggested plans and marketing them.

Domestic Tourist

The increase in domestic tourist is expected to be as follows.

- Growth rate at 25% per year till the year 2011
- Growth at the rate of 10% per year till the year 2021

Foreign Tourist

The foreign tourist arrival is expected to

- Reduce by 15% (Decline in national tourist arrivals) in the year 2002
- Grow at 10% per year till the year 2005
- Grow at 15% per year till the year 2011
- Grow at 20% per year till the year 2021

The flow of tourist in Kinnaur district in the first few years is expected to be as follows.

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Kinnaur	9213	17993	68638	178031	1374	2318	5363	33203

PENETRATION

Currently 28% of the people coming in to Kinnaur stay in Kalpa and 22% stay in Sangla and 21% stay in Reckong peo.

The following has been assumed for the tourist inflow of different destinations in the district.

Indian Tourist

KANNAUR			
Penetration	% Of Tourist coming to Kinnaur		
	Till 2005	Till 2011	Till 2021
Kalpa	25	25	30
Sangla	25	28	35
Reckong Peo	21	21	25

Foreign Tourist

KANNAUR			
Penetration	% Of Tourist coming to Kinnaur		
	Till 2005	Till 2011	Till 2021
Kalpa	25	25	30
Sangla	25	28	35
Reckong Peo	21	21	25

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Kalpa	4498	17160	53409	580	1341	9961
Sangla	4498	19219	62311	580	1502	11621
Reckong Peo	3779	14414	44508	487	1126	8301

Total			
	Till 2005	Till 2011	Till 2021
Kalpa	5078	18500	63370
Sangla	5078	20720	73932
Reckong Peo	4265	15540	52808

F Kullu District

The main places for accommodation in the districts are Kullu and Manali. Almost 80% of the people coming in to the district stay in Manali and the rest in Kullu. There is a need to develop a new tourist destination in the district and Gulaba, one of the less explored places in Kullu offers huge potential for development as a tourist destination.

The current and proposed projects in different locations of the district are as follows

LOCATION	CURRENT PROJECTS	PROPOSED PROJECTS
Solang Valley	Ski Resort	
	Ski lift	
	Para Gliding for beginners	
	Training Institute	
Ani		Build a road to Anne from Sainj (17 km)
Kullu	Upgradation of the airport	Organize hill fruit show
		Build shopping centres
		Build Ayurvedic health clinic
Vashist		Build Ayurvedic parlour
Gulaba		Build camping spot
		Promote Angling

Assumptions of Forecast

It is expected that in the short term projects will be completed by year 2 and hence is expected to get incremental tourists from year three onwards. But with the saturation of the infrastructure in tourist destination the growth rate will be lower from year 2005 onwards.

The incremental tourist flow in the first few years is expected to be as follows.

Domestic Tourist

The increase in domestic tourist is expected to be as follows.

- Growth rate at 10% per year till the year 2005
- Growth rate of 5% per year till 2011
- Growth rate at 3% per year till the year 2021

Foreign Tourist

The foreign tourist arrival is expected to

- Reduce by 15% in the year 2002
- Grow at 20% per year till the year 2005
- Grow at 10% per year till 2011
- Grow at 8% per year till 2021

The flow of tourist in Kullu district in the first few years is expected to be as follows.

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Kullu	1081400	1439343	1928857	2592223	41891	89436	158440	342061

PENETRATION

Currently Kullu and Manali get around 90% of the total tourist coming to the district.

The following has been assumed for the tourist inflow of different destinations in the district.

Indian Tourist

KULLU			
Penetration	% Of Tourist coming to Kullu		
	Till 2005	Till 2011	Till 2021
Kullu	40	36	35
Manali	35	35	32
Gulaba	10	12	15
Solang	3	4	5
Vashist	2	3	3
Manikaran	5	5	5
Others	5	5	5

Foreign Tourist

KANNAUR			
Penetration	% Of Tourist coming to Kullu		
	Till 2005	Till 2011	Till 2021
Kullu	40	36	30
Manali	35	32	25
Gulaba	10	12	15
Solang	5	7	10
Vashist	10	13	20

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Kullu	575737	694389	907278	35774	57039	102618
Manali	503770	675100	829511	31302	50701	85515
Gulaba	143934	231463	388833	8944	19013	51309
Solang	43180	77154	129611	4472	11091	34206
Vashist	28787	57866	77767	8944	20597	68412
Manikaran	71967	96443	129611	-	-	-
Others	71967	96443	129611	-	-	-

Total			
	Till 2005	Till 2011	Till 2021
Kullu	611511	751427	1009896
Manali	535072	725801	915027
Gulaba	152878	250476	440143
Solang	47652	88245	163817
Vashist	37730	78463	146179
Manikaran	71967	96443	129611
Others	71967	96443	129611

G Lahaul & Spiti District

The district is among the least explored among all the district in Himachal Pradesh. There are very few tourist destinations and most of the places are being closed for tourist for half the year.

Nothing much can be done to promote the tourism in the district. For the short term Kaza needs to be marketed as an adventure destination.

Assumptions of Forecast

It is expected that the short-term projects will be completed by year 2 and hence is expected to get incremental tourists from year three onwards.

The incremental tourist flow in the first few years is expected to be as follows.

Domestic Tourist

The increase in domestic tourist is expected to be as follows.

- Growth rate at 5% per year till the year 2011
- Growth rate at 10% per year till the year 2021

Foreign Tourist

The foreign tourist arrival is expected to

- Reduce by 15% in the year 2002
- Grow at 5% per year till year 2011
- Grow at 10% per year till year 2011

The flow of tourist in Lahaul & Spiti district in the first few years is expected to be as follows.

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Lahaul & Spiti	25161	29127	39033	101242	15053	25466	34126	88515

PENETRATION

The following has been assumed for the tourist inflow of different destinations in the district.

Indian Tourist

LAHAUL & SPITI			
Penetration	% Of Tourist coming to Lahaul & Spiti		
	Till 2005	Till 2011	Till 2021
Lahaul Valley	60	55	50
Spiti Valley	40	45	50

Foreign Tourist

LAHAUL & SPITI			
Penetration	% Of Tourist coming to Lahaul & Spiti		
	Till 2005	Till 2011	Till 2021
Lahaul Valley	60	55	50
Spiti Valley	40	45	50

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Lahaul Valley	17476	21468	50621	15279	18769	44257
Spiti Valley	11651	17565	50621	10186	15357	44257

Total			
	Till 2005	Till 2011	Till 2021
Lahaul Valley	32756	40238	94878
Spiti Valley	21837	32922	94878

H Mandi District

Mandi is the most important destination in the district. The other places of interest are Jogindernagar and Sundernagar.

The current and proposed projects in different locations of the district are as follows

LOCATION	CURRENT PROJECTS	PROPOSED PROJECTS
Joginder Nagar		Promote day tourism
Barot		Develop trekking
		Promote angling
Shikari Devi		Develop the trek route from Janjchi and Karrog
Tattapani		Build a herbal garden
		Promote health tourism

Assumptions of Forecast

It is expected that in the short term projects will be completed by year 2 and hence is expected to get incremental tourists from year three onwards.

The incremental tourist flow in the first few years is expected to be as follows.

Domestic Tourist

The increase in domestic tourist is expected to be as follows.

- Growth rate at 5% per year till the year 2011
- Growth rate at 3% per year till the year 2021

Foreign Tourist

The foreign tourist arrival is expected to

- Reduce by 15% in the year 2002
- Growth rate at 5% per year till the year 2005
- Grow at 10% till year 2011

The flow of tourist in Mandi district in the first few years is expected to be as follows.

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Mandi	244827	283418	379808	510430	5818	8220	14563	37772

PENETRATION

The following has been assumed for the tourist inflow of different destinations in the district:

Indian Tourist

MANDI			
Penetration	% Of Tourist coming to Mandi		
	Till 2005	Till 2011	Till 2021
Mandi Town	70	65	50
Sunder Nagar	10	13	20
Joginder nagar	10	12	15
Tattapani	5	5	10
Barot	3	3	3
Shikari Devi	2	2	2

Foreign Tourist

MANDI			
Penetration	% Of Tourist coming to Mandi		
	Till 2005	Till 2011	Till 2021
Mandi Town	70	50	30
Sunder Nagar	10	10	20
Joginder nagar	10	10	15
Tattapani	10	10	15
Barot	-	10	10
Shikari Devi	-	10	10

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Mandi Town	198393	246875	255215	5754	7281	11332
Sunder Nagar	28342	49375	102086	822	1456	7554
Joginder nagar	28342	45577	76564	822	1456	5666
Tattapani	14171	18990	51043	822	1456	5666
Barot	8503	11394	15313	-	1456	3777
Shikari Devi	5668	7596	10209	-	1456	3777

Total			
	Till 2005	Till 2011	Till 2021
Mandi Town	204147	254156	266546
Sunder Nagar	29164	50831	109640
Joginder nagar	29164	47033	82230
Tattapani	14993	20447	56709
Barot	8503	12850	19090
Shikari Devi	5668	9052	13986

I Shimla District

It is one of the most important districts in Himachal Pradesh. Shimla has been the tourist destination since India was a British colony. But then there was no alternative destination created after that. Shimla is still the only destination for visitors of the district.

Steps have been suggested both in the short term and long term to promote the tourism of the state.

The current and proposed projects in different locations of the district are as follows:

LOCATION	CURRENT PROJECTS	PROPOSED PROJECTS
Shimla	Upgradation of airport	Promote cultural festival
Narkananda		Market as ski destination
Kufri		Build camping facility
Sarahan		Promote as alternative hill station
Chopal		Build a heritage village

Assumptions of Forecast

It is expected that in the short term projects will be completed by year 2 and hence is expected to get incremental tourists from year three onwards.

The incremental tourist flow in the first few years is expected to be as follows.

Domestic Tourist

The increase in domestic tourist is expected to be as follows.

- Growth rate at 10% per year till the year 2011
- Growth rate at 5% per year till the year 2021

Foreign Tourist

The foreign tourist arrival is expected to

- Reduce by 15% in the year 2002
- Grow at 25% till year 2005
- Grow at 10% per year till 2011
- Grow at 8% per year till 2021

The flow of tourist in Shimla district in the first few years is expected to be as follows.

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Shimla	1226948	1663310	2228994	2995582	26369	75736	134171	289665

PENETRATION

The following has been assumed for the tourist inflow of different destinations in the district.

Indian Tourist

SHIMLA			
Penetration	% Of Tourist coming to Shimla		
	Till 2005	Till 2011	Till 2021
Shimla	60	52	40
Rampur	20	20	20
Narkanda	6	8	10
Kufri	4	10	20
Others	10	10	10

Foreign Tourist

SHIMLA			
Penetration	% Of Tourist coming to Shimla		
	Till 2005	Till 2011	Till 2021
Shimla	60	52	40
Rampur	20	20	20
Narkanda	6	8	10
Kufri	4	10	20
Others	10	10	10

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Shimla	997986	1159077	1198233	45442	69769	115866
Rampur	332662	445799	599116	15147	26834	57933
Narkanda	99799	178320	299558	4544	10734	28966
Kufri	66532	222899	599116	3029	13417	57933
Others	166331	222899	299558	7574	13417	28966

Total			
	Till 2005	Till 2011	Till 2021
Shimla	1043427	1228846	1314099
Rampur	347809	472633	657049
Narkanda	104343	189053	328525
Kufri	69562	236317	657049
Others	173905	236317	328525

J Sirmaur District

The major places of attraction in the district are Poanta Sahib, Nahan, and Renuka Lake.

Rajgarh is being developed as the new tourist destination of the state.

Marketing of Rajgarh will develop tourist traffic in the district.

The current and proposed projects in different locations of the district are as follows

LOCATION	CURRENT PROJECTS	PROPOSED PROJECTS
Nahan		Promote Nahan as an alternative tourist destination
Shillai		Build and promote as trekkers base

Assumptions of Forecast

It is expected that in the short term projects will be completed by year 2 and hence is expected to get incremental tourists from year three onwards.

The district is recently explored by the foreign tourist and is expected to get incremental tourist till 2021.

The incremental tourist flow in the first few years is expected to be as follows.

Domestic Tourist

The increase in domestic tourist is expected to be as follows.

- Growth rate of 5% per year till the year 2005
- Growth rate of 10% per year till the year 2011
- Growth rate of 3% per year till the year 2021

Foreign Tourist

The foreign tourist arrival is expected to

- Reduce by 15% in the year 2002
- Grow at 35% till year 2005
- Grow at 30% till year 2011
- Grow at 10% till year 2011

The flow of tourist in Sirmaur district in the first few years is expected to be as follows.

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Sirmaur	361644	418648	741661	996730	932	3403	16424	42599

PENETRATION

The following has been assumed for the tourist inflow of different destinations in the district.

Indian Tourist

SIRMAUR			
Penetration	% Of Tourist coming to Sirmaur		
	Till 2005	Till 2011	Till 2021
Paonta Sahib	40	38	30
Nahan	15	16	18
Rajgarh	25	26	30
Renuka	10	10	12
Others	10	10	10

Foreign Tourist

SIRMAUR			
Penetration	% Of Tourist coming to Sirmaur		
	Till 2005	Till 2011	Till 2021
Paonta Sahib	40	38	30
Nahan	15	16	18
Rajgarh	25	26	30
Renuka	10	10	12
Others	10	10	10

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Paonta Sahib	167459	281831	299019	1361	6241	12780
Nahan	62797	118666	179411	510	2628	7668
Rajgarh	104662	192832	299019	851	4270	12780
Renuka	41865	74166	119608	340	1642	5112
Others	41865	74166	99673	340	1642	4260

Total			
	Till 2005	Till 2011	Till 2021
Paonta Sahib	168820	288072	311799
Nahan	63308	121294	187079
Rajgarh	105513	197102	311799
Renuka	42205	75808	124720
Others	42205	75808	103933

K Solan District

The places of interest in the district are Kasauli, Chail, Parwanoo, etc. It has been suggested to promote Corporate Tourism in Parwanoo, Dharampur, Kumahatti and Kasauli. Apart from, this it is also suggested to market the Chail Palace and the highest cricket ground which is still unknown to tourist

The current and proposed projects in different locations of the district are as follows

LOCATION	CURRENT PROJECTS	PROPOSED PROJECTS
Kasauli/ Parwanoo / Dharampur/Kumahatti		Promote the destinations as a centre for Corporate tourism
Chail		Market Chail palace and the cricket ground
Nalagarh		Build heritage village

Assumptions of Forecast

It is expected that in the short term projects will be completed by year 2 and hence is expected to get incremental tourists from year three onwards.

The incremental tourist flow in the first few years is expected to be as follows.

Domestic Tourist

The increase in domestic tourist is expected to be as follows.

- Growth rate at 10% per year till the year 2005
- Growth rate at 10% per year till the year 2011
- Growth rate at 5% per year till the year 2021

Foreign Tourist

The foreign tourist arrival is expected to

- Decrease by 15% in the year 2002
- Increase by 10% per year in the year 2005
- Grow at 5% till year 2021

The flow of tourist in Solan district in the first few years is expected to be as follows:

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Solan	264681	352290	624104	1016599	1738	2313	3100	5050

PENETRATION

The following has been assumed for the tourist inflow of different destinations in the district.

Indian Tourist

SOLAN			
Penetration	% Of Tourist coming to Solan		
	Till 2005	Till 2011	Till 2021
Solan	40	32	25
Kasauli	30	28	25
Chail	10	14	15
Parwanoo	7	11	15
Dharampur	10	10	10
Kumahatti	3	5	10

Foreign Tourist

SOLAN			
Penetration	% Of Tourist coming to Solan		
	Till 2005	Till 2011	Till 2021
Solan	40	32	25
Kasauli	30	28	25
Chail	10	14	15
Parwanoo	7	11	15
Dharampur	10	10	10
Kumahatti	3	5	10

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Solan	140916	199713	254150	925	992	1262
Kasauli	105687	174749	254150	694	868	1262
Chail	35229	87375	152490	231	434	757
Parwanoo	24660	68651	152490	162	341	757
Dharampur	35229	62410	101660	231	310	505
Kumahatti	10569	31205	101660	69	155	505

Total			
	Till 2005	Till 2011	Till 2021
Solan	141841	200705	255412
Kasauli	106381	175617	255412
Chail	35460	87809	153247
Parwanoo	24822	68992	153247
Dharampur	35460	62720	102165
Kumahatti	10638	31360	102165

L Una District

Una is mainly a destination for Domestic tourists and is yet not explored by foreign tourists.

The current and proposed projects in different locations of the district are as follows

LOCATION	CURRENT PROJECTS	PROPOSED PROJECTS
Una		Market Chintpurni Temple

The incremental tourist flow in the first few years is expected to be as follows.

Domestic Tourist

The increase in domestic tourist is expected to be as follows.

- Growth rate at 3% per year till the year 2005
- Growth rate at 5% per year till the year 2021

Foreign Tourist

The increase in foreign tourist is expected to be as follows.

- Reduce by 15% in the year 2002
- Growth rate at 10% per year till the year 2005
- Growth rate at 30% per year till the year 2021

The flow of tourist in Solan district in the first few years is expected to be as follows.

	Domestic				Foreign			
	Till 2002	Till 2005	Till 2011	Till 2021	Till 2002	Till 2005	Till 2011	Till 2021
Una	403984	441444	591577	963616	10	14	66	903

PENETRATION

The following has been assumed for the tourist inflow of different destinations in the district.

Indian Tourist

UNA			
Penetration	% Of Tourist coming to Solan		
	Till 2005	Till 2011	Till 2021
Una	40	35	35
Chintpurni	30	35	35
Bharwain	15	15	15
Others	15	15	15

Foreign Tourist

SOLAN			
Penetration	% Of Tourist coming to Solan		
	Till 2005	Till 2011	Till 2021
Una	40	35	35
Chintpurni	30	35	35
Bharwain	15	15	15
Others	15	15	15

The total tourism traffic in this area will be as follows.

	Domestic			Foreign		
	Till 2005	Till 2011	Till 2021	Till 2005	Till 2011	Till 2021
Una	176577	207052	337266	6	23	316
Chintpurni	132433	207052	337266	4	23	316
Bharwain	66217	88737	144542	2	10	135
Others	66217	88737	144542	2	10	135

Total			
	Till 2005	Till 2011	Till 2021
Una	176583	207075	337582
Chitpurni	132437	207075	337582
Bharwain	66219	88746	144678
Others	66219	88746	144678

8.8 BED REQUIREMENTS BY FORECASTING BASED ON MARKETING EFFORT (METHOD 2)

A. Brief Methodology for the 20 year Forecast

The estimation of future bed requirement is mainly based upon a forecast of the future tourist arrivals (both domestic and foreign) for the short term and long term.

B. Assumptions

Bed requirements during peak season considering duration of stay and desirable occupancy rate have been worked out on the following assumptions as given by hotel interviews:

- Average stay of foreign tourist and domestic tourists centers as 3 nights and 2 nights per district respectively.
- Domestic peak season lasts for 120 days.

C. Bed Requirements

The bed requirements in each of the district for the short and long term are given in the table below.

DISTRICTS	2005	2011	2021
Chamba	6550	11651	20409
Bilaspur	6778	12054	19744
Hamirpur	466	752	1107
Kangra	12631	22909	38521
Kinnaur	239	852	2532
Kullu	17483	24072	34503
Lahaul & Spiti	748	1002	2600
Mandi	3286	4463	6301
Shimla	19743	27003	38112
Sirmaur	4708	8514	11785
Solan	3953	6986	11380
Una	4905	6574	10722
	81491	126833	197715
Himachal Pradesh	81058	170732	864610

8.8.1 Short term and long term requirements (Need Gap):

The current statistics on the total number of beds available in Himachal Pradesh gives an understated value by around 38% to the current bed requirements (as the capacity utilization in peak season was 95%). Hence for forecasting the calculation has been based on the assumption of accommodation of all the tourists coming to Himachal.

- Short-term requirement: (by 2005): Thus by the year 2005 an additional capacity of 18541 beds needs to be created.

	2005			
DISTRICT	*BR	**BA	BA	GAPS
		DOT fig	Estimate #(2002E)	BR- BA (2002E)
Chamba	6550	3007	4914	1636
Bilaspur	6778	493	5834	944
Hamirpur	466	317	391	75
Kangra	12631	4420	9911	2720
Kinnaur	239	398	125	113
Kullu	17483	13359	12609	4874
Lahaul and Spiti	748	286	530	218
Mandi.	3286	1529	2817	469
Shimla	19743	7498	14325	5419
Sirmaur	4708	652	4034	675
Solan	3953	2284	2970	983
Una	4905	492	4489	416
Himachal Pradesh	81491	34735	62950	18541

* BR = Beds Required

** BA = Beds Available

#2002E: Indicates the estimate on beds available in the year 2002

- Mid term (by 2011): by the year 2011 an additional capacity of 63883 beds needs to be created.

	2011		
DISTRICT	*BR	BA	GAPS
		Estimate #(2002E)	BR- BA (2002E)
Chamba	11651	4914	6737
Bilaspur	12054	5834	6220
Hamirpur	752	391	361
Kangra	22909	9911	12998
Kinnaur	852	125	727
Kullu	24072	12609	11463
Lahaul and Spiti	1002	530	472
Mandi.	4463	2817	1646
Shimla	27003	14325	12678
Sirmaur	8514	4034	4481
Solan	6986	2970	4016
Una	6574	4489	2085
Himachal Pradesh	126833	62950	63883

- Long term (by 2021): by the year 2021 an additional capacity of 134765 beds needs to be created.

	2021		
DISTRICT	*BR	BA	GAPS
		Estimate #(2002E)	BR- BA (2002E)
Chamba	11651	4914	15495
Bilaspur	12054	5834	13909
Hamirpur	752	391	716
Kangra	22909	9911	28610
Kinnaur	852	125	2406
Kullu	24072	12609	21894
Lahaul and Spiti	1002	530	2070
Mandi.	4463	2817	3484
Shimla	27003	14325	23787
Sirmaur	8514	4034	7751
Solan	6986	2970	8410
Una	6574	4489	6233
Himachal Pradesh	126833	62950	134765

CHAPTER 9: PROPOSED TOURISM PROJECTS

9.0 TOURISM PROJECTS

The projects that require be undertaken to promote tourism in the state are:

- Improvement of basic and tourism related infrastructure
- Development of new tourism products like
 - Health tourism
 - Corporate tourism
 - Cultural tourism
 - Adventure tourism
 - Eco tourism

9.0.1 INFRASTRUCTURE DEVELOPMENT

For the development of tourism, basic infrastructure like roads, airports, railways, accommodation are absolutely essential. These need to be constantly upgraded and improved to cater to the increasing inflow of tourists in the state over the years. In the development of accommodation facilities the prime focus up till the year 2011 is to develop mid priced and economy based hotels. Subsequently we should look at upgradation of the quality and spending of the tourists and focus on development of high priced hotels.

Tourism related infrastructure like wayside facilities, public call offices, toilets, restaurants, entertainment centers also require to be developed to provide convenience to the tourists visiting the state.

With increasing tourist traffic, water and sewerage facilities also need to be upgraded and eco friendly techniques need to be adopted.

9.0.2 NEW TOURISM PRODUCTS

9.0.2.1 Health Tourism

Introduction

Health tourism can be defined as "the deliberate attempt on the part of a tourist facility (e.g. hotel, resort, etc.) or destination to attract tourists by promoting health-care services and facilities in addition to regular tourist amenities.

There is an abundant source of natural health products in the state as well as appreciation and practice of traditional medicine as alternative health care. There is, therefore a great reason for Himachal to develop health tourism as a new tourist product. The current lot of tourists visiting this place seek this form of tourism and through discussions with tourists it has been found that they are showing a lot of interest in this form of tourism. Thus, given that there is a ready market for this form of tourism, it would be a good proposition to begin marketing and forming guidelines and fixing targets to give this sector a boost.

Rationale For Promoting Health Tourism In Himachal

There is an increasing demand for health tourism products in the market, especially by the foreign tourists visiting Himachal Pradesh. Developing health tourism may be a worthwhile endeavor, as it would help diversify their tourism product for reasons summarized as follows:

1. Health tourism would help Himachal diversify their overall tourism product and better position themselves for a changing consumer market. The incorporation of health tourism would also help broaden the marketability of, bringing increased attention to the general tourism offering of the state.
2. Since health tourism has the ability to reach out to a higher socio-economic level of travelers, Himachal would receive a higher ratio of expenditure per visitor earnings and therefore realize a higher volume of foreign exchange related to tourism.

3. Health tourism traditionally has proved to have a high "repeat-user business;"
4. Health tourism provides an opportunity for the reassessment and modernization of existing facilities, which in turn can stimulate investment and create a significant impact on the local economy.
5. Spa health tourism will contribute to regional development because it would generate employment, increase government revenue and diversify the economy within many areas.
6. The development of health tourism, particularly "spa tourism" could act to preserve natural resources, in that it makes use of special features, such as hot springs, lakes, lagoons, seas and rivers.
7. Alternative and traditional medicine offerings could provide additional health care option to tourists both foreign and local.
8. It used as a tool to develop and promote alternative medicine and herbal medicines such as Ayurveda, Homeopathy, Tibetan medicine etc.
9. Can be used as an attraction in resorts/ hotels to attract tourists: Development of health related tourism in a retreat would encourage the entrepreneurs to set up new hotels/ resorts in the state thereby strengthening the accommodation infrastructure in the state.
10. There is a strong ayurvedic network in Himachal and it could be leveraged to help develop health tourism.

Health tourism in Himachal Pradesh:

Initiatives taken by the government to promote health tourism in Himachal Pradesh:

In a bid to concentrate on health tourism, the Himachal Pradesh Tourism Development Corporation (HPTDC) is planning the introduction of 'traditional herbal massages' at its hotels (tourist complexes). The joint venture between HPTDC and the state ayurvedic department plans to launch 'Panchkarma', the 3.25 crore pilot project. The project would initially be launched in hotels at Chail, Palampur, Jogindernagar and Kulu.

The government is also planning to commence a medicinal facility in the green belts of the state like Chail, Palampur, Jogindernagar and Kulu. A herbal garden is also being established at Kalaban in Chamba; a 'Vanaspati Van' is being set up for which the Centre has provided a grant of Rs 5.16 crores, and a number of herbal gardens are in the pipeline, one of which will be set up in the Tribal area of Chitkul to cultivate rare species of herbs.

In order to encourage health tourism the government would have to set up guidelines and objectives:

The objectives of health tourism should be:

1. To attract tourists by promoting health-related services and facilities in addition to regular tourist amenities.
2. To integrate traditional and alternative health care systems as an appropriate technology that is safe, effective, affordable, accessible and culturally acceptable
3. To supply natural health products through community-based livelihood programs.
4. Involve the local expertise in setting up Ayurveda and homeopathic medicinal centers and the traditional Tibetan form of medicine.
5. Set up a regulatory framework to monitor the quality of care and facilities being offered to the tourists.
6. To begin with, these projects could be set up in and around existing infrastructure like Ayurvedic colleges, already existing clinics etc.
7. Develop a suitable marketing plan to attract tourists on the lines of 'Kerala'

HEALTH TOURISM PLAN:

In order to implement health tourism in the state a plan would have to be drawn out.

Following would be the components of the plan:

Components of the plan:

1. Site Identification/ Development

Herbal Garden: This could be taken up along with the forest department officials and herbal trees/shrubs could be cultivated in the state. This would require expertise for identification of the right herbs and it is proper cultivation and maintenance.

2. Herbal Processing: This would involve processing the herbs, packaging, storing and transporting it to the health units all around the state.

3. Facilities and Amenities for alternative health care: Health care clinics specializing in each of the kinds of medicine as mentioned above would have to be set up and the quality of care given monitored by a monitoring agency.

4. Trainings and Seminar Workshops

Health workers: Training would have to be imparted so as to develop expertise in the fields. Setting up of such health centers in and around already existing alternative medicinal colleges and schools could be one option that could be explored.

5. Implementation: There would have to be a committee or a board with representatives from the tourism as well as the health departments to ensure smooth functioning and monitoring of these centers.

6. Marketing: A vital aspect of this project is marketing of health tourism. Adequate publicity would be needed to ensure high level of awareness and incentives would have to be offered to individuals/ institutions willing to invest in this project.

7. Institutional coordination:

To ensure a coordinated effort towards the development of health tourism and the establishment of appropriate guidelines for project implementation, the following agencies shall be tapped:

1. Department of Tourism (DOT) - Lead Agency
2. Department of Health (DOH)
3. Department of Forests.

PROJECT 1: AYURVEDA CENTRES

There is an abundant source of natural health products like Ayurveda and Tibetan medicine in the state as well as appreciation and practice of traditional medicine as alternative health care. There is, therefore a great reason for Himachal to develop health tourism as a new tourist product. The current lots of tourists visiting this place seek this form of tourism and through discussions with tourists it has been found that tourists are showing a lot of interest in this form of tourism.

The promotion of health tourism will have to be done in a phases:

Requirements of the plan-

- 1) Herbal garden
- 2) Herbal processing
- 3) Facilities and amenities like health care clinics etc.
- 4) Trainings and seminar workshops for health workers.
- 5) Committee for implementation and monitoring
- 6) Marketing

The government is planning to commence a medicinal facility in the green belts of the state like Chail, Palampur, Jogindernagar and Kullu. A herbal garden is also being established at Kalaban in Chamba. A herbal garden can be established near Shikari Devi in Mandi.

In the initial phase Ayurvedic health clinics can be set up in these places i.e. Chail, Kullu, Chamba, and Palampur. In addition clinics can also be set up in hotels at Dharamshala, McLeod Ganj.

Vashisht in Kullu district and Tattapani in Mandi district have hot sulfur springs around which ayurvedic health centres can be set up.

PROJECT 2:TIBETAN MEDICINE

Tibetan medicine is a science, art and philosophy that provide a holistic approach to health care. The diagnostic techniques include visual observation, touch and interrogation. Medicinal herbs, roots, flowers form the basis of Tibetan Pharmacology. In India, the Tibetan Doctors depend on the remote Himalyan foothills and mountains of Himachal, Ladakh, Zaskar and Sikkim etc. for pure and fresh herbs used in their medicines. The herbs, as instructed in the medical tantras, must be collected in the right season at the right altitude, cleaned in the mountain streams and dried in the fresh mountain and highland air to preserve their medicinal curative potency.

Tibetan medicine offers a huge potential in the hill district of Lahaul & Spiti and Kangra which gets a lot of foreign tourists.

A herbal garden could be set up in this district and health clinics be opened in Dharamshala, McLeodGanj, Kaza.

In phase 2 of the health tourism plan there is a need to develop Health Spas, Health resorts and training institutes. The location of these facilities will depend on the response and interest generated by phase 1.

Financing arrangements through the state government /private parties could be sought.

9.0.2.2 Corporate Tourism

Himachal Pradesh can be developed as a destination for corporate seminars, training sessions, team-building programs etc. By developing this kind of tourism the advantages are that the quality of tourist (spend per person) is high, they operate as marketers through word-of-mouth channels, and are likely to return for family holiday, their season is not depended on school holidays thus extending the tourist season in the state.

Destinations for Conferences/Seminars

Requirements-

- 1) Sites as conference venues in districts not far from Chandigarh, or places with good connectivity.

One of the main criteria for selection of a location for such conferences is the accessibility of that place hence connectivity to the place and ease of availability of tickets is very important to a corporate tourist.

- 2) A basic minimum set of requirements for "conference venues"

- Room quality
- Room facilities (TV/cable etc)
- Conference facilities
- Internet & phone connections

Outbound Tourism destinations for team building sessions

Requirements -

- 1) Adventure activities like Trekking, Rock climbing, canoeing, river rafting, etc. around the place.
- 2) Camp sites with adequate facilities like chemical toilets, shower tents etc.

PROJECT 1: DESTINATIONS FOR CONFERENCES/SEMINARS

One of the main criteria for selection of a location for such conferences is the accessibility of locations such as Parwanoo, Dharampur, Kumarhatti, Kasauli which could be developed as corporate tourist destinations. These places are well connected by rail and road and are close to Chandigarh.

PROJECT 2: DESTINATIONS FOR TEAM BUILDING SESSIONS

Camp Wild rift in Sattal in Uttaranchal has camping facilities with rock climbing, canoeing. They have also adopted a village nearby where tourists can visit, savour the local cuisine, etc. These facilities are mostly availed by the corporates for team building exercises, sessions, etc.

Similar destinations can be developed in Khajjiar in Chamba district.

9.0.2.3 Cultural Tourism

Religious-

1) Promote the Hindu temple circuit

Temples like Jwalamukhi, Brajeshwari, Chintpurni and Naina Devi in Kangra valley, Baijnath close to Palampur, Manimahesh and Chaurasi temples in Chamba can be promoted as part of the religious circuit.

2) Buddhist circuits

Himachal has some of the important Buddhist circuits of the country.

- 1) Dharamshala/Tabo Monastery/ Tabo/Dharamshala
- 2) Kinnaur / Sangla Valley / Tabo Monastery/ Kinnaur
- 3) Dharamshala/ Pangi /Leh/ Dharamshala

These circuits need to be created, branded and promoted.

In addition other pilgrim places like Poanta Sahib, Manikaran require expansion and marketing.

Rural Tourism-

The country's heritage, and cultural environment can best be found in Indian villages. Tourists who wish to experience this can be encouraged to visit Indian villages. This form of tourism called Rural/Village Tourism not only provides employment and economic growth to the villages but it also becomes a tool for the creation of wealth and reduces the exodus to towns and cities.

Important aspects for promotion of Rural Tourism are:

- Infrastructure
- Accessibility
- Telephones
- Banking
- Medical Facilities
- Electricity
- Security
- Environment
- Cleanliness
- Involvement of villagers

If the village population realizes the benefits that could accrue from Rural Tourism then with the development of tourism the infrastructure as above will surely fall into place. An example of how Rural Tourism can change the attitude of the village is Pragpur, a small hamlet in the Kangra Valley of Himachal Pradesh, as exhibited in Chapter 4.

Development of handicrafts- In these villages handicrafts can be developed which will be a source of employment to women. 'Dastkar' is an NGO, which is involved in the development of Handicrafts with women, making the women in the villages self-sufficient.

A food court and craft bazaar can be developed in these villages on similar lines as Dilli Haat in Delhi.

Details of the villages that can be developed as Heritage villages are set out in the district plans.

9.0.2.5 Adventure tourism

With changing times, interests of tourists have also changed requiring development of newer varied forms of tourism. Today's tourist is not content with cultural or religious tourism alone - the tourist today looks for some thrill, fun, adventure and something more than the routine.

Adventure tourism provides the tourist with a special thrill and feeling of adventure whilst participating in sporting activities in rivers, water bodies and hills and mountains. Himachal Pradesh with its richly endowed natural environment, unexploited so far, has immense potential for such sports.

The various activities that can be undertaken are:

1. Camping
2. Trekking
3. Angling
4. Water sports
5. Cycle Safari
6. Riding Trail
7. Photo Safari
8. Canoeing Safari
9. White Water Rafting
10. Rock Climbing/Mountaineering
11. Para Sailing/Para Gliding
12. Golf
13. Ice skating
14. Heli Skiing
15. Skiing

The following issues need to be addressed while promoting adventure tourism:

1. Percentage of job opportunities for the local residents
2. Tree felling
3. Improper waste management
4. Use and promotion of non-conventional energy.
5. Measures to be taken for ensuring that ecological balance and carrying capacity is maintained and not adversely affected under any circumstances.
6. Setting up of training institutes for mountaineering, water sports, aero sports etc.
7. Setting up of safety guidelines/ and insurance for the tourists.

Camping facilities are proposed to be set up at Khajjiar in Chamba district, Sujanpur Thira in Solan, Nadaun in Hamirpur and Kufri in Kinnaur.

Trekking routes can be developed in Shikari Devi, Barot and Shillai. Angling facilities can be set up in Barot.

It is proposed to develop skiing facilities in Marhi and Narkanda.

9.0.2.6 Eco tourism

The year 2002 has been declared as a year for the promotion of Eco-Tourism in the Hill states.

Eco-Tourism is a form of tourism in which a tourist is able to enjoy nature and see wild life in its natural habitat in quiet and serene surroundings.

Nature or Wildlife Tourism

"Wildlife tourism" is defined as tourism that includes, as a principle aim, the consumptive and non-consumptive use of wild animals in natural areas. It may be high volume mass tourism or low volume/low impact tourism, generate high economic returns or low economic returns, be sustainable or unsustainable, domestic or international, and based on day visits or longer stays.

Characteristics of Wildlife Tourism

Wildlife tourism encompasses a range of activities, including bird watching, wildlife viewing, photographic and walking safaris, reef diving, whale watching, trophy hunting and sport fishing. Wildlife tourism may be achieved through many different forms of transport, including on foot, by vehicle or boat. Wildlife tourism may be purposeful or may also include tourists who visit wildlife areas as an incidental part of a broader trip.

Nature of Impacts

The nature of any disturbance to wildlife caused by tourists will depend upon a range of factors including its predictability, its frequency and magnitude, when it occurs within the daily activity cycle or life cycle of a particular species, and also upon the type of tourist activity, for example, foot safaris, hot air ballooning etc. It has also been suggested that the impact of wildlife tourism is related to the type of tourist rather than to the type of activity or level of tourist development. These tend to be few in number, have pre-knowledge about the site and require little supporting infrastructure or interpretative facilities. However, as awareness of a site increases, the number of visitors to the site increases until they are dominated by general tourists relying heavily on supportive infrastructure and requiring increased management intervention.

Strategies to limit negative effects of general and wild life tourism:

Strategies to manage the impacts arising from general tourism may be direct or indirect.

Direct strategies include

- Limiting the total numbers of visitors to an area
- Dispersing visitors; zoning
- Using fixed viewing points; and setting guidelines for minimum viewing distances in case of wild life tourism
- Policies for waste disposal- Eco friendly techniques need to be adopted.
- Tree re plantation programs

Indirect strategies include

Indirect strategies are those that aim to modify the behavior of tourists. One of the most important ways of achieving this is to educate visitors about the potential disturbance they can cause and to provide advice on how to reduce it.

Proposals for wildlife tourism developments need to be considered on a case-by-case basis in order to determine the environmental impacts that are likely to arise.

9.0.2.7 Handicraft Development

Some of the handicrafts that Himachal is known for include Kullu & Kinnauri Caps, Kullu and Kinnauri shawls, Pullahs (footwear made of fibre extracted from hemp and wool), Carpets, Chamba Rumal, Miniature Paintings, Metal Craft, Jewellery, Dolls, Wood Craft, Agricultural & Horticultural Products-'Kangra Tea', "Jarees",'Chamba Chukh'.

Nurpur in Kangra is well known for its Pashmina shawls.

Wildlife Trust of India together with officials of the Environment and Textile ministries plan to brand and market the Pashmina Shawl as a an alternative to illegal Shahtoosh shawl. The plan will help protect the endangered Tibetan 'Chiru' antelope, an endangered animal killed for its under wool, which is used to weave fine shawls.

The group's strategy could also help save the livelihood of approximately 15000 people, mainly women, involved in the 14 states of manufacturing Shahtoosh shawls. Nearly all the women are involved in just two stages of production- about 400 in the separation of the under wool, at Rs. 50 for 50 gm a day, and approximately 10,000 in spinning one gm a day.

- Branding of Pashmina would need registration under TRIPs (Trade related intellectual property rights) and require the creation of certification of agency.
- Secondly, there is a need to promote Pashmina shawl.
- There should be a sustainable effort for the survival of swelling number of people in Pashmina trade.

PROJECT 1

1. **Project name:**

VSAT (Very Small Aperture Terminal) connectivity

2. **Background and Rationale:**

Communication in Himachal Pradesh is a major problem. Though the entire state is covered extensively by telephone connections, at many places, either the number of facilities are very few or the connectivity is very poor. e.g. Destination like Kufri, which is quite a popular destination, has only one PCO (Public Call Office), Dalhousie has only one Internet café, Manali which has a number of PCOs as well as Internet cafes have very poor connections.

Installation of VSAT facility in the state would ensure connectivity all over the state with Internet cafes and Internet telephony.

This is more important because the cost of communicating through the telephone, more often than not, is a costly proposition for tourists, mainly foreign tourists. This is because they make ISD calls. In recent times, though, the costs of making ISD calls have been brought down considerably.

The rationale of bringing down the cost of ISD call was that people would spend more time on the calls, and hence similar revenue would be collected. But this is still quite costly for most tourists, since all tourists have a limited budget.

Internet telephony is an alternative option for these people. They can spend a considerable amount of time communicating over the net. As a result, they would end up spending just as much money they would have spent on the telephone call. But, since all humans look for value for money in all they pay for, the extra time that they have been able to communicate for would serve as an incentive for them to use the facility more. In the process, they could end up spending more money than otherwise intended.

PROJECT 1 (Contd...)

3. **Geographical area of Implementation and Impact**

Entire South Asia Subregional Economic Corporation (SASEC)

4. **Objectives**

To provide communication links at all vital tourist destinations.

5. **Scope**

In order to cover the state entirely through the VSAT connection, the state would require 2 Mbps capacity. This would suffice for the setting up about 1500 Internet cafes throughout the state.

6. **Project Cost**

The total cost of the project US \$ 0.75 million

7. **Expected Impacts and Benefits**

- Improved communication services in the state
- The same V-SAT can be used for educational purposes during off-season.

8. **Financing**

Financing arrangements through the State government/ private parties or Asian Development Bank (ADB) could be sought.

9. **Implementation Arrangements**

Department of telecommunications, Government of India.

PROJECT 2

1. **Project name:**

- Improvement of road between Kalpa and Karcham and conversion of Trekking route between Sangla Valley Range and Har-ki-Doon to metalled road

2. **Geographical area of Implementation and Impact**

Entire SASEC, viz India and Nepal

3. **Background and Rationale:**

A circuit could be built including Kalpa – Sangla – Pokhra. Of these, Kalpa and Sangla are a part of the Kinnaur district in Himachal Pradesh whereas Pokhra is in Nepal.

A lot of similarities exist between Kinnaur and Nepal. Some of them are :

- Hilly terrain, suitable for adventure activity like Trekking
- Have a high degree of Buddhist influence (though Nepal is a Hindu State)

Due to these, Kinnaur and Nepal could be developed together as a tourist circuit in themselves.

But to develop this as a circuit, connectivity between the destinations needs to be improved further. Tourists who cover this circuit currently go from Kalpa to Sangla Valley via Karcham, from Sangla Valley to Har-ki-Doon in Uttaranchal and then proceed to Nepal.

But currently, there exists only a trekking route between the Sangla Valley in Himachal and Har-ki-Doon in Uttaranchal that is used by the tourists. This route takes about 4 days to cover by professional trekkers. Though the route is via lofty mountains, making this route metalled would make it more accessible and therefore Sangla valley will be a more attractive destination for the tourists.

On the other hand, the road between Kalpa and Karcham, (distance 27 kms) is a dangerous drive since landslides are a regular feature. Though this is a part of the NH 22, the road conditions in this region are very poor. There is therefore a need to improve the road conditions to a large extent.

PROJECT 2 (Contd...)

4. Objectives

- To improve the roads along the NH 22 between Karcham and Kalpa,
- Convert the trekking route between Sangla and Har-ki-Doon to metalled road

5. Scope

- Detailed study of the requirements of the proposed roads, including bridges and tunnels
- Construction of the requirements of the proposed roads, including bridges and tunnels.

6. Project Cost

The total cost of the project would be US \$50 million

7. Expected Impacts and Benefits

- Shorter travel time from Karcham to Kalpa, and Sangla to Har-ki-Doon
- Decline in the rate of accidents

8. Financing

Financing arrangements through ADB loan assistance / State government could be sought

9. Implementation Arrangements

The implementing agency would be the Local Public Works department. Post the construction of the road, proper maintenance of the road would be required.

PROJECT 3

1. **Project name:**

International airport at Shimla

2. **Geographical area of Implementation and Impact**

Entire SASEC

3. **Background and Rationale:**

The airport at Shimla is a small airport that can house a maximum of 16 flights. Also, the airplanes that they can accommodate are small ones. Due to this, the carrying capacity of the airport is less.

Also, these flights are only domestic flights. As a result, there is no intake facility is there for a foreign tourist to directly reach Himachal.

Improvement of the airport at Shimla to an International airport would enable this.

Also, since the tourists make a break journey (stop at Delhi and then go to Shimla), they often end up spending more money than desired. An international airport at Shimla would help bring this travel cost down.

Hence more people would be likely to travel to Himachal.

PROJECT 3 (Contd....)

4. Objectives

The objective is to improve the infrastructure at the airport at Simla and make it an international airport for smooth intra-regional traffic in the SASEC region

5. Project Cost

This project would cost US \$ 15 million

6. Expected Impacts and Benefits

- Shorter travel time to Himachal from the regional countries
- Less travel costs for tourists

7. Financing

Financing arrangements through ADB loan assistance / State government/private parties could be sought.

8. Implementation Arrangements

The implementing agency would be the Airports Authority of India in collaboration with the State government

PROJECT 4: WATER STORAGE AND PUMPING FACILITY

Background and rationale-

Water being a grave problem in the state we propose a plan that would supply water to every household/ institution and atleast at the major tourist centers where the shortage will be even more acute in the peak season. Himachal has an abundance of water but the problem here is one of storage and distribution. We propose to set up water pumping facilities at sources of water to pump the water on top to the storage tanks on the hills. The water could then be distributed from these storage tanks to the settlements in the hills. A perfect example of this would be the water distribution facility at Ranikhet, which belongs to the army. This place could be used as a model for the rest of the hill stations.

Objective-

The objective is to ensure regular supply of water to the hill towns thereby reduce the dependence on water tankers for their supply.

Nature of project:

a) This proposed project would require the following equipment:

- 1) Water pumping facility at the source of water
- 2) Water storage tanks will have to be set up on the hilltops.
- 3) A water purification plant to purify and transform the water into potable form, which would include a sand filter, and a chlorination plant.
- 4) Laying of pipelines for efficient distribution
- 5) Mini pumping station to pump the purified water to buildings and other establishments.

b) Construction of Check dams across small streams, tributaries for water conservation.

Cost-

Cost estimate would depend on amount of water required by a particular town.

The equipment that would be required is:

Water pump, storage setup (overhead tanks), purification equipment (water filters etc), pumping station for distribution of water.

The requirement per local resident per day is approximately 150 liters of water and the requirement per tourist is approximately 75 liters. Thus the cost of the storage and pumping facility would depend on the distance of storage capacity from the source, amount of water to be purified and the area of distribution.

Funding option-

Financing arrangements through ADB loan assistance/ State government/ private parties could be sought.

PROJECT 5: SEWERAGE - Waste Water Management

Background and rationale-

Currently, in most of the tourist destinations sewerage facilities are not available or partly available, sewerage being pumped into the rivers. The current facility will not be able to handle future tourist arrivals.

The Indian Institute of Technology (IIT), Mumbai has invented a low cost soil biotechnology process. In this process waste water from households can be diverted to a garden and sent through biological filtration plant comprising layer of soil, rocks and minerals. Low cost soil biotechnology process is already implemented in Chembur, Mumbai.

The process also reduces the use of drinking water for plantation.

Objective-

The objective is to ensure proper sewerage facility in major destinations in Himachal, to ensure a healthy environment for the tourist as well as residents.

Cost-

Recycled water is a cheaper option as it uses nature's own resource to purify water.

Implementation Arrangements

Himachal Pradesh Public Works Division and IIT, Mumbai for implementation.

CHAMBA DISTRICT

1. Dalhousie-Chamba-Khajjiar-Bharmour as a circuit –

Background:

The idea of developing this circuit is to extend the length of stay of a tourist in this district and expose them to some of the lesser-known places in and around Dalhousie. Khajjiar, for example, has sufficient tableland, about 1.5 km long and 1km. broad surrounded by dense forests.

At present tourists stay at Dalhousie only, since other places in the district can be visited during the day, one cannot spend more than a few hours at these places. Hence the lesser explored Khajjiar and Bharmour need to be developed and marketed. This will also reduce the infrastructure pressure on Dalhousie.

The following infrastructure needs to be developed to promote the Dalhousie-Chamba-Khajjiar-Bharmour as a new tourist circuit.

PROJECT 1:AMUSEMENT PARK AT KHAJJAR

Background and rationale-

Khajjar is the second most preferred destination in the district. Khajjar at present has little to offer a tourist. Most of the domestic tourists travel with their family. Khajjar has no offerings for children in particular. Hence the proposed amusement park need to be developed as an attraction especially for children and also meet the objective of extending the tourist stay in the district.

Objective-

The objective to develop Khajjar as a tourist destination, it being a part of the larger circuit and is expected to increase the number of days spent in Khajjar and also lead to increased revenue due to tourist inflow to the district.

Government incentives-

The government of Himachal Pradesh as an incentive for the tourism industry has offered an exemption of 90% entertainment duty for the 1st five years and 50% exemption for the following five years.

Funding options-

Financing arrangements should be sought through state government/ private parties.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation

PROJECT 2: CAMPING GROUND AT KHAJJAR.

Background and rationale-

Camping facilities will give the tourist a 'unique ' experience. There is sufficient tableland at Khajjar to develop a camping area. Developing a camping area will be an alternative to development of permanent infrastructure for accommodation. As a pilot project we propose to set up 50 tents.

Objective-

The objective is to encourage tourists to stay at Khajjar thus reducing the infrastructure load on Dalhousie.

Cost of project-

The cost of the project depends entirely on the scope- it is recommended that this be given to private parties entirely, and be self financed.

Funding options-

Financing arrangements should be sought through the private sector.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation

PROJECT 3: UPGRADING ACCESS ROAD FROM CHAMBA TO BHARMOUR

Background and rationale-

The road between Chamba and Bharmour, a stretch of about 70kms is partially ruined due to the construction of the Chamera dam and passage of cement trucks through this route. The entire stretch would require resurfacing. Further investigation shall be required to estimate the exact extent of damage to the roads and the specific improvements to be carried out. Upgradation of this road will reduce travel time between these places.

Objective-

The objective here is to upgrade the road between Chamba and Bharmour to ensure smooth traffic between these regions, both Chamba and Bharmour being a part of the proposed circuit.

Cost -

The project is estimated to cost \$ US 1 million.

Funding options-

Financing arrangements through ADB loan assistance/ State government could be sought.

Implementation arrangements-

Himachal Pradesh Public Works Department.

PROJECT 4: NEW ROAD FROM BHARMOUR TO PALAMPUR

Background and rationale-

The proposed road reduces the travel time to Shimla by 3-4 hours. This also creates a circuit connecting destinations in districts of Shimla and Chamba.

Objective-

To build a new road between Palampur to Bharmour which will reduce travel time to Shimla and improve accessibility within the state.

Cost-

The distance is about 45 kms, estimated cost is US \$ 67.5 million.

Refer Appendix-I for calculation of road costs.

Funding options-

Financing arrangements should be sought through ADB loan assistance/ State government.

Implementation arrangements-

Himachal Pradesh Public Works Department.

PROJECT 5- DEVELOPMENT OF 'LAKKAD MANDI' AS A CAMPING SITE.

Background and rationale-

This area in Chamba district, a few hours away from Dalhousie, can be developed as a camping site for tourists and also for schools. Temporary camps can be developed in this area for this purpose. Camping facilities will give the tourist a 'unique ' experience. There is sufficient tableland at Lakkad Mandi to develop a camping area. Developing a camping area will be an alternative to development of permanent infrastructure for accommodation and will also reduce the infrastructure pressure on Dalhousie.

Objective-

The objective is to develop 'Lakkad Mandi' as a part of the Dalhousie-Khajjiar-Chamba-Bharmour circuit.

Cost -

It is proposed to set up 20 tents. It is recommended that this be given to private parties entirely, and be self financed.

Funding options-

Financing arrangements can be sought through the private sector.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation

PROJECT 6- BOATING FACILITIES IN KHAJJAR LAKE

Background and rationale-

As a part of developing Khajjar boating can be introduced in the Khajjar Lake.

Objective-

The objective is to develop 'Khajjar' as a part of the Dalhousie-Khajjar-Chamba-Bharmour circuit.

Cost -

The cost of the project depends entirely on the scope- it is recommended that this be given to private parties entirely, and be self financed. In the initial phase about 6 boats can be introduced, this will cost approximately about

Rs. 2- 2.5 lakhs.

Refer Appendix-II for calculation of boat costs.

Funding options-

Financing arrangements can be sought through the private sector.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation

PROJECT 7; SHOPPING CENTRES AT KHAJJIAR, CHAMBA

Background and rationale-

Khajjiar and Chamba can be developed as shopping centres in this circuit. Various handicrafts stalls can be set up in these places. The state lacks shopping centres in most tourist destinations. This offers a great opportunity for creating employment for local artisans/women.

Objective-

To develop tourist activities in the district.

Funding options-

Financing arrangements can be sought through the local govt./private parties.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation, NGOs.

PROJECT 8: FAIRS IN CHAMBA

In addition to the Minjar fair in Chamba, regular fairs can be organized in Chamba to popularize the place and increase tourists to this place.

PROJECT 9: BOATS IN CHAMERA LAKE

Background and rationale-

Currently there is a boating facility available in the Chamera lake with just one boat, which is not adequate for the number of tourists arriving there.

There is a need to increase the number of boats to atleast five to meet the current needs as per observation.

Objective-

Objective is to meet the current demand for boating in Chamera Lake.

Cost –

An additional four boats will cost around Rs.1.5 lakhs.

Refer Appendix-II for calculation of boat costs.

Funding options-

Financing arrangements can be sought through the Department of Tourism, Himachal Pradesh/local govt./private parties.

Implementation arrangements-

Department of Tourism, Himachal Pradesh

PROJECT 10 HOUSEBOATS IN CHAMERA LAKE

Background and rationale-

In addition to the boating facility and water sports in Chamera Lake, houseboats could be introduced for tourists. An ambience similar to that of Kashmir could be created.

Objective-

Objective is to develop new tourist activities in Chamera Lake.

Cost-

It is proposed to introduce 10 house boats.- it is recommended that this be given to private parties entirely, and be self financed.

Funding options-

Financing arrangements can be sought through the private sector.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation

PROJECT 11: UPGRADING ACCESS ROAD IN PANGI VALLEY

Background and rationale-

The approach road to Pangi valley is in a poor condition- needs resurfacing. This will reduce the travel time to the valley.

Objective-

The objective here is to upgrade the roads to Pangi Valley to ensure smooth traffic in the region.

Cost –

Further investigation shall be required to estimate the exact extent of damage to the roads and the specific improvements to be carried out.

Funding options-

Financing arrangements through ADB loan assistance/ State government could be sought.

Implementation arrangements-

Himachal Pradesh Public Works Department.

PROJECT 12: AYURVEDIC HEALTH CLINICS IN CHAMBA

Background and rationale-

There is an abundant source of natural health products in the state as well as appreciation and practice of traditional medicine as alternative health care. There is, therefore a great reason for Himachal to develop health tourism as a new tourist product. The current lot of tourists visiting this place seeks this form of tourism and through discussions with tourists it has been found that tourists are showing a lot of interest in this form of tourism.

A herbal garden is also being established at Kalaban in Chamba. In the initial phase a health clinic can be set up in Chamba town.

Objective-

The objective is to promote health tourism in the state.

Funding options-

Financing arrangements can be sought through the State government.

Implementation arrangements-

Department of Health, Himachal Pradesh.

PROJECT 13: CORPORATE TOURISM IN KHAJJIAR

Background and rationale-

Khajjiar can be promoted as a destination for out bound corporate tourism on similar lines as Camp Wild rift in Sattal in Uttaranchal. Camping facilities and water sports can be developed in Khajjiar, which form some of the requirements for this type of tourism.

Objective-

The objective is to promote corporate tourism in the state.

Funding options-

Financing arrangements should be sought through private parties.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation

PROJECT 14: HOTEL PROJECTS

Chamba	Number of beds required	Number of rooms					
		Total	Luxury	Mid priced	Economy	Temporary	Investment (lakhs)
Short Term (Upto 2005)	6550	3275	164	1474	327	1310	16374
Mid Term (Upto 2005)	11651	5826	291	2621	583	2330	29128
Long Term (Upto 2005)	20409	10205	510	4592	1020	4082	51024

Marketing plans for Chamba District

- The 'Chaurasi' temple complex in Bharmour with 84 seventh century wooden temples is yet to be fully explored.. At present the temple is relatively unknown, not visited by many tourists.

This temple complex needs to be marketed, as a part of a larger religious circuit.

- Bharmaur forms a part of the Chamba-Khajjiar-Dalhousie, Dharamshala-Chamba-Minkiari –Drakund-Donali, Pangi valley trek, etc as a base for trekkers needs to be marketed.

Maintenance requirements-

- The Chaurasi temple complex currently is poorly maintained in terms of cleanliness- needs maintenance.
- Hotels in Chaurasi are also badly maintained, filthy, needs attention with this regard.

Appendix I-

The approach road to Rohtang tunnel that is 25 Kms long is pegged at Rs 184 crores. Thus the cost per km is US \$1.4million. Taking into consideration that there will be a 7-8% rise in costs when the project is initiated next year the cost per km turns out to be US \$ 1.5 million per km.

Appendix II-

A conventional 2 seater impeller propulsion pedal boat costs about Rs. 30,000 (with a canopy), and a conventional 4 seater impeller propulsion pedal boats costs about Rs. 32,000 (with a canopy). Costs are based on prices quoted by Maldan Water Sports, Mumbai.

9.1.1 Phasing of proposed plans

Category	Current Status	Proposed Projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Moderately developed	▪ Upgrading access road from Chamba to Bharmour	√		
		▪ New road from Bharmour to Palampur			√
		▪ Upgrading access road in Pangi Valley	√		
Accommodation	Moderately developed				
Restaurants	Not developed				
Other facilities (recreational facilities, shopping facilities, etc.)	Not developed	▪ Amusement park at Khajjiar		√	
		▪ Camping ground at Khajjiar.		√	
		▪ Development of 'Lakkad Mandi' as a camping site.	√		
		▪ Boating facility in Khajjiar Lake		√	

Category	Current Status	Proposed Projects	Implementation of the project		
			Short term	Medium term	Long term
		<ul style="list-style-type: none"> Shopping centres at Khajjiar, Chamba 	√		
		<ul style="list-style-type: none"> Fairs in Chamba 	√		
		<ul style="list-style-type: none"> House boats in Chamera lake 	√		
Monuments	Poor	<ul style="list-style-type: none"> Maintenance and marketing of 'Chaurasi' temple complex. 	√		
Sanctuaries /Eco-Tourism	Not developed				
Tourism products (Adventure tourism, Health tourism)	Poorly developed	<ul style="list-style-type: none"> Market Bharmour as a trekkers base. 	√		
		<ul style="list-style-type: none"> Corporate tourism in Khajjiar 	√		

9.1.2 Implementation and funding

Proposed projects	Implementation agency	Probable funding agency
Upgrading access road from Chamba to Bharmour	Himachal Pradesh PWD	ADB State government
New road from Bharmour to Palampur	Himachal Pradesh PWD	ADB State government
Upgrading access road in Pangi Valley	Himachal Pradesh PWD	ADB State government
Amusement park at Khajjiar	HPTDC	ADB State government
Camping ground at Khajjiar.	HPTDC	State government Private sector
Development of 'Lakkad Mandi' as a camping site.	HPTDC	State government Private sector
Boating facility in Khajjiar Lake	HPTDC	State government Private sector
Cleaning up of Khajjiar lake	HPTDC	State government
Shopping centres at Khajjiar, Chamba	HPTDC	State government Private sector
Fairs in Chamba	HPTDC	State government Private sector
Maintenance and marketing of 'Chaurasi' temple complex.	HPTDC	State government Private sector
Market Bharmour as a trekker's base.	HPTDC	State government Private sector
House boats in Chamera lake	HPTDC	State government Private sector
Corporate tourism in Khajjiar	HPTDC	Private sector

9.2 SOLAN DISTRICT

PROJECT 1:CORPORATE TOURISM

Himachal Pradesh can be developed as a destination for corporate seminars, training sessions, team building programs etc. By developing this kind of tourism the advantages are the quality of tourist (spend per person) is high, they operate as marketers through word-of-mouth channels, and are likely to return for family holiday, their season is not dependent on school holidays thus extending the tourist season in the state.

Requirements-

- 1) Sites as conference venues in districts not far from Chandigarh
- 2) A basic minimum set of requirements for "conference venues"
 - Room quality
 - Room facilities (TV/cable etc)
 - Conference facilities
 - Internet & phone connections

Locations such as Parwanoo, Dharampur, Kumarhatti , Kasauli could be developed as corporate tourist destinations. These places are well connected by rail and road and are close to Chandigarh. One of the main criteria for selection of a location for such conferences is the accessibility of that place.

PROJECT 2 : Heritage Village In Nalagarh*Background and rationale*

Nalagarh, a place 31 kms from Swarghat is well known for its fortified palace and fine wall paintings. This place provides a royal experience to visitors. The place can be accessed by road from Pinjore (Haryana).

Objectives

The objectives is to develop Nalagarh as heritage village.

Funding option

The adoption of Nalagarh should be given to a private party.

Implementation agency

Himachal Pradesh Tourism Development Corporation

PROJECT 3: Hotel projects

Solan	Number of beds required	Number of rooms					
		Total	Luxury	Mid priced	Economy	Temporary	Investment (lakhs)
Short Term (Upto 2005)	3953	1976	99	889	198	791	9882
Mid Term (Upto 2005)	6986	3493	175	1572	349	1397	17465
Long Term (Upto 2005)	11380	5690	284	2560	569	2276	28449

Marketing plans for Solan District

- Chail has the highest cricket ground in the world. Currently there is no activity there, no signboards indicating the place, tourists have to make enquiries and find out themselves. This place needs to be marketed.
- Chail palace needs to be marketed.

Maintenance requirements-

- Chail palace currently managed by the Himachal Tourism Department does not have anything to offer a tourist. There are no guided tours in the palace- the tourists are expected to see the palace themselves, the place is poorly maintained in terms of the artifacts in the palace. The Chail palace needs to be well maintained., guides need to be appointed.

9.2.2 Phasing of proposed projects

Category	Current Status	Proposed projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Moderately developed				
Accommodation	Moderately developed	Hotel projects	✓	✓	✓
Restaurants	Not developed				
Other facilities(recreational facilities, shopping facilities, etc.)	Poor	<ul style="list-style-type: none"> Marketing of Chail cricket ground 	✓		
Monuments	Poor	<ul style="list-style-type: none"> Marketing of Chail Palace 	✓		
		<ul style="list-style-type: none"> Maintenance of Chail Palace 	✓		
Sanctuaries /Eco-Tourism	-				
Tourism products (Adventure tourism, Health tourism)	Moderately developed	<ul style="list-style-type: none"> Corporate tourism 		✓	
		<ul style="list-style-type: none"> Heritage Village in Nalagarh 	✓		

9.2.2 Implementation and funding

Proposed projects	Implementation agency	Probable funding agency
Marketing of Chail Palace	Himachal Pradesh Tourism Development Corporation	Department of Tourism/ State government.
Marketing of Chail cricket ground	Himachal Pradesh Tourism Development Corporation	Department of Tourism/ State government.
Maintenance of Chail Palace	Himachal Pradesh Tourism Development Corporation	Department of Tourism/ State government.
Heritage Village in Nalagarh	Himachal Pradesh Tourism Development Corporation	Private parties
Corporate Tourism in Parwanoo, Kasauli, Dharampur and Kumarhatti ,	Himachal Pradesh Tourism Development Corporation	Private parties

9.3 HAMIRPUR DISTRICT

Project 1 : Training Institute in Sujanpur Thira

Background and rationale

Sujanpur Thira is being developed as a key centre for adventure sports like paragliding, river rafting etc. There is a need to develop a training institute in Sujanpur Thira as both the currently existing institutes are in Kullu district.

Objectives

To promote Sujanpura Thira as a destination for adventure sports.

Cost

The cost of building a training institute will be around 6 lakhs.

Funding option

Financing arrangement can be made through State government and private parties.

Implementation agency

Himachal Pradesh Tourism Development Corporation

Project 2: Develop Sujanpur Thira as Trekkers' base

Background and rationale

Sujanpura Thira is a place 22 kms from Hamirpur town. The place is suitable for small treks in and around this area.

Objectives

To promote Sujanpura Thira as trekkers base.

Implementation agency

Himachal Pradesh Tourism Development Corporation

Project 3 : Camp sites

Background and rationale

Nadaun is a beautiful place, 23 kms from Hamirpur town. Situated on the bank of river, Beas, is ideal for anglers. This place can be promoted as campsites for nature lovers and adventure sports.

Objectives

The objective is to develop Nadaun as a campsite.

Funding option

The funding arrangements can be made by private parties.

Implementation agency

Himachal Pradesh Tourism Development Corporation

Project 4: Hotel projects

Hamirpur	Number of beds required	Number of rooms					Investment (lakhs)
		Total	Luxury	Mid priced	Economy	Temporary	
Short Term (Upto 2005)	466	233	-	117	23	93	1097
Mid Term (Upto 2005)	752	376	-	188	38	150	1663
Long Term (Upto 2005)	2227	1114	56	501	111	445	5568

Marketing plans for Hamirpur District

- Market places in and around Sujampur Thira for adventure sports like para-gliding, angling, rafting and trekking.

9.3.1 Phasing of projects

	Current Status	Proposed projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Moderately developed				
Accommodation	Not developed	Hotel projects	✓	✓	✓
Restaurants	Poor				
Other facilities (recreational facilities, shopping facilities, etc.)	Not developed				
Monuments	-				
Sanctuaries /Eco-Tourism	-				
Tourism products (Adventure tourism, Health tourism)	Not developed	<ul style="list-style-type: none"> Market Sujanpur Thira for adventure sports 		✓	
		Training Institute in Sujanpur Thira	✓		

9.3.2 Implementation and funding

Proposed projects	Implementation agency	Probable funding agency
Market Sujanpur Thira for adventure sports	Himachal Pradesh Tourism Development Corporation	Department of Tourism, Himachal Pradesh
Training Institute in Sujanpur Thira	Himachal Pradesh Tourism Development Corporation	Private parties, Department of Tourism, Himachal Pradesh

9.4 DISTRICT UNA**PROJECT 1: Hotel projects**

		Number of rooms					
Una	Number of beds required	Total	Luxury	Mid priced	Economy	Temporary	Investment (lakhs)
Short Term (Upto 2005)	4905	2453	123	1104	245	981	12263
Mid Term (Upto 2005)	6574	3287	164	1479	329	1315	16435
Long Term (Upto 2005)	10722	5361	268	2412	536	2144	26805

Marketing plans for Una District

- Chintpurni temple is a popular place of pilgrimage, 75 kms away from Una town. It has adequate infrastructure in terms of accommodation for the present inflow of tourists, facilities, cleanliness, etc. But there is a need to market Chintpurni as a part of the religious circuit.

9.4.1 Phasing of proposed projects

Category	Current Status	Proposed Projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Moderately developed				
Accommodation	Moderately developed	Hotel projects	✓	✓	✓
Restaurants	Moderately developed				
Other facilities(recreational facilities, shopping facilities, etc.)	Not developed				
Monuments	Well developed	Marketing of Chintpurni temple	✓		
Sanctuaries /Eco-Tourism	Not developed				
Tourism products (Adventure tourism, Health tourism)	Not developed				

9.4.2 Implementation and funding

Proposed projects	Implementation agency	Probable funding agency
Marketing of Chintpurni temple	Himachal Pradesh Tourism Development Corporation	Himachal Pradesh Tourism Development Corporation

9.5 DISTRICT LAHAUL & SPITI**PROJECT 1 : TIBETAN HEALTH CLINICS***Background and rationale-*

Tibetan medicine offers a huge potential in the district of Kangra, which gets a lot of foreign tourists. In India, the Tibetan Doctors depend on the remote Himalayan foothills and mountains of Himachal, Ladakh, Zaskar and Sikkim etc. for pure and fresh herbs used in their medicines.

Hence it is proposed to set up Herbal gardens and health clinics in Kaza in 1st phase of the promotion of health tourism in the state.

Objective-

The objective is to promote health tourism in the state.

Funding options-

Financing arrangements should be sought through the State government.

Implementation arrangements-

Department of Health, Himachal Pradesh.

PROJECT 2 : Hotel projects

Lahaul & Spiti	Number of beds required	Number of rooms					Investment (lakhs)
		Total	Luxury	Mid priced	Economy	Temporary	
Short Term (Upto 2005)	748	374	-	198	37	150	1696
Mid Term (Upto 2005)	1002	501	-	251	50	200	2155
Long Term (Upto 2005)	2600	1300	65	585	130	520	6500

Marketing plans for Lahaul & Spiti

- Kaza needs to be marketed as an adventure destination specially to the foreign tourists.

9.5.1 Phasing of proposed plans

Category	Current Status	Proposed Projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Not developed				
Accommodation	Moderately developed	Hotel projects	✓	✓	✓
Restaurants	Moderately developed				
Other facilities (recreational facilities, shopping facilities, etc.)	Not developed				
Monuments	-				
Sanctuaries /Eco-Tourism	-				
Tourism products (Adventure tourism, Health tourism)	Moderately developed	• Tibetan health clinics in Kaza	✓		
		• Marketing Kaza as an adventure destination	✓		

9.5.2 Implementation and funding

Proposed projects	Implementation agency	Probable funding agency
Tibetan health clinics in Kaza	Department of Health, Himachal Pradesh.	State government
Marketing Kaza as an adventure destination	Himachal Pradesh Tourism Development Corporation	Himachal Pradesh Tourism Development Corporation

9.6 DISTRICT MANDI

PROJECT 1: PROMOTE DAY TOURISM IN JOGINDER NAGAR

Background and rationale

Joginder Nagar is the last stop of the little toy train that runs from Pathankot. The main attraction includes Macchiyal lake and Hanloye trolley. Tourists can be encouraged to visit this place during the day.

Objectives

To promote Joginder Nagar for day tourism.

Implementation agency

Himachal Pradesh Tourism Develop Corporation

PROJECT 2: DEVELOP BAROT AS A CENTRE FOR ANGLING

Background and rationale

The reservoir of Joginder Nagar Hydel Power project has trout breeding centre, making it an ideal place for angling.

Objectives

To develop Barot as a centre for angling.

Implementation agency

Himachal Pradesh Tourism Development Corporation

PROJECT 3: DEVELOP BAROT AS TREKKERS BASE

Background and rationale

There is a route through thick forest linking to Kullu, which can be developed for trekking. The Nargu wildlife sanctuary is on the trekking route.

Objectives

To develop Barot as trekkers base

Implementation agency

Himachal Pradesh Tourism Development Corporation

PROJECT 4: DEVELOP A HERBAL GARDEN IN SHIKARI DEVI

Background and rationale

The route to Shikari Devi from Janjholi and Kansog has woods of assorted trees and shrubs which include several medicinal herbs.

Objectives

To promote health tourism in the state.

Implementation agency

Himachal Pradesh Tourism Development Corporation

PROJECT 5 : DEVELOP THE TREK ROUTE TO SHIKARI DEVI

Background and rationale

There is possible trekking route to Shikari Devi from Janjheli and Kansog, which leads to ancient shrine on the top of a hill.

Objectives

To promote adventure tourism in the state

Implementation agency

Himachal Pradesh Tourism Development Corporation

PROJECT 6: HEALTH TOURISM IN TATTAPANI*Background and rationale*

Tattapani is a valley famous for its hot sulphur springs noted for their therapeutic powers. It is situated on the bank of river Sutlej and is a suitable location for health tourism.

Objectives

To develop health tourism in Tattapani.

Implementation agency

Himachal Pradesh Tourism Development Corporation

Marketing plans for Mandi

Marketing of Mandi town as a part of the religious circuit.

PROJECT 7: Hotel Projects

Mandi	Number of beds required	Number of rooms					Investment (lakhs)
		Total	Luxury	Mid priced	Economy	Temporary	
Short Term (Upto 2005)	3286	1643	82	739	164	657	8215
Mid Term (Upto 2005)	4463	2231	112	1004	223	893	11157
Long Term (Upto 2005)	6301	3150	158	1418	315	1260	15752

9.5.1 Phasing of proposed plans

Category	Current Status	Proposed projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Well developed				
Accommodation	Adequately developed	Hotel projects	✓	✓	✓
Restaurants	Adequately developed				
Other facilities(recreational facilities, shopping facilities, etc.)	Fairly developed				
Monuments	Well developed				
Sanctuaries /Eco-Tourism	Not developed				
Tourism products (Adventure tourism, Health tourism)	Not developed	<ul style="list-style-type: none"> • Market Mandi as religious destination 	✓		
		<ul style="list-style-type: none"> • Health tourism in Tattapani 	✓		
		<ul style="list-style-type: none"> • Trek route to Shikari Devi 	✓		
		<ul style="list-style-type: none"> • Herbal garden in Shikari Devi 	✓		
		Barot as trekkers' base	✓		
		Barot for angling	✓		
		Day tourism in Joginder Nagar	✓		

9.5.2 Implementation and funding

Proposed projects	Implementation agency	Probable funding agency
Market Mandi as religious destination	Himachal Pradesh Tourism Development Corporation	Himachal Pradesh Tourism Development Corporation
Health tourism in Tattapani	Department of Health	Private parties
Trek route to Shikari Devi	Himachal Pradesh Tourism Development Corporation	Private parties
Herbal garden in Shikari Devi	Department of Health	Private parties
Barot as trekkers' base	Himachal Pradesh Tourism Development Corporation	Private parties
Barot for angling	Himachal Pradesh Tourism Development Corporation	Private parties
Day tourism in Joginder Nagar	Himachal Pradesh Tourism Development Corporation	Private parties

9.7 DISTRICT KINNAUR**1. Kalpa-Sangla valley - Pokhra (Nepal) as a tourist circuit:**

While all these areas are dotted with Buddhist monasteries, Pokhra, is also known for its a Wild Life Sanctuary. This circuit can be thus developed as a religious circuit and also for nature tourism. The objective is therefore to improve the tourist inflow between the two countries. The following infrastructure needs to be developed in this circuit.

PROJECT 1- Road to Kalpa*Background and rationale-*

The road connecting Kalpa from Karcham (27 km) is a dangerous drive since landslides are a regular feature. The road conditions in this region are very poor. To develop the Kalpa-Sangla valley- Pokhra circuit the road connecting them needs to be developed.

Objective -

The objective is to improve the roads along the NH 22 for smooth intra-regional traffic in the SASEC (South Asia Sub regional Economic Cooperation) region.

Cost -

The cost of the project is estimated at \$ US 1.5 million per km of road to be developed. Refer Appendix-I for calculation of road costs.

Funding options-

Financing arrangements through ADB loan assistance / State government could be sought

Implementation arrangements-

The implementing agency would be the Local Public Works department. Post- construction of the road, regular maintenance of the road will be required.

PROJECT 2- Ropeway to Kinner – Kailash

Background and rationale-

There is no connectivity between the Kinner – Kailash range in Kalpa to the towns / villages nearby. As a result, few tourists prefer to come to this destination. Of those who do come, most have to view the range from a distance and as a result, the charm of the range decreases. A ropeway would make the range much more accessible, hence increasing the tourist's interest in the area.

Objective-

The objective is to improve the accessibility for intra-regional traffic to this region.

Cost-

Construction of a kilometer of ropeway will cost approximately Rs 25 crores.

Refer appendix- III for calculation of ropeway costs.

Funding options-

Financing arrangements through ADB loan assistance / State government/private parties.

Implementation arrangements-

The implementing agency for the construction of the ropeway would be the State government of the region.

PROJECT 3- Road between Sangla Valley Range and Har-ki-Doon

Background and rationale-

Currently, there exists a trekking route between the Sangla Valley in Himachal and Har-ki-Doon in Uttarakhand. This route takes about 4 days to cover by professional trekkers. Though the route is via lofty mountains, making this route accessible would result in Sangla valley being more accessible to the tourists. There is a motorable road upto Netwar after which there is a 42 km trek route with trek bases at Saur, Taluka and Osla.

It is proposed to build a road upto Har-Ki-Doon from Netwar.

Objective-

The objective is to improve the accessibility of the destination to the tourist community.

Cost-

The cost is estimated at the rate of US \$ 1.5 million per km of the road.

Refer Appendix-I for calculation of road costs.

Funding options-

Financing arrangements through ADB loan assistance / State government could be sought

Implementation arrangements-

The implementing agency for the road development would be the Public Works Department of Himachal Pradesh and Uttarakhand.

PROJECT 4- Wayside facilities*Background and rationale-*

The approach road to Sangla Valley is in a bad condition due to landslides and ongoing Hydel projects. Due to landslides at times tourists have to return back without visiting the Valley. In such cases there are no wayside facilities like motels, toilets, a rest house etc. on the way back. This causes a lot of inconvenience to tourists.

It is proposed to develop some wayside facilities along the approach road to Sangla Valley.

Funding options-

Financing arrangements through State government or private could be sought.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation.

PROJECT 5- Hotel projects

Kinnaur	Number of beds required	Number of rooms					
		Total	Luxury	Mid priced	Economy	Temporary	Investment (lakhs)
Short Term (Upto 2005)	239	119	-	60	12	48	513
Mid Term (Upto 2005)	852	426	-	213	43	170	1832
Long Term (Upto 2005)	2532	1266	63	570	127	506	6329

Appendix I-

The approach road to Rohtang tunnel that is 25 Kms long is pegged at Rs 184 crores. Thus the cost per km is US \$1.4million. Taking into consideration that there will be a 7-8% rise in costs when the project is initiated next year the cost per km turns out to be US \$ 1.5 million per km. (Rs. 7.5 crores)

Financing arrangements through State government or private could be sought.

Appendix III-

The ropeway to Mansa Devi temple in Haridwar, a length of 540 metres cost around Rs 12 crores. Thus cost per kilometer will approximately be Rs 25 Crores.

9.7.1 Phasing of proposed plans

Category	Current Status	Proposed Projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Not developed	Road to Kalpa		✓	
		Ropeway to Kinner – Kailash		✓	
		Road between Sangla Valley Range and Har-ki-Doon		✓	
Accommodation	Adequately developed	Wayside facilities	✓		
		Hotel projects	✓	✓	✓
Restaurants	Not developed				
Other facilities (recreational facilities, shopping facilities, etc.)	Not developed				
Monuments	Well developed				
Sanctuaries /Eco-Tourism	Not developed				
Tourism products (Adventure tourism, Health tourism)	Adequately developed				

9.7.2 Funding and implementation

Proposed projects	Implementation agency	Probable funding agency
Road to Kalpa	Himachal Pradesh PWD	ADB State government
Ropeway to Kinner – Kailash	Himachal Pradesh PWD	ADB State government
Road between Sangla Valley Range and Har-ki-Doon	Himachal Pradesh PWD	ADB State government
Wayside facilities	HPTDC	ADB State government

9.8 DISTRICT SHIMLA

PROJECT 1- Develop Narkanda as a ski-destination.

Background and rationale-

Narkanda has a ski slope but it is currently not frequented much by tourists. Nakanda, like Auli in Uttaranchal can be developed into a major ski destination.

The place lacks adequate ski infrastructure like ski lifts, skiing equipments. Currently some of the hotels provide ski equipments etc, but there are no ski courses offered there. There is a need for some organized form of skiing facility unlike now where it is just a few hotels providing equipments etc.

Objective-

The objective is to develop Narkanda as a ski destination.

Requirements-

- 1) Ski-lift
- 2) Skiing equipment
- 3) Introduction of ski courses.

Cost -

The cost of the project depends entirely on the scope- it is recommended that this be given to private parties entirely, and be self financed.

Funding options-

Financing arrangements can be sought through the private sector.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation

PROJECT 2-Camping facilities in Kufri

Background and rationale-

Kufri is showing signs of increased tourist arrivals. It has a few scenic spots, camping tourism can be promoted in Kufri. Camping facilities will give the tourist a 'unique' experience.

Developing a camping area will be an alternative to development of permanent infrastructure for accommodation.

Objective-

The objective is to increase tourist activities in Kufri.

Cost-

The cost of the project depends entirely on the scope- it is recommended that this be given to private parties entirely, and be self financed.

Funding options-

Financing arrangements can be sought through the private sector.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation

PROJECT 3- Cultural festivals/camp fires etc. at Shimla*Background and rationale-*

Currently foreign tourist arrivals have dwindled in the city. To attract them back one needs to create some new offerings in the capital city. One way is to create a night life in Shimla, by introducing regular camp fires, folk dances, and cultural festivals and extend a tourist day till about 11-30 pm in the night.

PROJECT 4: Alternative hill station in Sarahan.*Background and rationale*

The Sarahan is situated at a distance of 184 kms from Shimla and is well connected with bus service. It is situated on the foothills of Himalayas and well known for its beauty.

PROJECT 5: Heritage village in Chopal*Background and rationale*

Chopal, situated at 100 km from Shimla, is surrounded by forest of deodar trees, with high snow covered peaks in sight. It can be developed as heritage village on the lines of Pragpur.

PROJECT 6- Hotel projects

Shimla	Number of beds required	Number of rooms					Investment (lakhs)
		Total	Luxury	Mid priced	Economy	Temporary	
Short Term (Upto 2005)	19743	9872	494	4442	987	3949	49359
Mid Term (Upto 2005)	27003	13501	675	6076	1350	5401	67507
Long Term (Upto 2005)	38112	19056	953	8575	1906	7622	95280

Marketing plans for district Shimla

- Need to market Kufri and Narkanda; currently they are not frequented much by tourists.

9.8.1 Phasing of proposed projects

Category	Current Status	Proposed projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Well developed				
Accommodation	Adequately developed	Hotel projects	✓	✓	✓
Restaurants	Moderately developed				
Other facilities(recreational facilities, shopping facilities, etc.)	Not developed	• Cultural festivals/ camp fires etc. at Shimla	✓		
		• Camping facilities in Kufri	✓		
Monuments	Adequately developed				
Sanctuaries /Eco-Tourism	Not developed				
Tourism products (Adventure tourism, Health tourism)	Not developed	• Develop Narkanda as a ski-destination			✓
		• Market Kufri and Narkanda as standalone destinations	✓		
		• Heritage village in Chopal	✓		
		• Alternative hill station in Sarahan	✓		

9.8.2 Implementation and Funding

Proposed projects	Implementation agency	Probable funding agency
Develop Narkanda as a ski-destination	Himachal Pradesh Tourism Development Corporation	State government/ Private sector
Camping facilities in Kufri	Himachal Pradesh Tourism Development Corporation	State government/ Private sector
Cultural festivals/ camp fires etc. at Shimla	Himachal Pradesh Tourism Development Corporation	Department of Tourism, Delhi/ Himachal Pradesh Tourism Development Corporation/State government
Market Kufri and Narkanda as standalone destinations	Himachal Pradesh Tourism Development Corporation	Department of Tourism, Delhi/ Himachal Pradesh Tourism Development Corporation
Heritage village in Chopal	Department of Health	Private parties
Alternative hill station in Sarahan	Himachal Pradesh Tourism Development Corporation	Department of Tourism, Delhi/ Himachal Pradesh Tourism Development Corporation/State government

9.9 DISTRICT SIRMOUR

PROJECT 1: Alternative tourist destination at Nahan

Background and rationale

Nahan is situated at an altitude of 932 mts and is known for its cleanliness and dust free areas. It is a good base for visits to the surrounding areas viz., Renuka, Poanta Sahib, Trilokpur temple and Suketi Fossil Park. It has a pleasant climate throughout the year.

Objectives

To promote Nahan as an alternative tourist destinations.

Implementation agency

Himachal Pradesh Tourism Development Corporation

PROJECT 2 : Trekkers base at Shilai

Background and rationale

Shilai is approachable by road from Paonta Sahib and Satanu and surrounded by woods. There is a possible trek route to Chakrata in Uttar Pradesh.

Objectives

To promote Shillai as a trekker's base.

Funding agency

Private parties

Implementation agency

Himachal Pradesh Tourism Development Corporation

PROJECT 3: Hotel projects

Sirmour	Number of beds required	Number of rooms					Investment (lakhs)
		Total	Luxury	Mid priced	Economy	Temporary	
Short Term (Upto 2005)	4708	2354	118	1059	235	942	11771
Mid Term (Upto 2005)	8514	4257	213	1916	426	1703	21286
Long Term (Upto 2005)	11785	5892	295	2652	589	2357	29462

Marketing plans for Sirmour

- Rajgarh valley is currently being developed as a new tourist stand-alone destination. This needs to be marketed in the long term once the place is fully developed.

9.9.1 Phasing of proposed plans

Category	Current Status	Proposed Projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Fairly developed				
Accommodation	Not developed	Hotel projects	✓	✓	✓
Restaurants	Not developed				
Other facilities (recreational facilities, shopping facilities, etc.)	Not developed				
Monuments	-				
Sanctuaries /Eco-Tourism	Not developed				
Tourism products (Adventure tourism, Health tourism)	Not developed	• Marketing of Rajgarh Valley			✓
		Alternative tourist destination at Nahan			
		Trekkers base at Shillai			

Proposed projects	Implementation agency	Probable funding agency
Marketing of Rajgarh Valley	Himachal Pradesh Tourism Development Corporation	Private Sector/ Department of Tourism, Delhi/ State government
Alternative tourist destination at Nahan	Himachal Pradesh Tourism Development Corporation	Himachal Pradesh Tourism Development Corporation
Trekkers base at Shillai	Himachal Pradesh Tourism Development Corporation	Private parties

9.10 DISTRICT KANGRA

PROJECT 1:HOUSE BOATS AT MAHARANA PRATAP DAM (PONG RESERVOIR)

Background and rationale-

Currently Maharana Pratap Dam is more of a winter destination, the summers being extreme in climate. There is a need to extend the season, which can be done by introduction of houseboats in summers. We propose to introduce 10 such boats.

Objective-

The objective is to extend the tourist season in Maharana Pratap Dam.

Cost-

The project cost depends entirely on the scope- it is recommended that this be given to private parties entirely, and be self financed.

Funding options-

Financing arrangements can be sought through the private sector.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation

PROJECT 2 : TIBETAN HEALTH CLINICS

Background and rationale-

Tibetan medicine offers a huge potential in the district of Kangra which gets a lot of foreign tourists. In India, the Tibetan Doctors depend on the remote Himalayan foothills and mountains of Himachal, Ladakh, Zaskar and Sikkim etc. for pure and fresh herbs used in their medicines.

Hence it is proposed to set up Herbal gardens and health clinics in Dharamshala and McLeod Ganj in 1st phase of the promotion of health tourism in the state.

Objective-

The objective is to promote health tourism in the state.

Funding options-

Financing arrangements can be sought through the State government.

Implementation arrangements-

Department of Health, Himachal Pradesh.

PROJECT 3: ALTERNATIVE TOURIST DESTINATIONS IN PALAMPUR

Background and rationale

Palampur, at a height of 1219 mts is a major spot in Kangra surrounded by tea gardens and pine trees. It is easily accessible by road and connected by narrow gauge railway from Pathankot.

The following infrastructure needs to be developed

- Amusement park
- Dauladhar to Palampur ropeway
- Electricity
- Shopping centres for handicrafts

Objectives

To establish Palampur as an alternative tourist destinations

Funding option

Financing has to be arranged from state government, private firms.

Implementation agency

Himachal Pradesh Tourism Development Corporation

PROJECT 4 : HERITAGE AREA AROUND PRAGPUR

Background and rationale

Pragpur has already been identified by Himachal Pradesh government and developed as a heritage village. There is a need to identify a few villages around Pragpur and develop the entire area as heritage area.

Handicraft shops can be developed in the village.

Objectives

To develop heritage area around Pragpur

Funding option

Financing has to be arranged by state government

Implementation agency

Himachal Pradesh Tourism Development Corporation along with local village efforts and INTACH

PROJECT 5: HANDICRAFT CENTRES IN NURPUR*Background and rationale*

Nurpur is a place well known for its fine Pashmina shawls.

Objectives

The objective is to develop handicraft centre in Nurpur.

Implementation agency

Himachal Pradesh Tourism Development Corporation along with wildlife Trust of India.

PROJECT 6: TIBETAN HANDICRAFT CENTRE AT BIR*Background and rationale*

Bir is a place with large Tibetan community and is famous for Tibetan handicrafts.

Objectives

To develop Tibetan handicrafts centre at Bir.

Implementation agency

Himachal Pradesh Tourism Development Corporation

PROJECT 7: HOTEL PROJECTS

		Number of rooms					
Kangra	Number of beds required	Total	Luxury	Mid priced	Economy	Temporary	Investment (lakhs)
Short Term (Upto 2005)	12631	6315	316	2842	632	2526	31577
Mid Term (Upto 2005)	22909	11454	573	5154	1145	4582	57272
Long Term (Upto 2005)	38521	19260	963	8667	1926	7704	96302

9.10.1 Phasing of proposed plans

Category	Current Status	Proposed Projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Moderately developed				
Accommodation	Moderately developed	<ul style="list-style-type: none"> Hotel projects 	✓	✓	✓
Restaurants	Moderately developed				
Other facilities (recreational facilities, shopping facilities, etc.)	Not developed	<ul style="list-style-type: none"> House boats at Maharana Pratap Dam 	✓		
Monuments	-				
Sanctuaries /Eco-Tourism	-				
Tourism products (Adventure tourism, Health tourism)	Moderately developed	<ul style="list-style-type: none"> Tibetan health clinics in Dharamshala, McLeodGanj 	✓		
		<ul style="list-style-type: none"> Marketing of Dharamkot as a Trekking base 	✓		
		Tibetan handicraft centre at Bir	✓		
		Handicraft centres in Nurpur	✓		
		Alternative tourist destinations in Palampur	✓		

Proposed projects	Implementation agency	Probable funding agency
House boats at Maharana Pratap Dam	Himachal Pradesh Tourism Development Corporation	Private Sector
Tibetan health clinics in Dharamshala, McLeod Ganj	Health Department	Private Sector/Department of Tourism, Delhi/ State government
Marketing of Dharamkot as a Trekking base	Himachal Pradesh Tourism Development Corporation	Department of Tourism, Himachal Pradesh
Tibetan handicraft centre at Bir	Himachal Pradesh Tourism Development Corporation	Department of Tourism, Himachal Pradesh, NGO's
Handicraft centres in Nurpur	Himachal Pradesh Tourism Development Corporation	Department of Tourism, Himachal Pradesh, NGO's
Alternative tourist destinations in Palampur	Himachal Pradesh Tourism Development Corporation	Private parties, Department of Tourism, Himachal Pradesh

9.11 DISTRICT KULLU

PROJECT 1- REGULATION OF AYURVEDIC PARLOURS IN VASHISHT

It has been observed that the existing Ayurvedic parlours in Vashisht are poorly maintained and are very disorganized. There is a need to regulate these centres under some common guidelines and regulations so that tourists are not cheated.

PROJECT 2- SKIING FACILITY IN MARHI

Background and rationale-

Marhi is snow laden even in the summers. Currently tourists indulge in skiing though the slope is not big enough and not enough skiing equipment is available. The place can be developed as a 'beginners slope' for skiing for amateur ski enthusiasts as there is a space constraint for developing a professional ski slope.

Objective-

The objective is to develop Marhi as a ski destination.

Cost-

The cost of the project depends entirely on the scope- it is recommended that this be given to private parties entirely, and be self financed.

Funding options-

Financing arrangements can be sought through the private sector.

Implementation arrangements-

Himachal Pradesh Tourism Development Corporation

PROJECT 3- PARKING SPACE CLOSE TO MARHI

Background and rationale-

Roads in Marhi are narrow, hence parking is a major problem. A parking lot needs to be developed for all types of vehicles i.e. jeeps, bikes and buses at a place slightly below Marhi. The rest of the route to Marhi can be either trekked by tourists or snow sleighs can be used.

Objective-

The objective is to develop parking space in Marhi.

Cost-

Funding options-

Financing arrangements can be sought through the State government, Department of Tourism, Himachal Pradesh.

Implementation arrangements-

Himachal Pradesh Public Works Department

PROJECT 4- FLOWER SHOWS AT ROERICH'S' MUSEUM GARDEN

Background and rationale-

As an attraction for tourists in addition to the Roerich Art Gallery, the garden in the museum can be converted into a flower garden during the season and regular flower shows can be organized.

Objective-

The objective is to popularize the Roerich Art Gallery.

Cost-

Funding options-

Financing arrangements can be sought through the State government, Department of Tourism, Himachal Pradesh ,Roerich's' Trust.

Implementation arrangements-

Roerich's' Trust.

PROJECT 5- HILL FRUIT SHOW AT KULLU

As an attraction for tourists in Kullu, during the season a hill fruit show can be organized in association with the Department of Horticulture.

Objective-

The objective is to increase tourist inflow to Kullu.

Funding options-

Financing arrangements can be sought through the Department of Horticulture, Department of Tourism, Himachal Pradesh.

Implementation arrangements-

Department of Horticulture, Department of Tourism, Himachal Pradesh.

PROJECT 6 - SHOPPING CENTRES IN KULLU

Background and rationale-

The state lacks shopping centres in most tourist destinations. To promote shopping in the state, various state handicrafts stalls can be set up in places like Kullu. This also offers a great opportunity for creating employment for local artisans.

Objective-

The objective is to promote tourism shopping in the state.

Funding options-

Financing arrangements can be sought through the local govt./private parties/NGOs.

Implementation arrangements-

Himachal Tourism Development Corporation

PROJECT 7-Trout fishing and angling at Gulaba

Background and rationale-

Gulaba, one of the less explored places in Kullu, is a place that offers huge potential for development as a tourist destination. Trout fishing and angling can be developed in Gulaba as an activity for the tourists. This will also create employment opportunities.

Objective-

The objective is to develop Gulaba as a tourist destination.

Funding options-

Financing arrangements can be sought through the private sector.

Implementation arrangements-

Himachal Tourism Development Corporation

PROJECT 8- CAMPING SPOT IN GULABA

Background and rationale-

During summers a camping ground can be developed along the river Beas for tourists. Developing a camping area will be an alternative to development of permanent infrastructure for accommodation.

Objective-

The objective is to develop Gulaba as a tourist destination.

Cost-

The cost of the project depends entirely on the scope- it is recommended that this be given to private parties entirely, and be self financed.

Funding options-

Financing arrangements can be sought through the private sector.

Implementation arrangements-

Himachal Tourism Development Corporation

PROJECT 9: AYURVEDIC HEALTH CLINICS IN KULLU

Background and rationale-

There is an abundant source of natural health products in the state as well as appreciation and practice of traditional medicine as alternative health care. There is, therefore a great reason for Himachal to develop health tourism as a new tourist product. The current lot of tourists visiting this place seek this form of tourism and through discussions with tourists it has been found that tourists are showing a lot of interest in this form of tourism.

The government is planning to commence a medicinal facility in the green belts of Kullu. In the initial phase a health clinic can be set up in Kullu town.

Objective-

The objective is to promote health tourism in the state.

Funding options-

Financing arrangements can be sought through the State government.

Implementation arrangements-

Department of Health, Himachal Pradesh.

PROJECT 10: ROAD TO ANI

Background and rationale-

The Department of tourism, Himachal Pradesh has plans to promote Ani as a tourist destination. But currently the approach road to Ani is in a bad condition. It is proposed to build a road from Sainj to Ani, a distance of about 17 kms, making Ani easily accessible from Shimla.

Objective-

To improve accessibility to Ani

Cost

The distance is about 17 kms, estimated cost is approximately Rs.12750 lakhs.

Refer Appendix-I for calculation of road costs.

Funding options-

State government

Implementation arrangements-

Himachal Pradesh Public Works Department

PROJECT 11: HOTEL PROJECTS

Kullu	Number of beds required	Number of rooms					Investment (lakhs)
		Total	Luxury	Mid priced	Economy	Temporary	
Short Term (Upto 2005)	17483	8742	437	3934	874	3497	43708
Mid Term (Upto 2005)	24072	12036	602	5416	1204	4814	60181
Long Term (Upto 2005)	34503	17252	863	7763	1725	6901	86259

Marketing plans for district Kullu

- Market Solang Valley as a stand-alone adventure destination.
- Market the Naggar Fort and the museum for their heritage value.
- Market the Kullu Dussehra festival
- Market Gulaba as a destination, it is one of the lesser known places in Kullu currently.
- Market Kothi as an adventure destination.
- Market the angling and trout fishing activities in Larji.
- Market the orchard farming, trout fishing and bee-keeping in Khatrian.

Appendix I-

The approach road to Rohtang tunnel that is 25 Kms long is pegged at Rs 184 crores. Thus the cost per km is US \$1.4million. Taking into consideration that there will be a 7-8% rise in costs when the project is initiated next year the cost per km turns out to be US \$ 1.5 million per km.

9.11.1 Phasing of proposed projects

Category	Current Status	Proposed projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Well developed	Road to Ani		✓	
Accommodation	Well developed	Hotel projects			
Restaurants	Adequately developed				
Other facilities(recreational facilities, shopping facilities, etc.)	Adequately developed	Parking Space close to Marhi	✓		
		▪ Flower shows at Roerichs' museum garden	✓		
		▪ Hill fruit show at Kullu	✓		
		▪ Shopping centres in Kullu	✓		
		▪ Trout fishing and angling at Gulaba	✓		
		▪ Camping spot in Gulaba	✓		
Monuments	Well developed				
Sanctuaries /Eco-Tourism	Not developed				
Tourism products (Adventure tourism, Health tourism)	Not developed	▪ Regulation of Ayurvedic parlours in Vashisht	✓		
		▪ Skiing Facility in Marhi			✓

Category	Current Status	Proposed projects	Implementation of the project		
			Short term	Medium term	Long term
		▪ Market Solang Valley as a stand-alone adventure destination.	✓		
		▪ Market the Naggar Fort and the museum for their heritage value.	✓		
		Market Gulaba as a destination, it is one of the lesser known places in Kullu currently.	✓		
		▪ Market Kothi as an adventure destination.	✓		
		▪ Market the angling and trout fishing activities in Larji.	✓		
		▪ Market the orchard farming, trout fishing and bee-keeping in Khatrian	✓		
		▪ Ayurvedic Health clinics in Kullu	✓		

9.11.2 Implementation and funding

Proposed projects	Implementation agency	Probable funding agency
Parking Space close to Marhi	Himachal Pradesh PWD	State government, Department of Tourism, Himachal Pradesh.
Flower shows at Roerichs' museum garden	Roerichs' Trust.	State government, Department of Tourism, Himachal Pradesh, Roerichs' Trust.
Hill fruit show at Kullu	Department of Horticulture, Department of Tourism, Himachal Pradesh.	Department of Horticulture, Department of Tourism, Himachal Pradesh.
Shopping centres in Kullu	Himachal Tourism Development Corporation	Local govt./private parties/NGOs.
Trout fishing and angling at Gulaba	Himachal Tourism Development Corporation	Private sector
Camping spot in Gulaba	Himachal Tourism Development Corporation	Private sector
Regulation of Ayurvedic parlours in Vashisht	Department of Health	-
Skiing Facility in Marhi	Himachal Tourism Development Corporation	Private sector
Ayurvedic Health clinics in Kullu	Department of Health	State government
Marketing plans for various destinations	Himachal Tourism Development Corporation	State government, Department of tourism, Delhi.

9.12 DISTRICT BILASPUR

PROJECT1: TRAINING INSTITUTE IN BUNDLA DHAR

Background and rationale

Bundla Dhar near Bilaspur is an upcoming centre for para gliding. To promote para gliding as a part of adventure sports, there is need for an institute where amateurs can be trained.

Objectives

To develop a training institute in Bundla Dhar.

Funding option

Financing should be arranged by Himachal Pradesh Finance Corporation, private parties.

Implementation agency

Divisional Tourism Development offices and Himachal Pradesh Tourism Development Corporation

PROJECT 2 : DAY TOURISM AT SWARGHAT

Background and rationale

Swarghat is 40 kms from Bilaspur and is surrounded by forest of pine. It is an attractive point for excursion.

Objectives

To develop Swarghat as centre for day tourism.

Funding option

Financing can be done by state government

Implementation agency

Himachal Pradesh Tourism Development Corporation

PROJECT 3: HOTEL PROJECTS

Bilaspur	Number of beds required	Number of rooms					Investment (lakhs)
		Total	Luxury	Mid priced	Economy	Temporary	
Short Term (Upto 2005)	6778	3389	169	1525	339	1356	16946
Mid Term (Upto 2005)	12054	6027	301	2712	603	2411	30135
Long Term (Upto 2005)	19744	9872	494	4442	987	3949	49359

Marketing plans for Bilaspur District

- Market Gobind Sagar lake as water sport destination

Water sports such as speedboats and ferry rides are available at the lake. In October and November, when the water level of the reservoir is at its peak, a series of regattas are also organized by the Department of Tourism and Civil Aviation. Water-skiing, Sailing, kayaking and water-scooter racing become available at this time.

Fishing is also a regular activity and 51 species and sub-species have been recorded. Fishing Licenses may be obtained from the Department of Fisheries at Bilaspur.

This lake needs to be marketed.

- Market Bilaspur town as an adventure sport destination

The Bandla Ridge, which towers over the town of Bilaspur at about 2,600 ft above the valley floor, is gaining popularity. Here the strong current and the steady valley breeze are ideal for ridge and thermal soaring. A road approaches Bandla from Bilaspur and the sprawling Luhne ground of the town offers a clear landing site. A sports complex is under construction here, which once completed, will provide facilities for ground water and aero sports.

9.12.1 Phasing of proposed plans

Category	Current Status	Proposed projects	Implementation of the project		
			Short term	Medium term	Long term
Connectivity infrastructure	Fairly developed				
Accommodation	Moderately developed	Hotel projects	✓	✓	✓
Restaurants	Poor				
Other facilities (recreational facilities, shopping facilities, etc.)	Fairly developed				
Monuments	-				
Sanctuaries /Eco-Tourism	Not developed				
Tourism products (Adventure tourism, Health tourism)	Moderately developed	<ul style="list-style-type: none"> Market Gobind Sagar lake as water sport destination 	✓		
		<ul style="list-style-type: none"> Training institute in Bundla Dhar 		✓	
		<ul style="list-style-type: none"> Day tourism at Swarghat 	✓		

9.12.2 Implementation and funding

Proposed projects	Implementation agency	Probable funding agency
Marketing Gobind Sagar lake as water sport destination	Himachal Pradesh Tourism Development Corporation	Department of Tourism, Himachal Pradesh, private parties
Training institute in Bundla Dhar	Divisional Tourism Development offices and Himachal Pradesh Tourism Development Corporation	Department of Tourism, Himachal Pradesh, private parties
Day tourism at Swarghat	Himachal Pradesh Tourism Development Corporation	Department of Tourism, Himachal Pradesh, private parties

CHAPTER 10:
EMPLOYMENT OPPORTUNITIES AND
ENVIRONMENTAL ISSUES

10.1 TOURISM RELATED EMPLOYMENT OPPORTUNITIES:

The employment generated due to tourism could be measured directly in terms of employment potential in avenues such as hotels, tour operators as well as employment generated due to linkages of this sector with various other sectors:

Some of the potential sources of tourism employment are as follows:

10.1.1 Accommodation

Potential: The potential for employment depends on the type of hotels.

High-end hotels:

Potential: 30-200

Possible areas: maintenance, front desk, food, catering, housekeeping in star and high-end hotels

Mid end hotels:

Potential: 10-20

Possible areas: Front desk, food, maintenance, room boys, housekeeping

Guesthouses

Potential 2-10

Possible areas: food, room service

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The Overall direct employment in Himachal Pradesh from hotel related projects is given in Exhibit 10.1.

Exhibit 10.1**Overall Employment Opportunity – Hotels**

	2005		2011		2021	
	No of Beds	Employ. Oppor.	No of Beds	Employ. Oppor.	No of Beds	Employ. Oppor.
Luxury	4002	667	4993	832	8655	1443
Mid priced	36744	6124	58424	9737	90203	15034
Economy	8149	1358	12683	2114	19772	3295
Temporary	32596		50733		79086	
Total	81491	8149	126833	12683	197716	19772

Tourism will generate one employment opportunity for every additional six beds.

There will be an employment generation of 8149 till the year 2005 which will rise to around 19772 employments till the year 2021.

The total number of employment in each of the districts of Himachal is given below.

Exhibit 10.2**District wise Employment Opportunity – Hotels**

DISTRICT	HOTEL TYPE	2005		2011		2021	
		No of Beds	Employ. Oppor.	No of Beds	Employ. Oppor.	No of Beds	Employ. Oppor.
Chamba	Luxury	327	55	583	97	1020	170
	Mid priced	2947	491	5243	874	9184	1531
	Economy	655	109	1165	194	2041	340
	Temporary	2620		4660		8164	
	TOTAL	6549	655	11651	1165	20409	2041
Bilaspur	Luxury	339	56	511	85	1347	224
	Mid priced	3050	508	4603	767	12121	2020
	Economy	678	113	1023	170	2694	449
	Temporary	2711		4091		10774	
	TOTAL	6778	677	10228	1022	26936	2693

Exhibit 10.2**District wise Employment Opportunity – Hotels**

Contd....

DISTRICT	HOTEL TYPE	2005		2011		2021	
		No of Beds	Employ. Oppor.	No of Beds	Employ. Oppor.	No of Beds	Employ. Oppor.
Hamirpur	Luxury	0	0	0	0	55	9
	Mid priced	233	39	342	57	498	83
	Economy	47	8	75	13	111	18
	Temporary	186		301		443	
	TOTAL	466	47	718	70	1107	110
Kangra	Luxury	632	105	1145	191	1926	321
	Mid priced	5684	947	10309	1718	17334	2889
	Economy	1263	211	2291	382	3852	642
	Temporary	5052		9163		15408	
	TOTAL	12631	1263	22908	2291	38521	3852
Kinnaur	Luxury	0	0	0	0	127	21
	Mid priced	119	20	426	71	1139	190
	Economy	24	4	85	14	253	42
	Temporary	95		341		1013	
	TOTAL	238	24	852	85	2532	253
Kullu	Luxury	874	146	1204	201	1725	288
	Mid priced	7867	1311	10833	1805	15527	2588
	Economy	1748	291	2407	401	3450	575
	Temporary	6993		9629		13801	
	TOTAL	17482	1748	24072	2407	34503	3451
Lahaul & Spiti	Luxury	0	0	0	0	130	22
	Mid priced	374	62	501	84	1170	195
	Economy	75	12	100	17	260	43
	Temporary	299		401		1040	
	TOTAL	748	74	1002	101	2600	260
Mandi	Luxury	164	27	223	37	315	53
	Mid priced	1479	246	2008	335	2835	473
	Economy	329	55	446	74	630	105
	Temporary	1314		1785		2520	
	TOTAL	3286	328	4462	446	6300	631

Exhibit 10.2

District wise Employment Opportunity – Hotels

Contd....

DISTRICT	HOTEL TYPE	2005		2011		2021	
		No of Beds	Employ. Oppor.	No of Beds	Employ. Oppor.	No of Beds	Employ. Oppor.
Shimla	Luxury	987	165	223	37	315	53
	Mid priced	8884	1481	2008	335	2835	473
	Economy	1974	329	446	74	630	105
	Temporary	7897		1785		2520	
	TOTAL	19742	1975	4462	446	6300	631
Sirmour	Luxury	235	39	426	71	589	98
	Mid priced	2119	353	3831	639	5303	884
	Economy	471	78	851	142	1179	196
	Temporary	1883		3406		4714	
	TOTAL	4708	470	8514	852	11785	1178
Solan	Luxury	198	33	349	58	569	95
	Mid priced	1779	296	3144	524	5121	854
	Economy	395	66	699	116	1138	190
	Temporary	1581		2794		4552	
	TOTAL	3953	395	6986	698	11380	1139
Una	Luxury	245	41	329	55	536	89
	Mid priced	2207	368	2958	493	4825	804
	Economy	491	82	657	110	1072	179
	Temporary	1962		2630		4289	
	TOTAL	4905	491	6574	658	10722	1072

10.1.2 Source: shopping

Shopping malls:

Potential: 10-25

Possible areas: sales, administration

Individual shops/ kiosks provides great opportunity for self-employment

Currently there are shopping centers only in certain places like Shimla, Kullu, Manali etc. There is a need to build shopping centers in all the key destinations in Himachal as this provides tremendous potential for employment. Each shop will be able to generate ten to twenty five employments depending on the size of the shop. But there will be concomitant generation of employment from the Shopping malls.

There will be around **500 direct employment** generations from Shopping centres with the opening of shopping centers in each of the existing tourist destination. But the concomitant employment generation from this sector will be much higher, in production and distribution.

10.1.3 Handicraft shops

There is a need to develop handicrafts in Himachal as it holds a huge potential if marketed in a proper manner. Potters, smiths, artisans, weavers and sculptors could put their local art and talent on display with a little bit of help and encouragement.

Currently 'Wildlife Trust of India' together with officials of the Environment and Textile ministries plans to brand and market the Pashmina shawl. Specialized shops for Pashmina shawl could be built.

There are also a few Tibetan villages in Himachal well known for Tibetan handicrafts. Tibetan handicraft shops should also be built in major destinations in Himachal.

Promotion of Handicrafts and arts will provide opportunity for women's in income generating activities, creating paths towards the elimination of poverty of women and local communities.

There will be around **1000 direct employment** generations with the development and promotion of handicrafts/arts in Himachal. But the concomitant employment generation from this sector will be much higher.

10.1.4 Source: Tour operators

Potential; self-employment options, 2-10
Reception, administration, drivers, guides.

This is another potential area of employment generation with the development of tourism in the state. There will be people involved in running tours, guiding the tourists and other related activities. Each Tour operator will be able to provide employment to two to ten people depending on the size of the tour operator.

10.1.5 Adventure tourism

Himachal is also a popular site for winter sports. Courses and competitions in skiing and mountaineering, carnivals, cultural evenings, and open air skating facilities form the traditional part of winter sports. This booming sector provides a huge potential for employment.

Potential: Self employment
Possible areas: agencies, Guides,

10.1.6 Potential for local artisans

Tourism offers a great opportunity for creating employment for artisans. They could be employed in cultural complexes, souvenir shopping etc.

However, training programmes would have to be organized in order to encourage these local artisans. Local bodies, NGO's could play a vital role in encouraging them set up a workshop and market their goods to tourists. It is important that employment opportunities should be met through such local populace and less investment options.

10.1.7 Potential for women

Tourism has demonstrated its potential for creating jobs and encouraging income-generating activities to benefit local communities in destination areas. The tourism sector definitely provides various entry points for women's employment and opportunities for creating self-employment in small and medium sized income generating activities, especially in handicrafts and arts, thus creating paths towards the elimination of poverty of women and local communities in developing countries. However, there are a number of conditions under which this potential can be used more effectively. This requires collaboration of all stakeholders - governments and intergovernmental bodies, local government, industry, trade unions, local communities and their different member groups, NGOs, community based tourism initiatives, etc.

The "restaurant, catering and hotel industry" are the largest employers in the **tourism** industry overall. This sector also provides an opportunity for employment of women.

10.2 TOURISM AND ASSOCIATED ENVIRONMENTAL ISSUES

During peak seasons and special occasions some places receive twice the number of native inhabitants. Besides with the intrusion of tourists the possibilities of soil erosion and mass wasting are high in the mountains. Further, many mountain areas are under tremendous pressure due to demand made on environmental resources by growing populations. The most obvious examples are forest degradation and deforestation resulting from the increased demand for timber to cater to tourist needs, loss of biodiversity in areas with endemic species of flora and fauna environmental degradation due to garbage and littering along trekking routes and on campsites, pollution at creeks and rivers and water bodies, overburdening of basic infrastructure and sanitation system of destination settlements and so on.

10.2.1 Strides Made By The H.P. State Environment Protection And Pollution Control Board

The State Environment Protection and Pollution Control Board in Himachal Pradesh constituted under the provision of Water (Prevention and Control of Pollution) Act, 1974 has always endeavored to strike a rational balance between economic growth and environmental preservation. In the pursuit of attaining the objectives enshrined in Water (Prevention and Control of Pollution) Act, 1974 Air (Prevention and Control of Pollution) Act, 1981 and the Environment (Protection) Act, 1986, the State Board has followed the principles of sustainable development. In addition to the above the State Board is also performing the functions prescribed under Water (Prevention and Control of Pollution) Cess Act, 1977 and Hazardous Wastes (Management & Handling) Rules 1989 under Environment (Protection) Act, 1986, Manufacture, Storage and Import of Hazardous Chemical Rules, 1989 and Bio-Medical Waste (Management and Handling) Rules, 1998. Some of the landmark achievement of the State Board are highlighted here under:

- **Introduction of Joint Industrial Planning and Management (JIPM)** concept in environment preservation by involving various stake holders such as entrepreneurs, industrial associations, local bodies, govt. organizations, NGOs and people in planning and management of industrial estates:
- **Introduction of Self Regulatory Order (SRO)** by industrial associations among the entrepreneurs to inculcate and enthuse a sense of competition and accountability for the cause of pollution control;

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- Introduction of clean technologies in manufacturing industries through consultative mechanism and demonstration projects with an object to prevent pollution rather than treating it;
- Initiation of projects for Common Effluent Treatment Plants, dumping site for hazardous wastes and for management of solid wastes in urban areas;
- Conducting mass-awareness programmes through seminars, workshops, rallies, radio talks, distribution of simple and comprehensive literature;
- Maintaining constant watch on water and air quality through a techno scientific network covering all prominent rivers, lakes/ tributaries and susceptible areas;
- Regular monitoring of anti-pollution equipment installed in industrial units in different areas of the state;
- Preparation of Macro & Micro Zoning Atlas for sitting of industries;
- Introduction of jute geo –textile for mine-spoil stabilization in eco-fragile Himalayas;
- Introduction of Environment Audit System in industrial projects with an object to assess techno-economic viability for recovery, reuse and remediation of pollutants;
- Introduction of awards for Environment Excellence to promote and proliferate Environmental Management Systems (EMS) amongst the industries.

The State Board has undergone a radical transformation in the recent years from merely being a regulatory agency to an interactive, participative and scientific organization.

10.2.2 Eco-Tourism

Himachal Pradesh in India is one of the few states in India, which has formulated its eco tourism policy in 2001. The term Eco tourism has dramatically captured the attention of many people. The wildlife/forest managers want to use eco tourism for conserving biological diversity and promoting sustainable development, communities look at it as new employment opportunity, while the government may consider it as a source of foreign exchange. There are a lot of expectations from what eco tourism can do to a region; at the same time it can create a number of challenges. The State, live to the need for providing better opportunities to the visitors to enjoy its natural beauty and cultural heritage, now aims to allow the use of its infrastructure for the benefit of the tourists.

Primarily, Eco tourism caters to an eco tourist. Community Based Eco tourism (CBET) includes tourism and recreation that is based on (a) natural environment, (b) community involvement, and (c) environmental education.

The State Forest Department alone manages more than 400 forest bungalows located at vantage points across the length and breadth of the State. It also manages a 5000 kilometers long network of bridle paths and inspection trails criss-crossing through the most beautiful forests of the State. This gives visitors a myriad opportunities to trek across mountain passes, to remote temples, crystal clear lakes and traditional villages. These facilities beckon the young and the old alike to come and enjoy the best of Himachal Pradesh in all its splendor. To assist the tourists, the State Forest Department is actively engaged in identification and development of eco-treks along these bridle paths. 'Nature Parks' are also being developed to provide tourists a nature education experience. 'Eco-tourism' - a tourism that is ecologically sustainable and culturally sensitive, and that provides insights to the tourists into natural beauty and cultural richness of the State.

Boarding and lodging facilities are available at forest bungalows located along these eco-treks and the local communities are being geared up to provide services of trained guides, porters and Nature Parks is to be facilitated through eco-tourism societies specially set up for the purpose.

Operational Guidelines For Eco tourism

The key players in the eco tourism business are the government, both central and state levels, the local authorities, the developers and the operators, the visitors and the local community. Each one of them has to be sensitive to the environment and local traditions and follow a set of guidelines for the successful development of tourism. In addition, non-governmental organizations and scientific/ research institutions also have to play a key role in the development of eco tourism.

The Government

- The Management Plan for each should be prepared by professional landscape architects and urban planners, in consultation with the local community as well as others directly concerned.
- Integrated planning should be adopted to avoid inter-sectoral and cross-sectoral conflict.
- The architectural programme for eco tourism centres should include controlled access points and cabins, roads, self-guided nature trails, transportation options, interpretive centres, signs, observation towers and blinds, adequate but unpretentious lodging and dining facilities, docks, garbage disposal facility and other utilities as per requirement. If needed, suitable living quarters and facilities for project personnel may be provided.
- Structures creating visual pollution, unaesthetic values and non-compatible architecture, should be controlled and temporary structures using local building material and befitting the local environment should be encouraged.
- Exclude developments in geologically unstable zone and define development and buffer zones after proper environmental impact assessments.

- Establish standards, building codes and other regulations.
- Specify environmental, physical and social carrying capacities to limit development activities.
- Ensure continuous monitoring of adverse effects of tourism activities and initiate suitable corrective measures.
- Recognize and award quality labels to eco tourism operators.
- Provide visitor information and interpretation services covering particularly –
(i) What to see. (ii) How to behave. It can be by way of brochures, leaflets, specialized guides, visitor information centres and such.
- Prepare and widely distribute codes of conduct to all visitors.
- Launch training programmes on eco-tourism to tourism administrators, planners, operators and general public.

10.2.3 Carrying Capacity

While tourism provides a novel opportunity for development of often remote and mostly resource poor mountain communities, without adequate safeguards, it can also create problems and pose new challenges.

Importance of Carrying Capacity in Tourism Management

- It is the most limiting factor that determines the 'true' carrying capacity, which may not necessarily be bio-diversity concerns. A destination receives fewer tourists than the environment can support, but more than its local population accepts. Allowing tourism flows up to the environmental carrying capacity while exceeding cultural or social limits would likely not be good tourism management;
- Human values and perceptions change over time. Additional tourist might be welcome if more of their expenditures benefited local people. Due to natural fluctuations in ecosystem functions etc. bio-diversity constraints can also suddenly become more limiting. Managing tourism flows based on outdated or static carrying capacity figures is therefore not efficient;
- Investments can be made in order to increase a site's carrying capacity (i.e. in wastewater recycling, establishment of green corridors for wildlife, tourist awareness campaigns etc.) Technological innovations or more efficient use of resources may also ease environmental limitations. The carrying capacity is subsequently a function of available financial, technological, human and natural capital. The environmental carrying capacity concept alone is therefore of limited interest in terms of identifying the 'optimal' level of tourism where net tourism benefits are maximized (investing large sums in order to increase the carrying capacity marginally will, for example, often not make economic sense).

Water supply

With increasing number of tourists, water supply in the state is under constant stress. There is a need to develop means of water storage and pumping facilities to cater to the growing needs of tourists. Eco friendly and economical techniques like check dams need to be constructed to conserve water.

Sewerage

With the development of accommodation infrastructure and the growing population in the state there is heavy stress on the sewerage disposal system in the state. There is a need to develop eco friendly techniques for sewerage disposal.

Waste Water Management

The Indian Institute of Technology, Mumbai has invented a low cost soil biotechnology process. Waste water from households can be diverted to a garden and sent through biological filtration plant comprising layers of soil, rocks and minerals.

Recycled water is a cheaper option, as it uses nature's own resource to purify water. It also reduces the use of drinking water for plantation.

Infrastructure

There is an increased stress on infrastructure like roads. There is a need for constant maintenance and widening of roads in the future to take care of the growing local as well as tourist population.

Environmental Degradation

The most obvious examples of environmental stress are forest degradation and deforestation resulting from the increased demand for fuel wood and timber to cater to tourist needs; loss of biodiversity in areas with endemic species of flora and fauna; environmental pollution due to garbage and littering along trekking routes and on campsites; pollution of creeks and rivers and water bodies; overburdening of the basic infrastructure and sanitation systems of destination settlements, and so on.

Many tourist destinations receive tourists in numbers that are at least two to three times the number of native inhabitants. The demand for timber for construction, and the very short growing season add to the problems of forest degradation and deforestation.

Lack of alternative energy sources, failure to monitor of energy use by trekking parties in areas where the use of fuel wood is banned, and the problem of design and dissemination of efficient energy technologies are some of the issues associated with forest degradation and depletion.

Seasonality

The most obvious implication of seasonality is that tourist capacity in these areas remains unutilized during the slack season. Also, the concentration of tourist activities into a limited time and space means congestion, overcrowding, pollution, bottlenecks, and frequent breakdowns in the provision of infrastructural services; a situation not uncommon in resort towns, pilgrim centres, and along favoured trekking routes.

From an environmental point of view, however, seasonality may also be a blessing in disguise. The fact that the tourist flow dries up during the monsoons in most of the destinations means that the environment receives *a period of rest and regeneration* precisely during the period when the ecological metabolism is at its peak. Also, since the monsoons signal the period of hectic agricultural activity, a lowered tourist flow is also a period for the population to contribute to agriculture on which the economic well-being of the communities depends.

Carrying capacity studies

In many hill resorts and pilgrim centres, the build-up of infrastructure such as roads, electricity, water supplies, large civil constructions, and rapid urban expansion, has occurred at the expense of the natural beauty and the environment - the very assets which supposedly attract tourists to these destinations.

Baseline information on most tourist destinations and routes and an inventory of tourism resources in the areas are not available. Most tourist areas in the Hind Kush Himalayas are fragile and diverse with a wealth of often endemic floral and faunal species. There is no accounting for or appreciation of the value of what is lost and what remains. In order to derive maximum benefits from tourism resources and to allow tourism product diversification, baseline information on ecology, economy, and social and cultural systems is required. This means that more emphasis needs to be placed on tourism-related research. It is on this basis that tolerable limits of acceptable change, or environmental, economic and social carrying capacity considerations can be brought to bear in the planning and management of tourism. Such baseline information can also provide the basis for mobilizing NGOs, local community groups, and so on to monitor and deal with the impacts and implications of tourism.

Carrying capacity considerations can warrant a search for other forms of tourism that are soft on tourist resources in an area.

Dimensions of Tourism Carrying Capacity in Shimla, Himachal Pradesh

Environmental factors

- Waste accumulation
- Unsanitary disposal of waste
- Plastic littering
- Environmentally unsound construction practices by both government and private builders
- Water scarcity and contamination
- Pollution due to vehicular emissions and burning of coal during winter.
- Lack of sanitation and inadequate sewage

Socioeconomic factors

- Affordability of commodities
- Poor maintenance of cultural assets along slopes
- Change in land use
- Social and economic inequities due to subsidies and encouragement offered to migrants/outside rs
- Lack of promotion and support to small enterprises

Institutional/Management Factors

- Shortage of accommodation even with 250 hotels operating
- Parking space limited at Cart Road
- Expensive local travel due to increasing tourist inflows
- No mechanism for prior information about the availability of accommodation, parking spaces at entry points
- Lack of enforcement of land-use controls

10.2.4 Spatial And Land Use Planning

Spatial and land use planning is made simpler these days with Geographical Information Systems (GIS). All the information that was previously recorded on separate paper maps is now contained in a single integrated spatial database using GIS software.

Urban planning can now be done using GIS. Mountain areas present a great challenge to the application of GIS, due to their different physical, biological, and societal systems. The physical characteristics of the mountain environment are quite complex and need to be analyzed with a three-dimensional approach/methodology, in order to integrate aspect, slope, and topography. GIS and Digital Elevation Models (DEM) are used for different types of applications in mountain environments, e.g., regional resource inventory, planning, and management; environmental impact and hazard assessment; modeling of the ecology, climate, or hydrology; geomorphology; and so on.

It can be used as base line information for town planners in development authorities but it will require database in the following areas : mouza maps, police stations maps, having demographic information like population, education, mouza wise crop pattern and annual production information, infrastructures maps with present status and projected future, specific development programme maps, legal status of acquiring lands etc.

For this, they must be provided with resources like computers with large storage capacity and good graphical capabilities, high quality plotters, GIS software, persons with computer degree or diploma, networking option and proper financial back up. This will require an initial investment of 15 to 18 lakhs at present per GIS operating centre.

It can also be used for detailed planning and for daily execution in the Municipal local bodies and Gram Panchayat but this will need ward maps having demographic details, census details, holding with basic structures, sources of revenue, infrastructures maps of water supply network and sources, transportation net work, specific facilities and other amenities, sewage and drainage facilities, future development programmes, natural and technological hazard areas etc.

The resources, which will be required for these areas are, computers with high capacity hard disk and good graphical capabilities, high quality plotters and GIS software as central facilities (which could be shared by few municipalities), persons with computer degree or diploma. This will require about Rs. One lakh of initial investment and around Rs.20,000/- to Rs. 50,000/- of monthly financial expenditure.

While working in an urban development authority, it becomes easier to mobilize such amount of financial and human resources for GIS development in the development authority for its planning as well as execution of work. But looking towards the future planning related with 73rd and 74th constitutional amendment, wherein the local bodies like municipalities and Panchayats will be required to create their planning for themselves, it is essential that these areas are strengthened with the modern technologies and facilities. While trying to take on such an exercise, the problems are currently the absence of skilled persons in the municipalities and the non-availability of proper maps ("sometimes even the present holding map of a municipality are not in proper order"). While synthesizing these available data the problems for adopting the GIS for the local bodies, it is seen that no compatible hardware for using GIS are presently available in most of the municipalities, nor do they have proper knowledge for independent use of GIS. No provision for keeping a trained computer person for GIS alone is kept in any of the municipalities or the gram Panchayats. Funds to purchase hardware and software are simply not included in their budget. The lack of availability of infrastructural maps at the municipal level is posing a great problem for adopting these technologies. They are likely to be dependent on the numerous vendors trying to take away the job just for a business promotion and there is fear of incomplete or half-complete GIS system with the local bodies.

As these problems are being faced in most of the local bodies under urban sectors, it will be wiser to create a centralized facility within the urban development sectors having the Geographical Information System based planning for all these local bodies, so that within a few years they are in a position to handle this important area for future independently.

CHAPTER 11

FUNDING OF TOURISM PROJECTS

11.1 SOURCES OF FUNDING:

Private sector investment ably supported by government investment in a core infrastructure would be the two key sources of funding for tourism projects in the state. Apart from these, following sources of funding should also be looked upon for at tourism projects:

- NGO's, Trusts, community participation
- Foreign funding from agencies
- Foreign direct investment

The table below shows the possible sources of fundings for the different projects.

Sr no	Type of project	Government agencies	Domestic private sector	Foreign funding	Special donor agencies	NGO's	Associations community
1	Hotels	✓	✓			✓	
2	Resorts		✓	✓			
3	Restaurants		✓	✓			
4	Amusement Parks		✓	✓			
5	Ropeway	✓	✓		✓		
6	Special trains	✓		✓			
7	Safari		✓				✓
8	Tented camps	✓	✓				
9	Museums	✓		✓	✓		✓
10	Rural tourism	✓	✓			✓	
11	Adventure tourism	✓	✓	✓			
12	Cultural complexes	✓				✓	
13	Water supply						
14	Transport terminals	✓	✓				

Sr no	Type of project	Government agencies	Domestic private sector	Foreign funding	Special donor agencies	NGO's	Associations community
15	Infrastructure at pilgrimage places	✓	✓	✓	✓		
16	Paying guest facilities		✓		✓		✓
17	Convention centers	✓	✓	✓			
18	Air services	✓	✓				
19	Golf courses		✓	✓	✓		
20	Eco tourism	✓	✓	✓	✓		✓
21	Handicraft marts		✓		✓	✓	✓
22	Religious tourism		✓		✓	✓	✓

However, at every stage there would be a need for the state government (DoT) to stimulate private investment by creating an atmosphere for investment. The state government has a number of incentives schemes for investments in different types of tourism related projects. The state government could also extend special concessions to the investors on a case-to-case basis depending on the state and socio-economical impact of the project.

11.2 INCENTIVES FOR TOURISM INDUSTRY IN HIMACHAL PRADESH

The government has provided the following incentives for encouraging tourism in the state:

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
1. Tiny Tourism unit a. General category	For A & B category areas 25% subject to max. of Rs. 1 lakh	3% below prevailing term lending rates	75% of the cost subject to a min. of Rs. 15,000	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Amusement parks exempted 90% entertainment duty for the first 5 yrs and 50% exemption for following 5 yrs. Upto 400% of FCI deferment of sales /luxury tax for a period of 9 yrs in category A areas and upto 200% of FCI deferment of sales / luxury tax

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
1. Tiny Tourism unit b. Special category	Special investment subsidy of 10% on fixed assets given to general category/entrepreneurs for establishment of tiny tourism unit	3% below the term lending rates	90% of the cost subject to a max. of Rs.25000	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	At interest rate of 1% on matching basis upto max. of 10% of project cost or Rs. 50,000 whichever is less	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Amusement parks exempted 90% entertainment duty for the first 5 yrs and 50% exemption for following 5 yrs. Upto 400% of FCI deferment of sales /luxury tax for a period of 9 yrs in category A areas and upto 200% of FCI deferment of sales / luxury tax

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/ Luxury/Entertainment tax deferment or exemption
2. Small scale tourism units a. General category	-	-	75% of the cost subject to a min. of Rs. 15,000	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Upto 40% of FCI deferment for 9 yrs in category A. Upto 200% of FCI sales & luxury tax deferment of 7 yrs in category b.

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
2. Small scale tourism units b. Special category	Special investment subsidy of 10% on fixed assets given to general category/ entrepreneurs for establishment of tiny tourism unit	3% below the term lending rates	90% of the cost subject to a max. of Rs.25000	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	At interest rate of 1% on matching basis upto max. of 10% of project cost or Rs. 50,000 whichever is less	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Amusement parks exempted 90% entertainment duty for the first 5 yrs and 50% exemption for following 5 yrs. Upto 400% of FCI deferment of sales /luxury tax for a period of 9 yrs in category A areas and upto 200% of FCI deferment of sales / luxury tax

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
3. Large scale tourism unit	-	-	75% of the cost or 1% of capital cost subject to a min. of Rs. One lakh whichever is less	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Upto 200% of FCI with a ceiling of Rs. 7 crore sales/luxury tax deferment for 9 yrs in category A areas. Upto 125% of FCI with a ceiling of Rs. 5 crore sales/luxury tax deferment for 7 yrs in category B areas. Upto 100% FCI with sales/luxury tax deferment for 6 yrs in category C areas.

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
4. Pioneer tourism unit	-	-	75% of the cost or 1% of capital cost subject to a min. of Rs. One lakh whichever is less	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	Exemption in electricity duty for 12 yrs, 9 yrs and 7yrs in A, B & C category areas respectively. The amount paid as a result of any increase in power tariff will be reimbursed for 6 yrs, 4 yrs & 3 yrs in category A, B, and C respectively from the date of commencement of operations	Sales & luxury tax deferment for 12 yrs, 9 yrs & 7 yrs in category A, B & C areas respectively. In case of a priority unit also deferment period will be 12 yrs, 10 yrs & 9 yrs in category A, B & C areas respectively.

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
5. Prestigious tourism units	-	-	75% of the cost or 1% of capital cost subject to a min. of Rs. One lakh whichever is less	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	Exemption in electricity duty for 12 yrs, 9 yrs and 7yrs in A, B & C category areas respectively. The amount paid as a result of any increase in power tariff will be reimbursed for 6 yrs, 4 yrs & 3 yrs in category A, B, and C respectively from the date of commencement of operations	Sales & luxury tax deferment for 12 yrs, 9 yrs & 7 yrs in category A, B & C areas respectively.

Category of Tourism Units	Investment Subsidy	Interest Subsidy	Subsidy towards Preparation of feasibility report	Manpower Development Subsidy	Margin Money	Subsidy towards Captive Power Diesel Generating sets	Power concessions	Sales/Luxury/Entertainment tax deferment or exemption
6. Priority tourism units	-	1 % lower than normal lending rate excepting tiny unit in which it is 3% below the prevailing lending rates	75% of the cost or 1% of capital cost subject to a min. of Rs. One lakh whichever is less	50% of an actual cost of training with an upper limit of Rs. 5000 per trainee subject to a max. of Rs. 25000 for one training programme	-	15% of cost subject to a max. of Rs. 2 lakhs	No electricity duty will be charged from any new tourism unit on power generated from captive power generating sets. Amount paid as a result of any increase in power tariff for a period of 1-5 yrs will be reimbursed by tourism dept.	Sales & luxury tax deferment in case of pioneer unit, being a priority unit. In category A area it will be 12 yrs and for B & C category areas it will remain for 10 yrs.

7. Incentives for NRIs

Non Resident Indians and companies /firms setting up new tourism units having majority ownership of NRIs in the state shall be entitled for the following facilities in addition to the incentives for the new tourism units as shown above.

1. Out of turn allotment of land in tourism clusters.
2. NRIs projects will be given expeditious approval/clearance by the department within the overall policy of government.
3. The Himachal Pradesh Financial Corporation /HP State Industrial Development Corporation will expedite approval of NRIs cases subject to the prescribed norms.

8. Subsidy for publicity

To encourage participation of tourism units, tour operator and travel agents in the publicity of the state, the following incentives will be given:

1. Subsidy of 50% shall be admissible on the approved publicity campaign through brochures/literatures or advertisements in the print media for package tours involving at least 5 places located in category A, B and C areas subject to a ceiling of Rs. 50,000 in a year to an agency.
2. A subsidy of 50% subject to a ceiling for Rs. 50,000 per year, per unit shall be admissible on the approved publicity campaign through brochure/ literature or advertisement in the print media for publishing a tourist destination, provided such publicity does not put emphasis on particular hotel/restaurant or other tourism unit instead of projecting the destination as whole.

Definition of Categories of Areas as mentioned in incentive plans above.

- ‘C’** - Kullu, Manali, Shimla and Kassuli Towns and Dhalli NAC Area
- ‘B’** - Bilaspur, Chamba, Dalhousie, Hamirpur, Kangra, Dharamshala, Palampur, Mandi, Nahan, Poanta Sahib, Parwanu, Solan and Una Towns and Kasumpti Block, Dharampura Block and Rest of Kullu and Manali Block.
- ‘A’** - Rest of Himachal

Definitions

- Tiny units:** With Fixed Capital investment upto Rs. 10 lakhs.
- Small scale units:** With Fixed Capital investment upto Rs. 60 lakhs
- Large scale units:** With Fixed Capital investment above Rs. 60 lakhs
- Prestigious units:** With Fixed Capital investment upto Rs. 10 crore or more and employing at least 200 persons
- Pioneer units:** First seven large scale units in ‘A’, first five in ‘B’ and first large scale unit in ‘C’ category area.
- Priority units:** Tourist resorts; Training institution for Hotel Management, Catering and Nutrition, Sports Activities, Adventure Activities, and other tourism related activities; Amusement parks; Tourism camps; Ropeways; Lake and river cruises.

11.3 FUNDING AGENCIES

11.3.1 State Funding Agencies

Himachal Pradesh Financial Corporation (HPFC)

It was established in the State under the Central Act, viz. The State Financial Corporations Act, 1951, with the basic objective of promoting and developing small scale and medium scale industries in the State with a special focus on spreading industrial culture in the rural, semi-urban and backward areas of the State. The Corporation is owned by the State Government jointly with IDBI and is functioning under the administrative control of the State Government.

The incentives offered by HPFC include-

A. WOMEN ENTREPRENEURS

SCHEME FOR WOMEN ENTREPRENEURS

Scheme was formulated with twin objectives of providing training and extension service support to women entrepreneurs through a comprehensive package suited to their other skills and socio economic status and extending financial assistance on concessional terms to enable them to set up industrial units in SSI sector.

B. TOURISM**SCHEME FOR HOTELS****(under IDBI Refinance scheme)**

	Interest rate after Reference	Rebate in case of prompt payment	Effective rate of interest including interest tax
For medium scale units such as hotels, restaurants etc. where project cost is more than Rs. 45.00 lacs in respect of Hotels and Restaurants involving term loan up to Rs. 150.00 lacs	18.0%	1%	17.5%
For loans above Rs. 2.00 lacs for the entrepreneurs who have good past record of performance & sound financial position & quality the following specific criteria apply: <ul style="list-style-type: none"> • Industrial/Business concern in operation for atleast 4 years • Have earned profits and/or declared dividend on equity shares for preceding 2 financial years • Not in default to institutions/bank in the repayment of their dues 	18.5%	2%	16.5%

SCHEME FOR TOURISM RELATED ACTIVITIES**(under IDBI Refinance scheme)**

	Interest rate after Reference	Rebate in case of prompt payment	Effective rate of interest including interest tax
For medium scale units and tourism related activities where project cost is more than Rs. 45.00 lacs	18%	1%	17.5%
For loans above Rs. 2.00 lacs for the entrepreneurs who have good past record of performance & sound financial position & quality the following specific criteria apply: <ul style="list-style-type: none"> • Industrial/Business concern in operation for atleast 4 years • Have earned profits and/or declared dividend on equity shares for preceding 2 financial years • Not in default to institutions/bank in the repayment of their dues 	18.5%	2%	16.5%

The Himachal Pradesh State Industrial Development Corporation (HPSIDC)

HPSIDC is the major agency for promotion and establishment of industrial units in Himachal Pradesh. The Corporation has been registered under the Companies Act, 1956.

11.3.2 National level financing institutions

11.3.2.1 Small Industries Bank Of India (SIDBI)-

SIDBI has been set up by the Government of India with its headquarters in Lucknow, Uttar Pradesh, as the principal financial institution for promotion, financing and development of industries in the small scale sector and to coordinate functions of the institutions engaged in similar activities.

11.3.2.2 Industrial Development Bank Of India

IDBI was a wholly owned subsidiary of RBI up to February 1976. It was delinked from RBI w.e.f. February 1976 and was made an autonomous corporation fully owned by the Government of India. The IDBI is the apex financial institution and besides providing financial assistance on consortium basis, the major function of coordination between the various institutions is looked after by the bank. It also provides refinance facility to the eligible financial institutions including term loans. The bank sanctions the financial assistance to the industrial concerns engaged in the manufacture or processing of goods, mining, transport generation and distribution of power etc. both in private and public sectors. There is no restriction on the quantum of assistance or the maximum or minimum limits.

IDBI finances new projects/ expansions/ diversification/ modernizations of projects whose cost exceeds Rs.30 million, it also gets indirectly involved in the projects costing less than Rs. 30 million, as it provides refinance facility to the primary lending institutions i.e. SFC/SIDC/Commercial Banks etc.

11.3.2.3 Industrial Financial Corporation Of India

IFCI was established in 1948 as one of the first development banks in the country to provide medium and long term credit more readily available to industrial concerns in India. Its major activities are Term lending, Merchant Banking, Financial Services, Refinance and bill finance, venture capital, rehabilitation assistance, forex services.

11.3.2.4 Industrial Reconstruction Bank Of India

In April 1971, the IDBI had set up, at the instance of the Government of India (GOI), Industrial Reconstruction Corporation of India (IRCI), as a joint-stock company, to provide reconstruction and rehabilitation assistance.

The IFCI, ICICI, LIC, and public sector banks also had contributed to its share capital. IRCI was reconstituted and renamed as IRBI in 1985. It functions as a principal credit and reconstruction agency for industrial revival, modernization, rehabilitation, expansion, reorganization, diversification and rationalization. It is empowered to grant loans and advances; underwrite stocks, shares and bonds; and guarantee loans, performance, and deferred payments. It gives assistance for capital expenditure, addition of balancing equipment, correcting imbalances in working capital of sick, weak, closed units and those facing imminent closure.

It also acts as a co-coordinating agency in the field of reconstruction. Its development activities included provision of infra-structural facilities, raw materials, consultancy, managerial and merchant banking services, lease finance, hire purchase credit. The units in public, private, co-operative, and joint sectors are covered by its operations.

11.3.3 List Of Venture Capital Organisations Operating In The National Level

1. IL & FS Venture Corporation Ltd
2. Industrial Development Bank of India (Venture Capital Department)
3. ICICI Venture Funds Management Company Ltd.
4. Small Industries Development Bank of India (Venture Capital Division)
5. Canbank Venture Capital Fund Limited
6. HSBC Private Equity Management Mauritius Limited

CHAPTER 12

INSTITUTIONAL FRAMEWORK FOR TOURISM DEVELOPMENT

12.1 EXISTING INSTITUTIONAL FRAMEWORK

There are various agencies engaged in tourism related activities and that look after the development and promotion of tourism in Himachal Pradesh.

12.1.1 Primary Agencies at State Level.

The primary agency involved in the development and promotion of tourism is Himachal Pradesh Tourism Development Corporation (HPTDC).

- **Himachal Pradesh Tourism Development Corporation**

Himachal Pradesh Tourism Development Corporation (HPTDC) is a pioneer in the development of tourism infrastructure in Himachal. Formed in 1972, it provides a complete package of tourism services, including accommodation, catering, transport and sports activities.

It has the largest chain of finest hotels and restaurants in the State with nearly 57 hotels, having 950 rooms and 2050 beds. HPTDC also runs 62 restaurants and cafes, serving a varied cuisine, including Himachali delicacies. All these properties are set in superb locations in the lap of nature.

- **Other Agencies / Institutions**

The agencies/ institutions involved in the development of Himachal Pradesh and the role they could play to support tourism in the state is summarized below:

Department	Role
HPPWD	<ul style="list-style-type: none"> Roads, Bridges and public buildings Construction Maintenance
HP Road Transport Corporation	<ul style="list-style-type: none"> Provides travel network – busses, bus stations Courier service for the benefit of public (w.e.f 1/11/01)
Irrigation and Public Health	<ul style="list-style-type: none"> Management of water resources – water supply, sewerage and flood control Management of drinking water supply
Urban Development	
HP State Electricity Board	<ul style="list-style-type: none"> Management of electricity supply and generation Management of Hydro power projects (along with the Department of power and Industry)
Department of forestry and wildlife	<ul style="list-style-type: none"> Ownership and conservation of all forests, wildlife and wild flowers Promoter of eco-tourism
Indian Railways	<ul style="list-style-type: none"> Providing railway lines, trains, stations and services
Airports Authority of India	<ul style="list-style-type: none"> Providing airports, airstrips and other related infrastructure Help develop new air strips
Archeological survey of India	<ul style="list-style-type: none"> Ownership and conservation of archeological sites in the state
HP State Handicraft and Handloom Corporation	<ul style="list-style-type: none"> Development of artisans and weavers Promoting metal-craft, ornaments, woodcarvings and converting Yak & Goat hair for Floor Coverings etc.
Department of Horticulture	<ul style="list-style-type: none"> Planned production of fruits and flowers in the state
HP State Horticulture Produce Marketing and Processing Corporation	<ul style="list-style-type: none"> Marketing of fresh fruit and processing surplus fruits Processing units, packaging units, cooling plants etc.
HP State Environment Protection and Pollution control board	<ul style="list-style-type: none"> Regulations and control on pollution Check on environment (with the assistance of Directorate of Industries)

- **Support Agencies of Direct Relevance to Tourism sector**

The organizations providing financial assistance for tourism activities are:

1. Rural Infrastructure Development Fund (RIDF) of the NABARD since 1998-99.
2. Infrastructure Financing and Leasing Services Ltd
3. Government of India

12.2 INSTITUTIONAL FRAMEWORK: RECENT INITIATIVES

12.2.1 Tourism Development Board

A new board has been recently formed named “Tourism Development Board” (TDB) whose members consist of senior level officials from various government departments.

The main purpose on constituting this board is

- To integrate the various departments for tourism related activities so that there is not much time delay in getting the various permissions from various departments.
- Currently there are no specific guidelines/ regulations for adventure activities. There is no registered agency/organization for promoting tourism other than the Institute of Mountaineering, Manali. The TDB will prepare a guideline for adventure activities. All agencies promoting adventure tourism would have to be registered under the Tourist Aids Act as agencies promoting adventure activities. Currently since there is no such regulation, due to which safety guidelines are not stringently adhered to, posing a hazard to tourists.
- Currently the luxury tax charged (10%) goes entirely to the state exchequer. After formation of the board 20% of this tax will go to the TDB for its expenses and activities. Also earnings from any promotional activities would go to the board.

12.3 SUGGESTED FOCUS AREAS FOR IMPLEMENTATION

Need for Common Vision / Direction

There is a need for greater appreciation between various departments (Government as well as Non government) for tourism development in the state. Approach other government and Non-government organizations and work with unity for a common purpose.

Need for clear norms on prioritization

The development of tourism related projects are constrained by limited funds. So there is a need to prioritize the projects and implement the most potential projects in the district level.

Need for Avenues for public / local community participating in planning

The development of tourism industry is going to help the locals with revenues. But there is a need to incorporate the locals and the projects should be undertaken keeping in mind the interest of the local people.

Need for scientific planning and monitoring of tourist movements

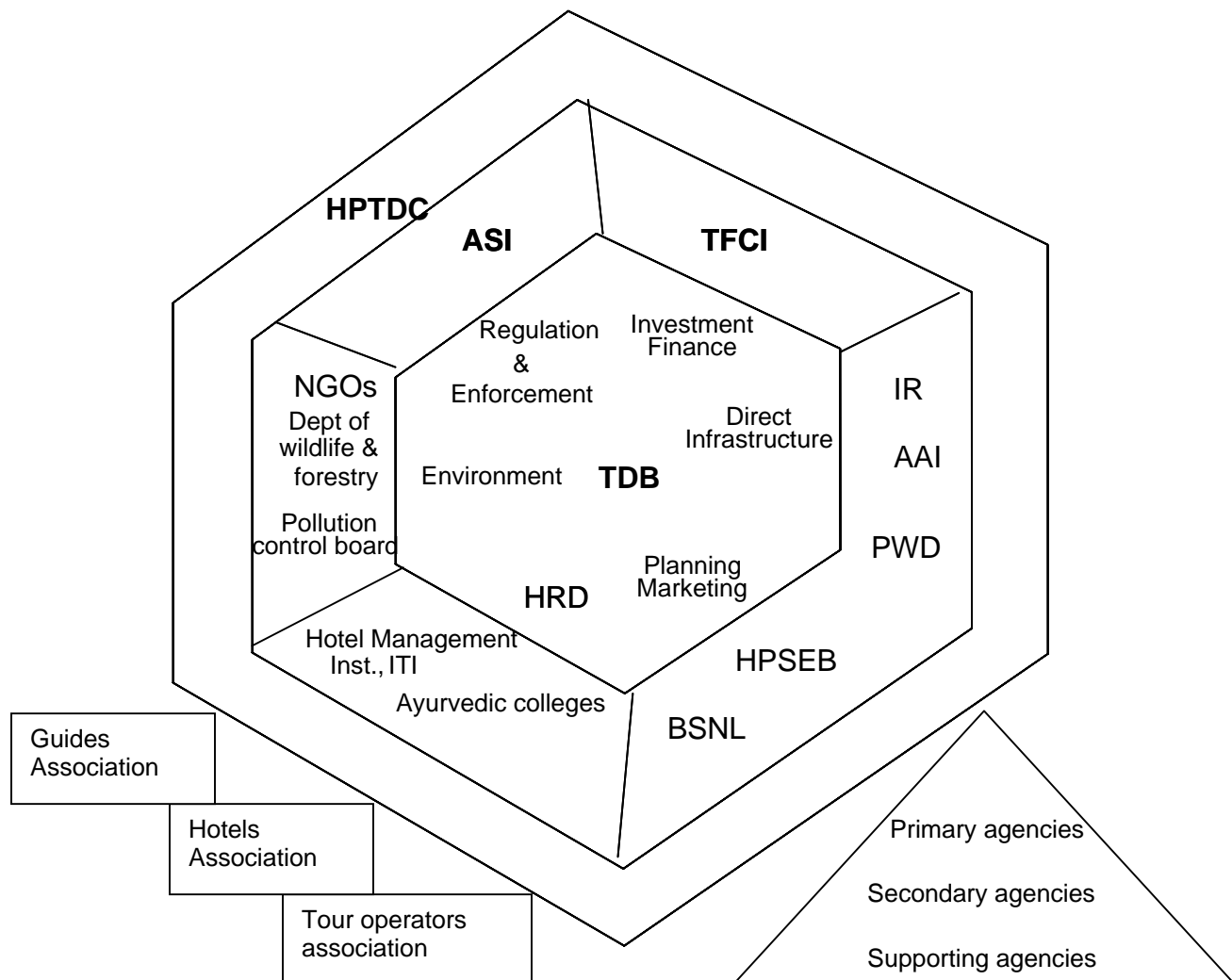
Monitoring of a project helps in measuring economic impact of tourism through suitable cost benefit evaluation. So there should be standardization of all tourist movements and use of scientific techniques.

Need to approach other departments

There is a hesitation from the other Government and non-government organizations to approach the DoT for the projects that can be effectively used for tourism development. So there is a need from the officials of DoT to approach the officials of other organizations with projects keeping in mind the interest of the both. For e.g. DoT can approach the Department of horticulture for projects like Valley of Flower.

Establishing a Tourism Management Cell

This would help ensure that all the departments and agencies are working in a focused manner towards a common agenda and fixed goal.

12.4 SUGGESTED FRAMEWORK

As the first step towards policy formulation the government has set up the TDB that will focus on Planning, Investment, Infrastructure Marketing and Finance.

In addition it is recommended that the Board also focus on creating a Regulation and Enforcement Authority, Environmental Cell, and Human Resource Development.

At a secondary level, the areas which the Board intends to focus require to have a committee which will take care of the implementation of the policies decided by the TDB.

Investment and Finance

This committee requires monitoring purposed plans and projects at various stages that include project appraisal, fund approval and disbursement of funds. This committee could have members from financial institutions and project funding agencies.

Direct Infrastructure

It is recommended that this committee act as a co-ordinating authority for all the agencies in the state involved in creating tourism related infrastructure – the PWD, electricity, water boards and municipalities.

Human Resource Development

At a first level there is a need to instill a sense of pride among the local population for tourism. This requires to be inculcated at the grass root level. Awareness programs in schools, colleges & village panchayats need to be introduced, which teach people what tourists look for in the state and how to help them.

Special arrangement and up-gradation of existing institutions like Hotel Management Institutes, Industrial Training Institutes will be necessary for developing entrepreneurship in tourism.

On-going training for state tourism department personnel should be carried out at recognized locations of tourism superiority such as Rajasthan and Kerala.

For the promotion of Health Tourism, the state requires to set up Ayurvedic colleges.

Environment

The hills being ecologically sensitive the impact of every proposed project needs to be assessed to achieve a balance between tourism development and environmental sensitivity.

Regulation and enforcement

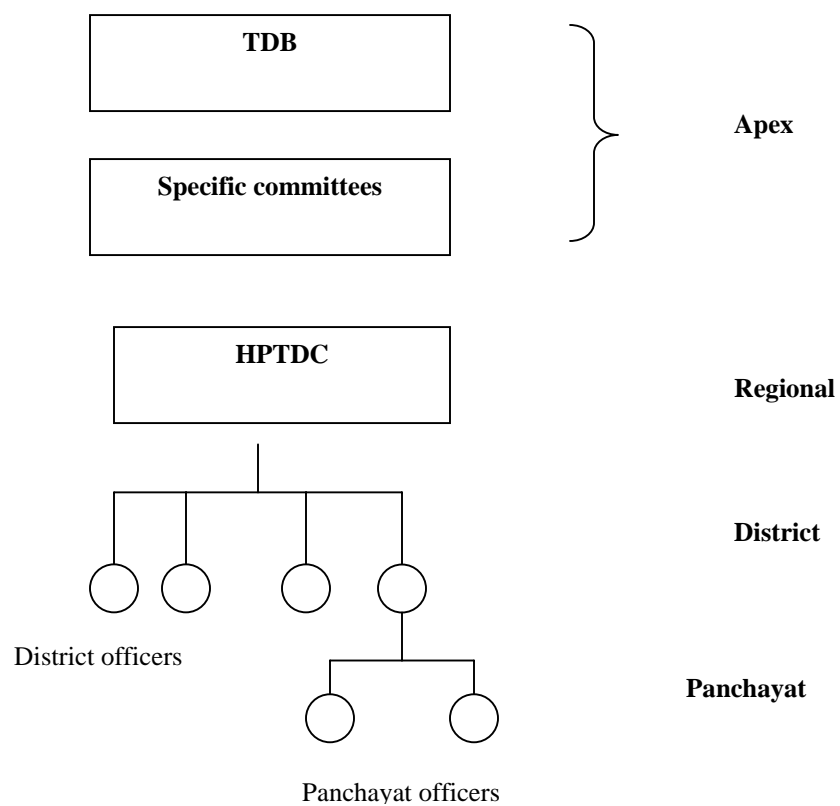
The TDB needs to function as a regulation of health tourism, adventure sports, safety precautions for adventure activities. A regulatory body need to be created wherein all hotels/ restaurants / tour operators/ taxi operators operating in the state require to register. This will ensure fixed revenues to the state.

Marketing and publicity

Planned & co-coordinated efforts are required to market & publicize the state to the right target audience. The agency should also be able to disseminate vital information to the nation via the national press regarding such matters as what areas might be closed due to natural disaster and so on.

The planned projects will require implementation and supervision. The Himachal Pradesh Tourism Development Corporation to ensure proper implementation of the project.

The suggested structure is:



12.4 SUPPORT AGENCIES NECESSARY FOR THE TOURISM SECTOR

Tourism Finance Corporation of Himachal

To accelerate the growth of tourism in Himachal Pradesh by providing funding for projects relating to tourism. The TFCH should play a developmental role in the policies of the state government and provide finance and loan-related services to entrepreneurs involved in tourism activities.

Arts and Crafts Development Council

To aid and assist artisans and craftspeople to develop their mastery of their crafts. Also to work in the area of product development so that crafts are made contemporary and attractive to tourists and to markets abroad.

Culture Development Council

To handle and implement events and projects relating to the cultural life of the state, such as identifying fairs and festivals that could be turned into major events.

Association of Guides

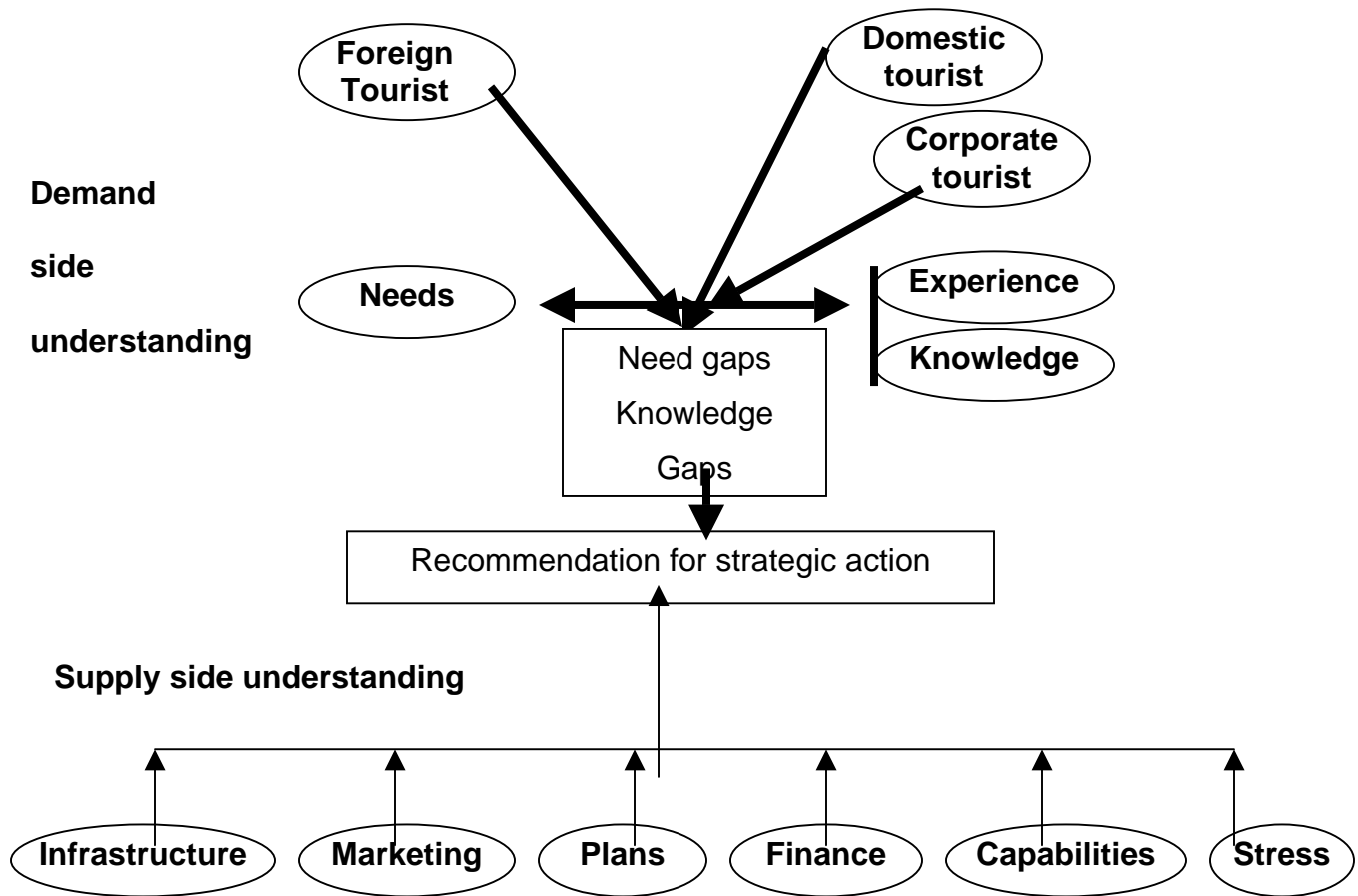
To impart education among themselves, to lobby the government on tourism-related matters and to better individual members' knowledge of the state.

Association of Tour Operators

To impart education among themselves, to lobby the government on tourism-related matters and to better individual members' knowledge of the state.

CHAPTER 13:

STRATEGIC ACTION PLAN

13.0 THE STRATEGIC ACTION PLAN HAS BEEN DEVELOPED USING THE FOLLOWING CONSTRUCT.

13.1 DEMAND SIDE UNDERSTANDING

Indian tourist: General

The majority of domestic tourists come in family groups, spend Rs. 500 per day per head, and visit Himachal for the climate and natural ambience.

The gaps, from their perspective, are:

- Poor awareness of destinations
- Difficulty in reservation / acquiring information
- Lack of entertainment, shopping
- Nothing to do in the evening
- Poor food quality on roads, in small places
- Things to do for children
- Lack of water/ cost of water
- Poor communication links
- Poor labeling of directions / roads – English and Hindi sign posting needed.

Indian tourist: Religious

Needs a set of places e.g. 6 sisters as a product: to be marketed in the North, Bengal & Karnataka.

Foreign tourists

The foreign tourists visible in Himachal were the low budget types. Their gaps were similar to Indian tourists. Even amongst these, 3 types were visible:

- The culture/ religion seeker
- The general budget traveler
- The 'cheap liver' – some of who were spending less than US \$ 3 per day.
- The trekker

The key to profitable tourism would lie in ensuring a minimum spends of US \$ 25 per day by the foreigner. This would also reduce stress on infrastructure by reducing the undesirable element, and infrastructure would be released to attract a better class of tourist.

The desired type of tourist, the high spender, who is visible in Kerala and Goa, needs to be targeted. This type of traveler who was not seen in Himachal during our fieldwork requires:

- Clear packages
- High accommodation, food and transport quality
- A cultural experience / 'different' experience
- Shopping and entertainment
- High quality service

This kind of tourist operates at minimum spend levels of US \$ 50 per day.

Corporates

Two types of corporate requirements exist -

- The conference
- The training programme

These are **NON SEASONAL**.

For conferences and normal training programmes, the basic needs are:

- High quality accommodation and food
- Good conference and support facilities
- Good communication
- Evening entertainment (post work)
- Low travel time / high quality of transport / roads

For outbound programmes, the need is for climbing/rafting etc, coupled with the above.

The travel time is not as critical as for conferences / normal training.

13.2 GAPS

The gaps clearly identified are:

- Marketing gaps
 - o Branding of state
 - o Development and branding of products
 - o Development and branding of destinations
 - o Development of packages
 - o Distribution
 - Information
 - Reservations and bookings
- Infrastructure gaps
 - o Communication
 - Telephones in smaller destinations
 - Internet - a VSAT oriented project may provide a solution, which could be combined with education being offered to locals through the system.
 - o High quality accommodation and restaurants (star hotels)
 - o Accommodation through 'tent hotels', with supporting water and sanitation facility.
 - o High quality conference infrastructure.
 - o Roads: On this action seems to be in progress.
 - o Water supply - there is a need to provide water supply, perhaps by investments in hill top storage units and pumping stations.
 - o Transport: Despite the existence of 2 transport units, gaps on frequency of public transport to key destinations exist.

These gaps will increase with increased tourism.

- Entertainment
 - Longer shopping hours
 - Better handicraft distribution /smaller or creation of more 'markets' in destinations tourist towns.
- Training gaps
 - Residents to be trained in the service process /how to respond to tourists
 - Pride in their heritage to be inculcated
 - Specific training of guides/restaurant/hotel employer.

The strategic action plan

The strategic action plan cover the following areas

- Marketing and branding
- Development of new circuits/destinations.
- Creation of new tourism products
- Tourism as a means for area development
- Creation of tourism relevant direct infrastructure
- Exploiting opportunities to Increase Tourism Revenues
- Tourism marketing

Marketing strategy

The key problem area seems to be lack of a clear marketing strategy. The entire tourism development plan has to have an integrated marketing strategy to be successful. These would need to be conceptualized at this stage, and disseminated through all sources of communication and distribution consistently. A joint effort between the Himachal Government, DoT, hoteliers, tour operators and international airlines and travel organization is required.

Strategy

Action

Brand proposition for the state

- Proposition to be built either around 'Abode of the gods' or Untouched paradise'

Communication proposition

- 'Chill out in Himachal' suggested through research

Product development and branding

- Special features to be developed
 - Ayurveda tourism
 - Houseboats in the main lakes
 - Culture branding with food /beverage/handicrafts/folkdances and music
 - Villages as tourist zones
- Current features to be emphasized
 - Nature
 - Treks
 - Mountains
 - Adventure

Strategy	Action
Research based marketing and promotion campaign	<ul style="list-style-type: none"> • Establish a system of data collection and analysis of statistics related to tourist arrival in the state • Co-ordinate/ co-operate with the central govt. programme of detailed market research in key markets of Europe and Asia • Design /create specific activities targeted at segments and niches for which products have been developed – some ideas already obtained through research are set out above
Reorganization of tourism promotional activity in the state	<ul style="list-style-type: none"> • Establish joint-sector promotion body ensuring effective representation of all tourism shareholders • Coordinated marketing efforts with the central govt. and with other states • Standardization of communication material • Developing consistent sales training and product education for personnel at customer interaction points • Building close working relationship with the carriers and wholesale inbound operators. • Build promotion bodies at district level as well

Strategy	Action
Attracting new tourist categories / groups	<ul style="list-style-type: none"> Developing spin-off business from major national and international events and activities particularly in Delhi Niche tourism activities like eco-tourism and rural tourism.

Destination and Circuits-

Development of tourism in the state can be achieved by further improving the existing destinations and by creating /developing new circuits and promotion of lesser-known places in the state.

Strategy	Action
Promote lesser explored destination	<ul style="list-style-type: none"> Provide basic tourist infrastructure and reliable services at these destinations for example Kaza for trekking, Narkanda for adventure sports. Establish local level marketing association jointly with the private sector to design specific marketing and promotion incentives and activities Initiate joint marketing and promotion action with central govt. and neighbouring states wherever opportunity exists. Looking at the tourist response, provide upgraded and new amenities and services to meet their needs for example at Chamera Lake where boating facility is offered with just one boat which is not sufficient given the existing inflow of tourists to the lake, there is a need to increase the number of boats.

Existing Tourism Products (Heritage Properties)-

Himachal Pradesh has numerous Heritage monuments/ palaces, currently managed by the State and the others by private Hotel Chains. Some of them lack cleanliness and proper maintainance. Development of these sites will add value to tourism in Himachal.

Strategy	Action
Develop and promote the Heritage properties in the state	<ul style="list-style-type: none">• Lease out all tourism related properties like heritage bungalows, temple sites, forts, palaces and other heritage properties to private parties• Invite bids for leasing these properties The term of the lease should be short, thus leaving room for improvement for the management of such properties over the years

At some of the well-developed destinations of the state there is a need to extend the stay of the tourist. This can be done by creating 'unique' experiences for the tourists.

Strategy	Action
Renew tourist interest in the state by creating new tourist concepts and products	<ul style="list-style-type: none"> Identify sites and their potential to develop specific 'tourism products' like 'lake tourism' with houseboats, health tourism etc. for example introduction of house boats in Maharana Pratap Dam. Create tourism magnets based on the recreational activities, family entertainment and leisure facilities like an amusement park at Khajjiar. Explore possibility of developing new products like, archaeological tours related to ancient sites, tribal culture tours, flower shows, etc.
Creation of tourism zones for specific tourism products	<ul style="list-style-type: none"> Develop facilities to attract tourist in the winter months specially where tourist arrivals in winter off-season are minimal. These could be developed as special 'winter villages' with Winter Sports as an added attraction.

Area Development Through Tourism-

Tourism can also be the main vehicle for area development. With an area development approach the focus of efforts would increase tourist inflow to that area.

Strategy	Action
Create low –impact, non degrading tourist infrastructure in the region	<ul style="list-style-type: none"> • Encourage spreading of tourism activity outside already developed towns and popular places of visit like Manali by imposing restrictions on hotel construction in towns • Aggressively promoting new tourist destinations • Decongestion of roads by restricting vehicular traffic near the pilgrim centres
Increase avenues to generate income from tourist activities	<ul style="list-style-type: none"> • Encourage construction of mid-priced and luxury hotels in the region • Creation of entertainment and leisure facilities in the region • Developing domestic airport and introducing larger size air aircraft projects are already underway in Himachal Pradesh • Promote the proposed airport as a gateway airport for tourist indenting to cover multiple tourist circuit in state

Tourist Infrastructure-

For development of any destination good air, road, and rail links, civic amenities and direct infrastructure like Hotels, travel & tour services, guides are of paramount importance.

Strategy	Action
Enhancement of connectivity infrastructure	<ul style="list-style-type: none"> • Prioritize airport projects. Speed up work on the three proposed airports. • Improve communication facilities in the state through VSAT. • Encourage charter air service companies to supplement scheduled services • Private sector participation in providing last mile connectivity to the attraction • Identify and prioritize railway network up gradation and modernization programme, with special attention given to routes linking tourist regions, destinations and centres • Upgraded / international standard tourist taxi/coach services
Provide high quality hospitality experience	<ul style="list-style-type: none"> • Solicit foreign investment in hotel segment • Inculcate aspects of traditional hospitality in the service offered by the hospitality industry. The government has already taken steps towards this by introducing training courses for local tour guides.
Enhanced tourist experience as they move around in the state	<ul style="list-style-type: none"> • Provide navigational aids on all tourist routes (e.g. signage and information on highways, etc.) • Provide upgraded/ standardized tourist facilities (restaurants, wayside facilities etc) • Provide site interpretation aids at all tourist places • Ensure availability of organized guide service at important tourist location.

Increasing Tourism Revenues-

Strategy	Action
Extension of tourist season in the state	<ul style="list-style-type: none"> • Develop seasonal themes and product packages of experience appropriate to different seasons.
Increase Average Length of Stay (ALOS) of tourists in the state	<ul style="list-style-type: none"> • Reviewing and remodeling of local sight seeing tours to extend duration of stay at a place. • Focused marketing of lesser explored tourist attractions around the place to make them an inevitable part of the local sight seeing itinerary • Convince tour operators and guide to standardize itineraries to avoid unhealthy competition. • Create new attractions and tourism products
Increasing daily span of tourist activity	<ul style="list-style-type: none"> • Introduce events in the evening like artificial rock climbing in Dalhousie, regular campfires. • Popularize site-visitation after sunset • Activities for the tourist leisure time <ol style="list-style-type: none"> 1. Passive - Parks & Gardens, fountains, lighting of monuments. 2. Active - Shopping, live performance, food festivals, food plazas / food courts, light and sound shows

Strategy	Action
Increasing daily tourist spends	<ul style="list-style-type: none"> • On accommodation: Example, help tourists upgrade from economy to mid-priced / luxury hotels • On food and beverages: Example, specialty and fine dining restaurants, food courts, local cuisine restaurants • On recreation: Example, shopping arcades, handicraft and souvenir stores, entertainment and theme parks
Attract specific interest /high yield tourists	<ul style="list-style-type: none"> • Create and target specific products to special interested tourist groups such as Honeymoon packages, adventure package, nature lovers package, etc. • Identify special interest groups and market products through appropriate channels – e.g. products for the film industry, concessions <ul style="list-style-type: none"> : Corporate training / conference packages : Village tourism : Ayurveda tourism etc.
Set minimum spends for foreign tourists	<ul style="list-style-type: none"> • Enforce conversion @ US\$ 25 per day, reconvert above maximum at departure.

Conclusion:

Himachal Pradesh has a well-developed tourist infrastructure and the present initiatives would help the sector grow. However, one would have to ensure that the proposed projects meet a common focused overall tourism objective. This will require the efforts of various departments and developmental bodies to work with the same goals and objectives in mind. It is also important to ensure that the development-taking place should lead to a sustainable and all round development of the State. The governments aimed at harnessing tourism opportunities will ensure that Himachal Pradesh remains a prominent tourist location in future.

Heavy investments in marketing and communication need to be looked at..

CHAPTER 14:
SUMMARY OF RECOMMENDED
INITIATIVES, INVESTMENTS AND
POTENTIAL FUNDING

14.0 BACKGROUND

This chapter summarises the initiatives and actions proposed in Chapter 9 to 13, and sets out costs and timeframes envisaged for their implementation.

14.1 PRODUCT DEVELOPMENT PLANS

14.1.1 Health tourism

There is an increasing demand for Health tourism products in the market. Developing Health tourism may be a worthwhile endeavor as it helps diversify tourism product.

As a part of promoting this concept Health tourism can be promoted in various forms, they include-

1. Ayurvedic and Tibetan health clinics
2. Health Spas

The government is planning to develop a medicinal facility in the green belts of the state like Chail, Palampur, Jogindernagar and Kullu. An herbal garden is also being established at Kalaban in Chamba. The government is planning to commence a medicinal facility in the green belts of Kullu.

In the initial phase health clinics can be set up in these places i.e. Chail, Kullu, Chamba, Palampur. In addition clinics can also be set up in hotels at Dharamshala, McLeod Ganj. Vashisht in Kullu district and Tattapani in Mandi district have hot sulfur springs around which an ayurvedic health centres can be set up.

An herbal garden could be set up in Lahaul & Spiti and Kangra, which gets a lot of foreign tourists. Health clinics should be opened in Dharamshala, McLeod Ganj, Kaza.

In phase 2 of the health tourism plan there is a need to develop Health Spas, Health resorts and training institutes. The location of these facilities will depend on the response and interest generated by phase 1

14.1.2 Camp / caravan tourism

There are lot of scenic places along with tablelands, which can be developed as camping sites. Camping facilities will give the tourist unique experience.

The camping facilities could be developed around.

1. Khajjiar
2. Lakkad Mandi in Chamba
3. Kufri
4. Gulaba, along the river Beas for tourists

14.1.3 Cultural Tourism

Religious tourism

- 1) Promote the Hindu temple circuit

Temples like Jwalamukhi, Brajeshwari, Chintpurni and Naina Devi in Kangra valley, Baijnath close to Palampur, Manimaheshand Chaurasi temples in Chamba can be promoted as part of the religious circuit.

- 2) Buddhist circuits

Himachal has some of the important Buddhist circuits of the country.

- 1) Dharamshala/Tabo Monastery/ Tabo/Dharamshala
- 2) Kinnaur / Sangla Valley / Tabo Monastery/ Kinnaur
- 3) Dharamshala/ Pangti /Leh/ Dharamshala

These circuits need to be created, branded and promoted.

In addition other pilgrim places like Poanta Sahib, Manikaran require expansion and marketing.

Rural tourism

The concept of a 'Model Village' can be developed in the state. A village can be selected as a model village wherein tourists especially foreign tourists can visit this place, observe the villagers working in their environment, can eat the local food, stay at the village huts etc. The tourist can experience the culture of the state in its natural environment. This village will attract a lot of foreign tourists who are interested in studying the culture of the place. The villagers in turn will benefit from the developmental activities, employment opportunities and infrastructure development in the village.

A food court and craft bazaar can be developed in these villages on similar lines as Dilli Haat in Delhi.

14.1.5 Corporate Tourism

Himachal Pradesh can be developed as a destination for corporate seminars, training sessions, team-building programs etc. By developing this kind of tourism the advantages are the quality of tourist (spend per person) is high, they operate as marketers through word-of-mouth channels, and are likely to return for family holiday, their season is not dependent on school holidays thus extending the tourist season in the state.

Destinations for Conferences/Seminars

Requirements-

- 1) Sites as conference venues in districts not far from Chandigarh, or places with good connectivity.

One of the main criteria for selection of a location for such conferences is the accessibility of that place hence connectivity to the place and ease of availability of tickets is very important to a corporate tourist.

- 2) A basic minimum set of requirements for "conference venues"
 - Room quality
 - Room facilities (TV/cable etc)
 - Conference facilities
 - Internet & phone connections

Outbound Tourism destinations for team building sessions

Requirements -

- 1) Adventure activities like Trekking, Rock climbing, canoeing, river rafting around the place.
- 2) Camp sites with adequate facilities like chemical toilets, shower tents etc.

Locations such as Parwanoo, Dharampur, Kumarhatti and Kasauli could be developed as corporate tourist destinations. These places are well connected by rail and road and are close to Chandigarh. One of the main criteria for selection of a location for such conferences is the accessibility of that place.

14.1.5 Handicrafts/arts

Some of the handicrafts that Himachal is known for include Kullu & Kinnauri Caps, Kullu and Kinnauri shawls, Pullahs (footwear made of fibre extracted from hemp and wool), Carpets, Chamba Rumal, Miniature Paintings, Metal Craft, Jewellery, Dolls, Wood Craft, Agricultural & Horticultural Products-'Kangra Tea', 'Jarees', 'Chamba Chukh'.

Nurpur in Kangra is well known for its Pashmina shawls.

Wildlife Trust of India together with officials of the Environment and Textile ministries plan to brand and market the Pashmina Shawl as a an alternative to illegal Shahtoosh shawl.

The plan will help protect the endangered Tibetan 'Chiru' antelope, an endangered animal killed for its under wool, which is used to weave fine shawls.

- Branding of Pashmina would need registration under TRIPs (Trade related intellectual property rights) and require the creation of certification of agency.
- There is a need to promote Pashmina shawl.
- There should be a sustainable effort for the survival of swelling number of people in Pashmina trade.

14.2 COMMUNICATION AND MARKETING

14.2.1 Publicity campaigns / Public Relations (PR)

Himachal needs to publicise its attractions to the rest of India and the world. Public Relations (PR) can be far more effective than advertising in conveying usable information to consumers.

Therefore, Himachal requires a three-pronged publicity strategy, in addition to advertising.

- a. Media relations (tourism):** The tourism body's PR cell, or a PR agency hired by it, should maintain an on-going relationship with travel magazines, national and local dailies, international newspapers and journals, and domestic and international television channels. Journalists from all over the country and abroad should be invited to visit the state and taken on specific tours (depending on what is required to be promoted: adventure, spirituality, leisure etc). The resulting publicity by way of newspaper and magazine articles and travel programmes on television should result in a huge upsurge of tourism or, at the very least, an identification of the state as a destination in the potential tourist's mind. Countries such as Malaysia, the Maldives and the United Kingdom have used this aspect of media relations to great advantage.
- b. Media relations (investment):** This aspect of public relations involves maintaining relationships with financial and business newspapers and journals so that the state's need or desire for investments, and the incentives offered in the tourism sector get regular and due publicity. By creating this aspect of public relations, the state tourism body will present the corporate face of Himachal to the business sector.
- c. Public relations:** This cell should be in charge of getting across announcements to national papers and national television channels in the event of major accidents on tourist routes or natural calamities such as landslides which may close off an area to tourists for a while.

14.2.2 Promotions

Posters, pamphlets, compact discs, maps and other travel literature should be widely and freely available at tourist bureaus within the state and around India. They should also be available at major travel agencies around the country and at Indian embassies around the world.

This material should be tailored to specific needs: for instance adventure, spirituality, leisure and so on. They should also deal with stand-alone destinations.

Calendars, diaries (with photographs), posters and so on can also be created as publicity give-aways to travel agents etc around the country.

14.2.3 Information kiosks

Information kiosks should be set up at all major centers of tourism in the state, at easily accessible and visible locations, such as bus stations, railway stations and so on. This allows the tourist quick and easy access to literature and information on places of local interest (for instance, places he could visit around Mussoorie).

14.2.4 Interactive website

There should be a website that will give users as much information as is needed on the state. Articles and travelogues about the state that may have appeared in sections of the press should be archived so that users get easy access to information. Destinations and circuits should be classified under heads such as 'Adventure', 'Corporate', 'Health Tourism', and so on, and should include information such as climate, accessibility, facilities and so on.

14.2.5 Trade fairs / Conferences / Seminars

The tourism body should participate in as many trade fairs, conferences and seminars on tourism as necessary so as to understand new needs in the sector and promote Himachal as a destination.

14.2.6 Advertising in the mass media

Advertising should initially focus on television, because print is a static medium and can seldom hope to communicate the beauty of Himachal. An advertising agency should be hired for this purpose.

14.2.7 International and Indian students as tourism ambassadors

Market the state to foreign and Indian universities and offer students from these universities who have visited Himachal the chance to be tourism ambassadors. This would involve giving the tourism ambassador a free return trip to the state, provided s/he can bring in 20 paying tourists to the state. Marketing to foreign universities can be achieved by holding jamborees, touring universities and simply selling the state to students. This could also be attempted through the web-selling route, using well-established community websites set up by Indian students studying abroad.

14.3 COSTS OF MARKETING AND COMMUNICATION:

We propose a Rs. 16 crore, 3-year budget, based on the following criteria:

1. Ad-spends on television commercials range from Rs 1 lac to Rs 3 lacs for 10 seconds.
2. A Public Relations agency is likely to charge about Rs 1.5 lacs per month. The cost of inviting journalists/travel writers to tour the state is about Rs 20,000 per head for local journalists and Rs 70,000 for foreign journalists.
3. Development of the interactive website will require two programmers and a designer. Post-development, two people will be required full time for maintenance.
4. An international marketing exercise will require a minimum outlay of around Rs 750 lacs (\$US 1.5 million) in short term.

The total cost for the cost of shooting a commercial: US \$ 0.5 million (1 min film).

Media costs (TV): A media plan incorporating around 2,000 commercial spots in the US and Europe would cost in the range of \$ 600,000 – 700,000 (Rs 300-350 lacs). In addition, Rs 30 lacs per year would need to be allocated for full size banners on 50 websites, total allocation of Rs 350-400 lacs.

Exhibit 14.3.1

Expenditure on Marketing and Communication – Short term

(Figures in Rs. lacs)

	2003	2004	2005	Total
Mass Media (TV) – National	200	200	100	500
Public relation	60	50	50	160
International Television Channels	50	50	50	150
International Communication	350	200	200	750
Literature / brochure	10	10	5	25
Interactive website	20	4	4	28
TOTAL	690	514	409	1613

Exhibit 14.3.2**Expenditure on Marketing and Communication – Mid term***(Figures in Rs. lacs)*

	2006	2007	2008	2009	2010	2011	Total
Mass Media (TV) National	100	100	100	100	100	100	600
Public relation	50	50	50	50	50	50	300
International Television Channels	50	50	50	50	50	50	300
International Communication	200	200	200	200	200	200	1200
Literature /brochure	5	5	5	5	5	5	30
Interactive website	4	4	4	4	4	4	24
TOTAL	409	409	409	409	409	409	2454

Expenditure on Marketing and Communication – Long term*(Figures in Rs. lacs)*

	2012	2013	2014	2015	2016	2017	2018
Mass Media (TV) National	100	100	100	100	100	100	100
Public relation	50	50	50	50	50	50	50
International Television Channels	50	50	50	50	50	50	50
International Communication	200	200	200	200	200	200	200
Literature /brochure	5	5	5	5	5	5	5
Interactive website	4	4	4	4	4	4	4
TOTAL	409	409	409	409	409	409	409

	2019	2020	2021	Total
Mass Media (TV) National	100	100	100	1000
Public relation	50	50	50	500
International Television Channels	50	50	50	500
International Communication	200	200	200	2000
Literature /brochure	5	5	5	50
Interactive website	4	4	4	40
TOTAL	409	409	409	4090

14.4 HUMAN RESOURCE DEVELOPMENT

14.4.1 Himachal Appreciation and Tourism Help Programme

There is a need to increase the awareness on tourism of the locals. Therefore proper training is needed for

- Traffic police on how to direct and help tourists
- Panchayatis for inculcation of local pride and tourism appreciation

Two day training programmes should be conducted. Each programme would have about 50 participants and the cost of such a programme will be about Rs 50,000. Training should be provided to 500 policemen and 1000 Panchayatis per year.

14.4.2 Training for Staffs in Tourist Reception Centres

On handling tourist queries and service.
20 such programmes are planned at Rs 50,000 each.

14.4.3 Enterprise Training

The enterprise training programmes needs to be extended to develop entrepreneurial skills through one-week development programmes. Two such programmes are envisaged at a cost of Rs 1 lac each.

14.4.4 Training for Adventure tourism

Two training centres need to be established for instruction in adventure tourism sports such as skiing, trekking, mountaineering, rock climbing. The cost of such training will be around Rs 24 lacs. The infrastructure related cost has already been taken into consideration in Chapter 9.

14.4.5 Handicrafts / Arts

The cost of constructing two handicraft-training centres will be around 20 lacs. The cost of running two 3-4 week programmes on handicrafts will be around Rs 3 lacs per annum. The rest of the time, the infrastructure will be used as a handicrafts retail outlet.

The schemes are being financed by the Central Government as well as the state. Private participation is expected on adventure tourism.

The spend on different heads for the Human Resource Development in Short term, mid term and long term is given below:

Exhibit 14.4.1**Human Resource Development – Short term***(Figures in Rs. lacs)*

Project	2003	2004	2005	Total
Himachal appreciation and tourism help programmes	30	30	20	80
Staff training	15	15	15	45
Enterprise Training	2	2	2	6
Adventure tourism	24	24	24	72
Handicrafts/arts	25	10	10	45
TOTAL	96	81	71	248

Exhibit 14.4.2**Human Resource Development – Mid term***(Figures in Rs. lacs)*

Project	2006	2007	2008	2009	2010	2011	Total
Himachal appreciation and tourism help programmes	20	20	20	20	20	20	120
Staff training	15	15	15	15	15	15	90
Enterprise training	2	2	2	2	2	2	12
Adventure tourism	24	24	24	24	24	24	144
Handicrafts/arts	10	10	10	10	10	10	60
TOTAL	71	71	71	71	71	71	426

Exhibit 14.4.3**Human Resource Development – Long term***(Figures in Rs. lacs)*

Project	2012	2013	2014	2015	2016	2017	2018
Himachal appreciation and tourism help programmes	20	20	20	20	20	20	20
Staff training	15	15	15	15	15	15	15
Enterprise training	2	2	2	2	2	2	2
Adventure tourism	24	24	24	24	24	24	24
Handicrafts/arts	10	10	10	10	10	10	10
TOTAL	71	71	71	71	71	71	71

Project	2019	2020	2021	Total
Himachal appreciation and tourism help programmes	20	20	20	200
Staff training	15	15	15	150
Enterprise training	2	2	2	20
Adventure tourism	24	24	24	240
Handicrafts/arts	10	10	10	100
TOTAL	71	71	71	710

14.5 SUMMARY OF INVESTMENTS REQUIRED

This section sets out the costs of the initiatives set out in Chapter 9 and in the previous sections of this chapter.

14.5.1 Funds required and phasing

The funds required in this 20 year period are in the region of Rs. 4,500 crores, of which over 482 crores are required in the 2003-2005 period (Exhibit 14.5.1). The annual funds required are set out in Exhibit 14.5.2)

Exhibit 14.5.1**Financial plan and phasing of projects –Total**

	Short Term (2003-2005)	Medium Term (2006-2011)	Long Term (2012-2021)	Total (Rs. In Lakhs)
Basic Infrastructure	913	74670	38079	113662
Tourism Infrastructure:				
Accommodation	45440	112295	166564	324299
New destinations	15.5	-	-	15.5
New tourism product	75	159	-	234
Human Resource Development	248	426	710	1304
Promotion & Marketing	1613	2454	4090	8157
Total	48304.5	190004	209443	447671.5

Annual requirement of funds

	Basic Infrastructure	Tourism Infrastructure			Human Resource Development	Promotion & Marketing	Total (Rs. In Lakhs)
		Accommodation.	New destination	New tourism product			
2003	602	14157	7.5	64.85	96	690	15617
2004	159	15729	8	10	81	514	16501
2005	152	15553	-	-	71	409	16185
2006	157	16184	-	21.5	71	409	16842
2007	170	17581	-	79.75	71	409	18311
2008	185	19116	-	58	71	409	19839
2009	201	20808	-	-	71	409	21489
2010	219	22048	-	-	71	409	22747
2011	238	16558	-	-	71	409	17276
2012	143	14384	-	-	71	409	15006
2013	150	15126	-	-	71	409	15756
2014	158	15919	-	-	71	409	16557
2015	166	16769	-	-	71	409	17416
2016	175	17684	-	-	71	409	18339
2017	185	18671	-	-	71	409	19336
2018	195	19741	-	-	71	409	20416
2019	206	20906	-	-	71	409	21593
2020	219	20867	-	-	71	409	21566
2021	232	6497	-	-	71	409	7209

14.6 FUNDING OPTIONS

Basic infrastructure could be funded by a combination of central and state finance, and finance from international donors and finance organizations.

Private sector funding could be sought in these cases as water projects are combined with hotel developments, but we have assumed that this will be negligible.

Accommodation (hotel rooms) and tourism products could primarily be funded through private sources, or through loans to private parties. The private sector could thus fund upto 70% of the requirements over the next 20 years. Human resources and promotions would, in the short term, need to be funded through the government, and we have assumed this.

However, in the medium term, joint sector undertakings could take over the task, and combined government /private institutional HR involvements are possible.

Joint promotion spending is also possible for marketing, along with tour operators and airlines and hotel chains.

A large-scale co-branded communication exercise could also be conducted for Himalayan Tourism, in conjunction with other Himalayan states and countries.

Exhibit 14.6.1

Financing options - Overall

	International Finance organisations	State/Central Finance/ Assistance	Private Sector	Total (Rs. In Lakhs)
Basic Infrastructure	56831	56831	-	113662
Tourism Infrastructure:				
Accommodation	-	259439	64860	324299
New destinations	-	15.50	-	15.5
New tourism product	-	94	140	234
Human Resource Development	-	1304	-	1304
Promotion & Marketing	-	8157	-	8157
Total	56831	325840.5	65000	447671.5

Exhibit 14.6.2

Financing options – Short Term Projects

	International Finance organisations	State/Central Finance/ Assistance	Private Sector	Total (Rs. In Lakhs)
Basic Infrastructure	456	457	-	913
Tourism Infrastructure:				
Accommodation	-	36352	9088	45440
New destinations	-	15.50	-	15.5
New tourism product	-	30	45	75
Human Resource Development	-	168	-	168
Promotion & Marketing	-	1613	-	1613
Total	456	38635.5	9133	48224.5

Exhibit 14.6.3

Financing options – Medium Term Projects

	International Finance organisations	State Finance Assistance	Private Sector	Total (Rs. In Lakhs)
Basic Infrastructure	37335	37335	-	74670
Tourism Infrastructure:				
Accommodation	-	89836	22459	112295
New destinations	-	-	-	-
New tourism product	-	64	95	159
Human Resource Development	-	426	-	426
Promotion & Marketing	-	2454	-	2454
Total	37335	130115	22554	190004

Exhibit 14.6.4**Financing options – Long Term Projects**

	International Finance organisations	Central/ State Finance Assistance	Private Sector	Total (Rs. In Lakhs)
Basic Infrastructure	19039.5	19040	-	38079
Tourism Infrastructure:				
Accommodation	-	133251	33313	166564
New destinations	-	-	-	-
New tourism product	-	-	-	-
Human Resource Development	-	710	-	710
Promotion & Marketing	-	4090	-	4090
Total	19039.5	157090.70	33313	209443

ANNEXURES

DISCUSSION GUIDELINE AND QUESTIONNAIRES ADMINISTERED

LOCALS

(A checklist of information collection)

Objective of addressing this target group: **To understand from different locals of the state viz. transporters, shops, vendors etc. their views on the current status of tourism in their state and what can be done to boost it?**

- ☐ What are the **changes** that you have seen in the state ever since you started to live here? What kinds of changes have taken place? How do you think they have impacted the State?
- ☐ How do you feel about tourists from various parts of the country and the world visiting your state? After all they come from different backgrounds, ethics etc. **Check out openness and attitude to tourists from different cultures...communities** Do you think it can intrude on you or your culture in any way? How so?
- ☐ What do you think are the **strengths of your state**? If you had to tell a tourist about the richness of your state in terms of Places.... sight seeing, Hotels, Food, Culture, Shopping etc. what would they be? Which of these have been promoted by the state/state govt.? Which do you feel are assets but as yet hidden and can be exploited to your benefit? What do you think can be done about that?
- ☐ On the other hand, which areas do you think **need improvement**? Do you think these would impact in boosting tourism? In what way?
- ☐ How do you think **you can contribute** to boosting tourism in the state? Do you think the government can take certain measures by which the government can involve your participation in the process? How would you like to **participate in tourism building**?

- ❑ Can you tell me what all **steps has the government taken to promote tourism** in the state so far? Have they been adequate? What more could have been done? Has it been fair from your point of view? *Try and understand if the govt. in any way has been partial to outsiders than locals themselves and what are their views on the same*

- ❑ There are **peak seasons and lean seasons**.... how do these affect you in terms of business.... money coming in.... lifestyles? How do you think these can **be managed?** What steps do you think can be taken in this regard to even out inflows?

HOTELS - MANAGERS

(A checklist of information collection)

Objective of addressing this target group: To understand from an expert in the field of someone who understands tourists and tourism closely his/her views on the pulse of the tourists and what can be done to better it hence.

- ☐ Could you tell me something ***about this hotel?*** When was it set up? By whom (viz. private or government)? How long has it been at this location?
- ☐ Does it have any other branches in any other city? (Within or outside Himachal) Is it a part of a larger chain or a stand-alone hotel? Is the chain only in this state or present in other states also? Which states is the hotel chain present in? Which cities is the hotel chain present in? Does this make a difference to guests?
- ☐ ***In terms of all facilities (as listed in the observation sheet), consultant/researcher to understand:***
 - How standard or tailor made are their services ***e.g. Can the travel desk be accessed directly from the room or one needs to come down to the desk personally etc. Can anybody access the travel desk? ... use the services of the travel desk? Including those who are not overnight guests of the hotel? What kind of fee is charged in this case?***
 - How different are these from those available outside ***e.g. tours/packaged tours for sight seeing different from those available outside etc.***
- ☐ What is the ***opinion of the guests*** about the facilities that the hotel offers? How is their experience captured? ***Check whether the facility of guest book exists ... whether it is filled ... try to capture a few comments that's written by the guests. Check how this system came into being and how it has benefited them.***
- ☐ How do you ***capture any grievances*** of the guests? What are the kind of steps that are taken to address their grievances? How are they resolved? ***Check whether there is any grievance that the hotel has not been able to attend to and has been expressed repeatedly ... why that happened?***

- ❑ Do you think that enough number of tourists' visit the hotel? What do you think are the **measures that need to be undertaken to attract more tourists** ... what should be done to attract more tourists to the facility? ... to increase their duration of stay? Normally how long on an average do they stay?
- ❑ Do they hop from one hotel to another in the same town? Why do you think this happens? How in your opinion can this be controlled?
- ❑ Are the no. of guests/tourists that come the same nos. throughout the year? What period of the year does it peak? Why do you think this happens? How do you **manage these highs and lows** in terms of raw materials to be stocked (vegetables. etc.), employees, room rates etc?
- ❑ You have been around in this profession for a while – how do you think things have changed.... in terms of tourists inflow etc.? **Do you think tourists' demands have changed over a period?** How so? Have you modified your activities to cater to these demands? How have guests responded to them?
- ❑ What are the **marketing activities** that have been undertaken to attract tourists? ... By the hotel? ... By the government?
- ❑ What is the kind of work that has been done so in this area? In what areas have these been done? What kind of effect did it have on the tourist flow to the facility?

HOTELS / PGs – GUESTS (Segregate based on star types/personal bungalows etc.)

(A checklist of information collection)

Objective of addressing this target group: *To understand a tourists and expectations and performance form a place, activities and facilities*

- ❑ Can you please tell me how you **chose this place** to visit? Could you tell me all the places that you have visited so far? Which ones did you like the most? Which has been your favourite? Which ones do you have on your list as places to visit and reasons beyond the same? How often do you normally go on vacation?
- ❑ What attracted them to this place? What **type of a holiday** were you looking for? How long are you here? With whom have you come? Family? Friends? Group? Alone? Which **places within the state and the town have you visited so far? Which has been most memorable?** Why?
- ❑ What kind of **hotels** have you stayed in? And how long in this hotel? How convenient is this hotel from the main areas within the town? How critical is this aspect to you? Which was your **best experience** so far? Which place was it?
- ❑ Could you tell me something about this hotel? How did you get to know about this hotel? ... ***From tour operator ... part of the package. Hunted it out ... referred to by others. Check expectations versus performance and comparison with other hotels stayed in so far***
- ❑ What are all the facilities that you have used at the hotel? What has been your **experience with these facilities?** Could you narrate some of them to me please? ***Consultant/researcher to gather both good and bad experiences of all facilities /activities used***

- ❑ An **observation sheet** to be filled up for basic factual details for ratings on facilities
- ❑ Have you faced any kind of **problem** here? What problems? Could you please narrate some of your problems to me? Have these problems been resolved? How were they taken care?
- ❑ **If you were to suggest improvements this hotel and its facilities, what would you do?** Could you give us some suggestions to improve the quality of this hotel? To improve the services of this hotel? ... To improve the facilities of this hotel?

NGOs

(A checklist of information collection)

Objective of addressing this target group: Since **NGOs can operate strongly for, or against, measures taken up on issues impacting the state/nationally – which makes it imperative to address this segment (Hence we need to approach organizations that deal with issues concerning the ecology, environment, women's rights etc.... i.e. whatever could be relevant in terms of boosting tourism)**

- ☐ Could you tell me **something about the organization?** What are the areas you work on? Which states / cities? What are the issues that you handle?
- ☐ What are the kinds of industries that are there in the state? Which contribute most towards the economy of the state? **Check if tourism is mentioned. If not, prompt.**
- ☐ Could you tell me what are the effects of tourism in the state? Please tell me about both positive and negative effects of tourism.... income generated and how each individual could contribute to promoting tourism etc. **Check for:**
 - **Employment** (Casual, Part time jobs, Flesh trade, Drug trafficking, Agriculture, Women intensive industries etc.)
 - **Culture, Heritage** (Physical damage to geological / historical sites. Introduction of foreign elements in culture)
 - **Environment, Ecology etc.** (aforestation v/s deforestation. Loss of the natural habitat of animals, birds and plants. Pollution ...
 - **Civic infrastructure** (improper sewage disposal. Degradation / improvement of road and transport facilities. Parking facilities. Cleaner roads and public transport ... shortage of water & power v/s availability of water & power)

- ☐ Could you tell me what are the developmental works that are currently being done or has been done in the past in order to increase tourism? In order to generate more employment / occupation options? In order to help the people generate more income? In order to improve the road conditions of the place? In order to increase the civic amenities of the place? In order to improve the infrastructure of the place?

- ☐ What are the kinds of effects that take place due to these developmental programmes? Who benefits from these programmes? Who are these programmes meant for?

- ☐ Could you suggest what all can be done in terms of developmental work?

TOURISM PROFESSIONALS

(A checklist of information collection)

Objective of addressing this target group: Tour operators and travel agents (going beyond mere ticketing) can furnish us with a holistic understanding of the tourism industry

- ☐ Name of **Organization**, type (Public/Pvt./Govt recognized etc.), Nature of business (Ticketing, Package deals – hotel stay, Tour planning etc.) How as an organization do you market yourself? What media do you use?
- ☐ What is your annual turnover approx.? How many **tourists** on an average do you have in a year? Does this comprise – tourist groups? Individuals? If tourist groups – how large are they? Are there more males or females? What do you think is the reason for this ratio? What age groups do you normally have? Is it more families? Couples? Etc.? How many come from Domestic tourists and how much comes from Foreigners? Which countries do they originate from? Which nationalities? Is there a skew to a certain type of originating country?
- ☐ What are the other **types of tourists** that you have come across? **E.g. those on a shoe string budget.... luxury oriented etc..** What are the proportions of these tourists that you come across?
- ☐ What can you tell me about the **trend of tourism** say over the last few years? Is it on the rise.... on the decline.... what do you think is responsible for this? Has the type of tourism also seen a change over a period? In what way? **E.g. more people taking to adventure tourism etc.**
- ☐ What are the kinds of **locations** (states, cities) that are popular today? What has made these destinations popular? Does popularity of a place depend on seasons? Which are the so-called peak periods and the off-seasons periods? What makes them peak and lean?

- ☐ What are the kinds of things/**activities** that people wish to do? How long is their vacation period normally? Have these changed over a period? In what way? Does it differ from foreigners to Domestic tourists? What are the packages that you offer to them? What kind of things do they want and what all are they ready to compromise on? **Viz. stay, food, hotels, transport etc.** When you offer packages what is it that draws their attention the most? And the least? How much on an average does a consumer spend on such visits/tours (in terms of accommodation, food, transport, entertainment, shopping etc.)
- ☐ Do people **consult** you where to go? Or do they come decided? What kind of questions do they ask? Do these also differ from domestic to foreigners?
- ☐ What is **your opinion** about the **tourist facilities / infrastructure / roads / hotels/food etc.** available at tourist centers in your region?
- ☐ Have your Client ever come back with feedback on a place? What are the problems faced by tourists that they talk about? What action has been taken post that? Have you been in a position after that to do something about it after that?
- ☐ Are you aware of any developmental **schemes**/investments by the government in this respect? How did it impact? Was it sufficient? What do you feel about the publicity and promotion efforts made by state tourism departments?
- ☐ What do you think the **government should do** to the tourist centers of your region? What do you think are the strengths that can be leveraged? And what are the weaknesses that need to be overcome?
- ☐ And if you were entrusted with the **task of doing something about increasing** tourism what would it be? What kind of aid do you currently get from the government? Is it adequate? What additionally are you looking for in these areas?
- ☐ On a concluding note.... which do you think are **potential destinations** for tourists? Which places would you recommend? Why do you say so? What do they have to offer?

CORPORATE GROUPS (ORGANIZERS)

(A checklist of information collection)

Objective of addressing this target group: *This target group is being addressed with a view to understanding the hills as a potential place for holding seminars/conferences etc. (hence the need to address only those organizations which hold such activities) and their possible contribution towards the same*

- ☐ **Organization details**, no. of employees, activities undertaken for employee training etc.

- ☐ How often does your organization hold **seminars/conferences**? For what purposes? Is it held at one place or different places? How is it decided where to hold the conference? Who all participate in the decision making process?
Normally how long a period is your conference held? Is it at the same period of time every time or does it differ? Which all places have you held your conferences/seminars so far? How were these places selected? What time of the year? What was your experience with these places? Which has been the best so far? Why? And the worst/ why?

- ☐ What all things do you have in mind when **choosing a place** for a conference/seminar? Which are the kinds of places you would never go to for a conference? Do you keep any time for recreation...sight seeing...shopping etc.? How much time do you normally allocate for yourself...your employees? Do spouses and their families also join in for the conference period? Why? Why not? What are the advantages and disadvantages in doing so?

- ☐ **If given an option which place** would you like to you're your employee programs? Assuming Himachal/Uttaranchal were the two places that you had to choose what would you expect from those places? What is your impression of these places? Where did these get drawn from?

- ☐ Would you be keen to **participate in boosting tourism** in the states of HP and Uttaranchal? Why so? How do you think you can contribute in this respect? Monetarily? In terms of investments? Ideas? Suggestions?
 - ☐ What **expectations would you have from the government** in this regard? What kind of assistance/aid would you need?
 - ☐ What suggestions can you offer for promoting tourism in these states?
-

GOVT. OFFICIALS (TOURISM DEPT)

(A checklist of information collection)

Objective of addressing this target group: *There's no substitute to meeting govt. officials to understand their priorities, and action plans.*

- ☐ What are the **tourist spots / destinations** in this district – Existing, Potential
- ☐ **Tourist inflow** (current / future (perceived) /change perceived)
- ☐ What are the **facilities** available at these destinations in terms of Roads, Hotels, Restaurants ,Transportation facilities, Water and electric supply, Banking, Recreation, Culture, handicrafts etc. Are they adequate for the current tourist inflow to these destinations?
- ☐ What are the constraints for the development of tourism here? What aid in your opinion is required for you to promote this industry? In terms of priority, what is it that you would act on first ? **Check where tourism is fitting in their priority and reasons for the same**
- ☐ What is the effect of tourism on the district – both positive and negative? How do the local people react / accept tourists and tourism? Are they directly involved with tourism? How in your opinion could their involvement be increased?
- ☐ What is the effect of developmental plans on tourism? How has it helped / not helped the growth of tourism in the district? What is the effect of tourism on employment?

- ❑ What are the kinds of marketing and promotional activities that have been done in order to attract tourists to Himachal / Uttarakhand? How has those activities affected tourism in Himachal / Uttarakhand?

OTHER GOVT. DEPTS. VIZ. HOME MINISTRY, PWD, TRANSPORT, CONSTRUCTION, CULTURE, HANDICRAFTS, AND TRIBAL ETC.

Objective of addressing this target group: These departments have to be approached with the idea of understanding their objectives and plans for their core functions and how tourism interferes or integrates with those ultimately.

e.g. If 'x' place is known for its scenic beauty...greenery and away from city feel and the Construction dept. has an objective of putting buildings/constructions – how is this dilemma tackled? What taken on priority....how are the integrated if at all. Etc.

CORPORATE GROUPS (ALREADY PROMOTERS OF TURISM)

(A checklist of information collection)

Objective of addressing this target group: This target group would comprise org. like Club Mahindra, RCI etc. who are in any case in their own way promoting tourism by setting up their sites at specific locations – hence this target group is being addressed with a view to understanding how they have gone about marketing themselves in specified locations and their reasons for selection of a certain

- ☐ Organization, location etc.
- ☐ Where all do you have your set up? What all things do you have in mind when **choosing a place** for a setting up your site? ? Which are the kinds of places you would opt for? How were these places selected?
- ☐ What is it that you have done so far in terms of marketing yourself? Which places have been most profitable? Why? And how?
- ☐ You have been around in this profession for a while – how do you think things have changed.... in terms of tourists inflow etc.? Where do people like to go? What do they like doing there? What is the kind of work that has been done so in this area? In what areas have these been done? What kind of effect did it have on the tourist flow to the facility?
- ☐ If given an option which place would you like to set up? Assuming Himachal/Uttaranchal were the two places that you had to choose what would you expect from those places? What is your impression of these places? Where did these get drawn from?

- ❑ Would you be keen to **participate in boosting tourism** in the states of HP and Uttarakhand? Why so? How do you think you can contribute in this respect? Monetarily? In terms of investments? Ideas? Suggestions?
 - ❑ What **expectations would you have from the government** in this regard? What kind of assistance/aid would you need?
 - ❑ What suggestions can you offer for promoting tourism in these states?
-

CORPORATE QUESTIONNAIRE

Name of Respondent _____

Company Name _____

Designation _____

1. Number of employees working in your organization - _____ Nos.

2. Were any seminars/ conferences held in your organisation in the past?

_____ (Y / N)

KINDLY FILL IN THE RESPONSES TO Q.3 TO Q.5 IN THE GRID GIVEN BELOW

KINDLY INDICATE 'Y' FOR YES AND 'N' FOR NO IN THE COLUMN BELOW.

3. What are the various purposes of holding the seminars/ conferences?

4. Could you please tell me generally for how many days are these seminars/ conferences held?

5. In what kind of hotels are such conferences held? **E.G. 5 Star, 4 Star etc.**

	Q.3	Q.4	Q.5
Purposes		No. of days	Type of hotels
Providing training to employees			
Dealers conferencing			
International level meet			
National level employee meet			
Regional level employee meet			
Any other specify _____			

6. How many seminars / conferences are held in a year in your organization?

_____ Nos.

KINDLY FILL IN THE RESPONSES TO Q.7 TO Q.9 IN THE GRID GIVEN BELOW

KINDLY INDICATE 'Y' FOR YES AND 'N' FOR NO IN THE COLUMN BELOW.

7. Where were the International level seminars/ conferences held in the past?
8. Where were the national level seminars/ conferences held in the past?
9. Where were the regional level seminars/ conferences held in the past?

	Q.7	Q.8	Q.9
	International	National	Regional
Agra			
Chennai			
Cochin			
Coorg			
Darjeeling			
Delhi			
Goa			
Hyderabad			
Jaipur			
Lucknow			
Shimla			
Udaipur			
Mussorie			
Other (SPECIFY) _____			

10. Which are the best hotels you find based on your experience/ knowledge to conduct seminars/ conferencing?

Q10	
NAME OF HOTELS	LOCATION OF HOTELS

11. How critical are the following criteria while selecting the place to conduct seminars/ conferences? **KINDLY RATE THEM**

Critical	Very important	Important	Not so important	Not at all important
----------	----------------	-----------	------------------	----------------------

Criteria	Q11
Good roads	
Frequency of flights and trains	
Lesser Travel time	
Easy of getting Train/ Flight tickets	
High quality hotels	
Availability of conferencing facilities	
Popularity of the place	
Scenic beauty of the place	
Others (SPECIFY) _____	

12. Did your organization hold any seminars/ conferences in Himachal in the past?

_____ (Y / N)

IF ANSWERED 'YES' TO THE ABOVE QUESTION

13. In which places and hotels of Himachal were the seminars/ Conferences held by your organisation in the past?

Places	Hotels

14. Did you face any problem while organizing conferences in Himachal Pradesh in the past?

_____ (Y / N)

IF ANSWERED 'YES' TO THE ABOVE QUESTION

15. What were the problems that you faced?

KINDLY FILL IN THE RESPONSES TO Q16 AND Q17 IN THE GRID GIVEN BELOW

16. What are the places in Himachal Pradesh you feel are suitable to conduct seminars / conferences?

KINDLY INDICATE 'Y' FOR YES AND 'N' FOR NO IN THE COLUMN BELOW.

17. Kindly rate the quality of conferencing facilities in Himachal Pradesh?

Excellent	Very good	Good	Neither good nor poor	Poor	Very poor
-----------	-----------	------	-----------------------	------	-----------

Places in Himachal	Q16	Q17
Shimla		
Manali		
Dharamsala		
Dalhousie		
Chamba		
Others specify _____		

18. Are you keen in boosting tourism in Himachal?

_____ (Y / N)

IF ANSWERED 'YES' TO THE ABOVE QUESTION

19. In what way can you contribute in boosting tourism in Himachal?

20. Can you suggest how the tourism can be promoted in Himachal, especially for conferencing?

THANK YOU

QUESTIONNAIRE FOR NRI TOURIST

1. Name:
2. Occupation:
3. Age:
4. Gender: Male
5. Could you please state the various reasons for visiting India?

**KINDLY INDICATE 'Y' FOR YES AND 'N' FOR NO IN THE COLUMN BELOW.
 FOR E.G.**

Visit parents	
----------------------	--

Visit parents	1	
Visit friends	2	
Business purpose	3	
On a holiday	4	
Others (please specify)		

6. How often do you visit India?

KINDLY INDICATE 'Y' FOR YES AND 'N' FOR NO IN THE COLUMN BELOW.

Once in 3 months	1		Once in 3 years	5	
Once in 6 months	2		Once in 4 years	6	
Once in a year	3		Once in 5 years	7	
Once in 2 years	4				

7. While you visit India, do you go on a trip to any tourist place? (Y/N)

8. If you are visiting India for a holiday or go on a holiday while in India how do you plan it?

KINDLY INDICATE 'Y' FOR YES AND 'N' FOR NO IN THE COLUMN BELOW.

Take a package tour	1	
Plan it myself	2	

9. How long do you generally take a vacation?

KINDLY INDICATE 'Y' FOR YES AND 'N' FOR NO IN THE COLUMN BELOW.

< 1 week	1		3 –4 weeks	4	
1 – 2 weeks	2		> 4 weeks	5	
2 – 3 weeks	3				

10. How many days do you approximately spend on a holiday in India?

11. What is your approximate budget on a holiday in India?

12. Given below are 23 factors that people normally consider while deciding on a destination.

Kindly rank the top ten factors based on their importance **where '1' will indicate most important.**

FACTOR		Rank
Weather / Climate		
Popularity of a place		
Natural Beauty		
Adventure		
Historic value		
Religious / Pilgrimage		
Peace (Crowded/ Traffic)		
Hotel Quality		
Location Hygiene		
Reputation for Safety		
Rich Culture		
Friendly locals		
Accessibility		
Aqua / Water sports		
Transportation		
Basic infrastructure		
	Electricity	
	Water	
Communication (STD / ISD)		
Foreign Exchange / Banking		
Food quality		
Organized Trips		
Cable and satellite television		

13. What are the tourist places you have visited in India and how did you like the place?

KINDLY MENTION THE PLACE AND INDICATE 'Y' FOR YES AND 'N' FOR NO IN THE COLUMN BELOW.

SLNO	Q.13 Name of place	Q.13b				
		Like very much	Like	Neither like nor dislike	Dislike	Dislike very much
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

14. Have you heard of Himachal Pradesh? (Y/N)

IF ANSWERED YES TO THE ABOVE QUESTION

15. What have you heard about Himachal Pradesh?

16. Have you visited Himachal Pradesh? (Y/N)

17. If you have visited Himachal Pradesh what mainly attracted you to the place?

KINDLY INDICATE 'Y' FOR YES AND 'N' FOR NO IN THE COLUMN BELOW.

Tourism Types		Q 21 Attractiveness
Pleasure holidays / relaxation		
	Hills stations	
	Beaches	
	Other scenic places	
Wildlife		
Trekking/ Camping		
Mountaineering/ Climbing		
Religious / Historic buildings and monuments		
Skiing		
Health Spas		

18. Please tell me the five Best places you liked in Himachal Pradesh?

	PLACES
1	
2	
3	
4	
5	

19. If you have not visited Himachal Pradesh would you like to visit the place? (Y/N)

IF ANSWERED YES TO THE ABOVE QUESTION

20. What are the reasons for which you would like to visit Himachal Pradesh?

IF ANSWERED NO TO THE ABOVE QUESTION

21. What are the reasons for which you would not like to visit Himachal Pradesh?

THANK YOU

Appendix 1**Guidelines categorized under different chapters.**

SR NO.	DoT GoI Guideline	Reference
1	Point - i	Chapter 9 Chapter 14
2	Point - ii	Chapter 9 Chapter 7
3	Point - iii	Chapter 9
4	Point - iv	Chapter 4 Chapter 5
5	Point - v	Chapter 5
6	Point - vi	Chapter 7 Chapter 9
7	Point - vii	Chapter 4 Chapter 7
8	Point - viii	Chapter 7 Chapter 3
9	Point - ix	Chapter 8 Chapter 14
10	Point - x	Chapter 9 Chapter 14
11.	Point - xi	Chapter 5 Chapter 9
12	Point - xii	Chapter 9
13	Point - xiii	Chapter 13
14	Point - xiv	Chapter 10
15	Point - xv	Chapter 8
16	Point - xvi	Chapter 9 Chapter 10
17	Point - xvii	Chapter 3
18	Point - xviii	Chapter 11 Chapter 14
19	Point - xix	Chapter 11
20	Point - xx	Chapter 12

SR NO.	Guideline No	Reference
21	Point - xxi	Chapter 9 Chapter 10
22	Point - xxii	Chapter 9
23	Point - xxiii	Chapter 9
24	Point - xxiv	Chapter 9
25	Point - xxv	Chapter 2
26	Point - xxvi	Chapter 11 Chapter 12
27	Point - xxvii	Chapter 10
28	Point - xxviii	Chapter 10
29	Point - xxix	Chapter 4 Chapter 11
30	Point - xxx	Chapter 4 Chapter 13

CHAPTER 9 – APPENDICES

PROJECTS AND COSTS

1.0 BASIC ASSUMPTIONS MADE FOR COSTING

Basic infrastructure projects:

Roads:

The approach road to Rohtang tunnel that is 25 Kms long is pegged at Rs 184 crores. Thus the cost per km is US \$1.4million. Taking into consideration that there will be a 7-8% rise in costs when the project is initiated next year the cost per km turns out to be US \$ 1.5 million per km.

Based on the above the costs for the proposed road projects have been calculated

V-SAT communication:

In order to cover the state entirely through the VSAT connection, the state would require 2 Mbps capacity. This would suffice for the setting up about 1500 Internet cafes throughout the state. The total cost of the project would be in the range of US \$ 7.5 million.

There would be a total of four computers per cyber café, one V-Sat dish and furniture, fixtures, wiring and printer. The four computers would cost approximately Rs 1,20,000 ,V-SAT dish would cost between Rs 1,00, 000 and 1,20,000 and the remaining would be the cost of furniture and fixtures, a total of Rs.2,50,000 per cyber café.

Water storage and pumping:

The calculations have been done on the basis of number of beds that would be required to accommodate the inflow of projected tourists.

The infrastructure set up cost for providing water per bed (plant plus distribution) has been calculated at approximately Rs 860 per tourist and Rs 1720 per resident. This figure has been arrived at by taking into consideration a system that has a capacity of 2800 gallons and costs proximately US \$ 2985.

The average consumption of water has been calculated at 75 liters of water per day for a tourist and at 150 liters per day for a resident.

Basic assumptions made for the costing of Tourism Infrastructure Projects

1. Hotel projects:

Luxury hotels have been costed @ Rs 22 lakh per room

Mid priced hotels have been costed @ Rs 8 lakhs per room

Economy hotels have been costed at @ Rs 3 per room

Details of number of beds and rooms required are given in appendix II

2. Costs per tent for camping-

i) Eight bed tent-Rs 25,000

ii) Four bed tent- Rs 15,000

3. Cost of building –

Rs 600 per square feet.

4. Cost for boating facilities-

Conventional 2 seater impeller propulsion pedal boat -Rs. 30,000 (with a canopy),

Conventional 4 seater impeller propulsion pedal boats-Rs. 32,000 (with a canopy).

House boats (four seater)-Rs 50,000

(Costs are based on prices quoted by Maldan Water Sports, Mumbai.)

5. Chemical toilets-

Rs 9000 per toilet

6. Shower tents-

Rs. 5000 per shower

7. Portable generator-

Rs 50000 per genset.

8. Cost of parking space-

Rs 50 per square feet.

1.1 BASIC INFRASTRUCTURE PROJECTS IN HIMACHAL**1.1.1 Short-term projects**

Sr No	Project	Location	Cost allocation (in lakhs Rs)			
			2003	2004	2005	Total
1.	Upgrading access road from Chamba to Bharmour	Chamba	500			500
2	Upgrading access road in Pangri Valley	Chamba	*			
3	Water storage and pumping		102	159	152	413
	Total		602	159	152	913

* cost can be estimated only after further investigation on exact extent of damage.

1.1.2 Medium term projects

Sr No.	Project	Location	Cost allocation (in lakhs)						
			2006	2007	2008	2009	2010	2011	Total
1.	Road to Kalpa		20250						20250
2.	Ropeway to Kinner – Kailash	Nearby village like- Sangla/ Chitkul/ Kupa	#						#
3.	Road between Sangla Valley Range and Har-ki-Doon		7900	16000	7600				31500
5.	Water storage and pumping		216840	260203	312238	374679	449607	539521	2153088
6.	V-SAT communication	Across the state	250	250	250	250	250	250	1500
7.	International airport at Shimla		3000	4500					7500
8.	Road to Ani	Sainj to Ani	7000	5750					12750
	TOTAL		255240	286703	320088	374929	449857	539771	2226588

cost will vary depending on the length of the ropeway.

1.1.3 Long-term projects

Sr No.	Project	Location	Cost allocation (in lakhs)					
			2012	2013	2014	2015	2016	2017
1.	New road from Bharmour to Palampur	Chamba	17000	17000				
2.	Water storage and pumping		143	150	158	166	175	185
3.	V-SAT communication	Across the state	250	250	250	250	250	250
	Total		17393	17400	408	416	425	435

Sr No	Project	Location	Cost allocation (in lakhs)				
			2018	2019	2020	2021	Total
1.	New road from Bharmour to Palampur	Chamba					34000
2.	Water storage and pumping		195	206	219	232	1829
3.	V-SAT communication	Across the state	250	250	250		2250
	Total		445	456	469	232	38079

I.2 TOURISM INFRASTRUCTURE PROJECTS:**I.2.1 Short-term projects**

Sr No.	Project	Locations	Cost allocation (in lakhs)			
			2003	2004	2005	Total
I.	Accommodation		14157	15729	15553	45439
II.	Tourism Products					
1.	Development of 'Lakkad Mandi' as a camping site. Requirements- 1) Tents (20 nos) 2) Permanent structure-200 square feet (kitchen, toilets) 3) Chemical toilets (5 nos) 4) Shower tents (2 nos) 5) Generator	Lakkad Mandi	5.25			5.25
2.	Shopping centres at Khajjiar, Chamba	Khajjiar, Chamba	6			6
3.	Fairs in Chamba	Chamba				
4.	House boats in Chamera lake	Chamba	5			5
5.	Tibetan health clinics in Kaza (200 sq feet)	Kaza	1.2			1.2
6.	Cultural festivals/ camp fires etc. at Shimla					
7.	Camping facilities in Kufri Requirements- 1) Tents (20 nos) 2) Permanent structure-200 square feet (kitchen, toilets) 3) Chemical toilets (5 nos) 4) Shower tents (2 nos) 5) Generator		5.25			5.25

I.2.1 Short-term projects (Contd...)

Sr No.	Project	Locations	Cost allocation (in lakhs)			
			2003	2004	2005	Total
8.	Flower shows at Roerichs' museum garden	Roerich's museum, Kullu				
9.	Hill fruit show at Kullu					
10.	Shopping centres in Kullu (200 sq feet)	Kullu	1.2			1.2
11	Trout fishing and angling at Gulaba					
12.	Camping spot in Gulaba Requirements- 1) Tents (20 nos) 2) Permanent structure- 200 square feet (kitchen, toilets) 3) Chemical toilets (5 nos) 4) Shower tents (2 nos) 5) Generator		5.25			5.25
13	Ayurvedic Health clinics in Kullu (200 sq feet)	Kullu town	1.2			1.2
14	Corporate tourism in Khajjiar Requirements- 1) Tents (20 nos) 2) Permanent structure- 200 square feet (kitchen, toilets) 3) Chemical toilets (5 nos) 4) Shower tents (2 nos) 5) Generator	Khajjiar	5.25			5.25
15	Heritage Village in Nalagarh			5		5
16	Training institute in Sujanpura Thira		6			6

I.2.1 Short-term projects (Contd...)

Sr No.	Project	Locations	Cost allocation (in lakhs)			
			2003	2004	2005	Total
17	Camp sites in Nadaun Requirements- 1) Tents (20 nos) 2) Permanent structure- 200 square feet (kitchen, toilets) 3) Chemical toilets (5 nos) 4) Shower tents (2 nos) 5) Generator		5.25			5.25
18	Trekking base at Barot		3			3
19	Heritage Village in Chopal			5		5
20	Trekkers' base in Shillai		3			3
21	Handicraft centre at Bir		6			6
22	Handicraft centre at Nurpur		6			6
	Total		14222	15739	15553	45515

Sr No.	Project	Locations	Cost allocation (in lakhs)			
			2003	2004	2005	Total
III.	New Tourism Destinations					
1.	Wayside facilities (4 places of area 500 sq feet each)	Sangla valley	7	8		15
2.	Parking Space close to Marhi (1000 square feet)	Kullu	0.5			0.5
	Total		7.5	8		15.5

I.2.2 Medium term projects

Sr No.	Project	Location	Cost allocation (in lakhs)						
			2006	2007	2008	2009	2010	2011	Total
I	Accommodation		16184	17581	19116	20808	22048	16558	112295
II	Tourism Products								
1.	Amusement park at Khajjiar	Khajjiar		60	40				100
2.	Camping ground at Khajjiar Requirements- 1) Tents (20 nos) 2) Permanent structure-200 square feet (kitchen, toilets) 3) Chemical toilets (5 nos) 4) Shower tents (2 nos) 5) Generator	Khajjiar		5.25					5.25
3.	Boating facility in Khajjiar Lake	Khajjiar lake		2.5					2.5
4.	Corporate tourism Requirements – 1.Resort(2500 sq.ft.) 2.Boating 3.Parking	Parwanoo, Dharampur ,Kumarhatti , Kasauli	4	6	9				19#
6.	House boats at Maharana Pratap Dam		5						5
7.	Tibetan health clinics	Dharamshala, McLeodGanj	2.5						2.5
8.	Corporate tourism in Solan		4	6	9				19
9.	Training Institute in Bundla Dhar		6						9
	Total		16206	17660	19174	20808	22048	16558	112454

Per destination

I.2.3 Long term projects

Sr No	Project	Location	Cost allocation (in lakhs)				
			2012	2013	2014	2015	2016
I	Accommodation		14384	15126	15919	16769	17684
II	Tourism Products						
1.	Develop Narkanda as a ski-destination	Narkanda	*				
2.	Skiing facility in Marhi	Marhi	*				
	Total		14384	15126	15919	16769	17684

* Cost can be estimated only after a further survey is conducted

I.2.3 Long term projects (Contd..)

Sr No.	Project	Location	Cost allocation (in lakhs)					
			2017	2018	2019	2020	2021	Total
I	Accommodation		18671	19741	20906	20867	6497	166564
II	Tourism Products							
1.	Develop Narkanda as a ski-destination	Narkanda	*					
2.	Skiing Facility in Marhi	Marhi	*					
Total			18671	19741	20906	20867	6497	166564

- Cost can be estimated only after a further survey is conducted

APPENDIX II

II.1. Dynamic Projections of Tourist Arrivals- Domestic

	2001	2002	2003	2004	2005	2006	2007
Chamba	400193	440212	484234	532657	585923	644515	708966
Bilaspur	499094	524049	550251	577764	606652	667317	734049
Hamirpur	33328	34994	36744	38581	40510	43346	46380
Kangra	799757	855740	915642	979737	1048318	1153150	1268465
Kinnaur	7370	9213	11516	14395	17993	22491	28114
Kullu	1001296	1081400	1189540	1308494	1439343	1511310	1586876
Lahaul and Spiti	23963	25161	26419	27740	29127	30584	32113
Mandi.	233169	244827	257069	269922	283418	297589	312469
Shimla	1136063	1249669	1374636	1512100	1663310	1746475	1833799
Sirmaur	344423	361644	379726	398713	418648	460513	506564
Solan	240619	264681	291149	320264	352290	387519	426271
Una	392217	403984	416103	428586	441444	463516	486692
TOTAL	5111492	5495574	5933029	6408953	6926976	7428325	7970758

	2008	2009	2010	2011	2012	2013	2014	2015
Chamba	779863	857849	943634	1037998	1089897	1144392	1201612	1261693
Bilaspur	807454	888199	977019	1074721	1128457	1184880	1244124	1306330
Hamirpur	49627	53101	56818	60795	62619	64498	66433	68426
Kangra	1395312	1534843	1688327	1857160	1950018	2047519	2149895	2257389
Kinnaur	35143	43929	54911	68638	75502	83053	91358	100494
Kullu	1666219	1749530	1837007	1928857	1986723	2046325	2107714	2170946
Lahaul and Spiti	33718	35404	37174	39033	42937	47230	51953	57149
Mandi.	328092	344497	361722	379808	391202	402938	415026	427477
Shimla	1925489	2021764	2122852	2228994	2295864	2364740	2435682	2508753
Sirmaur	557221	612943	674237	741661	763911	786828	810433	834746
Solan	468898	515788	567367	624104	655309	688074	722478	758602
Una	511026	536578	563406	591577	621156	652213	684824	719065
TOTAL	8558062	9194425	9884474	10633346	11063595	11512690	11981532	12471070

II.1. Dynamic Projections of Tourist Arrivals- Domestic (Contd...)

	2016	2017	2018	2019	2020	2021
Chamba	1324777	1391016	1460567	1533595	1610275	1690789
Bilaspur	1371646	1440229	1512240	1587852	1667245	1750607
Hamirpur	70478	72593	74770	77014	79324	81704
Kangra	2370259	2488772	2613210	2743871	2881064	3025118
Kinnaur	110543	121597	133757	147133	161846	178031
Kullu	2236074	2303156	2372251	2443419	2516721	2592223
Lahaul and Spiti	62863	69150	76065	83671	92038	101242
Mandi.	440301	453510	467116	481129	495563	510430
Shimla	2584015	2661536	2741382	2823623	2908332	2995582
Sirmaur	859788	885582	912150	939514	967699	996730
Solan	796532	836359	878177	922085	968190	1016599
Una	755019	792769	832408	874028	917730	963616
TOTAL	12982295	13516269	14074093	14656934	15266027	15902671

II.2 Dynamic Projection of Tourist Arrivals- Foreign

	2001	2002	2003	2004	2005	2006	2007
Chamba	1616	1374	1955	2151	2366	2839	3406
Bilaspur	815	693	1340	1742	2265	2718	3261
Hamirpur	170	145	382	604	954	1240	1612
Kangra	28441	24175	40955	49146	58975	67821	77995
Kinnaur	1617	1374	1916	2108	2318	2666	3066
Kullu	41891	35607	62108	74530	89436	98379	108217
Lahaul and Spiti	17709	15053	23098	24253	25466	26739	28076
Mandi.	6845	5818	7456	7829	8220	9042	9946
Shimla	31022	26369	48471	60589	75736	83310	91640
Sirmaur	1097	932	1867	2520	3403	4423	5750
Solan	1580	1738	1912	2103	2313	2429	2550
Una	12	10	11	12	14	18	23
TOTAL	132815	113288	191471	227587	271466	301624	335542

	2008	2009	2010	2011	2012	2013	2014	2015
Chamba	4088	4905	5886	7063	9183	11937	15518	20174
Bilaspur	3913	4696	5635	6762	7438	8182	9000	9900
Hamirpur	2095	2724	3541	4603	5063	5570	6127	6739
Kangra	89694	103148	118620	136413	147326	159112	171841	185589
Kinnaur	3526	4055	4663	5363	6435	7722	9266	11120
Kullu	119039	130943	144037	158440	171116	184805	199589	215557
Lahaul and Spiti	29480	30954	32501	34126	37539	41293	45422	49964
Mandi.	10941	12035	13239	14563	16019	17621	19383	21321
Shimla	100805	110885	121973	134171	144904	156497	169017	182538
Sirmaur	7476	9718	12634	16424	18066	19873	21860	24046
Solan	2678	2812	2952	3100	3255	3418	3589	3768
Una	30	39	50	66	85	111	144	187
TOTAL	373765	416914	465731	521094	566429	616141	670756	730903

II.2 Dynamic Projection of Tourist Arrivals- Foreign (Contd...)

	2016	2017	2018	2019	2020	2021
Chamba	26226	34094	44322	57619	74905	97376
Bilaspur	10890	11979	13177	14495	15945	17539
Hamirpur	7413	8154	8970	9867	10854	11939
Kangra	200436	216471	233788	252491	272691	294506
Kinnaur	13344	16012	19215	23058	27669	33203
Kullu	232801	251425	271539	293262	316723	342061
Lahaul and Spiti	54961	60457	66502	73153	80468	88515
Mandi.	23453	25799	28378	31216	34338	37772
Shimla	197141	212912	229945	248341	268208	289665
Sirmaur	26451	29096	32005	35206	38726	42599
Solan	3956	4154	4362	4580	4809	5050
Una	243	316	411	535	695	903
TOTAL	797315	870869	952614	1043823	1146031	1261128

II.3.1 Beds required – Domestic

	2001	2002	2003	2004	2005	2006	2007
Chamba	4447	4891	5380	5918	6510	7161	7877
Bilaspur	5545	5823	6114	6420	6741	7415	8156
Hamirpur	370	389	408	429	450	482	515
Kangra	8886	9508	10174	10886	11648	12813	14094
Kinnaur	82	102	128	160	200	250	312
Kullu	11126	12016	13217	14539	15993	16792	17632
Lahaul and Spiti	266	280	294	308	324	340	357
Mandi.	2591	2720	2856	2999	3149	3307	3472
Shimla	12623	13885	15274	16801	18481	19405	20376
Sirmaur	3827	4018	4219	4430	4652	5117	5628
Solan	2674	2941	3235	3558	3914	4306	4736
Una	4358	4489	4623	4762	4905	5150	5408
TOTAL	56795	61062	65922	71210	76967	82538	88563

	2008	2009	2010	2011	2012	2013	2014	2015
Chamba	8665	9532	10485	11533	12110	12715	13351	14019
Bilaspur	8972	9869	10856	11941	12538	13165	13824	14515
Hamirpur	551	590	631	676	696	717	738	760
Kangra	15503	17054	18759	20635	21667	22750	23888	25082
Kinnaur	390	488	610	763	839	923	1015	1117
Kullu	18514	19439	20411	21432	22075	22737	23419	24122
Lahaul and Spiti	375	393	413	434	477	525	577	635
Mandi.	3645	3828	4019	4220	4347	4477	4611	4750
Shimla	21394	22464	23587	24767	25510	26275	27063	27875
Sirmaur	6191	6810	7492	8241	8488	8743	9005	9275
Solan	5210	5731	6304	6934	7281	7645	8028	8429
Una	5678	5962	6260	6573	6902	7247	7609	7990
TOTAL	95088	102160	109827	118149	122930	127919	133128	138569

II.3.1 Beds required – Domestic (Contd...)

	2016	2017	2018	2019	2020	2021
Chamba	14720	15456	16229	17040	17892	18787
Bilaspur	15241	16003	16803	17643	18525	19451
Hamirpur	783	807	831	856	881	908
Kangra	26336	27653	29036	30487	32012	33612
Kinnaur	1228	1351	1486	1635	1798	1978
Kullu	24845	25591	26358	27149	27964	28802
Lahaul and Spiti	698	768	845	930	1023	1125
Mandi.	4892	5039	5190	5346	5506	5671
Shimla	28711	29573	30460	31374	32315	33284
Sirmaur	9553	9840	10135	10439	10752	11075
Solan	8850	9293	9758	10245	10758	11296
Una	8389	8809	9249	9711	10197	10707
TOTAL	144246	150183	156380	162855	169623	176696

II.3.2 Beds required – Foreigners

	2001	2002	2003	2004	2005	2006	2007
Chamba	27	23	33	36	39	47	57
Bilaspur	14	12	22	29	38	45	54
Hamirpur	3	2	6	10	16	21	27
Kangra	474	403	683	819	983	1130	1300
Kinnaur	27	23	32	35	39	44	51
Kullu	698	593	1035	1242	1491	1640	1804
Lahaul and Spiti	295	251	385	404	424	446	468
Mandi.	114	97	124	130	137	151	166
Shimla	517	439	808	1010	1262	1388	1527
Sirmaur	18	16	31	42	57	74	96
Solan	26	29	32	35	39	40	43
Una	0	0	0	0	0	0	0
TOTAL	2213	1888	3191	3792	4525	5026	5593

	2008	2009	2010	2011	2012	2013	2014	2015
Chamba	68	82	98	118	153	199	259	336
Bilaspur	65	78	94	113	124	136	150	165
Hamirpur	35	45	59	77	84	93	102	112
Kangra	1495	1719	1977	2274	2455	2652	2864	3093
Kinnaur	59	68	78	89	107	129	154	185
Kullu	1984	2182	2401	2641	2852	3080	3326	3593
Lahaul and Spiti	491	516	542	569	626	688	757	833
Mandi.	182	201	221	243	267	294	323	355
Shimla	1680	1848	2033	2236	2415	2608	2817	3042
Sirmaur	125	162	211	274	301	331	364	401
Solan	45	47	49	52	54	57	60	63
Una	0	1	1	1	1	2	2	3
TOTAL	6229	6949	7764	8687	9439	10269	11178	12181

II.3.2 Beds required – Foreigners (Contd...)

	2016	2017	2018	2019	2020	2021
Chamba	437	568	739	960	1248	1623
Bilaspur	182	200	220	242	266	292
Hamirpur	124	136	149	164	181	199
Kangra	3341	3608	3896	4208	4545	4908
Kinnaur	222	267	320	384	461	553
Kullu	3880	4190	4526	4888	5279	5701
Lahaul and Spiti	916	1008	1108	1219	1341	1475
Mandi.	391	430	473	520	572	630
Shimla	3286	3549	3832	4139	4470	4828
Sirmaur	441	485	533	587	645	710
Solan	66	69	73	76	80	84
Una	4	5	7	9	12	15
TOTAL	13290	14515	15876	17396	19100	21018

II.3.3 Total beds required

	2001	2002	2003	2004	2005	2006	2007
Chamba	4474	4914	5413	5954	6550	7209	7934
Bilaspur	5559	5834	6136	6449	6778	7460	8210
Hamirpur	373	391	415	439	466	502	542
Kangra	9360	9911	10856	11705	12631	13943	15394
Kinnaur	109	125	160	195	239	294	363
Kullu	11824	12609	14252	15781	17483	18432	19436
Lahaul and Spiti	561	530	679	712	748	785	825
Mandi.	2705	2817	2981	3130	3286	3457	3638
Shimla	13140	14325	16082	17811	19743	20794	21903
Sirmaur	3845	4034	4250	4472	4708	5191	5724
Solan	2700	2970	3267	3594	3953	4346	4779
Una	4358	4489	4624	4762	4905	5150	5408
TOTAL	59008	62949	69115	75004	81490	87563	94156

	2008	2009	2010	2011	2012	2013	2014	2015
Chamba	8733	9613	10583	11651	12263	12914	13610	14355
Bilaspur	9037	9947	10950	12054	12662	13302	13974	14680
Hamirpur	586	635	690	752	780	809	840	873
Kangra	16998	18773	20736	22909	24122	25402	26752	28175
Kinnaur	449	556	688	852	946	1052	1170	1302
Kullu	20498	21622	22812	24072	24927	25817	26746	27714
Lahaul and Spiti	866	909	955	1002	1103	1213	1334	1468
Mandi.	3828	4028	4240	4463	4614	4771	4934	5105
Shimla	23074	24312	25620	27003	27925	28883	29880	30917
Sirmaur	6316	6972	7702	8514	8789	9074	9369	9676
Solan	5255	5778	6353	6986	7335	7702	8087	8492
Una	5679	5963	6261	6574	6903	7249	7612	7993
TOTAL	101319	109108	117590	126832	132369	138188	144308	150750

II.3.3 Total beds required (Contd..)

	2016	2017	2018	2019	2020	2021
Chamba	15157	16024	16967	18000	19140	20409
Bilaspur	15422	16202	17022	17884	18791	19744
Hamirpur	907	942	980	1020	1062	1107
Kangra	29677	31261	32932	34696	36557	38521
Kinnaur	1451	1618	1806	2019	2259	2532
Kullu	28725	29781	30884	32037	33242	34503
Lahaul and Spiti	1614	1776	1954	2149	2364	2600
Mandi.	5283	5469	5663	5866	6079	6301
Shimla	31997	33121	34292	35513	36785	38112
Sirmaur	9994	10325	10668	11026	11398	11785
Solan	8916	9362	9830	10322	10838	11380
Una	8393	8814	9256	9720	10209	10722
TOTAL	157536	164695	172254	180252	188724	197716

II.4 Bed Required Gaps

	2002	2003	2004	2005	2006	2007
Chamba	441	499	541	595	659	726
Bilaspur	275	302	312	330	682	751
Hamirpur	18	23	24	27	36	40
Kangra	551	945	849	926	1312	1451
Kinnaur	16	35	35	43	56	69
Kullu	785	1643	1529	1702	949	1004
Lahaul and Spiti	-31	148	34	36	37	39
Mandi.	112	163	149	156	171	180
Shimla	1185	1757	1729	1933	1050	1109
Sirmaur	189	216	222	236	482	534
Solan	270	297	327	359	393	433
Una	131	135	139	143	245	258
TOTAL	3942	6163	5890	6486	6072	6590

	2008	2009	2010	2011	2012	2013	2014	2015
Chamba	799	880	970	1068	612	651	695	745
Bilaspur	826	910	1003	1104	608	639	672	706
Hamirpur	44	49	55	62	28	29	31	32
Kangra	1604	1775	1963	2172	1214	1280	1350	1424
Kinnaur	86	106	132	164	94	105	118	132
Kullu	1062	1124	1190	1261	854	890	929	969
Lahaul and Spiti	41	43	45	48	100	110	121	133
Mandi.	190	201	211	223	151	157	164	171
Shimla	1172	1238	1308	1383	922	958	997	1037
Sirmaur	592	657	730	812	275	285	295	307
Solan	476	523	575	633	349	367	385	404
Una	270	284	298	313	329	346	363	381
TOTAL	7162	7790	8480	9243	5536	5817	6120	6441

II.4 Bed Required Gaps (Contd..)

	2016	2017	2018	2019	2020	2021
Chamba	802	867	943	1033	1140	1269
Bilaspur	742	780	820	862	906	953
Hamirpur	34	36	38	40	42	45
Kangra	1502	1584	1671	1764	1861	1964
Kinnaur	149	167	188	213	240	272
Kullu	1011	1056	1103	1153	1205	1261
Lahaul and Spiti	147	161	178	195	215	236
Mandi.	178	186	194	203	212	222
Shimla	1080	1124	1171	1220	1272	1327
Sirmaur	318	331	344	357	372	387
Solan	425	446	468	492	516	542
Una	400	421	442	465	488	513
TOTAL	6788	7159	7560	7997	8469	8991

II.5 No of rooms required (2 beds per room)

	2002	2003	2004	2005	2006	2007
Chamba	220	249	271	298	329	363
Bilaspur	138	151	156	165	341	375
Hamirpur	9	12	12	14	18	20
Kangra	275	473	424	463	656	725
Kinnaur	8	17	18	22	28	35
Kullu	393	822	764	851	474	502
Lahaul and Spiti	-15	74	17	18	19	20
Mandi.	56	82	75	78	86	90
Shimla	592	878	865	966	525	555
Sirmaur	94	108	111	118	241	267
Solan	135	148	163	180	197	216
Una	65	67	69	71	123	129
TOTAL	1970	3081	2945	3244	3037	3297

	2008	2009	2010	2011	2012	2013	2014	2015
Chamba	400	440	485	534	306	326	348	373
Bilaspur	413	455	501	552	304	320	336	353
Hamirpur	22	25	27	31	14	15	15	16
Kangra	802	887	982	1086	607	640	675	712
Kinnaur	43	53	66	82	47	53	59	66
Kullu	531	562	595	630	427	445	464	484
Lahaul and Spiti	21	22	23	24	50	55	61	67
Mandi.	95	100	106	112	75	79	82	85
Shimla	586	619	654	691	461	479	498	519
Sirmaur	296	328	365	406	137	142	148	153
Solan	238	262	288	316	175	183	193	202
Una	135	142	149	157	164	173	181	191
TOTAL	3582	3895	4241	4621	2767	2910	3060	3221

II.5 No of rooms required (2 beds per room) (Contd...)

	2016	2017	2018	2019	2020	2021
Chamba	401	434	472	517	570	635
Bilaspur	371	390	410	431	453	476
Hamirpur	17	18	19	20	21	22
Kangra	751	792	836	882	931	982
Kinnaur	74	84	94	106	120	136
Kullu	506	528	551	576	603	631
Lahaul and Spiti	73	81	89	98	107	118
Mandi.	89	93	97	102	106	111
Shimla	540	562	586	610	636	664
Sirmaur	159	165	172	179	186	194
Solan	212	223	234	246	258	271
Una	200	210	221	232	244	257
TOTAL	3393	3580	3781	3999	4235	4497

II.6 No.of hotel required – By types of accommodation

	2002	2003	2004	2005	2006	2007
Luxury	99	154	147	162	152	165
Mid priced	887	1387	1325	1460	1366	1483
Economy	197	308	294	324	304	330
Temporary	788	1233	1178	1297	1215	1318
Total	1971	3082	2944	3243	3037	3296

	2008	2009	2010	2011	2012	2013	2014	2015
Luxury	179	195	212	231	138	145	153	161
Mid priced	1612	1753	1908	2080	1246	1309	1377	1449
Economy	358	389	424	462	277	291	306	322
Temporary	1433	1558	1696	1849	1107	1164	1224	1288
Total	3582	3895	4240	4622	2768	2909	3060	3220

	2016	2017	2018	2019	2020	2021
Luxury	170	179	189	200	212	225
Mid priced	1527	1611	1701	1799	1906	2023
Economy	339	358	378	400	424	450
Temporary	1357	1432	1512	1599	1694	1798
Total	3393	3580	3780	3998	4236	4496

II.7 Investment lakhs

	2002	2003	2004	2005	2006	2007
Luxury	2168	3390	3239	3568	3340	3626
Mid priced	7096	11095	10602	11677	10932	11866
Economy	591	925	883	973	911	989
Total (Mid+economy)	7687	12020	11485	12650	11843	12855
Total	9855	15410	14724	16218	15183	16481

	2008	2009	2010	2011	2012	2013	2014	2015
Luxury	3939	4284	4664	5084	3045	3200	3366	3543
Mid priced	12893	14022	15266	16638	9965	10473	11015	11595
Economy	1074	1168	1272	1387	830	873	918	966
Total (Mid+economy)	13967	15190	16538	18025	10795	11346	11933	12561
Total	17906	19474	21202	23109	13840	14546	15299	16104

	2016	2017	2018	2019	2020	2021
Luxury	3733	3937	4158	4398	4659	4946
Mid priced	12217	12886	13609	14393	15248	16186
Economy	1018	1074	1134	1199	1271	1349
Total (Mid+economy)	13235	13960	14743	15592	16519	17535
Total	16968	17897	18901	19990	21178	22481

II.8 Phasing

	2002	2003	2004	2005	2006	2007
Luxury	810	2512	3429	3469	3633	3947
Mid priced + economy	8413	11646	12301	12085	12551	13633
Grand Total	9223	14158	15730	15554	16184	17580

	2008	2009	2010	2011	2012	2013	2014	2015
Luxury	4293	4674	4469	3593	3203	3369	3546	3737
Mid priced + economy	14823	16133	17579	12964	11181	11757	12373	13033
Grand Total	19116	20807	22048	16557	14384	15126	15919	16770

	2016	2017	2018	2019	2020	2021
Luxury	3942	4163	4403	4665	3638	1236
Mid priced + economy	13742	14508	15338	16241	17230	5260
Grand Total	17684	18671	19741	20906	20868	6496

- Note: 1. The requirement on the total number of beds is divided as
5% as *luxury rooms*
45% as *mid priced rooms*
10% as *economy rooms*
40% as *temporary beds / Dormitory*
2. Investment requirement is based on the following assumptions
Luxury : 1 room @ Rs. 22 lakh/room
Mid priced : 1 room @ Rs. 8 lakh/room
Economy : 1 room @ Rs. 3 lakh/ room
3. Room rates
Luxury : Rs. 3500+
Mid Priced : Rs. 1500-2500
Economy : Rs. 800-1200



Garbage dumping site- taken from lift at Shimla



Chail Palace – Popular tourist spot



Toilet at Chail Palace – Needs to be kept clean and tidy



Golf course cum cricket ground cum skiing ring- Naldhera



Hotel Mountain Top- Manali



Hotel Mountain Top- Manali



HPTDC Hotel at Narkanda



HPTDC Hotel room at Mandi



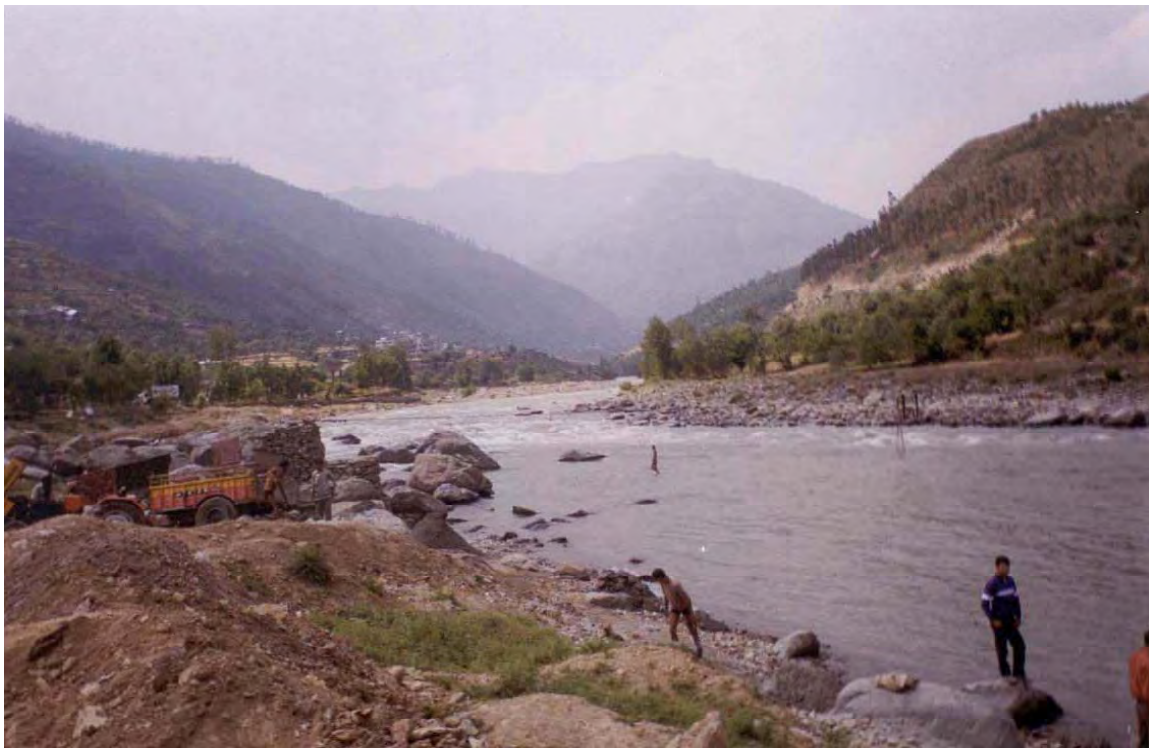
Naggar Fort – Popular tourist attraction



Museum in Naggar Fort



Temple within Naggar Fort



Kullu - River Rafting



Kullu - River Rafting



Trout fishing - Naggar to Manali



Trout fishing –Naggar to Manali



Road to Kalpa – Needs to be improved