



Tourist's Problems in Himachal Pradesh – A Study on Dhauladhar and Beas Circuit

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(Received 12 Mar, 2018; Accepted 16 Apr, 2018; Published 28 Apr, 2018)

ABSTRACT: In Indian economy, tourism sector has vital role for eradicate poverty and generate large employment for people. The importance of tourism in an economy is to be determined by the volume of expenditure incurred by the visitors. Moreover, expenditure incurred by the visitors contributes in Gross Domestic Product of an Indian economy. Now, days with emergence of marketing tourism have been promoted globally to enhance the level of tourism in the country. Government of different-different state explored the destination and their images are promoted in the national and international level to generate business structural employment for their own people. In the broad term, tourism is unique phenomenon as it defined by the consumption pattern of tourists. Tourists buy all the products and services, which depends supply of goods and services within the country. In other words, total economic and employment impact of tourism motivate researcher to find the impact of tourism in the economy. The advantages carried from tourism research may be measure and compare internationally.

Keywords: Gross domestic product; Structural employment; Indian economy; Goods & Services; Sustainable development and Destination choice.

INTRODUCTION: Himachal Pradesh is foremost hilly state, which attracts tourists and pilgrimages in the state. It observed that tourists visit trends had increased from last few years. Therefore, study really suggests guideline to the development agency and state people for the enhancement of business by satisfying through regular visit. Tourism makes state business that affect the livelihood of people here study serves as business and social ethical purpose. Himachal is a state that can attracts tourists for international festivals such as Mandi international Shivratri, Kullu International Dusshera. Besides this, activity base tourism in Himachal Pradesh pulls the tourists in the state. In the state, it has to be needed that stay period of tourists will increased to enhance the existing level of business and tourists satisfaction. Tourism is major source for Himachal Pradesh government focused on tourism industry and efforts should be made to improve the same. During visit in the state it also have been seen the different tourists married, unmarried, Indian and foreigner had felt problems while visit in the state.

REVIEW OF LITERATURE: Khanna, P. (2014) concluded in his study motivational determinant for hill tourism a case study of Himachal Pradesh. The study tries to find the relationship between hill destination attributes and tourists satisfaction. In the re-

search paper it is to explore and conceptualize various tourists' attraction that influenced the visitors satisfaction in Dharmshala and Chamba. Prasad and Bhatia (2014) concluded in the study of tourist's satisfaction and problems in international Pushkar fair though India is known for fair and festivals. In order to meet the requirement of study a structural questionnaire was used to seek the responses from tourists after completion of fair. Katoch and Gautam (2015) explained in their study about rural tourism as a medium for local development in Himachal Pradesh where rural tourism became a buzzword for development of tourism. The ancient word Atithi Devo Bhava has been redefined by Himachal Pradesh government through introduced with new scheme of Har-Gaon-ki Khani the story of entire village and problem faced by the tourists. Aggarwal, S., (2016) highlighted in the study factors affecting tourists satisfaction level at religious visit. This study conducted in Brij Keshtara in which attraction of tourists is important for particular places thereby lead to sustainable development of places. The study tried to meet the objective with the help of factor responsible for overall satisfaction in Brij Keshtara. Based on the study it revealed five factor aesthetic appeal, accessibility, supporting infrastructure, food and service, health and guide strong significant relationship with tourist's satisfaction.

RESEARCH METHODOLOGY: Himachal Pradesh Tourism Corporation has divided the entire tourism in four circuit namely Beas circuit, Dhaludhar circuit, Shimla circuit and tribal circuit. Each circuit has its own tourists destination. In this study two circuits Beas and Dhaludhar had chosen for the study. Therefore, sampling is stratified into domestic and foreign tourists for 500 tourists, which is further divided for Indian tourists 350 and 150 foreign tourist respondents. In the study out of 500 tourists 290 married and 210 unmarried tourists respondents have been chosen for the study.

Objectives of The Study: To study the various problems faced by the tourists in Himachal Pradesh.

DATA ANALYSIS AND INTERPRETATION: The table no.1 reveals that 6.0 percent respondent's visitors had faced extreme problem in which 8.0 percent are Indian and 1.3 percent foreign visitors respectively. Further, 30.0 percent visitors have been faced high problem whereas 31.4 percent are Indian visitors and 26.7 percent belong to foreign on the basis of nationality. There are 43.6 percent visitors had felt by moderate problem in which 37.1 percent are Indian and 58.7 percent foreign visitors respectively. Only, 8.0 percent respondents have been challenged by low problem whereas 6.9 percent and 10.7 percent resides to foreign respectively. The calculated value of chi-square is significant. Hence there is relationship between Indian and foreign tourists with room booking.

Table 1: Classification of Tourists on the basis of Nationality and room booking problem.

Nationality	Extreme Problem	High Problem	Moderate problem	Low problem	No Opinion	Total
Indian Tourists	28(8.0%)	110(31.4%)	130(37.1%)	24(6.9%)	58(16.6%)	350(100%)
Foreign Tourists	2(1.3%)	40(26.7%)	88(58.7%)	16(10.7%)	4(2.7%)	150(100%)
Total	30(6.0%)	150(30.0%)	218(43.6%)	40(8.0%)	62(12.4%)	500(100%)

Calculated Value Chi-Square – 38.005; Degree of Freedom(D.F.) - 4; Table Value @ 5% - 9.49

Values in parenthesis indicating the percentage of row total

Source: Various Questionnaires from respondents

Table 2: Classification of Tourists on the basis of Nationality and public toilet problem.

Nationality	Extreme Problem	High Problem	Moderate problem	Low problem	No opinion	Total
Indian Tourists	24(6.9%)	140(40.0%)	124(35.4%)	52(14.9%)	10(2.9%)	350(100%)
Foreign Tourists	22(14.7%)	64(42.7%)	36(24.0%)	28(18.7%)	0(.0%)	150(100%)
Total	46(9.2%)	204(40.8%)	160(32.0%)	80(16.0%)	10(2.0%)	500(100%)

Calculated Value Chi-Square – 16.667; D.F. - 4; Table Value @ 5% - 9.49

Values in parenthesis indicating the percentage of row total

Source: Various Questionnaires from respondents

The table no. 2 reveals that 9.2 percent respondent's visitors had faced extreme problem in which 6.9 percent are Indian and 14.7 percent foreign visitors respectively. Further, 40.8 percent visitors have been faced high problem whereas 40.0 percent are Indian visitors and 42.7 percent belong to foreign on the basis of nationality. There are 32.0 percent visitors had felt by moderate problem in which 35.4 percent are Indian and 24.0 percent foreign visitors respectively. Only, 16.0 percent respondents have been challenged by low problem whereas 14.9 percent and 18.7 per-

cent resides to foreign respectively. Therefore, 2.0 percent respondents had not made any opinion in which 2.9 percent are Indian and merely .0 percent resides to foreign. The calculated value of chi-square is greater than table value hence it rejects null hypothesis thereby it proves that there is relationship between Indian and foreign tourists with public toilet problem. The majority of respondents are in the opinion of high problem faced by Indian and Foreign tourists during visit in the state.

Table 3: Classification of Tourists on the basis of Nationality and banking and communication problem.

Nationality	Extreme Problem	High Problem	Moderate problem	Low problem	No opinion	Total
Indian Tourists	16(4.6%)	60(17.1%)	140(40.0%)	122(34.9%)	12(3.4%)	350(100%)
Foreign Tourists	8(5.3%)	62(41.3%)	58(38.7%)	18(12.0%)	4(2.7%)	150(100%)
Total	24(4.8%)	122(24.4%)	198(39.6%)	140(28.0%)	16(3.2%)	500(100%)

Calculated Value Chi-Square – 48.138; D.F. - 4; Table Value @ 5% - 9.49

Values in parenthesis indicating the percentage of row total

Source: Various Questionnaires from respondents

From the above table reveals, that 4.8 percent respondent's visitors have felt extreme problem in which 4.6 percent are Indian and 5.3 percent foreign visitors respectively. Moreover, 24.4 percent visitors have been faced high problem whereas 17.1 percent are Indian visitors and 41.3 percent belong to foreign based on nationality. The data in the table also mentions that 39.6 percent visitors had shown by moderate problem in which 40.0 percent are Indian and 38.7 percent foreign visitors respectively. Also, 28.0 percent respondents have been faced by low problem

whereas 34.9 percent are Indian and 12.0 percent belong to foreign. Therefore, 3.2 percent respondents had not made any opinion in which 3.4 percent are Indian and merely 2.7 percent are foreigner. Thus the calculated value of chi-square is higher than table value hence it rejects null hypothesis hence it proves that there is relationship between Indian and foreign tourists with banking and communication problem. The majority of respondents are in the opinion of moderate faced by Indian and high problem confronted by the foreign tourists during visit in the state.

Table 4: Classification of Tourists on the basis of Marital Status and room booking problem

Marital Status	Extreme Problem	High Problem	Moderate problem	Low problem	No opinion	Total
Married	20(6.9%)	90(31.0%)	124(42.8%)	26(9.0%)	30(10.3%)	290(100%)
Unmarried	10(4.8%)	60(28.6%)	94(44.8%)	14(6.7%)	32(15.2%)	210(100%)
Total	30(6.0%)	150(30.0%)	218(43.6%)	40(8.0%)	62(12.4%)	500(100%)

Calculated Value Chi-Square – 4.40; D.F. - 4; Table Value @ 5% - 9.49

Values in parenthesis indicating the percentage of row total

Source: Various Questionnaires from respondents

Table 5: Classification of Tourists on the basis of Marital Status and public toilet problem.

Marital Status	Extreme Problem	High Problem	Moderate problem	Low problem	No opinion	Total
Married	32(11.0%)	130(44.8%)	82(28.3%)	40(13.8%)	6(2.1%)	290(100%)
Unmarried	14(6.7%)	74(35.2%)	78(37.1%)	40(19.0%)	4(1.9%)	210(100%)
Total	46(9.2%)	204(40.8%)	160(32.0%)	80(16.0%)	10(2.0%)	500(100%)

Calculated Value Chi-Square – 10.382; D.F. - 4; Table Value @ 5% - 9.49

Values in parenthesis indicating the percentage of row total

Source: Various Questionnaires from respondents

Based on above table no. 4 it shows that there is relationship between marital status and room booking problem. However, 6.0 percent tourist's respondents have been faced with extreme problem in which 6.9 percent are married tourists and 4.8 percent are unmarried visitors in the state. Further table explains that 30.0 percent tourist's respondents have passed through with high problem whereas 31.0 percent married tourists and 28.6 percent have been unmarried tourists respectively. Moreover, it reveals in the table data that 43.6 percent tourist's respondents have been felt with moderate room booking problem out of which 42.8 percent are married and 44.8 percent have been unmarried respondents. Only 8.0 percent tourists respondents had faced with low problem therefore in which 9.0 percent have been married and 6.7 percent are unmarried respondents. The table also depicts that 12.4 percent tourists respondents had not made any opinion by which 10.3 percent are married and 15.2 percent have been unmarried respondents with this regards. Thus, it is calculated value of chi-square is less than table value hence there is no relationship between marital status variable with room booking attribute. The majority of respondents married and

unmarried had faced with moderate problem for room booking while travel in the state.

On the basis of above table no. 5 it shows that there is relationship between marital status and public toilet problem. However, 9.2 percent tourist's respondents have been faced with extreme problem in which 11.0 percent are married tourists and 6.7 percent are unmarried visitors in the state. Further table explains that 40.8 percent tourist's respondents have passed through with high problem whereas 44.8 percent married tourists and 35.2 percent have been unmarried tourists respectively. Moreover, it reveals in the table data that 32.0 percent tourist's respondents have been felt with moderate room booking problem out of which 28.3 percent are married and 37.1 percent have been unmarried respondents. Only 16.0 percent tourists respondents had faced with low problem therefore in which 13.8 percent have been married and 19.0 percent are unmarried respondents. The table also depicts that 2.0 percent tourists respondents had not made any opinion by which 2.1 percent are married tourists and 1.9 percent have been unmarried respondents with this regards. Thus, it is calculated value of chi-square is more than table value hence there is

relationship between marital status variable with public toilet attribute. The above evaluation leads to the conclusion that majority of married respondents have

been faced high problem for public toilet during travel to the state while the unmarried tourist's respondents had faced moderate problem.

Table 6: Classification of Tourists on the basis of Marital Status and banking and communication problem.

Marital Status	Extreme Problem	High Problem	Moderate problem	Low problem	No opinion	Total
Married	14(4.8%)	76(26.2%)	114(39.3%)	78(26.9%)	8(2.8%)	290(100%)
Unmarried	10(4.8%)	46(21.9%)	84(40.0%)	62(29.5%)	8(3.8%)	210(100%)
Total	24(4.8%)	122(24.4%)	198(39.6%)	140(28.0%)	16(3.2%)	500(100%)

Calculated Value Chi-Square - 1.160; D.F. - 4; Table Value @ 5% - 9.49

Values in parenthesis indicating the percentage of row total

Source: Various Questionnaires from respondents

The table no.6 depicts that there is relationship between marital status and banking and communication in the state. However, 4.8 percent tourist's respondents have been faced with extreme problem in which 4.8 percent are married tourists and 4.8 percent are unmarried visitors in the state. Further table explains that 24.4 percent tourist's respondents have passed through with high problem whereas 26.2 percent married tourists and 21.9percent have been unmarried tourists respectively. However, it reveals in the table data that 39.6 percent tourist's respondents have been felt with moderate room booking problem out of which 39.3 percent are married and 40.0 percent have been unmarried respondents. Thus, 28.0 percent tourists respondents have been faced with low problem therefore in which 26.9 percent have been married and 29.5percent are unmarried respondents. The table also explains that 3.2percent tourist's respondents had not made any opinion by which 2.8 percent are married and 3.8 percent have been unmarried respondents with this regards. Thus it is calculated value of chi- square is less than table value hence there is no relationship between marital status variable with banking and communication attribute. The above table shows the path to the conclusion that both married and unmarried respondents had been faced moderate problem for banking and communication during stay in the state.

travel in the state. The calculated value of chi square is significant in case of banking and communication. Based on marital status 42.8 percent married and 44.8 percent unmarried tourist's respondents had found moderate room booking problem in the state. The calculated value of chi –square in this case is in significant. During visit in the state 49.0 percent married and 40.0 percent unmarried tourist had faced high public toilet problem while travel in the state. The majority of respondents married 39.3 percent and 40.0 percent unmarried had faced moderate problem for banking and communication services in the state. The calculated value of chi- square is insignificant in this case.

In concern of above study it is suggested that public toilet for tourists must be available every tourists destination with proper hygiene facilities. In Himachal Pradesh majority of hotelier's are not providing online booking system, which discourage tourists. However, it is to be suggested that online booking system should be implemented in present scenario of tourism. Majority of international tourists had faced with banking related problem such as acceptance of international debit card acceptance in maximum shops. Therefore, tourists had troubled to carry huge cash in their pockets. Further, it is suggested to make banking system easy for international tourists.

CONCLUSION: The majority of tourists respondents based on nationality are in the opinion of that they had faced moderate room booking problem in the state accommodation in which 37.1 percent are Indian tourists and 58.7 percent are foreign tourists respectively. Therefore, the calculated value of chi –square is significant in this case. It finds that 40.0 percent Indian and 42.7 percent foreign tourists had faced high problem for public toilet in the state. In case of public toilet chi –square value is significant. The study had shown that 40.0 percent Indian had faced moderate problem while 41.3 percent foreign tourists had faced high problem for banking and communication while

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