

Domestic and Foreign Tourists Inflow in Himachal Pradesh since 2011 to 2019

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Abstract: Tourism is recognized as one of the most important sectors of the economy of Himachal Pradesh as it is being realized as a major engine of growth & development and one of the major tourist spot in India. The study has analyzed the secondary data collected from the various departments of the Government of Himachal Pradesh such as Department of Tourism and Economic Survey 2019-20 Government of Himachal Pradesh respectively. The major objective of the study to examination the purpose of tourists inflow in the state and evaluation of the existing facilities available to the tourists. Some statistical tools like annual growth rate (%age) and percentage to total are applied for the justification of data. The study revealed that the tourist inflow in the state over 2011-2019 period has about increased in both domestic and foreign tourists. In 2012, 2014 and 2015 the annual growth rate percentage of total tourist arrival has found high as compare to other year and it has found negative in 2013 and 2018. This study concluded with recommendations on how the tourism industry regulators and policy makers can improve the effectiveness and efficiency of the tourism industry in the state.

Key Words: Domestic and Foreign Tourists inflow, annual growth rate percentage and percentage to total.

1. INTRODUCTION:

Human have travelled since the beginning of human civilization and the early motivator were for food, shelter, safety, trade and new areas. The development in technology raised individual's chances to travel. The tourism is the sum total of activities, services and industries that provides a travel experience. It includes transportation, accommodation facilities, food & beverages, entertainment and hospitality services provided for an individual and groups travelling away from their native places. In general the term tourism is defined as, "the temporary movement of people to destinations outside their stay in those destinations and the facilities to cater to their needs." Now a days the tourism has become a professional activity, to make tourism a professional field various groups such as the World Travel and Tourism Council has been formed. This council includes aviation services, tour and travel agents and hotel chains as its members and the main focus of such groups has been making tourism an economic activity for host nations. At present time tourism becomes an important pillar for the economic development of a nation.

2. REVIEWS OF LITERATURE :

The reviews of concerned literature have been compiled with the help of journals, abstracts, books, web-sites and reports etc. A study analyzed by **Sharma R.B. (1990)** highlighted the problems faced by tourists coming to Shimla. He said that although Himachal Pradesh has a lot of natural scenery and beautiful places, yet it hasn't been able to do justice to its tourist attractions similarly, **Manoj Sharma (2016)** have analyzed the tourist inflow in state over 2006-2015 period has witnessed increase in both domestic and foreign tourists. In 2014, the tourist arrival from the foreign countries has gradually decreased i.e. (-) 5.93 percent and on the other hand domestic tourist's arrival has recorded continuous increase i.e. 8.22 percent whereas, study conducted by **Kuldeep and Virender (2019)** have deals with the growth and development of tourism in "Land of Gods" and "Land of snowy mountains". It contributes about 6.6 percent in the state GDP. This study is undertaken to analyse the growth and development in the tourism industry of state during the period of 2003 to 2016. The researchers in their study concluded that tourism is one the major activity which helps in the growth and development of state economy.

3. OBJECTIVES:

The present study is based on following objectives:-

- To study the inflow of domestic and foreign tourists in Himachal Pradesh.
- To study the district wise inflow of tourists in Himachal Pradesh.
- To find out the annual growth rate percentage of tourism in Himachal Pradesh.
- To find out the problems in truism and suggest remedies to alleviate them.

4. MATERIALS: Tourism in Himachal Pradesh

Himachal Pradesh is undoubtedly blessed with everything that makes it a first choice of eco tourists and the tribal areas of Himachal Pradesh are also known for its natural beauty. Tourism is an important engine of economic growth & development and also important source of revenue earnings and a generator of employment for many people. The State Government has also developed appropriate infrastructure for its development through provision of public utility services, roads, communication network, airports, transport facilities, water supply and basic civic amenities etc.

Himachal Pradesh is a major tourism destination and tourism is contributing greatly to the growth & development of the state economy. The share of the tourism sector to the State GDP is about 7 percent which is quite significant. The State is empowered with all the basic resources necessary for growing tourism activity like geographical and cultural diversity, clean and peaceful environment and beautiful streams, sacred shrines, historic monuments and the friendly and hospitable people. Tourism Industry in the state has been given very high priority and Government has developed proper infrastructure for its growth & development which includes public utility services like roads, communication network, transport facilities, airport, water supply and civic amenities etc. As on 31st December, 2019 about 3,679 hotels having bed capacity of about 1,03,053 are registered with the department. Additionally, there are about 2,189 Home Stay units registered in the State having about 12,181 beds.

To give boost to the Tourism in the State, the Government of India the Asian Development Bank (ADB) has approved loan assistance worth US \$ 95.16 million to Himachal Pradesh for development of tourist infrastructure in the State. Under Community Based Tourism (CBT) of Tranche-3, skill and livelihood based trainings, are being imparted in 14 Panchayats of 6 Districts, viz., Chamba, Bilaspur, Kullu, Mandi, Solan and Shimla. In total 3,544 persons have been trained as on 31st December, 2019. Department of Economic Affairs, Government of India has accorded approval for a new Tourism Project costing 1,892 crore.

Schemes to boost tourism

Schemes under tourism plays an important role in the growth & development of the state for running tourism industry smoothly, various schemes are launched under tourism are;

Swadesh Darshan Scheme

The Government of India, Ministry of Tourism has sanctioned 8,685 lakh for the project, "Integrated Development of Himalayan Circuit in H.P." under Swadesh Darshan Scheme. Total 12 tourism developments have been sanctioned under this scheme. The Department has submitted a DPR of 45.06 crore for the development of Temple Complex, its Path and Pilgrimage Transport System 117 of Maa Chintpurni Temple in Distt Una under PRASHAD Scheme to Ministry of Tourism, Govt. of India. The Department of Tourism is supporting private sector to develop tourism related infrastructure in the State under Public Private Partnership (PPP). These includes ropeway project Adi Himani-Chamundaji, Dharmshala-Mecloedganj, Bhunter to Bijli Mahadev and Palchan to Rohtang Ropeway Projects. In addition, to the department has also signed a MOU with Punjab Government for the ropeway from Sri Anandpur Sahib Ji to Shri Naina Devi Ji.

Nai Raahein Nai Manzilein

The Government of Himachal Pradesh has launched a new scheme "Nai Raahein Nai Manzilein" with an outlay of 50.00 crore for the development of unexplored areas from tourism point of view. Bir-Billing district Kangra, Janjehli Mandi, Chansal Shimla, Larji Reservoir, Pong Dam have been identified for developing Eco Tourism, Adventure Tourism Water Sports and Ski Tourism in the State and two new tourism sites are also been developed at Kangnidhar (Mandi) & Rohtang Tunnel (Solang Nallah Side) under this scheme.

Himachal Pradesh Tourism Development Corporation

The Himachal Pradesh Tourism Development Corporation (HPTDC) is a pioneer in the development of tourism infrastructure in Himachal Pradesh and it was established in 1972 to promote tourism in the state. It provides complete package of tourism services, including accommodation, catering, conferencing & sports activities and transport having the largest chain of finest hotels restaurants in the State with 55 hotels having 991 rooms with 2,304 beds. HPTDC generated an income of 71.72 crore up to December, 2019 where as 124.31 crore target set for the next year.

5. RESEARCH METHODOLOGY

The present study is based on secondary data and data has been collected from various departments of the Government of Himachal Pradesh such as Department of Tourism and Economic Survey 2019-20 Government of Himachal Pradesh respectively. Some methods are used to find out the growth and percentage like annual growth rate percentage and percentage to total.

6. DATA ANALYSIS AND INTERPRETATION

Tourism plays a vital role in the development of the state economy. The revenue generated from tourism activities helps in enhancing the economic & social status and growth & development of that area as well as of the state economy. Thus, in order to encourage tourism industry, the Government provides more finances and implements under various schemes for the development of infrastructure and other facilities required for the upliftment and growth of tourism sector in the state of Himachal Pradesh.

Domestic and Foreign Tourist arrival & Annual growth Rate Percentage of Tourists arrival in Himachal Pradesh

Table 1 represents that the annual growth rate percentage of total (domestic and foreign) tourists in the state of Himachal Pradesh have increased by 7.00 per cent from 2011 to 2012 and it has decreased by (-) 6.30 per cent from 2012 to 2013 respectively. Likewise, the arrival of total (domestic and foreign) tourists in the state of Himachal Pradesh have increased by 7.83 per cent from 2013 to 2014 and by 7.49 per cent from 2014 to 2015 similarly, it has also increased by 5.24 per cent from 2015-16 and 6.24 per cent from 2016 to 2017 respectively.

Table 1
Domestic and Foreign Tourist arrival & Annual Growth Rate Percentage for the year 2011 to 2019

Year	Indian	Foreigner	Total
2011	14604888	484518	15089406
2012	15656048 (7.19)	500284 (3.25)	16146332 (7.00)
2013	14715586 (-6.01)	414249 (-17.20)	15129835 (-6.30)
2014	15924701 (8.22)	389699 (-5.93)	16314400 (7.83)
2015	17125045 (7.54)	406108 (4.21)	17531153 (7.49)
2016	17997750 (5.10)	452770 (11.49)	18450520 (5.24)
2017	19130541 (6.29)	470992 (4.02)	19601533 (6.24)
2018	16093935 (-15.87)	356568 (-24.29)	16450503 (-16.08)
2019	16829231 (4.57)	382876 (7.38)	17212107 (4.63)

Source: Economic Survey of Himachal Pradesh 2019-20, Figures in parentheses shows the annual growth rate percentage.

Further, the annual growth rate percentage of total (domestic and foreign) tourists arrival in the state of Himachal Pradesh have decreased by (-) 16.08 per cent from 2017 to 2018 and it has increased by 4.63 per cent from 2018 to 2019 respectively.

District wise Tourists' Inflow & Percentage to Total Tourists arrival in Himachal Pradesh

Table 2 represents that the Kullu with 18.16 per cent share in domestic tourist inflow was on the top followed by Shimla with 18.00 per cent, Kangra with 13.23, nearly 8.91 per cent of the tourists visited Bilaspur district, Una was visited by 7.99 per cent followed by Solan, Mandi, Chamba, Hamirpur, Sirmaur, Kinnaur and Lahual Spiti during 2019.

Table 2
District wise Tourists' Inflow & Percentage to Total Tourists arrival for the year 2019 in Himachal Pradesh

District (HP)	Indian	Foreigner	Total
Bilaspur	1499840 (8.91)	147 (0.038)	1499987 (8.71)
Chamba	1043494 (6.20)	1097 (0.28)	1044591 (6.06)
Hamirpur	901717 (5.35)	23 (0.00)	901740 (5.23)

Kangra	2226897 (13.23)	115990 (30.29)	2342887 (13.61)
Kinnaur	246322 (1.46)	3624 (0.94)	249946 (1.45)
Kullu	3056463 (18.16)	102948 (26.88)	3159411 (18.35)
Lahaul & Spiti	118035 (0.70)	14948 (3.90)	132983 (0.77)
Mandi	1158574 (6.88)	3632 (0.94)	1162206 (6.75)
Shimla	3030246 (18.00)	132608 (34.63)	3162854 (18.37)
Sirmaur	1006624 (5.98)	1976 (0.51)	1008600 (5.85)
Solan	1195451 (7.10)	5760 (1.50)	1201211 (6.97)
Una	1345568 (7.99)	123 (0.032)	1345691 (7.81)
Himachal Pradesh	16829231 (100)	382876 (100)	17212107 (100)

Source: Tourism and Civil Aviation Department, Himachal Pradesh, Figures in parentheses shows the percentage to total

Further, the above data on foreign tourists revealed that, Shimla was visited by 34.63 per cent foreign tourists, followed by Kangra with 30.29 per cent of the tourists, Kullu was found at third and Lahaul & Spiti at about fourth place the arrival of foreign tourists during the year 2019. Solan was visited by 1.50 per cent of the tourists, followed by Mandi & Kinnaur with 0.94 per cent, Sirmaur with 0.51 per cent, Chamba with 0.28 per cent, Bilaspur with 0.038 per cent, Una with 0.032 per cent and Hamirpur was not a priority place for foreign tourists.

7. FINDING, PROBLEMS AND SUGGESTIONS :

On the basis of above analysis, the tourist inflow in the state over the period from 2011-2019 has witness increased in both domestic and foreign tourists. In 2013 and 2018, the tourist arrival from the foreign and domestic have gradually decreased and on the other hand domestic and foreign tourist's arrival has noticed continuous increases in about all periods. A large number of tourists were attracted towards Shimla, Kullu and Kangra region by its natural beauty, cool and pleasant climate. Hence, the charm of natural images such as good climate, natural beauty and hilly terrain are the main causes which attracted tourists to Himachal Pradesh. The majority of tourists visited Shimla, Kullu and Kangra region for the purpose of pleasure, pilgrimage and holiday relaxation. Food, water and power supply position was considered as satisfactory in the state.

Tourism is the powerful industry in the growth and development of the local as well as state economy but many problems are there like; problems of tourists range from infrastructural to linguistic. Infrastructural problems consists the condition of bad roads or no roads, lack of amenities and transportations whereas, problems of language guidance etc. Security is the major challenge to the tourism and travel industry. Tourists who visit Himachal Pradesh don't have the proper knowledge of the key visiting places. The job opportunities in tourism are seasonal in nature as they are available only during the tourist season. Increasing demand for basic goods and services from tourists will often cause price hikes that negatively affect the local residents whose income does not increase proportionately. Similarly, Lack of appropriate connectivity amongst certain prime destinations within the country e.g. air fares between certain domestic destinations.

In order to strengthen the tourism in the state, many suggestions are to help increase tourism are; the measures to check the exploitation of tourists by locals to be initiated, entertainment facilities should be improved and more playgrounds and parks must be made available, basic infrastructural facilities should be developed and roads should be improved, adequate parking space may be made available to the tourists at the tourist places, entry fee and other dues charged by the local authority at tourists place need to be curtailed in order to boost tourism, provision for safe drinking water, good condition of roads, Parking space facilities, information must be available to tourists at all places and local culture and handicrafts must be promoted, good, fast, economical and easily accessible banking, medical and police services should be made available in different tourist destinations to avoid any hardships to the tourists.

8. CONCLUSION:

From the above mentioned findings of the study, it can be concluded that tourism is an important engine of the economic growth & development, important source of revenue earnings and a generator of employment for many people in the state. The State Government has also developed appropriate infrastructure for its development through provision of public utility services, roads, communication network, airports, transport facilities, water supply and basic civic amenities etc. Himachal Pradesh is a major tourism destination and tourism is contributing greatly to the growth & development of the state economy. The share of the tourism sector to the State GDP is about 7 percent which is quite significant. Many schemes are running to boost tourism smoothly like Swadesh Darshan Scheme and Nai Raahein Nai Manzilein schemes etc. It is clearly underlines the importance that if we want to develop tourism in Himachal Pradesh then the advertisement and tourism awareness practices should be apply to boost tourism activities and sustainable development and negative impacts like economic, social and ecological should be avoided. For the effective growth & development of the tourism industry, government should make and design policies related to growth & development of tourism and travel industry as well as tour & travel education scenario in the state.

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