

**GROWTH OF TOURISM INDUSTRY IN INDIA: A COMPARATIVE
STUDY OF HIMACHAL PRADESH AND UTTARAKHAND (INDIA)**

Dr. Gagan Singh

Assistant Professor, School of Management Studies & Commerce

Uttarakhand Open University, Haldwani-Nainital, Uttarakhand-263139

ABSTRACT

Tourism is an important sector of Indian economy and contributes substantially in the country's Foreign Exchange Earnings. The concept of tourism as a phenomenon involves the movement of people within their own country or across the national borders. Tourism development in India has passed through many phases. The development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The natural beauty of Shimla is highly appreciable in all over the world. Tourists from all over the world come to see its natural beauty. Nainital occupies a unique place and it attracts thousands of tourists round the year. The main focus of the present study is to study the growth of tourism industry in India. The present study also aims to study the flow of domestic and foreign tourist in India, H.P. and Uttarakhand. The present study highlights that the arrivals of domestic tourist is more in Uttarakhand as compared to H.P., while the flow of foreign tourist is more in H.P. as compared to the flow of foreign tourist visit Uttarakhand.

Key Words: Compound Exchange Rate, Eco-tourism, Foreign Exchange, Sustainable Development.

Introduction

Man since antiquity has been an inveterate traveler. Only the motivation for travel has been changed. India is the destination of the millennium, a land of all seasons where beauty beckons, culture echoes, diversity delights and tradition talks. Tourism is the largest service industry in

India, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. The phenomenon and activity of tourism in India is as old as its civilization and culture. India's glorious tradition and rich cultural heritage are linked with development of tourism. The post war years saw the emergence of a number of international organizations concerned with travel and tourism. Among them were the International Union of Official Travel Organisation (IUOTO), now an international agency called the World Tourism Organisation (WTO), the International Air Transport Association (IATA), and the Pacific Area Travel Association (PATA). Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world's total jobs directly and millions more indirectly through the multiplier effect as per the UN's World Tourism Organization (UNWTO).

Brief View of Tourism Policy of India, Himachal Pradesh and Uttarakhand

The policy document seeks to enhance employment potential within the tourism sector as well as to foster economic integration through developing linkages with other sectors. Broadly the policy paper attempts to position tourism as major engine of economic growth, focus on domestic tourism as a major driver of tourism growth and position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as a destination. **(National Tourism Policy, 2002, Govt. of India)**

Nature has bestowed Himachal Pradesh with unique beauty and splendour with its lush green valleys, snow covered Himalayan ranges, a serene, peaceful, comfortable environment and a rich cultural heritage - which tourists would be hard put to find elsewhere. The basic policy objectives of tourism policy of Himachal Pradesh are to establish Himachal Pradesh as a leading tourist destination in the country and abroad, to make tourism a prime engine for economic development and prosperity of the State and as a major means for providing employment, to safeguard the State's natural and manmade heritage and to position Himachal Pradesh as a one stop destination for adventure tourism. **(Tourism Policy, Govt. of H. P.)**

Lying in the north of the vast and bountiful expanse of India, and cradled in the awesome beauty and clam serenity of the stately Himalayas, Uttarakhand, the *Devbhumi* (Land of the Gods) has

attracted tourists and pilgrims from world over since time immemorial. The basic policy objectives of tourism policy of Uttarakhand are to place Uttarakhand on the tourism map of the world as one of the leading tourist destinations, and to make Uttarakhand synonymous with tourism, to develop the manifold tourism related resources of the state in an eco-friendly manner, with the active participation of the private sector and local host communities and to develop tourism as a major source of employment and income/revenue generation and as a pivot of the economic and social development in the state. (**Tourism Policy, Govt. of Uttarakhand**)

Table -1
Year-wise Visits of foreign Tourist and Foreign Exchange Earnings from Tourist in India During 2003-2012

Year	No. of Tourist (In Million)	(%) change over the previous Year	Foreign Exchange Earnings (In Million)	(%) change over the previous Year
2003	6.71	-	4.46	-
2004	8.36	24.59	6.17	38.34
2005	9.95	19.02	7.49	21.39
2006	11.74	17.99	8.63	15.22
2007	13.26	12.95	10.72	24.22
2008	14.38	8.45	11.83	10.35
2009	14.37	-0.07	11.13	-5.91
2010	17.91	24.63	14.19	27.49
2011	19.5	8.88	16.56	16.70
2012	20.71	6.31	17.73	7.06

CAGR of Foreign Tourist Visit India = 13.35, CAGR of Foreign Exchange Earnings =16.57
Source: Ministry of Tourism, Govt. of India, Annual Report 2012-13.

Figure-1

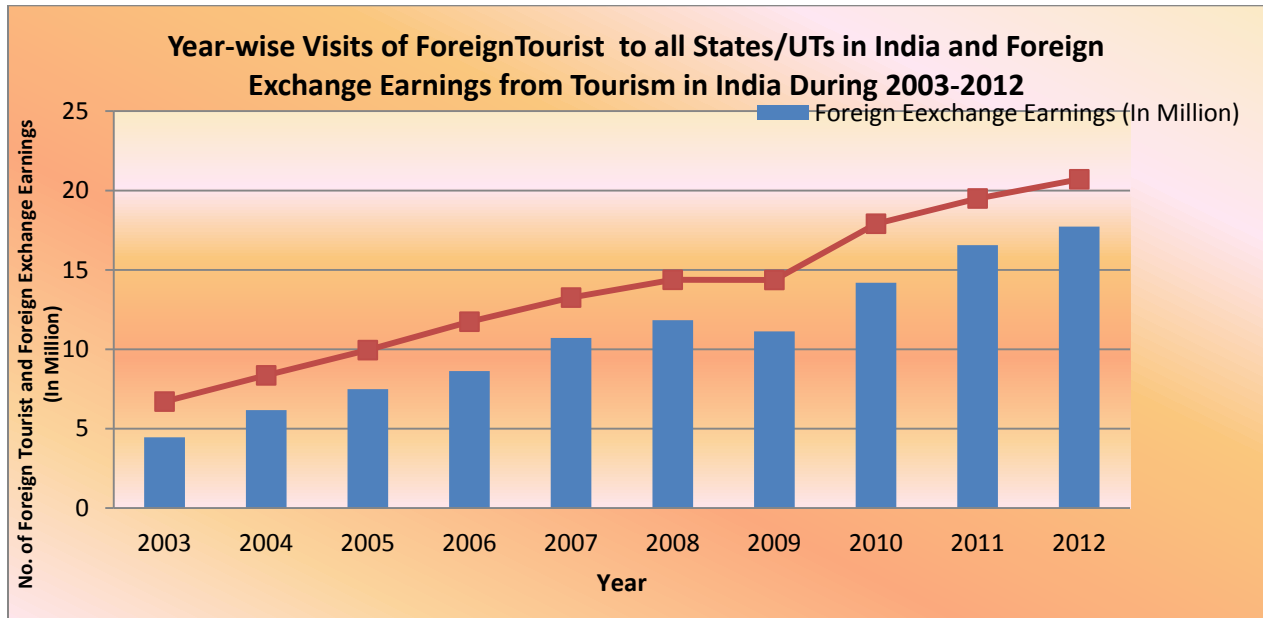


Table 1 exhibit that there is an increasing trend in the flow of foreign tourist visit India during the year's 2003 to 2012 registering growth rate of 13.35. But in the year 2009 there is a decline in the flow of foreign tourist. The foreign exchange earned from foreign tourist also shows increasing trend except in the year 2009, which is 5.91 percent. But the increase in the foreign exchange earnings is more than the increase in the arrivals of the foreign tourist visit India. For the overall development and growth of the country there should be continuously increase in the flow of the foreign tourist well as foreign exchange earnings.

Review of Literature

Dawn and Pal (2011), conducted a study on “Medical Tourism in India: Issues, Opportunities and Designing Strategies for Growth and Development”. According to them Medical tourism or health care tourism is fast growing multibillion-dollar industry around the world. In this study they identify the strengths of India’s medical tourism service providers and points at a number of problems that may reduce the growth opportunity of this industry.

Bahtia (2013), in his study “SWOT Analysis of Indian tourism Industry” focused upon the strengths, weaknesses, opportunities and threats of Indian tourism industry. He concluded that tourists are attracted by either the scenic beauty of its nature or by fascinating leisure, sports and adventure activities offered by the destination. According to him every destination has some

internal strengths and weaknesses that either enhance its capacity to attract foreign visitors or diminish it.

Pais (2006), conducted a study on “Tourism Employment: An Analysis of Foreign Tourism in India”. In this paper author attempts to estimate total direct employment generated in India by foreign tourism. According to him estimating employment or output of the tourism sector is complicated by the fact that tourism is a composite sector. He suggested that the government and respective industries undertake concrete steps to meet the challenges arising out of the increasing tourism demand.

Phukan, Rehman & Devdutt (2012), in his study “Emergence of Spiritual Tourism in India” emphasized on the emergence of spiritual tourism oriented research activities and explores the potentials for future work in tourism research. He concluded that there has been a substantial increase in research interest in the area of spiritual/ pilgrimage tourism, especially, in the current decade.

Need & Scope of Study

Tourism is an important and fast growing industry in the world. It is highly labour intensive industry offering employment to both the semi-skilled and unskilled persons. Tourism has socio-cultural, educational and political significance as well. It has significant contribution in the promotion of national integration, international goodwill and understanding. It strengthens peace and peaceful relations between the people and countries. India is perhaps the most appropriate address in the world of tourism which meets and matches the varied interest of tourist coming from all over the world. Shimla has a fascinating landscape, rich socio-cultural heritage, golden history and offers opportunities for adventure and sports activities. Of the hill towns in the State of Uttarakhand, Nainital occupies a unique place and known for its salubrious climate and scenic beauty.

The main thrust of this paper is to study the growth of tourism industry in India. The present study also aims to study the flow of domestic and foreign tourist in India, H.P. and Uttarakhand.

Objectives of the Study

- To analyse the tourism policy of Himachal Pradesh and Uttarakhand with respect to India.

- To study the flow of domestic and foreign tourist in Himachal Pradesh and Uttarakhand with respect to India.
- To study the flow of domestic and foreign tourist in Shimla with respect to Himachal Pradesh.
- To study the flow of domestic and foreign tourist in Nainital with respect to Uttarakhand.

Research Methodology

For the purpose of the present study, secondary data have been used. The secondary data have been collected from published reports of Ministry of Tourism, Govt. of India and Department of Tourism, Himachal Pradesh and Department of Tourism, Uttarakhand. The data drawn from various sources has been analyzed and interpreted with the help of Statistical Methods and Mathematical Methods. Statistical test has been applied in appropriate context. In mathematical methods simple average and percentage have been used and in statistical methods Compound Annual Growth Rate, Line Charts and Bar Charts are used to analyze the data.

Growth of Tourism in India

Tourism industry is world’s largest industry with a growth rate of more than 5 per cent per annum from 1985 onwards. India possesses a rich and diverse range of unique cultural, natural and man-made tourism resources. For the expansion and development of tourism industry, India needs to ensure the full utilization of the capacity of its natural resources, facilities and services and has to tap the untapped market potential.

Table-2
ARRIVALS OF DOMESTIC TOURIST IN INDIA, HIMACHAL PRADESH AND
UTTARAKHAND

Year	India	Himachal Pradesh	% to India	Uttarakhand	% to India
2003	309038335	5544000	1.79	12930000	4.18
2004	366267522	6345059	1.73	13830000	3.78
2005	392014270	6927742	1.77	16281000	4.15
2006	462320154	7671902	1.66	19358000	4.19
2007	526564478	8481988	1.61	22154000	4.21
2008	563034107	9372697	1.66	23064000	4.09
2009	668800482	11036572	1.65	23154000	3.46
2010	747703380	12811986	1.71	30972000	4.14

2011	864532718	14604888	1.69	26666000	3.08
2012	1036346657	15646048	1.51	28292000	2.73

Source: Source: Ministry of Tourism, Govt. of India, Annual Report 2012-13.

Figure-2

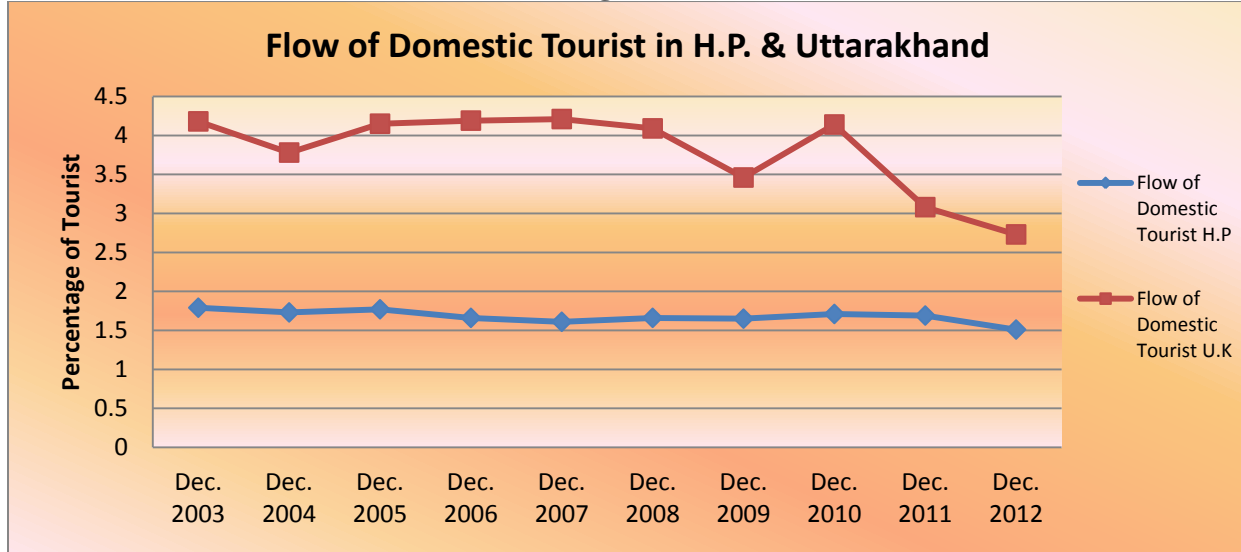


Table-2 exhibits that the arrivals of domestic tourist in India shows an increasing trend. While studying the flow of domestic tourist in H.P., It has been found that there is also an increasing trend in the flow of tourist, but its share in total Indian domestic tourist shows decline from 1.79 percent in 2003 to 1.51 percent in 2012. As far as the flow of domestic tourist in Uttarakhand is concerned, it also shows increasing trend except in the years of 2011 and 2012. The total share of domestic tourist who visits Uttarakhand showed mixed results. While comparing the share of domestic tourist in H. P and Uttarakhand to India, it has found that the share of domestic tourist visit Uttarakhand is more as compared to the domestic tourist visit H.P.

Table-3

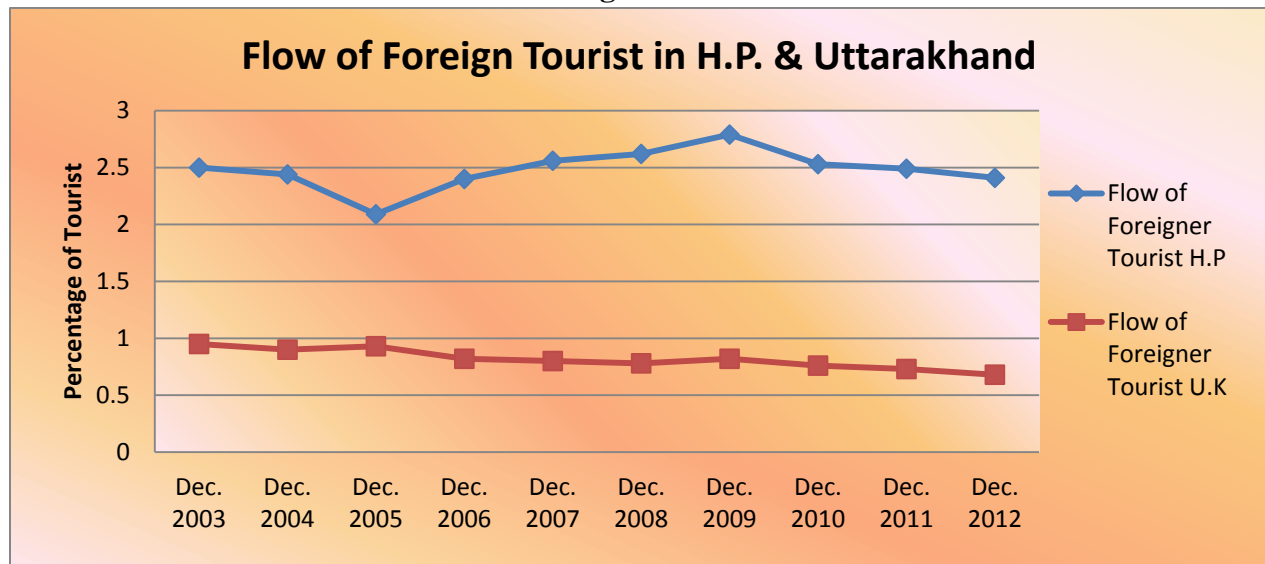
ARRIVALS OF FOREIGN TOURIST IN INDIA, HIMACHAL PRADESH AND UTTARAKHAND

Year	India	Himachal Pradesh	% to India	Uttarakhand	% to India
2003	6708479	167902	2.50	64000	0.95
2004	8360278	204344	2.44	75000	0.90
2005	9947524	207790	2.09	93000	0.93
2006	11738892	281569	2.40	96000	0.82
2007	13256637	339409	2.56	106000	0.80

2008	14380633	376736	2.62	112000	0.78
2009	14372300	400583	2.79	118000	0.82
2010	17910178	453616	2.53	136000	0.76
2011	19497126	484518	2.49	143000	0.73
2012	20731495	500284	2.41	141000	0.68

Source: Ministry of Tourism, Govt. of India, Annual Report 2012-13.

Figure-3



Studying the arrivals of the foreign tourist visit Himachal Pradesh reveals that there is an increasing trend in the flow of foreign tourist. The same trend has been registered in the case of foreign tourist visit Uttarakhand. But the share of the foreign tourist who visits H.P. to India is more than the share of foreign tourist who visit Uttarakhand to India. The share of foreign tourist of H.P. to India is more than 2 percent but the share of foreign tourist of Uttarakhand to India is below 1 percent throughout the years. It may be possible by the development of tourist places and attraction of natural and scenic beauty of H.P as compared to the Uttarakhand.

Table-4
CHANGE IN THE FLOW OF DOMESTIC TOURIST IN INDIA, HIMACHAL PRADESH AND UTTARAKHAND

Year	India	%	H.P	%	UK	%
2003	309038335	-	5544000		12930000	-
2004	366267522	18.52	6345059	14.45	13830000	6.96

2005	392014270	7.03	6927742	9.18	16281000	17.72
2006	462320154	17.93	7671902	10.74	19358000	18.90
2007	526564478	13.90	8481988	10.56	22154000	14.44
2008	563034107	6.93	9372697	10.50	23064000	4.11
2009	668800482	18.79	11036572	17.75	23154000	0.39
2010	747703380	11.80	12811986	16.09	30972000	33.77
2011	864532718	15.63	14604888	13.99	26666000	13.90
2012	1036346657	19.87	15646048	7.13	28292000	6.10

CAGR of Domestic Tourist Visit India: 14.39, **CAGR of Domestic Tourist Visit H.P.: 12.22,**
CAGR of Domestic Tourist Visit Uttarakhand: 9.09

Source: Source: Ministry of Tourism, Govt. of India, Annual Report 2012-13.

Figure-4

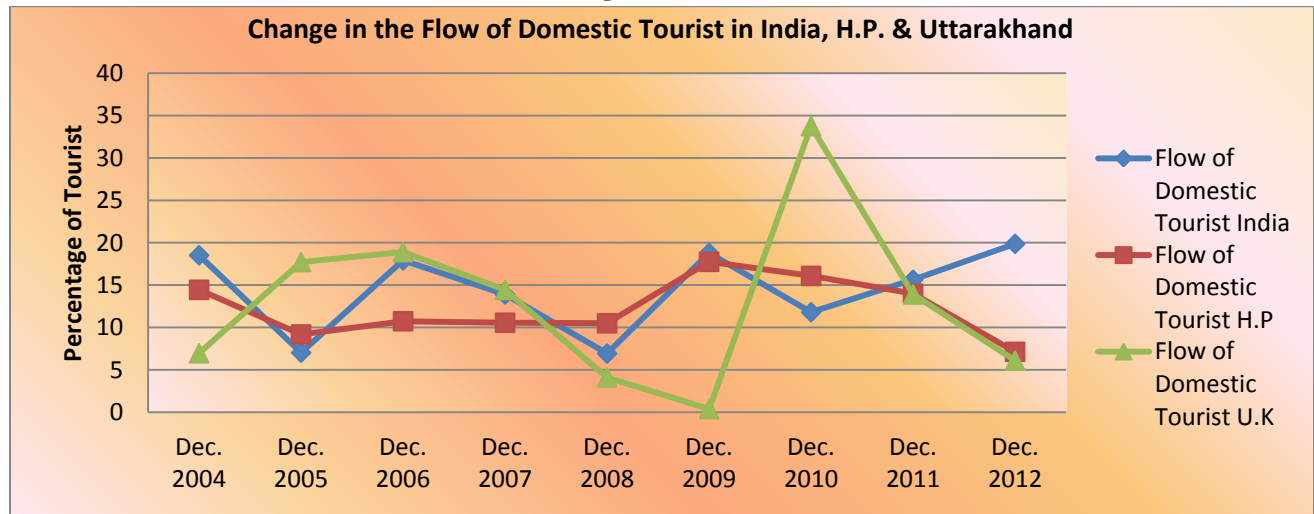


Table 4 exhibits that the flow of domestic tourist in India increased from 30,90,38,335 (2004) to 1,03,63,46,657 (2012). In the case of H.P., there is also an increasing trend. In the year 2011, there is decline in the arrivals of tourist in Uttarakhand. The Compound Annual Growth rate of domestic tourist visit India, H.P. and Uttarakhand registering 14.39, 12.22 and 9.09 respectively, which reveals that the CAGR of Indian domestic tourist is more than the domestic tourist visits H.P. and Uttarakhand.

Table-5

CHANGE IN THE FLOW OF FOREIGN TOURIST IN INDIA, HIMACHAL PR ADESH AND UTTARAKHAND

Year	India	%	H.P	%	UK	%
2003	6708479	-	167902		64000	-
2004	8360278	24.62	204344	21.70	75000	17.19
2005	9947524	18.99	207790	1.69	93000	24.00
2006	11738892	18.01	281569	35.51	96000	3.23
2007	13256637	12.93	339409	20.54	106000	10.42
2008	14380633	8.48	376736	11.00	112000	5.66
2009	14372300	0.06	400583	6.33	118000	5.36
2010	17910178	24.62	453616	13.24	136000	15.25
2011	19497126	8.86	484518	6.81	143000	5.15
2012	20731495	6.33	500284	3.25	141000	1.40

CAGR of Foreign Tourist Visit India: 13.36,

CAGR of Foreign

Tourist Visit H.P.: 12.90,

CAGR of Foreign Tourist Visit Uttarakhand: 9.17

Source: Source: Ministry of Tourism, Govt. of India, Annual Report 2012-13.

Figure-5

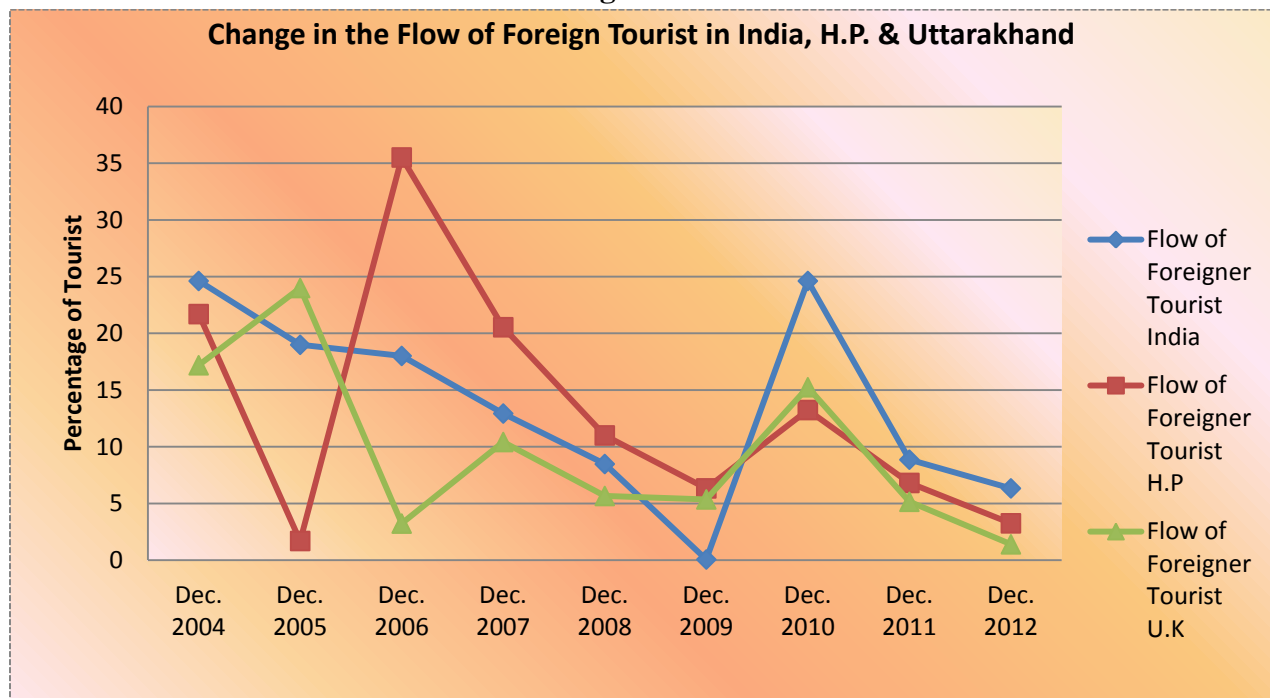


Table 5 reveals the change in the flow of foreign tourist in India, H.P. and Uttarakhand. It shows the increasing trend in the flow of foreign tourist who visits India, H.P. and Uttarakhand. But in the year 2012, a decline of 0.06 percent and 1.40 percent has been registered in the flow of foreign tourist who visits India and Uttarakhand respectively. Study the CAGR of foreign tourist

visit H.P. and Uttarakahnd reveals that the Compound Annual Growth Rate of H.P. during these years is 12.90 percent, which is more than CAGR of Uttarakahnd.

Growth of Tourism in Himachal Pradesh

Himachal Pradesh is spread over an area of 55673 sq. km with a population of more than 60 lakh persons. Many peaks, passes and lakes in the Pradesh are associated with myriads of God and Goddesses. A large variety of colourful festivals revolve around the cultural values, religious sentiments and socio- economic needs suiting in consonance with the moods of climatic and topographic variations of the Pradesh. Himachal Pradesh is a playground of adventure tourism. One can pursue any adventure like the trekking mountaineering, rock climbing, skiing, hang gliding, water sports, golfing, fishing, hunting and crossing of high passes over one range to another etc. Shimla is perhaps the biggest hill station of the world at a height of 2100m. above sea level. The pollution free fresh air, full of fragrance of rich wild flowers and coniferous trees is healthy and refreshing snow, mist, rain and sunshine bless this intermittently throughout the year. It is a paradise for the tourists, peace lovers, writers and adventurer.

Table-6
CHANGE IN THE FLOW OF DOMESTIC TOURIST IN HIMACHAL PRADESH AND SHIMLA

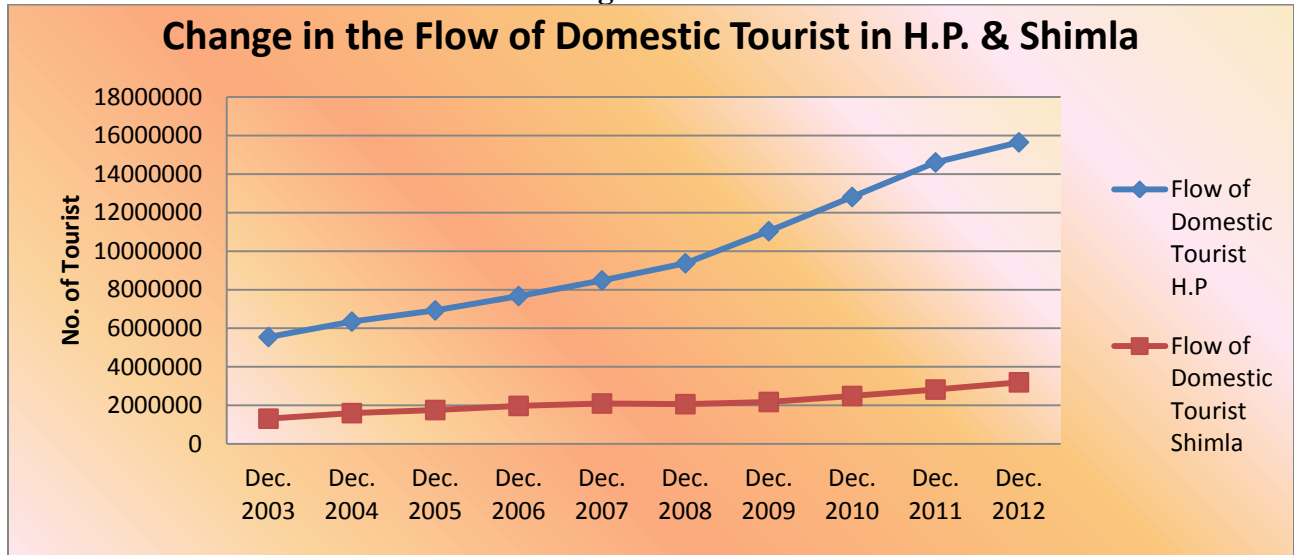
Year	H.P	Shimla	% to H.P
2003	5544000	1309635	23.62
2004	6345059	1597246	25.17
2005	6927742	1757307	25.37
2006	7671902	1971417	25.70
2007	8481988	2095946	24.71
2008	9372697	2061539	22.00
2009	11036572	2175314	19.71
2010	12811986	2485564	19.40
2011	14604888	2818270	19.30
2012	15646048	3195332	20.42

CAGR of Domestic Tourist Visit H.P.: 12.22,
Shimla: 10.42

CAGR of Domestic Tourist Visit

Source: Department of Tourism & Civil Aviation, Himachal Pradesh, India.

Figure-6



Studying the flow of domestic tourist visit H.P. and Shimla reveals that in majority of years the share of domestic tourist visit Shimla to H. P. is more than 20 percent. It shows that the natural and scenic beauty of Shimla attracts more tourist as compared to the others districts of H.P. The above table and figure also shows that the number of domestic tourist arrivals in H.P. increased from 55,44,000 in 2003 to 1,56,46,048 in 2012 registering a growth rate of 12.22 percent. The number of domestic tourist arrivals in Shimla increased from 13,09,635 in 2003 to 31,95,332 in 2012.

Table-7

CHANGE IN THE FLOW OF FOREIGN TOURIST IN HIMACHAL PRADESH AND SHIMLA

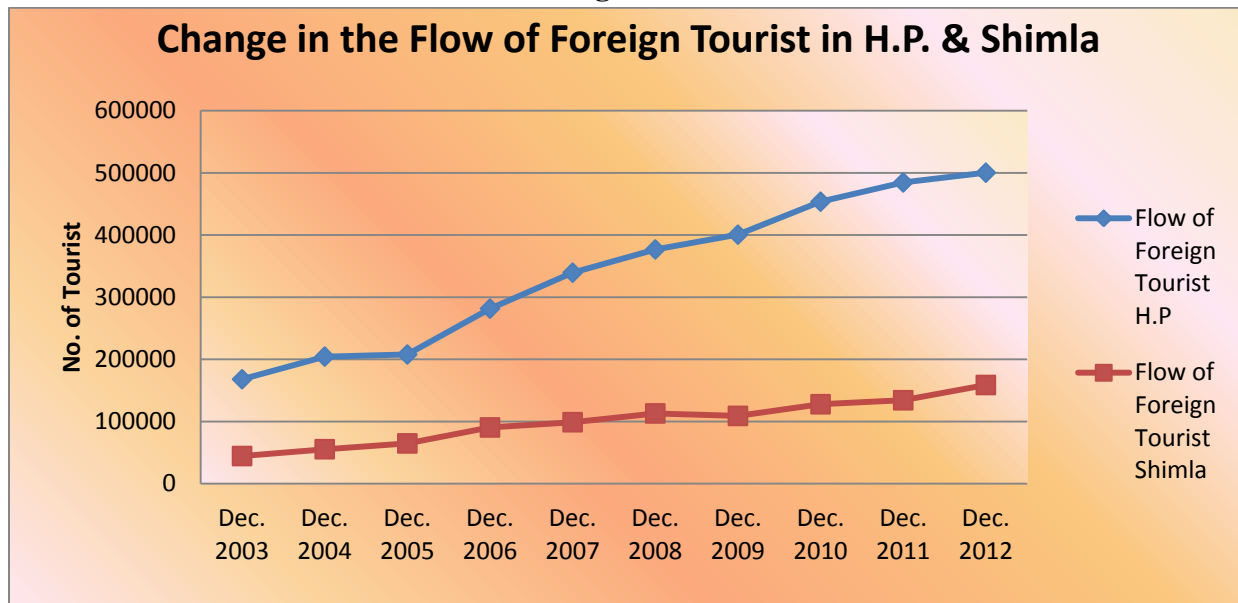
Year	H.P	Shimla	% to H.P
2003	167902	44400	26.44
2004	204344	55382	27.10
2005	207790	64752	31.16
2006	281569	90407	32.11
2007	339409	98839	29.12
2008	376736	112917	29.97
2009	400583	108981	27.21

2010	453616	127737	28.16
2011	484518	134167	27.69
2012	500284	158671	31.72

CAGR of Foreign Tourist Visit H.P.: 12.90, CAGR of Foreign Tourist Visit Shimla: 15.20

Source: Department of Tourism & Civil Aviation, Himachal Pradesh, India.

Figure-7



The table-7 and figure-7 highlights the arrivals of foreign tourist in H.P. and Shimla. The table shows that the percentage share of the foreign tourist visit Shimla to tourist visit H.P. increase from 26.44 percent in 2003 to 31.72 percent in 2012. On the other hand the arrival of number of tourist visit H.P also increased from 1,67,902 in 2003 to 5,00,284 in 2012. On the basis of the above discussion it can be said that natural and scenic beauty of Shimla attracts more foreign tourist. Tourists from all over the world come to see its natural beauty but it is a gift of nature and it should be properly and continuously maintained and developed.

Growth of Tourism in Uttarakhand

Uttarakhand is a state with an area of 53484 sq. Km. comprises all the five latitudinal physiographic–geological zones namely; the Tarai-Bhabar plain, the Siwalik Hills with Duns, the Lesser Himalaya, the Great Himalaya and the Trans-Himalaya. The state has proved its mettle of tourism products worldwide. A wide array and diversity of products range from enjoying and appreciating the great nature, to teeing off at one of the Asia’s best Golf course, from revivifying

Ayurvedic & Spiritual Tourism to adrenaline pumping adventure sports of rafting, trekking and so forth. Uttarakhand has so much to boast in terms of its resources. Nainital is known as the Lake District of Uttarakhand due to predominance of lakes in the area. Of the hill towns in the State of Uttarakhand, Nainital occupies a unique place. Known for its salubrious climate and scenic beauty, the town is a popular destination in the northern tourist circuit. Nainital attracts thousands of tourists round the year.

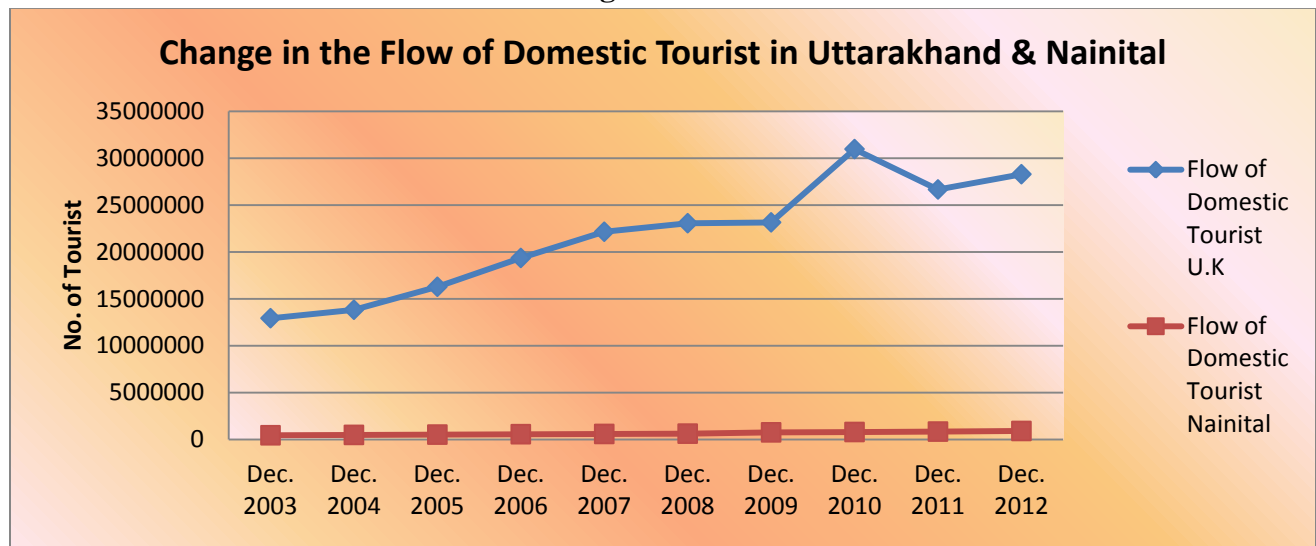
Table-8
CHANGE IN THE FLOW OF DOMESTIC TOURIST IN UTTARAKHAND AND NAINITAL

Year	U.K	Nainital	% to U.K
2003	12930000	441593	3.42
2004	13830000	478133	3.46
2005	16281000	510957	3.14
2006	19358000	554527	2.86
2007	22154000	580079	2.62
2008	23064000	615469	2.67
2009	23154000	749556	3.24
2010	30972000	786705	2.54
2011	26666000	834405	3.13
2012	28292000	898077	3.17

CAGR of Domestic Tourist Visit Uttarakhand.: 9.09, CAGR of Domestic Tourist Visit Nainital: 8.20

Source: Department of Tourism, Government of Uttarakhand, India.

Figure-8



The above table reveals that the number of domestic tourist visit Uttarakhand increased from 1,29,30,000 in 2003 to 2,82,92,000 in 2012 registering a growth rate of 9.09 percent. On the other hand the share of domestic tourist visits Nainital to domestic tourist visit Uttarakhand shows decline from 3.42 percent in 2003 to 3.17 in 2012. The share of domestic tourist of Nainital to Domestic tourist of Uttarakhand also reveals that only 3 to 4 percent domestic tourist visit Nainital throughout the years. Thus, it can be said that there is need to develop new policies and plans to attract more tourist to visit Nainital.

Table-9
CHANGE IN THE FLOW OF FOREIGN TOURIST IN UTTARAKHAND AND NAINITAL

Year	U.K	Nainital	% to U.K
2003	64000	4839	7.56
2004	75000	6277	8.37
2005	93000	6789	7.30
2006	96000	7533	7.85
2007	106000	9437	8.90
2008	112000	7070	6.31
2009	118000	5722	4.85
2010	136000	7123	5.24
2011	143000	9410	6.58
2012	141000	8256	5.86

CAGR of Foreign Tourist Visit Uttarakhand.: 9.17, CAGR of Foreign Tourist Visit Nainital: 6.12

Source: Department of Tourism, Government of Uttarakhand, India.

Figure-9

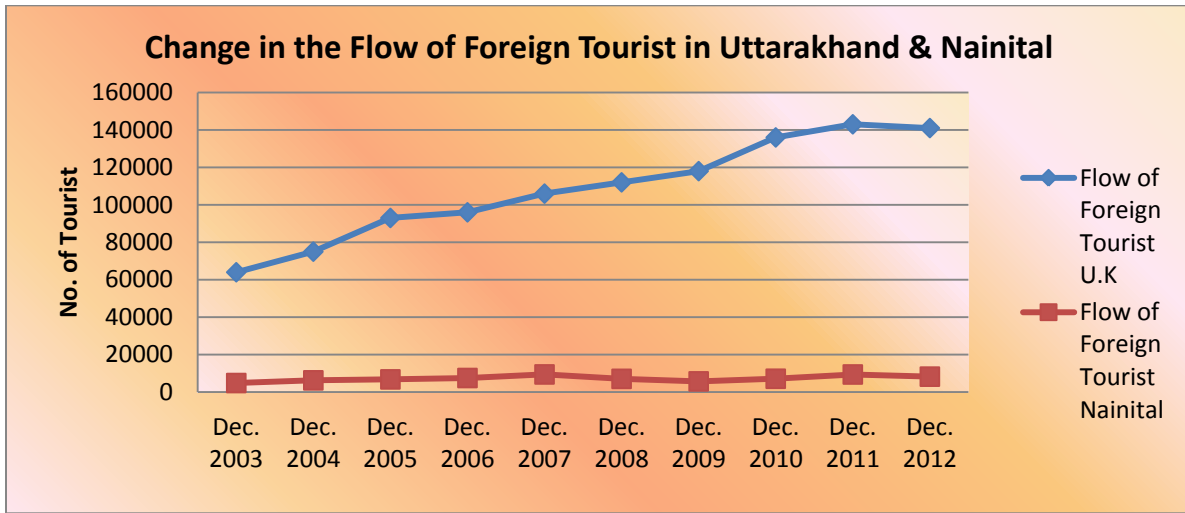


Table-9 and Figure-9 reveals that the number of foreign tourist visit Uttarakhand increased from 64,000 in 2003 to 1,41,000 in 2012. The share of foreign tourist visit Nainital to foreign tourist visit Uttarakhand decline from 7.56 percent in 2003 to 5.86 in 2012 registering a growth rate of 6.12 percent. The share of foreign tourist visit Nainital to foreign tourist visit Uttarakhand reveals that only 5 to 8 percent foreign tourist visit Nainital. The number of foreign tourist visit Uttarakhand shows decline in the year 2011 and 2012. To encash the natural and cultural heritage of the state, there is need to make lot of efforts by the state and central government.

Conclusion and Suggestions

The phenomenon and activity of tourism in India is as old as its civilization and culture. India's glorious tradition and rich cultural heritage are linked with development of tourism. To every tourist wherever he comes from, India is a dreamland or land full of mysteries Himachal Pradesh is a playground of adventure tourism and Shimla is a paradise for the tourists, peace lovers, writers and adventurer. Due to the diversified geo-climatic conditions, flora, fauna and also due to socio-cultural complexes composed of various ethnic and religious groups, Uttarakhand is popularly known as 'Mini India'. Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a flip to the country's overall economic and social development. it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavour

to attain sustainable growth in tourism if India is to become a world player in the tourist industry. Some of the main suggestions based on the findings are as under:

- To increase the flow of foreign tourist in India and earn more foreign exchange, there is need to develop sustained and effective marketing plans and programmes and create the world class infrastructure.
- There should be periodical review of tourism policy, so that necessary modification can be made according to the changing scenario of the tourism industry.
- There should be proper training programs for tourism employees and training programs must incorporate significant aspects like behavioural aspect, human relation aspect.
- In order to give wide publicity to places of tourist interest in Uttarakhand, efforts should be made to organize more tours to tourist places in Uttarakhand and there is need to develop and provides Information Centres and other tourist facilities at convenient points on highways in Uttarakhand.
- Provision of recreational and adventure tourism in H.P. such as river rafting, golfing, skiing, ropeway, rock climbing and trekking will not only provide recreation to the tourists but would also help in extending the period of stay inside the state and would generate lot of employment opportunities for the local residents.

Moreover, if all these suggestions are kept in mind, H.P. and Uttarakhand could earn maximum returns to the state and could be beneficial for economic development of the country.

References

Dawn, Sanjay Kumar and Pal Swati (2011), "Medical Tourism in India: Issues, Opportunities and Designing Strategies for Growth and Development" ZENITH International Journal of Multidisciplinary Research Vol.1 Issue 3, July.

Bhati, Archana (2013), "SWOT Analysis of Indian tourism Industry" International Journal of Application or Innovation in Engineering & Management (IJAIEM), Volume 2, Issue 12, December.

Pais, Jesim (2006), "Tourism Employment: An Analysis of Foreign Tourism in India", Institute for Studies in Industrial Development, New Delhi, June.

Phukan, Himdari, Rahman, Z and Devdutt, P (2012), “Emergence of Spiritual Tourism in India”
International Journal of Marketing and Technology, Volume 2, Issue 4, April.

www.incredible.org.

www.tourism.gov.in Ministry of Tourism, Govt. of India.

www.uttarakhandtourism.gov.in, Department of Tourism, Government of Uttarakhand, India.

www.himachaltourism.gov.in, Department of Tourism & Civil Aviation, Government of Himachal Pradesh.