



PERCEPTUAL ANALYSIS OF THE TOURIST IN HIMACHAL PRADESH –A STUDY OF SELECTED DISTRICTS

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Abstract

Tourism is the backbone of any country, which contributes a lot in keeping the economy alive. Apart from this, it also provides means of employment to crores of people for their livelihood. There are many countries in the world whose economy is mainly dependent on tourism. The present paper is an attempt to comprehend the perception of tourist regarding Tourism and Hospitality sector in Himachal Pradesh Further, an attempt has also been made to analyse the extent of satisfaction of tourists with various available facilities in tourism and hospitality sector.

Keywords: *Tourism, Hospitality, Pilgrimage, Infrastructure and Entertainment.*

Introduction: The word tourism is derived from the French word ‘Turisme’, which literally means ‘to tour and travel’. It is the process of temporary movement in the particular destination undertaken by the human that starts from one point, and ultimately ends at the point where one started the journey from. It is a phenomenon of human character related to tour and traveling at a particular area, locality, sites, places, etc. In order to know the meaning of tourism, one should also know the simple ideology of tour. Tour is derived from the Latin word ‘toumel’ or ‘touness’ Greek word, which refers to circle. The oxford dictionary relates tour as a journey for pleasure, during which one visits several areas. The term “Hospitality” refers to the cordial and generous reception and entertainment of guests or strangers, either socially or commercially. Indians are known the world over for their hospitality “*Atithi Devo Bhavah*” (*The Guest is like a God*). It has been our adage from ancient times. It is because of this heritage that India, with its numerous hotels, has been considered as one of the worldleading hospitality venues (*Raghubalari & Smritee Raghubalan 2010*)⁸. The most important factor that affects tourism is tourist. The tourism sector is rich because of the tourist. The importance of the tourist can never be denied, that is why the basic objective of this paper is to suggest the opinion of the tourist and highlight their problems so that the study can be made very useful.

Need and Importance of the Study: Tourism is essential for education and research. Text books are not enough to study literature, geography, history etc. So tourism is needed to get direct knowledge about all these subjects. Tourism is closely linked to the education system. As a result of tourism, a student's knowledge increases and his social outlook changes. It accelerates the development of his mental power. Any social, political, economic or scientific research requires tourism. This is because it is necessary to travel to different places to collect detailed information about the relevant research. Therefore the present study is being conducted to enhance the knowledge of the scholars.

Statement of the problem: The problem is stated as “*PERCEPTUAL ANALYSIS OF THE TOURIST IN HIMACHAL PRADESH – A STUDY OF SELECTED DISTRICTS*”

Objectives of the Study: The objectives of the study are:

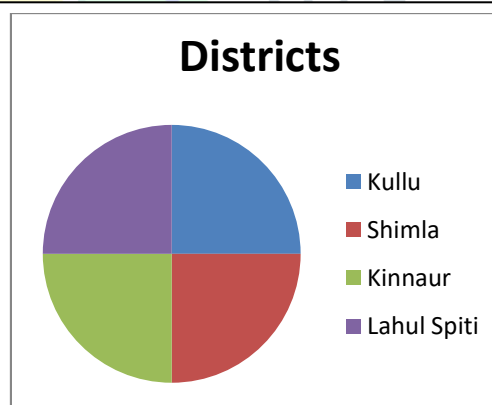
- ❖ To know the perceptions of the respondents regarding their purpose of the visit, their opinion regarding hotel services, enquiry and entertainment services.
- ❖ To suggest the measures to improve the tourism in the state and make study more result oriented

Sampling Technique: The study is based on the four districts of Himachal Pradesh. These districts have been carefully selected. 50 respondents have been selected on the basis of simple random sampling.

Tools and techniques of the study : to find out the objectives of the study questionnaire schedule, Pie, Percentage, Graph and Chi square has been used.

PROFILE OF TOURISTS:

District of HP visited	Total
Kullu	50
Shimla	50
Kinnaur	50
Lahaul Spiti	50
Total	200 (100%)



Analysis and Interpretation

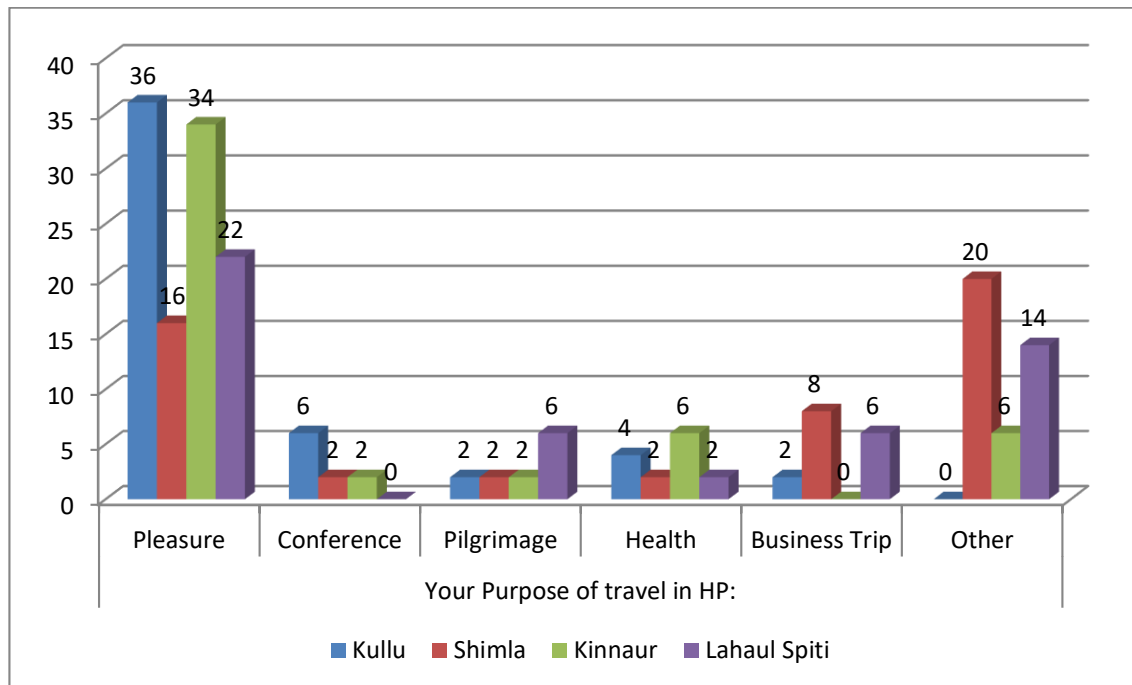
The purpose of visit is the main determining factor which leads to visit in HP. The table 1 depicts the purpose wise distribution in sample districts of HP. The table reveals

Table1: District wise purpose of travel in HP

District of HP visited	Your Purpose of travel in HP						Total
	Pleasure	Conference	Pilgrimage	Health	Business Trip	Other	
Kullu	36	6	2	4	2	0	50
Shimla	16	2	2	2	8	20	50
Kinnaur	34	2	2	6	0	6	50
Lahaul Spiti	22	0	6	2	6	14	50
Total	108 (54.0%)	10 (05.0%)	12 (06.0%)	14 (07.0%)	16 (08.0%)	40 (20.0%)	200 (100%)

Source: Data collected through Schedule

From the table 1 it is revealed that majority of the visitors prefer to visits HP for getting pleasure, other purposes, business trip, health, pilgrimage and conferences. Firstly for pleasure purpose, most visited district is Kullu followed by Kinnaur, Lahaul Spiti and Shimla respectively. Secondly, for other purposes, most visited district is Shimla followed by Lahaul Spiti and Kinnaur district respectively. Thirdly, for Business purposes, most visited district is Shimla followed by Lahaul Spiti and Kinnaur district respectively. Fourthly, for Health purposes, most visited district is Shimla followed by Lahaul Spiti and Kullu district respectively. Fifthly, for Pilgrimage purposes, most visited district is Lahaul Spiti followed by Kullu, Shimla and Kinnaur district respectively. Lastly, for conferences purpose Kullu district is most visited district followed Shimla, and Kinnaur district respectively. Therefore, it reveals from the classification that pleasure is the major purpose for which visitors prefers to visit Shimla preferably Kullu district, for other purpose visitors prefers to visit Shimla district, For business purpose Shimla, for Health purpose Kinnaur, for Pilgrimage purpose Lahaul Spiti, and for Conference purpose Kullu is the most visited district.

Figure 1: District wise purpose of travel in HP

From Figure 1 diagram clearly reveals that pleasure is the major purpose for which visitors prefers to visit Shimla preferably Kullu district, for Other purpose visitors prefers to visit Shimla district, For business purpose Shimla, for Health purpose Kinnaur, for Pilgrimage purpose Lahaul Spiti, and for Conference purpose Kullu is the most visited district.

FACILITIES AVAILABLE WITH TOURISM AND HOSPITALITY SECTOR IN HP AND SATISFACTION OF VISITORS:

Visitors' satisfaction from available existing facilities may be useful in further improvement for strengthening of Tourism and Hospitality sector in the light of make in India scheme. Thus, facilities i.e. infrastructure facilities, agency facilities, convenience facilities, communication, entertainment and enquire facilities are the major factors towards which the visitors' satisfaction assessed and inferences made upon.

Infrastructure Facilities i.e. roads, parking etc.:

Table 2 depicts visitors satisfaction level towards existing infrastructure facilities i.e. Roads, parking etc. From the analysis it is clearly evident that majority of the respondent visitors are in favor or agrees that there are adequate infrastructure facilities i.e. roads, parking etc. available in the district they have visited followed by who remained neutral, SDA, SA, and DA respectively.

Table 2:Infrastructure Facilities i.e. roads, parking etc.

District of HP visited	Infrastructure facilities i.e. roads, parking etc.					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Kullu	8	2	20	12	8	50
Shimla	14	0	12	18	6	50
Kinnaur	8	4	18	12	8	50
Lahaul Spiti	2	4	12	28	4	50
Total	32 (16.0%)	10 (05.0%)	62 (31.0%)	70 (35.0%)	26 (13.0%)	200 (100%)

Source: Data collected through Schedule

$$\chi^2 = 28.154, p = .005, df = 12$$

The Chi-square (χ^2) statistic reveals that as the p-value is less than .05 at 5% significance level conveys that there is sufficient evidence to conclude that the observed distribution is not the same as the expected distribution. Therefore, it can be concluded that there is a significant relationship exists between the sample districts and visitors' satisfaction towards existing infrastructure facilities in HP.

Agency services i.e. travel agent, tour guide etc.:

Table 3:Agency services i.e. travel agent, tour guide etc.

District of HP visited	Agency services i.e. travel agent, tour guide etc.					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Kullu	6	4	20	12	8	50
Shimla	10	4	10	20	6	50
Kinnaur	6	6	12	14	12	50
Lahaul Spiti	4	2	18	18	8	50
Total	26 (13.0%)	16 (08.0%)	60 (30.0%)	64 (32.0%)	34 (17.0%)	200 (100%)

Source: Data collected through Schedule

$$\chi^2 = 14.192, p = .289, df = 12$$

Table depicts visitors satisfaction level towards existing Agency services i.e. travel agent, tour guide etc. From the analysis it is clearly evident that majority of the respondent visitors are in favor or agrees that there are adequate Agency services i.e. travel agent, tour guide etc. available in the district they have visited followed by who remained Neutral, SDA, SA, and DA respectively.

The Chi-square (χ^2)(Test of Independence) statistic reveals that as the p-value is more than .05 at 5% significance level with degree of freedom i.e. 12 indicates that there is insignificant relationship exists between the sample districts and visitors' satisfaction towards existing Agency services in HP.

Hotel services i.e. Furniture, meal, room service etc.:

Table 4 depicts tourists' satisfaction level towards existing Hotel services i.e. Furniture, meal, room service etc. From the analysis it is clearly evident that majority of the respondent visitors are in favor or agrees that there are adequate Hotel services i.e. Furniture, meal, room service etc. available in the district they have visited followed by who remained Neutral, SA, SDA, and DA respectively.

Table 4:Hotel services i.e. Furniture, meal, room service etc.

District of HP visited	Hotel services i.e. Furniture, meal, room service etc.					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Kullu	4	0	22	18	6	50
Shimla	4	4	18	14	10	50
Kinnaur	12	2	12	10	14	50
Lahaul Spiti	6	2	6	22	14	50
Total	26 (13.0%)	8 (04.0%)	58 (29.0%)	64 (32.0%)	44 (22.0%)	200 (100%)

Source: Data collected through Schedule

$$\chi^2 = 14.705, p = .258, df 12$$

On applying the chi-square test (test of independence), the result reflects that the said variables show an insignificant relationship as p-value is insignificant at 5% level of significance. Thus, the findings convey that insignificant differences were found among districts and visitors' perceptions towards existing Hotel services i.e. Furniture, meal, room service etc.

Entertainment facilities i.e. Cinemas, Bars and Parks etc.:

Table 5 depicts visitors' satisfaction level towards existing Entertainment facilities i.e. Cinemas, Bars and Parks etc. From the analysis it is clearly evident that in respect of Kullu district majority of the respondent visitors agreed to a satisfactory extent about existing entertainment facilities i.e. Cinemas, Bars and Parks etc. followed by who remained Neutral, SDA, DA and SA respectively. In respect of Shimla District majority of the respondent visitors remained Neutral about existing entertainment facilities i.e. Cinemas, Bars and Parks etc. followed by who agreed, SDA, DA and SA respectively. In respect of Kinnaur district majority of the respondent visitors agreed to a satisfactory extent about existing entertainment facilities i.e. Cinemas, Bars and Parks etc. followed by who remained Neutral, DA, SDA and SA respectively. Whereas in respect of Lahaul Spiti district majority of the respondent visitors remained Neutral about existing entertainment facilities i.e. Cinemas, Bars and Parks etc. followed by who agreed, SA, SDA and DA respectively.

Table: Entertainment facilities i.e. Cinemas, Bars and Parks etc.

District of HP visited	Entertainment facilities i.e. Cinemas, Bars and Parks etc.					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Kullu	12	6	14	14	4	50
Shimla	8	4	18	16	4	50
Kinnaur	6	8	12	18	6	50
Lahaul Spiti	6	2	22	12	8	50
Total	32 (16.0%)	20 (10.0%)	66 (33.0%)	60 (30.0%)	22 (11.0%)	200 (100%)

Source: Data collected through Schedule

$$\chi^2 = 13.909, p = .307, df 12$$

Therefore, it reveals that majority of the visitors are in favor or remained Neutral that there are adequate Entertainment facilities i.e. Cinemas, Bars and Parks etc. available in the district they have visited followed by who are Agree, SA, DA, and SDA respectively.

On applying the chi-square test (test of independence), the result reflects that the said variables show an insignificant relationship as p-value is insignificant at 5% level of significance. Thus, the findings convey that insignificant differences were found in sample districts and visitors' perceptions towards existing entertainment facilities i.e. Cinemas, Bars and Parks etc.

Enquire facilities for travel:

Table 6 depicts visitors' satisfaction level towards existing Enquire facilities for travel. It can be seen from the table that in respect of Kullu district majority of the respondents remained Neutral about satisfaction from Enquiry facilities followed by who are agreed, SDA, SA and DA respectively. In respect of Shimla district majority of the respondents remained Neutral about satisfaction from existing enquiry facilities followed by who are agreed, SDA, SA and DA respectively. Similarly in Kinnaur district, majority of the respondents remained Neutral about satisfaction from Enquiry facilities followed by who are agreed, SDA, SA and DA respectively. Likewise, in Lahaul Spiti district majority of the respondents are also remained Neutral about satisfaction from Enquiry facilities followed by who are agreed, SDA, SA and DA respectively.

Table: Enquire facilities for travel

District of HP visited	Enquire facilities for travel					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Kullu	8	2	26	10	4	50
Shimla	8	4	24	10	4	50
Kinnaur	12	6	12	12	8	50
Lahaul Spiti	12	4	14	10	10	50
Total	40 (20.0%)	16 (8.0%)	76 (38.0%)	42 (21.0%)	26 (13.0%)	200 (100%)

Source: Data collected through Schedule

$$\chi^2=15.829, p=.199, df 12$$

On applying the chi-square test (test of independence), the result reflects that the said variables show an insignificant relationship as p-value is insignificant at 5% level of significance. Thus, the findings convey that insignificant differences were found in sample districts and visitors' perceptions towards existing enquiry facilities.

From the analysis it is clearly evident that majority of the respondent visitors are in favor or remained Neutral that there are adequate enquire facilities for travelers in the district they have visited followed by who are Agree, SDA, SA, and DA respectively.

Conclusion and suggestions

1. Study concluded that people are coming to Himachal Pradesh for entertainment that's why it becomes necessary to suggest the authorities to increase the means of entertainment like water park, swimming pool and ropeway etc.
2. Himachal Pradesh is known as Devbhoomi Himachal Pradesh is world famous for its pilgrimage sites but the number of pilgrims coming here is not satisfactory. Therefore, to increase the number of tourist and tourism, the government should develop these pilgrims site.
3. Although the tourist's opinion regarding parking is satisfactory, but they does not fully agree with this that there are adequate facilities of parking and roads in Himachal pradesh, That's why it is advised to the concerned authorities to increase the road connectivity and parking facilities so that the tourist can be strongly agreed.
4. Study reveals that respondents favor agree and not strongly agree in respect of hotel facility and entertainment facility. Therefore, to increase tourism, it is suggested that hotel service should be increased in Himachal Pradesh and various entertainment facilities should also be increased.

5. Respondents support that the inquiry services in Himachal Pradesh are not in satisfactory condition that's why to make the study more concret it is suggested that Government should increase enquiry system. To strengthen the inquiry system, the government can also give it on outsourcing.

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