



Study of Tourism in Shimla Hills and its impact on Economy :

A Review

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Abstract : "Life is a journey." How often have we heard that phrase or used it ourselves? It has been noted that it is humankind's most appropriate metaphor. The notion of travel is hard-wired into the human experience. In ancient times, travel was motivated by the desire for exploration, discovery, and enrichment, and times have not changed much. A longing to explore, to discover, and to

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become enriched still drives people to travel today. The desire to travel has made travel and tourism the number one industry in many countries of the world and the largest service sector for the United States. The travel and tourism industry is one of the few industries credited with producing a positive trade balance for the U.S. economy. It is one of the largest employers, developing workers at all levels and areas of expertise.

According to the Travel Industry Association (TIA), tourism accounts for \$740 billion in direct travel expenditures by both domestic and international travelers. International travelers to the United States spend \$107.9 billion every year. Outside the U.S., Americans spend \$99.6 billion on tourism, creating an \$8.3 billion U.S. trade surplus in the sector. Tourism provides \$110 billion in tax revenue for federal, state, and local governments. In terms of direct spending by residents and international travelers, the TIA estimates \$2 billion per day is spent in the U.S. on travel-related items. The average overseas visitor to the U.S. spends \$1,647, with average trip duration of five to six nights. Additionally, the tourism industry is one of America's largest employers, providing 7.9 million jobs and spending \$178 billion in direct travel-related payroll (The Travel Industry Association (TIA),

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Tourism concept



Tourism is the generic term to cover both demand and supply that has been adopted in various forms and used throughout the World. Tourism is defined as the activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes....This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure.

The travel and tourism industry is the world's largest and most diverse industry; in such a way that many nations rely on this dynamic industry as a primary source for generating revenues, employment, private sector growth and infrastructure development. Tourism development is encouraged, particularly among the developing countries around the world, when other forms of economic development, such as manufacturing or the exportation of natural resources, are not commercially viable. The reasons people wish to travel are complex and varied.

The potential economic benefits of tourism are a major attraction for developing countries due to three pro-tourism arguments (Mill & Morrison 1999). First, the trend in demand for international travel is projected to continue at astonishing rates due to the economic stability and travel preferences of people in the developed regions such as Europe, Asia and North America. Second, the income elasticity of demand for tourism means that as the household incomes of people in the developed world increase, more disposable income will be directed towards travel. And third, developing countries are in need of foreign exchange earnings to support their economic development initiatives and to satisfy the demands of their own residents.

Tourism in Himachal

Himalayas are one of the nature's most fascinating phenomenon and one of the earth's most bewildering features. The Himalayas have always been a nursery of peace and religion. It has been the cradle of everything precious and beautiful in India's heritage. Poets, painters, sages and saints have always been spell-bound by the natural grace and charm of Himalaya.

Shimla Hills as Tourist Spot

Shimla district of Himachal Pradesh is the embodiment of heaven on the earth, replete as it is with lush green forests, high snow covered peaks, beautiful valleys, gushing streams and unpolluted rivers, which is probably why it is abode of many gods and goddess. Shimla district in its present form came into existence from 1st September, 1972 on account of reorganization of the districts of the state. After reorganization, the erstwhile Mahasu district 10th in its entirety and its major portion was merged with Shimla. It comprised 19 erstwhile hill states. The district derives its name from Shimla town, the district headquarters and also the state capital of Himachal Pradesh.

The district Shimla comprises 7 sub-divisions, 17 tehsils and sub tehsils. The subdivisions are namely Shimla (Rural), Shimla (Urban), Theog, Rampur, Rohru, Chaupal and Dodra-Kawar, the Tehsils are namely Seoni, Shimla (Urban), Shimla (Rural), Theog, Kamarsain, Rampur, Rohru, Kotkhai, Chaupal, Jubbal, Chirgaon, and Dodra-Kwar while Junga, Nankhari, Tikkar, Kupri and Nerua are the sub-tehsils. For the rural development, the district has been divided into nine Community Development Blocks, namely Rampur, Narkanda, Theog, Mashobra, Chaupal, Jubbal Kotkhai, Rohru, Chauhara and Basantpur.

It is bounded by Mandi and Kullu districts in the North, Kinnaur district and Utrakhnad state in the East, Sirmour district in the South and Solan district in the West. The district contains the total geographical area as 5131 Sq Km with varying elevation from 300 meters to 6000 meters mean sea level. The topography of district is rugged and tough. The hills and mountains ranges are generally aligned in the East - West direction which present a complicated pattern of relief. The pre-dominantly rough terrains, the prevalence of interlocking spurs, narrow and steep side valley throughout the district reflect the youthfulness of its topography. Climatic conditions of Shimla district vary according to elevation of the area. December, January and





February are severe cold months, when the winter season is at its peak. Snowfall generally occurs in December and continuous till mid March. Bulk of precipitation is received generally in the rain season. The average rain fall of district is 1028 millimeters. Due to large difference in altitude and precipitation, the vegetation types in this region range from tropical to alpine. Three rivers, i.e. the Satluj, Pabber and Giri flow through Shimla district. The district has a very rich religious and diverse culture heritage. This is reflected through its myriad tradition carved wooden temples.

The impacts of tourism on economy :

Tourism provides the huge wealth for economy whether it is developed or underdeveloped like India. The tourists visit in a region, state or country give something to the people of the area.

- a) In Shimla region where a tourist visits earned revenues through the tourist trade, have a direct positive effects on economy. So this region has earned the foreign exchange.
- b) It has brought infrastructural improvement in the form of transport network, road construction, electricity, water supply, drainage, sewerage, and tourist based industries etc.
- c) The tourist industry being a labour-intensive service industry is a valuable generator of employment. It is a great encouragement to economic development of this region.
- d) The tourism has raised the direct relationship between traders and tourist trade goods and services.
- e) The multiplier effects of the growing trade and tourist expenditure have stimulated the economic activities and their diversification in the remote areas of this region like valleys of Tatapani and Pabber.

Scope Of Tourism In Himachal Pradesh

Tourism is itself a more extensive term. The products of tourism must permeate down to provincial territories all together that it is really reasonable and dependable. For advancing provincial tourism, towns must be close to existing visitor focuses. Not, even country tourism, state likewise offers new time of nature satisfaction and learning and furthermore gives guests a



great presentation to the calm backwoods. This makes it a perfect zone for creating eco-tourism exercises like wilderness safaris, trekking, and shake climbing, outdoors and so on. Different eco-tourism social orders have been built up on CBET (People group Based Eco Tourism) premise to cover the greatHimalayan National Stop (Kullu), Himalayan National Stop (Shimla), Renuka Untamed life Haven (Sirmour) and Potter's Slope Van Vihar(Shimla). The State has shifted geology, atmosphere and woodland cover and is enriched with an immense assortment of widely varied vegetation. At present there are 32 Havens, 2 National Parks and 3 Diversion Holds. Himachal has developed as a critical traveler goal. Extensive number of religious vacationers visits holy places of worship of state reliably. The tourism office proposes to progress and setup enterprise sports " schoolin request to prepare youth in Paragliding, Boating , Water sports, Mountaineering, Engine sports and so on in a joint effort with the WHMI Manali and the State Level Affiliations . Indeed, even there is additionally an incredible breadth to setup Spa's, health resorts to advance wellbeing tourism. Capability of Panchkarma urges us to begin this bigly in the state with a specific end goal to draw in bigger number of sightseers for Panchkarma treatment. Preparing the adolescent in Panchkarma (Ayurvedic School Paprola) will be attempted through the bureau of Ayurveda who will then be utilized in spa'sand wellbeing resorts. Advancement of neighborhood workmanship and the way of life and era of salary work through it are real segments of our tourism arrangement.

CONCLUSION

Himachal Pradesh has many undiscovered spots with unspoiled charm that are worth a visit for a quiet rewarding holiday spent amidst the splendor of nature away from crowds. Some tourist places need to be developed to international standards. Maharana Pratap Sagar will be developed as world class water sports destination in the state. Promotion of tourism not only gives attraction and charmness to tourists but it is also a source of earnings and employment which makes the state prosperous and healthy.

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