

HIMACHAL PRADESH TOURISM POLICIES: RETROSPECT AND PROSPECT

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ABSTRACT

“To make tourism the prime engine of economic growth in the state by positioning it as a leading global destination by the year 2020” (Web), is the mission statement of Himachal Pradesh tourism policy 2005. Tourism is one of the most sparkling industries across the world that can generate revenue for the nations and employment for individuals. India is a land of diversity not only culturally but geographically too. In this context Himachal Pradesh as a Himalayan state of India has myriad scope of tourism. The state has unique fauna and flora with natural lakes, rivers and historical places. Although the state government has taken it as missionary task of making it global destination particularly in 2005 yet a long way is still to be covered. The state has tourism department but its functioning and policy framing have not prepared as per the demand of future. The paper seeks to analyze the tourism policies of Himachal Pradesh government and their contribution to the employment of the youth and state income. The paper will also highlight the limitations and loopholes of the current policies suggesting new ways for its futuristic advancement.

KEYWORDS: Tourism Industry, Tourism Policies, Global Destination And Cultural Diversity.

INTRODUCTION

Nature has accorded Himachal Pradesh with unique beauty and magnificent lavish green valleys, snow covered Himalaya's ranges and rich culture heritage. Himachal is bestowed with unique features in its climate like natural and manmade climate and peace loving people. Himachal Pradesh is considered one of the top five tourist destinations in the country, both for domestic and international visitors. It is also home to some rare and jeopardize species like snow Leopard ,Musk ,Deer, Himalayan Brown bear, the western –horned Trag open nurture in captivity for the first time in the world.

In the 21st century world is taking the shape of global village travelling is extremely important. At present there is need of open polices, good infrastructure, low cost air fares and superb quality of communication have increased the travel guest for the leisure as well as business. This small state is considered as the most peaceful land in India as per the security reason also. The problem faced by the National and International tourist during their Tourism is considered as engine for economic growth and major source for foreign exchange.

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MISSION STATEMENT OF H.P TOURISM POLICY 2000

- To generate income for the people of Himachal Pradesh through travel and Tourism.
- To create direct, indirect employment opportunities for the people of this state.

OBJECTIVE

- To promote economically, culturally and ecologically sustainable tourism in Himachal Pradesh.
- To promote responsible tourism, that will be welcomed as both preferred employer and a community industry.
- To use tourism as a mean of providing new employment opportunities in rural, tribal and a remote area.
- To increase private sector participation in Tourism both as means of generating employment and providing new infrastructure.

OBJECTIVES OF TOURISM POLICY 2005

- To exhibit Himachal Pradesh as a leading tourist destination in the country and abroad.
- To build Tourism a important tool for economic development and prosperity of the state and providing employment.
- To increase a powerful and believable private sector participation in creation of tourism infrastructure through public private partnership.
- To encourage maintainable tourism, which is not only environmentally consistent but lead economic advancement of the rural people?
- To lure quality Tourist and to increase their stay in the state.
- To prevent the state's natural and manmade heritage.
- To inspire local societies and nongovernmental organization for promote and conduct the tourism related activities.

- To locate Himachal Pradesh as a one of the top destination for adventure Tourism.

THE TOURISM ACT OF 2009

This act provides for the development of national tourism action plan for implementation by national and local government. Engage the cooperation of local communities, including nongovernmental organization (NGO,s) people ,s organization (PO,s)and the private sector.

DEVELOPMENT OF ECO TOURISM IN HIMACHAL PRADESH 2016

Eco-tourism directed towards exotic natural environments, indeed to support conservation effort or wildlife and enjoying nature in such a way as to promise that negative impacts on cultural and natural environment are reduce and moderate.

Mission statement of development of eco tourism in Himachal Pradesh 2016.To make Himachal Pradesh a leading eco tourism destination, with eco tourism attracting at least 10% of overall tourist visiting the state by the year 2030.

VISION & OBJECTIVE

- To preserve and protect the natural both flora and Fauna and cultural heritage of Himachal Pradesh.
- To provide opportunities to enhance livelihood of local people.
- To generate resources for sustainable development and promote greater understanding and appreciation for this heritage through authentic eco tourism initiatives.
- The eco tourism policy would encourage a partnership between civil society, local communities, NGOs, academic institutions as well as private enterprises/ business and the

state government department of forest, tourism, Fisheries, I & Ph, power & PWD.

ROLE OF THE GOVERNMENT IN THE POLICY MAKING

- Tourism is a multi sector activity. Government provides many facilities regarding Tourism such as.
- Make adequate preparation for basic infrastructure facilities include local planning.
- Make arrangements for advance development as a part of the overall area development strategy.
- Create nucleus infrastructure to demonstrate the potential of the area.
- To encourage private investment in the tourism sector.
- Government has to undertake research, prepare master plans and facilitate formulation of marketing strategies.

SUGGESTION

The various derive demands of tourists which need to fulfill in the process of effectively satisfying the basic tourist demand. To spread tourism in a well manner we have to understand the satisfaction level of a client who used certain service during the tour. Various facilities have been developed hotel transportation, adventurous sports, trekking guide, ecotourism is gaining popularity. Government need to improve condition of road. To increase frequency of buses at night. Providing appropriate place for taxi. Promote the new places for tourism. Need to develop remote tourist areas. To trained professional guides who can speak fluent English and Hindi.

CONCLUSION

British tourist authority defines tourism as “a stay of one or more nights away from home for holidays, visits to friend or relatives, business conferences or any other purpose, except such

things as boarding education, or semi permanent employ.” Tourism can play a vital role in the economic growth of Himachal Pradesh. The development of tourism industry depends on the actions of the national and provincial governments. Only Government can frame policies for enhancing the range of tourism as per the present demand. All the issues like environment, sustainable development, and maintenance of cultural heritages are to be taken cared and required to be addressed while making policies for tourism. In this way the role of the Government plays a central role. Awareness programmes, long lasting planning, wise use of resources and research are the needs of the hour. It is paramount to introduce tourism in syllabus from schools level to the under graduate courses so that a proper channel could be made to develop tourism industry.

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