

Problems and Prospects of Tourism in Himachal Pradesh: A Case Study of Kullu–Manali Area

H. L. Sharma*, Anuj Kumar**

Abstract

Tourism has globally emerged as the largest industrial activity accounting for nearly 10 percent of total world trade. In a hill State like Himachal Pradesh, the importance of tourism can hardly be over emphasized. It has the potential to generate income and employment in the State. The present study aims at identifying the various problems faced by tourists during their visit to Kullu–Manali tourist place of Himachal Pradesh and makes suggestions for their solution. The study is based on primary data collected from the tourists who visited Kullu – Manali during January - March 2011. In order to carry out the analysis, a sample of 80 respondents (20 foreign, 40 outside-State and 20 local tourists) was selected on the basis of stratified simple random sampling proportion to size. The study brings into light that the extent of satisfaction was highest (74.07%) in case of local tourists followed in descending order by outside-State (67.85) and foreign tourists. The problems faced by different categories of tourists were more or less the same. It finally suggests to provide better toilet facilities, clean drinking water, adequate medical facilities and cheaper adventurous sports facilities to attract more tourists from home and abroad.

Keywords: Bhunter, Correction Factor, Likert's Scale, River Rafting

*Dept. of Eco., Govt. P.G. College, Bilaspur, H.P, Email id : hlsharmablp@gmail.com

**Dept. of Com., Govt. College, Joginder Nagar, District Mandi, H.P