

CONTRIBUTION OF HPTDC IN THE GROWTH OF TRAVEL AND TOURISM INDUSTRY OF HIMACHAL PRADESH

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ABSTRACT

The study will examine Himachal Pradesh Tourist Development Corporation's (HPTDC) role in fostering the tourism industry in the state and look at Himachal Pradesh Tourism Development Corporation's various facilities, activities and approaches in marketing that are useful for tourism growth and tourism promotion in this state. Primary data are used for the present study. The study shows that 29 percent of domestic tourists and 25 percent of visitors from foreign felt HPTDC played a small role in promoting tourism. Out of the total number of respondents, 18 percent said that HPTDC has a bigger role to play in enhancing tourism industry in the state.

KEYWORDS: *HPTDC, Tourist Information Center, Tourism Industry, Primary Data.*

Introduction

Himachal Pradesh began to expand its tourism business with the implementation of a second 5-year plan, under which the Shimla Tourist Information Centre was introduced. The Golf Club, Bilaspur, Mandi and Chamba were established between 1958 and 1959 after the formation of various Tourist Information Centers in the state. The department of public relations has launched a new cell for hospitality sector improvement during 1961-62. The first and fifth five-year plans were not financed for tourism development, but Rs 5,02 lakhs were spent on the 3rd five-year plan for various projects. The first and fifth-year plans were not financed for tourism development, but Rs 5,02 lakhs were spent on the 3rd five-year plan for various projects. In 1966, the public relation department was separated and an independent Tourist Board was established to enhance tourism in Himachal Pradesh. Under the companies Act 1956 the Himachal Pradesh Tourism Development Corporation was set up a self-governing agency in 1972. For the accomplishment of various objectives regarding the enhancement of travel and tourism industry, the HPTDC performed various undertakings at the tourist destinations. The HPTDC is the only public sector unit accountable to the growth, development, group and overall administration of hospitality sector. In 1972 the HPTDC started with 857 beds and progressively grew the amenities and number of hotels and restaurants in the state. To give visitors a convenient service and make it easier to travel to various tourist attractions in the state, HPTDC Limited has an umbrella wing. The transport wing comprises air-conditioned coaches in the Himachal Pradesh State with relaxed chairs, audiovisual and other tourist equipment's. The travel and tourism flows decide largely on the growth and trends of the state tourism industry. Tourism is a real wonder which enables sand diamonds. The travel and tourism prospective of state is very rich, attracting both domestic and international tourists. Maybe there's no country in India offering tourists so various attractions that Himachal Pradesh can offer tourists of all sorts.

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Objectives of the Study

The present study analyzes the contribution role of Himachal Pradesh Tourism Development Corporation in the elevation of the travel and tourism industry. It will discuss different infrastructure, undertakings and marketing approaches of the Himachal Pradesh Tourism Development Corporation that encourage tourist development and promotion in the state.

Research Hypothesis

- The tourists' views are important regarding different tourism development and other facilities.
- The visitors also perceive the role of the HPTDC in the State's economic growth.
- The opinion of tourists concerning HPTDC marketing strategies is substantial.

Research Methodology

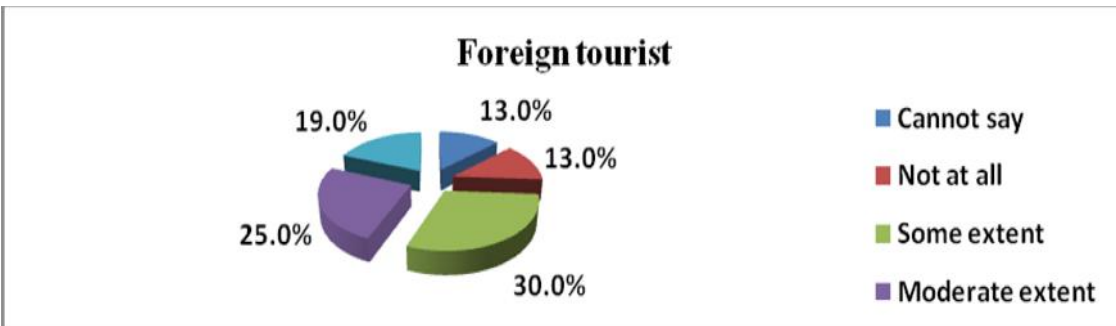
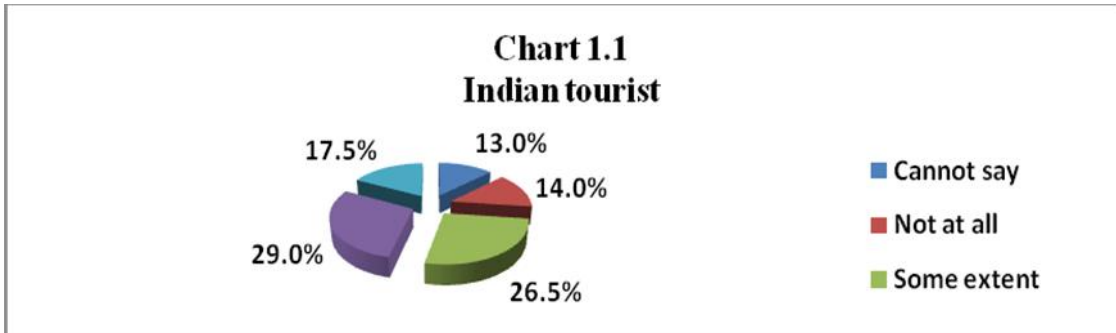
The state of Himachal Pradesh consists of 12 districts that have several tourism attractions for each district, thereby offering a broad tourism potential. This study is thus multi-layered. In the first stage for accessibility and targeted sampling, four districts, i.e. Kangra, Shimla, Kullu and kinnaur were selected. In the second stage, a simple random sample was used to pick 20 tourist locations from the four districts. The total sample size of the present study is 300 tourists (200 domestic and 100 foreign). During the selection of a sample special attention was provided to ensure that respondents of various ages, academic qualifications, gender and income are properly represented alongside regional variations.

Results and Discussions

In the course of this study, attempts were made on the basis of some chosen factors to assess the contribution of Tourism Corporation for the advancement of hospitality industry.

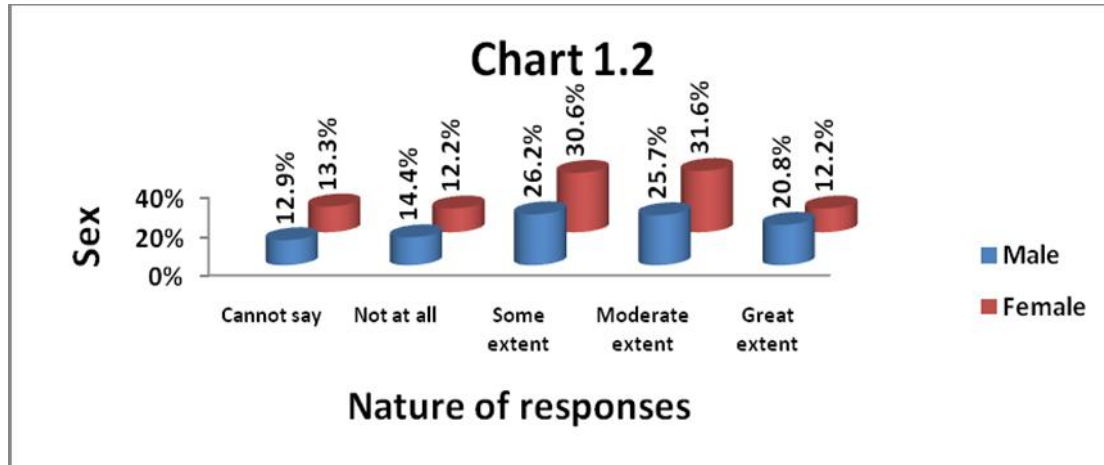
• **Visitors Nationality and HPTDC Role**

This table illustrates the perception of HPTDC's role in tourism development in the international and domestic tourism state. The table shows that 29% of respondents responded moderately to domestic tourism, followed by 26.5% who answered that HPTDC played very less role and 17.5% who answered that the significant contribution has played by the Tourism Corporation. It has also been demonstrated that 14% did not answer at all and 13% did not answer. For foreign visitors, 30% responded to a certain degree, followed by 25% moderately and 19% largely. Thirteen per cent refused to respond and the same percentage answered it did not.



• **Visitors Gender and Role of HPTDC**

Chart 1.2 explains the contribution of HPTDC in the progression of travel industry by visitors of different genders. Looking at the male respondents, 26% answered to a certain level, 25.7% responded up to moderate degree and 20.8% nodded up to significant level. It is also evident that 14.4% has not responded to the posed question. It is evident from the data that women respondents, 31.6% responded moderately, followed by 30.6% in some amount and 13.3% did not respond. The chi-square findings show that the opinion of men and women tourists on HPTDC's role in tourism growth does not vary significantly. There is, therefore, an acceptable null hypothesis



• **Visitors Age and Role of HPTDC**

Table 1 highlights the opinion of tourists from different age group towards the contribution made by the tourism Corporation in the growth and promotion of state hospitality industry. Tourists who come under the age group of 15 to 30 years percent visitors responded moderately (27.2%) and an equal proportion of tourists answered in some respects. About 16% didn't answer and 14.4% didn't respond.

Table 1: Visitor's Responses from different Age Group

| Responses of Tourists | Age Group | | | | Total |
|-----------------------|--------------|----------|----------|--------------|-------|
| | Less than 15 | 15 to 30 | 30 to 45 | More than 45 | |
| Cannot say | 50% | 15.3% | 5.6% | 12.5% | 13% |
| Not at all | - | 14.4% | 11.1% | 16.7% | 13.7% |
| Some extent | 50% | 27.2% | 30.6% | 20.8% | 27.7% |
| Moderate extent | - | 27.2% | 26.4% | 37.5% | 27.7% |
| Great extent | - | 15.8% | 26.4% | 12.5% | 18% |

Source: Field visit data

t^2 Value = 13.43 P>0.05

For tourists aged 30-45 years, however, 30.6 per cent responded to a moderate degree and the same proportion of visitors to some extent, followed by 26.4 per cent. Besides, it can be seen from the table that 11.1% responded that the Corporation has not played any contribution towards the hospitality sector and 5.6% denied comment. Although 37.5% of people in the age group above 45 years more than 35% are of the opinion that Corporation has contributed very mild. About 13% of the tourists responded to answer to a great extent. The null hypothesis is acceptable.

• **Visitors Nationality and contribution of the Tourism Development Corporation for the elevation of hospitality industry**

Table 2 shows that 35.5% of domestic tourists responded to it moderately and 33.5% answered to a considerable degree and 16% to a certain degree to improve and promote their tourism. It is also found that out of total respondents 9% did not reply to the query and 6% replied that HPTDC has not played any contribution for the elevation of hospitality sector in Himachal Pradesh.

Table 2: Visitors Nationality and contribution of Corporation for the Elevating the Travel Undertakings

| Responses of visitors | Visitors | | Total |
|-----------------------|----------|---------------|--------|
| | Domestic | International | |
| No Response | 9% | 13% | 10.3% |
| Played no role | 6% | 9% | 7% |
| Played very low role | 16% | 19% | 17% |
| Moderate Role | 35.5% | 32% | 34.3% |
| Great Role | 33.5% | 27% | 31.33% |

Source: Field visit data

$$t^2 \text{ Value} = 3.41 \text{ } P > 0.05$$

For international tourists, the contribution of Corporation in the growth of travel undertakings was answered to a moderate extent by 32%, followed to a large extent by 27% and to some extent 19%. 13% declined to respond, and 9% did not respond at all. Also, the chi-square value shows that the opinion of tourism is insignificantly different so that the null hypothesis is accepted at 5%.

- **The Nationality of Visitors and contribution of Tourism Corporation in the advancement and expansion of travel industry**

Table 3 shows that 42% of domestic travelers responded to the role HPTDC has played in promoting and developing tourism facilities in their country in a modest manner, while 32.5% responded to the extent and 13% to a certain degree. It is also noted that 8.5% did not respond and out of the total sample size 4% respondents responded that contribution of Corporation for advancement, expansion of travel industry is insignificant.

Table 3: Visitors Nationality and Contribution of Tourism Corporation for Tourism Development

| Tourists Responses | Nationality | | Total |
|--------------------|-------------|---------------|-------|
| | Domestic | International | |
| No Response | 8.5% | 13% | 10% |
| Played no Role | 4% | 8% | 5.3% |
| Very less Role | 13% | 21% | 15.7% |
| Moderate Role | 42% | 25% | 36.3% |
| Significant Role | 32.5% | 33% | 32.7% |
| Total | 100% | 100% | 100% |

Source: Primary Survey, $\chi^2 \text{ Value} = 7.36$ $P > 0.05$

For foreign visitors, the role of HPTDC in promoting the tourism facilities was largely followed up by 33% and 25% to a moderation extent and 21% to some extent. 13% did not respond and 8% are of the opinion that HPTDC has not playing any role. The null hypotheses are accepted at 5% level of significance because the chi square values are insignificant.

- **Nationality and HPTDC Contribution in the Inclusive cost-Effective Expansion**

Table 4 represents the HPTDC's perceived role in international and domestic tourism economic development. The figures suggest that 32.5% of domestic visitors reacted widely, followed by a moderate 30.5% reaction. Also, 10% rejected the response and 3.5% responded that they didn't. 37 percent replied to foreign tourists to a large extent, 30 percent responded to a small extent and 19 percent responded in some way. 9% did not comment on the query, and 5% responded that this Institution has not playing any contribution for the overall improvement of the state.

Table 4: Visitor's opinion about the Contribution of Corporation in the State's Overall Monetary Growth

| Responses of Visitors | Nationality | | Total |
|-------------------------|-------------|---------------|-------|
| | Domestic | International | |
| No Response | 10% | 9% | 9.7% |
| Played no Role | 3.5% | 5% | 4% |
| Played very less role | 23.5% | 19% | 22% |
| Played Moderate Role | 30.5% | 30% | 30.3% |
| Played Significant Role | 32.5% | 37% | 34% |
| Total | 100% | 100% | 100% |

Source: Field visit data

- **Nationality of Visitors and Various Amenities Provided by HPTDC**

Table 5 shows that 35% domestic respondents give their node that the various amenities provided by HPTDC are excellent, while 28% reported as less contribution and more than 15% are of the opinion that the contribution of HPTDC for the improvement in the amenities are ordinary in nature. It is also noted that 13% responded that the very less amenities are provided by the corporation and 5% did not give their response

Table 5: Visitors Profile and Services Delivered by Corporation

| Responses of Tourists | Nationality | | Total |
|-----------------------|-------------|---------------|-------------|
| | Domestic | International | |
| Less Amenities | 13% | 10% | 12% |
| Ordinary Amenities | 18.5% | 17% | 18% |
| No Response | 5% | 9% | 6.3% |
| Worthy Amenities | 28% | 26% | 27.4% |
| Tremendous Amenities | 35.5% | 38% | 36.3% |
| Total | 100% | 100% | 100% |

Source: Primary Survey

$$t^2 \text{ Value} = 2.54 \text{ P} > 0.05$$

With international tourists more than 35% responded excellently and about 25% answered as well for HPTDC facilities provided by the corporation in the state and 17% agreed upon average facilities. It is also noted that 10% responded as low and 9% declined to answer the question. Moreover, the value of chi-square is insignificant.

- **Nationality of Visitors and Marketing Strategies followed by HPTDC**

Table 6 states that 41 per cent of domestic visitors have responded as well followed up by 32.5 and 14 per cent have responded as an average for the development and promotion of tourism advertising approaches of the Tourism Corporation. Out of total respondents 6.5 per cent did not respond and 6 per cent give a low grade to HPTDC's marketing strategy.

Table 6: Profile of Visitors and Selling Approaches Adopted by the Corporation

| Responses of Tourists | Nationality | | Total |
|---------------------------------|-------------|---------------|-------------|
| | Domestic | International | |
| Stumpy Marketing approaches | 6% | 7% | 6.3% |
| Ordinary marketing approaches | 14% | 20% | 16% |
| No Responses | 6.5% | 11% | 8% |
| Worthy Marketing approaches | 41% | 34% | 38.7% |
| Tremendous Marketing approaches | 32.5% | 28% | 31% |
| Total | 100 | 100% | 100% |

Source: Primary Survey

$$t^2 \text{ Value} = 4.61 \text{ P} > 0.05$$

Concerning international tourists, 34% responded as well as 28%, the marketing strategies of HPTDC responded as outstanding and 20% as average. Also, 11% refused to reply and 7% given low standards for HPTDC marketing strategies. Also, the chi-square value is meaningless, so those null hypotheses of 5% are accepted.

Conclusion

The study found that 29% of local visitors and 24% of international tourists responded that the moderate contribution of corporation has been noted in advancement of hospitality industry in the state of Himachal Pradesh. Out of the total respondents, 18% were also of the opinion that Himachal Pradesh Tourism Development Corporation played a larger and significant involvement in the stimulation of travel industry. The 34.3% are of the opinion that HPTDC played an average role, and according to 31.3% visitors the support of this institution is much significant. It is noted that more than 30% felt this organization contributed very significantly and excellent roles in the growth and promotion of different

tourist amenities. It is apparent that around 64% felt that an important role has been frolicked in growth of Himachal Pradesh economy. Furthermore, out of 300 respondents, 38.7 per cent gave an average ranking to the marketing approaches adopted in the enhancement of state travel and tourism industry, while 31 per cent are of the opinion that the publicizing approaches are outstanding ad remarkable.

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