

Rly. Stn. : Berhampore Court (E. Rly.)

☎ : 03482-252545

Fax : 03482-252545



BERHAMPORE COLLEGE

ESTD.-1963

A N A A C Accredited College

20, C. R. Das Road, Berhampore, Murshidabad, W.B., Pin-742101

e-mail : berhamporecollege.in@gmail.com □ Website : www.berhamporecollege.in

No. B.C/...../2022-23

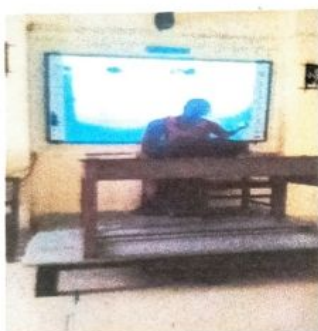
Dated, Berhampore, the 9.06.2022

Criteria 2

Sub-criteria-2.3.1

Documentation of teaching learning process in the academic session 2022-23

Pedagogy



Problem solving Session



Participative Learning



Seminar



Art & craft

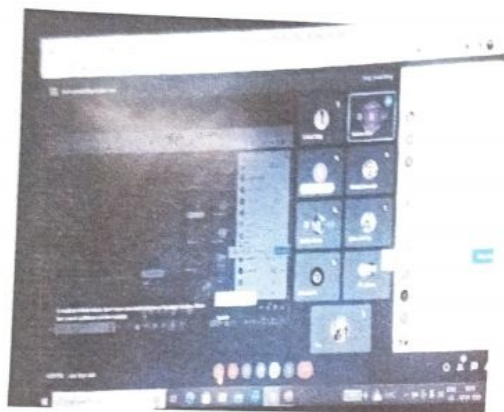


Industry Visit



Skill development Programme





Psychological counselling



Magazine, Maneeshita, 2022-23



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PRINCIPAL
Berhampore College
Berhampore, Marshfieldabad

Field Report,2023

Department of Geography

Berhampore college

Introduction

Department of geography, Berhampore college has conducted 3 days (from 10th to 12th October 2023) field work on “Tourism Development and its potentiality in Himachal Pradesh: A Case study of Manali Town.” with 65 students of 5th semester (Geography Hons) in Manali of Himachal Pradesh.



In the 21st century, the phenomenon of tourism is branded as one of the truly ‘global activities. The phenomenon has appeared as a ‘global activity’ and is mostly supported as a global economic force, which has the potential to contribute to development goals. Thus, during the past seven decades, tourism has emerged as one of the prominent social-cultural and economic phenomena of the modern world (Sharpley, 2006b; Badar & Bahadure, 2020; Baloch et al., 2022; Balyan & Kadyan, 2021; Banu, 2016; Ali et al., 2014, 2014). Moreover, the opportunities generated by tourist activities at the destination, the magnitude of business, and its direct or indirect contributions, not only signify the importance of tourism at the grassroots level but also endorse its capacity to generate hard-core ‘foreign exchange’, earning revenues and expand the national GDP of countries. Correspondingly, tourism has played a pivotal role in the expansion of the global economy and, the socio-cultural fabrics of global societies (Berutu et al., 2023; Dhal et al., 2022; Brammer & Beech, 2008; Matasci, 2020; Chakrabarty, 2018; Chandramouli, 2016).

The UN World Tourism Organization (UNWTO) reported phenomenal growth in International Tourist Arrivals (FTAs) and Foreign Exchange Earnings (FEEs); the global estimate for international tourist visits has grown from 25 million in 1950 to 1401 million in 2018 and is forecasted to 1.8 billion international tourists by 2030. Economic value has grown even faster, the global receipts from international tourists have risen from \$2.69 billion in the year 1950 to \$1.7 trillion or equivalent to US\$1451 billion, in the year 2018, with US\$ 1.7 trillion in exports (including receipts at destinations and passenger transport), 7% of global export and 29% of service exports accounts for almost 10% of Global GDP and contribute to one out of ten jobs opportunities worldwide (Chawla et al., 2019; Choudhury et al., 2023; Chung et al., 2020; Das & Sharma, 2009; Das, 2019; World Tourism Organization, 2018; World Trade Organization, 2019).

With an increasing number of global tourists and the realization of India’s potential, the World Travel and Tourism Council forecasts the Indian tourism sector to grow at an annual average growth rate of 7.5 percent over the next ten years (World Travel and Tourism Council, 2015; D’Mello et al., 2016; Datta, 2018; Deka, 2019; Deshpande & Deshpande, 2016; Dogra, 2019).

India has acquired second second-highest global demand for travel and tourism. This observation is a testimony to India's growing stature as a 'Must See Destination' among travelers of the World as very few countries offer Surf, Sand, and Snow within its territorial limits. India has been a part of UNWTO led project 'Destination Flyways' as it is host to the world's most spectacular migratory bird flyways and thus showcases the link between the conservation of the sites' unique biodiversity, while establishing tourism as a viable and attractive source of income, thus spreading its benefits to the local population (World Tourism Organization, 2013; Aomatsung, 2021; Durgapal & Singhal, 2018; Fernando et al., 2016; Geetha, 2020; Hall., Yeh & Tan, 1975; Hoojon, 2020). In recognition of considerable opportunities for sustainable development, India became a test ground for preparing the document 'The Sustainable Tourism for Development Guidebook 'a project financed by the EU Aid-for-Trade funds and counted with the contribution of the UN Steering Committee on Tourism for Development (SCTD), the Enhanced Integrated

Framework (EIF), the Council of Europe (COE), the Centre for the Promotion of Imports from Developing Countries of the Ministry of Foreign Affairs of The Netherlands (CBI), the State Secretariat for Economic Affairs (SECO) of Switzerland and UN Women. The project aims to enhance the understanding of tourism in all its dimensions and to enable EU services and other development institutions to better frame their support programs in this field (World Tourism Organization, 2013; IBRAHIM et al., 2021; In et al., 2018; Joshi & Bagri, 2019, 2021; Kapur & Jain, 2016). India's sponsorship of the UN resolution adopted by the 193- member UN General Assembly, along with 51 Member States affirms that sustainable tourism is an important ally of poverty eradication contributing to the social, economic, and environmental dimensions of sustainable development. This resolution represents an important step towards mainstreaming sustainable tourism in the international development agenda and the post-2015 Sustainable Development Goals. In light of recent initiatives of India towards global tourism, India is emerging as a key player in the international tourism market (World Tourism Organization, 2013; Kaur & Singh, 2016; Kavitha, 2022; Khan, 2016; Khulge & Naik, 2018; Kumar, 2019; Saxena & Gupta, 2020).

However, despite the rich cultural and natural heritage that India possesses, many challenges need to be addressed in areas related to environment protection, security issues, integrated development of infrastructure, expansion of tourist circuits, promotion of cultural and heritage value, enhancing touristic attractiveness, upholding local economic benefits, promoting accessible tourism to name a few. Apart from these, the pressure on their natural resources like land, forest, and water is far exceeding. Tourism promotes national integration; one of the most neglected institutions in India is that of trade in tourist traffic (Sharma, 1996; Ministry of Tourism Government of India, 2015-16; Kumar & Srivastava, 2018; Kumar & Shobana, 2023; Kundu, 2012; Kuniyal et al., 2003; Likert, 1932; M.V, 2023; M & Kh, 2016).

Nestled in the Himalayas, the world's heighest mountain range, Himachal Pradesh is blessed with some of the most spectacular and beautiful landscapes, it is a travelers' paradise, with mighty snow peaks, deep gorges, fast-flowing rivers, enchanting lakes and flower-filled meadows, its high mountain and valleys are linked by winding roads and high passes makes it paradise. Himachal Pradesh rises from the Shivalik Range to the mighty Pir-Panjal, Choor Chandhi, and Kinnur Kailas. Himachal Pradesh is situated in the lap of the Himalayas. In the north, it has Jammu and Kashmir, and Uttarkhand in the southeast. In the south it is downed by Haryana and in the west it has Punjab. The state consists of 12 districts and has a population of about 65 lakhs. The total area of the state is 55673 sq. km (Mandal et al., 2021; Mishra & Jha, 2013; Mohamed, 2014; Nath, 2019; Naveen et al., 2022; Paudel, 2017; Peinlang, 2019). The tourism industry occupies an important place in the economy of Himachal Pradesh. The tourism industry is emerging as one of the major earning sectors of this state's economy. The government of HP has given the main priority to the tourism industry because there are no proper variables for other production industries. Tourism includes the development of various public utility services like roads, transport services airports, communication networks civil amenities, etc. The state government has already banned the setting up of polluting industries, along national highways and roads of tourist importance, so the department is likely to select such industrial projects which are eco-

friendly (Keller et al., 2006; Prasain, 2009; Basariya & Ahmed, 2019; Rahman et al., 2022; Rai, 2020; Rajesham, 2021).

Manali is a high-altitude Himalayan resort town in India's northern Himachal Pradesh state. It has a reputation as a backpacking center and honeymoon destination. Set on the Beas River, it's a gateway for skiing in the Solang Valley and trekking in Parvati Valley. It's also a jumping-off point for paragliding, rafting, and mountaineering in the Pir Panjal mountains, home to 4,000 meters high Rohtang Pass. To ground truth the complex problems and prospects of tourism that a multi-attraction destination like Manali faces a variety of tourist typologies are elucidated (Rita & Ramachandran, 2023; Saarinen, 2003; Sahani, 2019, 2021; Sajinkumar et al., 2022; Sati, 2023).

Objectives of the Study

The major objectives of the present study are:

- To promote attractive tourist sites in Manali.
- To evaluate various facilities for the tourists in Manali.
- To conduct a SWOT analysis of tourism in the development of Manali.

Data Base

The primary data has been collected from the tourist Survey. The data on tourist influx use are collected by interviewing hotel workers, 252 tourists, and drivers.

Sources of primary and secondary databases are listed below:

Table 1: Sources of Primary Data and their Uses

Sl. No.	Nature of Primary Data	Use of Data in the Relevant Aspect	Sources of Data	Nature of Data	
				Spatial	Temporal
1	Origin of tourist, Reason for the visit, facilities in the hotel	Tourism	253 Tourist Survey	1	1

Table 2: Sources of Secondary Data and their Uses

Sl. No.	Nature of Primary Data	Use of Data in the Relevant Aspect	Sources of Data	Nature of Data	
				Spatial	Temporal
1	Google Earth 2023	To identify attractive tourist site	https://earth.google.com/web/@0,-0.8561001,0a,22251752.77375655d,35y,0h,0t,0r	1	1
2	Location Map	Identify study area	https://geoportal.natmo.gov.in/search/field_themes/tourism-1633/field_topic/tourist-map-	1	1

			1157?sort by=field sequence id		
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Methodology

There are used Qualitative and quantitative analyses based on the objectives. To fulfill the first objective, there are used qualitative analyses based on a literature survey. To fulfill the second objective, there are used quantitative analyses. Details are given below-

To understand of nature of the tourists and their various facilities, 253 tourist surveys were done with the help of a questionnaire.

5 points Likert Scale (1 very poor quality, 5 very High Quality) - This a psychometric scale named after its inventor American social psychologist Rensis Likert. This scale is used for 'Hotel Service Performance Evaluation of tourist' (Likert, 1932).

Tourist satisfaction index - To determine the limit of Tourist satisfaction and dissatisfaction with Manali Town by respondents, the following satisfaction index was developed by **Hall, Yeh, and Tan** (Hall., Yeh, S. H., & Tan, 1975; Tiwari et al., 2021; Venugopalan, 2021; Verma et al., 2020; Vernekar, 2021; Victor, 2020; Vikram Singh & Tanwar, 2020; Vishal et al., 2016).

$$Is = (fs - fd) / N$$

Here,

Is= Satisfaction Index

fs= Number of satisfied respondents

fd= Number of Dissatisfied Respondents

N = Total Number of Respondents.

For this satisfaction index, Is = +1, meaning the highest level of satisfaction, and Is= -1, meaning the highest level of dissatisfaction.

SWOT Analysis

SWOT is a widely applied analytical tool for the extraction of convenient decisions based on strength, weakness, opportunity, and threat (Peinlang, 2019; Keller et al., 2006; Basariya & Ahmed, 2019; Rahman et al., 2022; Scandiffio, 2021; Shah & Islam, 2023; Tiwari et al., 2021; Venugopalan, 2021; Verma et al., 2020). Strength and weakness are considered internal factors, whereas weakness and threat as external factors. SWOT analysis can foster strength, eradicate weakness, expand opportunities, and minimize threats in an analytical means (Geetha, 2020; Joshi & Bagri, 2021; Nath, 2019; Rita & Ramachandran, 2023; Sahani, 2021). Based on internal and external factors, good fit strategies were developed and adopted.

Study area

Manali town is located beside the Beas River in the Kullu district of Himachal Pradesh. Its geographical extension is from 32°15'27.39"North latitude to 32°11'48.74"North latitude and 77°10'11.42"East longitude to 77°12'18.90"East longitude.

Results and Discussion

1. Attractive Site or Tourism development in Manali:

Manali is rich in natural beauty and architectural heritage with good tourism potential. There are many natural, historical, and cultural attractive tourist sites in Manali town. At the city level potentials and issues related to tourism are identified in the given table.

Attractive Tourist sites	Geographical Location	Details of proposed tourist circuits
Hidimaba Devi temple	32°14'54.07"N, 77°10'53.66"E	It is an ancient cave temple dedicated to Hidimbi Devi, wife of Bhima, a figure in the Indian epic Mahābhārata. The temple is surrounded by a cedar forest called Dhungiri Van Vihar at the foot of the Himālayas. The sanctuary is built over a huge rock jutting out of the ground which was worshiped as an image of the deity. The structure was built in 1553 by Maharaja Bahadur Singh.
Manu Temple	32°15'25.33"N, 77°10'33.66"E	This magnificent temple is dedicated to the sage Manu, who is said to be the creator of the world and the writer of Manusmriti. The Manu Temple is located in old Manali, at a distance of three kilometers from the main market. The temple is one of the prime attractions in Manali and is believed to be the same place where sage Manu meditated after stepping on earth. This place has a distinct historical background that appeals to most of the people who visit Manali.
Jogini fall	32°16'30.04"N, 77°11'17.00"E	Jogini Waterfall is located in the beautiful Valley of Manali, about 3 kilometers away from the bustling town and around 2 kilometers away from the famous Vashisht Temple. It is popular tourists spot that the trek from Vashisht Temple, through pine trees and orchards, to the mesmerizing Jogini Waterfalls cascading from a height of 160 feet. The trekkers are enchanted as they cross several smaller streams with a dazzling view of River Beas and the snow-dusted peaks of Rohtang. A complete treat for nature lovers and adventure seekers, the Jogini Waterfall must be visited when exploring the breathtaking valley of Manali. It takes about 3 hours to climb to the Jogini Waterfall, so make sure to carry a camera to capture the mind-stirring beauty of the location.
Solang Valley	32°19'49.43"N, 77° 8'52.65"E	It is a side valley at the top of the Kullu Valley in Himachal Pradesh, India 14 km north-west of the resort town Manali on the way to Rohtang Pass, and is known for its summer and winter sports conditions. The sports most commonly offered are parachuting, paragliding, skating, and zorbing. The majestic Solang Valley is renowned for its vast slopes of greenery, contributing to its status as a favorite ski resort. The sprawling expanse of lush lawns in the valley has earned it a reputation as a popular destination for skiing enthusiasts. The resort is also known for its world-class ski school and family activities.
Mall Road	32°14'36.05"N, 77°11'21.58"E	Mall Road is the main street in Manali. Mall Road has some showrooms, department stores, shops, restaurants and cafes. A Himachal emporium that offers handicraft products of Himachal Pradesh like locally designed woolen clothes, branded clothes, pottery items, wooden products, and jewelry is also located here.

Atal Tunnel	32°24'4.57" N, 77° 8' 54.01" E	Atal Tunnel (also known as Rohtang Tunnel), named after former Prime Minister of India, Atal Bihari Vajpayee is a highway tunnel built under the Rohtang Pass in the eastern Pir Panjal range of the Himalayas on the National Highway 3 in Himachal Pradesh, India. The tunnel reduces the travel time and overall distance between Manali and Keylong on the way to Leh. The route, which previously went through Gramphu, was 116 km (72.1 mi) long and took 5 to 6 hours in good conditions. A traveler now reaches the South Portal of the tunnel from Manali, a distance of 24.4 km (15.2 mi) in about 45 minutes, goes through the 9.02 km (5.6 mi) long tunnel in about 15 minutes, and reaches Keylong which is 37 km (23.0 mi) away in about 60 minutes. The new route via the tunnel brings down the total distance traveled to 71 km (44.1 mi) which can be covered in about 2 hours, a reduction of around 3 to 4 hours when compared to the earlier route.
Vashisht Temple	32°15'56.52"N, 77°11'15.60"E	Bashisht is a small village located around 3 km from Manali across the River Beas. This beautiful village is famous for its sulphurous hot water springs and Vashisht temple, built just next to the springs. The water from this spring is believed to have great healing powers, which can cure many skin diseases and other infections. There are Turkish-style bath houses available here that contain the hot water from the springs, which are used to take bath and enjoy the warmth of the place in privacy. There are separate baths for both men and women, fitted with showers. Vashisht also houses many temples that are dedicated to a local saint Vashisht and Lord Rama. This place has a refreshing atmosphere that allows one to indulge in exotic baths while seeking blessing from the presiding deity of the temple.
Rohtang Pass	32°22'17.91"N, 77°14'47.84"E	Rohtang Pass is a high mountain pass (elevation 3,980 m (13,058 ft)) on the eastern end of the Pir Panjal Range of the Himalayas around 51 km from Manali in the Indian state of Himachal Pradesh. It connects the Kullu Valley with the Lahaul and Spiti Valleys of Himachal Pradesh, India. The pass is open from May to November. It is not particularly high or difficult to cross on foot by Himalayan standards, but it has a well-deserved reputation for being dangerous because of unpredictable snowstorms and blizzards. This pass is an ancient trade route between the people on either side of Pir Panjal. The local name for this pass is a generic name of the pass.

Source- Latitude and longitude determined by GPS survey.

2. Nature of Tourist and various tourist facilities in Manali

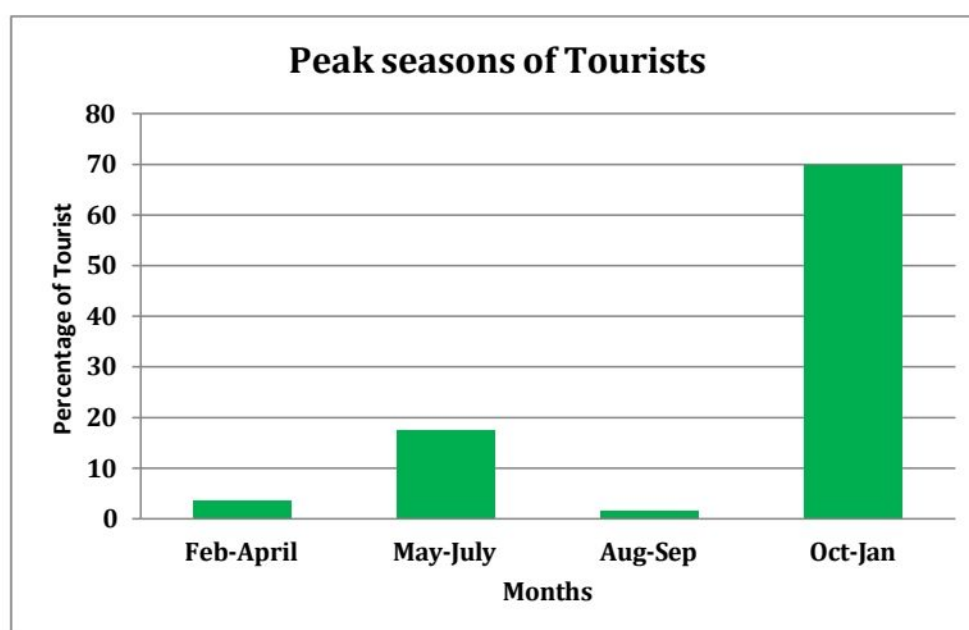
2.1 Tourist Peak Seasons

Maximum tourists (69.96%) have been coming from October to January. In these months, the air temperature during winter drops down below 0°C. The weather of winter in Manali is exceedingly cold as the snow starts to gradually cover the hamlet. As the days go by, temperatures dip further and adventure enthusiasts flock to this destination in huge numbers to engage in countless activities.

Table 3: Tourist Peak Seasons (in Percent)				
Months	Feb-April	May-July	Aug-Sep	Oct-Jan
Percentage of Tourists	3.55	17.39	1.58	69.96
Source: Primary Survey on tourist, 2023				

The winter layers Manali with pristine beauty and heaps of snow. Though December translates to celebrations and festivities; the Winter Carnival is held in January and February. This is the time when Manali is synonymous with the white colour and winter activities are in full swing. Indulge in some warm comfort food, ski your way through the icy slopes, and witness cultural programs.

Figure 1: Peak Seasons of Tourists in Manali



Source: Primary Survey on Tourists, 2023.

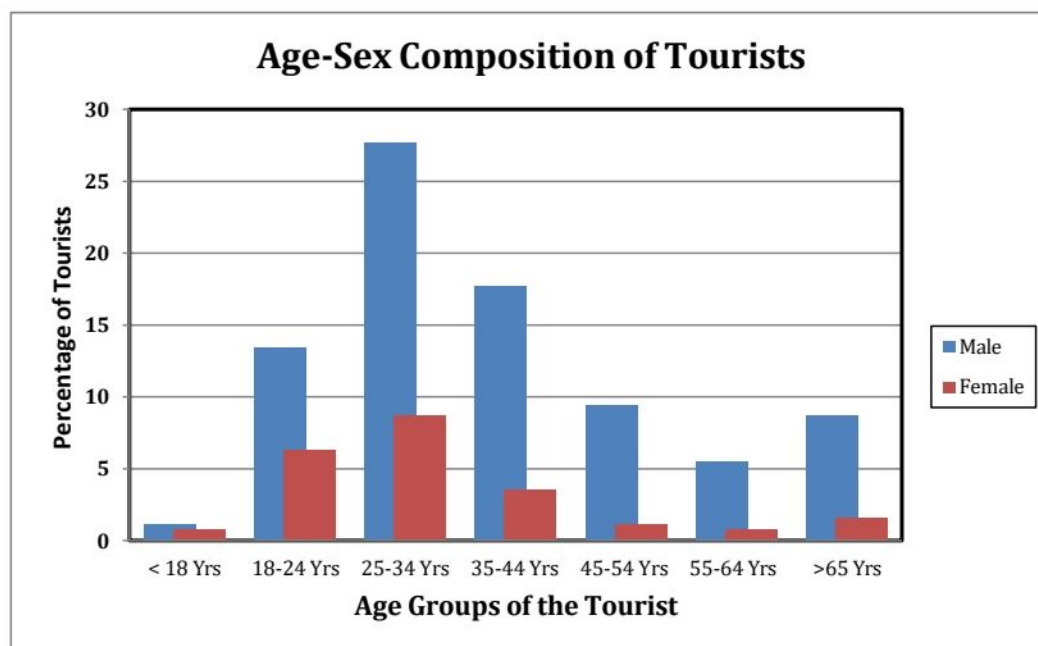
Sign up for many activities as you want to or simply warm your soul by binge eating. But from March to June, tourists (more than 20%) like to come to Manali. This is also the time to satiate tourist's curiosity and engage in some sightseeing and adventure activities such as paragliding and trekking.

2.2 Age sex composition of tourist

Tourist	< 18 Yrs	18-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	>65 Yrs
Male	1.1	13.43	27.66	17.7	9.4	5.53	8.69
Female	0.79	6.32	8.69	3.55	1.1	0.79	1.58

Source: Primary Surveys on Tourists, 2023

Figure 2: Age-Sex Composition of Tourists visited in Manali



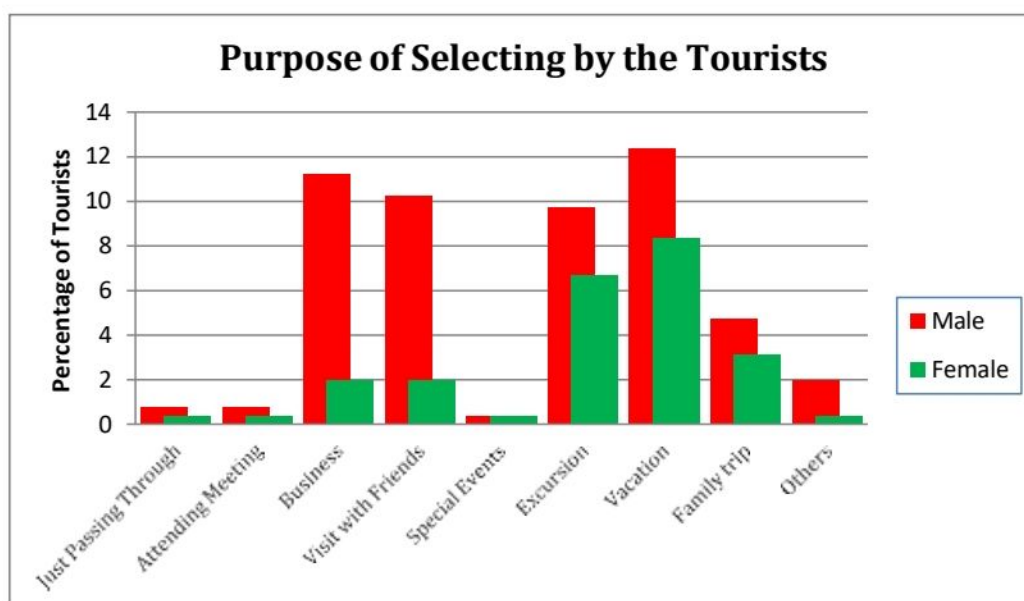
Source: Primary Survey on Tourists, 2023.

From table 4 and Figure 2, it has been found that most of the tourists (36%) who visit Manali town are from the 25 years to 34 years age group. As it is a mountainous region, young people like this place very much. This place is famous for the starting or end point of 'Rohtang Pass', so aged people are not to be fond of this place. Though a minimum of old age tourists visit this place and most of them are foreign tourists.

2.3 Purpose of Selection by Tourist

Purpose of selecting	Just Passing Through	Attending Meeting	Business	Visit with Friends	Special Events	Excursion	Vacation	Family trip	Others
Male	0.79	0.79	11.25	10.27	0.39	9.73	12.39	4.74	1.97
Female	0.39	0.39	1.97	1.97	0.39	6.71	8.39	3.16	0.39

Figure 3: Purpose of Selecting Manali by the Tourists



Source: Primary Survey on Tourists, 2023.

The reason for selecting Manali as a tourism area has been depicted in a bar diagram (Figure-3). Near about 21 percent of tourists have selected Manali for spending their vacation, 16 percent for excursion and summer camp, 2 percent for just passing through, nearly 2 percent for attending meetings, 0.6 percent for special event and nearly 13 percent for business purposes. It is clear from the picture that most of the tourists select Manali either for vacation or study purposes as the area is very rich in biotic diversity.

2.4 Origin of tourist

Tourist	Table 6-Origin of Tourists (in Percent)						
Within the State	Maharashtra	Gujarat	Chandigarh	West Bengal	Madhya Pradesh	Delhi	Karnataka
	17.52	14.12	8.82	8.82	8.82	8.24	7.06
	Rajasthan	Bihar	Andhra Pradesh	Tamilnadu	UP	Punjab	Kerala
	5.29	5.29	3.53	3.53	3.53	3.53	1.76
Other Country	England	France	Germany	Israel	Ireland	Japan	USA
	25.64	19.98	9.9	9.9	6.6	6.6	6.6

Table 6 reflects the profile of the foreign tourists coming to Manali. Manali attracts the maximum number of tourists from the U.K., which is 26.64%; the second arrival is from France which is 19.98%. Germany, Israel, Ireland, and Hungary account for nearly 10% of foreign tourist traffic to Manali.

Hence it can be concluded from Table 6 that Europe accounts for the maximum number of tourists to Manali followed by Israel and the USA. It is startling to note that apart from Japan, emerging economies from Asia like Singapore, China, Korea, Philippines, etc. have shown little interest in India/Manali. More efforts are needed to tap this market. Table 6 presents a

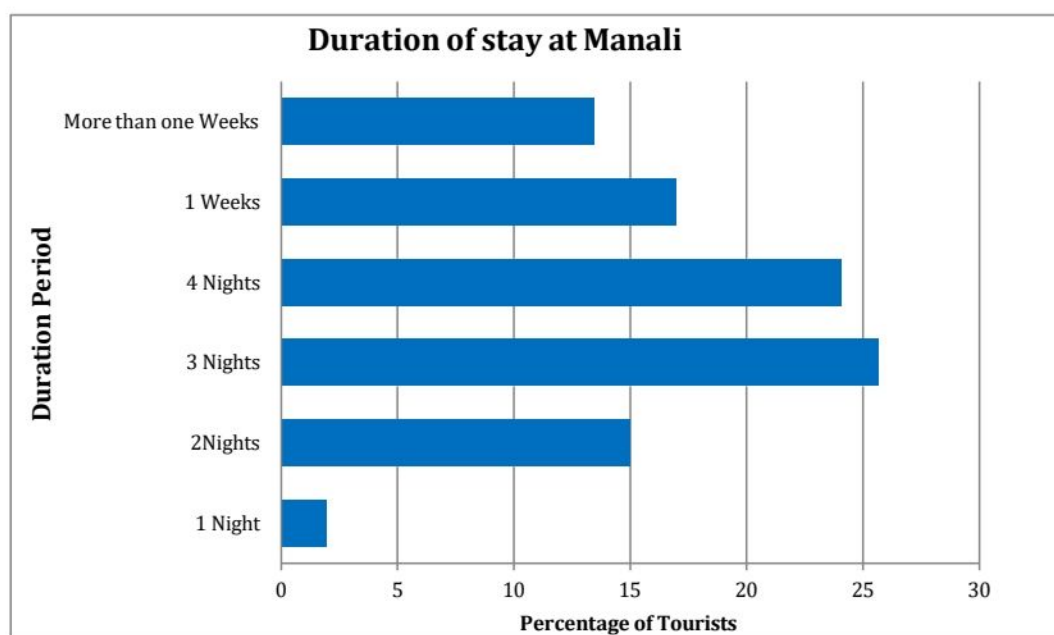
profile of the domestic tourists visiting Manali. It is evident from the table that the maximum number of domestic tourists comes from Maharashtra, which is 17.52%, whereas Gujrat holds the second position with 14.12 % tourist traffic to Manali area. Chandigarh, West Bengal, and MP have in third position with 8.82 % of tourists to the Manali area, whereas Delhi accounts for 8.24% of tourist traffic. More efforts should be made to tap weekend tourists of neighboring cities. Efforts should also be made to bring in more tourists from northern states.

Hence it can be concluded from Table 6 that out of domestic tourists visiting Manali, Maharashtra holds the first position and Gujarat holds the second position, whereas West Bengal, Madhya Pradesh, and Chandigarh are responsible for about 26% of tourist traffic to Manali area.

2.5 Duration of stay in Manali

Table 7: Duration of Stay in Manali						
Duration Period	1 Night	2Nights	3 Nights	4 Nights	1 Weeks	More than one Weeks
Percentage of Tourists	1.97	15.01	25.69	24.11	16.99	13.43

Figure 4: Duration of stay at Manali



Source: Primary Survey on Tourists, 2023.

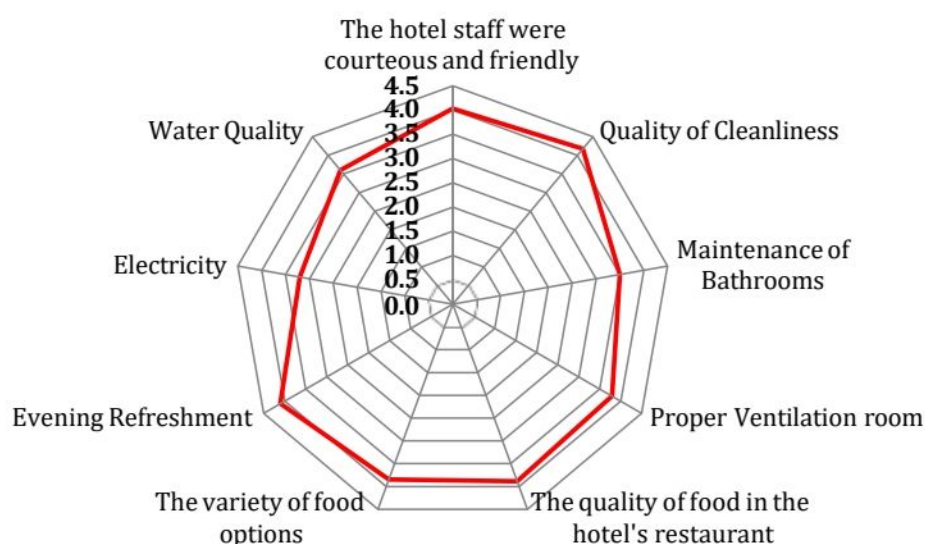
The halting duration of tourists in town has been plotted in a Bar diagram in Figure 4. The figure has shown that 1.97 percent of tourists have spent 1 night at Manali, 15.01 percent spent 2 nights, 25.69 percent spent 3 nights, 24.11 percent spent 4 nights and 16.99 percent have spent 1 week respectively. Basically, Manali is used by tourists as the starting point or end point for the Rohtang pass (Rohtang- Solang- Atal tunnel Circuit).

2.6 Service performance character of hotel in Manali

Another aspect analyzed in this study was the evaluation of a series of key elements for the development of tourism in Manali. Thus different aspects of service to tourism in Manali are presented by using a 5-point Likert Scale (1 – very poor quality, 5 – very high quality). The evaluation of ‘Service Performance Character’ has been presented in Table 8.

Table 8: Service performance character of hotel in Manali	
Service performance character	Value
The hotel staff were courteous and friendly	4.0
Quality of Cleanliness	4.2
Maintenance of Bathrooms	3.5
Proper Ventilation room	3.8
The quality of food in the hotel's restaurant	3.9
The variety of food options	3.8
Evening Refreshment	4.1
Electricity	3.2
Water Quality	3.6
Source: Primary Survey on Tourist, 2023	

Figure 5: Service Performance Character perceived by Tourist at Manali



Source: Primary Survey on Tourists, 2023.

Following Table 8, the tourists considered the hotel staff to be courteous and friendly (Likert value-4.0), the quality of cleanliness (Likert value-4.2), the variety of foods and quality (Likert value-3.8), and the quality and quantity of water (Likert value-3.6), Evening refreshment (Likert value-4.1), as the best elements in that order. At the other end of the

scale, the need for proper ventilation of rooms (Likert value-3.8), the Manali, as well as the electricity (Likert value-3.2), and maintenance of bathrooms (Likert value-3.5), requires improvement as regards to tourism development in the area. These results (Figure 5) could serve to encourage the different branches of local government in the district or state and private businesses to strengthen these elements which tourists consider weaknesses, taking into account however the average level of satisfaction of the tourists surveyed (in a 5-point Likert scale), a figure which reflects the high level of satisfaction which tourists visiting this area have. This demonstrates that the majority (84.6 percent) of tourists are either satisfied or very satisfied with their stay.

2.7 *Level of Satisfaction of Tourists*

According to the level of satisfaction index (table-9), the trip planning and booking satisfaction index is 0.904. This is very satisfied by tourists. It is noticed that some tourists get information about Manali through websites, some tourists get information from their friends and some tourists get to know and attract Manali through the personal meetings of travel agents or tour operators in their countries. Guidebooks also help inform travelers about Manali.

A majority of tourists were satisfied (transport satisfaction index -0.595) with the quality of transportation facilities. Transportation was held to be reasonably priced except for the air tickets which were very expensive to fly between Delhi and Bhuntar. Booking of transportation was also easy. The road condition was held to be reasonably good providing adequate access. Roadblocks were generally encountered at peak hours in popular segments of the Manali destination. No problem was faced by the tourists in arrival and departure transfers.

The foreign tourists were satisfied with the quality and cost of accommodation (Accommodation index-0.920) which could be booked easily and was available in a wide tariff range. Maintenance and upkeep of heritage monuments were appreciated since the entrance fee was reasonable and guides were easily available. Since most of the population understand English and is very tolerant of the different cultural and ethnic population foreign visitors find the ambience friendly.

The shopping satisfaction index is 0.515. There are lots of markets for winter clothes and traditional dress with fair prices. Local taxis facilitated movement and access to shopping areas.

The entertainment index is 0.857. Tourist information centers, banks, and medical facilities are good and available at designated points, the kinds of literature on tourism also carry information that is available with local guides as well. Due to widespread telecom facilities bookings, information gathering, money transfer, and accessing other amenities/information become easy. Reasonably priced adventure equipment was available for a host of adventure options like trekking, jeep-safaris, ballooning, river crossing, snow scootering all-terrain vehicles, skiing, paragliding, etc. Sanitation and water quality were satisfactory. The tourists

live in a welcome cocoon of safety and security since crime and cheating are of very low order in Manali.

Table 9: Level of Satisfaction by Tourists in Manali					
Tourist Conveniences	Number of Satisfied respondents (fs)	Number of Dissatisfied respondents (fd)	Satisfaction Index (Is)= (fs-fd)/N	Level	Rank
Trip Planning and Booking	240	12	0.904761905	S	1
Transportation	201	51	0.595238095	S	2
Accommodation	242	10	0.920634921	S	3
Shopping	191	61	0.515873016	S	4
Entertainment	234	18	0.857142857	S	5
Source- Primary surveys on tourists, 2023					

3. SWOT analysis

The overall SWOT analysis (an acronym for Strengths, Weaknesses, Opportunities, and Threats) of the tourism sector in Manali town is based on a detailed interaction with the visitors, concerned departmental officials, tour organizers, accommodation units, and other private sector stakeholders in the state. Along with the interaction, field surveys and field visits of selected tourist spots and destinations are also considered. Accordingly, the key ‘Strengths’, ‘Weakness’, ‘Opportunities’ and ‘Threats’ have been synthesized by the present study.

Strength

- Existence of the protected area such as three National Parks and Wildlife Sanctuaries.
- Rich Himalayan biological diversity (both plants and animals).
- Rich indigenous culture and its cultural practices performed by the inhabitants.
- Availability of medical plants.
- Local people highly appreciate the development of ecotourism.
- Climatic and scenic beauty of the landscape.
- Government participation in ecotourism development (Development of Ecotourism Society).
- Production of local handicrafts and increasing market demand among tourists and local people.
- The existence of dense forests is observed in most of the regions.
- A Wide range of tourism opportunities attractions, and activities are available in the study area.
- The participation of foreign tourist in ecotourism is increasing.
- A Wide range of adventure tourism activities such as trekking, angling, kayaking, white water rafting, skiing, mountain biking, etc. persists in the study area.
- High altitudinal snow-clad mountain is visible from different parts of the districts.
- Snow covers lands during winter and also attracts a large volume of tourists.

Weak

- Lack of Transportation facilities in the remote part of the district.
- Lack of participation of local people in ecotourism.
- Tourism or tourist arrival is seasonal.
- Lack of NGO's participation.
- Lack of basic infrastructural facilities (accommodation, infrastructure, and services) for the tourist.
- Maximum number of local people are economically poor in this region.
- Unplanned tourism activities and packages to the tourist.
- Lack of Environmental consciousness among tourists and also local people.
- Lack of environmental and tourism training facilities for the villagers by the local government.
- Lack of adequate funding for conservation and scientific research.
- Lack of advertisement of ecotourism in both nation and abroad.
- There exists a spatial variation of tourist arrival in the district (The northern part was well developed but the southern part received less number of tourists).
- Disposal of household waste in rivers and forests by local people.
- Blockage of roads during winter by snowfall and landslides during the rainy season.
- Lack of Tourist Information Centre and also lack of Information about remote parts of tourist destination.

Opportunity

- Generation of job opportunities and income to the local inhabitants.
- Income generation to national parks and wildlife sanctuaries for management of resources.
- Conservation of indigenous culture and cultural practices can be possible through ecotourism to the villagers.
- Economic development encourages the large number of participation of families.
- Conservation of tourist resources and natural environment.
- Increase of international participation in Ecotourism, Rural tourism, ethnic tourism, homestay, Agro tourism, and adventure tourism.
- Increasing the satisfaction level of tourists encourages much more participation and promotion. O8 Increase social interaction among local people and tourists.
- Growing attention to tourism planning among government authorities.
- Provision of educational facilities to the local people.
- Growing environmental consciousness among the local people.
- The Remote part of the village should be facilitated through ecotourism.
- Increase investment of the private sector in this region.
- Environmental legislation should encourage better management and conservation of protected areas.

Threat

- Lack of a comprehensive and effective program for ecotourism management in the local area.
- Increasing huge construction may lead to environmental and land degradation.
- Threats to local culture and local resources.
- Regional overpopulation.
- Inflation in the local market.
- Unplanned waste disposal by villagers and tourists leads to environmental degradation.
- Deforestation and Soil erosion due to changes in land use pattern.
- lacks of involvement of a skilled expert in ecotourism in the planning process and also its implementation at ground level.
- Lack of necessary training facilities in the tourism field.
- Danger Flash flood of Beas River.
- Landslide of Rainy Seasons.

4. Conclusion

Tourists are satisfied although it could be improved with the imposition of environmental rules which should be strictly enforced in comprehensive tourist interpretation centres. It was also suggested that the mountaineering federation should have a peak booking office at the entry point to Himachal Pradesh. Local operators should be contacted directly for handling of a tour in the State. More publicity of Manali tourism products needs to be highlighted in the State Government Tourist Information Offices abroad and on the H.P. website. Local tour operators should be encouraged to join ITB, WTM, and other World class tourism promotion needs and marts. The tourists strongly felt that multi-storied hotels should be discouraged and selective entry to the fragile tribal cold desert should be allowed to avoid mass tourism. The airport at Bhuntar needs to be upgraded. Large foreign tourists felt that Manali has tremendous potential to attract international tourism due to its wonderland of adventure activities, safety, hospitable people, and breadth taking natural ambiance, good accommodation, excellent communication, and road network. It perhaps needs to improve its roads, health facilities, marketing, and airport and incentivize repeat visitors.

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