

**AN ANALYSIS OF COMMUNITY PERCEPTION OF
SOCIO-CULTURAL AND ECONOMIC IMPACT
AND TOURIST SATISFACTION IN DHAULADHAR
TOURISM CIRCUIT:**

A STUDY OF HIMACHAL PRADESH

A Thesis

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LOVELY PROFESSIONAL UNIVERSITY

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DECLARATION

I declare that the work of my PhD thesis titled “An analysis of community perception of socio-cultural and economic impact and tourist satisfaction in Dhauladhar tourism circuit: A study of Himachal Pradesh” has been carried out by me in the department of Tourism under School of Hotel Management and tourism (SOHMT) in LPU, Jalandhar. The information derived from the literature has been duly acknowledged in the text and a list of bibliography provided. No part of the thesis was previously presented at any other institution.

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TO WHOM IT MAY CONCERN

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Abstract

Tourism is mentioned to the traveling which is done for business or recreation. It includes different activities like sightseeing, camping, etc. (Sinclair, 2003). Many people travel to different places for fun and pleasure. Such people are called tourists. The WTO is generally described as the activity that is carried out individuals with an intention to spend some time out of the usual dwellings (Sharma, 2016). The tenure of this travel could be less than 2 hours or more than 6 -8 months. However, it must be more than one year for carrying out relaxation activities. Different factors of the resident's perceptions of financial and socio-cultural lay remarkable impacts and tourist delight in Dhauladhar tourism circuit in the context of Himachal Pradesh. The different aspects linked to the tourism and its effect on the development of the region is necessary to be known to bring about necessary improvements in the region so that tourism could be endorsed in an improved way (Sharma, 2017). The present condition of tourism in Dhauladhar circuit and research problem is also included so that the reader could get a consideration of the research study.

On account of the World Travel Organization (WTO), the global tourism industry has raised its amazing boom and successfully contributed to 112 million jobs international and over US\$2.5 trillion in income in 1989. Following that in 1996, 593 million global travelers travelled abroad (WTO, 1992). In the year 2000, the count was 664 million, and is expected to boom to 1 billion via 2010, and 1.6 billion with the aid of 2020 as a greater extent.

Tourism circuits in Himachal Pradesh:

A traveler Circuit is defined as a path on which at the least 3 foremost traveler places are placed such that none of these are within the same metropolis, village or metropolis. On the equal time they'll be no longer separated by manner of an extended distance. It needs to have nicely described access and exit factors. The goal of having a tourist circuit is to visits to all of the areas at the circuit to provide to the tourist all the locations positioned at the circuit. A traveler Circuit is described as a route on which at least three traveler locations are placed (Kapadia, 2005). The goal of getting circuit is to increase the outing of visits to all the areas at the circuit and to supply to the tourist the factors of activity of all the locations placed at the circuit.

Himachal Pradesh is one of the popular and most accessible hill regions of India. People of different parts of India visit the Himachal Pradesh for its unique beauty and superb location. To promote the domestic and international tourism in the state is the prime responsibility of the Himachal Pradesh tourism development corporation (HPTDC). Himachal Pradesh has the wide facilities for accommodation and varieties of cuisines with himachali delicacies. In this process, HPTDC runs Volvo and deluxe buses to facilitate the tourists from different parts of the country. There are four tourist circuits in Himachal Pradesh. These are as follow:

1. Satluj Circuit includes Barog - Chail - Shimla - Naldehra – Narkanda- Sarahan

2. Dhauladhar Circuit includes Chintpurni – Jwalamukhi – Hamirpur- Kangra – Dalhousie – Khajjiar – Chamba – Dharamsala – Chamunda – Palampur – Jogindernagar

3. Beas Circuit includes Kullu - Manali - Naggar - Mandi - Rewalsar

4. Tribal Circuit includes Kalpa - Kaza - Keylong

The countryside of Himachal Pradesh will amaze you with its rich culture, art and heritage while to city sides offers unique, one of its kind's services to tourist from around the globe.

This study focuses upon the perceived socio-cultural and economic impact of tourism on the host community and tourist satisfaction related to the available facilities and services in the region. Here the opinion of the stakeholders in the region taken into consideration for the

Perceived socio-cultural and economic impact

The resident perceives the tourism impact positively when they find it beneficial for their self and lead to positive attitude towards the tourism development (Perdue et al.,1990). Tourism also led to affect the living standard of the host community, change in income, creating employment opportunities, enhancing the entertainment facilities in the area and promotion of local culture. It also lead to some negative impact like congestion, overcrowding, traffic problem and negative change in the ecosystem of the area (Andrereck et al.,2000; Choi and Sirakaya,2006; Gursev and Rutherford,2004; Madrigal,1995; Perdue et al.,1990; Sheldon & Abehoja,2001). In one of the studies, it is found that there is a relationship between the recreational and shopping facilities with quality of

life of the residents (Crotts and Holland,1993). Tourism also improve and enhance the community services and identity of local culture with betterment of local community (Crott and Holland, 1993; Liu and Var, 1986; Ambroz,2008; Gurseay and Rutherford ,2004; Sirakaya et al.,2002).

Tourist satisfaction

As it is defined through the social contact construct (Eusebio & Carneiro,2012; Kastenholz et al.,2015; Kastenholz et al.,2013; Reisinger & Turner,2003) which is defined by many scholars that it is the encounter of people with each other every day. It is also an encounter between the tourism actors i.e., tourists and host community residents (Murphy,2001; Eusebio & Carneiro,2012).

Local residents may have the interaction with tourists from just meeting to a closer relation up to that they visit residents' home for sharing meal and conversation together. The intensity and level of interaction between host and tourists depends upon various factors. There is an existence of certain opportunities for interaction between host and tourists, without opportunities there is no interaction between these tourism actors (Jaworski et al., 2003; Reisinger & Turner,2003). Similarity between host and tourists leads to the interaction is other important factor along with the push of motivation for interaction between them. The interaction depends upon the personal qualities like tolerance, generosity, listening power, interests between the tourism actors to put the positive impact of the interaction (Reisinger,2009; Reisinger & Turner,1998; Sinkovics & Penz,2009).

Stakeholders

To know about the stakeholder in tourism, It is the stockholder thereof which described the stakeholders perception and supporting for the tourism development in any destination (Byrd,2007),As per this, it describe the role of host -community towards the tourism development (Nicholas et at.,2009),The various perceptions of the stakeholder also effect on the tourism development Support (Mainardes et al.,2011; Nicholas et al.,2009) Beside the finding of perception of the stakeholder, stakeholder's theory also tell us about the heterogeneity between the residents of the host community in relation to their perception & support for tourism development.

Tourism contribute toward the effect on all stakeholders to improve upon their quality of life (QOL). Many researches have been propounded to know the

perception of QOL (Chancellor et al.,2011; Dolnicar et al.,2013; Eusebio & Carneiro,2014; Kim et al.,2013; Nawijin & Mitas,2012; Uysal et al., 2016; Yamada et al.,2011). Residents of the host community are very important part of any destination on which required their perception towards the tourism impact on their QOL (Andereck & Nyaupane,2011; Andereck et al., 2007; Aref,2011).

Research Gap

This study analyzes about the community insights of economic and socio-cultural impacts and tourist satisfaction in Dhauladhar tourism circuit by making especial focus on Himachal Pradesh. The research gap found in this study is that there are no studies done in socio-cultural and economic impact of tourism and that too for the Dhauladhar tourist circuit. A study of Dhauladhar circuit would be the first attempt to build upon research gaps that pertains to both the tourism phenomena and society. This study focuses mainly on the Dhauladhar tourism circuit. According to Ministry of Tourism (2003) the Dhauladhar circuit of voyage crosses in the majestic, mighty snow-clad levels which govern the beautiful valley of Kangra, tea gardens, dotted by flower meadows, sheep flocks and temples. Sharma (2005) has stated that the tourism infrastructure facilities in Dhauladhar travel circuit requires good facilities of infrastructure for unexplored tourist place and good management is required to enhance these places. The gaps identified in previous researches were addressed in this study and explained clearly. In this competitive business world, it is critical for each tourism section to emphasis on the elements influencing the delight of visitor to visit the tourism circuit again or not. This study will develop important recommendations and strategies to increase the visits of tourists in the Dhauladhar tourism circuit by using the economic and socio-cultural resources in an effective way. This research will help the future researchers about the importance of Dhauladhar tourism circuit to improve the tourism impacts. So, the strong need for framework that describes how the community perceptions in Dhauladhar tourism circuit by making special focus on Himachal Pradesh.

Objectives of study:

These are as follow

1. To study the perceived socio-cultural and economic impact of tourism by the

host community.

2. To evaluate the opinion of various stakeholders about socio-economic impact of tourism.

3. To analyze the tourist's satisfaction about available tourism services and facilities.

4. To identify the existing facilities provided by the government and their policy about tourism development in the Dhauladhar circuit.

Hypotheses:

Hypotheses has been proposed on the basis of available literature on the perception of the host community of tourism impacts. Tourist satisfaction and stakeholders' hypotheses has been framed on the basis of available literature on these two constructs.

H01: The Host community do not have positive perception about the socio-cultural impact of tourism in Dhauladhar tourism circuit.

H02: The Host community do not have positive perception about the economic impact of tourism in Dhauladhar tourism circuit.

H03: The services and facilities available in Dhauladhar tourism circuit do not have positive impact on tourist satisfaction.

H04: The stakeholders do not have positive opinion about socio-economic impact of tourism in Dhauladhar tourism circuit.

Research Methodology

Descriptive research will be used for this study including the primary as well as the secondary data collection. Primary data is collected through the structured questionnaires related to host community, tourist and stakeholders. 1000 respondents were selected for the data collection including 400 respondents from host community, 300 tourists' respondents and 300 stakeholders' respondents by using the sample calculating formula.

For statistical analysis the Two-way ANOVA is used to test our hypotheses and factor analysis is used for the extraction of the factors as well as the descriptive analysis.

Contribution of the study:

1. It would be helpful for image evaluation of the research field.

2. Findings and suggestions would be helpful for tourism and hospitality professionals.
3. The study would generate the vital recommendations for optimum use of socio-cultural and economic resources.
4. It would contribute for the body of knowledge concerning the tourism in research fields of Dhauladhar tourism circuit.
5. It would contribute for the policy makers and tourism developers to consider the perceptions of host community before tourism development.

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LIST OF ABBREVIATIONS

Sr. No.	Description	Abbreviation
1	World tourism organisation	WTO
2	Gross Domestic Product	GDP
3	Gross National Product	GNP
4	World Tourism and Travel Council	WTTC
5	Information and communication technology	ICT
6	United nation world tourism organisation	UNWTO
7	Foreign Exchange	FOREX
8	Sustainable development goal	SDG
9	Department of Tourism	DOT
10	United Nations Educational, Scientific and Cultural Organization	UNESCO
11	Analysis of Variance	ANOVA
12	Community benefit tourism Initiative	CBTI
13	Statistical package of social sciences	SPSS
14	Social Exchange Theory	SET
15	Human Development Index	HDI
16	United state dollar	USD
17	Ownership, Location, Internationalization	OLI
18	Public private partnership	PPP
19	Community Based Tourism	CBT
20	Kaiser-Mayer-Olkin	KMO

21	Principal Component Analysis	PCA
	Himachal Pradesh Tourism	
22	Development Corporation	HPTDC
23	Hypothesis	H
24	Green House Gases	GHG

CHAPTER-I

INTRODUCTION

1. Introduction
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 - 1.2 Growth and development in tourism
 - 1.3 Tourism in Global context
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1. Introduction

Tourism is mentioned to the traveling which is done for business or recreation. It includes different activities like sightseeing, camping, etc. (Sinclair, 2003). Many people travel to different places for fun and pleasure. Such people are called tourists. The WTO is generally described as the activity that is carried out individuals with an intention to spend some time out of the usual dwellings (Sharma, 2016). The tenure of this travel could be less than 2 hours or more than 6 -8 months. However, it must be more than one year for carrying out relaxation activities. Different factors of the resident's perceptions of financial and socio-cultural lay remarkable impacts and tourist delight in Dhauladhar tourism circuit in the context of Himachal Pradesh. The different aspects linked to the tourism and its effect on the growth of the area is a part of the state is necessary to be known to bring about necessary improvements in the region so that tourism could be indorsed in an improved way (Sharma, 2017). The present condition of tourism in Dhauladhar circuit and research problem is also included so that the reader could get a consideration of the research study.

Tourism is the most significant trades in this current age. The presence of tourism can be found in almost all the countries of the globe. In some countries, individual and separate ministries have been famed to tackle all the issues and concerns related to the tourism of the particular country (Rana & Kumar, 2017). Many tourists' spots have been developed over the globe to entice the tourists and other travelers to visit and travel to different places. It is also regarded as the revered causes of earning foreign exchange that could boost economies of the countries in an effective way (Sinclair & Diduck, 2000). Tourism helps in developing a great level of interaction between countries, communities, and people of different races, regions, and religions. Tourism also leads to the exploration and expansions of businesses which leads to the effective promotion of trade and commerce across the nations (Singh & Mishra, 2004). The tourism industry is found to have vast dimensions and has been responsible for providing extendable support to the social and economic growth of diverse countries. Data reveals that the tourism industry has gone through a phenomenal development globally in the current years. It was found that more than 600 million people travel annually to the different locations of the world (Raj, 2017). Tourism is measured to be the world's major

industry which has led to the generation of about half a trillion dollars and an increase of about 5% each year. Growth of the tourism business is because of active participation of people in traveling activities. People travel due to various reasons like to fulfill their physiological needs, social needs, self-actualization needs, business needs, etc. Many people travel to get personal enrichment by indulging into challenging activities and adventurous sports, etc. during traveling, some for resolve interpersonal problems, some to gain personal or interpersonal satisfaction, pleasure, learning, exploration, relaxation etc. (Raj, 2017). Many tourists travel in search of entertainment and excitement to get better leaning and knowledge about different places and fields. Many people related to the field of journalism, radio, television, media, reporting also travel from one to other place in search of collection of interesting facts around the world for reporting purposes. The travelers need someplace to stay while they away from their houses and homes (Singh, 1989). Most of the travelers stay in hotels, resorts, inns, dormitories, etc. according to their budgets, needs, choices, and requirements (Punit, 2007). The other needs of the travelers like food, laundry services, etc. are also fulfilled by these resting places.

The tourism industry has seen significant growth in the recent years. Data reveals that tourism has laid to the attainment of high stages of economic growth contribution in relations of direct, indirect and induced to the diverse countries. It was found that it had contributed about 7.5 trillion U.S. dollars in 2016 towards economic development (Sood & Lynch., 2017). The straight economic impact of the tourism business is found to be about 2.3 trillion U.S. dollars in 2016. The data out by Global tourism and travel industry it was found that the tourism industry has experienced the maximum amounts of growth in comparison to all the other industries (Pimentel et al., 2001). It was found that the development in tourism business market has improved to 1.18 billion in 2015 from 527 million in 2005. It is predicted that by the year 2030 the growth and expansion of the tourism industry will increase to about 1.8 billion. It was also found that the most popular tourists' destination where most of the travelers and tourists preferred to travel and visit was Europe. It was found that Europe has experienced an inflow of more than 607 million tourists in 2015. The global revenue that was generated in the tourism industry was found to be about 1.26 trillion U.S. dollars in 2015. China had experienced the largest global tourism generation after the United States and Germany (Pala &

Shadap, 2018). Among the Arab countries, Dubai was found to be the utmost prevalent tourist destination. The revenue generated was found more than 31.2 billion U.S. dollars in 2016. In India tourism is found to be the major service sector. It has helped in enhancing national GDP by 5.68 % and generating employment by 8.78%. The annual growth of tourist in India has reached too high levels by showing an increase in the annual foreign tourists by about 13.72 million in 2016 and is foreseen to increase to 650 million by 2030 (Tiwari et al., 2017). The developing rate in tourism in India is discovered to be about US\$ ninety-nine billion in 2008 which is predicted to develop to US\$ 273.5 billion in 2018 at an estimated growth charge of 9.2% (Okwor & Uzonna, 2016).

Tourism can be global, or within the country. The global tourism business enterprise describes tourism which includes "past the common belief of tourism as being restrained to holiday interest simplest", Tourism could be global or international has effects on a nation's balance of payment. Today, tourism is a key source of revenue for many countries, and affect the economic framework of host nations. Tourism hurt due to a sturdy financial slow-down of the past due to recession in 2000s, among the another 1/2 of 2008 and the cease of 2009, and the eruption of the influenza virus H1N1, however gradually improved. Worldwide tourism receipts raised to US\$1.02 trillion (€739 billion) in 2011, similar to a boom in relations of 3.8% from 2010 (Ghasemivojoodi, 2018). Global visitor arrivals have rising the market of Russia, China and Brazil had put multiplied their expenses during the preceding decade.

Tourism has put its important role in the socio-cultural, economic growth of countries UNETO, World Tourism Barometer (2020), increased the tourist arrival of nearly 1.5 billion and provide approximately US \$1.5 trillion of tourist's expenditure. Tourism has brought many benefits like tax revenue, creation of jobs and expansion of local economies (Gursoy et al., 2019; Jordan et al., 2019).

A sustainable approach to tourism of the WTO (World Tourism Organization) says that the requirement of the tourist and the local public should be in optimum level i.e., it should approach the sustainability in tourism. The sustainability objective is to create a balance between the resource utilization and the monetary growth of the area. If it planned in a sustainable way then it will provide the financial growth of the region as

well as make the strong impact on the standard of life of the local residents (Rahman & Yeasmin, 2014).

The World Travel Organization (WTO), the global tourism industry has raised its amazing boom and successfully contributed to 112 million jobs international and over US\$2.5 trillion in income in 1989. Following that in 1996, 593 million global travelers travelled abroad (WTO, 1998). In the year 2000, the count was 664 million, and is expected to boom to 1 billion via 2010, and 1.6 billion with the aid of 2020 as a greater extent. This good-sized evolution performs a tremendous role in the country's financial increase and improvement on a bigger scale. The industry has emerged with rapid growth since the second 20th century's second half in the world. It advances in many aspects inclusive of the economic, technological, social and political modifications on a much broader scale.

Tourism attraction:

A tourist attraction is a part of attention wherein tourists go to, usually for its innate or an exhibited cultural, historical, cultural and natural implication, constructed and natural attractiveness, offering leisure and pleasure (Khanna et al., 2018).

'Tourism: The organization of holidays and services for tourists.' – Oxford Dictionary, 2019

1.1 Tourism definition and concept

Tourism is effectually defined as exploring the secrets of the world, learning about the culture, history and tradition of different communities, basically a pleasure activity almost needed across the planet (Robinson, et.al., 2006). In the past, people had the lacking of the transport technology which restrict then to move from one place to the other. But as the technology grew, people started to go outside the for their one or the other purpose. So, tourism is phenomena to travel from one's area of dwelling to the other place for not less than 24 hours and not more than 1 year (Essays, UK. November 2018).

Tourism generate employment as well as contribute to the state economy. It also contributes a major part in the growth and development in the state. Tourism is the part to use the commercial services to get relaxation and pleasure outside their home

(Walton, 2005). It is the primary source for tourism development as properly as the catalyst for the financial and community boom and growth of the region. In a present year the tourism is emerged as a focused industry all over the globe due to its main role in the growth of promotion, consumption, growing business in tourism and increasing the communication among the global (Qian et.al, 2018).

Tourism has several features or characteristics as it results from the relationship between many components like products people and places. Gradually, the relationship between these three is pertinent while the travelling is the static one (Vanhove, 2011). It is clear that the people visit from their home place to the other place by using the transit place. The travel may be for a day, week or month. The main purpose of the early travel was purely based on pleasure not for employment or business related.

1.2 Tourism growth and development

The tourism has its economic impacts in many countries as the maximum growth of tourism in the last two decades. To that end, an instance of 144 countries has been utilized, which confirms that this relationship occurs, mostly in larger developed international locations, which lead to query the comes from the point that an economic development will lead to the betterment in the developed nations (Cardenas-Garcia et al., 2013).

The connection the diverse travel and monetary boom in India through thinking about the normal importance of money related growth over the time. It put emphasis on the fact that the promotion of the inbound tourism will bring the betterment in the India tourism and need to promote it (Ohlan, R., 2017).

There is an improvement in the tourism infrastructure and will bring the change in the tourism earning. Therefore, all parts of the fundamental, united states administrations, personal bodies and charitable institutions must cease up the vigorous partners inside the mission to obtain maintainable development in tourism and the average financial system as well (Mishra et al., 2011).

There is financial improvement in the tourism in Iran shows that there is a connection between the tourism cost and the economic benefits (Khoshnevis, 2015).

Tourism and financial increase strongly affect strength intake in the lengthy run. Consequently, this examine finds that the tourism drove development hypothesis is substantial, but the power-driven improvement hypothesis is invalid in India. With such discoveries, it can confirm that tourism is a significant substance for improvement in the Indian economic system (Tang et al., 2016). The tourism effect on economic system, and condition. The research is split into subtitles like the effect of tourism on environment- movement-manner of life of rural and the structural trade of a city (Akis, 2011).

In India, there may be a strong base to the development of the tourism part given its tradition, legacy, social and biodiversity. It would help to learn change income and make situations for gradually Foreign Direct Investment. The take a look at recommended attempts to survey the tourism approaches, the travel enterprise limited time crusades and activities by using the administration of India and its outcomes (Ahamed, 2018).

The consequences of the worldwide economic disaster on Cyprus tourism and on its economy, a qualitative technique was attained by means of directing semi-dependent talks with tourism experts and providers/experts. Discoveries confirmed the precept results of the emergency on tourism: the absence of aggressiveness, faded appearance/incomes, lacking pleasant and raised pricing. This is proposed that disaster plans for small island states necessity to create on an all-encompassing shape that uses their destination capitals (Boukas & Nikolaos, 2013).

The improvement and progress of Indian leisure industry have been considered. The facts have been accrued from secondary sources, for example, Bureau of Immigration, Govt. of India and WTTC. Results indicated that the tourism is the biggest help enterprise in India, with a dedication of US\$34.07billion to the countrywide GDP. Four percent to the whole work in the yr. 2011. India witnessed greater than five million every year foreign traveler arrivals and above 740 million local tourist visits inside the 365 days by 2011(Kaur et al., 2012).

The modelling-based completely co-integration indicates that financial development and international traveler arrivals are co-incorporated for all tourism marketplaces. In

this way, distinguishing proof of ability tourism zone is necessary for actualizing compelling tourism marketing (Tang et al., 2011).

The study of long-term relationship amongst tourism growth and GDP of Taiwan for the period of 1958-2003. Investigate the connection among the real GDP, and Co-movement, tourism improvement and the authentic change in internal the multivariate model. Utilize two quite a number tourism factors—global tourism receipts and the extensive type of standard travelers' arrivals. To make use of the unit root tests and the co-integration assessments a structural ruin is taken into account, the exact proof suggests that the causality among tourism and financial improvement is bi-directional. Finally, the fashionable and cross-strait political change, financial shocks, and the enjoyable of tourism manipulate and preparations would possibly separate the solidness of the connections between the travel enterprise improvement and economic development (Lee & Chien, 2008).

The causality and when you consider that long time connections between monetary improvement and Tourism improvement in developing countries making use of P-VAR technique for the period of 1995-2009. The discoveries detect that there are a two-sided causality and remaining long-term relationship amongst financial development with Tourism improvement. In distinct words, tourism drove enhancement speculation is affirmed, honestly as, yield stage which identifies with financial prosperity and level of development is essential in attracting traveler (Samimi et al., 2011).

Africa's tourism capacity is diagnosed to be big but undeveloped. It utilizes each cross-section data and broad facts for the length 1996–2000 to distinguish the determinants of the tourism appearances in 43 African international locations, thinking about vacationers of beginning. The outcomes actually endorse that political strength, the travel enterprise foundation, advertising and marketing, and the level of development at the aim are important factors of movement to Africa (Naude & Saayman, 2005).

The impact of terrorism at the tourism industry in growing and advanced countries. Examination of a cross-sectional informational collection of 60 countries supports the hypothesis that terrorism impact on tourism is bigger in developing societies than in created nations (Thompson, 2011)

The study the economic improvement in Sri Lankan tourism, the investigation makes use of a tri-variate version of real gross countrywide output, global visitor arrivals and exchange rate to explore the long and short-run factors of connection among tourism and monetary improvement. The outcomes of Johansen's Co-integration system display the proof of a long-term connection between the variables. In specific, end result affirms tourism growth and economic improvement, the travel industry has an advantageous impact of monetary improvement in developing many international destinations (Jayathilake, 2013).

The study of travel and GNP for Turkey through the use of specified system for the period from 1985 to 2005. The exact discoveries display that the flexibility of yield concerning Capital (venture) and Tourism Revenues is visible as about 0.46 and 0.52, separately, from that the research infers that Wealth and Tourism Returns is certainly the critical additives useful for GNP in Turkey, with the development and creation of new destination development (Gokovali, 2010).

In the study of Tunisian economic development in relation to the tourism, it utilized a trivariate version of actual Gross Domestic Product (GDP), real worldwide tourism receipts and real effective exchange rate to talk about the connection a few of the travel enterprise and financial improvement. By using every year data for Tunisia for the duration of 1970–2007, our results uncover that there may be a co-integrating connection among tourism and monetary improvement. Furthermore, our outcomes for the Granger causality test show that tourism positively affects GDP development unidirectionally (Belloumi, 2010).

The study of positive effect of tourism in Nepal, the records of outdoor trade income from the travel industry and GDP for the duration between FY 1974/75 and, 2009/10. Co-integration take a look at has been completed for determining an extended run courting and blunders correction technique for short-run elements. Granger Causality test has been implemented to determine the causal connection between those elements. The evidence affirms the attempted and conventional know-how that of the travel enterprise advancement that travel industry (represented by using forex earnings) causes financial development each in brief and considering that a long time in the past run. The result shows bi-directional causality among these factors (Gautam, 2011).

The effects on the economic development of a bit the travel industry-driven financial system added about via an expansion inside the improvement tempo of common place tourism demand. The model suggests that an expansion within the development of the travel industry request activates transitional factors with step by step expanding financial improvement and expanding rates of alternate. The econometric method is applied to in Antigua and Barbuda from the period of 1970 to 2008 to know the factors of monetary development, worldwide tourism profits income and the actual exchange rate (Schubert et al., 2011).

The relationship between traveler arrival and forex profits to verify the nexus among those two, we follow the multivariate cointegration system. In this examination, find that here found a longer-term connection between these two elements. Here, out of doors change profits is functional to gauge the dedication of tourism for monetary development. Since Bangladesh can increase their financial benefits from the travel enterprise action by using procuring more from getting extra visitors, it infers that the travel industry impacts economic development positively through an immense degree of forex income. In order to recover Bangladesh's economy, the Bangladeshi authorities must therefore follow a prolonged tourism strategic affiliation and vacationer arrival program. (Aktar et al., 2014).

One of the studies related to the economic improvement in Colombia, an ex-post studies of tourism to monetary improvement from the mid-'90s until 2006 via disaggregating improvement of real GDP in line with capita into economic improvement produced with the aid of the travel enterprise and through incredible ventures. Second, check out if worldwide tourism is an important element for long-run monetary development for Colombia. This accepts tourism can cause long-run financial improvement; it's far stated in the writing as tourism drove improvement concept. The idea is tested observationally by using way of utilizing the cointegration test through Johansen and the Granger Causality check. Find observational proof for one cointegrated vector among real GDP consistent with capita, Colombian tourism uses and real alternate rates, in which the final two factors are weakly exogenous to the version. The Granger causality yield a look at recommends that causality in this model goes from the travel industry consumptions to authentic GDP in keeping with capita (Brida et al., 2008).

Sichuan had abounded traveler resources; the Government affirmed tourism because the six-column firms of the cross-century improvement in Sichuan. Given the stability check of the VAR version, this utilizes impulse response capabilities and distinction disintegration method for econometric investigation, by using the economic data in 1990-2009 years. Also, the outcomes showed that the development of tourism bases on financial development; at the same time, economic improvement boost the tourism development (He & Zheng, 2011).

The relation among tourism earnings and financial enchantment (GDP) for Jordan in the period of 1970-2009 by utilizing time-arrangement methods find out that there may additionally be a connection amongst tourism improvement and monetary benefits over the prolonged run. Additionally, the Granger causality is used which shows the result the presence of unidirectional causality from traveler profits to financial improvement. This proposes that the authorities need to pay attention on monetary system to increase the share in worldwide tourism and economic development in Jordan (Kreishan, 2011).

The connection among tourism improvement and monetary improvement by applying Granger causality checks by using the yearly information from 1195 to 2009. The results show that the travel industry profits as for GDP isn't always statistically considerable for all areas, its wonderful sign demonstrates that travel enterprise profits make a high-quality dedication to monetary development in developing nations. The results recommend that governments should focus on financial strategies to develop tourism as a capability building for monetary development (Ekanayake et al., 2012).

The development of the Spanish and Italian economies and their separate the travel enterprise segments from the 1950s and 1960s, individually. This exploration is hypothetically based at the writing on request-based improvement and the approach embraced is that of the combination, cointegration and multivariate Granger causality tests. The outcomes display the impacting process of inbound tourism for the both economies (Cortes-Jimenez, 2008).

Tourism acts as an engine for enhancement via forex profits and the advent of employment. Tourism contributes as up to 10% of the GDP to greater extent. Its payments for 6% of the world's exports, offerings being the third-biggest export quarter. Tourism is fairly answerable for 241 million jobs present in every 11 jobs, as an international (UNWTO, 2018).

As per ADB (Asia Development Bank) (2015), Travel and tourism is the main source for the economic development in the Pacific for developing nations. Its growth plans include its various impacts. The record says, that communities on the nearby area must be involved into the growth and development and planning of tourism in the region.

Besides a root cause of livelihood for lots people, tourism has efficiently emerged as the distinguished supply of revenue for plenty countries. it's miles the important supply of income through the diverse offerings they provide to the vacationers. All the occupations are revolving around travelers at once or indirectly. When there are no travelers the probability of creating money may be very low and there are very fewer options for their income which makes their livelihood hard. Here production and refinement of infrastructure are considered substantial benefits on a bigger scale (Dangmei, 2018).

According to the Tourism Act of 2009, the state must be focused for the growth of the responsible travel and tourism by involving locals residents and keep the physical, environmental and socio-cultural protection and its optimal use for tourism in the area (Briones et al., 2017).

Tourism is majorly good sized in many countries because of its better contribution to forex income, wages, tax payments, and activity creation. On the alternative side, gradual improvement and constructing applications to service national and worldwide tourism have additionally been analyzed and carried out and added with the aid of competitiveness between overseas visitor destinations (Morachat, 2003). There are some of elements which can make a contribution to and beautify the powerful striking of a vacationer area. These include with satisfactory climatic conditions round there, friendly people to be with, sluggish low fee of living, favorable and meticulous charges of exchange, and better ease of accessibility.

‘Rural tourism’ is related to the precise characteristics of rural location, as it is assumed that the fundamental motivation for traveling the geographical region is to enjoy its reality. In different words, increasing difficulty about the dangerous consequences of mass tourism has brought about calls for greater sustainable kinds of tourism development, of precise relevance to rural tourism given the environmental fragility of many rural areas (Kastenholz et al., 2018).

The tourism merchandise majorly embodies the elements such as effective attractions, giant infrastructure, reliable services, meticulous accessibility, useful range in fee and other superstructure components. This detail correlates the overall global enchantment of natural and human-made characteristics that exist in the location as a wider extent. Since these factors range in nature, researchers have observed it difficult to expand a measurement to examining, comparing and evaluating their various diverse traits. Other factors that are probably to influence tourists with involvement in both inner and outside nation. An internal feature is highly concerned with meticulous travel motivation as a primary scale whereas external characteristics contain socio-economic demographics involving place of origin, the reason of their journey, stability in their ages, powerful proliferation in gender, major education level, occupation, income, marital status, and own family length and so on.

1.3 Tourism in global context

Tourism is a grand technique for boosting monetary development with huge contribution in US dollars in the regional economy (WTTC, 2016). It is demanded that cautiously planned tourism progress method, the policymakers can convert the country's natural wealth into financial capital (WTO, 2015). This approach will increase the tourism and the economic gains (Lee and Chang, 2008, p.191). The 1.6 billion human beings will engage in tourism by using way of 2030 as per the WTO (World Tourism Organization, 2015) prediction. Therefore, tremendous techniques are being developed by the nations to boom their tourism returns (Lee, Rodriguez & Sar, 2012).



Figure 1.1: International Tourism Results

Source: UNWTO Tourism Data Dashboard | UNWTO. (2020). Retrieved 1 March 2020

ICT (Information and communication Technology) has influenced the tourism and its stakeholders in many aspects (Buhalis & Law, 2008). The improvements in the era has positioned the modifications inside the market manage through the tourism actors and changes in competitive strategies in tourism. Therefore, technology is remodeling and manipulate the tourism and advertising and marketing right into an active procedure (in which executives and visitors practice verbal exchange as a means) that lets in marketplace gamers and actors inside the organization to structure technological know-how and moreover be tormented with the aid of it (Sigala, 2018). Information generation helps travelers via numerous sports such as searching out preliminary information, evaluating records, decision-making, journey making plans and allocation skills (Neuhofer, Buhalis & Ladkin, 2012).

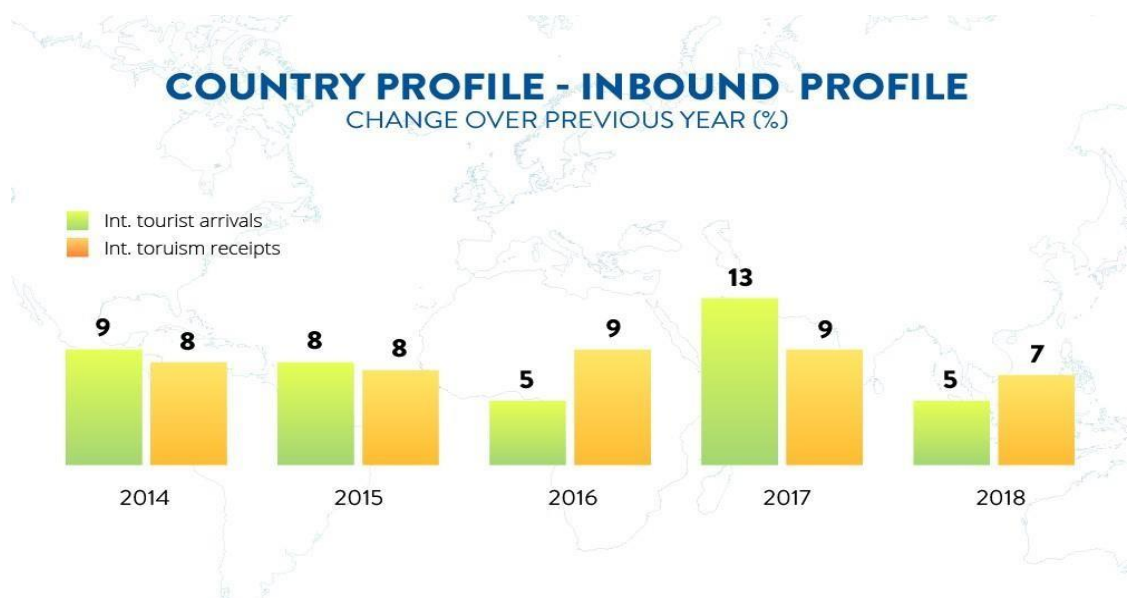


Figure 1.2: Country Profile -Inbound Profile

Source: UNWTO Tourism Data Dashboard | UNWTO. (2020). Retrieved 1 March 2020

E-tourism is very frequently used in tourism with the organization's generations. Absolutely one of the effects of the tourism enterprise's incorporation of generation, E-tourism provide the different offerings by utilizing the technology (Buhalis & Amaranggana, 2013). As the technology and connectivity is prevailing in all the sphere of the life, so it is not only affecting the tourism but also other parts of the life.

Tourism is considered as the vital source of economic development of any region of the globe. Specially it is highlighted for the developing and low economy nations (Munt &

Mowforth, 1998; Telfer & Sharpley, 2008). The World Bank Group (2017), has launched the list of twenty reasons for tourism progress includes sustainability, social development, poverty reduction, employment, environmental protection, optimum resource utilization, climate, cultural values, mutual peace, diversity and security. The United Nations (2017) has pointed that the tourism can lead a part of transformative for the societies and the economies (Saarinen & Rogerson, 2014). The World Tourism Organization (UNWTO, 2017) also stated that tourism businesses could play an important role in achieving the goals of the United Nations for sustainable development worldwide by 2030. The SDGs contribute to the elimination of inequality and the sustainable use of eco-systems (United Nations, 2017). While there are potentials, and moreover the problems for the working of the tourism in vast sphere of social development. One important part of the tourism which is often pressurized is the way the tourism sectors are deliberate and managed (World Bank Group, 2017, p. 6; Christie et al., 2013; Hall, 2000).

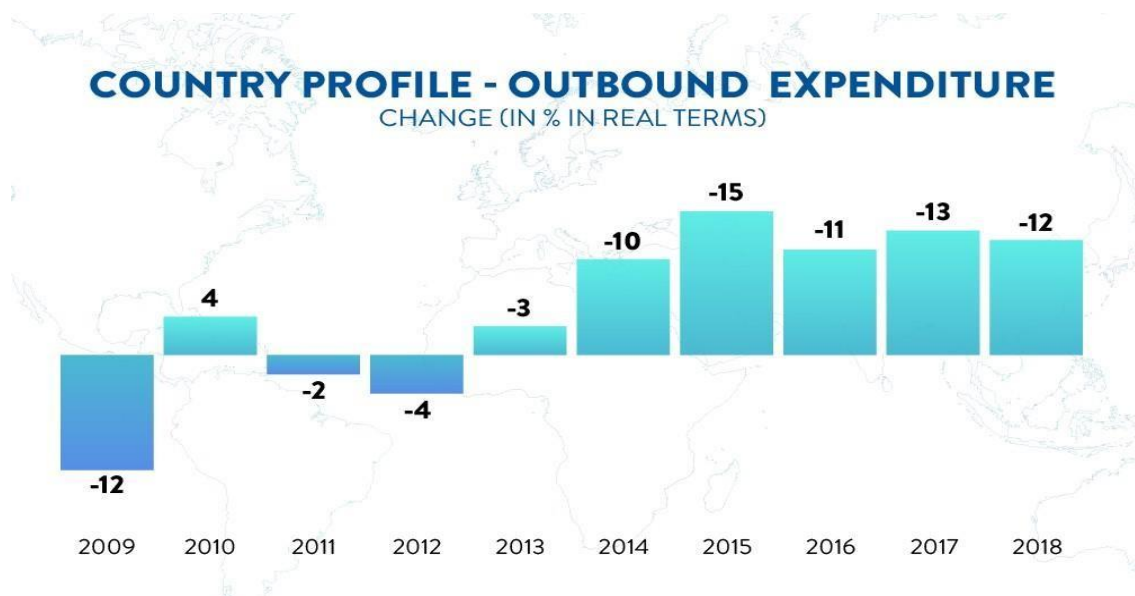


Figure 1.3: Country Profile-Outbound Expenditure

Source: UNWTO Tourism Data Dashboard | UNWTO. (2020). Retrieved 1 March 2020

Tourism has come as one of the biggest business with huge monetary benefits and remarkable prospects. As the science discover it make higher there may also be an opposition amongst service-based industries. The tourism issue is taking part in an

essential function in paying to increase the GDP and introduction of services at some stage in the world economic device the tourism company grant employment to ninety-seven million human beings directly. The tourism produces a splendid volume of forex gain that still make contributions to economic growth of superior worldwide locations (Fayissa, Nsiah & Tadasse, 2007). Tourism is a quintessential and flourishing company internal the worldwide and remarked as a really useful for then generation of employment, reducing the poverty rate and human development in sustainable manner in India.

Europe maintained largest share in the global traveler arrivals. The Europe in this term as the most captured place in the world with share of 50.2% of the total foreign tourists. India has big potential for the tourism advertisement. But has not utilized its resources up to the mark to capitalize the present opportunities available in global tourism. However, India has not utilized its current capability and opportunities (Iqbal & Sami, 2016).

1.4 Tourism in India

Tourism is the main part of Indian culture as suggested in the (Richter, 1989). Even in early times, rulers constructed the relaxation houses for travelers. So, it has increased the tourism in the India and the parts of South Asia region. It has increased in the world travels more in South Asia (23.1%) then in Oceania (92.1%) and followed by Asia including South Asia (71%) as per the report (WTO, 1992).

In addition, man-made traveler factors of hobby and amenities are frequently grasp to be inadequate to herbal traveler sights (Sikder, 1991). It regularly ends in suggestions to make investments extra internal the infrastructure for tourism. Those stressing loss of structure as the precept inhibition to prolong of tourism take into account that tourism to be supply based; that is advanced thru the transport infrastructure. While provision of tourism infrastructure is commonly vital for growing tourism, such infrastructure may also exceed the economic advantages (Clem, 1997).

The tourism and hospitality organization are taken into consideration fastest mounting organizations in the world, that contribute around 10% of the world's GDP (Bharwani & Butt, 2012). The increase tourism and hospitality business have visible effect in

present day. In addition, it encompasses a diverse institution which consist of railways, accommodation, ships, inns, resorts etc. Also, the tourism is advanced extend with the thriving and journey ensuing a massive style of world inns in India. In addition, all through the final 10 years, an annual increase has been due to the introduction of foreigner travelers. This brings about in the foreign trade receiving of India with the huge employment availability.

Table 1.1: Estimates of foreign exchange earnings

Estimates of Foreign Exchange Earnings (FEEs), in US\$ million from Tourism in India, 2000-2018		
Year	FEE from Tourism in India (in US\$ million)	Percentage(%) change over the previous year
2000	3460	15.0
2001	3198	-7.6
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3
2009	11136	-5.9
2010	14490	30.1
2011	17707	22.2
2012	17971	1.5
2013	18397	2.4
2014	19700	7.1
2015	21013	6.7
2016#2	22923	9.1
2017#2	27310	19.1
2018#2	28585	4.7

Source: India Tourism statistics at a glance-2019

(i) Reserve Bank of India, for 2000 -2015(ii) Ministry of Tourism, Govt. of India, for 2016-2018 #2: Revised estimates

There are few indispensable troubles, including monetary problems, environmental issues, international requiring right action in the Indian context. Also, very restrained research had been carried in this area on conditions and preferences for hospitality company altogether in India.

Percentage share of Top 10 countries for FTAs in India in 2018

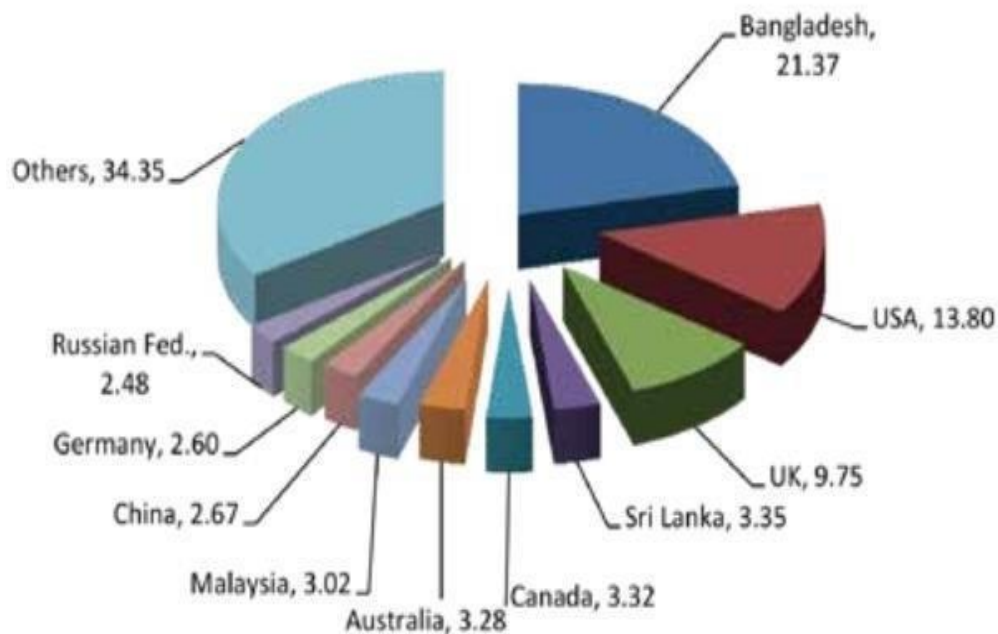


Figure 1.4: Percentage share of top 10 countries for FTAs in India in 2018

Source: India Tourism statistics at a glance-2019

The success of the tourism industry depends significantly on travel and tourism, as per Jayawardena (2013). It has been mentioned that travel and tourism is rise in India through the yr. 2020, the tourism of India might also advance (Leonidou et al., 2013). Jauhari (2009) has exposed that the factors touching tourism in India are infrastructure regulator; policies; workers training in tourism; disaster control; tourism management in India.

“Insufficient airline volume, tourist season, terrible situations of our airports, stays in bookings, flight terminations and delays decrease air tour in India for foreign tourists” (Babu and Maran, 2013).

However, the requirement for large capital and the infrastructural amenities is quintessential for attaining such a target. Achieving such actions may also in emerging the Indian investment in tourism organization. However, it is the administration and companies line up their goals to meet such needs and want for sustainable development.

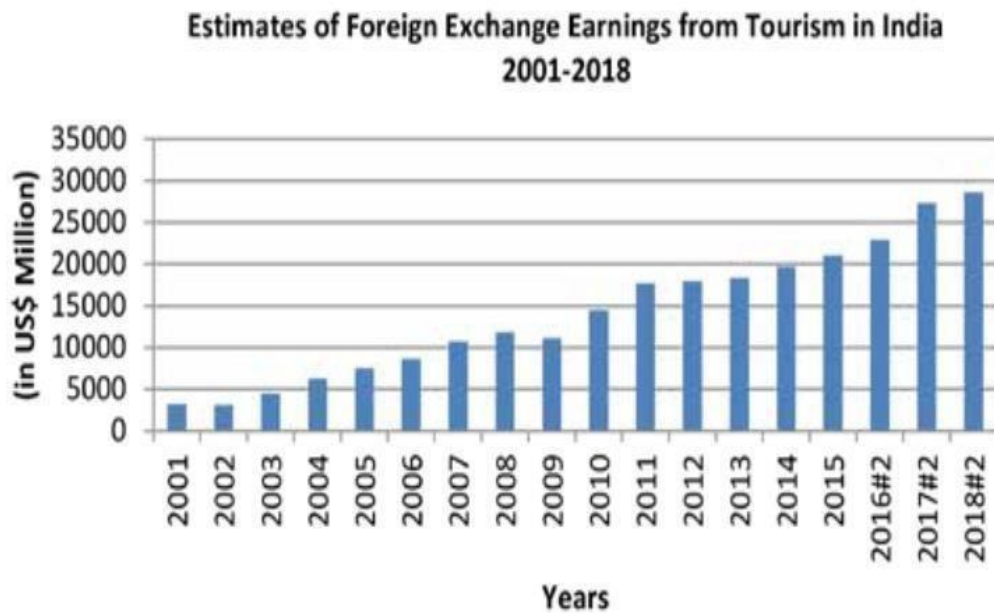


Figure 1.5: Estimates of foreign exchange earnings from tourism in India 2001-2018

#2: estimates (Revised)

(Source: Statistics of Indian tourism at a glance-2019)

1.4.1 Emerging tourism in India:

The predominant motives for limit returned of increase in the tourism and hospitality are due to the fact of enlarge in visitor movement in the country. The availability of financing and the hobby of human beings in tourism specific than enterprise employer tourism have for sure impacted the tourism organization. Other side, the India has in addition most truly brought worldwide travelers in accelerated numbers; however, the home travelers are particularly conscious of their inadequate funds. Hence, trouble generates a possible test to the tourism organization as well (Jones et al., 2014). The managers of tourism organizations choose to use stakeholder manage to complement their partial strategic choices they might additionally generate (Nicolaidis, 2015).

The global sports activities held in India; the Indian tourism organization received the interest from the world. Also, enterprise summits, live performance shows and attracting tourists to remote places has grown up. This has virtually contributed to income, businesses and economy. Hence, there may also be a development in tourist arrivals to India (Sloan et al., 2014).

Table 1.2: Share of major countries of the world and India in international tourist arrivals in 2017 & 2018

Share of Major Countries of the World and India in International Tourist Arrivals in 2017 & 2018					
S.No.	Country	International Tourist Arrivals(in Million)		Percentage (%) Share	
		2017	2018 (P)	2017	2018
1	France	86.9	NA	6.54	NA
2	Spain	81.9	82.8	6.17	5.90
3	USA	76.9	NA	5.79	NA
4	China	60.7	62.9	4.57	4.48
5	Italy	58.3	62.1	4.39	4.43
6	Turkey	37.6	45.8	2.83	3.26
7	Mexico	39.3	41.4	2.96	2.95
8	Germany	37.5	38.9	2.82	2.77
9	Thailand	35.5	38.3	2.67	2.73
10	United Kingdom	37.7	NA	2.84	NA
	Other Countries	758.89	-	57.15	-
	India	16.81	17.42	1.27	1.24
	World Total	1328.0	1403.0	100.0	100.0

Source: UNWTO Barometer May 2019

1.5 Tourism in Himachal Pradesh

Tourism has turn out to be a prospering commercial enterprise in Himachal Pradesh. Rivers, Mountains, Flora fauna makes it an Unforgettable Himachal for traffic and tourists. Ministry of Tourism has endowed Himachal Pradesh with the tagline of Unforgettable Himachal and Himachal Pradesh tourism has given it a tagline of Land of Gods.

Himachal Pradesh tourism is reworking each and every day and is attempting to reduce the seasonality aspect by means of making it an impeccable vacation spot for tourism throughout the year. Diversified traveler merchandise brought through Himachal Pradesh tourism are making the changes in the socio-economic stature of neighborhood citizens. Tourism has added modifications in the Income bracket of neighborhood citizens. Self-employment and other entrepreneurship opportunities are also rising to meet the demand for accommodation and food business. Due to the high inflow of tourists in the Himachal Pradesh earnings popularity of the nearby neighborhood has

additionally changed. They have come to be more reachable to high-income growth. Infrastructure improvement i.e., better roads, ease of transportation, true accommodation, etc. helps to create greater jobs and also contributes to producing capital, which similarly yields to effective socio-economic impacts.

Himachal Pradesh is full of natural resources comprising flora and fauna in and around the region. It is blessed with the beautiful green lush hills and mountains, which are the primary attraction for the tourists.

1.5.1 Tourism increase in Himachal Pradesh

According to the legit internet site of Himachal tourism, the stunning nation of Himachal attracts all sorts of vacationers ranging from religious travelers to pilgrims. It receives an excessive footfall of tourists in the course of the season.

Table-1 has acquired Statistics from the Himachal Pradesh tourism web-site, which represents the overseas tourist's arrival with their respective country details in Himachal Pradesh. Consolidated information signifies the important points of tourists with their resident and small print in connection to Himachal Pradesh.

This lovely state used to be visited by way of foreigners from U.K., Italy, France, U.S.A., Pakistan, Canada, Malaysia, Bangladesh, Japan, Srilanka, Singapore, Germany, Australia, Swiss, Saudi Arabia, Iran and other international locations at some point of January 2018 to December 2018. N.T. signifies No. of Tourists and BNS represents Bed Nights spent in hotels.

Table 1.3: Tourism statistics of Foreign Tourist (Tourism, 2019)

COUNTRY WISE DETAIL OF FOREIGN TOURIST IN RESPECT OF HIMACHAL PRADESH FOR THE YEAR 2018 (JAN - to - DECEMBER 2018)
(CONSOLIDATED)

DISTRICT	U.K.	FRANCE				ITALY				CANADA				U.A.E.				PAKISTAN				U.S.A.				GERMANY				MALAYSIA				AUSTRALIA				SWISS				BANGLADESH				SRILANKA				JAPAN				S. ARABIA				SINGAPORE				IRAN				OTHERS				TOTAL			
Code >	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS																							
January	4425	6375	2186	2740	191	270	385	572	67	103	7	14	2007	2743	467	717	1262	1848	1547	2346	57	85	2368	3248	911	1345	77	121	87	133	382	592	10	20	6623	14014	23059	37286																																			
February	7051	9571	485	683	235	365	604	835	24	31	0	0	1499	1832	497	716	820	1187	884	1233	131	191	906	1300	141	217	112	165	9	17	283	392	4	7	6539	12688	20224	31430																																			
March	9389	15460	1032	1501	480	863	1359	1993	27	41	0	0	2513	3395	1003	1432	1964	2664	1074	1618	406	565	1031	1472	309	429	250	367	30	51	328	444	21	36	11635	19812	32851	52153																																			
April	10655	14814	1714	2610	348	564	447	721	114	170	23	36	3385	4551	1654	2454	367	513	1716	2497	354	520	1956	2977	523	788	481	717	67	126	179	275	28	41	17559	33376	41570	67750																																			
May	5232	6869	1711	2474	767	1068	1101	1520	0	0	186	234	3749	5052	1644	2307	345	526	1679	2357	408	597	1144	1501	200	276	586	845	6	10	368	529	94	142	18762	34169	37982	60476																																			
June	3460	4937	2167	3230	430	640	879	1281	107	150	0	0	5493	7697	1444	1996	778	1125	2535	3705	293	490	2645	3576	171	270	496	733	212	319	625	1005	64	99	23759	39081	46576	70334																																			
July	4351	6039	2800	3738	532	792	631	853	228	315	0	0	2754	3941	1332	1814	199	299	2019	3088	387	584	669	1045	51	83	442	658	365	596	219	347	18	31	18481	29848	35498	54133																																			
August	2290	3610	1880	2705	1003	1632	449	708	124	196	0	0	2087	3114	794	1261	372	634	1078	1722	321	487	704	1081	118	183	496	748	61	95	470	736	17	32	11224	19987	23288	38931																																			
September	3050	4379	1295	1940	412	634	634	1009	39	62	7	14	1434	2181	1109	1763	550	808	1558	2343	320	451	633	884	190	272	332	596	81	140	565	842	0	0	14439	23514	26648	41742																																			
October	3563	5669	2098	3414	374	629	1156	2020	43	62	0	0	2241	3535	1167	1901	726	1264	1709	2640	325	573	822	1409	177	311	304	518	25	44	412	715	5	10	11819	22815	27076	47629																																			
November	6596	9620	619	954	213	352	1056	1765	0	0	1	2	1578	2510	343	558	935	1514	1414	2353	117	190	619	1030	1436	2264	170	270	0	0	418	737	8	14	10092	17105	25615	41238																																			
December	2892	4727	265	440	64	110	433	719	141	199	0	0	1281	1947	84	138	1222	1818	932	1511	39	69	1659	2319	895	1327	120	197	14	24	917	1390	9	16	6212	12029	17179	28880																																			
TOTAL	62954	92070	18052	26429	5049	7919	9134	13996	914	1329	224	300	30021	42498	11538	17137	9540	14200	18145	27413	3158	4802	15196	21842	5122	7765	3866	5875	967	1517	5166	8004	278	448	157254	278438	356568	571982																																			

* NT- Nos. of Tourists.
* BNS- Bed Nights Spents.

(Source: <https://himachaltourism.gov.in>)

**Table 1.4: Estimate of domestic and International tourist arrival in India
(Tourism, 2019)**

ESTIMATE OF DOMESTIC AND FOREIGN TOURIST ARRIVAL FOR THE YEAR 2018 (January to December)

Month	Bilaspur		Chamba		Hamirpur		Kangra		Kinnaur		Kullu		Lahaul & Spiti		Mandi		Shimla		Sirmour		Solan		Una		Total		
	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I
Jan.	58533	3	76024	32	51687	0	123742	7040	1950	9	143329	3186	37	0	55799	152	230893	11724	96562	355	136427	542	73931	16	1048914	23059	
Feb.	68550	28	68385	74	55306	0	193669	6691	3550	18	106254	3250	53	0	86731	332	189380	9164	77644	80	75889	582	72459	5	997870	20224	
Mar.	63009	24	72205	75	67137	0	205841	9367	2560	29	276854	8437	80	3	99118	391	228146	13576	81758	197	97233	745	166769	7	1360710	32851	
Apr.	218763	40	80984	62	157925	0	265498	16424	50033	102	322331	8159	729	87	81991	650	288253	15422	99432	150	130698	466	79384	8	1776021	41570	
May.	129818	24	84461	35	71879	0	208618	10564	56948	366	401620	12174	7207	639	92674	745	385955	12834	81535	75	73945	501	108911	5	1704571	37982	
June	109840	19	88502	74	65437	0	202204	12354	65624	656	442198	14970	26392	4162	113544	639	391246	11792	80012	184	91116	721	132855	7	1809270	45578	
July	94234	17	85705	55	63238	0	132537	7439	10250	579	278954	14691	35663	3064	90408	294	194783	8703	70172	231	88950	421	105763	4	1250657	35498	
Aug	106230	6	82931	108	66262	0	186815	9891	11425	572	219603	1302	27394	3561	90917	279	236279	7380	63241	68	61606	118	92721	3	1245424	23288	
Sept	182294	9	84172	113	64679	0	187319	9147	12655	479	165146	6305	11271	2008	119837	236	262856	7997	93359	119	120340	229	98855	6	1402783	26648	
Oct	217232	5	111704	117	87487	0	247573	9317	8625	189	192497	9035	5097	198	140435	448	188542	7125	85312	248	120615	380	218163	14	1623282	27076	
Nov	86170	1	102803	151	55889	0	75379	4469	3520	12	260168	12116	2504	5	73776	212	106292	8222	67090	52	65574	370	70447	5	969612	25615	
Dec	102678	10	104271	139	49183	2	87380	4748	1180	17	103598	2576	2762	17	65554	62	169388	9061	68264	114	81184	430	69379	3	904821	17179	
TOTAL	1437351	186	1042147	1035	856109	2	2117675	107451	228320	3028	2912532	96201	119389	13764	1110784	4440	2872913	123000	964381	1873	1143577	5565	1289637	83	16093935	356568	

(-15.87% (-124.29%

Note:- The above estimates are inclusive of religious tourists.

Indian	16093935
Foreigner	356568
Total	16450503
Total decrease	(-16.08%

(Source: <https://himachaltourism.gov.in>)

Table-2 represents the estimate of overseas and home tourism arrival for the year 2018, in particular in Himachal Pradesh. Tourist influx was once measured in Bilaspur, Hamirpur, Chamba, Kangra, Kullu, Kinnaur, Mandi, Lahaul & Spiti, Sirmour, Shimla, Una and Solan. The facts showcase the go to of 16450503 visitors, out of which 16093935 were Indians and 356568 were foreigners.

1.6 Tourism circuits

A traveler Circuit is defined as a path on which at the least 3 foremost traveler places are placed such that none of these are within the same metropolis, village or metropolis. On the equal time they'll be no longer separated by manner of an extended distance. It needs to have nicely described access and exit factors. The goal of having a tourist circuit is to visits to all of the areas at the circuit to provide to the tourist all the locations positioned at the circuit. A traveler Circuit is described as a route on which at least three traveler locations are placed (Kapadia, 2005). The goal of getting circuit is to increase

the outing of visits to all the areas at the circuit and to supply to the tourist the factors of activity of all the locations placed at the circuit.

1.7 Dhauladhar Tourism circuit

The HPTDC (Himachal Pradesh Tourism Development Corporation) divided the State into four tourist circuits:

- The Dalhousie, Chamba valley, Dharamsala comes under the Dhauladhar circuit.
- Beas Circuit includes the Kullu Manali and nearby area,
- Tribal Circuit, which consists the Lahaul Spiti region.
- Sutlej Circuit includes the Shimla, Kasuali and Chail.

All circuits have a unique experience about it. These circuits provide their special nature characteristics which give a deep impact at the minds of the travelers (Thakur et.al, 2018).

The things to do in Kullu come with the way of its inner of the Pir Panjal Range of the south slope of the Himalaya. The Valley in distinction to some of the river valleys of the Himalaya. The valley ground is as a big and offers a flat to gently-sloping terrain. This is a fertile agricultural land which has been utilized for centuries (Gupta & Saini, 2017).

In Himachal Pradesh, Dharamsala and Shimla are nominated to be as smart cities under the smart city scheme of the Government. Under this scheme, 24 hours water and power supply ought to be furnished in the city. Alongside, a water provide scheme actually really worth over US\$ 4.46 million has been sanctioned in August 2015. The scheme is expected to double the consuming water deliver to the residents of the city.

The rich natural assets of the state are best for investments in tourism. The state has made wonderful achievements in the industrialization in the previous few years. Solan, Sirmaur, Kangra and Una districts lead in phrases of investments attracted. Small-scale village-based industries play a critical function in employment in the country.

1.8 Tourism Impacts

Dogan et al. (2009) mentioned attitude toward two unique forms of tourism advancement, mass tourism and alternative tourism, utilizing information collected from occupants of Sunshine Coast, Australia. The investigation uncovers that host network help is influenced without delay and/or in a roundabout way through the extent of network concern, community ecocentric values and the planned consequences of the tourism development. In this observe proposed that a part of the variable's effects of attitude in the direction of both mass and optionally available the tourism, attitude in the direction of each sort of development is probably going to be shaped depending on the impact of numerous variables.

Marzouki et al. (2012) depicted that capacity of ecological impression investigation to survey legitimacy in the travel industry. It is set a relationship between the worldwide ecological consequences of different kinds of the travel industry in rich countries where the tourism industry is a good source of forex benefit. It shows how an ecotourism has a higher ecological effect than a "mass" the enter the travel industry.

Baysan (2001) defined that environmental consequences of mass tourism in Turkey. The results affirmed that the differences in 'ecological awareness' had been linked with nationality, then with occupations. German travelers are extra 'environmentally aware' than Russian and Turkish travelers. There has been a huge contrast in vacationers' 'willingness to pay' for ecological measures.

Eshliki et al. (2012) described the relationship between the consequences of tourism on the character of individuals' lifestyles and their investment in tourism quality improvement programs. Beach of Ramsar in Iran is picked as a case study. The consequence of examination exposed tourism affects the nature of local network individuals' existence. Likewise, there's a sizable connection among factors influencing the quality of network individuals' life and their degree of participation.

Erick Byrd et al. (2008) discussed that influences on a rural public existed between four partners bunches in eastern North Carolina: inhabitants, business visionaries, government authorities, and visitors. Information was gathered from stakeholders utilizing a mail-back questionnaire, which included nine Likert-style examines asking regarding attitude and impression of tourism improvement in the community. The

examination demonstrated that there were contrasts in the impression of tourism impacts between partner gatherings. All the more explicitly, the aftereffects of the ANOVA test demonstrated that there were factually critical contrasts between partners bunch for seven of the nine questions. Differences were recognized between the business people and government authorities, inhabitants and legislative authorities, occupants and business people, and inhabitants and tourists.

Needham & Rollins (2005) described that contemporary recreation and tourism the board structures, including the Limits of Acceptable Change (LAC) require multi-partner contribution for estimating and observing indicators and standards of quality. The acceptability norms of a few groups with respect to pointers of summer usage at the Whistler Mountain ski zone in Canada. Information was taken from overviews directed with 432 visitors and 21 delegates of 12 organizations, government offices, and entertainment and interested ecological groups. Results demonstrated that standards for every indicator contrasted among the groups.

Segarra-Ona et al. (2012) discussed the Spanish the travel industry part and has made Spain's visitor division become a world-class industry is really experiencing uncommon changes. Spanish, the travel industry groups, are recognized utilizing quantitative techniques, and the present legitimacy of the economies of the area that have made them possible are analyzed. All the recognized cluster can be characterized as developed and turned out to be less critical during the most recent decade in Spanish the travel industry. As indicated by the outcomes the production of externalities estimated as far as higher age of benefit is higher in organizations having a place with the travel industry groups than in that outside of them.

Andereck et al. (2005) discussed that resident' tourism perceptions and its effect on communities. Information was gathered by means of a around the state study, utilizing social exchange theory; results recommend residents perceive numerous positive and negative outcomes. The individuals who feel the travel industry is important for monetary improvement, advantage from it, and are educated about the more prominent positive effects, however, don't contrast from others as for impression of tourism's negative results. It is turning out to be evident that expansive based instruction and

awareness campaign might be a stage toward the expanded understanding of the business and, at last, more support of the advantages to a community.

Tosun (2002) discussed tourism influences on a Turkish city in absolute and relative terms and draws pointers for showcasing and purpose the marketing from the outcomes. Individual meetings were led with households' heads and outcomes contrasted and Fijian and American contextual investigations. Comparative figures advise that the Turkish occupants were normally much less strong of tourism and had a less impact of its outcomes when as compared with the alternative two cases. It is recommended that a participatory version be achieved to include tourism into the local improvement inside the Turkish city.

Andereck et al. (2005) mentioned the effects of service industry at the lives on individuals in England city. Twenty-seven top to unstructured bottom conferences conducted. The exam discovered that a high-quality many people understand both high-quality and poor results of tourism and could prefer now not to change their city for multiplied the travel enterprise development regardless of whether or not it brings about extended income. Individuals perceived the travel industry's advantage to the city's economy yet less in an effort to their monetary circumstance. Working local human beings communicated pressure with respect to the metropolis's continuously energized economy and isolated social training and views the travel enterprise as one of the causes. Wealthier individuals, for the maximum part, perceived tourism at its present level as gainful.

Deery et al. (2011) mentioned the social effects of tourism is enormous and continuous inside the location. The study gives an investigation of the social effect of the travel enterprise, it is found that there is a dearth in the literature. The observation reveals that the quantitative study has little information and proposes any other exploration motivation structured using ethnography or phenomenology.

Afthanorhan et al. (2017) defined that tourism is a noticeable industry with the probable to produce earnings for created simply as growing countries. This component is adjusted in this examination to moreover at whether or not sex may impact tourism. This exam applied Structural Equation Modeling (SEM) gadget for finding out the structural estimation among constructs. The respondents concur that high-quality

observation; poor discernment and tourism impact have a widespread effect on assist for tourism expansion, which has been seeming as a SET (Social Exchange Theory) version. In addition, the discoveries moreover find that sexualorientation can probably direct the causal effects of tourism effect on tourism development.

Tovar & Lockwood (2008) cited the social outcomes of travel in a rural place of Australia, in which travel is a vital area of the economy. Just for giving facts to help territorial tourism arranging, this examination distinguishes contrasts in close to private and network wide influences; progresses comprehension of the variables that impact occupants' view of tourism influences, and evaluates how tons tourism action related with secured regions upload to the diagnosed social outcomes.

Wang & Chen (2015) local occupants' senses place identify could influence their attitude toward tourism. This examination includes another perspective in measuring resident discernments and attitude by using place identify theory as a hypothetical supporting. This examination suggests that place identify theory and social exchange theory supplement one another and be both used in surveying occupant attitude toward tourism development.

Guttentag (2009) discussed that tourism is an increasingly famous sort of movement that is attracting in developing studies attention. There are various positive negative outcomes of volunteer tourism that benefit expanded consideration from each researchers and project managers: a overlook of local people's wants, an frightening of work progress and completion of flawed work, a disturbance of local economies, a fortification of conceptualizations of the 'other' and defenses of poverty, and an impelling of social change.

Gu & Ryan (2008) mentioned that consequences of tourism on the local of Shi Cha Hai hutong in Beijing, but does as such regarding theories of location connection or area character. The investigation covered each quantitative and qualitative techniques, but this take a look at basically thinks upon the effects got from the quantitative perspective. A structural equation modelling is proposed attitude in the direction of tourism rely on attitude closer to legacy, tourism as a source of potential work, period of residency and perceived intrusiveness of tourism, all of which impact on an experience of region

personality. The discoveries from these checks raised troubles approximately the role of government and self-viability set up the personality in a Chinese environment.

Larry (2010) described that utilizations of GHG (Green House Gases) displaying to the travel industry development in the two countries and locales, ordering the different investigations as indicated by presumptions made about labor markets and government approaches. The discourse has pertinence for evaluating the monetary commitment of the travel industry in all goals. The paper finishes up with certain perceptions in regards to the utilization of GHG demonstrating in tourism settings globally and issues for additional examination.

By considering the potential impacts of the current and economic crisis, Song & Lin (2010) identified inbound tourism to Asia and outbound tourism from Asia. The autoregressive model is used to examine the interval demand elasticity, which is then used to create interval forecast for inbound tourist to and outbound tourist from Asia. Interval forecast decreases the risk of complete forecasting failure emerging from the uncertainty related to the crisis.

The interval results indicate that both inbound and outbound tourism in Asia would be adversely affected by the money-related and financial crisis, but interest will bounce from 2010. Smeral (2009) identified the study and forecasting of outbound requirements for tourism imports at consistent costs and trade rates in Australia, Canada, Japan, USA and the EU-15 nations. By drawing on an investigation of the macroeconomic impacts of the worldwide recession and its effect on tourism demand for outbound travelling, the study creates estimates for the period from 2009 to 2010. For 2010, two situations are made to extend demands for foreign travel.

Politics show a significant part in impacting the tourism development. The political parties govern the central bodies in countries. The decision was taken by the governing bodies run by political parties highly impact the growth of the tourism sector (Mustonen, 2006). If the governing increases and stringent the visa process, increase excise, inflation rates and service duties leading to the upsurge in the cost of travel, food, and lodging. This will lay an adverse influence on the tourism trade and inflow of tourists will get reduced. If the politicians take decisions like reduction in formalities at airports, reduce service and excise tax, if inflation rises. etc. The inflow of tourists

will get increased (Tanwar & Sharma, 2017). This will direct to the promotion of tourism in an effective way. As per collected data, it was found that due to increase in the service charges to be charged for food and lodging in some of the countries the rate of tourism expansion and exploration decreased by 5.2 % within two months of the increasing the service charge rates (Moghavvemi et al., 2017).

1.8.1 Tourism impacts in India

Gardner et al. (2002) described accelerated enhancement of the tourism in the Kullu has an integral effect on community, financial system. The investigation shows that the rapid price of development which befell in the earlier of schedule to mid1990's has no longer proceeded, that the present level of the travel agency action may not be maintainable, and that the bodily and social sights of the place are undermined through part of the results of the tourism.

Singla (2014) cited the socio-cultural consequences of manner of lifestyles and legacy the tourism in frequently and analyses the level to which they healthful with the tourism have an effect on literature. By considering the connection between occupants and tourism, the present examination likewise attempts to investigate this relationship as regards to what residents take into account as significant: community or character issues. The paper utilizes Rajasthan, for instance, to delineate the diverse consequences of tourism.

Sundriyal et al. (2018) described that the negative effects of the incessant upsurge in tourism advancement on the physical condition of Mussoorie, a notable mountain traveler goal in India. The effect markers for the district were identified and surveyed by qualitative and, quantitative examination. The degree of the considerable harm to the earth was assessed by leading an appraisal of the travel industry instigated human aggravation on the characteristic scene of the town. The results recognized the requirement for arranging proper conservation procedures for distinctive visitor puts in the town. The investigation can be utilized by the strategy producers for actualizing the administrative measures against potential unsettling influences because of mass-tourism.

Chaudhary et al. (2014) opposed tourism expansion rest on the commitment of communities as focal partner in tourism advancement. This studies aspects in the Darap and Pastanga towns in Sikkim of India. The focus of the investigation is to understand the perspective of the local communities at a moment that tourism has created with the intercession of outside agencies that have included local people in many roles.

Kuvan (2012) described that effects of mass tourism development on forests and focus on the deforestation and forest fragmentation as the looks at the effects of mass the travel industry improvement on forest and focus on deforestation and forest fragmentation as the most basic contacts with explicit reference to Turkey and Belek, a popular destination in the Mediterranean locale. The study additionally handles the reasonable structure of mass the travel industry and forest travel tourism relations as far as forest policy.

Thakur et al. (2018) discussed that importance of tourism in an economy is to be determined by the volume of consumption caused by the visitors. Additionally, consumption caused by visitors pays to the GDP of an Indian economy. Government of various diverse states investigated the destination, and their pictures are advanced in the national and global level to produce auxiliary business work for their very own people. In the expansive term, tourism is a unique phenomenon as it characterized by the utilization example of tourists. Visitors purchase every one of the items and administrations, which depends on the supply of goods and enterprises inside the nation. At the end of the day, absolute monetary and, the business effect of the travel industry rouses the researchers to discover the consequence of the travel trade in the economy. The advantages conveyed from tourist research might be measure and look at universally.

Gupta & Saini (2012) discussed that Indian Tourism division is one of the primary assistance enterprises inside the state as some distance as its duty to the GDP and Foreign Exchange Earnings, simply as for imparting work to millions. In this way, Ministry of Tourism has attempted constant endeavors to create best the travel enterprise framework at traveler dreams and circuits. It suggests the diverse alternate and apprehend tourism openings and gaps that purpose boundaries to Himachal tourism.

Jithendran & Baun (2000) discussed that proposes a complete and vital way to deal with HRD, obliging the preparation and training needs of Indian tourists at different levels for the important objective groups. The study also distinguishes the problems that are begging to be addressed facing HRD in Indian tourist and potential techniques to address them inside the setting of supportability.

Chaitip et al. (2008) mentioned that the connections amongst foreign traveler arrivals in India with growth in financial aspects, for example GDP.

Lalromawia et al. (2013) discussed the effect of marketing mix components on travelers' fulfilment. The study of this investigation is done through the questionnaire filled from 300 vacationers from household and foreign tourists. Target respondents were traveler who visited the three states in India in particular Mizoram, Assam and Meghalaya. Information was analyzed with the assistance of SPSS-17 form by using statistical techniques, correlation and regression. The results demonstrated that six out of seven marketing mix components were positively identified with visitors' fulfilment, but price imposed by the authority isn't agreeable to the visitors.

Shah and Wani (2013) discussed that conflict and instability in Jammu and Kashmir had been an important hindrance to its improvement and progress levels. Tourism is recognized as the engine of development and Development of Jammu and Kashmir economy as a rule and Kashmir valley specifically. The present study concludes the temporary changes in the flow pattern of visitors to the valley and furthermore investigations the tourist hubs of the state which have seen a marvellous increment in tourist arrivals during the turmoil period.

Ray & Kumar Das (2018) described that three research questions regarding marketing strategies, but marketing strategies tools and incorporated limited time techniques when all is said in done in this specific goal. This examination aims to analyse with the support of a questionnaire of 150 respondents. The information assortment instruments were created to systematize the assortment of information and to guarantee that every one of the respondents is posed similar questions and in a similar request to break down their discernment through 5 points Likert scale. In this setting AIDA model emphasizes this specific issue, for perception view of visitors 7Ps' promoting components, has discussed. This study attempts to remove the methodologies preparation of marketing

practice for the progress of rural tourism destination in Kamarpukur in specific and overall marketing practices in general.

Batta (2016) discussed the effects of unplanned growth of tourist SMEs on civic infrastructure and the climate in Manali, Himachal Pradesh's popular tourism destination. The influence of tourism on social, environmental and economic aspects is discussed by the use of indicator systems and it is evident that small and medium-sized businesses operating in isolation damage the earth at their destination. Since in the form of natural asset corruption, scene promotion, and blockage, the host community pays the cost of tourism expansion, most of the financial advantages flow from exile, making tourism unsustainable at the goal. A Community Benefit Tourism Initiative (CBTI) model is proposed to achieve sustainable tourism development with the goal of open private association.

Barman et al., (2018) mentioned that information for 18 great tourist beginning international locations to India from 2001 to 2015; this examination inspects the giant determinants of global traveler arrivals in India. The results display that past encounters of the travelers, in keeping with capita earnings in the traveler beginning state, relative charges of residing among India and the state of birthplace, and the level of foundation improvement in India are key determinants of global vacationer arrivals in India. Besides, each transportation and communication infrastructure are essential in attracting traffic to India. These outcomes have important approach implications.

1.9 Contribution of the study

The study is necessary to be carried out so that different aspects of the community perceptions of socio-cultural and economic impacts and tourist satisfaction in Dhauladhar tourism circuit in Himachal Pradesh could be carried out in an effective manner. The current research study will provide an in-depth knowledge and understanding about the different perceptions of social, economic and cultural tourism effects in research areas of Dhauladhar circuit. It was found that tourism lays an impounding impact on the socio-culture levels of the region. It helps in the adequate growth and development of the region and preserving the heritage increasing the heritage value to a great extent. Research would help to bring about the required improvements to the existing infrastructure and transport facilities supported by the

governing bodies. This will enhance the conveyance and transport mechanism of the Dhauladhar tourism circuit increasing the inflow of tourists in the region. More emphasis could be laid on the improving the food and accommodation provisions which will attract more tourists towards the valley. Data reveals that the inflow of tourists in the region has increased from 34.6% in the year 2010 to about 47.9 % due to the provision of adequate food, accommodation, infrastructure, transport, etc. The research will help to enhance the current prevailing situations in the region which will expand and develop the region to new heights.

The research will also enable to bring about necessary improvements in the economic standards of the Dhauladhar tourism circuit. The improvements that are brought in the region will help to increase the onset of tourists which will help to increase the businesses of the local residents. The employment opportunities in the region have considerably increased which will increase the living standard of the local community. The growth and production in the local industries will get speeded up due to which the earnings of the people will get raised and their living conditions will improve drastically. The rise in the tourism levels due to the enhancement of the infrastructural conditions of the region will help to generate more capital for the industries and help the country by increasing greater contributions towards the GDP and payment of taxes. Most of the tourists are found to be interested in purchasing local products and accessories which help to provide economic strength to the region. This will help the local artisans to grow in an adequate manner and spread their skills and talents to large communities and cultures. In addition to this, the research will also be beneficial to other scholars and researches that are carrying out research in the same segment. The researcher can take references from the current research study enabling them to conduct their research study in an adequate manner. The research will also help to provide effective image evaluation of the research field in a concise way. The findings that have been deducted in the research study will help to provide adequate information about the tourist behavior and attitude which help the hospitality professionals to serve them in a better manner. The research study will also help to generate the essential suggestions and recommendations that to increase the inflow of tourists in the Dhauladhar tourism circuit by using the socio-cultural resources in an optimum manner. The study will help

to highlight the issues faced by the tourists and bring necessary corrections so that the needs and demands of the tourist could be catered in an efficient manner.

1.10 Operational definition

1.10.1 Community perceptions: The word perception comes from the Latin words' notion, perception, which means "receiving, amassing, motion of taking ownership, apprehension with the thoughts or senses". In psychology, philosophy and the cognitive sciences, perception is the system of attaining attention or know-how of sensory information. In biology, notion is thought as "the intellectual interpretation of bodily sensations produced with the aid of stimuli from the outdoor phrase". Here 'mental interpretation' has been interpreted as a procedure of constructing an inner version of the environment. Belief as in step with businessdictionary.com, definition of belief is the "system with the aid of which humans translate sensory impressions into a coherent and unified view of the arena round them. Even though always based totally on incomplete and unverified (or unreliable) information notion is 'the fact' and guides human conduct in fashionable". The idea of community perception and delight are regularly mentioned as subjective social signs in sociological research. notion is the process of accomplishing focus or understanding of sensory information from seeing, listening to, smelling, touching and orienting.

1.10.2 Socio-cultural Factor

It comprises the practice, belief inside the existing populace of the area. Global groups regularly encompass an investigate the cultural and social set-up before entering into it. It is a tool to view into the ecology, sub-system under it and comprises the three principal components like culture and society. A society is an organization which are interdependent to each other's. It is the local behavior which is shared between together. The word "society" and "way of life" are clubbed together to form the new word "socio-cultural" (Milman & Pizam, 1988).

1.10.3 Economic element

Economic elements are the elements that help to decide the competitiveness of the surroundings wherein the organization operates. It consists of unemployment, inflations rate, economic rules and authorities' changes. Those elements decide a corporation's

quantity of call for its product and have an effect on its marketing and marketing strategies and sports. The economic tool is made from 3 maximum critical steps. The number one being production after which there's distribution of the produced gadgets and then the ultimate step is intake of the same. Now all that is possible because of elements- Human useful resource and herbal resource. Natural assets embody the uncooked cloth it's typically used with inside the production technique, and human assist to transform the uncooked substances to completed merchandise which are then equipped for distribution (Bisht, 1994).

1.10.4 Tourism appeal

A tourist attraction is a hobby place where visitors visit, usually because of its natural or cultural or historical importance, beauty of nature, offering recreation and entertainment, typically exhibited or exhibited (Khanna et al., 2018).

1.10.5 Industrial tourism

Industrial tourism involves industrial websites that are odd to a chosen place in the famous holiday location (Kohli, 2002). The idea is not new, since it consists of wine tours in France, visits to cheese makers in the Netherlands, distillery trips to the country by Jack Daniel.

1.10.6 Tourism circuit

A visitor Circuit is described as a course on which as a minimum three primary visitor places are located such that none of those are withinside the same town, village or city. On the same time, they'll be not separated via way of means of manner of a long distance. It ought to have properly described get entry to and go out points. A traveler who enters on the access element ought to get inspired to go to all the places recognized at the circuit. The goal of getting a visitor circuit is to growth the general number of visits to all of the places at the circuit at the best hand and to provide to the traveler the points of interest of all of the locations placed on the circuit. At the identical time they're now no longer separated via way of means of the use of a long distance. It has to have well described get entry to and exit points. A vacationer who enters on the access element has to get encouraged to visit all the locations recognized at the circuit(Kapadia, 2005).

CHAPTER-II

LITERATURE REVIEW

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2.1 Dhauladhar Tourism circuit

The HPTDC (Himachal Pradesh Tourism Development Corporation) divided the State into four tourist circuits:

- The Dalhousie, Chamba valley, Dharamsala comes under the Dhauladhar circuit.
- Beas Circuit includes the Kullu Manali and nearby area,
- Tribal Circuit, which consists the Lahaul Spiti region.
- Sutlej Circuit includes the Shimla, Kasuali and Chail.

All circuits have a unique experience about it. These circuits provide their special nature characteristics which give a deep impact at the minds of the travelers (Thakur et.al, 2018).

The stuff to do in Kullu come from the interior of the Pir Panjal Range on the southern slope of the Himalayas. The Valley, as opposed to some of the Himalaya's heavily rooted river valleys. The valley land is like a wide one and provides a landscape that is smooth to gently sloping. This is a prosperous farming land that has been used for decades and settled (Gupta & Saini, 2017).

Dharamshala and Shimla were nominated to be developed as smart cities under the government's smart city program in Himachal Pradesh. The town should be furnished with 24 hours of continuous water and power supply under the smart town scheme. In addition, in August 2015, a water supply scheme that was actually worth over US\$ 4, 46 million was approved. The system is supposed to double the supply of water to the city's residents.

The rich natural assets of the state are best for investments in tourism. The state has made wonderful achievements in the industrialization in the previous few years. Solan, Sirmaur, Kangra and Una districts lead in phrases of investments attracted. Small-scale village-based industries play a critical function in employment in the country.

2.1.1 About the study area

Himachal Pradesh is known for its snow-clad mountains which can be spread across the entire place. It is situated within the Northern part of India. Tourism has introduced immense boom and prosperity to the area (Ives & Messerli, 2003). The contribution of tourism to the boom is determined to be about 8%. The horticulture has additionally increased via approximately the same amount which is anticipated to rise to about 15% through the 12 months 2020. The region possesses a wide variety of appealing Himalayan Mountains and other landscapes which attracts the vacationer in massive numbers from all throughout the world. It is the third biggest producer of hydropower energy and agricultural products within the country. The place is bestowed with some of hill stations like Shimla, Kullu, Manali, Palampur, Dharamshala, McLeod Gang, Dalhousie, and Chamba. These places attract both in addition to international travelers to the valley (Hottola, 2005). The location is highlighted with numerous spiritual monuments and facilities like Vajreshwari Devi Temple, Jwalaji Devi Temple, Chintpurni, Chamunda Devi Temple, Bhimakali Temple, Baijnath Temple, Bijli Mahadev, Jakhoo Temple and Renuka Lake etc. Which fulfill the non-secular desires of the human beings and is visited by using plenty of people every year. DOT (Department of Tourism), Himachal Pradesh 2016-2017 determined to sell the region as Dev Bhoomi as its miles having some of ancient temples; many of them are stated in historic sacred books also (Sharma, 2017). The state is likewise making efforts to promote adventurous like ice skating which takes area in Shimla, paragliding can take place in places like Solang valley, Birbiling Kangra and rafting can be finished in Kullu, sun basking may be accomplished in Manali, boating facilities are satisfactory availed in Bilaspur, hiking facilities are first-rate to be had inside the regions like Kangra, Sirmour, Chamb, horse riding may be performed in regions of Khajjiar at Chamba and Shimla, if interested in fishing it is able to be performed in specific parts of the state, this has certainly the tourism levels inside the location significantly. Data screen that due to presence of greater sports the area has attracted extra tourists (Handa & Hāṇḍā, 2004). In the year the regions have enjoy approximately 17, 03, 756 range of travelers in which approximately 7, 734 vacationers had been from different countries and the last were domestic the Spiti valley found in Lahaul area is popular in appealing and great landscapes and is observed to be an vital vacation spot to be explored to gain

more adventurous experience (Toomey, 2016). The UNESCO World Heritage countrywide park is positioned in the area selling the kingdom through its wide style of species of wildlife (Goswami & Singh, 2017). Department of Tourism, Government of HP, 2015-2016 has initiated promotional plans consistent with Dhauladhar circuit will be promoted as a destination of all and all motive. The Dhauladhar circuit is in the southernmost part of Himachal Pradesh. It rises from the foothills of Indian plains inside the Kangra, Dharamshala and Chamba areas and divides Kangra to Chamba. The area is found to had been experiencing a high rise within the influx of vacationers. Government assets monitor that the cutting-edge country of growth of the place because of the presence of tourism is found to be about 19.7% within the 12 months 2014 which is expected to get more desirable to about 28.4% by means of the 12 months 2019 (Goleman & Davidson, 2017).

The Dhauladhar peaks are situated in the West of the Himalayan range. It is also named as circuit due to peaks present in Dhauladhar area (Goleman & Davidson, 2017). The circuit is found to be covered with snow and passes through Dhauladhar ranges. These ranges are present in the whole of the Kangra valley. The valley is known for beautiful flower beds, meadows, architectural temples, tea estates, etc. It includes districts namely Una, Hamirpur, Kangra, Chamba (Ghosh & Datta, 2017). There are many issues and problems that are found in the Kangra District related to the spread and promotion of tourism in this district. Kangra is considered to be the most famous place that is part of Dhauladhar circuit. The district is found to be lacking proper infrastructure facilities so that the unexplored destinations that are present in the area could be explored. In addition to this, the management related to the promotion of destinations is required to be upgraded and made efficient so that the more people know about the region. The need to upgrade and preserve the heritage temples is found (Gardner, 2002). The ancient and famous old architectural buildings and monuments need conservation and preservation. The religious tourist places have become a place to dump yard of garbage are found to be unclean and untidy. The religious destinations like Brajeshwari Devi Temple and Jwalaji Temple where large people come to visit the temple need more amenities. A dearth of basic and primary amenities for the pilgrims could be found (Franzoni, 2015). The absence of high-quality accommodation facilities

and good quality restaurants and eateries are missing in the region which is the most essential and necessary requirement of tourists that visit the place.

In the Chamba district gaps in tourism structure related to the infrastructure development could be seen. Along with that, the availability of quality products and services is missing in the region which highly influences the duration of stay of the tourist and travelers (Elbaz & Haddoud, 2017). The region requires better transport and communication facilities so that tourist could avail transport facilities in a better manner. The region is also found to be lacking the provision of high-quality accommodation facilities which is the most essential requirement for the tourists. The Governing bodies that are working in the region are required to be more active and lay focus on introducing innovative plans and structures to promote the region in a better manner. There are a number of destinations that are still unexplored and have remained eluded. Better infrastructural facilities are required to establish connections with these places (Dogra et al., 2009). The events like International Minjar festivals and Manimahesh yatra that are conducted in the region are required to be conducted in a more proper and organized manner so that the tourists could enjoy the festivals in a proper manner. Due to the presence of these problems the District being a beautiful and attractive place is not able to appeal a big number of tourists that it is expected to receive. As per the data released by tourism statistics, it was found that the most sought out destinations to be preferred to be visited by tourists are Kullu, Kangra, Shimla, Dalhousie, etc. present in the state (Dhar, 2015). The state reveals that in about all the foreign tourists that visit India, about 50% of the tourists visit this state. In the absence of basic facilities like proper sanitation and water, many tourists do not feel encouraged to visit the place. The number of tourists who have visited Kangra is 91, 160 foreign tourists. In Kullu, the inflow of tourists was found to be about 1, 32, 786 foreign tourists (Dev & Bali, 2018). In Shimla, the number of tourists that visited the place was found to be about 1, 24, 273 foreign tourists. The collective number of tourists that had visited these regions are found to be 1, 784, 158. The number of inflow of tourists could have been increased if the region would have been loaded with better infrastructure and transport facilities. The exploration of unexplored places could have generated more revenues for the state (de Sousa & Kastenholz, 2015).

The prospects of tourism are very bright in Dhauladhar circuit. The governing bodies have introduced several plans which will change the face of tourism in the state (Goleman & Davidson, 2017). As per the data released by Tourism Statistics it was found that the state tourism department has issued an amount about more than Rs 300 crore to invest the regions which are known for its beautiful scenic view (Cole & Sinclair, 2002). In case if the region experiences positive growth, the governing bodies will provide more support and incentive to the region. It is estimated that the GDP received from the region is expected to rise and would contribute about Rs 1250 crore by the close of the year 2015. The department of tourism in the state has made tremendous efforts to elevate the growth rate of tourism in the region and have targeted to achieve 1.5 crores tourists and more in the coming years. The valley is bestowed with snow clad mountains, evergreen forests, orchards; early morning drizzle, good local food, etc. are the reasons because of which the tourism might increase in the region directing to an extreme stage of contribution towards the economic development in the region (Chauhan & Sharma, 2014).

2.2 Tourism Impacts

A purpose of developing the tourism enterprise is to maximizing the positive impacts and minimizing the negative impacts. Impacts relates to the herbal resource, coral reefs, vacationer zones. Others relate to social circumstance of the community cultural or social in manner. These influences and the structure of the tourism decide the sector's financial impact on a nation (Lemma, 2014).

Travel and tourism have laid down empirical effects on the social and physical development of the regions belonging to Dhauladhar circuit. The community insight of cultural and social impacts on the research zones in the Dhauladhar circuit is up to great extents (Chambers, 2014). It can be effectively classified into three broad perspectives depending upon the social condition prevailing in the region. First is referred to the host-to-host tourist encounter which has both negative and positive effects. Secondly, the functional view which observes changes in behavior, language, and health which affect the tourism to great levels. Thirdly it observes the aspect of cultural change resulting in reestablishing traditional skills and customs through traditional dance forms and handicraft. However, the distinctive study of social and cultural studies is difficult

to look for. The research studies are essential to distribute the universal human issues into different sections like crime, health, or any condition individual activities (Cárdenas et al., 2013). The human behavior has changed significantly over time due to simplification of realist concepts and acceptance of descriptive attitude rather than explanatory aspects of the purpose. Some evidence shows that socio-culture conditions impact the various dimensions of language, art, authenticity, and ethnic consciousness, moral behavior, and health. Sociology of tourism can be defined as the novelty and change in perception for selecting the destination (Goleman & Davidson, 2017). Tourism is responsible for bringing people and communities together, establishing contacts with both rich and poor countries which are regarded as an essential part of social intercourse. It helps to create the balance between economic and social benefits (Bloch, 2017).

Studies display that tourism laid a positive effect at the monetary conditions of the region. Various tests have been evolved to confirm the influences of tourism on the development of monetary, socio-cultural impact in tourism literature referred to as unbiased domains. Community domains examine the socio-cultural implications and taxes are associated with economic implications (Bello et al., 2016). These are parameters which advocate the social, economic, environmental and cultural impact of tourism conditions which might be related to cloth existence, emotional existence, fitness and protection of human beings. These are responsible to put an immense impact on wellbeing, the economic and material existence of the residents. However, the people who had been dwelling in Benalmadena districts for greater than 10 years finish that tourism put negative affects on the region. Tourism has contributed immensely towards the financial growth of the country by using ensuring increase in the HDI (Human Development Index), Life expectancy at birth, toddler mortality rate underneath one year, GDP in step with capita, person literacy and public expenditure on education (Batta, 2003). Data exhibits that tourism has brought large sales to the host countries. Enhancement in the tourism has brought about the increase in intake and funding level of the people (Goleman & Davidson, 2017). The home stay in Himachal Pradesh and the involvement of non-player to come to be a valid part of it motivates and provides opportunities for self-growth and over the development of the state. The

study may be found restricted to the Dhauladhar circuit but it lays an awesome impact at the worldwide relevance of comparable mountain destination (Batta, 2000).

2.2.1 Host community perception of socio-cultural and economic Impact of tourism

The resident perceives the tourism impact positively when they find it beneficial for their self and lead to positive attitude towards the tourism development (Perdue et al., 1990). Tourism also led to affect the living standard of the host community, change in income, creating employment opportunities, enhancing the entertainment facilities in the area and promotion of local culture. It also led to some negative impact like congestion, overcrowding, traffic problem and negative change in the ecosystem of the area (Andrereck et al., 2002; Choi and Sirakaya, 2006; Gursev and Rutherford, 2004; Madrigal, 1995; Perdue et al., 1990; Sheldon & Abehoja, 2001). It is noticed in one of the studies that there is a link between the residents' recreational and shopping facilities with the life quality (Crotts and Holland, 1993). Tourism also improve and enhance the community services and identity of local culture with betterment of local community (Crott and Holland, 1993; Liu and Var, 1986; Ambroz, 2008; Gursev and Rutherford, 2004; Sirakaya et al., 2002).

Tourism increases the quality of life of local resident's relative to the well-being of local residents (Andereck and Nyaupare, 2011; Milman and Pizam, 1988; Tover and Lockwood, 2008; Woo et al., 2015). Investment in tourism also offers leisure opportunities for local residents (Belisle and Hoy, 1980; Dyer et al., 2007; Liu and Var, 1986). Inflation in goods and services, rising land and housing prices, and depletion of nature are the other negative impacts of the tourism effect on the host community. Drug misuse and trafficking (illegal sex) have other negative social consequences (Nejati et al., 2014). The very clear negative effect on the cost of living is also seen by tourism (Kwan et al., 2005; Liu and Van, 1986; Perdue et al., 1990). Rising property prices, crime and congestion are also related to the adverse impact of tourism growth in the area (Gursev and Rutherford, 2004). One of the other adverse effects of tourism on the area is alcoholism and litter development (Latkova & Vogt, 2012; Ko & Stewart, 2002; Tosun, 2002).

Improving identity and self-esteem of local culture (Stronza and Gordillo, 2008) along with attracting visitors or tourists, such as local culture, heritage and authenticity, to interact with the host community (Murphy, 1985). Alcoholism, increased community stress, hectic personal life, the impact of tourist culture on the young minds of the host community, the commercialization of culture, overcrowding and congestion of the region are various other harmful impact on the host community from tourism (Lepp, 2007; Tosun, 2002; Jurowaski et al., 1997; Ambroz, 2008; Ap, 1992; Brunt and Courtney, 1999; Pizam and Polka, 1985).

Some of the tourism impact related to socio-cultural aspects are culture experience changing like entertainment and education and other, not favorable relationship of contact between tourists and residents of host community. For economic impact of tourism, it also includes the cost of living, taxation, employment opportunities and hike in housing prices (Jackson, 2008).

Sociology-demographic factors such as gender, age, education, income, time of residence, nationality have also been highlighted by many scholars who influence the view of residents on the effect of tourism. (Brougham, & Butler, 1981; Cavus & Tanriserdi, 2013; Mason & Cheyne, 2000; Zamani-Farahani & Musa, 2012).

Tourism increases in employment opportunities with greater volume. It effectively generates a maximal variety of earnings and raises the standard of residing on a bigger scale. Mainly in rural parts, the heterogeneity shaped by tourism enables societies that are probable structured on simplest one enterprise at a time. As from the gradual boom of tourism, additionally there are various opportunities created for large investment, development, and remunerating the first-class infrastructure (Kreag, 2001).

Tourism has direct, oblique and caused effects on local economies, those can often be in large part divergent between countries, based on the shape of the arena however most significantly on how well linked tourism sports are with the local economy (Turner, 2015).

Tourism encourages the transport infrastructure like upgraded roads, assessable airports and public transportation and so on. Tourism increasing opportunities for shopping that

highly regulates a community's tax revenues. New jobs generate greater earnings revenues.

While each sort of monetary analysis is truly distinct, a given trouble often calls for several different types of monetary evaluation. A monetary impact examine will regularly contain a call for evaluation to challenge stages of tourism activity. In different instances call for is handled as exogenous and the analysis virtually estimates impacts if a given variety of site visitors are attracted to the area (Stynes, 1997).

Positive impacts

- Contributes to earnings and general of living
- Improves neighborhood economy
- Increases employment opportunities
- Improves investment, development, and infrastructure spending
- Increases tax revenues
- Improves public utilities infrastructure
- Improves shipping infrastructure
- new enterprise opportunities

Negative impacts

- Increases fee of goods and services
- Increases worth of land and housing
- Increases amount of living
- Increases capability for imported labor+

Due to tourism, the economies of the countries have received immense growth and development (Thimm & Freyer, 2011). Tourism has led to the growth in the industrial, education, technology, gaining more openings in the global markets, adopting of liberal business policies, adoption of improved publicity and marketing strategies, etc. The employment opportunities in the region get developed foremost to a growth in the earning capacity of persons and raising their standards of living. The local communities get and stimulated in a progressive manner. More goods are produced locally opening opportunities for new markets and expansion of local business in a more exponential manner (Kansal& Khurana, 2018). It also leads to the generation of economic reserves which results in a rising of earnings and increased disposable incomes. It helps in the promotion of greater markets and improves the image of the area. Tourism upsurges the level of earnings gained by the people helps in generation of the national balance of payments, capital formation due to increase indirect tax collection, increase in indirect tax ratios on goods and services. Many tourists are interested to buy local products

made by the artisans who help in promoting their skill and contributing towards the economic growth of the region (Toomey, 2016). The increase in the inflow of tourists leads to the increased exploitation of the resources which increases extraction and production cost for the business units (Jutla, 2000). It also makes the community resistance to tourism and each and everything becomes commercialized and professional. This leads to the loss of traditional and cultural touch to the region.

People by way of and large collected in appealing locations as big frequently. Tourism regularly develops around each specific vicinity and concentrates there greater by imparting increase but fending off urbanization as an extra extent. Historic houses and grounds have awesome assist for tourism improvement and can typically be renovated to maximize the organization to a lot wider extent. Group of visitors may additionally in addition hinder neighborhood businesses stop residents from conducting ordinary sports activities and compete for location on a positive scale. In a few parts, the recreated 2nd properties and apartment inclinations create fundamental troubles as a large scale (Kreag, 2001).

Positive impact

- Minimizes sprawl
- Concentrates traveler facilities
- Old structures reused for tourism

Negative impact

- Congestion such as interference with different corporations
- Overcrowding – exceeding place potential
- Conflict
- Overpowering developing size

Tourism creates quite a number of opportunities to expand new facilities in a community. Tourist expectations can improve the use of nearby shops, eating places and particular commerce operators. Water, power, fuel and unique shortages can be specialist with accelerated pressure at the infrastructure (Swarbrooke et al., 2012).

Positive impacts

- Better famous of services via the use of shops, restaurants, and special commerce
- Improves high-quality of furnace safety
- Improves awesome of police safety

Negative impacts

- Neglect of non-traveler challenge amenities
- Effects of opposition
- Shortage of items and services
- Increases strain on infrastructure

Tourism researchers are putting big focus to the financial significances of taxes, as it specifically marks tourists have become comparatively common with policymakers (Song et.al, 2019). Increased retail hobby from restaurants and visitor shopping and with other resources will additionally growth the country and local income tax revenue as a huge volume. Lodging tax sales to the city (or country) should efficaciously growth in manner, since vacationers are pretty accounted for truly all lodging taxes.

Positive impacts

- Additional kingdom and local sales tax income
- Lodging tax income to town (or state)

Negative impact

- Additional country and local income tax sales
- Lodging tax revenue to city (or country)

Tourists hobby and pleasure is a main grant of community pride. By looking at traveler hobby makes nearby residents extra appreciative of an entire lot of community assets which can be commonly taken for granted. A direct relationship exists amongst the extent of attachment to the area and its perceived impacts (Meimand et al., 2017). With tourism grow, extensively nearby locals will utilize increasingly services and of selections as a volume. Tourism sports activities things to do and occasions typically commonly have a tendency to make a living in a location larger fascinating and exciting than before. Also, the problem between locals and tourists can happen often more. Residents will often experience compelled and annoying community and private pace of lifestyles as a positive extent (Kreag, 2001).

Positive impacts

- Heightens pleasure in neighborhood
- Greater understanding of close by resources
- More centers and variety of picks reachable
- More interesting and exciting location to live

Negative impacts

- Heightens network divisiveness
- Increasingly traumatic community and private existence
- Creates a phony people tradition
- Residents revel in experience of exclusion and alienation over making plans and improvement issues
- Feeling of loss of manage over community future (as an end result of outsider improvement)
- New constructing patterns fail to "fit" community

2.2.2 Social Exchange Theory (SET)

Ap (1992), which focuses on having an understanding of the exchange between individuals or groups, gives this theory. SET determines the arrangement of rewards and costs that specifically influence the interactions between the exchange involved parties (Molm, 1991). If benefits exceed the costs in the exchange process then it is put positive impact on the host community perception about the tourism and reverse to it leads to the negative perception of the residents about the tourism (Gursoy et al., 2010). Since the exchange is favorably judged by the person or community involved, they involve themselves in the exchange relationship (Gursoy et al., 2002).

This theory is mostly used to understand the host community's perception towards the tourism impact for its development and contribute theoretically, which is highly important (Fredline & Faulkner, 2002; Gursoy et al, 2009). The findings of many researches are differing on the basis of its conceptualization as well as operationalization to for host community perception for tourism impact. In some studies, two-dimensions (Anderek and Vogt, 2000) are used i.e., cost and benefit. While in some other studies three dimensional (Stylidis and Terzidou, 2014). The technique is used to research the perceived effect of tourism on the host community, i.e., its economic and socio-cultural impact. As such, it is difficult to come up with a general conclusion on all these findings.

SET is the most used theory to understand the theoretical approach (Nunkoo & Ramkissoon, 2012; Nunkoo et al., 2013). Some of the criticism for this theory has also been arise on different aspects. According to Sharply (2014), The SET has simplified the decision-making process by the residents on tourism impact by sideline the context.

Social Exchange Theory also ignores the affective response impact and only emphasize the rationality of the residents (Ouyang et al., 2017; Rasoolimanesh et al., 2015; Woosnam, 2012; Woosnam& Norman, 2010).

Tourism development is also affected by the perception of the residents, if they perceive the benefits over the cost, they support the tourism development in their region. It also improves their economic and social condition (Yolal et al., 2016).

2.2.3 Stakeholders

To know about the stakeholder in tourism, It is the stockholder thereof which described the stakeholders perception and supporting for the tourism development in any destination (Byrd, 2007), As per this, it describe the role of host -community towards the tourism development (Nicholas et al., 2009), The various perceptions of the stakeholder also effect on the tourism development Support (Mainardes et al., 2011; Nicholas et al., 2009) Beside the outcomes of view of the stakeholder, stakeholder's theory also tell us about the diversity between the people of the host community in regards to their perceived notion & promote for tourism development.

Tourism leads to the effects of improving the standard of living of all stakeholders (QOL). So many studies have been proposed to explain QOL's perception of (Chancellor et al., 2011; Dolnicar et al., 2013; Eusebio & Carneiro, 2014; Kim et al., 2013; Nawijin & Mitas, 2012; Uysal et al., 2016; Yamada et al., 2011). Host community residents are a very important part of any destination where their understanding of the effect of tourism on their QOL is needed (Andereck & Nyaupane, 2011; Andereck et al., 2007; Aref, 2011).

The social contact between host community and tourists leads towards the opportunities for host community to know better each other's culture, specializations and expanding the opportunities for business vis-s vis the pride on their place of residents (Karabati et al., 2009; Guo et al., 2014; Kastenholtz et al., 2013; Mai et al., 2013; Su et al., 2016; Lee & Weaver, 2014;).

Some of negative impact of tourism on resident's QOL are like crowding, pollution, parking problem, traffic issues, increasement in the crime rate and hostility of the host community towards the tourists (Andereck et al., 2007; Andereck & Nyaupane, 2011; Moscardo, 2009).

2.2.4 Stakeholders Theory

This theory is prorogated by the freeman in 1984 to direct the managed related to organization's strategies. It established the relationship between the stakeholders with management strategies and organizational objectives (Freeman, 1984). Basically, the stakeholders are an individual /group which play the role to influence the objective and

organization activities (Freeman, 1984; Mainardes et al., 2011). The success of any organizational objective and strategies are related to the stakeholders from the similar group and their support for the organizational objectives and strategies (Mainards et al., 2011). Now, the stakeholder's perception and interest are being included in tourism development and activities studies (Byre, 2007; Easterling, 2005; Manwa, 2003; Nicholas et al., 2009; Sautter & Leisen, 1999). Four types of stakeholders are considered namely, Host community, tourists, Local authorities/government and private sector (Nicholas et al., 2009). As tourism show various impact on the host community residents and its success directly depends upon the support from the residents of host community (Easterling, 2005; Nicolas et al., 2009).

Various studies are more focused on exploration of the perception of the host community (Andereck et al., 2005; Easterling, 2005; Hall & Page, 2014; Kayat, 2002; Kim et al., 2013; Nicolas et al., 2009; Vereiro et al., 2013).

Various heterogeneity in the perception of the residents have been studied on the basis of age, education level and gender (Andereck & Nyaupane, 2011; Heralambopoulos & Pizam, 1996; Latkova & Vogt, 2012; Tosun, 2002) to know the relationship with tourism industry (Andereck et al., 2005; Ko & Stewart, 2002) birth place with the length of residing in the place (Gursoy & Rutherford, 2004; Mc Cool & Martin, 1994) the level of income (Andereck & Nyaupane, 2011; Lotkova & Vogt, 2012). This stakeholder's theory explain about the different perception of the host community about tourism impact which ultimately put influence of their support for tourism development in the region (Easterling, 2005). So, it is clear that the local residents' perceptions about the tourism impact are have to affect the tourism development (Andereck et al., 2005; Nicolas et al., 2009; Latkova & Vogt, 2012; Wang & Pfister, 2008).

2.2.5 Tourist satisfaction

As it is defined through the social contact construct (Eusebio & Carneiro, 2012; Kastenholz et al., 2015; Kastenholz et al., 2013; Reisinger & Turner, 2003) which is defined by many scholars that it is the encounter of people with each other every day. It is also an encounter between the tourism actors i.e. tourists and host community residents (Murphy, 2001; Eusebio & Carneiro, 2012).

Local residents may have the interaction with tourists from just meeting to a closer relation up to that they visit residents' home for sharing meal and conversation together. The intensity and level of interaction between host and tourists depends upon various factors. There is an existence of certain opportunities for interaction between host and tourists, without opportunities there is no interaction between these tourism actors (Jaworski et al., 2003; Reisinger & Turner, 2003). Similarity between host and tourists leads to the interaction is other important factor along with the push of motivation for interaction between them. The interaction depends upon the personal qualities like tolerance, generosity, listening power, interests between the tourism actors to put the positive impact of the interaction (Reisinger & Turner, 1998; Reisinger, 2009; Sinkovics & Penz, 2009).

Tourist to any destination can be attracted by increasing more edge over the competition for creating destination product differentiation (Boo et al., 2009; Pike, 2009). The destination branding is the main key to create the positivity about the place and bring the emotional attachment for the tourists (Barnes et al., 2014). Today, the branding is also associated with the tourist destination (Cald-Well & Freire, 2004; Dioko, & So, 2012).

Destination brings the cognition and emotion among the tourists and is also important to measure the cognition and emotional image of the destination (Gartner & Konecnik, 2011). Tourists satisfaction is also associated with the destination loyalty which bring the revisit of the tourists. Various consumer behavior related literature shows that the customer / tourists consume the product and it influences their future behaviors related to their satisfaction with the utilized product (Gounaris et al., 2010; Srivastava & Sharma, 2013). Whatever the consumer or visitors perceives at the destination, will bring the aspect of satisfaction (Olsen, 2002; Gounaris et al., 2010; Srivastava & Sharma, 2013; Cronin et al., 2000;).

One of the studies shows that tourist's satisfaction is the state of cognitive and affective, which come out from the experience felt at the destination by the tourists (Rodriguez & San Martin, 2008) and it comes as an important variable for the study of tourist loyalty towards the destination. Many other studies clearly show that the cognitive level

(more focus on the quality assessment) with emotional level (greater emphasis on satisfaction level) (Lazarus, 1991; Oliver, 1997).

Tourist satisfaction takes the visit to the destination and suggests to others the destination (Lee et al., 2011; Bigne et al., 2001; Prayag & Ryan, 2012; Song, Su, & Li, 2013). The after-visit response is tourist satisfaction (Rajesh, 2013), This reflects their good feelings for the people they encountered at the destination and offers the mouth-of-word ads of the destination (Kozak and Rimmington, 2000).

The fulfillment is the expectation before a visit (Chen and Chen, 2010; Naidoo et al., 2011). One of the important components for the promotion of sustainable development of the destination is to study tourist satisfaction (Gidey and Sharma, 2017). In terms of operation and goods, it is the indicator for tourism quality control (Razovic, 2013; To-ima, 2014). In order to understand tourist satisfaction, the role of tourism services in any destination is vital (Nicholas et al., 2009; Thapa, 2013). The happiness of visitors is important in order to facilitate the sustainable growth of the destination. So, we need to know about the satisfaction of tourists and their pattern perceptions (Swarbrooke, 1999; Nicholas and Thapa, 2010; Weaver and Lawton, 2004).

Tourist satisfaction is very vital for the overall and social sustainability of the destination, as the pattern of tourist spending shows the economic value of tourism and the interaction between host and visitor has an impact on the social sustainability of the destination. (Nicholas and Thapa, 2010). Perceived quality here is mainly influenced by the socio-cultural and economic component of the destination (Wiwattankantanga and To-ima, 2014).

The level of satisfaction for visitors is affected by the culture and tradition of the destination (Breakey and Breakey, 2015; Babolian Hendijani et al., 2013,). The food experience of tourists at the location is also one of the factors contributing to their degree of satisfaction (Hall et al., 2003; Babolian et al., 2013; Smith, 2010).

Tourist satisfaction composed of the knowledge and feeling about particular destination i.e., the image of the destination (Crompton, 1979; Fakeye & Crompton, 1991) which come with the significant role on the satisfaction and decision making (Chen & Tsai, 2007; Fu et al., 2016). Destination image as attributed in two dimensions like affective

which deals with the feeling of tourist towards the destination while the cognitive leads to the evaluation of different attributes related to destination (Fu et al., 2016; Baloglu & Brinberg, 1997) which has a significant impact on the tourist satisfaction (Fu et al., 2016; Eid & El-Gohany, 2015; Hyun & O'Keefe, 2012).

Tourist satisfaction is very important part for any destination for its image and recommendation to others (Yoon & Uysal, 2005). Various studies put emphasis on the part of previous expectation matched with the experience of consumption at the destination (Eid & El-Gohany, 2015).

As per the Yoon & Uysal (2005); Ekinci, Dawes, & Messey (2008); Nam, Ekinci, & Whyatt (2011) described that there are two types of satisfaction, one which is called as transient satisfaction and other one is known as cumulative satisfaction. There are numerous factors which contributes towards the customer satisfaction like, price, quality of product and services at destination (Klein & Lefflet, 1981; Mitra & Golder, 2006; Tellis & Johnson, 2007).

Tourist now a days provide their feedback and suggestions about hotel, destination attraction as well as for the restaurant's quality and services and cleanliness, parking for cars (Sotiriadis & Van Zyl, 2013; Sparks & Browning, 2011; Ye et al., 2009). The study of customer satisfaction through online mode is the new upcoming trend in the hospitality sector (Li et al., 2013; Levy et al., 2013).

It is easy to access studies related to the availability of knowledge about the Dhauladhar circuit. Their study has been done which provide a vast knowledge of the Dhauladhar circuit (Goleman & Davidson, 2017). A wide range of learning and understanding could be gained through it. There is a sum of factors which limit the satisfaction levels of tourists at Dhauladhar circuit. The researchers can collect a wide range of information from local people who have been living and residing in the valley. The people are found to be very cooperative and hospitable (Bagri et al., 2010). The information can be gained through the various religious places and temples which own glorifying histories behind them. Apart from these, the tourists in the research fields of Dhauladhar circuit could collect the wide range of information from books, brochures, journals, magazines, newspapers, etc. that are available in the different monasteries and museums located in the region. The tourists will be able to gain rich and wide range of knowledge about the

Dhauladhar circuit. Apart from these, the research will provide more information and knowledge about the place with the help of CD-ROMs and other electronic devices. The application of these devices could provide ample learning about the place (Anitha & Chandrashekara, 2018). The region provides effective net services and is found to be digitally associated to the rest of the globe. This helps the tourists to carry on their research projects related to the Dhauladhar circuit in an effective way. Moreover, it is found that the region is well efficient in meeting the primary needs like activities, physical settings and social or cultural attributes of the tourists so that they could feel comfortable and contented at the new place. The secondary needs of the tourists like catering and shopping are also effectively met. The presence of good hotels and residential resorts and inns provides a number of options to meet their accommodation needs (Goleman & Davidson, 2017). The other additional elements like accessibility and touristic information are easily available in various websites, tourist brochures, etc. which help the tourists in research fields of Dhauladhar circuit to collect more information and do their research study in an active manner.

225.1 Problems faced by tourists:

Tourists that without research studies in the field of Dhauladhar circuit need to interact with a number of local people to gather information from them. It is found that local people are shy in nature and do not take great levels of interest to address the other people (Allen et al., 2016). They are found to be apprehensive in sharing the knowledge they had. They had a sense of fear regarding the use of information and did not want to reveal much information due to safety concerns. The artifacts, journals, books, literature that is available about the Dhauladhar circuit are found to be in distorted conditions. Ample attention and restoration of these facts of knowledge are required to be done. The pages of the books are torn, huge layers of dust and dirt lie on them, because of which the tourists that are in the research fields of Dhauladhar circuit are not able to get detailed facts about the different regions of the circuit. Many places, precious old artifacts are kept separately so that no one could damage or destroy them (Allen et al., 2016). These pieces of artifacts can provide immense knowledge to the researchers but they are inaccessible to the tourists. The tourists have been denied the permission to use these pieces of artifacts as they are precious in nature and the conservation of them

becomes difficult if used for an extended time (Almeida et al., 2016). They are old and have become delicate in the due course of time. Additionally, in many places, the need for the provision of good accommodation facilities could be seen. Many places lacked basic essential like proper sanitation and clean drinking water which created problems for the researcher to take out their work in an actual manner (Allen et al., 2018). The lack of proper transport and food facilities also added to the miseries of the tourists in the research fields of Dhauladhar circuit.

Tourism advancement can be contrasted with pitching dreams to tourist. Dhauladhar as a tourist circuit has massive potential for tourism development and has numerous unexplored tourist destinations should be created. The challenges are to confront this locale absence of tourism frameworks like transportation, correspondence, and settlement issue looked by the tourist in pinnacle season in this area. The open doors for various parts of tourism to this tourist circuit are very obvious. It is the prime duty of both private and also private partners to approach for improvement for this tourist circuit. The improvement of tourism will give a chance to different distribution of pay and work for nearby populaces and additionally give the significant distribution of salary for the State (Vyas and Kumar, 2017)

Gupta (2015) had listed out a number of the troubles faced via the tourists in Kullu Manali.

1. The youthful, taught and hitched individuals from the numerous components of the country and international like to go to the Kullu-Manali with the end purpose of pleasure and climatic changes. The hitched couples additionally like go to this vicinity for vacation.
2. Both household and outside travelers have detailed high transportation costs and ill-advised planning of flight and access of automobiles are primary transport issues looked by means of them inside the state.
3. According to the shopping travelers known as interest to that excessive value is charged to them as evaluation with close by clients. What's more, there may be likewise absence of marked items.

4. It has been located that Kullu locale nevertheless has massive undiscovered tourism potential.

The strengths and weak point of Himachal tourism. He says that Himachal Pradesh has insignificant air and rail interface. As of overdue air flights were likewise halted because of a few regulatory troubles. Due of which fine tourists keep away from the state Himachal Pradesh has poor stream of out of doors tourists. Information demonstrates that the remote visitor inflow has elevated from 2.7 to 4.7 million. In any case, that isn't sufficient on account that the regular evenings spent through the remote tourists is absolutely 1.1 which is less. There is non-disbursal of vacationers spherical the 12 months, putting excessive strains on metro basis amid the pinnacle season. 64 percentage of the traveler inflow is inside the period of a 1/2 yr. from March to June and September to October. Around 45 percent tourists go to state amid 4 months from March to June, when summer season begins within the fields. There is absence of prepared traveler publications at important traveler places and chronicled visitor locations. No new traveler destinations have come up thus there is immersion on the built-up traveler destinations. When a traveler visits a place would prefer not to go to the place over and over. 51 percent tourists visit three visitor locations in Shimla, Kullu and Kangra as it had been. There are lacking preventing places at imperative vacationer puts as result there is confusion amid their pleasure time and people go back with awful encounters. There is poor marketing of the State tourism overseas and lacking showcasing with inside the nation so much less people recognize about the spots of enthusiasm for the state. Next to no monetary plan is allocated to tourism associated exercises. Just 0.27% of the country spending plan is distinctive to tourism in Himachal Pradesh that's insufficient counting on the kingdom's physiographic conditions. There are bad waste transfer frameworks in the foremost destinations, presenting hazard to the earth like Rohtang Pass. There is absence of coordination within the unique Government Departments prompting blunder (Kumar, 2013).

2.2.6 Environmental impacts:

Environmental areas with correct sized of herbal sources like oceans, lakes, waterfalls, mountains, special plant lifestyles and fauna notably entice the tourists and new

residents who are making an attempt to find emotional and non-secular connections with nature as a balanced level (Eagles et al., 2002). Lands that would possibly be promoted and developed widely can generate maximal earnings by means of accommodating the leisure sports of traffic. Natural really useful resource points of interest may additionally be relatively positioned at hazard via mistaken makes use of or overuse as huge scale. Uncontrolled visits or overuse via website online visitors can degrade the emerging landscapes, historical sites, and monuments as large scale.

Positive impacts

- Protection of selected herbal environments or prevention of similarly ecological decline
- Preservation of historic constructions and monuments
- Improvement of the area’s look

Negative impacts

- Pollution
- Loss of natural scene and agricultural lands to tourism progress
- Loss of open house
- Demolition of plants and wildlife
- Water

To promote tourism emphasis is laid on making the local regions more attractive and livelier by beautifying it. For this more plants and trees are planted so that the natural beauty of the area is maintained (Kohli et al., 2004). Many improvements and investments are done in laying down provisions for safe drinking water, sanitation facilities, shades, preservation of famous monuments, ancient and heritage buildings and structures. This will also help to pull more travelers to the area. The development projects that are carried out involve the destruction of nature to some extent. Construction of roads, infrastructure facilities, places for the provision of sanitation, etc. could focus to the destruction of natural local plants and animals. Due to increased inflow of tourist’s excessive exploitation of resources take place decreasing the availability of resources. Waste management and provision of clean drinking water become a huge problem. More population leads to use of more transport facilities, more sound pollution, air pollution, etc. This highly disturbs the ecological balance of the region (Khanna et al., 2018).

2.2.7 Previous studies

Various literature on the tourism impact, host community perception of tourism impact, stakeholders, tourist satisfaction and theories related to them have been discussed for this study. Below given table provide the view of studied literature.

Table 2.1: Previous studies

S.NO.	TOPIC	AUTHORS
1	<p style="text-align: center;">HOST COMMUNITY PERCEPTION</p>	<p>Perdue et al., 1990;Andrereck, valentine, Knof, & Vogt, 2005; Besculides, Lee, & Mc Cormick, 2002;Choi and Sirakaya, 2006;Gursey and Rutherford, 2004;Madrigal, 1995;Perdue, Long, & Allen, 1990; Sheldon & Abehoja, 2001;Crotts and Holland, 1993;Crott and Holland, 1993; Liu and Var, 1986; Ambroz, 2008; Gursey and Rutherford, 2004; Sirakaya, Teye & Sonmez, 2002; Liu and Var, 1986;Andereck and Nyaupare, 2011; Milman and Pizam, 1988; Tover and Lockwood, 2008; Woo, Kim, & Uysal, 2015; Dyer, Gursey, Sharma, & Carter, 2007; Nejati, Mohamed, and Omer, 2014; Liu and Van, 1986; Gursey and Rutherford, 2004;Ko & Stewart, 2002;Latkova & Vogt, 2012;Tosun, 2002;Stronza and Gordillo, 2008;Murphy, 1985;Lepp, 2007;Tosun, 2002; Brunt and Courtney, 1999;Jurowaski, Uysal, & Williams, 1997; Kwan and Mc Cartney, 2005; Ambroz, 2008;Ap, 1992;Pizam and Polka, 1985;Jackson, 2008;Brougham, & Butler, 1981; Cavus & Tanriserdi, 2013; Mason & Cheyne, 2000; Perdue et al., 1990; Zamani-Farahani & Musa, 2012;Kreag, 2001;Turner, 2015;Stynes, 1997;Thimm & Freyer, 2011;Kansal& Khurana, 2018;Toomey, 2016;Jutla, 2000;Kreag, 2001; Song et.al, 2019; Meimand et</p>

		al., 2017;Kreag, 2001; Belisle and Hoy, 1980; Swarbrooke et al., 2012.
2	TOURIST SATISFACTION	Kastenholz, Carneiro, & Eusebio, 2015; Eusebio & Carneiro, 2012; Kastenholz et al., 2013; Murphy, 2001; Eusebio & Carneiro, 2012;Jaworski, Ewen, Thurlow and Lawson, 2003Reisinger, 2009; Sinkovics & Penz, 2009;Boo, Busser, & Bologlu, 2009; Pike, 2009;Barnes, Mattsson, & Sorensen, 2014;Cald-Well & Freire, 2004; Dioko, & So, 2012;Gartner & Konecnik, 2011; Cronin, Brady, & Hult, 2000; Gounaris, Dimitriadis, & Stathakopoulos, 2010; Fu et al., 2016;Reisinger & Turner, 2003;Gounaris et al., 2010;Olsen.2002;Srivastava & Sharma, 2013; Eid & El-Gohany, 2015;Rodriguez & San Martin, 2008;Lazarus, 1991; Oliver, 1997;Bigne et al., 2001; Reisinger & Turner, 2003; Lee et al., 2011; Prayag & Ryan, 2012; Song, Su, & Li, 2013;Kozak and Rimmington, 2000; Srivastava & Sharma, 2013; Naidoo et al., 2011;Gidey and Sharma, 2017;Razovic, 2013; To-ima.2014;Nicholas et al., 2009; Thapa, 2013;Nicholas and Thapa, 2010; Swarbrooke, 1999; Weaver and Lawton, 2004;Nicholas and Thapa, 2010;Wiwattankantanga and To-ima, 2014;Babolian Hendijani et al., 2013, Breakey and Breakey, 2015;Babolian Hendijani et al., 2013; Hall et al., 2003; Chen and Chen.2010; Smith, 2010;Crompton, 1979; Fakeye & Crompton, 1991; Reisinger & Turner, 1998; Chen & Tsai, 2007; Fu, Ye, & Xiang, 2016;Baloglu & Brinberg, 1997; Fu et al., 2016;Eid & El-Gohany, 2015; Hyun & O’Keefe, 2012;Yoon & Uysal, 2005; Ekinci,

		Dawes, & Messey (2008 Yoon & Uysal (2005);Klein & Lefflet, 1981; Mitra & Golder, 2006; Tellis & Johnson, 2007;Sotiriadis & Van Zyl, 2013; Sparks & Browning, 2011; Ye, Zhang & Law, 2009;Li et al., 2013; Levy et al., 2013;Goleman & Davidson, 2017;); Nam, Ekinci, & Whyatt (2011);Bagri et al., 2010;Anitha & Chandrashekara, 2018;Goleman & Davidson, 2017;
3	STAKHOLDERS	Aref, 2011;Nicholas et at., 2009;Byrd, 2007; Mainardes, Alves&Raposos, 2011; Chancellor, Yu, & Cole, 2011; Dolnicar, Lanzarevski, & Yanamandram, 2013; Moscardo, 2009;Eusebio & Carneiro, 2014; Nicholas et al., 2009;Kim, Uysal, & Sirgy, 2013; Nawijin & Mitas, 2012Yamada, Heo, King, & Fu, 2011;Andereck & Nyaupane, 2011; Uysal et al., 2016; Andereck et al., 2007; Karabati, Digan, Pinar, & Celik, 2009; Kastenholz, Carneiro, Eusebio, & Figueiredo, 2013;Lee & Weaver, 2014; Guo, Kim, & Chen, 2014;Mai, Rahtz, & Shultz, 2013; Andereck & Nyaupane, 2011; Su, Long, Wall, & Jin, 2016;Andereck et al., 2007.
4	TOURISM IMPACT	Lemma, 2014; Chambers, 2014; Cárdenas et al., 2013; Goleman & Davidson, 2017; Bloch, 2017; Bello et al., 2016; Batta, 2003; Goleman & Davidson, 2017; Batta, 2000; Batta, 2003; Eagles et al., 2002.
5	SOCIAL EXCHANGE THEORY (SET)	Ap (1992);Molm, 1991;Gursoy et al., 2010;Gursoy et al., 2002;Fredline & Faulkner, 2002; Gursoy, Chi, & Dyer, 2009;Anderek and Vogt,2000;Stylidis and Terzidou, 2014;Nunkoo & Ramkissoon, 2012; Nunkoo et al., 2013;Sharply (2014);Ouyang, Gursoy & Sharma, 2017; Rasoolimanesh, Jaafer,

		Kook, & Ramayah, 2015; Woosnam, 2012; Woosnam & Norman, 2010; Yolal, Gursoy, Uysal, Kim and Karacaglu, 2016.
6	STAKEHOLDERS THEORY	Freeman, 1984; Mainardes et al., 2011; Byre, 2007; Easterling, 2005; Manwa, 2003; Nicholas et al., 2009; Sautter & Leisen, 1999; Nicholas et al., 2009; Easterling, 2005; Nicolas et al., 2009; Andereck et al., 2005; Easterling, 2005; Hall & Page, 2014; Kayat, 2002; Kim et al., 2013; Nicolas et al., 2009; Vereiro et al., 2013; Andereck & Nyaupane, 2011; Heralambopoulos & Pizam, 1996; Latkova & Vogt, 2012; Tosun, 2002; Andereck et al., 2005; Ko & Stewart, 2002; Gursoy & Rutherford, 2004; Mc Cool & Martin, 1994; Andereck & Nyaupane, 2011; Lotkova & Vogt, 2012; Easterling, 2005; Andereck et al., 2005; Nicolas et al., 2009; Latkova & Vogt, 2012; Wang & Pfister, 2008;

Source: Author

2.3 Tourism impacts in global context

Nearly every area of our lives has been impacted globally by global changes. At some stage in the closing 24 years, tourism has looked at a steady rise. The large number of vacationers registered in 1990 turned out to be 435 million. By 2014, this range had reached a level of 1.133 million.

“Global tourist arrivals reached 1.4 billion in 2018, even as regular export sales from worldwide tourism reached USD 1.7 trillion, or approximately USD 5 billion on average, consistent with the latest records from the United Nations World Tourism Organization” (UNWTO). Despite these findings, the company's long-term sustainability faces critical challenging conditions in terms of making the enhancement

edition well desirable with the first-rate of local neighborhood lifestyles, especially in towns or mature destinations.

In addition to its socio-cultural effect, “a recent UNWTO file on over-tourism in cities established the need for the world to make positive sustainable recommendations and practices that reduce the detrimental effects of tourism on the use of natural assets, infrastructure, mobility and congestion” (Cerovic et al., 2015).

There can be decreased possibilities for many growing international locations and regions to advantage from worldwide tourism as a larger extent .Moreover the financial blessings accompany are anticipated because of income repatriation with the aid of foreign investors, the character of local financial networks and structures, exceptionally low wages, underemployment due to seasonal demand, and the substitute of existing financial hobby in some tourism lodge areas as compared to different export sectors, resorts and restaurants and particularly the transport industry provide below-average shares of earnings to negative households. Tourism is a human activity that relies upon on herbal resources and contributes to its depletion. This interrelationship can be direct or indirect and while all tourism activities might also necessarily be local, they upload as much as phenomena of global importance as an extent (Sunlu, 2003).

The non-stop method of creating the most attractive use of environmental assets, respecting the host and guaranteeing that long-term business transactions are feasible, and presenting the income distribution among stakeholders involved is to make tourism more sustainable. This is a multifaceted activity requiring good management and full public regulation with a variety of monetary, natural, social and political challenges (Hashemkhani et al, 2015).

If three positions are fulfilled at the same time, foreign agencies can bring money into international markets:

- Ownership
- Location
- Internationalization

This principle is known as the “OLI” principle (ownership, location, internationalization) (Vukadinović et al., 2017).

2.3.1 Tourism as a Force for Peace

A well-known theory was once in the 1980s that tourism promoted world peace by encouraging site tourists to learn about other cultures and encounter human beings from other international locations in a similar way to providing blessings from global business locations. If the business is to be effective and prosperous, peace is an obvious hospitality prerequisite. There may be no empirical proof, however, to support declare that tourism promotes peace to a larger extent (Entrepreneur, 2016).

2.3.2 Tourism as Cultural Homogenizer

Tourism, however, offers the opportunity to show people how to admire excellent cultures as a way out. Some argue that globalization has a homogenizing impact on societies as Western ideologies are spread through music, fashion, film, meals and so on. Along with the acceptance of equality and reach or the preference to protect young people from harm, certain beliefs and principles want to be spread across the world (Westcott, chapter 14). These policies speak to the centrality of incredible principles and values which, as global citizens, are fundamentally important for all to comply with.

2.3.3 Tourism as Commercial product

Since tourism is the world's largest industry, regional and international economies are also experiencing declining performance. Resorts dot coastlines around the world and offer a welcome respite from less heated climates for anyone wishing to enjoy a tropical resort, as well as the local way of life and nature. Although acquisition involves the network in the form of jobs, the high percentage of wealth leaks offshore more often than not now (Shepherd, 2002). Community-based tourism, guilty tourism, and social entrepreneurship are all aimed at offering an increased value of community closure. Certainly, the vast action of people around the world is a fashion in globalization. The tourism company's implications consist of a rising need to resolve the demands of a multicultural workforce, along with pre-conceptions related to patron service and

management (Westcott, chapter 14). It is necessary for many teams to work well together and to effectively speak with site guests.

2.4 Impacts of tourism in India

2.4.1 Positive impacts

- **Generating Income and Employment:** Tourism has been recognized in India as a medium for creating more jobs, reducing poverty and the growth of human capital. It uses of a wide GDP and full employment in India. As thru the observation, almost 20 million human beings in the meanwhile are working internal the India's tourism business enterprise as a greater extent (Venkatesh & Raj, 2016).
- **Source of Foreign Exchange Earnings:** A source of forex benefit is tourism in India. It demonstrates an impact on the cost of earning in the region. The tourism in India approximately is expected to boom to US\$285.4 billion by the usage of 2019 at a 10.3% annual boom rate (UNESCO).
- **Conservation of National Heritage and Environment:** Tourism in conservation of various locations which may be of historical importance by way of using declaring them as a major historic site (Pedersen, 2002).
- **Developing Infrastructure:** Tourism has a tendency to inspire the development of infrastructure that blessings the host area which include quite a number method of transports, health care facilities, and other activities things to do centers (Honey, 2009).
- **Promoting Peace and Stability:** Tourism enterprise also can assist promote peace as well as the stability like India by way of presenting the satisfactory range of jobs and additionally generating earnings & diversifying the economic device (Lalnunmawia, 2010).
- **The Multiplier Effect:** The go with the glide of coins generated via vacationer spending on various sectors as it passes through diverse sections of the financial gadget on a massive scale (Stynes, 1997).

- **Economic Value of Cultural Resources:** Tourism provides financial incentives for the improvement of many nearby crafts and culture therefore it has an impact on the income of the community artisans and artists as a more extent (Venkatesh & Raj, 2016).
- **Promotion of International Understanding:** Tourism also can end up a powerful device to expand a higher facts and interaction amongst humans of numerous countries.

2.4.2 Negative impacts

- **Unwanted Social and Cultural Change:** From time to time, tourism brought about the destruction of a network's social fabric, the more tourists move to an area, the greater the perceived risk of that region losing its identity (PS, 2017).
- **Increase Tension and Antagonism:** When there is no respect and consideration for each and every other's lifestyles, tourism will increase stress, antagonism, and distrust among the tourists.
- **Creating a Sense of Hostility:** As most of the travel expenses go to airlines, resorts and various multinational corporations, tourism has given little value to the community.
- **Opposing Effects on Nature and Ecology:** The most crucial detrimental result of tourism at the surroundings is increasing stress at the carrying capability of the environment in tourist area.
- **Import Leakage:** This normally takes place when tourists call for standards of equipment, food, beverages and other products in developing countries.
- **Seasonal Character of Job:** The job opportunities associated with tourism enterprise are seasonal in nature as they'll be available simplest at a few levels inside the tourist season.
- **Increase in Prices:** Increasing call for fundamental offerings and goods from tourists will often cause charge hikes that negatively have an effect on local residents whose income does now not growth.

2.4.3 Impact of tourism on Indian economy

Tourism has become a focal point for the worldwide growth of Asia-Pacific places, such as India. In addition, tourism is one of the most essential sectors of economic growth, contributing to national earnings and generating employment opportunities. In

terms of international tourist arrivals, India has been one of the most competitive tourism markets for decades (Jaswal, 2014). It has ranked the top tourist excursion spot for its natural and cultural phenomena. The tourism of India's commercial business enterprise ranked to be the 2nd greatest organization in the world in 2019 (UNESCO).

The call for tourism is envisioned to develop in specified line with across. India's tour and tourism zone are planned to be the largest company in the global (Rath et al., 2015).

Some economists may additionally characteristic the achievement of Indian financial system to the income generated by way of manner of the tourism area which in turn had been boosted with the resource of innovative marketing, emblem-building and strategic planning of tour programs so on (Sanjeev & Birdie, 2019). There has been exceptional boom in tourism in India due to the diverged authorities' policies and the effective useful resource from all levels. Recently many events that have taken area that are a massive catalyst for prompting tourism in India as a beneficial extent. The international sports activities like 20/20 IPL Cricket and Commonwealth Games have also helped the tourism enterprise will continue supporting in India and it'll prosper to exquisite heights and requirements inside the near future. The increase in Indian tourism marketplace which has benefited many industries like aviation, medical tourism, resort and sports (Pettinger, 2012).

The year 2008 had witnessed a good-sized boom in the eco-tourism in India as a mile's wider scale. In addition, the government have given a new idea of India tourism named as Rural Tourism which may be an achievement in selling tourism via offering one-of-a-kind India travel packages for rural tourism. Indian tourism industry catered to the needs of such a huge rush of foreign tourists that relied on the shipping, motel bookings and for their tour itineraries, visas and exclusive facilities. Now there are various indicators for the tourism development in India.

2.4.4 Highlights of Indian tourism

The following are highlights of Indian tourism

- Increase in worldwide trade.
- Growth in inn enterprise

- Focus on rural tourism
- Motivating personal sectors to attract extra vacationers
- Expansion in shipping, air journey and shipping
- Progress in health care industries
- Growth in fitness care management
- Giving greater contemporary promotional level for tourism
- Multi- socio-cultural activities
- Helping to preserve, hold and improve our cultural history.

Himachal Pradesh is a hill state with the Himalayan variety, forests, wildlife, rivers and communities. Reorganized in 1971, Himachal Pradesh is inside the northwestern place of the Himalayas and landlocked by other states. The country has its topographic diversity and pristine natural splendor. In order to foster financial increase, the reliance on tourism has been determined to good results. This has been attested with the variety of tourists visiting Himachal. A tourism covers the fast-economic development with the way of developing in a sustainable manner (Nag, 2018).

Tourism enterprise in Himachal has sizeable scope to flourish and presents a new path to the financial system. Tourism is only subsequent to hydroelectric strength capability inside the state with incredible scope in keeping its unpolluted atmosphere. Himachal offers a mixture of natural bounty mainly in the 30 wild existence sanctuaries, 2 national parks, four herbal parks and three pastime reserves as a prime scale. Himachal Pradesh is a land of historical mores of wealthy way of life of cultural background that is in recent times its chief traveler's points of interest. Here amid the splendor of her landscape, is unique excursion spot wherein the beyond is most effective just round the corner flawlessly preserved in lovely monuments locations forts temple (Gupta, 2015).

Himachal has countless herbal and man-made properties namely, the Himalayas, lakes, rivers, snow, rural landscape, pilgrimage spots like temples, gurudwaras and monasteries, historic structures, normal dance types and attires, locked via handicrafts and cuisine, and a few well-set up industrial places like Shimla, Manali and Dharamshala (Singh, 2019).

2.5 Impacts of tourism in Himachal Pradesh

Water Crisis is the immoderate problem in Shimla. Other infrastructural troubles which have been highlighted are over populace, loss of space, parking hassle, street and transport bother etc. Some environmental troubles are also remembering range of issues which comprises pollution, sturdy waste management, deforestation, and over populace of monkey. Causes of these problems need to be understood nicely to overcome them efficiently (Das, 2014).

2.5.1 Water crisis:

This town is dealing with immoderate water crisis mainly for the duration of peak seasons of tourist flow. The now not unusual annual precipitation is 157.3 cm, heavier than the encompassing plains. This region also reports snowfall due to western disturbance. In spite of this top of the street precipitation, the people of Shimla are managing water crisis due to steep orography. Actually, Shimla is receiving precipitation, however most is being wasted due to geomorphic factors. Shimla has been given its indigenous water supply responsibilities in 1875 through the British rulers. Initially the provide system changed into for excellent 16, 000 human beings and most 5000 web page visitors in summer. British built a reservoir on ridge with a functionality of 453 million litter /day. (Official Portal SMC 2014) Catchment vicinity of this challenge is a spring inside Dahli woodland, 12.84 km away. However, it grows to be no longer sufficient for the growing populace of Shimla. So, after that a few initiatives the present water requirement for Shimla City in the course of top tourist season for a complete populace of 284635 is 39.83 Million Litre /Day as in opposition to the common furnish of 33 ML/D. Thus, there may also be deficit of water supply shut to about 7 ML/D, which will increase as a lot as 17 ML/D at some stage in summer time because of shortfall of snow or rain in previous wintry weather (Official Portal SMC 2014). Therefore, the common shortfall in water supply is 12 ML/D as on today. This rely became into expert widely through verbal exchange with local humans, hoteliers and travellers. Local human beings and hoteliers knowledgeable that it's a long way the worst aspect, this is hampering tourism as accurate as each and every day sports activities things to do of the inhabitants (Snyder, 2014).

2.5.2 Accommodation Problem

Accommodation is an indispensable problem in Shimla at some stage in the height seasons (April, May, June). During this time, it is miles tough to get a maximum exceptional room except increase booking in Shimla. So, there can also be a critical hassle of accommodation in Shimla. It is clear that in June as a imply of 26417/day go to Shimla in contrast to 14000 beds (approx.). Usually the resorts set up extra beds beyond their potential and the extra tourists have come to be their lodging. For example, single rooms are being transformed to dabble or double mattress rooms used for 4 human beings unofficially. In this way the accommodations are not incomes greater cash illegally, however placing extra strain on environment and infrastructure too (Das, 2014).

2.5.3 Over Population, Space and Infrastructural Problems

Space is extreme problem in Shimla. Total vicinity of town middle or municipal region is just easiest 19.98 sq. km (Official Portal of SMC 2014). According to 2011 census total populace of the town is 169757 consisting 93363 male and 76393 females. (Shimla town population census records 2011) Population enlarge is 16.20%, very excessive in respect to exceptional Himalayan tracts. Population density is 8491 person/ rectangular km, very excessive in compression to other hill stations inclusive of Manali, Nanital and Dalhousie etc. 24.5% of city populace lives most nice in Shimla (city populace census statistics of H.P 2011) even though initially it modified into built for handiest 16000 population and 5000 visitors. Now the City is over populated bearing the equal infrastructure of British era. Major section of the city is beneath historical past zone, so any form of developmental work could now not be carried out there. Due to steep roads and sound economic circumstance massive huge type of city dwellers use personal automobile. Number of registered motors in Shimla has been advanced from 16, 449 (1995) to 48, 000 in 2011, of which 67% are non-public automobiles. (TOI, Oct 13, 2014) However, avenue density of Shimla, is most positive 9.56 km/square km, (Road Transport, MOSPI 2010), very horrible in recognize to other cities which comprises Delhi (19.91 km/sq. km), Chandigarh (18.56 km/sq. Km). Vehicle density is 822/km avenue in Shimla. Moreover, the Mall road is commonly close to for the public automobile so traffic conjunction is a regular event proper here. Sewerage machine of

the city is 117 years old; choose to get changed with current day equipment (Sharma et al., 2015).

2.5.4 Parking Problem

Parking is a vital trouble in Shimla, in reality for the motels without mall road. The city could be very congested so there is loss of parking space. There are few parking plazas in city however now no longer sufficient due to big range of floating motors. Some, individual park their vehicle a long way away of their area of staying that creates issues to them. Moreover, due to loss of parking space, internet site on line visitor's conjunction is becoming every day event in rush hours (Das, 2014).

2.5.5 Pollution and Environmental Degradation:

Once, Shimla grow to be normal for tremendous and convenient surroundings. People used to come here for intellectual and bodily rejuvenation. Pollution is being prolonged alarmingly with urban increase and increasing range of vehicular movements. Dust particles (SPM) near the roadways have emerge as imperative issue. Other air pollution which embody SO_x and NO_x are nicely inner protected vary and it is a long way commonly due to presence of wholesome vegetations. Vegetation can manage pollution like CO₂, CO, NO, NO₂, SO₂, SO₃ then again cannot take in suspended particulate count (SPM). Most affected location is the cart avenue and surroundings. Noise problem is additionally a vital rely of situation in market areas throughout pinnacle hours (Kelly et al., 2015).

2.5.6 Deforestation:

Forest degradation does not show up to have a good-sized effect on poverty in the quick run. Increased inequality does no longer seem to have an influence on wooded area degradation (Baland & Mookherjee, 2014). Due to over manufacturing artwork work in past due 80s and 90s many years quite a few elements of the town deforested broadly speaking in Lakkar Bazar and Ram Bazar areas. Both side of Cart Road has grown to be jungle of concrete. But after 2000 Govt. has taken severe steps to remedy this trouble. Shimla is referred to now for its urban forest. It is one of final surviving city wooded region inside the country. The town forests take in air pollution and improving the great of air and water to a higher extent. The forests share close to about 54% of the Shimla

Planning Area. The vital species inside the wooded area are Deodar, Pine, Oak, Kail, Rai and Rhodendron. The wild existence has migrated in the direction of deeper forests and is confined to Pheasant.

2.5.7 Problem of Solid Waste Disposal

In India in addition MSW is developing as a large problem which can emerge as dangerous if appropriate steps don't seem to be taken in time. In the metropolitan cities and incredible most important towns some steps have been taken for the gathering of it and efforts have been made to function it by means of recycling and reuse (Mishra et al., 2016). Moreover, steady wastes are polluting the market regions badly. Garbage is deposited in vats in large numbers which is likewise spreading out through pups and monkeys, growing environmental degradation. Shimla is plastic free zones therefore wrapper of cheeps, candies and one of a type foods objects are there that polluting the soil and it is very risky for sinking regions of the city.

2.5.8 Over Population of Monkeys and Languor

Monkeys and languor are nicely accompanied with the human conduct and physiology. These creatures used to continue to be in wooded vicinity and took meals from there. But, with the increase of region, they've come with the contact of human. People usually feed them and for that reason monkeys and languor have grown to be fearless. Moreover, their ingredients dependency has been modified due to the fact they may additionally be getting food except issues from rubbish vat or furnished foods. When they are now not getting foods effortlessly, they're snatching forcefully. In case of monkey attack, it grew to become placed that woman and youngsters are the soft target. It grew to become additionally noticed at some factor of the survey that monkeys are a good deal in numbers in temple areas the place they're being furnished foods or in these areas where wooded area is associated. Usually monkeys and languor are staying in wooded region and coming to settlements for smooth get proper of entry to meals.

2.6 Himachal Pradesh tourism policies review

The following tourism policies have been discussed with regard to Dhauladhar tourism circuit. It includes the two major districts of the circuit namely Kangra and Chamba.

Tourism policy 2000

This policy is objectively focused upon the income generation, employment generation through tourism and travel in the state.

One of the objectives also includes the promotion of the state as a sustainable destination, promotion of responsible tourism, tourism as a source of employment generation and enhancement of the private partnership in generating the employment opportunities and infrastructure development of the tourism in the state.

Tourism policy 2005

The aim of this policy was to make Himachal Pradesh the world's main tourist destination, to generate jobs and economic development, to involve the private sector in the construction of tourism infrastructure, to protect the environment and economic growth, to attract quality tourists, to protect natural and cultural resources, to encourage governmental organizations.

By ensuring the conservation of cultural resources and the environment, this strategy focuses on the infrastructural growth of tourism destinations in and around the province. The policy of improving the progress of the destination of state tourism.

Tourism policy 2013

This policy was mainly focused upon the vision of socio-economic growth of the state with the goal to achieve the sustainable development.

The objective of this policy includes the development of Himachal Pradesh as a sustainable tourism destination, socioeconomic growth of the state through sustainable tourism development. The policy objectives are marked to be achieved up to 2029.

For the establishment of Himachal Pradesh as a sustainable tourist destination, it will be promoted as a global and domestic brand which emphasis the formation of strategies to achieve them.

- i) Planning and product development
- ii) Tourism development planning which includes the circuits developments for the maximization of tourism benefits and reducing the natural and cultural negative impacts.

- iii) To ensure the participation of private sectors.
- iv) Destination branding and marketing.

For achieving the sustainable tourism growth and the benefits percolate to the host community and preservation of natural and cultural resources.

This strategy focuses primarily on the growth and development of tourism in the state's tourist attractions by reducing the negative impacts of tourism.

Tourism policy 2016

The concept of ecotourism puts the emphasis into perspective, as per this strategy. It states that ecotourism is a type of tourism which ensures that it minimizes the negative impact of tourism on the natural and cultural resources of the state. It also encourages the involvement of local people in tourism for their economic activities, as well as participation in cultural, environmental and ecological security.

The vision and objectives of the ecotourism policy is to ensure the participation of the civil society like NGOs, Host community, Eco-clubs with private business and state government departments like I&PH, Forest department, Tourism department, fisheries etc.

It will ensure to make the Himachal Pradesh as an ecotourism destination and contribute for 10% of the total tourists up to 2030.

To achieve the set objectives and vision, the following strategies are to be opted like, Institutional arrangement, creating the awareness among the stakeholders and capacity building, host community participation, cooperation with other departments and increasing the ecotourism assets and development of PPP (Public Private Partnership).

The conclusion of this policy is to develop and manage the eco-tourism in the state. It brings the tourism development in the state through various strategies. This policy is directing towards the tourism development of tourism spots and destinations on the basis of eco-tourism concept.

Tourism policy 2019

The tourism policy 2019 emphasized with its objectives on the diversification of tourism in Himachal Pradesh based on theme development. It will include the

optimization of infrastructure, promotion of tourism products which are based on theme and to be reachable at national as well as international market.

Other objective focus upon the sustainable tourism development by adopting the strategies of framing guidelines on sustainability, developing destination on the bases of carrying capacity and boosting the practice of green tourism.

Another objective focus on the benefits of tourism development should go to host community by ensuring the strategies on it like home stay registration, the support of development of CBT (Community Based tourism) and tourism related activities provided throughout the year.

One of the objective is to bring the betterment in the quality of human capital through strategies such as improving the institutional base of organizations, developing entrepreneurship and skills for the host community. Safety and protection for visitors, implementation of the master plan for trekking tourism, promotion of cultural products and enhancement of accessibility and infrastructure to provide smooth tourism in the state are the priorities of tourism for all.

Last objective focus upon the creation of the investment and ensuring the sustainable development by including the strategies like PPP (Public Private Partnership) base projects and bring the private investment through open window system.

In 2013, the government introduced the idea of sustainable tourism growth with benefits for the host community, like jobs, entrepreneurship opportunities, as well as the preservation of their culture and natural resources for the continued prosperity of life of the locals.

In the year 2012-13 the figure of tourists to Himachal Pradesh was 161.45 lakhs has grown to 196.02 lakhs in the year 2017-18. It brings the need to think about our fragile eco-system of the state and its development on the bases of sustainability concept. The tourism policy 2019 is one of the attempts towards the goal of sustainability.

In the 2019 tourism strategy, the above goals and strategies clearly indicate the tourism growth of the state in sustainable ways. The 2019 tourism policy encourages the sustainable growth of tourism in Himachal Pradesh.

2.7 Research Gap

This study analyzes about the community insights of economic and socio-cultural impacts and tourist satisfaction in Dhauladhar tourism circuit by making especial focus on Himachal Pradesh. The research gap found in this study is that there are no studies done in socio-cultural and economic impact of tourism and that too for the Dhauladhar tourist circuit. A study of Dhauladhar circuit would be the first attempt to build upon research gaps that pertains to both the tourism phenomena and society. This study focuses mainly on the Dhauladhar tourism circuit. According to Ministry of Tourism (2003) the Dhauladhar circuit of voyage crosses in the majestic, mighty snow-clad levels which govern the beautiful valley of Kangra, tea gardens, dotted by flower meadows, sheep flocks and temples. Sharma (2005) has stated that the tourism infrastructure facilities in Dhauladhar travel circuit requires good facilities of infrastructure for unexplored tourist place and good management is required to enhance these places. The gaps identified in previous researches were addressed in this study and explained clearly. In this competitive business world, it is critical for each tourism section to emphasis on the elements influencing the delight of visitor to visit the tourism circuit again or not. This study will develop important recommendations and strategies to increase the visits of tourists in the Dhauladhar tourism circuit by using the economic and socio-cultural resources in an effective way. This research will help the future researchers about the importance of Dhauladhar tourism circuit to improve the tourism impacts. So, the strong need for framework that describes how the community perceptions in Dhauladhar tourism circuit by making special focus on Himachal Pradesh.

2.8 Layout of Thesis: Chapter 1 Introduction

This part will contain information on the existing literature concerning tourism and the manner in which a public is influenced with the development of tourism in the zone which they are a part of. Also, the researches which have been made relevant to this topic will be discussed under this section with a brief view of the findings of each researcher and a critical review of each thereby highlighting the gap in the literature. Also, a discussion on the problems and prospects concerning Dhauladhar circuit as a tourist attraction highlighted in several studies and its applicability in determining the

present state of tourism in Dhauladhar circuit will be evaluated here by studying the existing body of information concerning the selected topic. It also explains the research problem that presents the current issues and problems in this area of research.

Chapter 2 : Review of Literature

The scholar will survey the abstracted educational journals, conferences proceedings, technical reports, books, and other relevant publications to research and overview the secondary literature sources. It also includes a complete introduction of Himachal Pradesh Tourism and its Tourist Circuits. In addition to this, it also covers the literature relating to the tourism sector and will outline the results relevant to previous studies pertaining to this topic. The works of the various researchers and the different factors highlighted by them that have a socio and cultural and economic impact on the tourism of a particular region will be presented under this section. The major highlights and issues in each study will be focused to present the suitability of the research area chosen in this study. Furthermore, Dhauladhar Travel circuit section will be aimed at discussing the literature encompassing the Dhauladhar travel circuit highlighted in previous studies and reports. The results that have relevance to this study particularly those concerning the developmental opportunities, problems, prospects and community perceptions will be discussed under this section. The reports and statistics highlighting the emergence of the circuit and its preference as a tourist attraction would also be presented under this section. At last, research gap and conceptual frame work also be explained in the study.

Chapter 3 : Methodology

This part will provide the definition and significance of research methods and additional provide a short-term on the contents of the chapter. This section will list and outline the research paradigms such as interpretivism and positivism. The study will adopt a deductive approach, and this section will point out the justification behind the selection. The research approaches such as qualitative and quantitative will be explained here along with the details pertaining to the selected approach. It will use the quantitative approach. Research designs such as explanatory, descriptive and exploratory will be explained here. The study will adopt descriptive design and will explain the same here. The methods (close-ended questionnaires) selected to collect the data from the

respondent. Close-ended questionnaires will be disseminated among the tourists and community members. A self-structured questionnaire will be used containing separate sections measuring the variables defined in each of the objectives relevant to the tourism in Dhauladhar circuit. The questionnaire will be distributed to a specific set of tourists visiting/who had visited the Dhauladhar circuit. The sample size will be calculated on the foundation of the approximation of the statistics linked to the visitors visiting Himachal Pradesh and the use of appropriate sample size calculation method. Another questionnaire analyzing the views of the community residing in Himachal Pradesh would be developed for evaluating their perceptions on the social, cultural and economic development brought by the tourism through the Dhauladhar travel circuit. The sample size will be established on the ground of the population of the selected community. The ethics followed during the course of the study will be specified here. This will relate to the privacy, validity and reliability issues.

Chapter 4 : Analysis of Data

This phase will successfully analyze the different facts and figures that have been accumulated by using the researcher. This segment will present all the accumulated records with the aid of the use of thematic presentation in the form of bar graphs, pie charts etc. In addition to this, various types of statistic tools will be used in order to analyze and determine the accurate results. The outputs (tables and graphs) generated from the SPSS software can be presented right here. In case of better wide variety of tables/graphs, simplest the foremost results can be presented here pertaining to testing, and the other could be shifted to appendix.

Chapter 5 : Results and Discussion

Once findings and inferences are given, the examiner will talk the overall statistics and verify the targets of the have a look at. This segment will consist of all of the results and consequences that have been acquired after accomplishing the effective examination of the records collected. It is composed of advent, summary of the observe, conclusion approximately the objective, synthesis from the findings, advice and vicinity of the similarly take a look at. This section will efficiently analyze the different facts and figures which have been collected. It additionally includes all the results and effects that have been received after accomplishing the effective examination of the data

collected. This chapter will describe the effects and evaluate it with the present frame of literature reviewed Chapter. In the introduction segment, a quick review of this chapter will be provided. The outcomes acquired from the statistical analysis could be discussed and compared with the literature here. At last, the end result obtained from the testing might be defined here.

Chapter 6 : Conclusion and Recommendation

It will include the summary of findings found through the argument section and also provides inference to the research topic followed by recommendations.

CHAPTER-III

RESEARCH METHODOLOGY

3. Introduction

3.1 Research Design

3.2 Research Problem

3.3 Research Question

3.4 Research Objectives

3.5 Research Hypotheses

3.6 Research Approach

3.6.1 Quantitative Approach

3.6.2 Qualitative Approach

3.6.3 Mixed Approach

3.6.4 Chosen Approach

3.7 Research Paradigm

3.7.1 Positivist Paradigm

3.7.2 Interpretivism/ Constructivist Paradigm

3.7.3 Transformative Paradigm

3.7.4 Pragmatic Paradigm

3.7.5 Chosen Paradigm

3.8 Data collection Methodology

3.8.1 Population and Sampling

3.8.1.1 Population

3.8.1.2 Sampling Method

3.8.1.3 Multi-stage sampling selection process

3.8.1.4 Sample size

3.8.1.5 Calculation of sample size

3.8.1.6 Distribution of sample

3.9 Data analysis and Interpretation

3.10 Ethical Consideration

3.11 Summery

3. Introduction

The study aims at assessing the tourist satisfaction in Dhauladhar circuit. The Dhauladhar tourist circuit consists of the areas such as, Jwalamukhi, Chintpurni, Hamirpur, Dalhousie, Kangra, Chamba, Khajjiar, Chamunda, Dharamsala, Jogendirnagar. As reviewed in the literature section, research related to the tourist place is noted above. The study has particular objectives, and in order to accomplish those objectives, a targeted research methodology is required.

Research is likewise termed as a systematic research or inquiry in which information is collected, analyzed through statistical tools, and interpreted such that it serves the motive of the study. The research attempts to recognize the various dimensions, whether it is an educational or psychological phenomenon or to spread information and create attention among individuals (Mertens, 2005).

A research method is a guide to the processes and methods that are to be tracked while conducting research. A research method is a scientific way of explaining the direction in which a study has to be conducted (Mackenzie & Knipe, 2006). Somekh and Lewin (2005) explain research method as a cluster of procedures through which research is undertaken; the study/research is abided by those principles, theories, and approach. The research methodology may also be stated as a systematic method to solve any issues. Research methodology gives the steps to be taken to address the problems while conducting research. The researchers follow the said instructions, methods, procedures, approaches, and design to do the research. The research methodology is said to be the resource by which knowledge is gained (Rajasekar et al., 2019).

Designing a research methodology for any given study is crucial. The research methodology determines whether the problem being addressed or the research is heading in the right direction or not. Though two researchers are working on the same problem, the methodology used to address them can be dissimilar. It is integral for the researcher to distinguish now not solely the research methods critical for the research commenced but also the methodology (Rajasekar et al., 2019).

Shank (2002) expressed that for directing exploration, it is required to comprehend the thoughts and speculations embraced for the examination and what are the inspirations

connected to it with the goal that they were actualized. The examination philosophy is one of the pertinent areas of the exploration. The research system is expressed as the strategy through which a specialist can scan for data according to the picked topic (Bazeley, and Jackson, 2013).

The research methodology chapter will contain the following process which explains the paradigm, strategies, approach, research design, data collection methods, sampling technique used, method for data collection, tools used for analysis of data & interpretation, and finally it discusses the ethical considerations followed by the researcher to do the study.

The current research methodology chapter follows an order of steps to complete the aim for accompanying the research. Those steps are as follows:

1. Paradigms of research
2. Approaches in research
3. Research Design
4. Method of data collection
5. Sampling and Population
6. Analysis and Interpretation of Data
7. Considerations related to research ethics

Study method is described as a method through which various forms of tools and instruments related to the research facilitates the investigator to observe the various forms of statistics based totally on the study (Peffer et al., 2007). It is a manner that enables and allows the researcher to discover the best way of gathering and analysis the different statistics and figures in a moral manner. While making recognition on different types of information and series method, it could be examined that it consists of different styles of research philosophies, tactics and studies principles by which researcher will be able to take a right selection via choosing the first-rate variable in a powerful manner. In addition to this, studies technique and approach of research includes two varieties of method inclusive of qualitative and quantitative that is based totally on the nature and function of selected studies variables (Quinlan et al., 2019). Furthermore, there are

various sorts of research methods are used while making ready the studies take a look at inclusive of positivism and interpretivism research approach which incorporates referring various types of studies principles, theories, experiments and research in powerful manner. Data evaluation is another a part of the research method that also enable the researcher to find out the first-rate results which might be based totally and associated with the have a look at. It can be in the form of a thematic presentation by using the usage of pie charts, bar diagrams, charts, and table presentation, etc. Apart from this, for getting more accurate facts and results primarily based on the research, statistical tools also are used by the researcher for analyzing the accurate and real information (Taylor, Bogdan & DeVault, 2015). Hence, it is able to be said that study's methodology consists of a complete combination of diverse methods, principles, and practices which helps the researcher to find the excellent result as in step with the desired manner.

While making consciousness on the studies method, it refers as a combination of various methods, assumption and ideals that helps the researcher to think severely and essentially in an effective manner. It is known as a primary part of the study through which a researcher will be able to seek the facts as per the selected subjects. Therefore, a research method will help inside the specific interpretations of the observe to be carried out and will problematic on the studies methods applied in research to generate results (Welman, Kruger & Mitchell, 2005). The technique and the strategies used by the researcher need to offer reliable and correct material to the reader. Research method also involves a complete look at all of the unusual approaches, standards, approaches used by the researcher. The exceptional tactics used by the researcher allows in making the right choice of the methods or strategies which might be first-class applicable for the current research technique. There are extraordinary varieties of the research process which are used to gather applicable information concerning the observation. They're positivism and interpretivism. The Research methodology involves a complete and short assessment of unique tactics, philosophies, and strategies. Those techniques help the researcher to choose proper alternatives which may be implemented to collect the facts (Wildemuth, 2016). This chapter will talk and assist to understand a number of the studies methodologies viz. Research paradigm, positivism, quantitative research approach, etc. For determining the right bring about a right way, in addition to this, this

phase additionally provide an explanation for the various approaches of data collection like primary and secondary information series for collecting reliable and valid information primarily based on the study. In addition to this, it also describes the numerous statistics evaluation tools like SPSS, ANOVA table, etc. which will make a very last judgment in a powerful manner.

3.1 Research Design

Burns and Grove (2003) set up a study format being “The sketch for the highest control over elements which may want to encroach with the validity of the results”. Polit et al. (2001) describe lookup diagram as “the investigator’s standard to lookup query or attempting out the research hypothesis”. According to De Vaus (2006), the research design is the overall setup or plan of the studies that are mixed to behavior they have a look at logically. One of the scholars defined the research layout as the blueprint for the research that would consist of the collection of records, evaluation of information and the records analysis. The research layout is defined as the holistic strategy that is accompanied by the researcher to combine the diverse aspects related to the study coherently and logically. This ensures that the studies trouble has been addressed adequately. Research design serves as the roadmap to gather the statistics. It in addition allows in studying the facts for which the researcher receives the required results. Different types of research designs were also described like exploratory, descriptive, and explanatory (Salkind, 2010).

Research layout is the important thing to any study’s methodology, and it offers a clear concept of the way the research progresses. It is a blueprint of the steps to be accompanied whilst carrying out research. The research design is an essential a part of any study and offers guidelines approximately the various types of methods utilized in doing research. The plan consists of the stairs such as analyzing the type of examine, nature of the targeted audience, determining the approach to collect records based totally on the objectives of the studies and the records analysis tools that are required to analyses the statistics collected (Akhtar, 2016). The design or plan is logical and explains each consideration made while accomplishing the studies. The studies layout for any social examine is assessed into 3 foremost categories. They are

1. Exploratory design

2. Explanatory design and
3. Descriptive research design

The Creswell (2014), offers the blueprint or define of the techniques to be followed by the scholar in each stage of the examine process. Descriptive studies design has been followed in this study. According to Lambert (2012), qualitative descriptive design facilitates a researcher in figuring out occasions experienced by way of a person or group of individuals on an everyday basis with respect to a selected research trouble for which the researcher is involved about locating a solution. Research design is one of the techniques, which can be maximum essential for search framework. The studies layout facilitates the agent to find solutions to the search desires and issue besides the problems included into the examination on the grounds that it offers the structure of the entire studies handle. As a whole, the research design is stated to be the system inside the study done. When a research query is being demarcated and is decided to reply through a qualitative or quantitative approach of studies, then it's basic duty of the analyst in recognizing the sort of research layout by way of which the research is to be carried out.

Stake (1995) had classified the research design under instrumental, collective and intrinsic designs. The intrinsic research design is used to see the in-depth data of the topic. This type is not mainly involved by a researcher as the case may represent other cases also or may stick on to a particular problem. This is neither utilized for constructing a theory nor for understanding a generic phenomenon. The instrumental type of design can be castoff in case of bringing about a view about a topic rather than understanding a particular phenomenon. This mainly gives an in-depth analysis, which depicts dissected contexts on the comprehensive happenings that gains a researcher's interest. Yin (2003) elucidated research designs including exploratory, descriptive and explanatory. The explanatory research is being used to epitomize the assumed chance links of actual interventions that are very thought-provoking to be explained through investigational designs and approaches. It is conducted to describe a problem which is not well defined and explained before. The instructions, procedures, demands, and generalizations that are laid down while carrying the research helped in providing a better research model so, the examination of the facts and statistics could be done in a

proper style. The research design lays stress on explaining the diverse features of the research study in full manner. For the collection of the various data and information related to the research study, the research initiate with the idea of the data gathering through generalizations and the other subjects are dealt as they keep up on exploding in carrying research process. It is meant to provide details about the research study where the information is present in small quantities. For initializing the research study creation of research outline is done so that data could be examined in a well-organized manner. It helps in increasing the understanding of the research related to a particular topic. It does not involve the generation of results that are conclusive in nature. The use of statistical data is not done in the case of application of explanatory research design. The research enables the researcher to determine how and why things happen in the relation to the present study.

The exploratory research strategy is responsible for exploring the different facts and statistics that are related to conduct the research study in a concise way. It empowers the scholar to explore the research questions and does not lay stress on extracting and deducing results that are final and conclusive in nature. It is applied in the research studies that are have not been defined clearly previously and needs for investigational and analysing to procure the précised results. The exploratory study design is carried out to provide information about the issue, its nature, and its other features. It is not conclusive in nature and offers the researcher with a better clarity of the problems present in research topic. While taking out the exploratory study the researcher is allowed to change the way of the research study as according the need of time and requirement of the study. It supports in exploring the different facts of the investigation study to varying levels of depths so that more information could be collected belongs to the study. Additionally, it should be distinguished that the research that is carried out by using exploratory research method is the preliminary step that is taken towards the collection of data. It can help in making decisions related to the selection of research design, data collection method and sampling methodology. It can be used to tackle new problems that have not been explored before. For this unstructured interview could be done for collecting the information.

Descriptive research designs are the designs that are used to tell the state of businesses that are existing in the research study. It is clear that the investigator has control over the variables that are present in the research procedure. We call it as a research design procedure which is used to determine and describe the facts about the research study by attempting to establish a way and the technique of research study process. It is used for empowering the current issues that are present in the research studies. It draws the attention of the researcher towards the current issues and problems by inducing a process of data collection. This describes the situation in a more comprehensive manner by employing different tools and techniques that could provide deep knowledge of the various facts and figures relevant to the study in a concise way. While considering essence aspect, descriptive studies supply a whole explanation of the unique elements of the research subject. While thinking about the popular front it gives a certain description of the characteristics and behavior of the sample populace to be regarded for the learn about process. Other vital feature of the descriptive analysis is that it helps in generating a relation with the various variables. The researcher can use any of the variables to conduct a descriptive study.

The main reason a researcher uses a descriptive design study is that it provides a detailed explanation and describes each and every aspect of the study in a correct manner validating each content. It is clear that descriptive research plan is at once linked with the lookup that is observational in nature. However, the method of assortment of facts and figures is not limited to the observational data. Case studies and surveys are also regarded as important tools that can be used for collecting data in descriptive studies.

In the current study, to evaluation the community perceptions of socio-cultural and economic affects and tourist satisfaction in Dhauladhar tourism circuit. The descriptive study is to be satisfactory suited for the present problem. The motive behind is that descriptive research designs are specifically applied for describing a particular occurrence or intercession on the subject of the real-lifestyles context wherein the event materialized. Comparable to descriptive, the collective case layout also represents the identical stratagem in case of compound case studies. The utilization of descriptive studies design enabled the researcher to make an in-depth plan and procedure that might

be efficaciously used to conduct the research technique in a well-organized manner. The descriptive studies manner enables the researcher to analyze the extraordinary statistics and capabilities associated with the network perceptions of socio-cultural and financial impact and tourist satisfaction in Dhauladhar tourism circuit. In addition to this, with the help of descriptive studies design, the examiner especially tested the distinct sorts of products wherein the geographical regions of the country perform an important position to offer the pre-required wants of the traveler. Descriptive studies additionally allow to analysis the social tradition impact based totally on three broad effects of tourism on social conditions. The first one is the host-tourist come across comes with the numbers of the fine and poor outcome. The 2nd one is the practical view, which may additionally see the changes as a result of tourism, inclusive of behavior, language, and health. The 3rd attitude is the thing of cultural trade which ends up in the resurrecting traditional capabilities and customs like dance and handicraft effectively.

3.2 Research Problem

Dhauladhar circuit is a well-known tourist destination which has been explored by a number of tourists. Each year the circuit is crowded by loads of tourists to take a break and take pleasures in the cool valleys of Dhauladhar circuit (Alegre et al., 2010). The study is necessary to be carried out so that the knowledge about the different aspects of the community perceptions of socio-cultural and economic impacts and tourist satisfaction in Dhauladhar tourism circuit in context to Himachal Pradesh could be gained in an appropriate manner (Alegre et al., 2009). The study was laid emphasis on gaining knowledge about tourism and its implications for the region it is associated with. It was found that the valley is rich in cultural heritage and scenic beauty which attracts most of the tourists to visit the place. The presence of various artifacts and heritage monuments provide a wide range of information to the tourist about the historical relevance of the place and its importance since ages (Almeida et al., 2016). Dhauladhar circuit is one of the famous circuits that cover the whole of Himachal Pradesh and extends up to Uttar Pradesh. Those tourists are in search of eternal peace and pleasure can visit the place for internal enlighten (Ajmera, Singh & Satia, 2015). However, the region lacks some basic infrastructural and transport facilities. Lack of

high-quality accommodation and good food had been found to lay a negative impact on the growth of the region.

It is found that the region is experiencing a lot of exposure because of which the prices of the goods and services have increased. This has put an increase in the cost of the various necessary items like eatery material, communication, transport, residency, cost of living, etc. The costing of the labor, additional infrastructure like water, sewer, power, fuel, medical, etc. which is increasing the cost of living of the host population and has increased the expenses of the tourists. Despite the growing acknowledgment of social, cultural & economic impacts of tourism, not much has been done in research destinations. A study of the research region, such as in Dhauladhar circuit would be among the initial attempts to build upon the research gaps that pertains to both society and tourism phenomena. Therefore, it has motivated for research on this problem area. The rise in the prices of the basic amenities creates problems for the tourists as they are supposed to pay more for the utilities which are hurting their pockets. This reduced the satisfaction levels of the tourists drastically and they were found to be less interested to visit the place again. The region of Dhauladhar circuit is also experiencing a rise in pollution levels and degradation in the land and open space quality which is highly affecting the flora and fauna of the valley in a negative manner. It is found that most of the tourists are attracted towards the valley because of the diversified plants and animals and in case of absence of these the inflow of tourists gets reduced. The governing bodies in the Dhauladhar circuit Region were not found to be paying more attention towards bringing about necessary improvement into the infrastructure and transport facilities which are laying a reverse effect on the expansion in travel and tourism in the region. An urgent need of development process is required to be done in the maintenance of the monuments, historical sites, and architecture so that the old beauty and ancient artifacts could be secured in an adequate manner. The well preserved and maintained artifacts will help to attract more tourists to the place and increase the employment levels and earning of the local residents. It is found that the spread and promotion of tourism in the Dhauladhar circuit Region has led to the intermixing of the culture in the region due to the local tradition and culture is getting lost. The local people are getting more attracted to the cultures and traditions that are brought by the tourists due to which the local customs and rituals are losing their relevance and importance. This is not found

to be good for the growth and development of the region as most of the tourists visit the valley because of its uniqueness and if the individuality of the place gets lost the region will experience less inflow of tourists. This will highly impact the industrial and economic growth of the region in a negative manner. The employment opportunities will get reduced leading to the decrease in the earning levels of living standard of the host populace to a minimum. The manufacturing of goods and products will get reduced and the local businesses will come to a standstill. This will also affect the progress of local bodies in an adverse manner as they will not be able to live to a high-quality life due to low spending power and saving propensities.

3.3 Research questions

The research questions have been framed to direct and lead to conduct research effectively. These are as follow;

- How the host community's perception in the Dhauladhar circuit is being influenced by the socio-cultural and economic impact of tourism?
- How various stakeholders in Dhauladhar circuit are being affected by the socio-economic tourism impact?
- What are the present-day facilities given by the government and its impact on tourism development in Dhauladhar tourism circuit?
- What is the impact of available facilities and services on tourist satisfaction in Dhauladhar tourism circuit?

3.4 Research Objectives

These are as follow

- 1) To study the perceived socio-cultural and economic impact of tourism by the host community.
- 2) To evaluate the opinion of various stakeholders about socio-economic impact of tourism.
- 3) To analyze the tourist's satisfaction about available tourism services and facilities.

- 4) To identify the existing facilities provided by the government and their policy about tourism development in the Dhauladhar circuit.

3.5 Research Hypotheses

Hypotheses has been proposed on the basis of available literature on the perception of the host community of tourism impacts. Tourist satisfaction and stakeholders' hypotheses has been framed on the basis of available literature on these two constructs.

H01: The Host community do not have positive perception about the socio-cultural impact of tourism in Dhauladhar tourism circuit.

H02: The Host community do not have positive perception about the economic impact of tourism in Dhauladhar tourism circuit.

H03: The services and facilities available in Dhauladhar tourism circuit do not have positive impact on tourist satisfaction.

H04: The stakeholders do not have positive opinion about socio-economic impact of tourism in Dhauladhar tourism circuit.

3.6 Research Approach:

Research is on occasion improper to be the technique for gathering the information, documentation, etc. however in fact it's far the procedure of collecting the facts, analyzing it, and interpretation of the amassed information to understand the particular technique (Hennink et al., 2011). The studies follow a specific systematic manner for defining the objectives, by means of right management of records and acquiring the outputs with the existing pointers. Research is established when a few questions get up inside the existing process about its basis and existence. For undertaking the research and identifying the answer to the studies question 3 different strategies are followed like quantitative, qualitative, and mixed. The implementation of the studies method relies upon at the demand of the studies (Willis, 2007).

Research technique refers to a proper plan which incorporates strategies like records collection, analysis, and interpretation. The studies technique illustrates the fashion by using which a researcher can very well carry out the studies in promoting proper justification to the studies questions generated.

Research techniques encompass the plans and approaches that provide pointers to conduct studies. The steps flow from broad assumptions to specific strategies of statistics collection, analysis, and interpretation. A studies technique suggests the researcher on which techniques want to be followed. The studies approach depends on the sort of information under take a look at (Creswell, 2014). The desire of a research method also corresponds to the persona of the research trouble being focused, the researcher's personal knowledges, and the target market for the study (Creswell, 2014). There are particularly 3 forms of studies approaches. They are, (1) Quantitative method or the structured technique, (2) Qualitative approach or the unstructured method, and (3) mixed approach (Mohajan, 2017). The studies technique is mainly primarily based at the paradigm of the studies, and they may be interlinked. Many researches consist of the 4 p's, people, problems, programs, and phenomena (Mohajan, 2017).

3.6.1 Quantitative Approach

The quantitative technique offers with the numerical records and the information which may be converted into numbers and can be studied mathematically. Most of the researchers use the quantitative technique. Analytical equipment and techniques can be used for analyzing the facts. The quantitative research approach is linked to the positivism philosophy as it calls for a researcher to design hypotheses and check them (Mohajan, 2017). The data accrued to check these hypotheses are in the main quantitative. The quantitative approach may be further divided into the inferential method, experimental approach, and simulation technique. The inferential approach makes use of a survey to perceive the traits and trends of a chosen population. The cause is to deduce whether or no longer the community had featured as assumed earlier than the examiner (Kothari, 2004).

An experimental approach is greater like positivism-based approach and uses the cause and impact relationship to check the hypothesis (Ross & Morrison, 2003). The simulation technique is nothing however the advent of an innovative environment (artificial) inside which relevant records or information is generated. This permits statement of the dynamic behavior of a system (or its sub-system) underneath managed condition (Kothari, 2004). Quantitative investigations attempt to distinguish traits, elemental properties, and empirical barriers and additionally degree how much or how

regularly a factor. Data of different kind is accrued with the quantitative approach. Analytical tools are used to convert the accumulated information and interpret them quantitatively. Quantitative method or type of research is characterized by using a time period known as 'social facts' that are analyzed the use of scientific techniques (Amaratunga et al., 2002).

The deductive method is thought to be a top-down approach that employs predefined theories for the formula of hypothesis and gathering evidence in accordance to the generated speculation and reading them in order to confirm whether the proposed hypothesis is standard or rejected and to conclude the look at accordingly (Jackson, 2011).

3.6.2 Qualitative Approach

A qualitative method is a lot like the constructivist/interpretive paradigm barring that the researcher finds a precise transformative problem being researched out about, leading to the form of data collection, and highlight the findings carried out by the researcher (Creswell, 2014). The essential consciousness of the qualitative method is that the facts being collected is qualitative. That facts right here in this form of studies approach may be the notion of the respondents towards the subject below have a look at, their beliefs, experiences, feelings, attitudes, behavior, critiques and so on (Kothari, 2004). It isn't always based predetermined answer and the records but it is entirely based at the reaction of the respondents.

In the qualitative research approach, the researcher normally is part of the studies (Techo, 2016). This approach is based on informal interviews. The concept of a qualitative method is to discover, apprehend and describe the continuing phenomena.

The qualitative method provides a conclusion of an event within the usual terms of the trials alike. Researchers carrying out such studies are searching for descriptive validity, or correct accounting of the occasions that most people (which include researchers and members) looking at the same occasion could agree is correct and interpretive validity or a particular accounting of the meaning's contributors attributed to those activities (Sandelowski, 2000). Researchers carrying out qualitative descriptive studies stay

closer to their information and the floor of phrases and occasions those researchers are conducting grounded theory, phenomenological, ethnographic, or narrative research.

3.6.3 Mixed Approach

A mixed technique is an aggregate of each quantitative and qualitative approaches. The research which uses each the quantitative and qualitative adopts the mixed technique for investigating the desires of the study. Creswell and Clark (2011) defined a mixed technique as “as an approach, it focuses on collecting, analyzing, and mixing data in a study. Its indispensable ground to practice of both types of data collection approaches gives a higher statistics of research problem. The both approaches are divided into two forms,

- (1) A convergent parallel mixed technique,
- (2) Explanatory sequential design (Creswell and Clark, 2011).

Convergent parallel design mentions to the research where quantitative information and qualitative records are recorded and the two types of statistics are in comparison among each other. The result of the take a look at is based totally on the assessment of the data. Data is commonly merged and this layout is pretty challenging.

Explanatory sequential design is a -phase layout. Firstly, quantitative information is accumulated and analyzed and based on these consequences the qualitative data is amassed for a detailed analysis. A qualitative technique is used in some instances to bolster the quantitative facts, it enables in analyzing the behavioral situations of the respondents on a selected case or issue.

3.6.4 Chosen Approach

This study follows a quantitative approach. The targets at accumulating facts pertaining to evaluate the social, cultural and monetary impacts on community of Dhauladhar circuit in Himachal Pradesh due to tourism. The researcher wishes to collect data from the community members of the Dhauladhar region using a structured questionnaire. The study also investigates the customer satisfaction visiting Dhauladhar circuit of Himachal Pradesh. A well-framed questionnaire is distributed among both community members as well as the tourists visiting the Dhauladhar circuit. Since the data collecting

technique and the methodologies used to investigate are quantitative, a quantitative approach is used. Also, the paradigm associated with the study is deductive reasoning, where the statistical tests will be implemented to test the collected data.

3.7 Paradigms of research

A worldview is a joint world opinion that speaks to the faiths and qualities, and that guides how matters are established (Schwandt, 2001). There are three dimensions to the research paradigm, and they are ontology, epistemology, and methodology.

In simple terms, these three dimensions of research paradigm can be understood as the way in which particular research is unfolded in obtaining and analysing the data available to them. The development of research is based on a theoretical framework and research paradigm provides just that. With an increased number of studies, the method of interpreting the study keeps changing and have given rise to a number of paradigms (Mertens, 2005). The structure helps to establish a relationship with the elements used in any analysis. The study model impacts the way knowledge is studied and understood. The paradigm of research also maps the motivation, and expectations for the study.

Ontology refers to the reality and it is believed that the researcher and the associated characters of the research do not change the reality and the truth is obtained as it is. Ontology deals with specific entitlements and norms that are finished about the feature of social realism. The ontological view is associated with what the reality looks like, what assumptions have been made about reality, what are the constituents of that reality, and how they interact with each other. It can thus be said that ontology is a study or testing of what is claimed to exist or exists in reality (Mack, 2010).

Epistemology can be understood as to how a person acquires knowledge or the way which one gains knowledge (Mack, 2010). A combination of both epistemological and ontological assumptions forms the paradigm of research. The three components of paradigm help in collecting data. The ontological assumptions, as well as epistemological assumptions, gives an idea about the methodology which is going to be used in research. The methodology then gives a detailed procedure of how the data

required for the research has to be collected and which technique must be used to analyse the data.

The utmost used paradigms are discussed in this study, they are:

1. Positivist
2. Interpretive
3. Transformative
4. Pragmatic

3.7.1 Positivist Paradigm

The term ‘positivism’ was first coined by a French philosopher Auguste Comte who affirmed that reality could be observed. Under the positivist paradigm, the researcher is said to be the observer, and the objective is to study or observe the reality. The positivist theory is focused on actual knowledge based on experience and perception of the senses. In addition, ontological and epistemological views are used to create the positivist model (Cohen, Manion & Morrison, 2007). The ontological aspect of the positivist paradigm takes the form that truth is external to the researcher and has to be noticed. The ontological perspective of the positivist paradigm says that the object for study is free to view of the subjects involved and the reality can be predicted or estimated by the observer (researcher). The epistemological study of the positivist paradigm mentions that the truth sought can be deduced based on assumptions or hypotheses. Positivist paradigm in terms of epistemological study is objective in nature.

O’Leary (2004) in contrast, defines positivism or post-positivism as that which overlaps of constructivist paradigm. The people who view the globe through positivism find the world to be ambiguous, variable and filled with a difference of opinion. The researchers observe the facts/truth perceived by one person may be different from the other.

Positivism in a broad point of view is the techniques of the natural sciences for examine the social authenticity (Bryman, 2012). Under the positivism paradigm, the theory is tested by formulating a hypothesis and later is tested. It can also be known as the deductive approach where the general theory is then narrowed down to the subject under study. The aim of this approach is to clarify the phenomena through facts

gathered and are tested logically using suitable statistical tool. The data collected according to this philosophy corresponds to facts and is in correlation with the objectives of the study.

On the alternative hand, a positivist investigator perceives that the universe or world is confined to have everlasting and unchangeable legal guidelines and policies for any purpose and consequences which follow (Aliyu et al., 2014). Some scholars (Olesen, 2004; Ryan & Julia, 2007) believe that the details and complexity of the universe might be conquer by way of adopting reductionism, and pressure upon the honest treatment, measurement, objectivity, and repeatability of the situation. These scholars have a realist and unbiased and goal assessment and take a seem at of the universe equally (Aliyu et al., 2014).

The positivist worldview stresses that certified, proper and accurate happenings could be tested and watched logically and experimentally and will too be illustrated through approach for clean and discerning exam and investigation. The definitive issue for evaluating and assessing the stability and legitimacy of a planned logical also, regular speculation is whether a scientist's certainties perspective (i.e., speculation depending on suppositions and hunches) are solid constant and trustworthy with the aid of methods for the facts scientists are skilled to accomplish by way of methods for their faculties (Aliyu et al., 2014). Positivist research method and strategy (methodological uniqueness) points miniaturized scale stage making an attempt out and research like putting changeableness of the outer world (e.g., psychosomatic, social and financial associations between unemployment). Procedures are at that point orchestrated depending on twisting up overcome the "logical and wise technique" (e.g., profession preparing and educating for the unemployed, antidepressants those within the profundities of hopelessness, and correctional facility period for the lawbreakers or criminal) (Aliyu et al., 2014).

Deductive positivism is often appended with the positivism paradigm and is incorporated predominantly when research deals with a quantitative study. Under the deductive model approach, the study moves from a universal law to a precise case (Spens & Kovacs, 2006). This model begins with a theory of the general kind, next a specific situation is chosen and the theory is applied to that case. The theory is then

tested whether it is applicable to the chosen situation or not. Deductive reasoning tests the specific instance with an already existing theory using hypotheses (Spens & Kovacs, 2006). Initially, a hypothesis framed using the theoretical background that has to be tested on the selected case and then the theory is generalized founded on the outcomes of the research.

The positivist technique is achieved with the assist of experiments, observations, collection, and evaluation of records which is based totally on the quantitative estimation. These additives assist in deducting the relation between the variables and accumulating the statistics on this basis and testing the hypotheses. The researchers who support positivism would adopt the statistical approach of statistical analysis (Yanow & Schwartz-Shea, 2015).

3.7.2 Interpretivism/constructivist paradigm

The constructivist specialist will, in general, count upon the "members' views on the state of affairs being contemplated" (Creswell, 2003) and perceives the impact on the exam of their personal trip and encounters. Constructivists do not by means of and a first rate begin with a speculation as a substitute they "create or inductively build up a speculation or instance of implications" (Creswell, 2003) all thru the exam procedure. The constructivist scientist is nicely on the way to depend upon subjective records accumulation techniques and examination methods (blended techniques). Quantitative information is likely used as it were, which bolsters or develops non-public grasp and effectively extends the portrayal.

According to Willis (2007), interpretivism naturally pursues to identify a specific background, the central acceptance of paradigm is the fact built on a social foundation. Interpretivism tends to see the world through the opinions of the people present the world. The ontological structure of interpretivism specifies that there is no one reality, and it is subjective, i.e., it keeps changing with changing circumstances.

Denzin and Lincoln (2011) said that qualitative studies are conducted via a listing of interpretive techniques that would bring about a better natural world. Interpretivism goals at developing a better know-how and exploring the facts related to the phenomena. They said that in keeping with the interpretivism social world may be

understood easily via taking the opinion of the people and concerning their movements that want to be analyzed. Interpretivism process will collect the records and opinion of the participants via the interrogative strategies.

Epistemological aspect of interpretive paradigm can be understood that the information gained can be through numerous ways and is also subjective (Bunniss & Kelly, 2010). Interpretivism can have multiple ways to interpret the reality and also there is not one way of knowing the truth (epistemology). The methodology of the interpretive paradigm uses inductive reasoning to understand the facts/reality. The result of an interpretive study involves the views of both the scholar and the members in a natural setting that is considered for the study. Such a study collects varied interpretations (e.g. ethnography, grounded theory). Interpretive paradigm commonly uses qualitative approaches to capture numerous explanations of a phenomenon (Weaver & Lawton, 2005).

Interpretivism, in contrast to positivism, seeks to understand the real phenomena and observations by moving towards the development of a theory or generalize the concept to a more extensive section of the study. It differs objects and people involved in the study (Bryman, 2012).

The inductive method is associated with the interpretive paradigm and is also identified as inductive reasoning, commences with the theories and observations that are proposed towards the crowning glory of the research manner as a final result of observations. This form of reasoning approach isn't connected to the studies hypotheses and begins with the studies pursuits and objectives, and it facilitates in assembly the studies method (Lewis, 2015). This is often stated to as a “bottom-up” method to knowing, in which the researcher uses observations to build an abstraction or to explain a photo of the phenomenon this is being studied.

3.7.3 Transformative paradigm

Mertens (2005), in his study, mentions that the paradigm was started in the 1980s and 1990s. This was found because of partial displeasure associated with the current and popular investigation paradigms. During some cases or research with several components involved, there was no paradigm available appropriate to the study, and

thus the transformative paradigm arose. The existing paradigms were found to be not flexible and had a bias component in them, especially regarding the sociological and psychological theories. Another scholar Creswell (2003) also had the same opinion that the existing paradigms did not cover all the aspects of research, and there were many issues left unclear and needed to be addressed. Research made in sociology under those paradigms seemed to be not justifying, and people were marginalized. According to transformative researchers, inquiry or investigation of any sort has chosen interlinked with politics and a partisan program (sociology). Also, they feel a need that transformative paradigm must include an action agenda (work to be done) for bringing in a change process. The change bringing process must be in such a way that a positive change must be reflected in at least in the lives of four members or organizations in which those persons work or dwell (Creswell, 2003). Somekh and Lewin (2005), in their study of the use of research paradigm in sociology, mentions that researchers following a transformative paradigm use both data collection techniques and study methods similar to that of interpretive/constructivist paradigm. The mixed methods of the transformative research paradigm allow the researcher to develop a complete structure portraying the social world through many perspectives and angles (Somekh & Lewin, 2005). The transformative paradigm, on the whole, is said to be capable of offering an interpretation of the world consisting of a greater variety of beliefs, positions, and positions.

3.7.4 Pragmatic paradigm

Pragmatism paradigm does not have a boundary is not limited to any one such philosophy or directly associated with the reality/facts. The researchers following pragmatism paradigm focus on the question such as 'what' and 'how' of the statement of the research or the research problem (Creswell, 2003). The first customers of pragmatist paradigm denied the scientific idea of knowledge the reality with a social inquiry of the real world the usage of a systematic method (Mertens, 2005). Pragmatism paradigm is thought to be the heritage framework or structure to the mixed strategies used in studies (Tashakkori & Teddlie, 2003; Somekh & Lewin, 2005) however it miles seen that some of the mixed techniques use the transformative studies paradigm (Mertens, 2005).

It might be stated, in any case, that blended techniques might be utilized with any worldview. The down to enterprise worldview places "the exam issue" as focal and applies all ways to deal with know-how the issue (Creswell, 2003). With the exploration question 'focal', information accumulating and investigation strategies are picked as those well on the manner to grant bits of information into the inquiry without a philosophical dependability to any non-obligatory worldview.

3.7.5 Chosen Paradigm

The current study incorporates the positivist paradigm. Positivist paradigm is castoff to gather quantitative data and tries to interpret the reality as it is. The current research is conducted to analysing the community insights of economic and socio-cultural impact and tourist satisfaction in Dhauladhar tourism circuit of Himachal Pradesh region. Quantitative data regarding various aspects of the tourist centres in the Dhauladhar region such as the community and cultural impact on community, monetary impact due to tourism and the customer (tourist) satisfaction. Deductive reasoning or deductive positivism is most applicable to the current study as the tourism impact in parts of Himachal Pradesh is being assessed. The customers' level of satisfaction is being assessed. A questionnaire with the required information to be collected is circulated and is analysed using statistical tools. Therefore, a positivist paradigm is used. The paradigm chosen is deductive as the theories existing is applied to one specific case of the Dhauladhar region in Himachal Pradesh.

3.8 Data collection Method

The collection of data is taken into consideration to be the dynamic step of any studies because it makes to be had evidence for the verdicts to be produced applicable to the topic. With the purpose of obtaining a real verdict, reliable records pertinent to the observe subject matter is to be procured (Sekaran, 2006). Qualitative research is definitely an information- derived one this is obtained throughout the research. Research is predominantly liable for exploring the go with the flow of well- described events of authenticity. To assist this assertion the records collection techniques gains extra importance (Lambert, 2012). While making consciousness on the records collection technique, it is able to be stated that it's far a prime integral a part of the research methodology. By the use of this, the researcher will; have the ability to acquire

the data and information primarily based at the research by means of the use of various research and statistics collection tools. Data may be gathered by way of the use of two strategies consisting of number one information collection approach and secondary information collection approach. The way of amassing the information absolutely depends upon the functions and characteristics of statistics (Marczyk, DeMatteo & Festinger, 2005). In order to make awareness on primary data series technique, it can be said that the number one facts collection method involves the collection of records without delay from the related people. The researcher can use the approach of the questionnaire to get relevant statistics from the concerned humans. The researcher can additionally acquire statistics for undertaking semi-structured interviews for supervisors and managers inside the respective fields. For the study, the researcher also at once asked questions to the respondents that were related to the observe. The researcher must guarantee that the questionnaire is filled by the concerned humans in an appropriate manner. Hence, it's also called first time amassed information as it includes those facts and statistics which might be gathered first time with the aid of the researcher (Mackey & Marsden, 2015). On the different side, secondary information series strategy consists of the gathering of information by way of means of indirect way. This involves the collection of facts through already achieved via preceding scholars and intellectuals. The researcher can use all the relevant records this is present within the form of documentaries, journals, articles, and books.

To analysis, the socio-cultural and economic impact of tourism in a study area, together with in Dhauladhar circuit might be a number of the initial attempts to construct upon the studies gaps that pertains to both society and tourism phenomena. In appreciate to this, the examiner in particular adopts each primary and secondary information series technique for collecting the records and information. While making cognizance at the number one records series approach, the close-ended questionnaires used for accumulating records. Close-ended questionnaires are to be dispensed to the tourists, stakeholders and community members. In addition to this, a self-structured questionnaire is used which in particular include separate sections measuring the variables described in each of the objectives applicable to the tourism in Dhauladhar circuit along with social and cultural factors, financial condition, the role of government initiatives. The questionnaire is to be disbursed to a selected set of travelers

visiting/who had visited the Dhauladhar circuit. Another questionnaire reading the views of the community residing in Himachal Pradesh might be developed evaluating their perceptions at the socio-cultural and financial development delivered about by the tourism thru the Dhauladhar tour circuit. The whole technique required 10-15 minutes in line with respondents for collecting all of the reliable facts and which particularly analyzing the satisfaction level of vacationers within the research fields of Dhauladhar circuit. To make consciousness on the circuits of vacationer, it especially consists of Dhauladhar visitor circuit for gathering a huge quantity of statistics and records in an effective manner. Therefore, a 5-point Likert scale is brought for presenting the answer and feedbacks on surveys performed. On the other hand, the secondary statistics series technique additionally used within the observe to perceive the issues or hurdles faced through vacationers in the studies fields of Dhauladhar circuit with the help of previous and past published data in the form of books, journals, articles, online web sites effectively.

3.8.1 Population and sampling

Sampling is vital part of any research approach. A sampling design in step with Hair et al (2015, p 164), need to focus closer to answering the 3 questions.

- Is it important to employ a sample or census in research?
- If, yes, that is the nice sampling approach?
- What would be the length of the pattern required if you want to discover solutions to the proposed research questions?

Through these strategies, we pick the sample, whose attributes are studied to get the information about the whole population. The method of records series directly depends upon the character of the research examine. Data collection may be for qualitative or quantitative work. As sampling is the have a look at of a small unit of the populace from that the pattern is gathered for a study. Sampling may additionally be divided into parts, namely;

a) Chance sampling

b) Non-probability sampling

As, in this research observe the purpose is to provide the focus on cultural and social and economic impact of tourism on host community in Dhauladhar circuit of Himachal Pradesh, tourist's notion about offerings and facilities to be had in Dhauladhar circuit and service providers' opinion about tourism influences related to socio-economic aspects. So, the chance and non-probability sampling strategies are the fine suitable and justified.

3811 Population

This research study will be conducted in two districts of Himachal Pradesh which are the part of Dhauladhar circuit namely, Kangra and Chamba, respectively. As these two districts are the bigger part of the circuit and having more tourist destinations.

Table 3.1: Total populations of Dhauladhar circuit

	Host community	Hotels	Travel agencies	Guides	Homestay	Tourists
Kangra	1510075	672	231	128	268	2225126
Chamba	519080	225	51	106	106	1043182
Total	2029155	897	282	234	374	3268308

(Source: Tourism office of Himachal Pradesh, April 2020. Retrieved from <https://himachaltourism.gov.in/counter/>)

3812 Sampling Method

The choice of the sampling technique depends upon the nature of the study. Basically, in chance sampling, the collection of respondents is established while in non-probability sampling, the collection of respondents is not confirmed. For this research study, as the two districts are under investigation of Dhauladhar circuit of Himachal Pradesh. So, keeping the population size into consideration the multi-stage sampling is done for the selection of the optimal sample from the present population for this study. It is as follow;

3813 Multi-stage sampling selection process

Stage 1:

In this stage, two districts have been selected namely Kangra and Chamba, of Himachal

Pradesh which are the part of Dhauladhar circuit.

Stage 2:

For this study, the three places are selected from these two districts under the Dhauladhar circuit on the basis, that they are the part of the tourists' circuit having highest amount of tourists' arrival and tourism service providers at these destinations are selected.

Table 3.2: Destinations

	Kangra	Chamba
Destination 1	Palampur	Bharmaur
Destination 2	Dharamshala	Dalhousie
Destination 3	Jwalaji	Chamba town
Total	3	3

Table 3.3: Data of tourists, Stakeholders and Host population

			Stakeholders				
Districts	Destination	Host population	Hotels	Home-stay	Travel agency	Guides	Tourists
Chamba	Chamba town	19933	61	37	18	59	2225126
	Bharmour	1374	11	13	7	33	
	Dalhause	7051	142	42	26	7	
Kangra	Palampur	3543	80	70	24	6	1043182
	Dharamshala	53543	318	92	145	83	
	Jwalaji	5361	51	2	4	0	
Grand Total		90805	663	256	224	188	3268308

(Source: Tourism office of Himachal Pradesh, April 2020. Retrieved from <https://himachaltourism.gov.in/counter/>)

3814 Sample Size

The sample size for quantitative approach depends upon the generalization approach. Bigger the sample size, more the representation it has (Biau et al., 2008). For the present study, the total sample size consists of 1000 respondents from the

Dhauladhar circuit of Himachal Pradesh. It comprises the 400 sample of Host community, 300 sample of tourists and 300 sample for stakeholders on the basis of calculated formula result.

3815 Calculation of sample size:

Sampling framework is the choice of the researcher while selecting out the respondents for the fundamental data collection. Sampling is one of the research techniques, which serves to pick up a subgroup of persons from the entire people to gauge a combine of features from the total masses. Despite this, looking at is dominantly used as a part of the investigation to create some purpose of examination, similar to lower rate, to upgrade the value, speediness in data gathering also to improve precision of data. In the current study, convenience cum judgmental sampling is to get the optimum representation of the population in sample size. It would include the area of Chamba (Chamba Town, Bharmour and Dalhausie) and Kangra (Palampur, Dharamshala and Jwalaji) under the Dhauladhar tourist circuit of Himachal Pradesh on the basis of optimum tourism existence at these places. The sample size would be as per the formula where the confidence level would be 95%. For calculating the sample size(n) is

$$\frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N}\right)}$$

Here:

n = Sample size

p = Population proportion

z= Z-Score

e= Margin of error

By using the above formula is used to calculate the sample size for Host community, Stakeholders and tourists for this study. The sample size comes for host community is 385, where we took the round figure of 400 respondents. For Stakeholders it is 298, which we take as 300 as a round figure. And for tourists the figure come is 283, which

is taken around 300. It is clear that larger the sample better the representation in the sample. The total sample of 1000 is taken into consideration for this study.

3.8.1.6 Distribution of sample

Host community:

For the selection of the host community in this research, the convenient cum judgmental sampling is used due to no availability of sampling frame and the right proportion of each district is taken into account. The proportion of 70:30 is taken on the basis of the 70 percent of the population form the total residents are in the Kangra district, so, the 70 percent sample is selected from Kangra and 30 percent from Chamba for the true representation of the population.

Table 3.4: Host community Sample

Districts	Destinations	Host population	Total population	Sample (400)
Chamba	Chamba town	19933	28358	120
	Bharmour	1374		
	Dalhause	7051		
Kangra	Palampur	3543	62447	280
	Dharamshala	53543		
	Jwalaji	5361		
Grand Total		90805	90805	400

For the data collection, the intensive literature review has been done. The host community's perceptions of socio-cultural and economic impact are adopted. The social demographic variables are used for the study. Five points scale with 1 representing the "strongly agreed" and 5 represents the "strongly disagreed" is used.

Stakeholders:

Service providers include the hoteliers, guides, Travel agents and Homestay whose role is related with the tourism in that area. The questionnaire is designed to assess the opinion of the various tourism service providers in Dhauladhar circuit. The total numbers of hotels, Homestay, travel agencies and guides are 1331 in Kangra and Chamba districts selected destinations. The total tourism service providers are considered for a study on purposive cum judgment basis. 70:40 ratio has been taken for the selection of sample from these two districts. As the 70 percent of the stakeholders are the part of Kangra district and 30 percent are the part of Chamba district of the total stakeholders. The sample from different stakeholders are selected on the basis of the numbers of hotels, Homestay, Travel Agency and Guides are there. The ratio of 40:30:20:10 used for this sampling. As the total numbers of Hotels are 663 (40 percent of the total), Homestay are 256 (30 percent of the total), Travel Agencies are 224 (20 percent of the total) and Guides are 188 (10 percent of the total). This will bring the right representation in the sample. For service providers, the questionnaire will be prepared to evaluate their perceptions about socio-economic impacts by using Likert-scale. The 1 to 5-point scale used wherein 1 denotes the “strongly agreed” while 5 denotes the strongly disagree.

Table 3.5: Stakeholders

Stakeholders						
		Hotels	Homestay	Travel agency	Guides	Total sample (300)
Chamba	Chamba town	36	27	18	9	90
	Bharmour					
	Dalhauise					
Kangra	Palampur	84	63	42	21	210
	Dharamshala					
	Jwalaji					
Grand Total		120	90	60	30	300

(Source: Official site of Himachal Pradesh Tourism. Retrieved from <https://himachaltourism.gov.in/counter>)

Tourists:

The selection of tourists for this research is focused on the arrival of tourists in these districts. The total tourists' arrival is 3268308 (As per the estimates of tourists' arrival data in the year 2018 by Himachal Pradesh tourism).300 tourists (Indian and Foreigner) are selected on a convenient sampling basis. The proportion of 70:30 is considered for the selection of samples from Kangra and Chamba district. The Numbers of visiting tourists are more in Kangra district as compare to the Chamba district. The 70 percent of the total tourist are in Kangra district while 30 percent of the total are in Chamba district. The numbers of domestic tourists are greater than the foreign tourist in these two districts. So, 70:30 ratio is taken into account for the selection of domestic and foreign tourists for the sample. This will bring the right representation in the sample for both districts.

Table 3.6: Sampling of tourists

S. NO.	Districts	A sample of the tourists (Indian)	A sample of the tourists (Foreign)	Total sample (300)
1	Kangra	147	63	210
2	Chamba	63	27	90
	TOTAL	210	90	300

3.9 DATA ANALYSIS AND INTERPRETATION

It involves the assessment part of the study. It is an effective tool that is implemented through the researcher to get dependable and legitimate effects. For the powerful conduction of the statistical analysis process, thematic presentation system is used. It concerned the usage of graphs, pie chart and bar graph. This technique enabled the researcher to get dependable statistics a good manner to be beneficial for the study (Kothari, 2004). Additionally, the researcher has also accomplished some statistical device like descriptive assessment, regression assessment, median, mode, variance, and covariance analysis, t-test take a look at a observe and so on. The statistical tool followed by the use of the researcher is SPSS approach. It will make sure that correct and appropriate results are acquired. This permits the researcher to acquire statistics

from the gathered information in a further comprehensive manner this is vital for the same conduction of the studies method. A need-based assessment is completed by using the researcher to extract records approximately the need's assessment of the people (Jamshed, 2014). The researcher could choose statistical equipment like Cronbach's Alpha to evaluate the reliability of questionnaires used for the modern quantitative study. The data may be in addition prepared and analyzed in the shape of graphs and charts by the use of SPSS software program packages. Also, other tests like Fisher's exact test to confirm the level of an association among perceived threat and occurrence of risk will be finished. Using Mann-Whitney look at the effect on of the time exposed to the incidence of occupational risk and workers threat notion will be analyzed (Flick, 2015).

3.10 Ethical Consideration

According to Bryman and Bell (2011), in any research, ethical behaviour denotes the adaptation of certain principals by the researcher, in such a way that the research conducted by him or her does not create any harm to the participants, preserves the privacy of the respondents who contributed to the researcher in offering primary data through their participation in the survey and finally getting proper consent from the respondents by informing them the reason behind the data collection of the research. Saunders et al (2013) have distinct research ethics as the appropriateness of the behaviour exhibited by researcher in terms of preserving the rights of the respondents who actually turned out to be the subjects of the research work. A researcher is obligated to exhibit social responsibility while conducting research. Therefore, adhering to ethical codes is a mandate for any researcher irrespective of the nature of the research he/she is involved in. Research, when directed without any informed approval from the defendants, the research is considered to be surreptitious analysis and obviously be subjected to severe ethical implications. The research has managed to keep up anonymity, confidentiality as well as the privacy of the respondents while conducting the research.

Ethical behaviour denotes the adaptation of certain principals by the researcher, in such a way that the research conducted by him or her does not create any harm to the participants, preserves the privacy of the respondents who contributed to the researcher

in offering primary data through their participation in the survey and finally getting proper consent from the respondents by informing them the reason behind the data collection for the study. The research has taken all the permission and permits from the governing bodies and authorities to bring out the research process in an adequate fashion. The researcher has also taken valid permits from the Governing Bodies who are governing the supervision of oil sectors (Dang & Pheng, 2015). Furthermore, research ethics is the appropriateness of the behavior shown by the researcher in terms of protecting the interests of respondents who have already been the subjects of the research work. In the existing research study, written consent has been taken from the respondents in which it is mentioned that they had been conversant about the aims and objectives of research study beforehand, and there is no undue pressure any of the respondents (Choy, 2014). The researcher has also informed all the respondents that they will not be harmed in any way. The respondents had the full authority to leave the research process and withdraw whenever they felt like. The equipment that is used in the research process is cross-checked and examined erstwhile to the initiate of the research procedure with the participants. It will empower the investigator to conduct the research process in a valid and consistent manner without any interruption. In case if any third party asks for the revelations of any information about the participants or the responses the researcher is liable to ask the respondents and after getting permission from them the third party will provide the details (Brinkmann, 2014). If the participants are not providing any consent then the third party will not be given any information about the respondent in any way.

3.11 Summery

As per the collected data and detailed information, it can be summarized that the research study is quantitative in nature and so that the primary data collection method has been used. The study also explains the research design which is descriptive in nature for collecting reliable and valid information based on the research. In addition to this, a quantitative research approach also used in the research so that all the numerically explore data has been presented and collected in an effective manner. This section includes a complete understating of the primary source of data in the form of questionnaires, interviews, etc that helps to collect reliable and relevant information in

an effective manner. This section also described the ways of presenting the collected data in the form of pie charts, diagrams, etc so that the researcher takes the right judgment in the right way (Wählberg, 2017). In addition to this, it also includes the ethical consideration which shows that all the data and information that are collected are real and valid which does not include any kinds of hindrance in it.

CHAPTER-IV

DATA COLLECTION AND ANALYSIS

4.1 Host community

4.1.1 Test of Normality and Validity

4.1.2 Descriptive Analysis

4.1.3 Factor Analysis

4.1.4 Reliability Testing

4.1.5 Questionnaire items source

4.2 Tourist

4.2.1 Test of Normality and Validity

4.2.2 Descriptive Analysis

4.2.3 Factor Analysis

4.2.4 Reliability Testing

4.2.5 Questionnaire items source

4.3 Stake holders

4.3.1 Test of Normality and Validity

4.3.2 Descriptive Analysis

4.3.3 Factor Analysis

4.3.4 Reliability Testing

4.3.5 Questionnaire items source

4.4 Hypotheses Testing

4.4.1 **H01:** The Host community do not have positive perception of socio-cultural impact of tourism in Dhauladhar tourism circuit.

4.4.2 **H02:** The Host community do not have positive perception of economic impact of tourism in Dhauladhar tourism circuit.

4.4.3 **H03:** The services and facilities available in Dhauladhar tourism circuit do not have positive impact on tourist satisfaction.

4.4.4 **H04:** The stakeholder's opinion does not have positive socio-economic impact of tourism in Dhauladhar tourism circuit.

4.1 Host community

4.1.1 Test of Normality and Validity

Table 4.1: Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Gender	.368	400	.106	.682	400	.063
a. Lilliefors Significance Correction						

The Value for the test is more than .05, which is insignificant and indicate that the data is normally distributed.

TEST OF VALIDITY

Table 4.2: Item-Total Statistics

Items	Corrected Item-Total Correlation	Table value $\alpha=.05$ & $df(n-2)$	Validity Test
q1.Tourism has increased the income of the host community	0.107540853	0.404	Valid
q2.Tourism has increased the employment opportunities	0.391050741		Valid
q3.Tourism has increased public utilities infrastructure	0.354544619		Valid
q4.Tourism has Increased the shopping opportunities	0.29531506		Valid
q5.Tourism has increased the quality of life	0.39557679		Valid
q7.Tourism improved the quality of police protection	0.270310376		Valid
q8.Tourism has increased the availability of recreational facilities	0.252686173		Valid
q9.Tourism has increased the prices of the goods and services	0.345498324		Valid
q10.Tourism has hiked the cost of living	0.277463431		Valid

q11.Tourism has hiked the land and housing prices	0.265591493		Valid
q12.Tourism has increased the crime rate	0.078629567		Valid
q13.Tourism has increased the activities of drug abuse & gambling	0.085635872		Valid
q14.Tourism brought the dual pricing system and attitude towards bargaining	0.278642242		Valid
q15.Tourism Improved the culture image and understanding	0.253080706		Valid
q16.Tourism Promotes the culture exchange	0.219257197		Valid
q17.Tourism Preserve the cultural identity	0.265591493		Valid
q18.Tourism demand for culture has increased	0.289181948		Valid
q19.Tourism has increased the prostitution in the region	0.184399721		Valid
q20.Tourism has increased in the alcoholism	0.159227684		Valid
q21.Tourism has increased the tension in the community	0.285464603		Valid
q22.Tourism makes the hectic personal and community life	0.100722842		Valid
q23.Tourism influence of western culture has on young minds of the community (Demonstration Effect)	0.181492102		Valid
q24.Tourism has commercialised the tradition and culture of the region	0.295554246		Valid

4.1.2 Descriptive analysis

Frequency Table

The table below expresses the percentage of gender of the respondents. It was therefore found

that the highest percentage was 63.7% that comprise the male. The below graph represents the same with the help of a graph.

Table 4.3: Gender

	Frequency	Percent	Actual Percent	Cumulative Percent
Male	255	63.7	63.7	63.7
Female	145	36.3	36.3	100.0
Total	400	100.0	100.0	

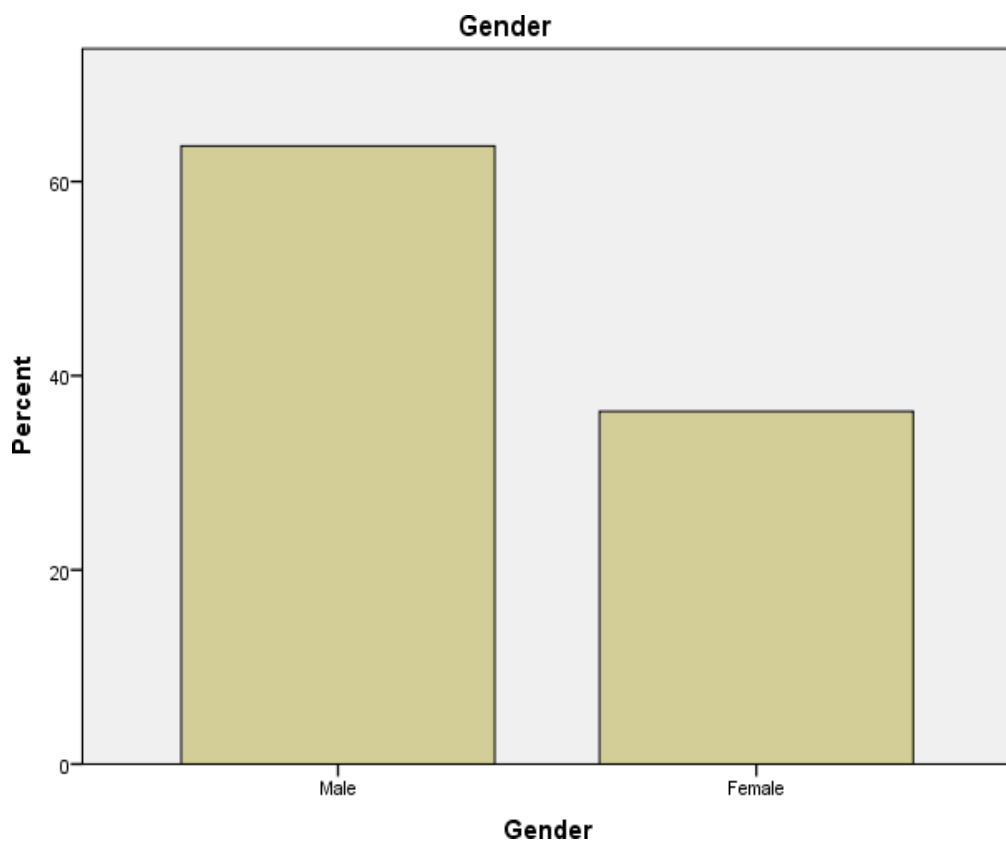


Figure 4.1: Gender

The table below expresses the percentage of age of the respondents. It was therefore found

that the highest percentage was 35.0% that comprise the age group 31-40 years. The below graph represents the same with the help of a graph.

Table 4.4: age group

	Frequency	Percent	Actual Percent	Cumulative Percent
18-30	128	32.0	32.0	32.0
31-40	140	35.0	35.0	67.0
41-50	88	22.0	22.0	89.0
51-60	31	7.7	7.7	96.7
>60	13	3.3	3.3	100.0
Total	400	100.0	100.0	

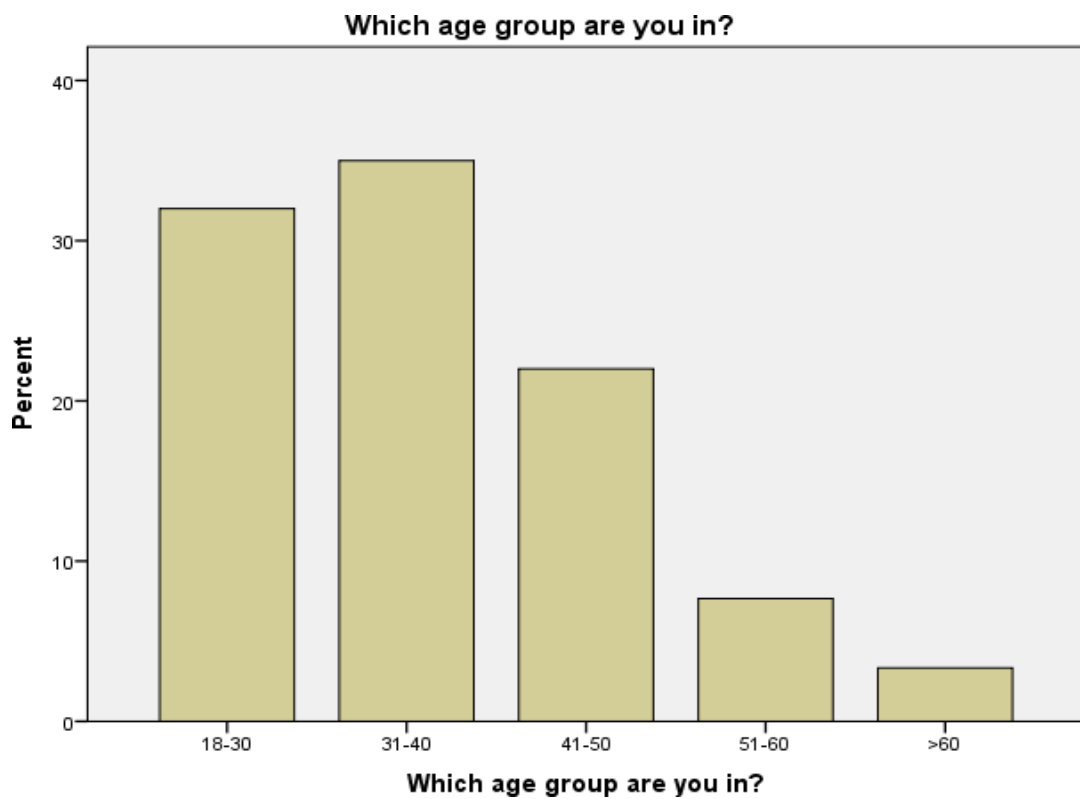


Figure 4.2: Which age group are you in?

The table below expresses the percent a marital status of the respondents. It was therefore found that the highest percentage was 63.7% that comprise the married category of people. The below graph represents the same with the help of a graph.

Table 4.5: Marital status

	Frequency	Percent	Actual Percent	Cumulative Percent
Single	145	36.3	36.3	36.3
Married	255	63.7	63.7	100.0
Total	400	100.0	100.0	

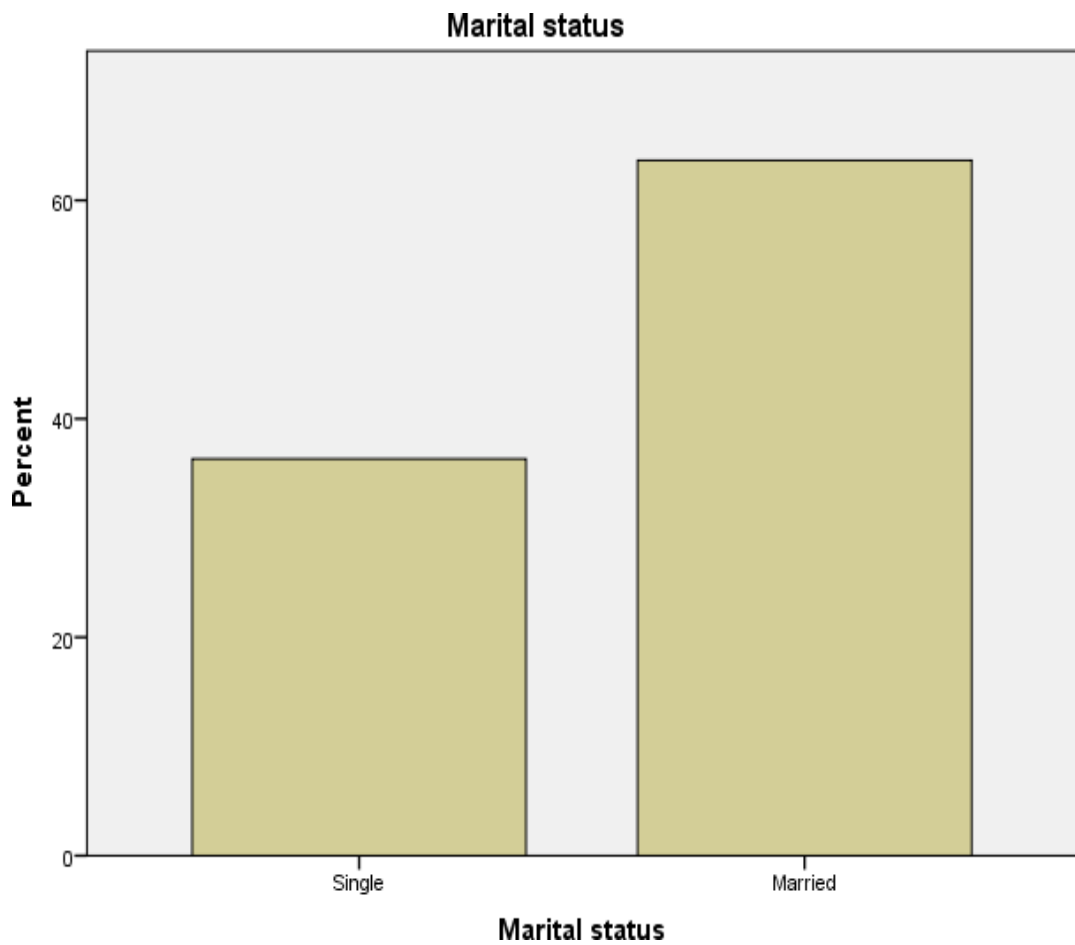


Figure 4.3: Marital Status

The table below expresses the percentage of highest level of qualification of the respondents. It was therefore found that the highest percentage was 35.7% that comprise the Graduates. The below graph represents the same with the help of a graph.

Table 4.6: Level of education

	Frequency	Percent	Actual Percent	Cumulative Percent
10th	57	14.3	14.3	14.3
Higher secondary	90	22.3	22.3	36.7
Graduation	143	35.7	35.7	72.3
PG	45	11.3	11.3	83.7
PhD	65	16.3	16.3	100.0
Total	400	100.0	100.0	

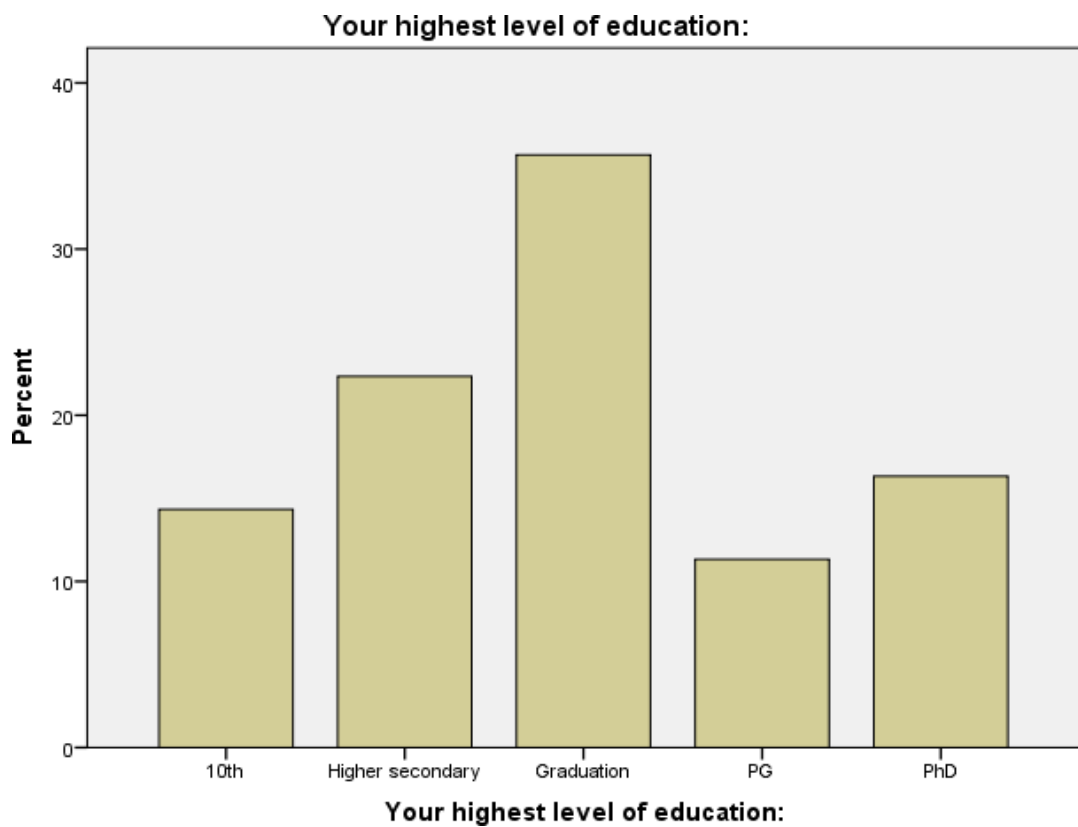


Figure 4.4: Your highest level of education.

The table below expresses the percentage of locality of the respondents. It was therefore found that the highest percentage was 40.3% that comprise the rural areas. The below graph represents the same with the help of a graph.

Table 4.7: Locality

	Frequency	Percent	Actual Percent	Cumulative Percent
Urban	143	35.7	35.7	35.7
Rural	161	40.3	40.3	76.0
Other	96	24.0	24.0	100.0
Total	400	100.0	100.0	

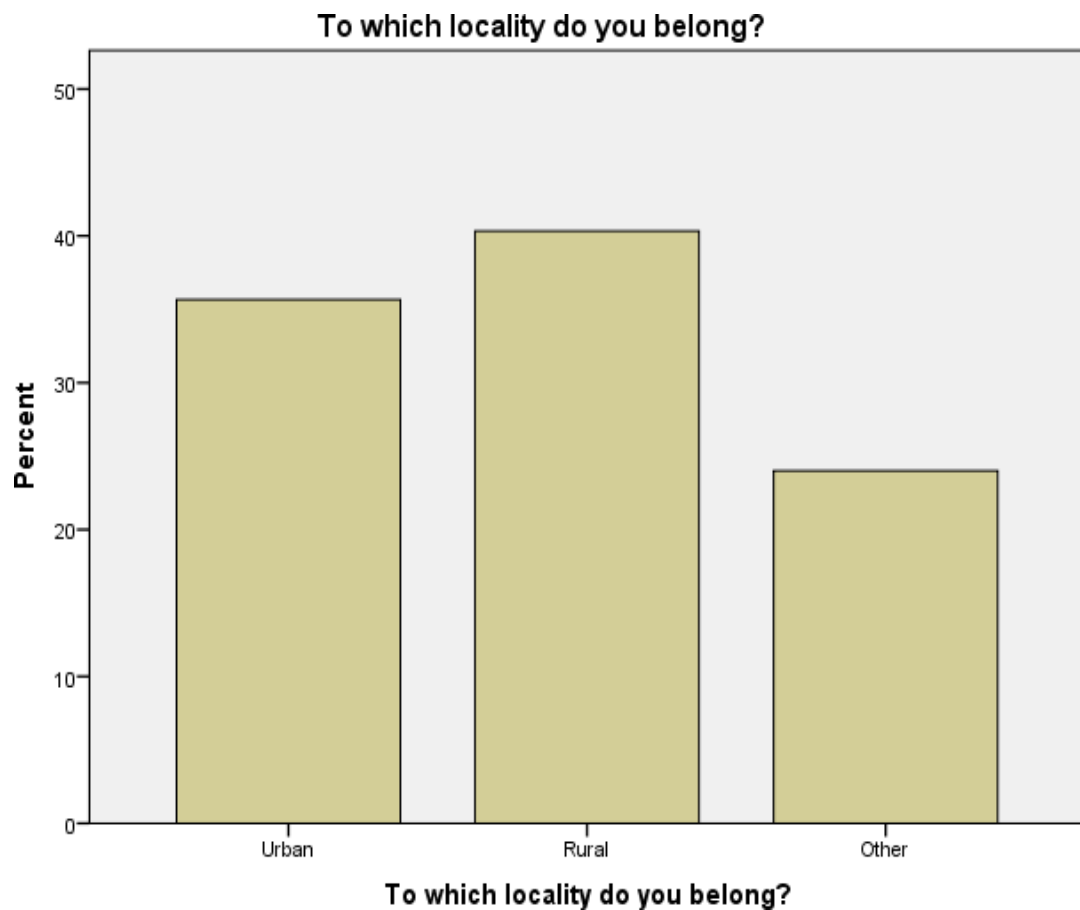


Figure 4.5: To which locality do you belong?

The table below expresses the percentage of occupation of the respondents. It was therefore found that the highest percentage was 44.3% that comprise the private sector employee. The below graph represents the same with the help of a graph.

Table 4.8: Occupation

	Frequency	Percent	Actual Percent	Cumulative Percent
Public employee	97	24.3	24.3	24.3
Private employee	177	44.3	44.3	68.7
Businessmen	126	31.3	31.3	100.0
Total	400	100.0	100.0	

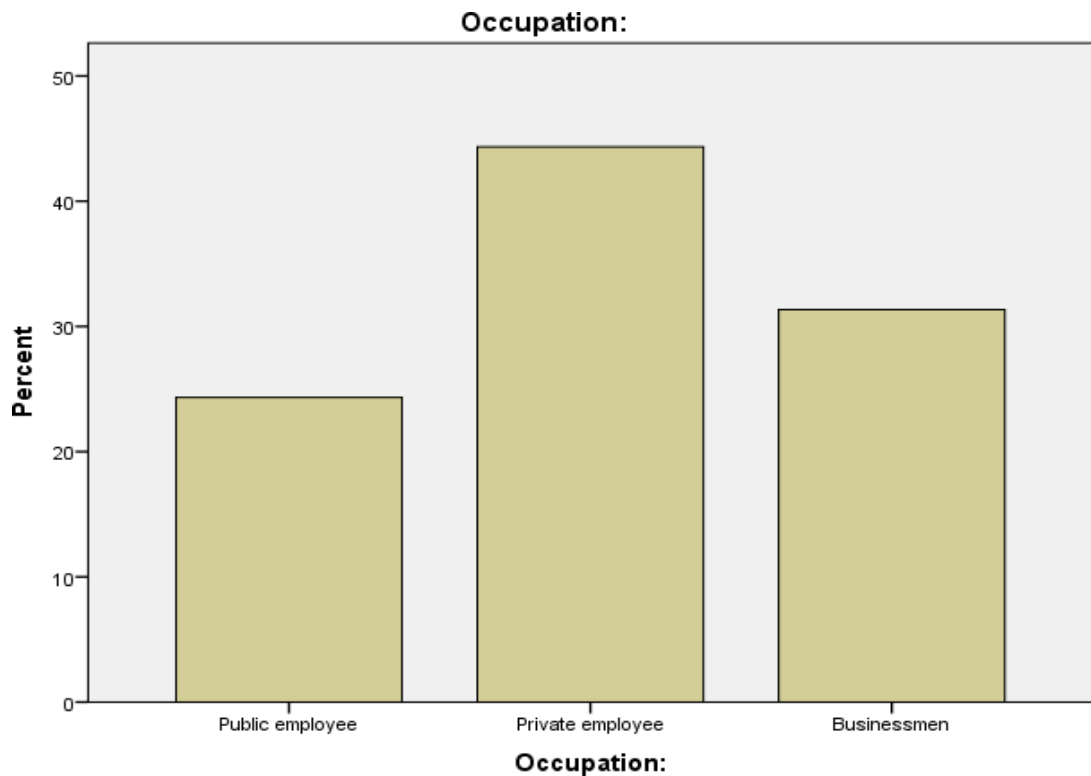


Figure 4.6: Occupation

4.1.3 Factor Analysis

The KMO and Bartlett's test value calculated through the use of SPSS 16.0 version, and the calculated value for KMO is .810 which is approaching to toward 1, which indicate the adequacy of the sampling and Bartlett's test of sphericity value is .000 which is significant and indicate that there is a correlation among the variables.

The communality table indicate the value of all the items greater than 0.3. The variance explained table indicate the extraction of 9(nine) factors by using the Principal component analysis.

Oblimin with Kaiser Normalization rotation method is used for the distribution of all the values among all the factors

Table 4.9: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.810
Bartlett's Test of Sphericity	Approx. Chi-Square	4670.970
	df	276
	Sig.	.000

Table 4.10 : Communalities

	Initial	Extraction
q1.Tourism has increased the income of the host community	1.000	.743
q2.Tourism has increased the employment opportunities	1.000	.779
q3.Tourism has increased public utilities infrastructure	1.000	.884
q4.Tourism has Increased the shopping opportunities	1.000	.799
q5.Tourism has increased the quality of life	1.000	.740
q6.Tourism improved the quality of site protection	1.000	.943
q7.Tourism improved the quality of police protection	1.000	.845
q8.Tourism has increased the availability of recreational facilities	1.000	.748

q9.Tourism has increased the prices of the goods and services	1.000	.809
q10.Tourism has hiked the cost of living	1.000	.839
q11.Tourism has hiked the land and housing prices	1.000	.724
q12.Tourism has increased the crime rate	1.000	.640
q13.Tourism has increased the activities of drug abuse & gambling	1.000	.783
q14.Tourism brought the dual pricing system and attitude towards bargaining	1.000	.755
q15.Tourism Improved the cultural image and understanding	1.000	.815
q16.Tourism Promotes the culture exchange	1.000	.706
q17.Tourism Preserve the cultural identity	1.000	.925
q18.Tourism demand for culture has increased	1.000	.836
q19.Tourism has increased the prostitution in the region	1.000	.493
q20.Tourism has increased in the alcoholism	1.000	.605
q21.Tourism has increased the tension in the community	1.000	.815
q22.Tourism makes the hectic personal and community life	1.000	.603
q23.Tourism influence of western culture has on young minds of the community (Demonstration Effect)	1.000	.516
q24.Tourism has commercialised the tradition and culture of the region	1.000	.627
Extraction Method: Principal Component Analysis.		

Table 4.11: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.115	17.145	17.145	4.115	17.145	17.145
2	3.164	13.184	30.329	3.164	13.184	30.329
3	2.214	9.225	39.554	2.214	9.225	39.554
4	1.973	8.220	47.774	1.973	8.220	47.774
5	1.615	6.727	54.501	1.615	6.727	54.501
6	1.514	6.307	60.808	1.514	6.307	60.808
7	1.191	4.964	65.772	1.191	4.964	65.772
8	1.128	4.699	70.470	1.128	4.699	70.470
9	1.057	4.406	74.876	1.057	4.406	74.876
10	.819	3.411	78.287			
11	.765	3.186	81.473			
12	.709	2.956	84.429			
13	.643	2.679	87.107			
14	.599	2.497	89.604			
15	.454	1.892	91.496			
16	.395	1.647	93.143			
17	.343	1.428	94.572			
18	.327	1.363	95.935			
19	.271	1.128	97.062			
20	.236	.985	98.048			
21	.167	.695	98.743			
22	.143	.597	99.340			
23	.093	.388	99.728			
24	.065	.272	100.000			
Extraction Method: Principal Component Analysis.						

In this table, there are nine element or nine component which have more than one eigenvalue. 17.14% of variance accounted by using the first factor, 13.18% of variance accounted with the aid of the second factor, 9.22% of variance accounted by using the third factor, 8.22% of variance accounted by using the fourth factor, 6.72% of variance accounted through the fifth factor, 6.30% of variance accounted through the sixth factor, 4.96% of variance accounted with the aid of the seventh factor, 4.69% of variance accounted via the eight factor, 4.40% of variance accounted by means of the nine factor and in the end 74.87% of variance accounted via the all factors.

Scree Plot

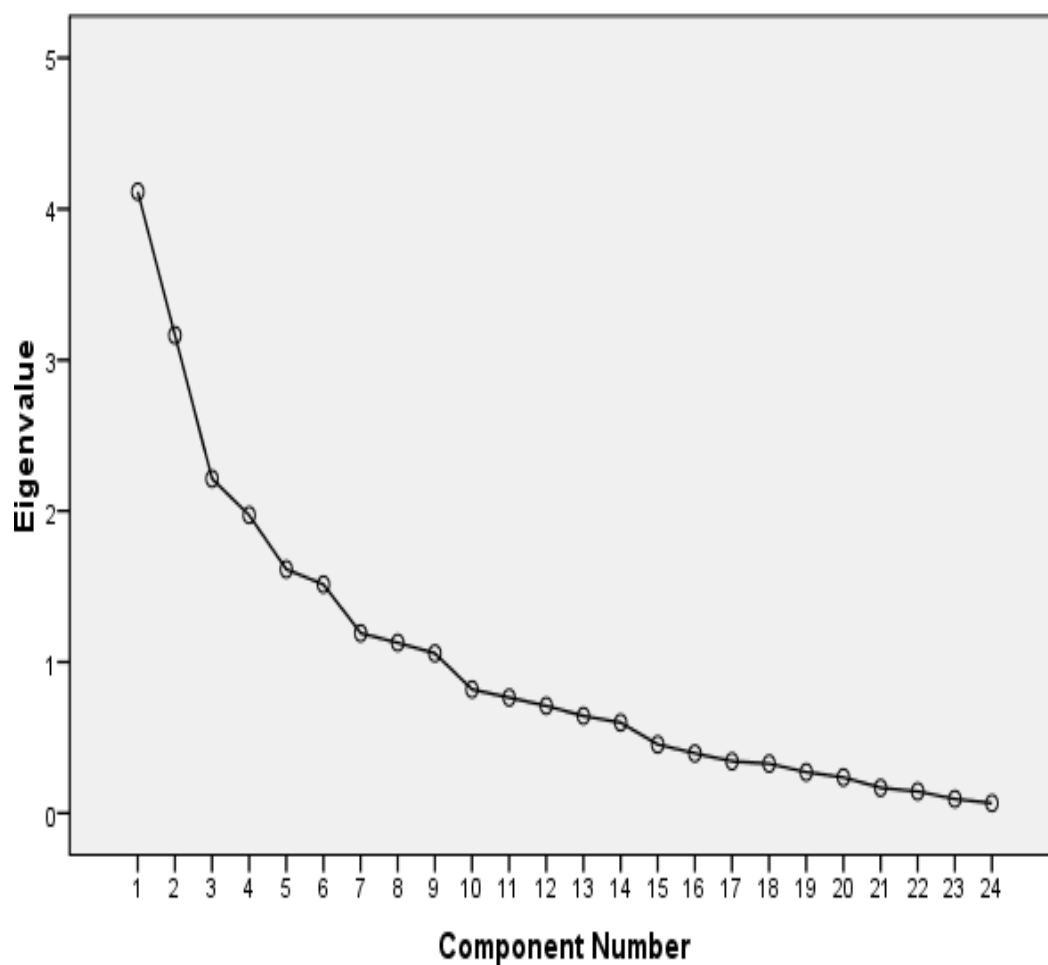


Figure 4.7: Scree plot

Table 4.12: Component Matrix^a

	Component								
	1	2	3	4	5	6	7	8	9
q1.Tourism has increased the income of the host community				.648				-.490	
q2.Tourism has increased the employment opportunities					-.408		-.487		
q3.Tourism has increased public utilities infrastructure		.643	-.536						
q4.Tourism has Increased the shopping opportunities					.534		-.519		
q5.Tourism has increased the quality of life		.522			-.436				
q6.Tourism improved the quality of site protection		.581	.641						
q7.Tourism improved the quality of police protection									.644
q8.Tourism has increased the availability of recreational facilities		.418			.454				

q9.Tourism has increased the prices of the goods and services		.564							
q10.Tourism has hiked the cost of living		.481							-.581
q11.Tourism has hiked the land and housing prices			.425		-.427	.455			
q12.Tourism has increased the crime rate			.600						
q13.Tourism has increased the activities of drug abuse & gambling			.525			-.541			
q14.Tourism brought the dual pricing system and attitude towards bargaining	.791								
q15.Tourism Improved the cultural image and understanding	.816								
q16.Tourism Promotes the culture exchange	.729								
q17.Tourism Preserve the cultural identity	.896								

q18.Tourism demand for culture has increased	.832								
q19.Tourism has increased the prostitution in the region				.460					
q20.Tourism has increased in the alcoholism				.620					
q21.Tourism has increased the tension in the community		.537	-.507						
q22.Tourism makes the hectic personal and community life					.426	.474			
q23.Tourism influence of western culture has on young minds of the community (Demonstration Effect)					.430				
q24.Tourism has commercialised the tradition and culture of the region								.531	
Extraction Method: Principal Component Analysis.									
a. 9 components extracted.									

Table 4.13: Rotated Component Matrix^a

	Component								
	1	2	3	4	5	6	7	8	9
q1. Tourism has increased the income of the host community				.804					
q2. Tourism has increased the employment opportunities							.824		
q3. Tourism has increased public utilities infrastructure		.907							
q4. Tourism has Increased the shopping opportunities						.860			
q5. Tourism has increased the quality of life		.606					.425		
q6. Tourism improved the quality of site protection			.542					.573	
q7. Tourism improved the quality of					.843				

police protection									
q8.Tourism has increased the availability of recreational facilities					.440	.641			
q9.Tourism has increased the prices of the goods and services					.793				
q10.Tourism has hiked the cost of living								.859	
q11.Tourism has hiked the land and housing prices							.755		
q12.Tourism has increased the crime rate			.755						
q13.Tourism has increased the activities of drug abuse & gambling			.855						
q14.Tourism brought the dual pricing	.750		.432						

system and attitude towards bargaining									
q15.Tourism Improved the cultural image and understanding	.894								
q16.Tourism Promotes the culture exchange	.819								
q17.Tourism Preserve the cultural identity	.958								
q18.Tourism demand for culture has increased	.910								
q19.Tourism has increased the prostitution in the region				.579					
q20.Tourism has increased in the alcoholism				.678					
q21.Tourism has increased the tension in the community		.886							

q22.Tourism makes the hectic personal and community life									.695
q23.Tourism influence of western culture has on young minds of the community (Demonstration Effect)									.588
q24.Tourism has commercialised the tradition and culture of the region									.648
Extraction Method: Principal Component Analysis. Rotation Method: Oblimin with Kaiser Normalization.									
a. Rotation converged in 10 iterations.									

4.1.4 Reliability testing

Cronbach Alpha is a reliability check conducted within SPSS with the intention to degree the internal consistency i.e., Reliability of the measuring instrument (Questionnaire). It is most normally used when the questionnaire is developed the usage of multiple Likert scale statements and consequently to determine if the dimensions is dependable or not.

Reliability Analysis for Socio-cultural and economic Impact of tourism in Dhauladhar circuit of Himachal Pradesh.

Table 4.14: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.809	.822	24

Cronbach's Alpha is above 0.7 which means reliable data

The value for Cronbach alpha in this case is 0.809 and it reflects excessive reliability of the measuring instrument. Furthermore, it indicates excessive level of internal consistency with admire to the variables for choice making.

1ST FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .921 which is greater than 0.7. So, there is a good reliability of the 1st extracted factor.

Table 4.15: Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.16: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.921	.922	5

Table 4.17: Inter-Item Correlation Matrix

	q14.Tourism brought the dual pricing system and attitude towards bargaining	q15.Tourism Improved the cultural image and understanding	q16.Tourism Promotes the culture exchange	q17.Tourism Preserve the cultural identity	q18.Tourism demand for culture has increased
q14.Tourism brought the dual pricing system and attitude towards bargaining	1.000	.651	.410	.710	.689
q15.Tourism Improved the cultural image and understanding	.651	1.000	.647	.858	.746
q16.Tourism Promotes the culture exchange	.410	.647	1.000	.770	.694
q17.Tourism Preserve the cultural identity	.710	.858	.770	1.000	.839
q18.Tourism demand for culture has increased	.689	.746	.694	.839	1.000

2ND FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .799 which is greater than 0.7. So, there is a good reliability of the 2nd extracted factor.

Table 4.18: Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.19: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.799	.795	3

Table 4.20: Inter-Item Correlation Matrix

	q3.Tourism has increased public utilities infrastructure	q5.Tourism has increased the quality of life	q21.Tourism has increased the tension in the community
q3.Tourism has increased public utilities infrastructure	1.000	.505	.799
q5.Tourism has increased the quality of life	.505	1.000	.385
q21.Tourism has increased the tension in the community	.799	.385	1.000

3RD FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .785 which is greater than 0.7. So, there is a good reliability of the 3rd extracted factor.

Table 4.21: Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 4.22: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.779	2

Table 4.23: Inter-Item Correlation Matrix

	q12.Tourism has increased the crime rate	q13.Tourism has increased the activities of drug abuse & gambling
q12.Tourism has increased the crime rate	1.000	.517
q13.Tourism has increased the activities of drug abuse & gambling	.517	1.000

4TH FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .860 which is greater than 0.7. So, there is a good reliability of the 4th extracted factor.

Table 4.24: Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.25: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.813	3

Table 4.26: Inter-Item Correlation Matrix

	q1. Tourism has increased the income of the host community	q19.Tourism has increased the prostitution in the region	q20.Tourism has increased in the alcoholism
q1.Tourism has increased the income of the host community	1.000	.609	.568
q19.Tourism has increased the prostitution in the region	.609	1.000	.625
q20.Tourism has increased in the alcoholism	.568	.625	1.000

5TH FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .730 which is greater than 0.7. So, there is a good reliability of the 5th extracted factor.

Table 4.27: Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.28: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.730	.721	3

Table 4.29: Inter-Item Correlation Matrix

	q4.Tourism has Increased the shopping opportunities	q8.Tourism has increased the availability of recreational facilities	q19.Tourism has increased the prostitution in the region
q4.Tourism has Increased the shopping opportunities	1.000	.534	.554
q8.Tourism has increased the availability of recreational facilities	.534	1.000	.510
q19.Tourism has increased the prostitution in the region	.554	.510	1.000

6TH FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .797 which is greater than 0.7. So, there is a good reliability of the 6th extracted factor.

Table 4.30: Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.31: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.797	.756	4

Table 4.32: Inter-Item Correlation Matrix

	q2.Tourism has increased the employment opportunities	q11.Tourism has hiked the land and housing prices	q5.Tourism has increased the quality of life	q6.Tourism improved the quality of site protection
q2.Tourism has increased the employment opportunities	1.000	.562	.648	.594
q11.Tourism has hiked the land and housing prices	.562	1.000	.553	.494
q5.Tourism has increased the quality of life	.648	.553	1.000	.526
q6. Tourism improved the quality of site protection	.594	.494	.526	1.000

7TH FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .748 which is greater than 0.7. So, there is a good reliability of the 7th extracted factor.

Table 4.33: Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.34: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.748	.715	3

Table 4.35: Inter-Item Correlation Matrix

	q6.Tourism improved the quality of site protection	q9.Tourism has increased the prices of the goods and services	q10.Tourism has hiked the cost of living
q6.Tourism improved the quality of site protection	1.000	.547	.486
q9.Tourism has increased the prices of the goods and services	.547	1.000	.435
q10.Tourism has hiked the cost of living	.486	.435	1.000

8TH FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .803 which is greater than 0.7. So, there is a good reliability of the 8th extracted factor.

Table 4.36: Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.37: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.803	.795	3

Table 4.38: Inter-Item Correlation Matrix

	q22.Tourism makes the hectic personal and community life	q23.Tourism influence of western culture has on young minds of the community (Demonstration Effect)	q24.Tourism has commercialised the tradition and culture of the region
q22.Tourism makes the hectic personal and community life	1.000	.588	.507
q23.Tourism influence of western culture has on young minds of the community (Demonstration Effect)	.588	1.000	.460
q24.Tourism has commercialised the tradition and culture of the region	.507	.460	1.000

9TH FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .741 which is greater than 0.7. So, there is a good reliability of the 9th extracted factor.

Table 4.39: Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.40: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.741	.724	2

Table 4.41: Inter-Item Correlation Matrix

	q9.Tourism has increased the prices of the goods and services	q7.Tourism improved the quality of police protection
q9.Tourism has increased the prices of the goods and services	1.000	.475
q7.Tourism improved the quality of police protection	.475	1.000

4.1.5 Questionnaire items source

Table 4.42: Socio-cultural and economic impact of tourism

ITEMS	REFERENCES
1. Tourism has increased the income of the host community	Perdue, R. R., Long, P. T., & Allen, L. (1990). Resident support for tourism development. <i>Annals of Tourism Research</i> , 17(4), 586–599.
2. Tourism has increased the employment opportunities	Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. <i>Annals of Tourism Research</i> , 32(4), 1056–1076.
3. Tourism has increased public utilities infrastructure	Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. <i>Annals of Tourism Research</i> , 32(4), 1056–1076.
4. Tourism has Increased the shopping opportunities	Crotts, J. C., & Holland, S. M. (1993). Objective indicators of the impact of rural tourism development in the state of Florida. <i>Journal of Sustainable Tourism</i> , 1(2), 112e120.
5. Tourism has increased the quality of life	Andereck, K. L., & Nyaupane, G. P. (2011). Exploring the nature of tourism and quality of life perceptions among residents. <i>Journal of Travel Research</i> , 50(3), 248–260. doi:10.1177/0047287510362918
6. Tourism improved the quality of site protection	Brunt, P.; Courtney, P. Host perceptions of sociocultural impacts. <i>Ann. Tour. Res.</i> 1999, 26, 493–515. [CrossRef]
7. Tourism improved the quality of police protection	Perdue, R. R., Long, P. T., & Allen, L. (1990). Resident support for tourism development.

	Annals of Tourism Research, 17(4), 586–599
8. Tourism has increased the availability of recreational facilities	Belisle, F. J., & Hoy, D. R. (1980). The perceived impact of tourism by residents: A case study in Santa Marta, Columbia. <i>Annals of Tourism Research</i> , 7(1), 83–101.
9. Tourism has increased the prices of the goods and services	Nejati, M., Mohamed, B., & Omar, S. I. (2014). Locals' perceptions towards the impacts of tourism and the importance of local engagement: A comparative study of two islands in Malaysia. <i>Tourism Original Scientific Paper</i> , 62(2), 135e146.
10. Tourism has hiked the cost of living	Kwan, A. V. C., & McCartney, G. (2005). Mapping resident perceptions of gaming impact. <i>Journal of Travel Research</i> , 44(2), 177–187. doi:10.1177/0047287505278997
11. Tourism has hiked the land and housing prices	Belisle, F. J., & Hoy, D. R. (1980). The perceived impact of tourism by residents: A case study in Santa Marta, Columbia. <i>Annals of Tourism Research</i> , 7(1), 83–101.
12. Tourism has increased the crime rate	Gursoy, D., & Rutherford, D. G. (2004). Host attitudes toward tourism: An improved structural model. <i>Annals of Tourism Research</i> , 31(3), 495–516.
13. Tourism has increased the activities of drug abuse & gambling	Nejati, M., Mohamed, B., & Omar, S. I. (2014). Locals' perceptions towards the impacts of tourism and the importance of local engagement: A comparative study of two islands in Malaysia. <i>Tourism Original Scientific Paper</i> , 62(2), 135e146.

4.2 Tourist

4.2.1 Test of Normality and Validity

Table 4.43: Tests of Normality

Tourists	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
	.321	300	.134	.624	400	.607
a. Lilliefors Significance Correction						

The Value for the test is more than .05, which is insignificant and indicate that the data is normally distributed.

TEST OF VALIDITY

Table 4.44: Inter-Item Correlation Matrix

Items	Corrected Item-Total Correlation	Table value $\alpha=.05$ & df(n-2)	Validity Test
q1.How do you find the available facilities (Medical, Police, Shopping etc.) in the region?	0.12014516	0.433	Valid
q2.How do you find the cleanliness of Hotel/Resorts/tourist places in the region?	0.372688661		Valid
q3.How do you find the accessibility by road/air/ rail networks?	0.225814793		Valid
q4.How do you find the interaction with the local community in the region?	0.362312978		Valid
q5.How do you find the quality of Food and drinking water available in the region?	0.176401939		Valid
q6.How do you find the quality of available accommodation facilities in the region?	-0.03931503		Valid

q7.How do you find the quality of services provided by the tourist information centre in the region?	0.256920883		Valid
q8.How do you find the services of working guides in the region?	0.143625746		Valid
q9.How do you find the support services such as tour agents and helpline numbers in the region?	0.06852549		Valid
q10.How do you find the safety and security at tourist destination in the region?	0.287679404		Valid
q11.How do you find the basic Infrastructure available in the region?	0.369172318		Valid
q12.How do you find the availability of hotels and resorts in the region?	-0.16459265		Valid
q13.How do you find the services for adventures/sports facilities available in the region?	0.236237838		Valid
q14.How do you find the conditions of historic places in the region?	-0.053616987		Valid
q15.How do you find the art and craft of the region?	0.036300389		Valid
q16.How do you find the ethnicity and cultural pattern of Dhauladhar circuit?	0.141699778		Valid
q17.How do you find the ayurvedic treatment available in the region?	-0.262324546		Valid
q18.How do you find the behaviour of the locals towards tourists in the region?	-0.336446173		Valid
q19.How do find the level of sanitation of the area?	-0.247527252		Valid
q20.How do you find the road conditions of the region?	0.009095979		Valid
q21.How do you find the availability of parking space in the region?	0.302260802		Valid

4.2.2 Descriptive Analysis

Frequency Table

The table below expresses the percentage of gender of the respondents. It was therefore found that the highest percentage was 75.0% that comprise the male. The below graph represents the same with the help of a graph.

Table 4.45: Gender

	Frequency	Percent	Actual Percent	Cumulative Percent
Male	225	75.0	75.0	75.0
Female	75	25.0	25.0	100.0
Total	300	100.0	100.0	

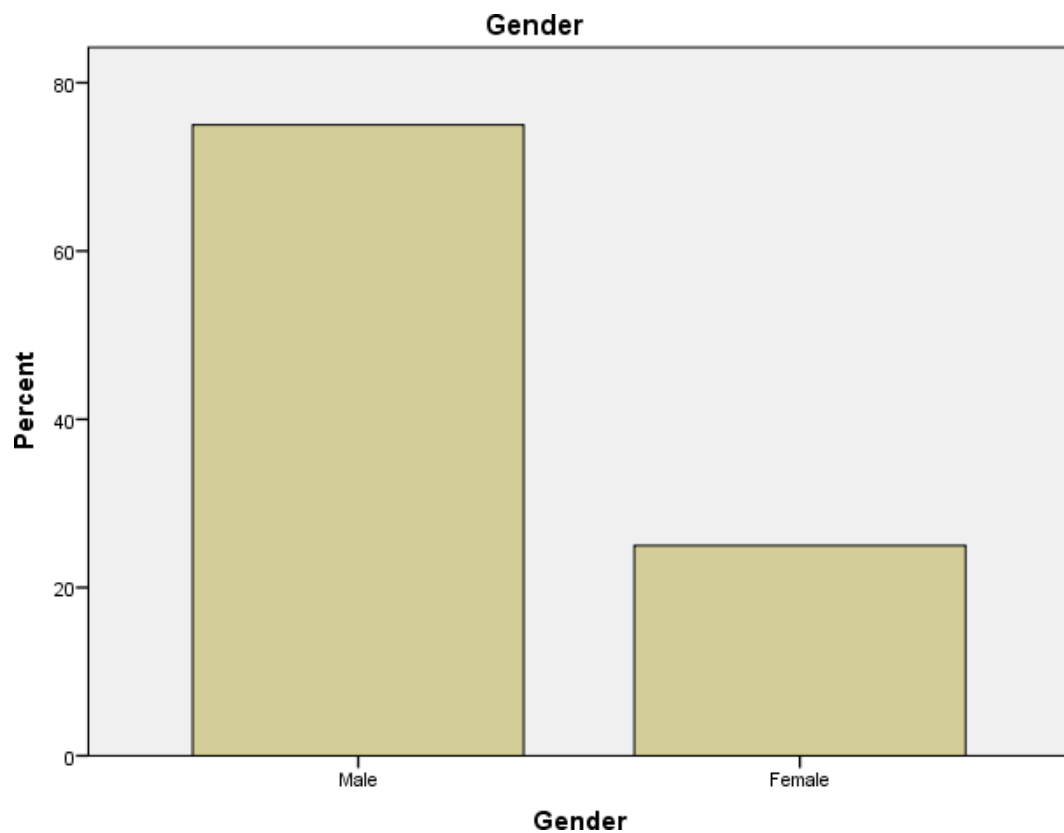


Figure 4.8: Gender

The table below expresses the percentage of age of the respondents. It was therefore found that the highest percentage was 56.7% that comprise the age group 18-30 years. The below graph represents the same with the help of a graph.

Table 4.46: Which age group are you in?

	Frequency	Percent	Actual Percent	Cumulative Percent
18-30	170	56.7	56.7	56.7
31-40	86	28.7	28.7	85.3
41-50	21	7.0	7.0	92.3
51-60	18	6.0	6.0	98.3
>60	5	1.7	1.7	100.0
Total	300	100.0	100.0	



Figure 4.9: Which age group are you in?

The table below expresses the percentage of marital status of the respondents. It was therefore found that the highest percentage was 68.0% that comprise the single category of people. The below graph represents the same with the help of a graph.

Table 4.47: Marital status

	Frequency	Percent	Actual Percent	Cumulative Percent
Single	204	68.0	68.0	68.0
Married	96	32.0	32.0	100.0
Total	300	100.0	100.0	

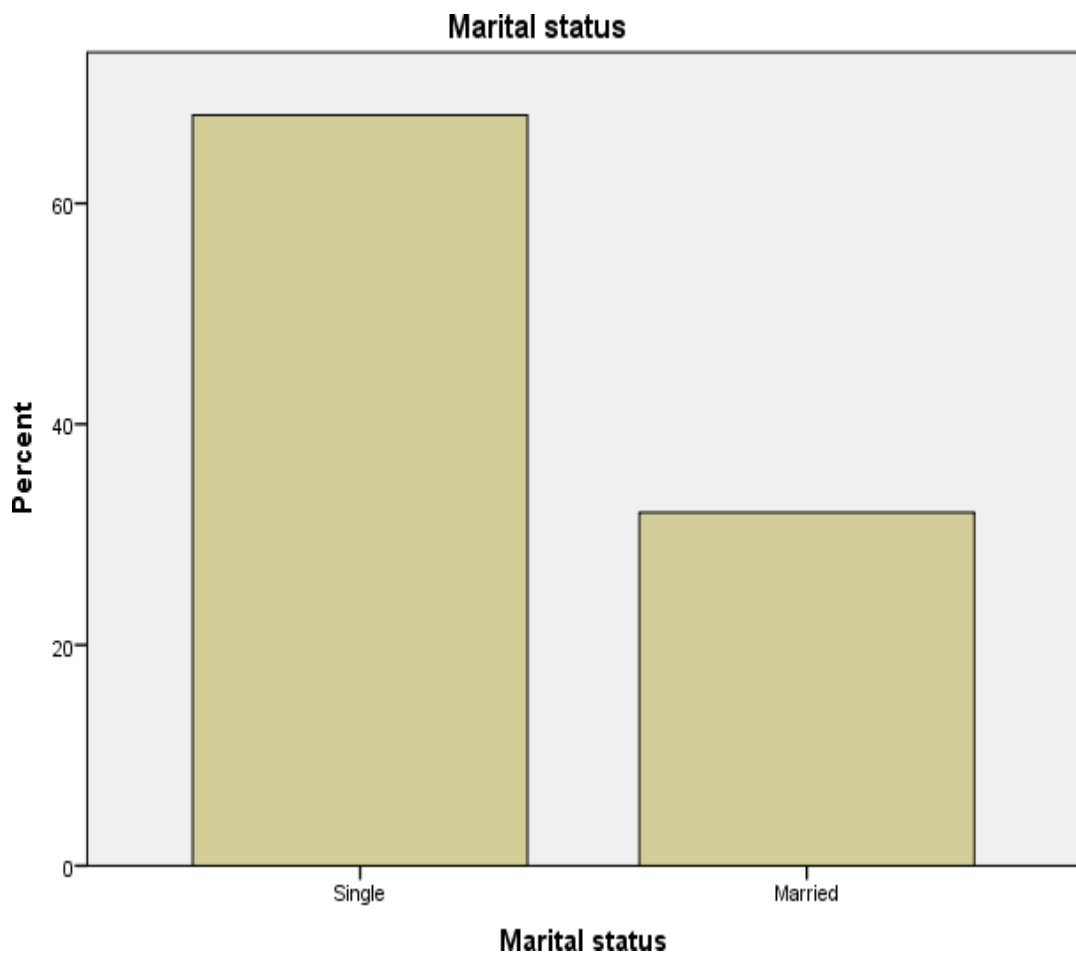


Figure 4.10: Martial Status

The table below expresses the percentage of highest level of qualification of the respondents. It was therefore found that the highest percentage was 45.3% that comprise the graduates. The below graph represents the same with the help of a graph.

Table 4.48: Your highest level of education

	Frequency	Percent	Actual Percent	Cumulative Percent
10th	13	4.3	4.3	4.3
Higher secondary	21	7.0	7.0	11.3
Graduation	136	45.3	45.3	56.7
PG	112	37.3	37.3	94.0
PhD	18	6.0	6.0	100.0
Total	300	100.0	100.0	

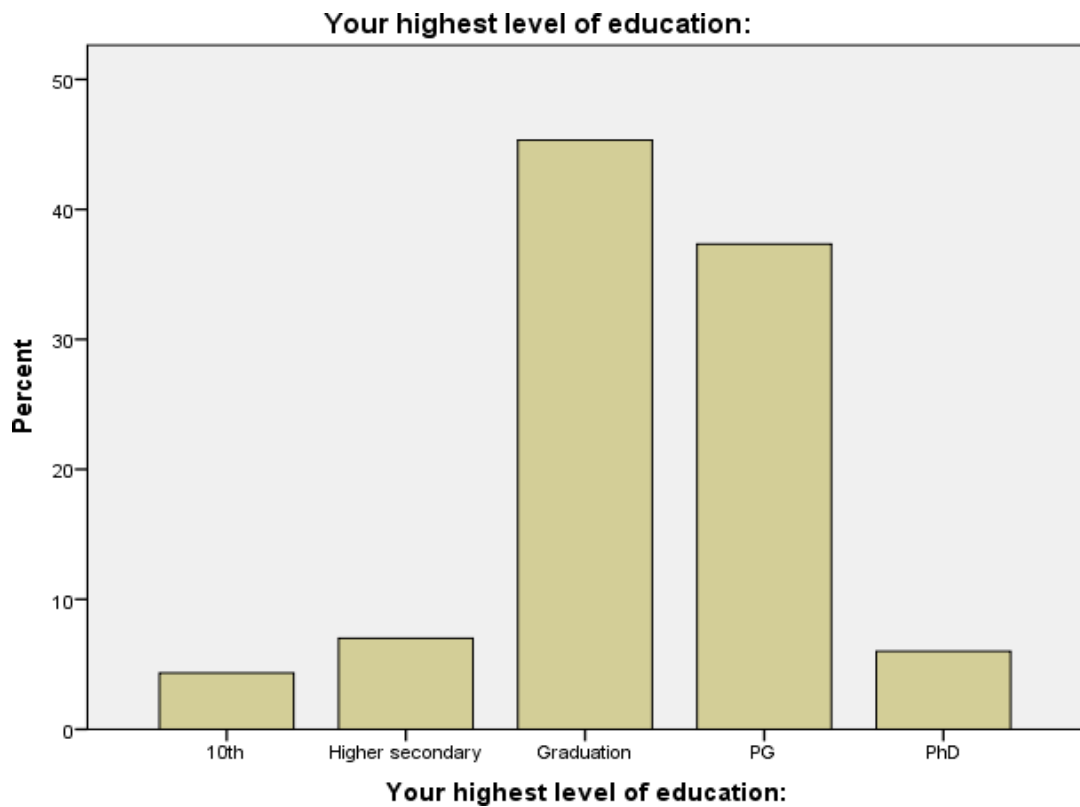


Figure 4.11: Your highest level of education

The table below expresses the percentage of occupation of the respondents. It was therefore found that the highest percentage was 63.0% that comprise the private sector employee. The below graph represents the same with the help of a graph.

Table 4.49: Occupation

	Frequency	Percent	Actual Percent	Cumulative Percent
Public employee	56	18.7	18.7	18.7
Private employee	189	63.0	63.0	81.7
Businessmen	55	18.3	18.3	100.0
Total	300	100.0	100.0	

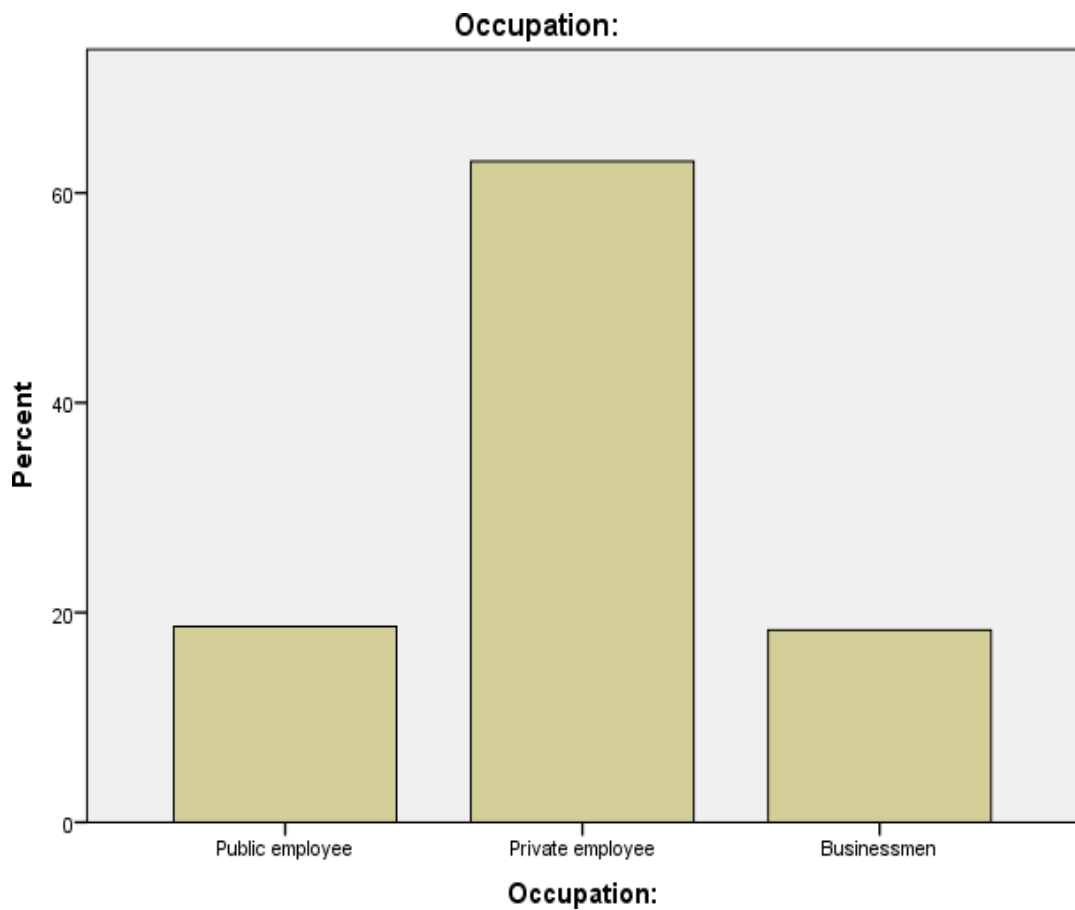


Figure 4.12: Occupation

The table below expresses the percentage of preference of tourist location of the respondents. It was therefore found that the highest percentage was 38.0% that comprise the Hill Centres. The below graph represents the same with the help of a graph.

Table 4.50: Preference for tourist location (You may choose more than one option)

	Frequency	Percent	Actual Percent	Cumulative Percent
Pilgrimage Centres	56	18.7	18.7	18.7
Hill Centres	114	38.0	38.0	56.7
Health Centres	55	18.3	18.3	75.0
Eco-tourist Centres	15	5.0	5.0	80.0
Festivals	3	1.0	1.0	81.0
Trakking Centre	24	8.0	8.0	89.0
Tourist camps	33	11.0	11.0	100.0
Total	300	100.0	100.0	

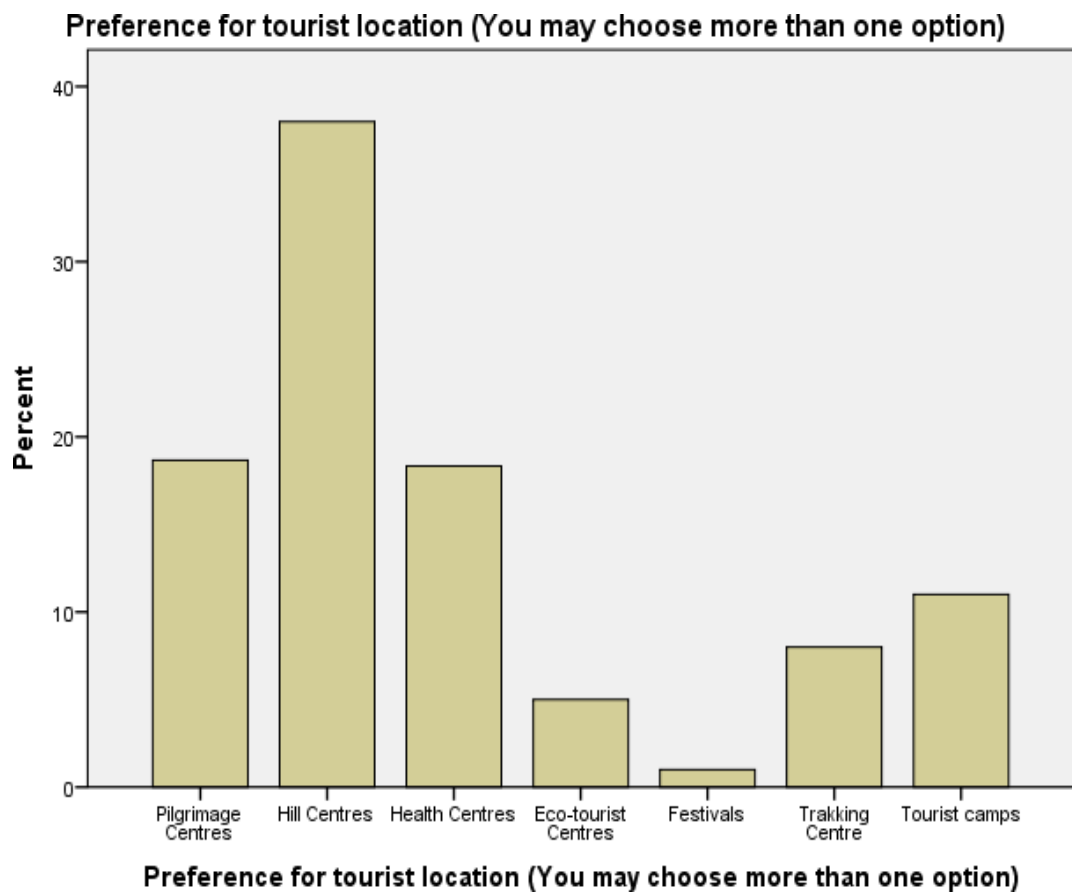


Figure 4.13: Preference of tourist location

4.2.3 Factor Analysis

The KMO and Bartlett's test value calculated through the use of SPSS 16.0 version, and the calculated value for KMO is .731 which is approaching to toward 1, which indicate the adequacy of the sampling and Bartlett's test of sphericity value is .000 which is significant and indicate that there is a correlation among the variables.

The communality table indicate the value of all the items greater than 0.3. The variance explained table indicate the extraction of 5(five) factors by using the Principal component analysis.

Oblimin with Kaiser Normalization rotation method is used for the distribution of all the values among all the factors

Table 4.51: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.731
Bartlett's Test of Sphericity	Approx. Chi-Square	7290.172
	df	210
	Sig.	.000

Table 4.52: Communalities

	Initial	Extraction
q1.How do you find the available facilities (Medical, Police, Shopping etc.) in the region?	1.000	.831
q2.How do you find the cleanliness of Hotel/Resorts/tourist places in the region?	1.000	.802
q3.How do you find the accessibility by road/air/ rail networks?	1.000	.867
q4.How do you find the interaction with the local community in the region?	1.000	.768
q5.How do you find the quality of Food and drinking water available in the region?	1.000	.925
q6.How do you find the quality of available accommodation facilities in the region?	1.000	.610

q7.How do you find the quality of services provided by the tourist information centre in the region?	1.000	.763
q8.How do you find the services of working guides in the region?	1.000	.498
q9.How do you find the support services such as tour agents and helpline numbers in the region?	1.000	.700
q10.How do you find the safety and security at tourist destination in the region?	1.000	.598
q11.How do you find the basic Infrastructure available in the region?	1.000	.909
q12.How do you find the availability of hotels and resorts in the region?	1.000	.820
q13.How do you find the services for adventures/sports facilities available in the region?	1.000	.846
q14.How do you find the conditions of historic places in the region?	1.000	.843
q15.How do you find the art and craft of the region?	1.000	.871
q16.How do you find the ethnicity and cultural pattern of Dhauladhar circuit?	1.000	.875
q17.How do you find the ayurvedic treatment available in the region?	1.000	.860
q18.How do you find the behaviour of the locals towards tourists in the region?	1.000	.718
q19.How do find the level of sanitation of the area?	1.000	.839
q20.How do you find the road conditions of the region?	1.000	.892
q21.How do you find the availability of parking space in the region?	1.000	.916
Extraction Method: Principal Component Analysis.		

Table 4.53: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.445	30.689	30.689	6.445	30.689	30.689
2	5.619	26.756	57.445	5.619	26.756	57.445
3	1.696	8.076	65.521	1.696	8.076	65.521
4	1.645	7.832	73.353	1.645	7.832	73.353
5	1.348	6.418	79.772	1.348	6.418	79.772
6	.962	4.579	84.350			
7	.649	3.089	87.439			
8	.571	2.719	90.158			
9	.413	1.965	92.123			
10	.368	1.751	93.874			
11	.262	1.248	95.122			
12	.251	1.197	96.318			
13	.189	.900	97.218			
14	.166	.791	98.009			
15	.111	.530	98.539			
16	.102	.486	99.025			
17	.073	.350	99.375			
18	.041	.194	99.568			
19	.036	.172	99.741			
20	.032	.153	99.894			
21	.022	.106	100.000			
Extraction Method: Principal Component Analysis.						

In this table, there are five factor which have over one eigenvalue. 30.68% of variance accounted by the first factor, 26.75% of variance accounted by the second factor, 8.07% of variance accounted by the third factor, 7.83% of variance accounted by the fourth factor, 6.41% of variance accounted by the fifth factor and finally 79.77% of variance accounted by the all factors.

Scree Plot

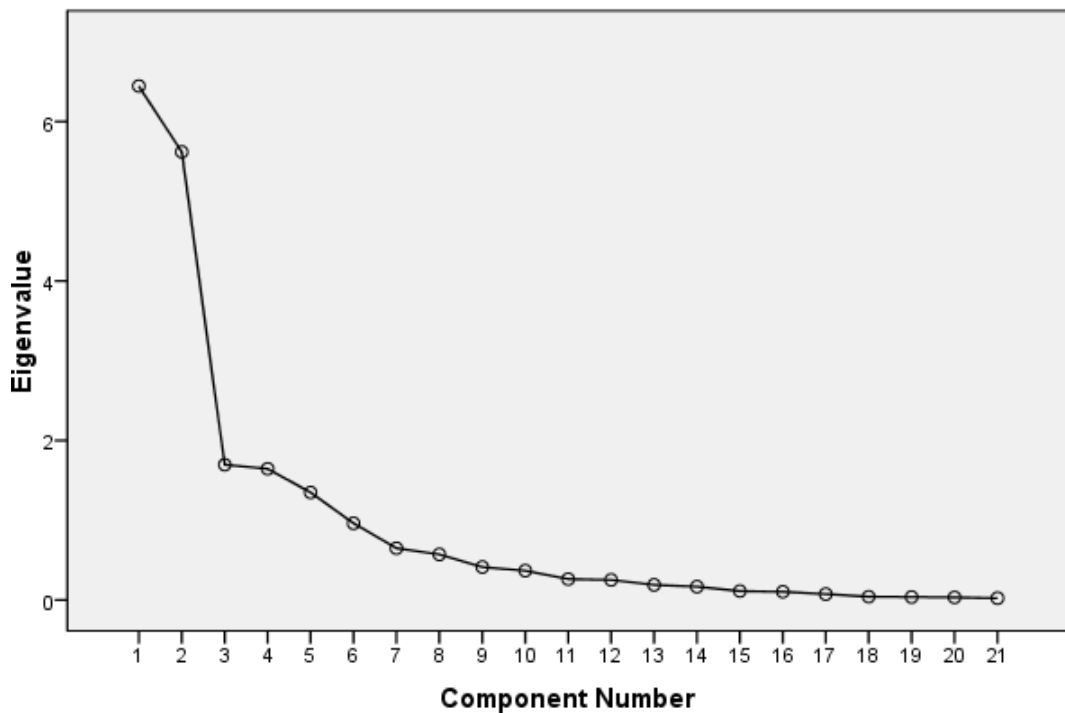


Figure 4.14: Scree Plot

Table 4.54: Structure Matrix

	Component				
	1	2	3	4	5
q5.How do you find the quality of Food and drinking water available in the region?	.953				
q11.How do you find the basic Infrastructure available in the region?	.941				

q3.How do you find the accessibility by road/air/rail networks?	.923				
q1.How do you find the available facilities (Medical, Police, Shopping etc.) in the region?	.909				
q2.How do you find the cleanliness of Hotel/Resorts/tourist places in the region?	.880				
q4.How do you find the interaction with the local community in the region?	.815		-.448		
q17.How do you find the ayurvedic treatment available in the region?		.900			
q14.How do you find the conditions of historic places in the region?		.871			
q15.How do you find the art and craft of the region?		.841	-.568		
q19.How do find the level of sanitation of the area?		.805			
q12.How do you find the availability of hotels and resorts in the region?		.716	-.577	.425	
q18.How do you find the behaviour of the locals towards tourists in the region?	-.406	.711			
q7.How do you find the quality of services			-.833		

provided by the tourist information centre in the region?					
q16.How do you find the ethnicity and cultural pattern of Dhauladhar circuit?		.575	-.821		
q13.How do you find the services for adventures/sports facilities available in the region?	.629		-.762		
q8.How do you find the services of working guides in the region?			-.590	.481	
q9.How do you find the support services such as tour agents and helpline numbers in the region?			-.478	.749	
q10.How do you find the safety and security at tourist destination in the region?				.687	
q6.How do you find the quality of available accommodation facilities in the region?				.642	
q20.How do you find the road conditions of the region?					-.915
q21.How do you find the availability of parking space in the region?	.431				-.844
Extraction Method: Principal Component Analysis. Rotation Method: Oblimin with Kaiser Normalization.					

Table 4.55: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q1.How do you find the available facilities (Medical, Police, Shopping etc.) in the region?	52.35	98.716	.397	.851	.843
q2.How do you find the cleanliness of Hotel/Resorts/tourist places in the region?	53.05	97.820	.414	.915	.842
q3.How do you find the accessibility by road/air/ rail networks?	52.37	100.902	.325	.928	.845
q4.How do you find the interaction with the local community in the region?	52.30	97.288	.532	.871	.838
q5.How do you find the quality of Food and drinking water available in the region?	52.14	98.326	.458	.944	.841
q6.How do you find the quality of available accommodation facilities in the region?	52.48	106.752	-.027	.641	.859
q7.How do you find the quality of services provided by the tourist information centre in the region?	52.88	100.216	.406	.816	.843
q8.How do you find the services of working guides in the region?	53.05	97.272	.471	.374	.840
q9.How do you find the support services such as tour agents and helpline numbers in the region?	53.01	95.120	.504	.625	.838

q10.How do you find the safety and security at tourist destination in the region?	52.19	94.966	.488	.529	.839
q11.How do you find the basic Infrastructure available in the region?	52.18	98.536	.441	.942	.841
q12.How do you find the availability of hotels and resorts in the region?	53.21	94.091	.518	.931	.838
q13.How do you find the services for adventures/sports facilities available in the region?	52.65	96.910	.624	.937	.836
q14.How do you find the conditions of historic places in the region?	52.49	96.084	.391	.922	.844
q15.How do you find the art and craft of the region?	52.72	95.574	.722	.927	.833
q16.How do you find the ethnicity and cultural pattern of Dhauladhar circuit?	52.63	95.631	.747	.929	.832
q17.How do you find the ayurvedic treatment available in the region?	52.87	97.019	.415	.898	.842
q18.How do you find the behaviour of the locals towards tourists in the region?	52.99	98.829	.340	.787	.846
q19.How do find the level of sanitation of the area?	52.38	98.390	.272	.750	.851
q20.How do you find the road conditions of the region?	52.79	98.004	.321	.808	.847
q21.How do you find the availability of parking space in the region?	52.47	99.976	.512	.857	.841

4.2.4 Reliability testing

The reliability test (Cronbach Alpha) is conducted within SPSS in direction to measure the internal consistency i.e., reliability of the gauging instrument (Questionnaire). It is greatest used when the questionnaire is developed by means of multiple Likert scale statements and so, to determine if the scale is reliable or not.

Reliability Analysis for **Part B**. Tourist satisfaction in Dhauladhar circuit

Table 4.56: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.863	21

Cronbach's Alpha is *above* 0.7 which means data is *reliable*.

The value for Cronbach alpha is 0.848 and it is *high reliability* of the measuring device. Also, it shows *high* level of internal consistency in relation to the variables for decision make in

1ST FACTOR RELIBILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .940 which is greater than 0.7. So, there is a good reliability of the 1st extracted factor

Table 4.57: Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.58: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.940	.937	8

Table 4.59: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q5.How do you find the quality of Food and drinking water available in the region?	19.45	24.877	.938	.935	.920
q11.How do you find the basic Infrastructure available in the region?	19.50	24.987	.916	.918	.922
q3.How do you find the accessibility by road/air/ rail networks?	19.68	25.856	.856	.898	.927
q1.How do you find the available facilities (Medical, Police, Shopping etc.) in the region?	19.66	24.799	.868	.834	.925
q2.How do you find the cleanliness of Hotel/Resorts/tourist places in the region?	20.37	24.768	.807	.812	.931
q4.How do you find the interaction with the local community in the region?	19.62	26.130	.796	.793	.931
q13.How do you find the services for adventures/sports facilities available in the region?	19.97	28.083	.633	.707	.941
q21.How do you find the availability of parking space in the region?	19.79	30.242	.452	.336	.950

2ND FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .903 which is greater than 0.7. So, there is a good reliability of the 2nd extracted factor.

Table 4.60: Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 4.61: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.913	7

Table 4.62: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q17.How do you find the ayurvedic treatment available in the region?	15.14	25.169	.861	.805	.871
q14.How do you find the conditions of historic places in the region?	14.76	25.942	.659	.868	.897

q19.How do find the level of sanitation of the area?	14.65	25.660	.639	.562	.901
q15.How do you find the art and craft of the region?	14.99	28.331	.832	.908	.883
q18.How do you find the behaviour of the locals towards tourists in the region?	15.26	26.663	.730	.722	.887
q16.How do you find the ethnicity and cultural pattern of Dhauladhar circuit?	14.90	30.007	.638	.860	.899
q12.How do you find the availability of hotels and resorts in the region?	15.48	25.401	.772	.882	.882

3RD FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .864 which is greater than 0.7. So, there is a good reliability of the 3rd extracted factor.

Table 4.63: Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.64: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.864	.873	11

Table 4.65: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q4.How do you find the interaction with the local community in the region?	24.40	43.966	.282	.732	.871
q17.How do you find the ayurvedic treatment available in the region?	24.96	39.306	.545	.720	.855
q15.How do you find the art and craft of the region?	24.82	39.649	.789	.784	.840
q18.How do you find the behaviour of the locals towards tourists in the region?	25.09	39.674	.534	.718	.855
q16.How do you find the ethnicity and cultural pattern of Dhauladhar circuit?	24.73	39.128	.882	.912	.835
q7.How do you find the quality of services provided by the tourist information centre in the region?	24.97	42.661	.463	.611	.859

q13.How do you find the services for adventures/sports facilities available in the region?	24.75	41.941	.534	.863	.855
q12.How do you find the availability of hotels and resorts in the region?	25.30	36.319	.734	.910	.838
q8.How do you find the services of working guides in the region?	25.15	40.400	.542	.337	.854
q9.How do you find the support services such as tour agents and helpline numbers in the region?	25.11	38.330	.618	.583	.849
q10.How do you find the safety and security at tourist destination in the region?	24.29	40.621	.415	.441	.866

4TH FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .792 which is greater than 0.7. So, there is a good reliability of the 4th extracted factor.

Table 4.66: Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.67: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.732	5

Table 4.68: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q9.How do you find the support services such as tour agents and helpline numbers in the region?	11.10	6.391	.459	.367	.772
q10.How do you find the safety and security at tourist destination in the region?	10.28	6.358	.432	.387	.787
q6.How do you find the quality of available accommodation facilities in the region?	10.57	8.433	.141	.382	.836
q21.How do you find the availability of parking space in the region?	10.56	7.458	.629	.653	.756
q20.How do you find the road conditions of the region?	10.88	7.167	.236	.589	.811

5TH FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .703 which is greater than 0.7. So, there is a good reliability of the 5th extracted factor.

Table 4.69: Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 4.70: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.703	.784	2

Table 4.71: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q20.How do you find the road conditions of the region?	2.79	.434	.644	.415	.657.
q21.How do you find the availability of parking space in the region?	2.47	1.460	.644	.415	.562

4.2.5 Questionnaire items source

Table 4.72: Tourist satisfaction in Dhauladhar circuit

ITEMS	REFERENCES
1. How do you find the available facilities (Medical, Police, Shopping etc.) in the region?	Anitha, K. P., & Chandrashekhara, B. (2018). Assessment of opportunities and challenges of tourism industry in Karnataka. <i>Assessment</i> , 3(2). Approach for industry. <i>Worldwide Hospitality and Tourism Themes</i> , 6(1), 51-61.
2. How do you find the cleanliness of Hotel/Resorts/tourist places in the region?	Lee, Y., & Weaver, D. (2014). The tourism area life cycle in Kim Yujeong literary village, Korea. <i>Asia Pacific Journal of Tourism Research</i> , 19(2), 181–198.
3. How do you find the accessibility by road/air/ rail networks?	Eusébio, C., & Carneiro, M. J. (2014). The impact of tourism on quality of life: A segmentation analysis of the youth market. <i>Tourism Analysis</i> , 19(6), 741–757.
4. How do you find the interaction with the local community in the region?	Woosnam, K. M., Norman, W. C., & Ying, T. (2009). Exploring the theoretical framework of emotional solidarity between residents and tourists. <i>Journal of Travel Research</i> , 48(2), 245e258.
5. How do you find the quality of Food and drinking water available in the region?	Razovi, C., M., 2013. Sustainable development and level of satisfaction of tourists with elements of tourist offer of destination. <i>Tourism South E Eur</i> 371e385.
6. How do you find the quality of available accommodation facilities in the region?	Eid, R., & El-Gohary, H. (2015). Muslim tourist perceived value in the hospitality and tourism industry. <i>Journal of Travel Research</i> , 54, 774-787.

7.How do you find the quality of services provided by the tourist information centre in the region?	Goleman, D., & Davidson, R. (2017). <i>The Science of Meditation: How to Change Your Brain, Mind and Body</i> . Penguin, UK.
8.How do you find the services of working guides in the region?	Breakey, N.M. and Breakey, H.E. (2015), "Tourism and Aldo Leopold's 'cultural harvest': creating virtuous tourists as agents of sustainability", <i>Journal of Sustainable Tourism</i> , Vol. 23 No. 1, pp. 85-103.
9.How do you find the support services such as tour agents and helpline numbers in the region?	Srivastava, K., & Sharma, N. K.(2013). Service quality, corporate brand image, and switching behavior: The mediating role of customer satisfaction and repurchase intention. <i>Services Marketing Quarterly</i> , 34(4), 274–291.
10. How do you find the safety and security at tourist destination in the region?	Lee, S., Rodriguez, L., & Sar, S. (2012). The influence of logo design on country image and willingness to visit: A study of country logos for tourism. <i>Public Relations Review</i> , 38(4), 584–591.
11. How do you find the basic Infrastructure available in the region?	Anitha, K. P., & Chandrashekar, B. (2018). Assessment of opportunities and challenges of tourism industry in Karnataka. <i>Assessment</i> , 3(2). Approach for industry. <i>Worldwide Hospitality and Tourism Themes</i> , 6(1), 51-61.
12. How do you find the availability of hotels and resorts in the region?	Nicholas, L., Thapa, B., 2010. Visitor perspectives on sustainable tourism development in the pitons management area world heritage site, st. Lucia. <i>Environ Dev Sustain</i> 12 (5), 839e857.
13. How do you find the services for adventures/sports facilities available in the region?	Reisinger, Y. (2009). <i>International tourism: Cultures and behaviour</i> . Oxford, UK: Butterworth Heinemann.
14. How do you find the conditions of historic places in the region?	Eid, R., & El-Gohary, H. (2015). Muslim tourist perceived value in the hospitality and tourism industry.

	<i>Journal of Travel Research</i> , 54, 774-787.
15.How do you find the art and craft of the region?	Eusébio, C., & Carneiro, M. J. (2014). The impact of tourism on quality of life: A segmentation analysis of the youth market. <i>Tourism Analysis</i> , 19(6), 741–757.
16. How do you find the ethnicity and cultural pattern of Dhauladhar circuit?	Razovi, C., M., 2013. Sustainable development and level of satisfaction of tourists with elements of tourist offer of destination. <i>Tourism South E Eur</i> 371e385.
17.How do you find the ayurvedic treatment available in the region?	Eid, R., & El-Gohary, H. (2015). Muslim tourist perceived value in the hospitality and tourism industry. <i>Journal of Travel Research</i> , 54, 774-787.
18.How do you find the behaviour of the locals towards tourists in the region?	Srivastava, K., & Sharma, N. K.(2013). Service quality, corporate brand image, and switching behavior: The mediating role of customer satisfaction and repurchase intention. <i>Services Marketing Quarterly</i> , 34(4), 274–291.
19.How do find the level of sanitation of the area?	Goleman, D., & Davidson, R. (2017). <i>The Science of Meditation: How to Change Your Brain, Mind and Body</i> . Penguin, UK.
20.How do you find the road conditions of the region?	Eusébio, C., & Carneiro, M. J. (2014). The impact of tourism on quality of life: A segmentation analysis of the youth market. <i>Tourism Analysis</i> , 19(6), 741–757.
21.How do you find the availability of parking space in the region?	Eid, R., & El-Gohary, H. (2015). Muslim tourist perceived value in the hospitality and tourism industry. <i>Journal of Travel Research</i> , 54, 774-787.

4.3 Stake holders

4.3.1 Test of Normality and Validity

Table 4.73: Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Stakeholders	.377	300	.124	.654	400	.614
a. Lilliefors Significance Correction						

The Value for the test is more than .05, which is insignificant and indicate that the data is normally distributed.

TEST OF VALIDITY

Table 4.74: Inter-Item Correlation Matrix

Items	Corrected Item-Total Correlation	Table value $\alpha=.05$ & $df(n-2)$	Validity Test
q1.The tourism inflow has increased in the state in last 10 years	1	0.413	Validity
q2.Tourism in the state attracting more Foreign tourists	0.348554818		Validity
q3.The overall spending of the tourists has increased	0.226215713		Validity
q4.Tourism in the state generating foreign exchange	0.401972411		Validity
q5.Tourism is contributing for the GDP of the state	0.352542323		Validity
q6. Tax revenue generated for the state through tourism	0.322265211		Validity
q7.Tourism generating more employment in the state	0.164783373		Validity
q8.Government is spending more on basic infrastructure	0.368646106		Validity
q9.New tourism products are developed like golf course, convention centres etc.	0.015436872		Validity

q10. More spending on advertising is done by the state for international tourists	0.080174013		Validity
q11. State spends More on advertising for domestic tourists	0.062718586		Validity
q12. There is more spending by the state on travel fairs/exhibitions	0.375336888		Validity
q13. There is a more spending by the state on HPTDC activities like running hotels, boat, tours etc.	0.030941483		Validity
q14. More spending by the state on research and marketing for tourism	0.17679984		Validity
q15. Government has set up certification systems for tourism businesses to improve service quality and bring standardisation	0.319418706		Validity
q16. Government should set up multi representative (consisting all stakeholders) Tourism Promotion/Investment Board	0.332930376		Validity
q17 Private sector has played an important role in infrastructure development and promoting & marketing tourism	0.2341		Validity
q18 The tourism contracts by Government are awarded as per transparent policies/rules for awarding contracts	0.3151		Validity
q19. The governments involvement in the sector impacted your business	0.299968829		Validity
q20. All decisions in the organization/ department are taken only as per the laid-out plans and programs	0.127822126		Validity
q21. The overall benefits of tourism are greater than the costs to the local population	0.339168105		Validity
q22. Tourism helps in the restoration/protection of historic Buildings/ heritage sites	0.062665311		Validity
q23. Some plans and programs are changed due to political considerations and constituency issues	0.130417474		Validity

4.3.2 Descriptive Analysis

Frequency Table

The table below expresses the percentage of gender of the respondents. It was therefore found that the highest percentage was 51.0% that comprise the females. The below graph represents the same with the help of a graph.

Table 4.75: Gender

	Frequency	Percent	Actual Percent	Cumulative Percent
Male	147	49.0	49.0	49.0
Female	153	51.0	51.0	100.0
Total	300	100.0	100.0	

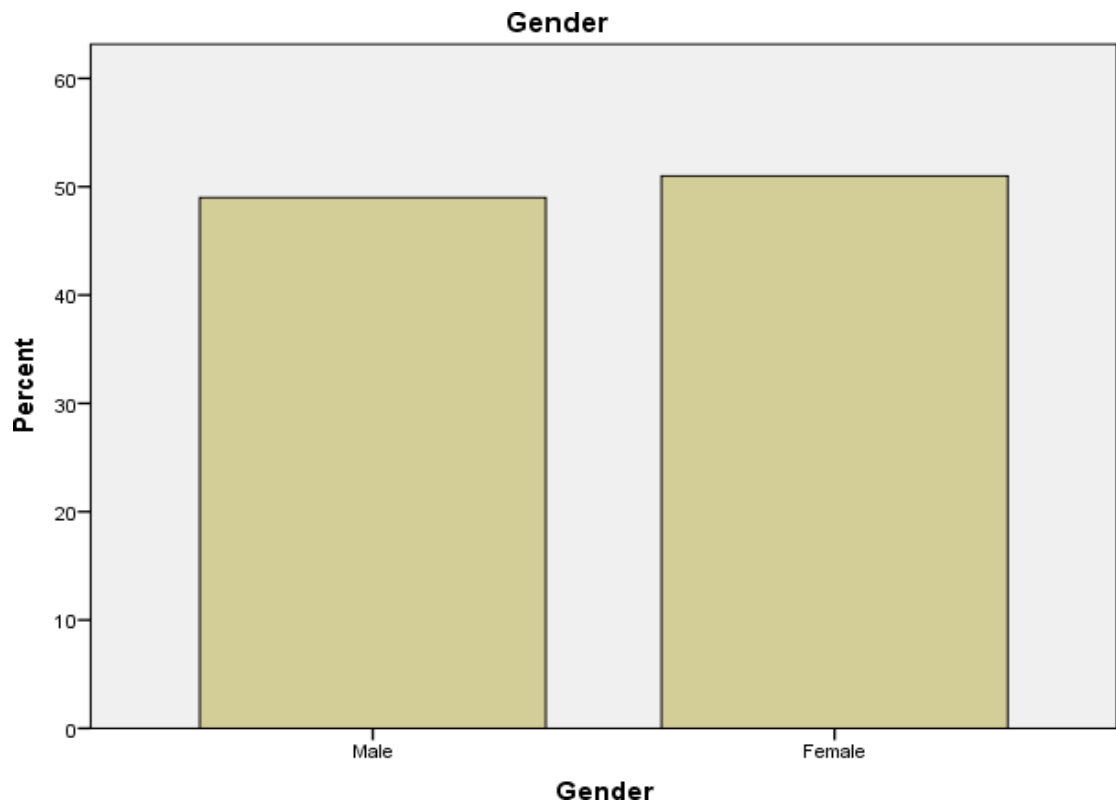


Figure 4.15: Gender

The table below expresses the percentage of age of the respondents. It was therefore found that the highest percentage was 35.0% that comprise the age group 31-40 years. The below graph represents the same with the help of a graph.

Table 4.76: Which age group are you in?

	Frequency	Percent	Actual Percent	Cumulative Percent
18-30	123	41.0	41.0	41.0
31-40	105	35.0	35.0	76.0
41-50	51	17.0	17.0	93.0
51-60	18	6.0	6.0	99.0
>60	3	1.0	1.0	100.0
Total	300	100.0	100.0	

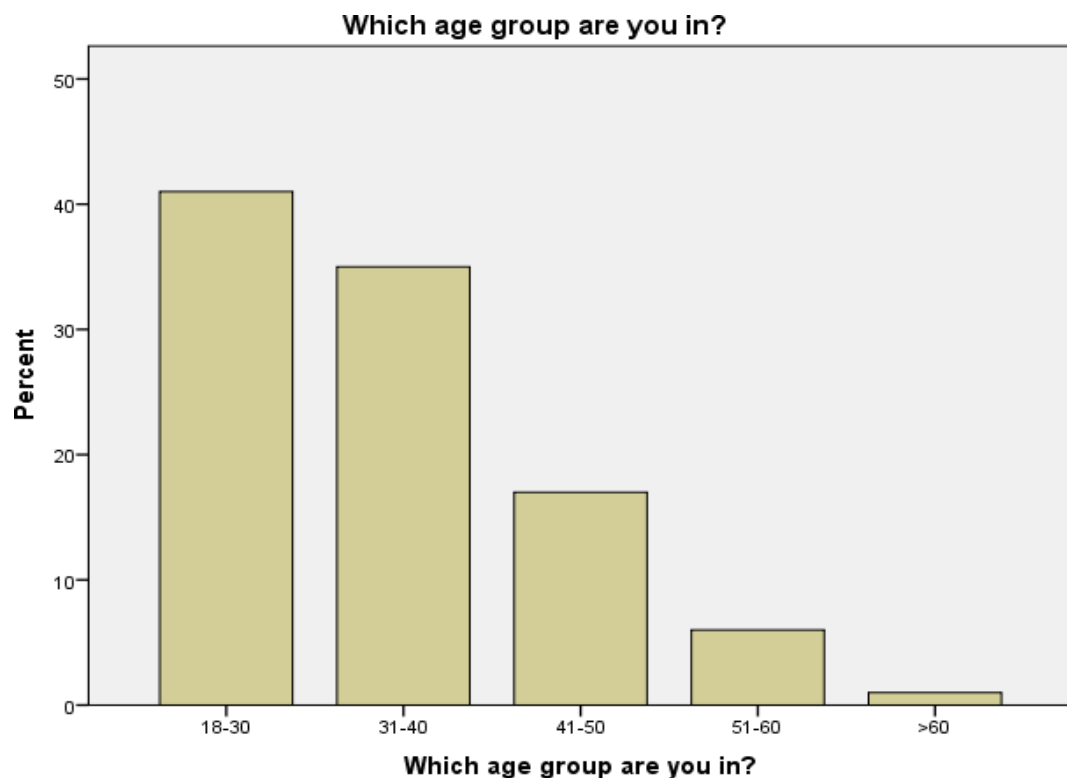


Figure 4.16: Which age group are you in?

The table below expresses the percentage of marital status of the respondents. It was therefore found that the highest percentage was 62.0% that comprise the single category of people. The below graph represents the same with the help of a graph.

Table 4.77: Marital status

	Frequency	Percent	Actual Percent	Cumulative Percent
Single	186	62.0	62.0	62.0
Married	114	38.0	38.0	100.0
Total	300	100.0	100.0	

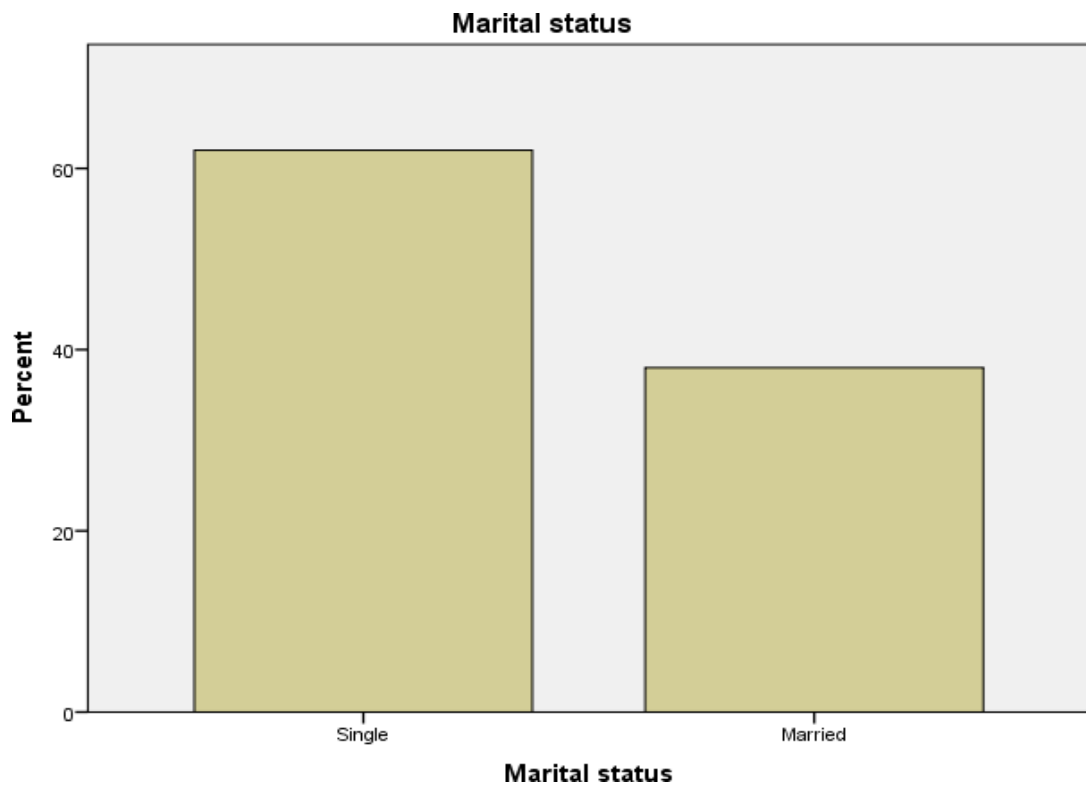


Figure 4.17: Martial Status

The table below expresses the percentage of highest level of qualification of the respondents. It was therefore found that the highest percentage was 50.0% that comprise the graduates. The below graph represents the same with the help of a graph.

Table 4.78: Your highest level of education

	Frequency	Percent	Actual Percent	Cumulative Percent
10th	15	5.0	5.0	5.0
Higher secondary	63	21.0	21.0	26.0
Graduation	150	50.0	50.0	76.0
PG	51	17.0	17.0	93.0
PhD	21	7.0	7.0	100.0
Total	300	100.0	100.0	

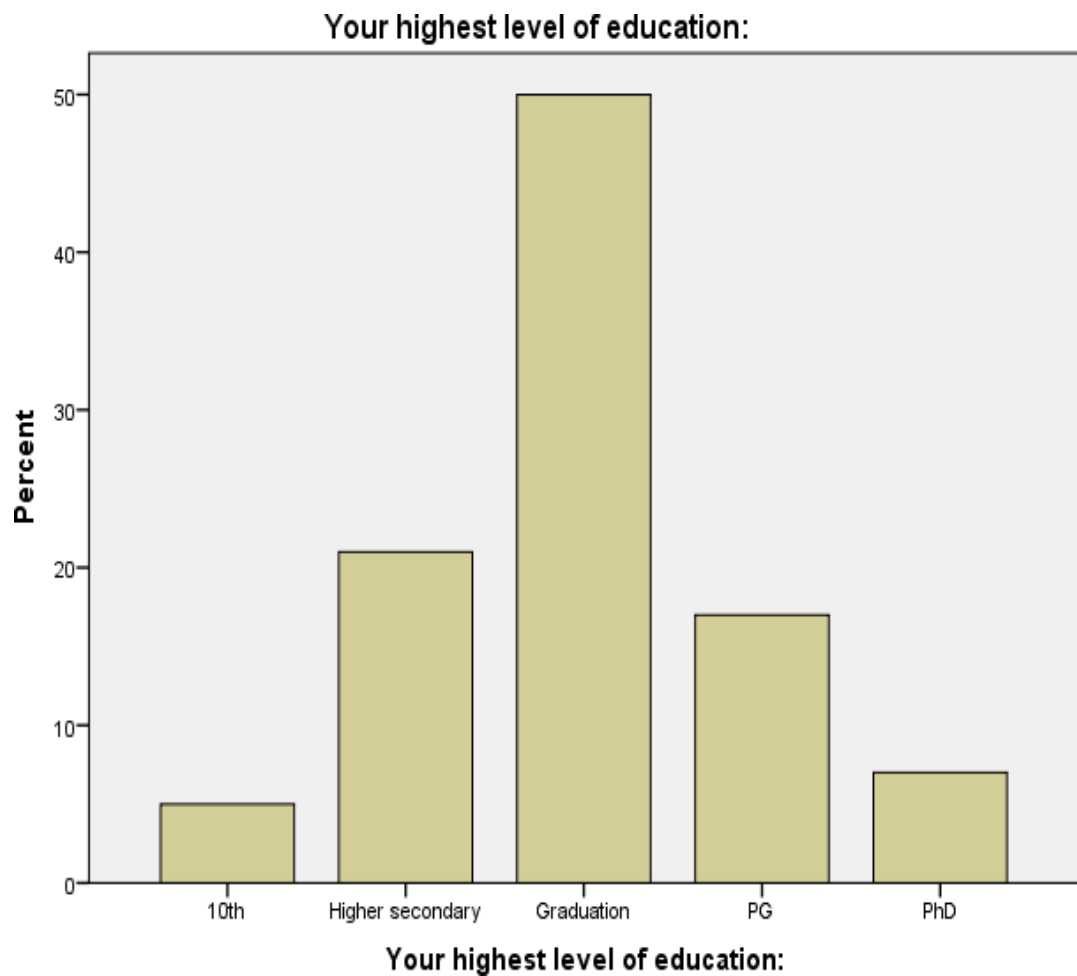


Figure 4.18: Your highest level of education

Table 4.79: Since how long you have been doing business here?

	Frequency	Percent	Actual Percent	Cumulative Percent
0-3years	93	31.0	31.0	31.0
4-7 years	126	42.0	42.0	73.0
8-11 years	45	15.0	15.0	88.0
12-15 Years	27	9.0	9.0	97.0
More than 15 years	9	3.0	3.0	100.0
Total	300	100.0	100.0	

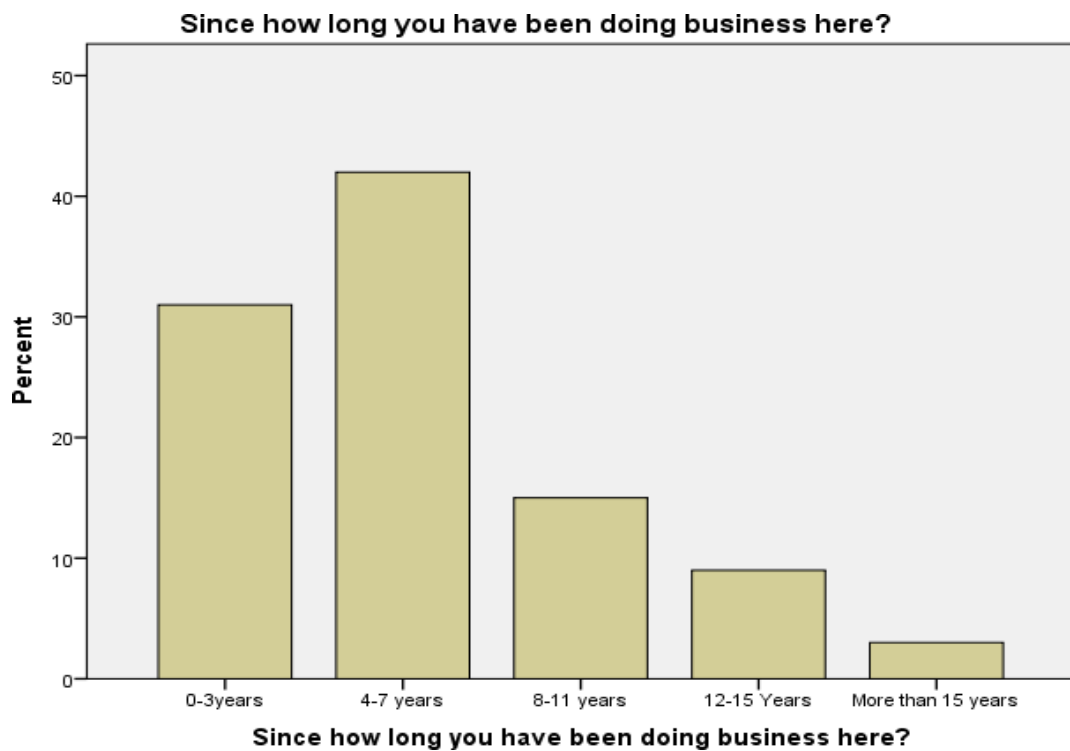


Figure 4.19: Since how long you have been doing business here?

The table below expresses the percentage of type of services you provided to the respondents to tourists. It was therefore found that the highest percentage was 38.0% that comprise the hotel facility. The below graph represents the same with the help of a graph.

Table 4.80: What type of service you provide to the tourists here?

	Frequency	Percent	Actual Percent	Cumulative Percent
Hotel	114	38.0	38.0	38.0
Travel Agency	99	33.0	33.0	71.0
Home stay	15	5.0	5.0	76.0
Tourist guide	63	21.0	21.0	97.0
Other	9	3.0	3.0	100.0
Total	300	100.0	100.0	

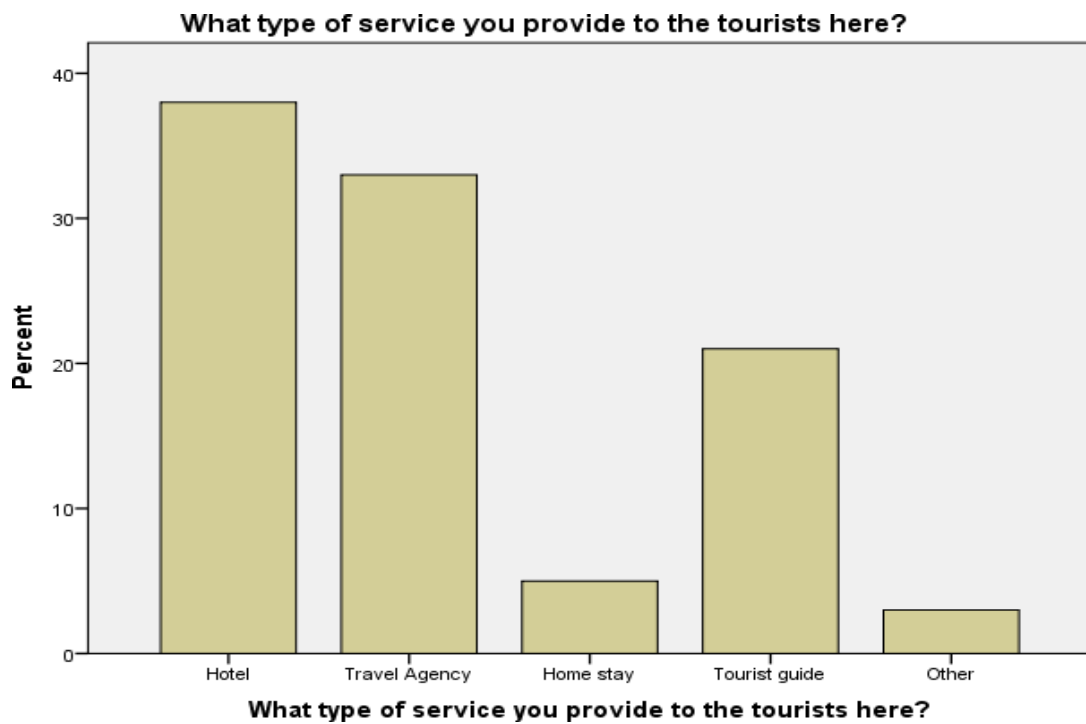


Figure 4.20: What type of services you provide to the tourists here?

The table below expresses the percentage of the respondents in the case of what type of tourists they handle. It was therefore found that the highest percentage was 61.0% that comprise the category both. The below graph represents the same with the help of a graph.

Table 4.81: What type of tourists you mostly handle?

	Frequency	Percent	Actual Percent	Cumulative Percent
International tourists	75	25.0	25.0	25.0
Domestic tourists	42	14.0	14.0	39.0
Both	183	61.0	61.0	100.0
Total	300	100.0	100.0	

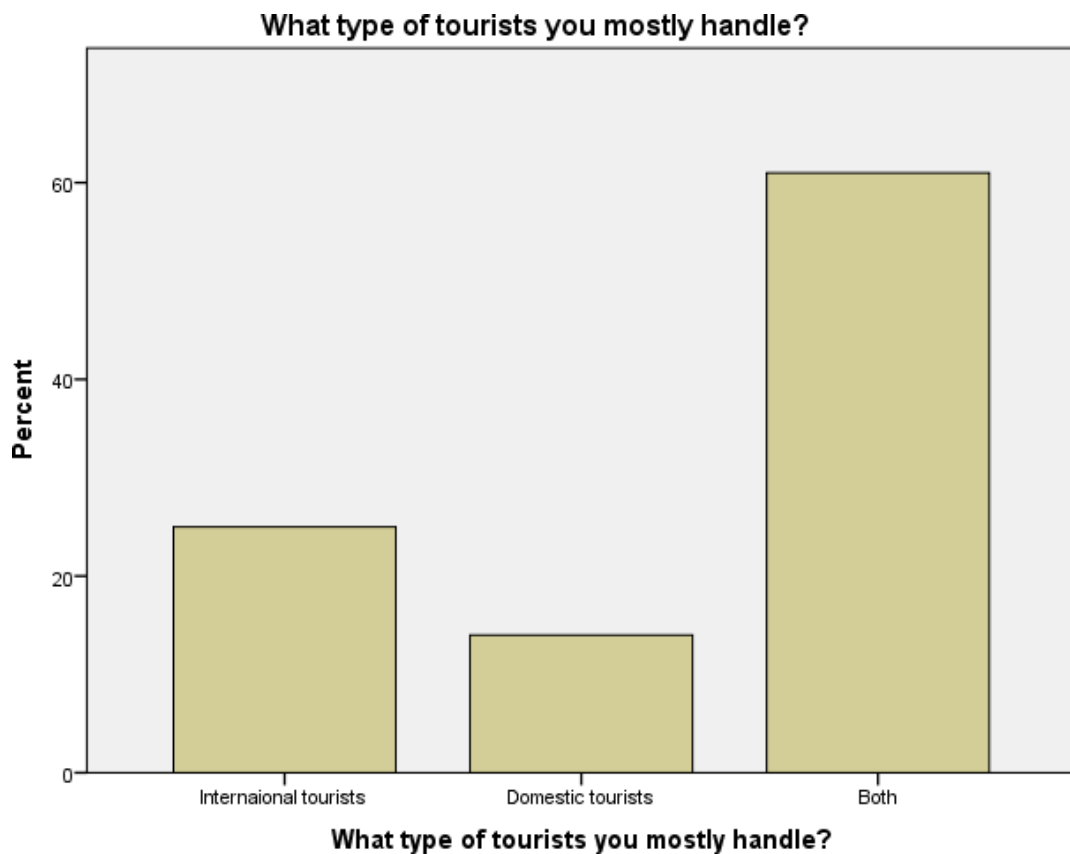


Figure 4.21: What type of tourists you mostly handle?

The table below expresses the percentage of turnover in the last three years of the respondents. It was therefore found that the highest percentage was 71.0% that comprise the response that it is rising. The below graph represents the same with the help of a graph.

Table 4.82: In the last three years your annual turnover is

	Frequency	Percent	Actual Percent	Cumulative Percent
Rising	213	71.0	71.0	71.0
Falling	18	6.0	6.0	77.0
Remains the same	69	23.0	23.0	100.0
Total	300	100.0	100.0	

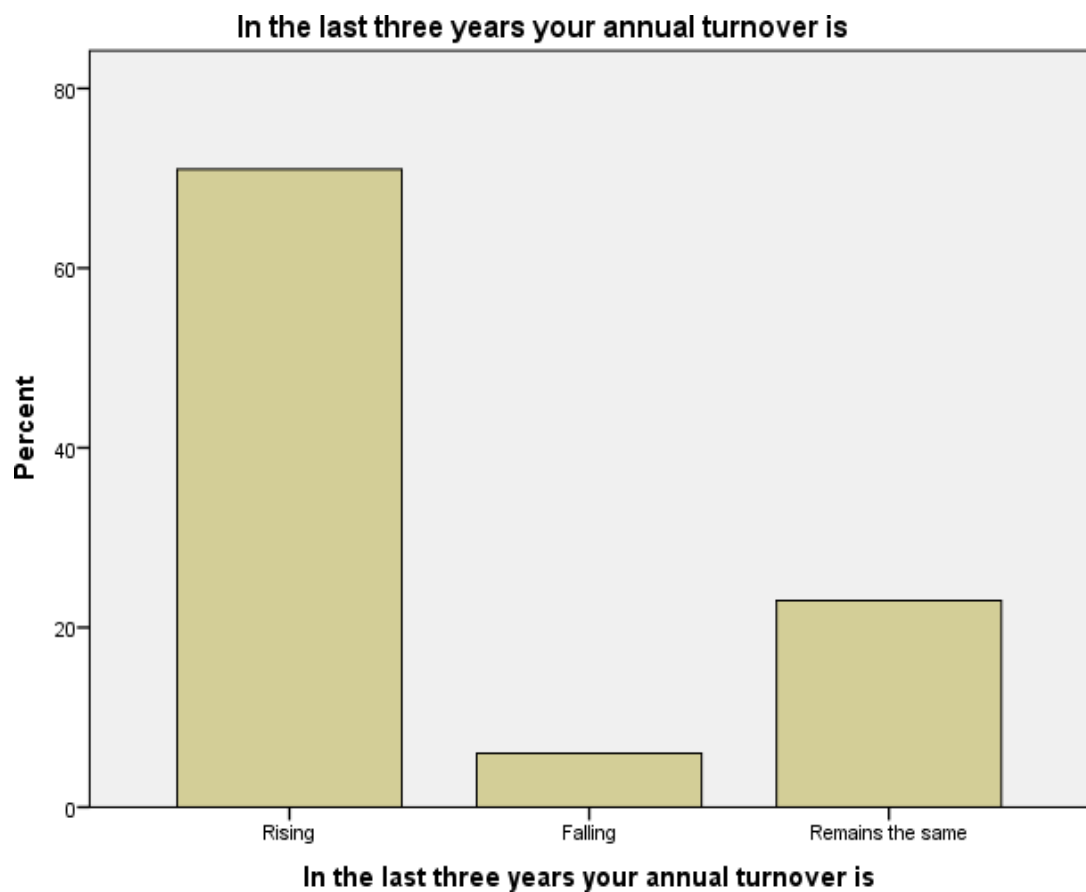


Figure 4.22: In the last three years your annual turnover is

The table below expresses the percentage of occupation of the respondents. It was therefore found that the highest percentage was 38.0% that comprise the hoteliers. The below graph represents the same with the help of a graph.

Table 4.83: Occupation

	Frequency	Percent	Actual Percent	Cumulative Percent
Hotelier	114	38.0	38.0	38.0
Travel agency owner	99	33.0	33.0	71.0
Home stay	15	5.0	5.0	76.0
Tourist Guide	63	21.0	21.0	97.0
Other	9	3.0	3.0	100.0
Total	300	100.0	100.0	

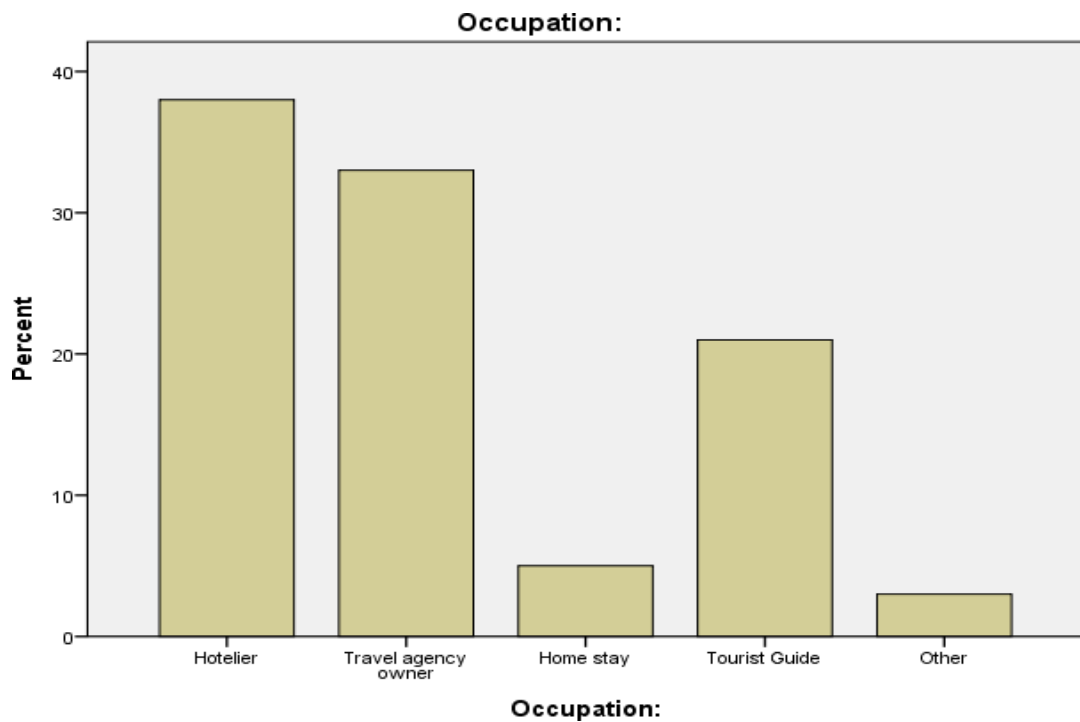


Figure 4.23: Occupation

4.3.3 Factor Analysis

The KMO and Bartlett's test value calculated through the use of SPSS 16.0 version, and the calculated value for KMO is .707 which is approaching to toward 1, which indicate the adequacy of the sampling and Bartlett's test of sphericity value is .000 which is significant and indicate that there is a correlation among the variables.

The communality table indicate the value of all the items greater than 0.3. The variance explained table indicate the extraction of 6 (six) factors by using the Principal component analysis.

Oblimin with Kaiser Normalization rotation method is used for the distribution of all the values among all the factors

Table 4.84: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.707
Bartlett's Test of Sphericity	Approx. Chi-Square	1972.130
	df	253
	Sig.	.000

Table 4.85: Communalities

	Initial	Extraction
q1.The tourism inflow has increased in the state in last 10 years	1.000	.847
q2.Tourism in the state attracting more Foreign tourists	1.000	.859
q3.The overall spending of the tourists has increased	1.000	.780
q4.Tourism in the state generating foreign exchange	1.000	.492
q5.Tourism is contributing for the GDP of the state	1.000	.729
q6. Tax revenue generated for the state through tourism	1.000	.464
q7.Tourism generating more employment in the state	1.000	.635
q8.Government is spending more on basic infrastructure	1.000	.691
q9.New tourism products are developed like golf course, convention centres etc.	1.000	.636
q10.More spending on advertising is done by the state for international tourists	1.000	.790

q11.State spends More on advertising for domestic tourists	1.000	.724
q12.There is more spending by the state on travel fairs/exhibitions	1.000	.859
q13.There is a more spending by the state on HPTDC activities like running hotels, boat, tours etc.	1.000	.776
q14.More spending by the state on research and marketing for tourism	1.000	.768
q15.Government has set up certification systems for tourism businesses to improve service quality and bring standardisation	1.000	.841
q16.Government should set up multi representative (consisting all stakeholders) Tourism Promotion/Investment Board	1.000	.840
q17. Private sector has played an important role in infrastructure development and promoting & marketing tourism	1.000	.749
q18.The tourism contracts by Government are awarded as per transparent policies/rules for awarding contracts	1.000	.866
q19. The government's involvement in the sector impacted your business	1.000	.623
q20. All decisions in the organization/ department are taken only as per the laid-out plans and programs	1.000	.961
q21.The overall benefits of tourism are greater than the costs to the local population	1.000	.845
q22.Tourism helps in the restoration/protection of historic Buildings/ heritage sites	1.000	.893
q23. Some plans and programs are changed due to political considerations and constituency issues	1.000	.611
Extraction Method: Principal Component Analysis.		

Table 4.86: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.874	34.233	34.233	7.874	34.233	34.233
2	3.237	14.076	48.309	3.237	14.076	48.309
3	2.166	9.417	57.726	2.166	9.417	57.726
4	1.523	6.621	64.347	1.523	6.621	64.347
5	1.326	5.765	70.112	1.326	5.765	70.112
6	1.155	5.021	75.133	1.155	5.021	75.133
7	.889	3.865	78.997			
8	.754	3.279	82.276			
9	.660	2.870	85.146			
10	.609	2.648	87.794			
11	.562	2.445	90.239			
12	.435	1.890	92.129			
13	.403	1.754	93.883			
14	.358	1.556	95.439			
15	.255	1.110	96.549			
16	.218	.946	97.495			
17	.167	.725	98.220			
18	.147	.641	98.861			
19	.100	.437	99.298			
20	.066	.288	99.586			
21	.037	.160	99.747			
22	.033	.142	99.889			
23	.026	.111	100.000			
Extraction Method: Principal Component Analysis.						

In table, six component or five factor which have greater than one eigenvalue. 34.23% of variance due to the first factor, 14.07% of variance due to the second factor, 9.41% of variance due to the third factor, 6.62% of variance due to the fourth factor, 5.76% of variance due to the fifth factor, 5.02% of variance due to the sixth factor and finally 75.13% of variance due to the all factors.

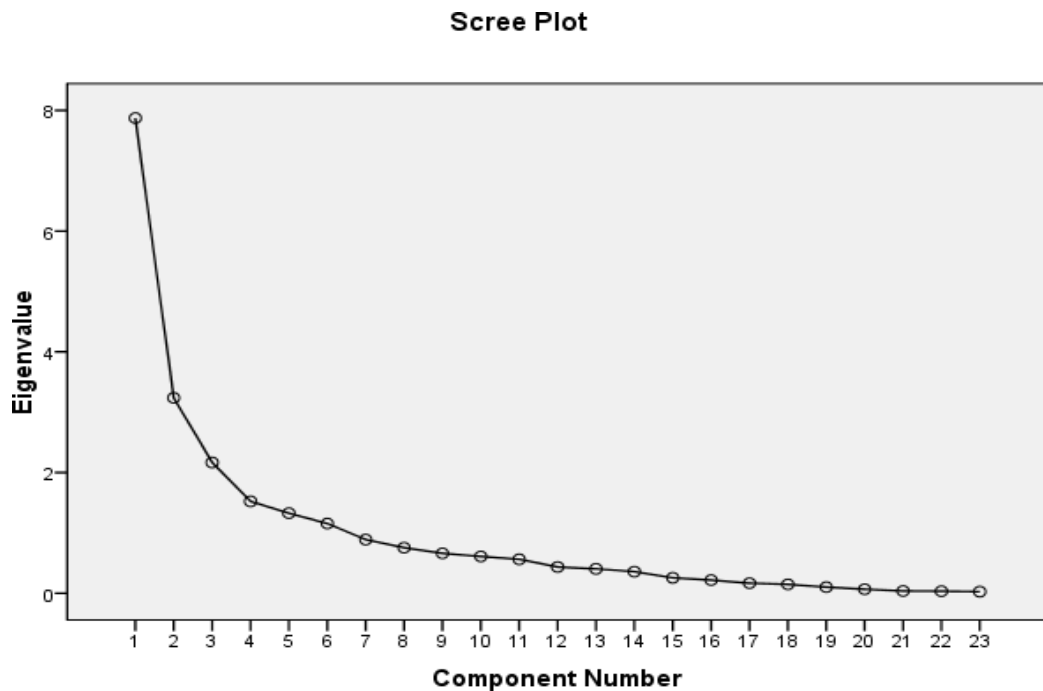


Figure 4.24: Scree Plot

Table 4.87: Structure Matrix

	Component					
	1	2	3	4	5	6
q2.Tourism in the state attracting more Foreign tourists	.918					
q1.The tourism inflow has increased in the state in last 10 years	.897					
q3.The overall spending of the tourists has increased	.879					
q7.Tourism generating more employment in the state	.714		-.411			

q6. Tax revenue generated for the state through tourism	.419		-.554			
q13. There is a more spending by the state on HPTDC activities like running hotels, boat, tours etc.				.844		
q14. More spending by the state on research and marketing for tourism				.749		-.461
q15. Government has set up certification systems for tourism businesses to improve service quality and bring standardisation					-.907	
q16. Government should set up multi representative (consisting all stakeholders) Tourism Promotion/Investment Board	.523		-.448		-.836	
q23. Some plans and programs are changed due to political considerations and constituency issues						-.724
q22. Tourism helps in the restoration/protection of historic Buildings/ heritage sites		.586		.591		-.719
q19. The government's involvement in the sector impacted your business	.456					-.681
q11. State spends More on advertising for domestic tourists						-.654
Extraction Method: Principal Component Analysis. Rotation Method: Oblimin with Kaiser Normalization.						

4.3.4 Reliability testing

Cronbach Alpha is conducted within SPSS in order to measure the internal consistency i.e. reliability of the measuring instrument (Questionnaire). It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not.

Reliability Analysis for the tourism economy/industry in Himachal Pradesh

Table 4.88: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.886	.898	23

Cronbach's Alpha is *above* 0.7 which means data is reliable.

The value for Cronbach alpha is 0.886 and it shows *high reliability* of the measuring instrument. Also, it shows *high* level of internal consistency in relation to the variables for decision making.

1ST FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .919 which is greater than 0.7. So, there is a good reliability of the 1st extracted factor.

Table 4.89: Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.90: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.919	.921	13

Table 4.91: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q2.Tourism in the state attracting more Foreign tourists	27.99	85.288	.700	.816	.911
q1.The tourism inflow has increased in the state in last 10 years	28.10	89.672	.629	.769	.914
q3.The overall spending of the tourists has increased	27.61	84.238	.710	.647	.910
q7.Tourism generating more employment in the state	28.10	83.900	.729	.602	.910
q4.Tourism in the state generating foreign exchange	28.06	85.290	.584	.493	.916
q8.Government is spending more on basic infrastructure	27.66	88.788	.551	.659	.916
q18.The tourism contracts by Government are awarded as per transparent policies/rules for awarding contracts	27.84	84.356	.775	.785	.908
q12.There is more spending by the state on travel fairs/exhibitions	27.87	86.539	.782	.899	.909

q5. Tourism is contributing for the GDP of the state	27.98	85.093	.626	.821	.914
q21. The overall benefits of tourism are greater than the costs to the local population	27.54	82.684	.755	.836	.908
q6. Tax revenue generated for the state through tourism	27.68	87.544	.556	.602	.916
q16. Government should set up multi representative (consisting all stakeholders) Tourism Promotion/Investment Board	27.45	85.352	.680	.635	.912
q19. The government's involvement in the sector impacted your business	28.00	90.227	.468	.422	.919

2ND FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .839 which is greater than 0.7. So, there is a good reliability of the 2nd extracted factor.

Table 4.92: Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 4.93: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.854	6

Table 4.94: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q20. All decisions in the organization/ department are taken only as per the laid-out plans and programs	12.31	17.534	.875	.933	.773
q10. More spending on advertising is done by the state for international tourists	12.53	17.293	.551	.872	.831
q8. Government is spending more on basic infrastructure	12.63	18.615	.615	.801	.814
q12. There is more spending by the state on travel fairs/exhibitions	12.85	19.622	.580	.659	.822
q21. The overall benefits of tourism are greater than the costs to the local population	12.52	17.321	.639	.691	.808
q22. Tourism helps in the restoration/protection of historic Buildings/ heritage sites	12.81	17.202	.553	.379	.831

3RD FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .896 which is greater than 0.7. So, there is a good reliability of the 3rd extracted factor.

Table 4.95: Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.96: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.896	.904	9

Table 4.97: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q7.Tourism generating more employment in the state	19.72	49.388	.593	.468	.889
q17. Private sector has played an important role in infrastructure development and promoting & marketing tourism	18.94	47.562	.543	.707	.896
q18.The tourism contracts by	19.46	46.644	.868	.893	.869

Government are awarded as per transparent policies/rules for awarding contracts					
q12. There is more spending by the state on travel fairs/exhibitions	19.49	48.793	.844	.910	.875
q9. New tourism products are developed like golf course, convention centres etc.	19.48	47.869	.562	.597	.893
q5. Tourism is contributing for the GDP of the state	19.60	47.974	.647	.795	.885
q21. The overall benefits of tourism are greater than the costs to the local population	19.16	45.642	.818	.807	.871
q6. Tax revenue generated for the state through tourism	19.30	50.303	.546	.667	.892
q16. Government should set up multi representative (consisting all stakeholders) Tourism Promotion/Investment Board	19.07	49.019	.645	.586	.885

4TH FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .753 which is greater than 0.7. So, there is a good reliability of the 4th extracted factor.

Table 4.98: Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.99: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.753	.757	3

Table 4.100: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q13. There is a more spending by the state on HPTDC activities like running hotels, boat, tours etc.	5.15	6.017	.412	.203	.859
q14. More spending by the state on research and marketing for tourism	4.68	4.832	.736	.616	.488
q22. Tourism helps in the restoration/protection of historic Buildings/ heritage sites	5.20	5.199	.624	.568	.620

5TH FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .845 which is greater than 0.7. So, there is a good reliability of the 5th extracted factor.

Table 4.101: Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.102: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.845	.856	5

Table 4.103: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q4.Tourism in the state generating foreign exchange	10.14	15.833	.573	.399	.835
q18.The tourism contracts by Government are awarded as per transparent policies/rules for awarding contracts	9.92	16.592	.635	.514	.820

q21.The overall benefits of tourism are greater than the costs to the local population	9.62	14.825	.753	.676	.786
q15.Government has set up certification systems for tourism businesses to improve service quality and bring standardisation	9.73	14.685	.541	.483	.856
q16.Government should set up multi representative (consisting all stakeholders) Tourism Promotion/Investment Board	9.52	14.839	.835	.731	.769

6TH FACTOR RELIABILITY

Cronbach Alpha is conducted within SPSS in order to measure the reliability of the extracted factors measuring. It is most usually used when the questionnaire is established using multiple Likert scale statements and then to determine if the scale is reliable or not. The value of the reliability test Cronbach alpha is .784 which is greater than 0.7. So, there is a good reliability of the 6th extracted factor.

Table 4.104: Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.105: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.784	.789	6

Table 4.106: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
q8.Government is spending more on basic infrastructure	12.37	21.250	.479	.350	.764
q14.More spending by the state on research and marketing for tourism	12.03	18.798	.558	.650	.745
q23. Some plans and programs are changed due to political considerations and constituency issues	12.71	20.053	.457	.298	.769
q22.Tourism helps in the restoration/protection of historic Buildings/ heritage sites	12.55	16.282	.817	.789	.672
q19. The government's involvement in the sector impacted your business	12.71	20.889	.517	.515	.757
q11.State spends More on advertising for domestic tourists	11.97	19.016	.426	.186	.785

4.3.5 Questionnaire items source

Table 4.107: Stakeholders items

ITEMS	REFERENCES
1. The tourism inflow has increased in the state in last 10 years	Byrd, E. T. (2007). Stakeholders in sustainable tourism development and their roles: Applying stakeholder theory to sustainable tourism development. <i>Tourism Review</i> , 62(2), 6–13.
2. Tourism in the state attracting more Foreign tourists	Kim, K., Uysal, M. and Sirgy, M.J., 2013. How does tourism in a community impact the quality of life of community residents? <i>Tourism management</i> , 36, pp.527-540.
3. The overall spending of the tourists has increased	Byrd, E. T. (2007). Stakeholders in sustainable tourism development and their roles: Applying stakeholder theory to sustainable tourism development. <i>Tourism Review</i> , 62(2), 6–13.
4. Tourism in the state generating foreign exchange	Yamada, N., Heo, J., King, C., & Fu, -Y.-Y. (2011). Urban Residents' Life Satisfaction and cultural tourism development: The role of health perception, wealth, safety, community contentment, and cultural tourism development. <i>Journal of Quality Assurance in Hospitality & Tourism</i> , 12(3), 220–235.
5. Tourism is contributing for the GDP of the state	Kim, K., Uysal, M. and Sirgy, M.J., 2013. How does tourism in a community impact the quality of life of community residents? <i>Tourism management</i> , 36, pp.527-540.
6. Tax revenue generated for the state through tourism	Dolnicar, S., Lazarevski, K., & Yanamandram, V. (2013). Quality of life and tourism: A conceptual framework and novel segmentation base. <i>Journal of Business Research</i> , 66, 724–729.
7. Tourism generating more employment in the state	Andereck, K.L., Valentine, K.M., Knopf, R.C. and Vogt, C.A., (2005). Residents' perceptions of community tourism impacts. <i>Annals of tourism research</i> , 32(4), pp.1056-1076.

8. Government is spending more on basic infrastructure	Karabati, S., Dogan, E., Pinar, M., & Celik, L. M. (2009). Socio-Economic Effects of Agri-Tourism on Local Communities in Turkey: The Case of Aglasun. <i>International Journal of Hospitality & Tourism Administration</i> , 10(2), 129–142.
9. New tourism products are developed like golf course, convention centres etc.	Dolnicar, S., Lazarevski, K., & Yanamandram, V. (2013). Quality of life and tourism: A conceptual framework and novel segmentation base. <i>Journal of Business Research</i> , 66, 724–729.
10. More spending on advertising is done by the state for international tourists	Kim, K., Uysal, M. and Sirgy, M.J., 2013. How does tourism in a community impact the quality of life of community residents? <i>Tourism management</i> , 36, pp.527-540.
11. State spends More on advertising for domestic tourists	Su, M. M., Long, Y., Wall, G., & Jin, M. (2016). Tourist–community interactions in ethnic tourism: Tuva villages, Kanas Scenic Area, China. <i>Journal of Tourism and Cultural Change</i> , 14(1), 1–26.
12. There is more spending by the state on travel fairs/exhibitions	Nicholas, L. N., Thapa, B., & Ko, Y. J. (2009). Residents’ perspectives of a World Heritage Site: The Pitons Management Area, St. Lucia. <i>Annals of Tourism Research</i> , 36(3), 390–412.
13. There is a more spending by the state on HPTDC activities like running hotels, boat, tours etc.	Karabati, S., Dogan, E., Pinar, M., & Celik, L. M. (2009). Socio-Economic Effects of Agri-Tourism on Local Communities in Turkey: The Case of Aglasun. <i>International Journal of Hospitality & Tourism Administration</i> , 10(2), 129–142.
14. More spending by the state on research and marketing for tourism	Guo, Y., Kim, S., & Chen, Y. (2014). Shanghai Residents’ Perceptions of tourism impacts and quality of life. <i>Journal of China Tourism Research</i> , 10(2), 142–164.
15. Government has set up certification systems for tourism businesses to improve service quality and bring standardisation	Byrd, E. T. (2007). Stakeholders in sustainable tourism development and their roles: Applying stakeholder theory to sustainable tourism development. <i>Tourism Review</i> , 62(2), 6–13.
16. Government should set up multi representative (consisting all stakeholders) Tourism Promotion/Investment Board	Andereck, K. L., Valentine, K. M., Vogt, C. A., & Knopf, R. C. (2007). A cross-cultural analysis of tourism and quality of life perceptions. <i>Journal of Sustainable Tourism</i> , 15(5), 483–502.

17.Private sector has played an important role in infrastructure development and promoting & marketing tourism	Kim, K., Uysal, M. and Sirgy, M.J., 2013. How does tourism in a community impact the quality of life of community residents? <i>Tourism management</i> , 36, pp.527-540.
18.The tourism contracts by Government are awarded as per transparent policies/rules for awarding contracts	Kastenholz, E., Carneiro, M. J., Eusébio, C., & Figueiredo, E. (2013). Host–guest relationships in rural tourism: Evidence from two Portuguese villages. <i>Anatolia</i> , 24(3), 367–380.
19.The government’s involvement in the sector impacted your business	Dolnicar, S., Lazarevski, K., & Yanamandram, V. (2013). Quality of life and tourism: A conceptual framework and novel segmentation base. <i>Journal of Business Research</i> , 66, 724–729.
20.All decisions in the organization/ department are taken only as per the laid-out plans and programs	Moscardo, G. (2009). Tourism and quality of life: Towards a more critical approach. <i>Tourism and Hospitality Research</i> , 9(2), 159–170.
21.The overall benefits of tourism are greater than the costs to the local population	Mai, N. T. T., Rahtz, D. R., & Shultz, C. J., II. (2013). Tourism as catalyst for quality of life in transitioning subsistence marketplaces: Perspectives from Ha Long, Vietnam. <i>Journal of Macro marketing</i> , 34(1), 28–44.
22.Tourism helps in the restoration/protection of historic Buildings/ heritage sites	Lee, Y., & Weaver, D. (2014). The tourism area life cycle in Kim Yujeong literary village, Korea. <i>Asia Pacific Journal of Tourism Research</i> , 19(2), 181–198.
23.Some plans and programs are changed due to political considerations and constituency issues	Su, M. M., Long, Y., Wall, G., & Jin, M. (2016). Tourist–community interactions in ethnic tourism: Tuya villages, Kanas Scenic Area, China. <i>Journal of Tourism and Cultural Change</i> , 14(1), 1–26.

4.5 Testing hypothesis:

We used the parametric test to check our hypotheses. We used the test of between - subjects effects or Two-way ANOVA testing.

- a) **H01: The host community do not have positive perception of socio-culture impact of tourism in Dhauladhar tourism circuit**
- H11: The host community has positive perception of socio-culture impact of tourism in Dhauladhar tourism circuit**

Hypothesis 1 Testing: Tests of Between-Subjects Effects

Table 4.108: Dependent Variable: Perceived socio-cultural impact of tourism

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Q1. Increases in the shopping opportunities	0.047	4	0.012	0.449	0.773
Q2. Quality of police protection improved	0.476	4	0.119	4.597	0.642
Q3. Increased the cost of living	0.196	4	0.049	1.887	0.113
Q4. Increase in crime rate	1.323	4	0.331	12.762	0.000
Q5. Commercialization of traditions and customs	3.698	4	0.924	35.678	0.104
Q6. Improved quality of living	0.110	4	0.028	1.063	0.375
Q7. Promotion of cultural exchange	0.213	4	0.053	2.050	0.088
Q8. Increase the activities of drug abuse and gambling	0.048	4	0.012	0.466	0.761
Q9. Increase in the activities of prostitution	1.800	4	0.450	17.371	0.000
Q10. Active participation of local in recreational facilities.	0.944	4	0.236	9.111	0.146
Error	6.607	255	0.026		
Total	54.000	400			
Corrected Total	44.280	399			
a. R Squared = .851 (Adjusted R Squared = .825)					

From the above table, it can be highlighted that Q4 & Q9 have gained statistically significant values. Further, Q4 corresponds to an increase in the crime rate which has gained a p-value of 0.000 and Q9 depicts Increase in the activities of prostitution which have obtained a p-value of 0.000. These values are less than 0.005 level of significance. On the other hand, Q1, Q2, Q3, Q5, Q6, Q7, Q8 & Q10 have gained statistically insignificant p-values. This outlines that community perception of socio-culture has positive impact on host community perception while others have a negative impact.

Thus, the study rejects the null hypothesis and accept the alternative one. Hence, to conclude, the community perceive the positive socio-culture impact of tourism in Dhauladhar tourism circuit.

b) H02: The host community do not have positive perception of economic impact of tourism in Dhauladhar tourism circuit.

H22: The host community has positive perception of economic impact of tourism in Dhauladhar tourism circuit.

Hypothesis 2 Testing: Tests of Between-Subjects Effects

Table 4.109: Dependent Variable: Perceived economic impact of tourism

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Q1. Tourism has increased the income of the state.	1.055	4	0.264	3.754	0.105
Q2. Tourism has created more employment.	0.265	4	0.066	0.945	0.439
Q3. Tourism has contributed to the state's GDP.	1.351	4	0.338	4.808	0.201
Q4. Tourism has increased the prices of the goods and services.	1.129	4	0.282	4.018	0.004
Q5. Tourism has increased the land and housing prices	0.526	4	0.132	1.874	0.115
Q6. Tourism introduces the dual pricing system.	0.425	4	0.106	1.512	0.199
Q7. Tourism has increased public utilities of the infrastructure.	0.781	4	0.195	2.780	0.067
Error	18.471	263	0.070		
Total	54.000	400			
Corrected Total	44.280	399			
a. R Squared = .583 (Adjusted R Squared = .526)					

From the above, it can be comprehended that Q4 have gained a statistically significant value. Among these, Q4 outlines that tourism has increased the price of goods and services in the region since the past few years. And this has gained a p-value of 0.004. In contrast to this aspect, Q1, Q2, Q3, Q5, Q6 & Q7 have acquired statistically insignificant values. This highlights that tourism has create more employment.

Thus, it can be stated that the community perceptions of the economic impact of tourism have a positive impact. As a result, the study rejects the null hypothesis and accept the alternative one.

c) **H03: The services and facilities available in Dhauladhar tourism circuit do not have positive impact on tourist satisfaction.**

H13: The services and facilities available in Dhauladhar tourism circuit has positive impact on tourist satisfaction.

Hypothesis 3 Testing: Tests of Between-Subjects Effects

Table 4.110: Dependent Variable: tourist satisfaction

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Q1. The safety and security at tourist destination.	0.242	4	0.060	1.945	0.106
Q2. The condition of historical places in the region.	1.917	4	0.479	15.412	0.000
Q3. Based on the shared experiences of the visitor's interaction with the locals, the behavior of the locals had been conveyed to be cordial.	2.077	4	0.519	16.704	0.000
Q4. The ethnicity and culture of the region.	0.468	4	0.117	3.765	0.003
Q5. The art and craft of the region.	0.426	4	0.114	3.562	0.112
Error	4.850	156	0.031		
Total	54.000	300			
Corrected Total	44.280	299			
a. R Squared = .890 (Adjusted R Squared = .790)					

From the above table, it can be stated that except Q1 and Q5 all have gained a p-value of less than 0.05. In accordance with this, Q2, Q3 & Q4 have acquired p-values of less than 0.005 level of significance. Q2, Q3, and Q4 structurally reflect that Dhauladhar as a tourist destination provides condition of historical places; the behavior of the locals is cordial; ethnicity of culture of the region are satisfactory. It can be stated that the tourist satisfaction in the Dhauladhar circuit is negative.

Hence, the study retains the null hypothesis and rejects the alternative one. Thus, it can be stated that the service and facilities do not have a positive impact on tourist satisfaction in the Dhauladhar tourism circuit.

H04: The stakeholder's does not have positive opinion about the socio-economic impact of tourism in Dhauladhar tourism circuit.

H14: The stakeholder's have positive opinion about the socio-economic impact of tourism in Dhauladhar tourism circuit.

Hypothesis 4 Testing: Tests of Between-Subjects Effects

Table 4.111: Dependent Variable: Stakeholder's opinion

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Q1. Government has played the main role in leading the marketing and promotion of Himachal Pradesh in both domestic and international markets.	19.850	4	4.963	3.830	0.108
Q2. Government has set up certification systems for tourism businesses to improve service quality and bring standardization.	18.367	3	6.122	4.725	0.005
Q3. The government should set up a multi representative (consisting of all	7.243	3	2.414	1.863	0.145

stakeholders) Tourism/Investment Board.					
Q4. The private sector has played an important role in infrastructure development and promoting marketing tourism.	4.469	3	1.490	1.150	0.336
Q5. The tourism contracts by the Government are awarded as per transparent policy and programs.	22.356	4	5.589	4.314	0.104
Q6. The government's involvement in the sector impacted your business.	12.465	3	4.155	3.207	0.029
Q7. All decisions in the organization department are taken only as per the laws.	26.744	4	6.686	5.160	0.301
Q8. The overall benefits of tourism are greater than the costs to the local population.	6.839	4	1.710	1.320	0.273
Q9. Tourism helps in the restoration protection of historic Buildings/heritage sites.	4.181	4	1.045	.807	0.526
Q10. Some plans and programs are changed due to political considerations and constituency issues.	3.089	4	0.772	.596	0.667
Error	80.329	62	1.296		
Total	1616.000	100			
Corrected Total	187.160	99			
a. R Squared = .571 (Adjusted R Squared = .315)					

The above table reflects that the Q2 and Q6 have gained p-values that are statistically significant as they are less than 0.05 level of significance. Q2 outlines Government has set up certification systems for tourism businesses to improve service quality and bring standardization; Q6 showcases that the government's involvement in the sector impacted your business. While on the other hand, the other parameters of tourist satisfaction concerning government policies and facilities have acquired a statistically insignificant value.

Hence, the study rejects the null hypothesis and accepts the alternative one. As a result, the government policies and the facilities extended by the government have a positive impact on stakeholders' opinion in the Dhauladhar tourism circuit.

CHAPTER-V

FINDINGS AND CONCLUSION

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5. Introduction

Tourism plays an essential part in the economic development of a country. In some regions, there are distorted land areas that make it difficult to carry out agricultural and allied activities. However, the natural vegetation, as well as the flora and fauna of the region, acts as an attractive spot for tourists to dwell in the scenic beauty. The regional residents of such areas, thereby, heavily depend on the tourism industry. Nonetheless, tourism brings itself with not only wealth but also a cultural change and hence, it has an overall impact on a community's socio-cultural and economic impact. Moreover, the extent to which a community will be economically benefited through tourism depends upon the satisfaction level of tourists. The current study, therefore, aims at analyzing community perceptions of the socio-cultural and economic impact of the hosts. The study also aimed at understanding the stakeholders' efforts for attaining tourist satisfaction and the extent to which these tourists were satisfied.

5.1 Stakeholders

5.1.1 Demographic Details

There was a total of 300 respondents that accounted as Stakeholders. 49.0% of these respondents were males while the remaining 51.0% of the respondents were females. Further, it was found that 41.0% of the respondents were in the age-group of 18 - 30 years. Followed by this, 35.0% of the respondents were in the age-group of 31 - 40 years. 17.0% of the respondents were in the age range of 41 - 50 years and 6.0% of the respondents were in the age group of 51 - 60 years. Only 1.0% of the respondents were older than 60 years in age. Moving on, with regard to the marital status of the respondents, 62.0% of the respondents were single while the other 38.0% of the respondents were married. With respect to the educational level, 50.0% of the respondents were graduates. 21.0% of the respondents had completed the Higher secondary level of education. Followed by this, 17.0% of the respondents were Post Graduates. 7.0% of the respondents were PhD holders and only 5.0% of the total stakeholders had their highest education level as 10th standard.

It was further found that 42.0% of the respondents had been doing the business for 4 - 7 years. Followed by this, 31.0% of the respondents were doing business for 0 - 3 years.

15.0 % of the stakeholders had been in business for 8 - 11 years. 9.0% and 3.0% of the respondents had been in the business for 12 - 15 years and more than 15 years respectively. With regard to the type of services these businesses provided, it was found that 38.0% of the respondents were engaged in hotelier services. Followed by this, 33.0% of the respondents had travel agency and 21.0% of them were tourist guides. 5.0% of the stakeholders were involved in providing Home Stay and only 3.0% of them were engaged in other than the listed services. 25.0% of the stakeholders handled International tourists and 14.0% of them were engaged in managing Domestic tourists. Moreover, 61.0% of the respondents were involved in handling both. On inquiry of the last three years annual turnover, it was found that 71.0% of the stakeholders felt it was rising while 23.0% of them felt it remains the same. Only 6.0% of the stakeholders highlighted it was falling.

- **Overall Reliability Statistics**

Table No. 5.1: Reliability Statistics - Overall Stakeholders' Reliability

Cronbach's Alpha	N of Items
0.886	23

Cronbach's Alpha is *above* 0.7 which means *reliable data*

The value for Cronbach alpha, in this case, is 0.886 and it reflects *high reliability* of the measuring instrument. Furthermore, it indicates a *high level* of internal consistency with respect to the variables for decision making.

5.1.2 Stakeholder Findings:

5.1.2.1 Stakeholders' rating concerning the tourism economy/industry of Himachal Pradesh in various aspects

Table No. 5.2: Reliability Statistics - Rating tourism economy/industry in Himachal Pradesh

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.737	0.761	7

The value for Cronbach alpha, in this case, is 0.737 and it reflects *high reliability* of the measuring instrument.

- There were total of 300 stakeholders that participated in the study. These stakeholders accounted as businesses that were responsible for promoting tourism. Thus, their views can shed reasonable light on the prevailing conditions in the Dhauladhar tourism circuit.
- It was found that nearly 31.0% of the stakeholders felt that tourism economy/industry in Himachal Pradesh in terms of tourist inflow to the state especially in monsoon/lean season is very high.
- Further, 45.0% of the stakeholders perceived that the tourism economy/industry in Himachal Pradesh in terms of attracting foreign tourists to the state is very high. While 38.0% of the stakeholders rated it as high.
- Statistics highlighted that 36.0% of the stakeholders felt that the tourism economy/industry in Himachal Pradesh in terms of overall spending by tourists as high and this was followed by 33.0% that rated it as very high.
- Stakeholders' views were inquired concerning how they would rate the tourism economy/industry in Himachal Pradesh in terms of generating foreign exchange. It was found that 32.0% of the stakeholders rated it high and 27.0% of them rated it very high respectively.
- 35.0% of the stakeholders rated the tourism economy/industry in Himachal Pradesh in terms of contributing to the GDP high and 31.0% of them rated it as very high.
- It was found that 35.0% of the stakeholders rated high for the tourism economy/industry in Himachal Pradesh in terms of contributing to tax revenues of the state. 33.0% of the stakeholders rated it as very high.
- Further, it was revealed that 32.0% of the stakeholders rated the tourism economy/industry in Himachal Pradesh in terms of employment generation as high and 18.0% of them rated it as very low.

5.1.2.2 Stakeholders' view regarding the areas of Government spending that need a push or pull

Table 5.3: Reliability Statistics - Areas of Government spending that need a push or pull

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.774	0.795	7

The value for Cronbach alpha, in this case, is 0.774 and it reflects *high reliability* of the measuring instrument.

- It was found that 28.0% of the stakeholders wanted the government to spend more on basic infrastructure. 25.0% of the stakeholders wanted the government to spend the same as now on infrastructure.
- Findings suggested that 33.0% of the stakeholders wanted the government to spend more on tourism infrastructure including new product development. This was followed by 32.0% of the stakeholders spending much more on tourism infrastructure including new product development.
- Statistics revealed that 39.0% of the stakeholders wanted the government to spend more on advertising to international stakeholders. This was followed by 35.0% of the stakeholders that wanted the government to spend much more on advertising to international stakeholders.
- stakeholders' views were inquired on the extent to which the government should spend on national stakeholders. It was found that 36.0% of the stakeholders wanted government spending to increase on it much more and 28.0% of the stakeholders wanted to spend more.
- Statistics showed that 41.0% of the stakeholders wanted that the government should spend much more on travel fairs/exhibitions and nearly 33.0% of the stakeholders wanted that the spending on these activities must increase.

- It was found that 33.0% of the stakeholders wanted the government to spend more on HPTDC activities (like running hotels, boat, tours etc.). Nonetheless, 29.0% of the stakeholders should spend much more on HPTDC activities.
- Findings outlined that 35.0% of the stakeholders wanted that the government should spend more on Research and Marketing and 32.0% of the stakeholders wanted that the government should spend much more on Research and Marketing.

5.1.2.3 The opinion of service providers regarding tourism in Dhauladhar circuit of Himachal Pradesh:

Table 5.4: Reliability Statistics - Opinion of service providers regarding tourism in Dhauladhar circuit of Himachal Pradesh

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.870	0.876	9

The value for Cronbach alpha, in this case, is 0.870 and it reflects *high reliability* of the measuring instrument.

- In alignment with the stakeholders perception, 47.0% of the stakeholders were found to disagree that the government had set up certification systems for tourism businesses for improving service quality and bringing standardization. Moreover, 24.0% of the stakeholders neither agree nor disagree with the same.
- 46.0% of the total stakeholders disagreed that the Government should set up a multi-representative Tourism Promotion/Investment Board which would consist of all stakeholders). Nonetheless, 31.0% of the stakeholders were undecided whether they agree or disagree with the same.
- Statistics acquired depict that 53.0% of the stakeholders disagree that the private sector has played an important role in infrastructure development and promoting and marketing tourism. This view was further shared by 24.0% of the stakeholders that strongly disagreed with the same.

- Around 40.0% of the stakeholders disagreed that tourism contracts by Government are awarded as per transparent policies/rules for awarding contracts. While 33.0% of the stakeholders did not outrightly have a clear mind as they neither agree nor disagree with the phenomenon.
- It was illustrated through the statistics gained that the majority of the stakeholders accounting for 37.0% disagreed that the government's involvement in the sector impacted their business. However, 32.0% of the stakeholders, which were second-highest in percentage, outlined that they were unsure about the same. This was because they neither agree nor disagree with the notion.
- 46.0% of the stakeholders were found to disagree that all the decisions in the organization/department were taken only as per the laid out plans and programs. Nonetheless, there was quite a discrepancy furnished wherein 17.0% of the stakeholders were found to neither agree nor disagree with the idea and 17.0% of them were found to strongly disagree with the same.
- Findings revealed that 40.0% of the stakeholders disagreed with the idea that the overall benefits of tourism were greater than the costs incurred to the local population. Moreover, 31.0% of the stakeholders neither agree nor disagreed with it.
- It was conveyed that 33.0% of the stakeholders neither agree nor disagreed that Tourism plays a prominent role in the restoration/protection of historic Buildings/ heritage sites. In contrast to this, 27.0% and 18.0% of the stakeholders disagreed and strongly disagreed respectively that Tourism helps in the restoration/protection of historic Buildings/ heritage sites.
- Finally, stakeholders' opinions were inquired on whether some plans and programs are changed due to political considerations and constituency issues. Findings outlined that 40.0% of the stakeholders were unsure about the same. While 23.0% of the stakeholders were found to disagree with the notion and 20.0% of them agreed with the same.

5.2 Host

5.2.1 Demographic Details:

There were total of 400 respondents that accounted as Host. 63.7% of the participants were males and the remaining 36.3% of them were females. Out of these, nearly 35.0% of the respondents were in the age-group of 31 - 40 years and 32.0% of them were in the age-group of 18 - 30 years. 22.0% of the respondents were in the age-group of 41 - 50 years. Moreover, 7.7% and 3.3% of the respondents were in the age group of 51 - 60 years and more than 60 years respectively. Among them, 63.7% of the respondents were married and 36.3% of the hosts were single. As for the educational qualification, 35.7% of them were graduates and 22.3% of them had completed higher secondary level of education. 16.3% of these hosts were PhD holders and 14.3% of them had only completed 10th standards. Lastly, only 11.3% of the hosts were postgraduates.

Moving on, it was found that 40.3% of the respondents belonged to the rural locality and 35.7% of the total hosts were located in the urban locality. The remaining 24.0% of the hosts were located in other localities comprising the semi-urban regions. In concern to the occupation of the hosts, it was uncovered that 44.3% of them were private employees. 31.3% of the respondents were businessmen and 24.3% of the respondents were public employees.

- **Overall Reliability Statistics:**

Table 5.5: Reliability Statistics - Overall Host's Reliability

Cronbach's Alpha	N of Items
0.809	24

Cronbach's Alpha is *above* 0.7 which means *reliable data*

The value for Cronbach alpha, in this case, is 0.809 and it reflects *high reliability* of the measuring instrument. Furthermore, it indicates a *high level* of internal consistency with respect to the variables for decision making.

5.2.2 Host Findings:

5.2.2.1 Economic Impact of tourism in the Dhauladhar circuit of Himachal Pradesh:

**Table 5.6: Reliability Statistics - Economic Impact of tourism
in the Dhauladhar circuit of Himachal Pradesh**

Cronbach's Alpha	N of Items
0.889	6

The value for Cronbach alpha, in this case, is 0.889 and it reflects *high reliability* of the measuring instrument.

- There were total of 400 participants that accounted for hosts. Hosts accounted for the residents of the Dhauladhar region of Himachal Pradesh. Hence, in order to understand the community perceptions of the socio-cultural and economic impact of tourism in the region, it was essential to outline their views.
- It was found that 37.0% of the hosts disagreed that tourism has increased the income of their state. This view was further followed by 30.7% of the hosts that strongly disagreed that tourism had increased income of their state.
- 47.0% of the hosts strongly disagreed that tourism has created more employment and 31.3% of the hosts disagreed with it.
- It was revealed that 43.0% and 31.3% of the hosts agreed and strongly agreed that tourism has increased the prices of goods and services in the region.
- Statistics illustrated that 39.7% and 29.3% of the hosts strongly agreed and agreed respectively that the tourism has increased the public utilities of infrastructure in the Dhauladhar circuit.
- 39.0% and 37.3% of the hosts strongly agreed and agreed respectively to that there is an increase in the land and housing priced in the region.
- It was found that 46.0% and 32.0% of the hosts strongly agreed and agreed the tourism brought the dual pricing system and attitude towards bargaining.

5.2.2.2 Hosts' views on Socio-Cultural Impact of tourism in the Dhauladhar circuit of Himachal Pradesh:

Table 5.7: Reliability Statistics - Socio-Cultural Impact of tourism in the Dhauladhar circuit of Himachal Pradesh

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.869	0.884	18

The value for Cronbach alpha, in this case, is 0.869 and it reflects *high reliability* of the measuring instrument.

- It was found that 34.7% of the hosts agreed and 22.0% of the hosts strongly agreed that tourism has increased the quality of life in the region.
- Statistical findings revealed that 41.0% and 34.3% of the hosts strongly disagreed and disagreed respectively that the quality of police protection had been improved.
- 40.0% and 40.7% of the hosts strongly disagreed and disagreed respectively to the notion that tourism had increased the quality of site protection.
- Further, 33.7% and 43.3% of the hosts were found to disagree to a great extent that tourism had increased crime rates.
- Hosts' opinions were acquired on whether they felt that commercialization of traditions and customs was affected due to tourism. It was found that 46.0% of them disagreed and 34.7% of them strongly disagreed with the notion.
- It was found that 46.0% of the hosts strongly agreed that tourism had increased their cost of living and 35.3% of the hosts agreed with the phenomenon.
- Statistics revealed that 32.0% of the hosts agreed that there is an increase in the availability of recreational facilities in the region while, 25.3% of them strongly agreed with the same.
- Hosts view was inquired whether they believed that tourism has increased the activities of drug abuse and gambling. It was found that 37.0% and 36.0% of the hosts strongly disagreed and disagreed respectively with the given idea.

- 40.0% of the hosts strongly disagreed that tourism was responsible for the increase in the activities of prostitution. And 36.7% of the hosts disagreed with the same.
- Further, it was found that 35.3% of the hosts strongly agreed and 31.3% of them agreed that tourism had contributed towards the shopping opportunities.
- 40.0% and 40.7% of the hosts strongly agreed and agreed respectively to the notion that tourism had increased the cultural image and understanding.
- Further, 33.7% are strongly agreed and 43.3% of the hosts were found to agree to a that tourism promote the cultural exchange.
- It was found that 46.0% of them agreed and 34.7% of them strongly agreed with the notion that the tourism preserve the cultural identity of the region.
- Hosts' opinions were acquired on whether they felt that tourism has increased the demand for culture in the region. It was found that 46.0% of them agreed and 34.7% of them strongly agreed with the notion.
- It was found that 46.0% of the hosts strongly disagreed that tourism had increased the alcoholism and 35.3% of the hosts agreed with the phenomenon.
- Statistics revealed that 32.0% of the hosts disagreed that tourism has increased tension in the region while, 25.3% of them strongly disagreed with the same.
- 40.0% and 40.7% of the hosts strongly disagreed and disagreed respectively to the notion that tourism had increased the hectic personnel and community life.
- Further, 33.7% and 43.3% of the hosts were found to agree to a great extent and agreed that tourism had increased the western cultural influence on the young minds of the region.

5.3 Tourist

5.3.1 Demographic Details:

There were total of 300 tourists that filled the survey for the current study. Among these 300 respondents, 75.0% of them account for the male population while the remaining 25.0% account for the female population. Nearly 56.7% of the respondents were in the

age-group of 18 - 30 years. 28.7% of the respondents were in the age-group of 31 - 40 years and 7.0% of the respondents were in the age-group of 41 - 50 years. Approximately 6.0% and 1.7% of the respondents were in the age-group of 51 - 60 years and more than 60 years respectively. Out of these total 300 tourists, 68.0% were single while only 32.0% of them were married. Further, it was uncovered that 45.3% of the respondents were graduates and 37.3% of the respondents were postgraduates. Followed by this, 7.0% of the respondents have completed higher secondary education. 6.0% of the participants were PhD holders and only 4.3% of the participants had completed education till level 10th.

To report the occupation of the respondents, it was found that 63.0% of them were private employees and 18.7% of them were public employees. While 18.3% of the remaining respondents were businessmen. With regard to the preference of the tourist location, it was found that 38.0% of them preferred Hill Centres. 18.7% of the tourists preferred to travel to Pilgrimage centres and 18.3% of them preferred Health centres for travelling. Followed by this, 11.0% of the respondents preferred to travel tourist camps and 8.0% of the tourists preferred to travel trekking centres. Moreover, 5.0% of the tourists preferred to travel to Eco-tourist centres and the remaining 1.0% of the respondents preferred to travel to tourist locations for attending festivities.

- **Reliability Statistics:**

Table 5.8: Overall Reliability Statistics - Tourists' views

Cronbach's Alpha	N of Items
0.848	21

Cronbach's Alpha is *above 0.7* which means *reliable data*

The value for Cronbach alpha, in this case, is 0.848 and it reflects *high reliability* of the measuring instrument. Furthermore, it indicates a *high* level of internal consistency with respect to the variables for decision making.

5.3.2 Tourist Findings:

5321 Degree of satisfaction with the tourist spots:

Table 5.9: Reliability Statistics - Degree of satisfaction with the tourist spots

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.877	0.890	9

The value for Cronbach alpha, in this case, is 0.877 and it reflects *high reliability* of the measuring instrument.

- There were total of 300 tourists that agreed to participate in the survey for the current study. These tourists consisted of both domestic and international tourists.
- It was found that 43.3% of the tourists strongly disagreed that the facilities provided in the tourist spots such as welcome cards, buses/cars, security essentials, hotels and other required amenities are good. Moreover, 33.7% of the tourists disagreed with the same.
- Findings depicted that 42.0% of the tourists strongly disagreed with the idea that cleanliness in the tourist places of the Dhauladhar circuit is up to the mark. Nonetheless, 39.3% of them disagreed with the same.
- In concern to accessibility, it was conveyed that nearly 45.3% of the tourists strongly disagreed and 32.3% of them disagreed that the tourist spots were easily accessible by road/air/rail networks.
- 44.3% of the tourists disagreed with the idea that locals in the place have a friendly and welcoming nature. Moreover, this view was further shared by 37.0% of the tourists that strongly disagreed with such behavior.
- Around 46.7% of the tourists strongly disagreed that there is the ready availability of food/drinking water in the place. Nonetheless, 35.0% of the tourists disagreed with the notion completely.
- 31.0% of the tourists disagreed with the idea that accommodation is easily available in all of the tourists' spots. In addition to this, 25.3% of the tourists strongly disagreed with it.

- It was found that nearly 39.3% of the tourists strongly disagreed that different tourist information centres are there for the ease of the tourists. Nonetheless, 35.7% of the tourists disagreed with the idea completely.
- Around 42.0% of the tourists strongly disagreed that many tourist guides are readily available in the tourist spots. In line with this, 36.7% of them disagreed with the same.
- 44.0% of the tourists strongly disagreed that there were multiple support services as tour agents and helpline numbers for assisting the tourists. And 38.0% of the tourists disagreed with the same.

5.3.2.2 Factors attracting tourists at tourist spots

Table 5.10: Reliability Statistics - Factors attracting tourists at tourist spots

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.865	0.867	12

The value for Cronbach alpha, in this case, is 0.865 and it reflects *high reliability* of the measuring instrument.

- It was found that 45.3% of the tourists dissatisfied that safety and security arrangements of the tourist spots in the Dhauladhar circuit were robust. Nonetheless, 45.3% of the tourists neither agree nor disagree with the notion.
- Further, it was revealed that 46.3% of the tourists dissatisfied with the available infrastructure in the region. Moreover, 31.7% of the tourists neither satisfied nor dissatisfied with it.
- Statistics suggested that 51.0% of the tourists dissatisfied with the hotels and resorts in the region while, 24.7% of the tourists neither satisfied nor dissatisfied with the notion.
- It was found that 44.3% of the tourists are satisfied with the services for adventure/sports in the region while nearly 34.0% of them neither satisfied nor dissatisfied with the same.

- 39.3% of the tourists dissatisfied with the condition of historical places of the region while 32.3% of them neither satisfied nor dissatisfied with it.
- It was found that 45.7% of the tourists are quite satisfied with the art & craft of the region, while 25.7% of the tourists were neither satisfied nor dissatisfied about the same.
- Findings outlined that 42.3% of the tourists satisfied with the ethnicity and cultural pattern of Dhauladhar tourism circuit while, 33.0% of the tourists were neither satisfied nor dissatisfied.
- 41.3% of the tourists are satisfied with the available Ayurvedic treatment available in the region while, 27.3% of the tourists are neither satisfied nor dissatisfied with this.
- It was uncovered that 67.7% of the tourists are satisfied with the behaviour of the locals toward them while, 32.3% of the tourists are neither satisfied nor dissatisfied with it.
- Statistics suggested that 51.0% of the tourists dissatisfied with the level of sanitation in the area while 24.7% of the tourists neither satisfied nor dissatisfied with the notion.
- It was found that 44.3% of the tourists are dissatisfied with the conditions of the roads in the region while, 34.0% of them neither satisfied nor dissatisfied with the same.
- 67.3% of the tourists dissatisfied with the availability of parking space in the region while 32.7% of them neither satisfied nor dissatisfied with it.

5.4 Results of Hypotheses Testing:

We used the parametric test to check our hypotheses. We used the test of between - subjects effects or Two-way ANOVA testing.

a) **H01: The host community do not have positive perception of socio-culture impact of tourism in Dhauladhar tourism circuit**

H11: The host community has positive perception of socio-culture impact of tourism in Dhauladhar tourism circuit

Hypothesis 1 Testing: Tests of Between-Subjects Effects

Table 5.11: Dependent Variable: Perceived socio-cultural impact of tourism

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Q1. Increases in the shopping opportunities	0.047	4	0.012	0.449	0.012
Q2. Quality of police protection improved	0.476	4	0.119	4.597	0.027
Q3. Increased the cost of living	0.196	4	0.049	1.887	0.000
Q4. Increase in crime rate	1.323	4	0.331	12.762	0.104
Q5. Commercialization of traditions and customs	3.698	4	0.924	35.678	0.031
Q6. Improved quality of living	0.110	4	0.028	1.063	0.014
Q7. Promotion of cultural exchange	0.213	4	0.053	2.050	0.039
Q8. Increase the activities of drug abuse and gambling	0.048	4	0.012	0.466	0.011
Q9. Increase in the activities of prostitution	1.800	4	0.450	17.371	0.142
Q10. Active participation of local in recreational facilities.	0.944	4	0.236	9.111	0.010
Error	6.607	255	0.026		
Total	54.000	400			
Corrected Total	44.280	399			
a. R Squared = .851 (Adjusted R Squared = .825)					

From the above table, it can be highlighted that Q4 & Q9 have gained statistically insignificant values. Further, Q4 corresponds to an increase in the crime rate which has

gained a p-value of 0.104 and Q9 depicts Increase in the activities of prostitution which have obtained a p-value of 0.142. These values are more than 0.05 level of significance. On the other hand, Q1, Q2, Q3, Q5, Q6, Q7, Q8 & Q10 have gained statistically significant p-values which is less than 0.05 level of significance. This outlines that community perception of socio-culture has positive impact on host community perception while others have a negative impact.

Thus, the study rejects the null hypothesis and accept the alternative one. Hence, to conclude, the community perceive the positive socio-culture impact of tourism in Dhauladhar tourism circuit.

b) H02: The host community do not have positive perception of economic impact of tourism in Dhauladhar tourism circuit.

H22: The host community has positive perception of economic impact of tourism in Dhauladhar tourism circuit.

Hypothesis 2 Testing: Tests of Between-Subjects Effects

Table 5.12: Dependent Variable: Perceived economic impact of tourism

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Q1. Tourism has increased the income of the state.	1.055	4	0.264	3.754	0.000
Q2. Tourism has created more employment.	0.265	4	0.066	0.945	0.000
Q3. Tourism has contributed to the state's GDP.	1.351	4	0.338	4.808	0.000
Q4. Tourism has increased the prices of the goods and services.	1.129	4	0.282	4.018	0.207

Q5. Tourism has increased the land and housing prices	0.526	4	0.132	1.874	0.000
Q6. Tourism introduces the dual pricing system.	0.425	4	0.106	1.512	0.011
Q7. Tourism has increased public utilities of the infrastructure.	0.781	4	0.195	2.780	0.021
Error	18.471	263	0.070		
Total	54.000	400			
Corrected Total	44.280	399			
a. R Squared = .583 (Adjusted R Squared = .526)					

From the above, it can be comprehended that Q4 have gained a statistically insignificant value. Among these, Q4 outlines that tourism has increased the price of goods and services in the region since the past few years. And this has gained a p-value of 0.207. In contrast to this aspect, Q1, Q2, Q3, Q5, Q6 & Q7 have acquired statistically significant values. This highlights that tourism has create more employment.

Thus, it can be stated that the community perceptions of the economic impact of tourism have a positive impact. **As a result, the study rejects the null hypothesis and accept the alternative one.**

c) **H03: The services and facilities available in Dhauladhar tourism circuit do not have positive impact on tourist satisfaction.**

H13: The services and facilities available in Dhauladhar tourism circuit has positive impact on tourist satisfaction.

Hypothesis 3 Testing: Tests of Between-Subjects Effects

Table 5.13: Dependent Variable: tourist satisfaction

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Q1. The safety and security at tourist destination.	0.242	4	0.060	1.945	0.106
Q2. The condition of historical places in the region.	1.917	4	0.479	15.412	0.210
Q3. Based on the shared experiences of the visitor's interaction with the locals, the behavior of the locals had been conveyed to be cordial.	2.077	4	0.519	16.704	0.204
Q4. The ethnicity and culture of the region.	0.468	4	0.117	3.765	0.103
Q5. The art and craft of the region.	0.426	4	0.114	3.562	0.112
Error	4.850	156	0.031		
Total	54.000	300			
Corrected Total	44.280	299			
a. R Squared = .890 (Adjusted R Squared = .790)					

From the above table, it can be stated that Q1 to Q5 all have gained a p-value of more than 0.05 level of significance. It reflects that Dhauladhar as a tourist destination do not provides satisfactory condition of historical places, ethnicity of culture of the region. It can be stated that the tourist satisfaction in the Dhauladhar circuit is negative.

Hence, the study retains the null hypothesis and rejects the alternative one. Thus, it can be stated that the service and facilities do not have a positive impact on tourist satisfaction in the Dhauladhar tourism circuit.

H04: The stakeholder's does not have positive opinion about the socio-economic impact of tourism in Dhauladhar tourism circuit.

H14: The stakeholder's have positive opinion about the socio-economic impact of tourism in Dhauladhar tourism circuit.

Hypothesis 4 Testing: Tests of Between-Subjects Effects

Table 5.14: Dependent Variable: Stakeholder's opinion

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Q1. Government has played the main role in leading the marketing and promotion of Himachal Pradesh in both domestic and international markets.	19.850	4	4.963	3.830	0.021
Q2. Government has set up certification systems for tourism businesses to improve service quality and bring standardization.	18.367	3	6.122	4.725	0.147
Q3. The government should set up a multi representative (consisting of all stakeholders) Tourism/Investment Board.	7.243	3	2.414	1.863	0.001
Q4. The private sector has played an important role in infrastructure development and promoting marketing tourism.	4.469	3	1.490	1.150	0.010
Q5. The tourism contracts by the Government are awarded	22.356	4	5.589	4.314	0.026

as per transparent policy and programs.					
Q6. The government's involvement in the sector impacted your business.	12.465	3	4.155	3.207	0.200
Q7. All decisions in the organization department are taken only as per the laws.	26.744	4	6.686	5.160	0.000
Q8. The overall benefits of tourism are greater than the costs to the local population.	6.839	4	1.710	1.320	0.011
Q9. Tourism helps in the restoration protection of historic Buildings/heritage sites.	4.181	4	1.045	.807	0.000
Q10. Some plans and programs are changed due to political considerations and constituency issues.	3.089	4	0.772	.596	0.004
Error	80.329	62	1.296		
Total	1616.000	100			
Corrected Total	187.160	99			
a. R Squared = .571 (Adjusted R Squared = .315)					

The above table reflects that the Q2 and Q6 have gained p-values that are statistically insignificant as they are more than 0.05 level of significance. Q2 outlines Government has set up certification systems for tourism businesses to improve service quality and bring standardization; Q6 showcases that the government's involvement in the sector impacted your business. While on the other hand, the other parameters of tourist satisfaction concerning government policies and facilities have acquired a statistically significant value.

Hence, the study rejects the null hypothesis and accepts the alternative one. As a result, the government policies and the facilities extended by the government have a positive impact on stakeholders' opinion in the Dhauladhar tourism circuit.

5.5 Conclusion and Recommendations

5.5.1 Result Discussion

5.5.1.1 Stakeholders

The value for Cronbach alpha, in this case, is 0.886 and it reflects *high reliability* of the measuring instrument. Furthermore, it indicates a *high level* of internal consistency with respect to the variables for decision making.

- There were total of 300 shareholders that participated in the study. These stakeholders accounted as businesses that were responsible for promoting tourism. Thus, their views can shed reasonable light on the prevailing conditions in the Dhauladhar tourism circuit.
- It was found that nearly 31.0% of the stakeholders felt that tourism economy/industry in Himachal Pradesh in terms of tourist inflow to the state especially in monsoon/lean season is very high.
- Further, 45.0% of the stakeholders perceived that the tourism economy/industry in Himachal Pradesh in terms of attracting foreign tourists to the state is very high. While 38.0% of the stakeholders rated it as high.
- Statistics highlighted that 36.0% of the stakeholders felt that the tourism economy/industry in Himachal Pradesh in terms of overall spending by tourists as high and this was followed by 33.0% that rated it as very high.
- Stakeholders' views were inquired concerning how they would rate the tourism economy/industry in Himachal Pradesh in terms of generating foreign exchange. It was found that 32.0% of the stakeholders rated it high and 27.0% of them rated it very high respectively.
- 35.0% of the stakeholders rated the tourism economy/industry in Himachal Pradesh in terms of contributing to the GDP high and 31.0% of them rated it as very high.

- It was found that 35.0% of the stakeholders rated high for the tourism economy/industry in Himachal Pradesh in terms of contributing to tax revenues of the state. 33.0% of the stakeholders rated it as very high.
- Further, it was revealed that 32.0% of the stakeholders rated the tourism economy/industry in Himachal Pradesh in terms of employment generation as high and 18.0% of them rated it as very low.
- It was found that 28.0% of the stakeholders wanted the government to spend more on basic infrastructure. 25.0% of the stakeholders wanted the government to spend the same as now on infrastructure.
- Findings suggested that 33.0% of the stakeholders wanted the government to spend more on tourism infrastructure including new product development. This was followed by 32.0% of the stakeholders spending much more on tourism infrastructure including new product development.
- Statistics revealed that 39.0% of the stakeholders wanted the government to spend more on advertising to international stakeholders. This was followed by 35.0% of the stakeholders that wanted the government to spend much more on advertising to international stakeholders.
- stakeholders' views were inquired on the extent to which the government should spend on national stakeholders. It was found that 36.0% of the stakeholders wanted government spending to increase on it much more and 28.0% of the stakeholders wanted to spend more.
- Statistics showed that 41.0% of the stakeholders wanted that the government should spend much more on travel fairs/exhibitions and nearly 33.0% of the stakeholders wanted that the spending on these activities must increase.
- It was found that 33.0% of the stakeholders wanted the government to spend more on HPTDC activities (like running hotels, boat, tours etc.). Nonetheless, 29.0% of the stakeholders should spend much more on HPTDC activities.
- Findings outlined that 35.0% of the stakeholders wanted that the government should spend more on Research and Marketing and 32.0% of the stakeholders

wanted that the government should spend much more on Research and Marketing.

- In alignment with the stakeholders perception, 47.0% of the stakeholders were found to disagree that the government had set up certification systems for tourism businesses for improving service quality and bringing standardization. Moreover, 24.0% of the stakeholders neither agree nor disagree with the same.
- 46.0% of the total stakeholders disagreed that the Government should set up a multi-representative Tourism Promotion/Investment Board which would consist of all stakeholders). Nonetheless, 31.0% of the stakeholders were undecided whether they agree or disagree with the same.
- Statistics acquired depict that 53.0% of the stakeholders disagree that the private sector has played an important role in infrastructure development and promoting and marketing tourism. This view was further shared by 24.0% of the stakeholders that strongly disagreed with the same.
- Around 40.0% of the stakeholders disagreed that tourism contracts by Government are awarded as per transparent policies/rules for awarding contracts. While 33.0% of the stakeholders did not outrightly have a clear mind as they neither agree nor disagree with the phenomenon.
- It was illustrated through the statistics gained that the majority of the stakeholders accounting for 37.0% disagreed that the government's involvement in the sector impacted their business. However, 32.0% of the stakeholders, which were second-highest in percentage, outlined that they were unsure about the same. This was because they neither agree nor disagree with the notion.
- 46.0% of the stakeholders were found to disagree that all the decisions in the organization/department were taken only as per the laid out plans and programs. Nonetheless, there was quite a discrepancy furnished wherein 17.0% of the stakeholders were found to neither agree nor disagree with the idea and 17.0% of them were found to strongly disagree with the same.

- Findings revealed that 40.0% of the stakeholders disagreed with the idea that the overall benefits of tourism were greater than the costs incurred to the local population. Moreover, 31.0% of the stakeholders neither agree nor disagreed with it.
- It was conveyed that 33.0% of the stakeholders neither agree nor disagreed that Tourism plays a prominent role in the restoration/protection of historic Buildings/ heritage sites. In contrast to this, 27.0% and 18.0% of the stakeholders disagreed and strongly disagreed respectively that Tourism helps in the restoration/protection of historic Buildings/ heritage sites.
- Finally, stakeholders' opinions were inquired on whether some plans and programs are changed due to political considerations and constituency issues. Findings outlined that 40.0% of the stakeholders were unsure about the same. While 23.0% of the stakeholders were found to disagree with the notion and 20.0% of them agreed with the same.

55.12 Host community

The value for Cronbach alpha, in this case, is 0.809 and it reflects *high reliability* of the measuring instrument. Furthermore, it indicates a *high level* of internal consistency with respect to the variables for decision making.

- There were total of 400 participants that accounted for hosts. Hosts accounted for the residents of the Dhauladhar region of Himachal Pradesh. Hence, in order to understand the community perceptions of the socio-cultural and economic impact of tourism in the region, it was essential to outline their views.
- It was found that 37.0% of the hosts disagreed that tourism has increased the income of their state. This view was further followed by 30.7% of the hosts that strongly disagreed that tourism had increased income of their state.
- 47.0% of the hosts strongly disagreed that tourism has created more employment and 31.3% of the hosts disagreed with it.
- It was revealed that 43.0% and 31.3% of the hosts agreed and strongly agreed that tourism has increased the prices of goods and services in the region.

- Statistics illustrated that 39.7% and 29.3% of the hosts strongly agreed and agreed respectively that the tourism has increased the public utilities of infrastructure in the Dhauladhar circuit.
- 39.0% and 37.3% of the hosts strongly agreed and agreed respectively to that there is an increase in the land and housing priced in the region.
- It was found that 46.0% and 32.0% of the hosts strongly agreed and agreed the tourism brought the dual pricing system and attitude towards bargaining.
- It was found that 34.7% of the hosts agreed and 22.0% of the hosts strongly agreed that tourism has increased the quality of life in the region.
- Statistical findings revealed that 41.0% and 34.3% of the hosts strongly disagreed and disagreed respectively that the quality of police protection had been improved.
- 40.0% and 40.7% of the hosts strongly disagreed and disagreed respectively to the notion that tourism had increased the quality of site protection.
- Further, 33.7% and 43.3% of the hosts were found to disagree to a great extent that tourism had increased crime rates.
- Hosts' opinions were acquired on whether they felt that commercialization of traditions and customs was affected due to tourism. It was found that 46.0% of them disagreed and 34.7% of them strongly disagreed with the notion.
- It was found that 46.0% of the hosts strongly agreed that tourism had increased their cost of living and 35.3% of the hosts agreed with the phenomenon.
- Statistics revealed that 32.0% of the hosts agreed that there is an increase in the availability of recreational facilities in the region while, 25.3% of them strongly agreed with the same.
- Hosts view was inquired whether they believed that tourism has increased the activities of drug abuse and gambling. It was found that 37.0% and 36.0% of the hosts strongly disagreed and disagreed respectively with the given idea.

- 40.0% of the hosts strongly disagreed that tourism was responsible for the increase in the activities of prostitution. And 36.7% of the hosts disagreed with the same.
- Further, it was found that 35.3% of the hosts strongly agreed and 31.3% of them agreed that tourism had contributed towards the shopping opportunities.
- 40.0% and 40.7% of the hosts strongly agreed and agreed respectively to the notion that tourism had increased the cultural image and understanding.
- Further, 33.7% are strongly agreed and 43.3% of the hosts were found to agree to a that tourism promote the cultural exchange.
- It was found that 46.0% of them agreed and 34.7% of them strongly agreed with the notion that the tourism preserve the cultural identity of the region.
- Hosts' opinions were acquired on whether they felt that tourism has increased the demand for culture in the region. It was found that 46.0% of them agreed and 34.7% of them strongly agreed with the notion.
- It was found that 46.0% of the hosts strongly disagreed that tourism had increased the alcoholism and 35.3% of the hosts agreed with the phenomenon.
- Statistics revealed that 32.0% of the hosts disagreed that tourism has increased tension in the region while, 25.3% of them strongly disagreed with the same.
- 40.0% and 40.7% of the hosts strongly disagreed and disagreed respectively to the notion that tourism had increased the hectic personnel and community life.
- Further, 33.7% and 43.3% of the hosts were found to agree to a great extent and agreed that tourism had increased the western cultural influence on the young minds of the region.

55.13 Tourists

The value for Cronbach alpha, in this case, is 0.848 and it reflects *high reliability* of the measuring instrument. Furthermore, it indicates a *high* level of internal consistency with respect to the variables for decision making.

- There were total of 300 tourists that agreed to participate in the survey for the current study. These tourists consisted of both domestic and international tourists.
- It was found that 43.3% of the tourists strongly disagreed that the facilities provided in the tourist spots such as welcome cards, buses/cars, security essentials, hotels and other required amenities are good. Moreover, 33.7% of the tourists disagreed with the same.
- Findings depicted that 42.0% of the tourists strongly disagreed with the idea that cleanliness in the tourist places of the Dhauladhar circuit is up to the mark. Nonetheless, 39.3% of them disagreed with the same.
- In concern to accessibility, it was conveyed that nearly 45.3% of the tourists strongly disagreed and 32.3% of them disagreed that the tourist spots were easily accessible by road/air/rail networks.
- 44.3% of the tourists disagreed with the idea that locals in the place have a friendly and welcoming nature. Moreover, this view was further shared by 37.0% of the tourists that strongly disagreed with such behavior.
- Around 46.7% of the tourists strongly disagreed that there is the ready availability of food/drinking water in the place. Nonetheless, 35.0% of the tourists disagreed with the notion completely.
- 31.0% of the tourists disagreed with the idea that accommodation is easily available in all of the tourists' spots. In addition to this, 25.3% of the tourists strongly disagreed with it.
- It was found that nearly 39.3% of the tourists strongly disagreed that different tourist information centers are there for the ease of the tourists. Nonetheless, 35.7% of the tourists disagreed with the idea completely.
- Around 42.0% of the tourists strongly disagreed that many tourist guides are readily available in the tourist spots. In line with this, 36.7% of them disagreed with the same.

- 44.0% of the tourists strongly disagreed that there were multiple support services as tour agents and helpline numbers for assisting the tourists. And 38.0% of the tourists disagreed with the same.
- It was found that 45.3% of the tourists dissatisfied that safety and security arrangements of the tourist spots in the Dhauladhar circuit were robust. Nonetheless, 45.3% of the tourists neither agree nor disagree with the notion.
- Further, it was revealed that 46.3% of the tourists dissatisfied with the available infrastructure in the region. Moreover, 31.7% of the tourists neither satisfied nor dissatisfied with it.
- Statistics suggested that 51.0% of the tourists dissatisfied with the hotels and resorts in the region while, 24.7% of the tourists neither satisfied nor dissatisfied with the notion.
- It was found that 44.3% of the tourists are satisfied with the services for adventure/sports in the region while nearly 34.0% of them neither satisfied nor dissatisfied with the same.
- 39.3% of the tourists dissatisfied with the condition of historical places of the region while 32.3% of them neither satisfied nor dissatisfied with it.
- It was found that 45.7% of the tourists are quite satisfied with the art & craft of the region, while 25.7% of the tourists were neither satisfied nor dissatisfied about the same.
- Findings outlined that 42.3% of the tourists satisfied with the ethnicity and cultural pattern of Dhauladhar tourism circuit while, 33.0% of the tourists were neither satisfied nor dissatisfied.
- 41.3% of the tourists are satisfied with the available Ayurvedic treatment available in the region while, 27.3% of the tourists are neither satisfied nor dissatisfied with this.
- It was uncovered that 67.7% of the tourists are satisfied with the behaviour of the locals toward them while, 32.3% of the tourists are neither satisfied nor dissatisfied with it.

- Statistics suggested that 51.0% of the tourists dissatisfied with the level of sanitation in the area while 24.7% of the tourists neither satisfied nor dissatisfied with the notion.
- It was found that 44.3% of the tourists are dissatisfied with the conditions of the roads in the region while, 34.0% of them neither satisfied nor dissatisfied with the same.
- 67.3% of the tourists dissatisfied with the availability of parking space in the region while 32.7% of them neither satisfied nor dissatisfied with it.

5.5.2 Recommendations

On the basis of the study, the following recommendations are provided for the tourism developers, managers and policy makers.

- The government should take into consideration the host-community perceptions before the formulation of tourism policy for particular area.
- The local residents should be involved in the tourism development related decision making.
- The government should take care about the basic infrastructure, services and facilities for the tourists in the region.
- The opinion and suggestions of the stakeholders should be taken into consideration before any tourism development project implementation.
- Tourism operators, managers should keep into consideration the socio-cultural aspects of the area and put their priority to optimally use it.
- Government should focus on to preserve and conserve the historical and heritage sites of the area.
- This study is limited to one geographical area, the similar attempt can be made for other specific geographical area to know about the tourism impact.
- Other tourism aspects can be studied by the research scholars in this region. Like tourism sustainability, tourist and host interaction etc.

- This study particularly focusses upon the Dhauladhar circuit, which is useful for the tourism developers to know about the socio-cultural and economic perception of tourism impact by the host community and they can consider it in their tourism development related projects.

5.5.3 Conclusion

In this globally competitive environment, various sectors and industries of the country play a vital role in contributing to the national wealth. One such sector is the tourism sector. Himachal Pradesh is known for scenic beauty and culturally important places that are visited by both domestic and international tourists. However, the extent to which these tourist activities have impacted the overall society in terms of social, cultural, and economic aspects is essential to comprehend. The current study, therefore, aimed at comprehending the community perceptions of socio-cultural and economic impact of tourism activities in the Dhauladhar circuit, Himachal Pradesh. The study conducted a survey with the hosts i.e., local residents of the destination; stakeholders i.e., individuals that were directly or indirectly involved in the business; and tourists i.e., both domestic and international visitors of the place. Surveys with these individuals provided a comprehensive view of the prevailing scenario, trends, issues, and recommendations for the Dhauladhar tourism circuit.

Findings reflected that the Dhauladhar circuit of Himachal Pradesh is instrumental in attracting domestic and international tourists in large numbers. However, the quality of service and amenities provided to these tourists are not in alignment with their expectations. Moreover, the destination lacks in terms of accessibility and information which detrimentally affects the tourists' experiences. This can further affect the potential tourists and referrals from prevailing tourists to knock the option to visit the Dhauladhar tourism circuit. Nonetheless, it is one of the major reasons that the community concerning hosts and the stakeholders have been incapable of extracting the benefits of residing in a tourism rich town/village. Apart from basic amenities, there is a dire need for the government to invest in the core infrastructure that enriches the experience of the tourists. It will also allow the stakeholders and the hosts to provide the needed facilities to the visitors. And in turn, will increase their per capita income.

Further, it was also conveyed through the findings that the community perception of socio-cultural and economic impact of tourist activities has a positive impact on the Dhauladhar circuit. But negative impacts were depicted in terms of lower transition in terms of prevailing profession and income level as well as the deteriorating level of cultural rituals that were being followed. Thus, the government and local residents should precariously take steps to preserve and maintain their culture. This will help in attracting the tourists from worldwide for enjoying the distinct culture and rituals.

Government and tourism managers must should need to consider the host community perception about the tourism impact before the policy planning and its Implementation. This study will contribute theoretically and practically to the research scholars and the tourism managers.

5.6 Limitations of the study

Limitations reflect the barriers faced by the researcher while conducting a given study. The current study, too, faced some pertinent limitations that restricted the results of the study. These are:

1. The current study uses a primary data collection technique for acquiring quantitative data from the respondents that are directly or indirectly concerned with the tourism sector in the Dhauladhar in Himachal Pradesh. It may so happen that the views gained from the respondents may be biased i.e. they may not reveal their true perceptions about barriers and challenges encountered by them.
2. Secondary data also occupies a major part of the study for disseminating the factual information concerning the tourism industry of the Dhauladhar, Himachal Pradesh. In regard to this, it can be stated that the flaws in calculating and deciphering the information by other researchers can also affect the results of the current study. Moreover, the extent to which this information is correct and reliable cannot be tested.
3. Further, the study is geographically limited to the range of the Dhauladhar in Himachal Pradesh. Thus, the information acquired through primary data collection techniques cannot be generalized to other parts of the country and is

confined to the region of Himachal Pradesh alone. Nonetheless, the results can be utilized for descriptive purposes. It can be conducive to outline the common socio-economic and cultural effects of tourism in other hilly ranges of the country.

4. Lastly, the study is structurally confined to the socio-cultural and economic perspectives held by stakeholders, hosts, and tourists in the Dhauladhar circuit of Himachal Pradesh. It does not draw criticisms on any initiatives taken by the government or other boards that are responsible for tourism. Thus, the recommendation and the results of the prevailing study are only applicable to the people directly or indirectly engaged in tourism of the region.

5.7 Directions for Future Research:

Based on the findings of the current study, it can be delineated that there is still a long way to go for improving the socio-cultural and economic impact of tourist activities in the region. A future research study can be undertaken on outlining the positive and negative impact of Government initiatives for enriching the tourism industry/economy and way forward. Further, a study should be conducted on the socio-cultural and economic impact of tourism in different tourist destinations of Himachal Pradesh. Moreover, a future research study should be undertaken on a comparative study of interstate initiatives announced by the government and its relative impact.

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ANNEXTURE I

Questionnaire for host community

Declaration:

Dear respondent, I am a PhD scholar from LPU-Phagwara (Punjab). As a part of my research, I am required to do this survey in Dhauladhar circuit and the response given by you will be kept confidential and used for academic purpose only.

AMAN KUMAR
PhD Scholar

Part A: Respondents profile

1. Gender

1. Male
2. Female

2. Which age group are you in?

1. 18-30
2. 31-40
3. 41-50
4. 51-60
5. >60

3. Marital status

1. Single
2. Married

4. Your highest level of education:

1. 10th /
2. Higher secondary/
3. Graduation/
4. PG/
5. PhD
6. Other

6. To which locality do you belong?

1. Urban
2. Rural
3. Other

7. Occupation:

1. Public employee
2. Private employee
3. Businessmen

Part B Socio-cultural and economic Impact of tourism in Dhauladhar circuit of Himachal Pradesh

On a scale of 1-5, please indicate the degree to which you agree to the statements given below based on your experience. (1=Strongly Agree,2=Agree,3= Neither Agree nor Disagree,4=Disagree, 5=Strongly Disagree)

Statements	1	2	3	4	5
1. Tourism has increased the income of the host community					
2. Tourism has increased the employment opportunities					
3. Tourism has increased public utilities infrastructure					
4. Tourism has Increased the shopping opportunities					
5. Tourism has increased the quality of life					
6. Tourism improved the quality of site protection					
7. Tourism improved the quality of police protection					
8. Tourism has increased the availability of recreational facilities					
9. Tourism has increased the prices of the goods and services					
10. Tourism has hiked the cost of living					
11. Tourism has hiked the land and housing prices					
12. Tourism has increased the crime rate					

13. Tourism has increased the activities of drug abuse & gambling					
14. Tourism brought the dual pricing system and attitude towards bargaining					
15. Tourism Improved the culture image and understanding					
16. Tourism Promotes the culture exchange					
17. Tourism Preserve the cultural identity					
18. Tourism demand for culture has increased					
19. Tourism has increased the prostitution in the region					
20. Tourism has increased in the alcoholism					
21. Tourism has increased the tension in the community					
22. Tourism makes the hectic personal and community life					
23. Tourism influence of western culture has on young minds of the community (Demonstration Effect)					
24. Tourism has commercialized the tradition and culture of the region					

ANNEXTURE II

Questionnaire for tourist

Declaration:

Dear respondent, I am a PhD scholar from LPU-Phagwara (Punjab). As a part of my research, I am required to do this survey in Dhauladhar circuit and the response given by you will be kept confidential and used for academic purpose only.

AMAN KUMAR
PhD Scholar

Part A: Respondents Profile

1. Gender

1. Male
2. Female

2. Which age group are you in?

1. 18-30
2. 31-40
3. 41-50
4. 51-60
5. >60

3. Marital status

1. Single
2. Married

4. Your highest level of education:

7. 10th /
8. Higher secondary/
9. Graduation/
10. PG/
11. PhD

12. To which state/country do you belong?.....

7. Occupation:

1. Public employee
2. Private employee
3. Businessmen

8. Preference for tourist location (You may choose more than one option)

1. Pilgrimage centres
2. Hill centres
3. Health centres
4. Eco-tourist centres
5. Festivals
6. Trakking Centre
7. Tourist camps
8. Other (Please Specify.....)

Part B: Tourist satisfaction in Dhauladhar circuit

On a scale of 1-5, please indicate the degree to which you agree to the statements given below based on your experience. (1=Very satisfied,2=somewhat satisfied ,3= Neither satisfied nor dissatisfied ,4=Somewhat dissatisfied, 5=Very Dissatisfied)

Statements	1	2	3	4	5
1. How do you find the available facilities (Medical, Police, Shopping etc.) in the region?					
2. How do you find the cleanliness of Hotel/Resorts/tourist places in the region?					
3. How do you find the accessibility by road/air/ rail networks?					
4. How do you find the interaction with the local community in the region?					
5. How do you find the quality of Food and drinking water available in the region?					
6. How do you find the quality of available accommodation facilities in the region?					
7. How do you find the quality of services provided by the tourist information centre in the region?					
8. How do you find the services of working guides in the region?					
9. How do you find the support services such as tour agents and helpline numbers in the region?					
10. How do you find the safety and security at tourist destination in the region?					
11. How do you find the basic Infrastructure available in the region?					

12. How do you find the availability of hotels and resorts in the region?					
13. How do you find the services for adventures/sports facilities available in the region?					
14. How do you find the conditions of historic places in the region?					
15. How do you find the art and craft of the region?					
16. How do you find the ethnicity and cultural pattern of Dhauladhar circuit?					
17. How do you find the ayurvedic treatment available in the region?					
18. How do you find the behavior of the locals towards tourists in the region?					
19. How do you find the level of sanitation of the area?					
20. How do you find the road conditions of the region?					
21. How do you find the availability of parking space in the region?					

ANNEXTURE III
Questionnaire for Stakeholders

Declaration:

Dear respondent, I am a PhD scholar from LPU-Phagwara (Punjab). As a part of my research, I am required to do this survey in Dhauladhar circuit and the response given by you will be kept confidential and used for academic purpose only.

AMAN KUMAR
PhD Scholar

Part A: Respondents Profile

1. Gender

1. Male
2. Female

2. Which age group are you in?

1. 18-30
2. 31-40
3. 41-50
4. 51-60
5. >60

3. Marital status

1. Single
2. Married

4. Your highest level of education:

1. 10th /
2. Higher secondary/
3. Graduation/
4. PG/
5. PhD
6. Other

6. Since how long you have been doing business here?

1. 0-3 years
2. 4-7 years
3. 8-11 years
4. 12-15 Years
5. More than 15 years

7. What type of service you provide to the tourists here?

1. Hotel
2. Travel Agency
3. Home stay
4. Tourist guide
5. Other

8. What type of tourists you mostly handle?

1. International tourists
2. Domestic tourists
3. Both

9. In the last three years your annual turnover is

1. Rising
2. Falling
3. Remains the same

10. Occupation:

1. Hotelier
2. Travel agency owner
3. Home stay
4. Tourist Guide
5. Other

11. The tourism economy/industry in Himachal Pradesh

On a scale of 1-5, please indicate the degree to which you agree to the statements given below based on your experience. (1=Strongly Agree,2=Agree,3= Neither Agree nor Disagree,4=Disagree, 5=Strongly Disagree)

S.NO.	Statement	1	2	3	4	5
1	The tourism inflow has increased in the state in last 10 years					
2	Tourism in the state attracting more Foreign tourists					
3	The overall spending of the tourists has increased					
4	Tourism in the state generating foreign exchange					
5	Tourism is contributing for the GDP of the state					
6	Tax revenue generated for the state through tourism					
7	Tourism generating more employment in the state					
8	Government is spending more on basic infrastructure					
9	New tourism products are developed like golf course, convention centres etc.					
10	More spending on advertising is done by the state for international tourists					
11	State spends More on advertising for domestic tourists					
12	There is more spending by the state on travel fairs/exhibitions					
13	There is a more spending by the state on HPTDC activities like running hotels, boat, tours etc.					
14	More spending by the state on research and marketing for tourism					
15	Government has set up certification systems for tourism businesses to improve service quality and bring standardisation					
16	Government should set up multi representative (consisting all stakeholders) Tourism Promotion/Investment Board					

17	Private sector has played an important role in infrastructure development and promoting & marketing tourism					
18	The tourism contracts by Government are awarded as per transparent policies/rules for awarding contracts					
19	The government's involvement in the sector impacted your business					
20	All decisions in the organization/ department are taken only as per the laid-out plans and programs					
21	The overall benefits of tourism are greater than the costs to the local population					
22	Tourism helps in the restoration/protection of historic Buildings/ heritage sites					
23	Some plans and programs are changed due to political considerations and constituency issues					