

The Socioeconomic Impact Of Tourism In Chamba District Of Himachal Pradesh

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Abstract

Shimla Nahi basna, Kasauli Nahi basna, Chamba jaroor basna” is one of the famous folklores. From a tourism point of view, Chamba is a preferred tourism destination for people of all age groups due to the vast availability of tourism resources i.e. Museums, temples, mountains, lakes, dams, emporiums, monuments and palaces. In Chamba Pahari, Hindi and Punjabi language are spoken. This beautiful place is more popular amongst domestic tourists because of the historic significance of its temples. People from all over India and World visit the Maa Chamunda Devi Temple to complete their Yatra of Maa Goddess (pilgrimage). Chamba offers the advantage of a one-stop destination from peace lovers to Adventurist. The abundance of tourism products makes it an attractive destination. Chamba is a beautiful village located in Tehog Tehsil of Himachal Pradesh. Chamba district is on the bank of the Ravi River, known for its famous Hindu temples i.e. Shri Chamunda Devi Temple... Chamba was ruled by 67 Kings, before to be merged in the Union of India in April 1948. Chamba is better known for its beautiful artifacts and culture.

This research paper will focus on the growth of tourism and its cultural and socio-economic impact on the locals. The paper will discuss how unprecedented tourism has made an impact on the livelihood of artisans, artists, and other communities. The research paper aims to analyze the socioeconomic impact of tourism in Chamba.

Keywords-socio-economic impact, tourism product, cultural impact, Architecture, Pilgrimage, Water bodies, Mountains, Lakes, Handicrafts

I. INTRODUCTION

1.1 Tourism Potential in India

India is a majestic land as well as an epitome of culture and tradition, ‘To consider a guest aGos and the whole world is my family are the part and parcel of Indian culture. (Karan Thakur, 2018) established that the ancient word **Atithi Devo Bhava** has been redefined by Himachal Pradesh government through a new scheme of Har-Gaon-ki Khani the story of the entire village and problem faced by the tourists”.

India as a Nation is well known for extending the warmth and hospitality to tourists and visitors. Ministry of Tourism is striving hard to popularize the domestic tourism by introducing the tourism schemes i.e. Swadesh Darshan, Bharat Darshan.

According to (Richa Mishra, 2017)“**Incredible India** is one of the campaigns run by the Ministry of Tourism, to promote Travel and Tourism in all the states and Union Territories of India”. In this context, (Maitra, 2017) suggest that the India has a diversity in its culture and languages. The existence of harmony among them is a wonderful aspect of it. The high legacy of customs always played a big role in pulling tourists from all over the globe.

India consists of 8 union territories and 29 states. Every union territory and State has its majestic charm and a historical saga associated with it. No Wonder, the mesmerizing beauty of India attracts people of all age groups to various tourist destinations. Amongst these destinations, North India particularly Himachal Pradesh is blessed with an abundance of natural beauty, lush greenery, beautiful landscapes, crystal clear water lakes, historical temples, flowing rivers and the wonderous magnanimous mountains.

Tourism in India is growing at a steadfast rate. According to the Ministry of Tourism data surveyed by (IBEF, 2019), “4.2 crore jobs were generated due to rising influx of tourists in the year 2019, which amounts to approximately 8.1 percent of total employment in the country”. The WTTC (The World Travel & Tourism Council) declared that “India has reached 3rd rank due to the highest contribution of Gross Domestic Product in the year 2018”. Foreign tourist arrivals have increased so do the Foreign Exchange revenue”.

(IBEF, 2019) examined that “E-tourists Visa grew by 23.8 percent year-on-year to 2.55 million in 2019 (till November 2019) and this facility was extended to 169 countries, as of December 2019”.

According to (Alka Dhanai, 2015)“India has the inherent strength to attract almost every motivation group of tourists, ranging from 'adventurers', 'naturalists', 'culture and history lovers' and 'pleasure seekers' to those interested in 'spiritual pursuits. Thus, it is rightly said the 'India is a land of all reasons and all-season’”.

Travel and Tourism are designed to benefit one and all. It also enables Job for all by emplacing **Hunar Se Rojgar**. Local Artisans, Dancers, Craftsman, Tourist Guide, Chefs, Photographers, and other skilled staff is benefitted by receiving an employment opportunity due to their skill set. Tourism Industry has been a catalyst in improving the standard of lifestyle by offering more facilities, safety, and security for all, hospitality avenues, development of urban as well as rural areas.

According to (Singh,1975)ⁱ “Economic and social progress has led to advancement in technological and scientific progress. Good salary packages, the option of availing LTC, demographic expansion and increasing facilities, tourism centric facilities all of these essentials have made the conditions better for the expansion of tourism”.

Government of India is running various flagship schemes i.e. **Pradhan Mantri Kaushal Vikas Yojana (PMKYS), Skill India, Padhega India tabhi to bodega India, Education for all**, etc. Skill Certification schemes are run to empower Indian youths to explore multiple job opportunities in the tourism sector. Industry driven curricula are designed according to market needs i.e. various career opportunities are extended to Unskilled, Semi-skilled and Skilled jobs for people. These tourism-driven activities help in increasing the per capita income. Generation of employment yields good income and good income yields the requirements for better infrastructure growth which further results in the progress of Nation.

1.2Himachal Pradesh:

Tourism has become a prospering business in Himachal Pradesh. Rivers, Mountains, Flora fauna makes it an **Unforgettable Himachal** for visitors and tourists. Ministry of Tourism has endowed Himachal Pradesh with the tagline of **Unforgettable Himachal and Himachal Pradesh tourism has given it a tagline of Land of Gods.**

Himachal Pradesh tourism is transforming every day and is trying to reduce the seasonality factor by making it an impeccable destination for tourism throughout the year. Diversified tourist products introduced by Himachal Pradesh tourism are making the changes in the socio-economic stature of local citizens. Tourism has brought changes in the Income bracket of local citizens. Self-employment and other entrepreneurship opportunities are also rising to meet the demand for accommodation and food business. Due to the high influx of tourists in the Himachal Pradesh income status of the local community has also changed. They have become more accessible to high-income growth. Infrastructure development i.e. better roads, ease of transportation, good accommodation, etc. helps to create more jobs and also contributes to generating capital, which further yields to positive socio-economic impacts.

Himachal Pradesh has unaccounted natural tourism resources which are "Snow-peaked, pine-scented, flower-spangled Himachal Pradesh. Heaven in the heart of the Himalayas- Himachal Pradesh is clustered with picturesque hill resorts, where you can breathe the pure mountain air, you can fish, trek, explore the countryside or just gaze at the breath-taking mountains."

1.3 Tourism growth in Himachal Pradesh:

According to the official website of Himachal tourism, the beautiful state of Himachal attracts all types of tourists ranging from spiritual tourists to pilgrims. It receives a high footfall of tourists throughout the season.

Table-1 has acquired Statistics from the Himachal Pradesh tourism web-site, which represents the foreign tourist's arrival with their respective country details in Himachal Pradesh. Consolidated data represent the details of tourists with their resident country details in connection to Himachal Pradesh.

This beautiful state was visited by foreigners from U.K., Italy, France, U.S.A., Pakistan, Canada, Malaysia, Bangladesh, Japan, Srilanka, Singapore, Germany, Australia, Swiss, Saudi Arabia, Iran and other countries during January 2018 to December 2018. N.T. signifies No. of Tourists and BNS represents Bed Nights spent in hotels.

Table-1 Tourism statistics of Foreign Tourist (Tourism, 2019)

**COUNTRY WISE DETAIL OF FOREIGN TOURIST IN RESPECT OF HIMACHAL PRADESH FOR THE YEAR 2018 (JAN - to- DECEMBER 2018)
 (CONSOLIDATED)**

DISTRICT	U.K.	FRANCE	ITALY	CANADA	U.A.E	PAKISTAN	U.S.A.	GERMANY	MALAYSIA	AUSTRALIA	SWISS.	BAWGLADESH	SRI LANKA	JAPAN	S. ARABIA	SINGAPORE	IRAN	OTHERS	TOTAL																			
Code >	311	176	208	142	278	258	312	184	230	120	296	124	287	211	278	282	203	999																				
	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS	NT	BNS																		
January	4425	6375	2186	2740	191	270	385	572	67	103	7	14	2007	2743	467	717	1262	1848	1547	2346	57	85	2368	3248	911	1345	77	121	87	133	382	582	10	20	6623	14014	23059	37286
February	7051	9571	485	683	225	385	604	835	24	31	0	0	1489	1832	497	716	820	1187	884	1233	131	191	906	1300	141	217	112	165	9	17	283	382	4	7	6539	12588	20224	31430
March	9389	15480	1032	1501	480	863	1359	1993	27	41	0	0	2513	3395	1003	1412	1964	2664	1074	1618	406	585	1031	1472	309	429	250	387	30	51	328	444	21	36	11635	19812	32851	52153
April	10655	14814	1714	2610	348	564	447	721	114	170	23	36	3385	4551	1654	2454	367	513	1716	2487	354	520	1956	2977	523	788	481	717	67	126	179	275	28	41	17559	33376	41570	67750
May	5232	6889	1711	2474	767	1068	1101	1520	0	0	186	234	3749	5052	1644	2307	345	526	1679	2357	408	597	1144	1501	200	276	586	845	6	10	368	529	94	142	18762	34189	37982	60476
June	3480	4937	2167	3230	430	640	879	1281	107	150	0	0	5483	7697	1444	1996	778	1125	2535	3795	293	490	2685	3576	171	270	496	733	212	319	625	1005	64	99	23759	39081	45578	70334
July	4351	6039	2800	3738	532	792	631	853	228	315	0	0	2794	3941	1332	1914	199	299	2019	3088	387	584	689	1045	51	83	442	658	365	558	219	347	18	31	18481	29948	35498	54133
August	2290	3630	1680	2705	1003	1632	449	708	124	196	0	0	2087	3114	794	1261	372	634	1078	1722	321	487	704	1081	118	183	496	748	61	95	470	736	17	32	11224	19987	23288	38831
September	3050	4379	1295	1940	412	634	634	1009	39	62	7	14	1434	2181	1109	1763	550	808	1558	2343	320	451	633	884	190	272	332	506	81	140	585	842	0	0	14439	23514	26648	41742
October	2663	5689	2098	3414	374	629	1156	2020	43	62	0	0	2241	3535	1167	1901	726	1264	1709	2640	325	573	822	1409	177	311	304	518	25	44	412	715	5	10	11929	22815	27076	47529
November	6996	9620	619	954	213	352	1056	1785	0	0	1	2	1578	2510	343	558	935	1514	1404	2353	117	190	619	1030	1436	2264	170	270	0	0	418	737	8	14	10082	17105	25615	41238
December	2892	4727	285	440	64	110	433	719	141	199	0	0	1281	1947	84	138	1222	1818	932	1511	39	69	1659	2319	895	1327	120	197	14	24	917	1390	9	16	6212	11209	17179	28980
TOTAL	62954	92070	18052	26429	5049	7919	9134	13996	914	1329	224	300	30021	42498	11538	17117	9540	14200	18146	27413	3158	4802	15196	21842	5122	7785	3866	5875	957	1517	5166	8004	278	448	157254	278438	356588	571982

* NT- Nos. of Tourists.
 * BNS- Bed Nights Spents.

Table-2 Estimate of domestic and International tourist arrival in India (Tourism, 2019)

ESTIMATE OF DOMESTIC AND FOREIGN TOURIST ARRIVAL FOR THE YEAR 2018 (January to December)

Month	Bilaspur		Chamba		Hamirpur		Kangra		Kinnaur		Kullu		Lahaul & Spiti		Mandi		Shimla		Sirmour		Solun		Una		Total									
	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F	I	F						
Jan.	58533	3	76024	32	51687	0	123742	7040	1950	9	143329	3186	37	0	55799	152	230893	11724	96562	355	136427	542	73931	16	1048914	23059								
Feb.	68550	28	68385	74	55306	0	193669	6691	3550	18	106254	3250	53	0	86731	332	189380	9164	77644	80	75889	582	72459	5	997870	20224								
Mar.	63009	24	72205	75	67137	0	205841	9367	2560	29	276854	8437	80	3	99118	391	228146	13576	81758	197	97233	745	166769	7	1360710	32851								
Apr.	218763	40	80984	62	157925	0	265498	16424	50033	102	322331	8159	729	87	81991	650	288253	15422	99432	150	130698	466	79384	8	1776021	41570								
May.	129818	24	84461	35	71879	0	209618	10564	56948	366	401620	12174	7207	659	92674	745	385955	12834	81535	75	73945	501	108911	5	1704571	37982								
June	109840	19	88502	74	65437	0	202304	12354	65624	656	442198	14970	26592	4162	113544	639	391246	11792	80012	184	91116	721	132855	7	1809270	45578								
July	94234	17	85705	55	63238	0	132537	7439	10250	579	278954	14691	35663	3064	90408	294	194783	8703	70172	231	88950	421	105763	4	1250657	35498								
Aug	106230	6	82931	108	66262	0	186815	9891	11425	572	219603	1302	27394	3561	90917	279	236279	7380	63241	68	61606	118	92721	3	1245424	23288								
Sept	182294	9	84172	113	64679	0	187319	9147	12655	479	165146	6305	11271	2008	119837	236	262856	7997	93359	119	120340	229	98855	6	1402783	26648								
Oct	217232	5	111704	117	87487	0	247573	9317	8625	189	192497	9035	5097	198	140435	448	188542	7125	85312	248	120615	380	218163	14	1623282	27076								
Nov	86170	1	102803	151	55889	0	75379	4469	3520	12	260168	12116	2504	5	73776	212	106292	8222	67090	52	65574	370	70447	5	963612	25615								
Dec	102678	10	104271	139	49183	2	87380	4748	1180	17	103598	2576	2762	17	65554	62	169388	9061	68264	114	81184	430	69379	3	904821	17179								
TOTAL	1437351	186	1042147	1035	856109	2	2117675	107451	228320	3028	2912552	96201	119389	13764	1110784	4440	2872013	123000	964381	1873	1143577	5585	1289637	83	16093835	356568								

(-)-15.87% (-)-24.29%

Note:- The above estimates are inclusive of religious tourists.

Indian	16093935	
Foreigner	356568	
Total	16450503	Total decrease (-)16.08%

Table-2 represents the estimate of foreign and domestic tourism arrival for the year 2018, particularly in Himachal Pradesh. Tourist influx was measured in Bilaspur, Hamirpur, Chamba, Kangra, Kullu, Kinnaur, Mandi, Lahaul & Spiti, Sirmour, Shimla, Una and Solan and. The data showcases the visit of **16450503** visitors, out of which **16093935** were Indians and **356568** were foreigners.

II. LITERATURE REVIEW

Tourism has become part and parcel of everyone's life due to its multifaceted nature. Tourism Industry is a priority for all the nations because it boosts foreign tourist arrivals, which further results in Foreign exchange earnings have become an engine of economic growth. Benefits generated by tourism reach one and all including the local community. Tourism is one of the biggest industries spread all over the globe and is growing rapidly. Tourism as an industry has led to the potential of employment.

As per the (UNWTO 2015)" travel and tourism contributed US\$ 72 trillion to world GDP which was 9.8% of global GDP. The sector supported 284 million jobs in the world. Shortly, tourism will add a catalyst in the global economy". (UNWTO, 2019) suggests that the increase in the export which is formed by the foreign tourism have touched USD 1.7 trillion in 2018, which is 4% high from the previous year in real term. The tourism export has grown faster than the export in merchandise, which is +3%, which indicate the high demand for the foreign travel in this economic scenario

Tourism offers a constant and stable growth to boost the economy. In this regard, Riley et al (2002), opined that tourism business, in general, can include multiple industries i.e. hotel, resorts, tour operators, transport, travel agencies, conference business, tourist attractions, tour guides, souvenir shops, tourist information service, beach vendors, NGOs, relevant government offices and educational organisations.

(Methieson & Wall, 1982ⁱⁱ) described that "Tourism impacts result from a complex process of interchange between tourists, host communities, and destinations". Tourism leaves a mega impact on residents i.e. socio-economic, environmental and cultural impact, etc. On inhabitants/residents of the society. Residents are defined as individuals residing in the area for a longer period and population is defined as Populace of an area or a region. Research studies carried out in the past validates that the density of population in an area is dependent on the standard of comfort, the security of life and property, economic resources, normal climatic conditions and the stage of economic growth and development.

According to the National Institute of HIV ⁱⁱⁱ"Access to resources is largely shaped by access to education, income, and power. A person's socioeconomic status (SES) is comprised of their economic, social and work status in comparison to their larger community".

According to the research network ^{iv} "Occupational status, a component of socioeconomic status, is determined by a person's education, income, and level of power (social position, working conditions, decision-making, and psychological demands)".

As per the WHO (World Health Organization^v) 2015 report, it is found that "36% of the world's population, or nearly 2.5 billion people, lack access to improved sanitation facilities, putting them at risk of several diseases including dysentery, cholera, and typhoid".

Success of tourist destinations is determined by the availability of its components in the destination i.e. transport, accommodation, food, entertainment, hospitality, tourist attraction, tour operators, travel agents, etc. In the present scenario, Chamba in Himachal Pradesh has all the components to make it an attractive destination.

2.1 Chamba as a tourist destination:

Tourism of India^{vi} web-page defines "Chamba as a beautiful city bestowed with the surrounding Himalayan alps, ancient buildings, temples, and palaces Cultural richness consists of famous fairs and festivals i.e. Sui Mata Fair, held from mid-march till the first week of April, in memory of princess Sui, who sacrificed her life for bringing water in the region. Chamba dates back to the 6th century, has splendid architecture, a cluster of exquisite temples, as well as with pristine natural beauty". Chamba is a beautiful destination comprising of natural streams, meadows, temples, paintings, lakes and particularly snowfall in winter session to magnify the beautifulness of Chamba, which completed 1000 years of its inception in the year 2007. This lies between the Dhaula Dhar and the Pangri ranges.

The distinct look of Chamba is blessed with a natural green belt, sloping farms, colorful architectural style houses, which offers peace and tranquillity to visitors, therefore, it is an ideal location for rejuvenating your body and soul, also an equal attraction for spiritual and wellness tourists. Chamba is surrounded by the Himalayas from all sides, giving it a picturesque view. It has plenty of ancient buildings including temples and palaces which represent the magnificent architecture of those times. Chamba as a tourist destination is famous for its medieval Architecture, Pilgrimage, Water bodies, Mountains, Lakes, Handicrafts.

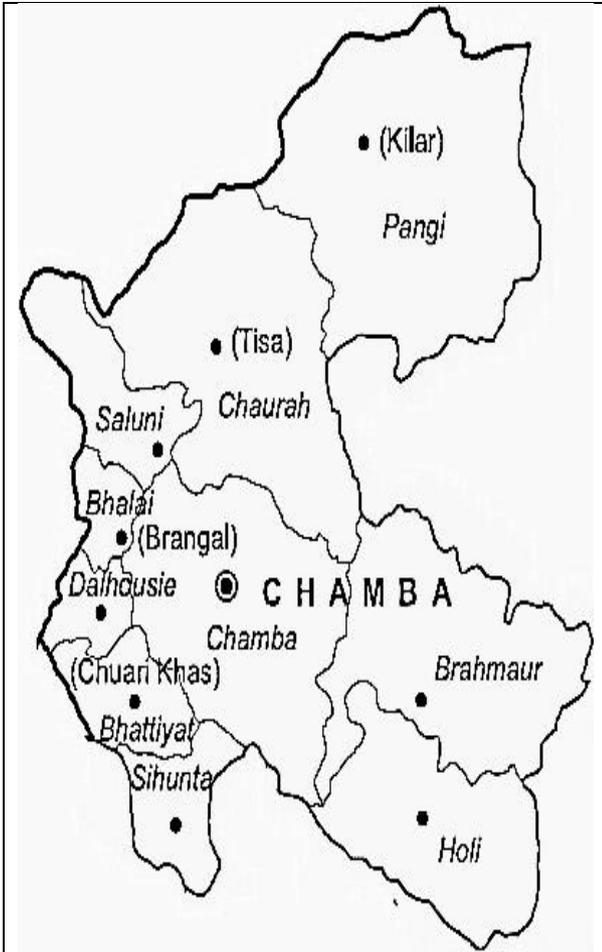


Figure 1 Chamba Map (Source: onefivenine.com^{vii})

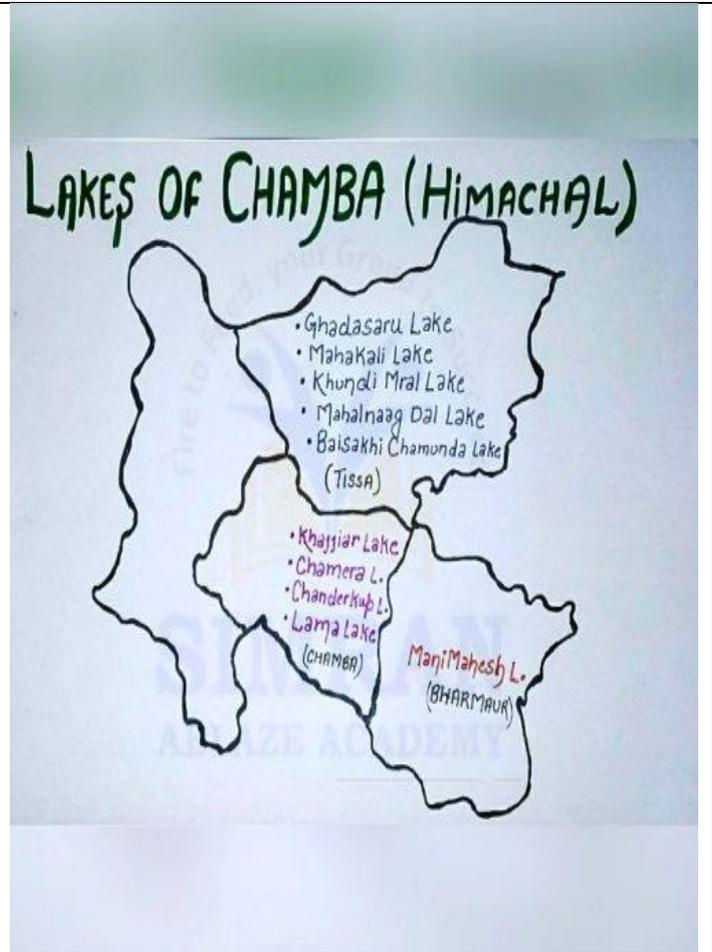


Figure 2 Lakes of Chamba (Source: <https://simranias.com/> (Academy, 2020))

Figure 1 represents the official map of Chamba, the map shows the different locations of Chamba. Figure 2 gives a glimpse of lakes of Chamba

Temples in Chamba are primarily related to the Lord Vishnu and Shiva, which are made up of carved stones. The beautiful places are there in Chamba circuit, which includes Bharmaur, Hadsar, Pangi, Kilar, Dalhousie, Manimahesh, Khajjiar, Churah etc. Chamba is one of the best-preserved destinations protected by snow-clad mountains in the vicinity of Himachal Pradesh.

2.2 The tourism’s social and economic impact in Chamba

The social and economic impact defines “the aftereffect of visitors and tourist movement carried out with a specific purpose and the inevitable changes observed in the lifestyle of people”. It also studies “the increased spending capacity of residents and inhabitants of the destination”. Tourism yields significant economic benefits for the country, state, cities, union territories, and villages, etc. These benefits are extended to a large group of society from Individuals to Industries. The tourism industry extends multiple direct as well as indirect benefits to the residents /inhabitants of the destination.

The tourism industry has been a catalyst to improve the socioeconomic status and local economy of the destination. Different type of impact has been illustrated via Figure 3.

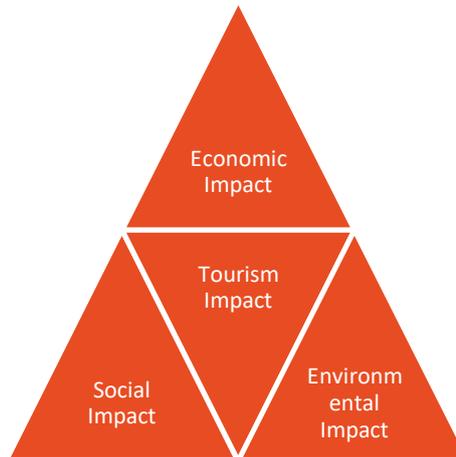


Figure 3 Tourism Impacts

2.3 Economic Impacts of Tourism:

From always tourism has been a mega contributor to any country's economy, it also increases the contribution to a country's GDP as well as Global GDP. GDP growth has been registered in the economy of many countries. Tourism is most relevant part in the world economy and is considered the rare propulsive industries in the globe. In 2015, tourism generated an income of USD 1400 billion (UNWTO,2015^{viii}), employed more than 235 million people and covering 11% of the global GDP (gross domestic product).

Himachal Pradesh had been an attraction for tourists of various age groups due to multiple options available. Tourism has been the only source of earning money for many people. Policy related to tourism of the state give impetus to the livelihood and employment generation. The economic benefits of tourism are utilized by individuals, industries, communities and the government. Incredible profit generated through different components of tourism i.e. accommodation, food, and beverage, transportation, sightseeing, facilities, etc. coming to Himachal Pradesh tourism is drawn by the community.

2.4 Social Impacts of Tourism:

(Fox, 1977^{ix}; Cohen, 1984^x; Pizam & Milman, 1984^{xi}) believed that "the tourist destination is likely to inculcate a cultural bonding between residents and tourists during their stay in the destination and it also gives impetus to quality of life to both individuals and communities by affecting value systems, family divisions, and relationships, attitudes, behavioural patterns and expressions of creativity". Tourism has made a difference in the life style of people by making them more accessible to better and optimized services for their usage. Monetary benefits gained from tourism has improved the literacy rate. According to Census 2011^{xii} The literacy rate(average) of Chamba district of Himachal Pradesh is 72.16 percent. The Male literacy is 82.59 percent. The female literacy rate is 61.66 percent. So, the Chamba district having 323,841 people literates.

A similar practice is followed by Himachal Pradesh tourism to popularize the Chamba as a tourist destination. The traditional lifestyle of people is impacted by over influence of tourism in the area. Whenever a guest visits a destination, they search for accommodation, Cafeterias and restaurants serving variety of cuisine which includes the delicacies of Himachal Pradesh. People traveling to Chamba have various motives for traveling i.e. well-being tourism^{xiii}, Religious tourism, nature tourism, Holiday Tourism (Leisure), adventure tourism, Heritage Tourism /fairs and festivals, Wildlife, Tribal Tourism, Health tourism, Wetland Tourism, Rural tourism and Eco-Tourism etc.

According to (Gupta, 2015) the tourism industry in the state has a great potential to grow and develop, which will provide the new dimensions to state in its economy. Tourism is in the front after the Hydroelectric power in relation to provide unpolluted atmosphere in the state. Himachal serve the tourists with 2 national parks, 3 game reserves, 30 wildlife sanctuaries and 4 natural parks to the tourists.

2.5 Environmental impact of tourism:

Whenever people travel, they leave a lasting eco-footprint on the environment and Chamba is not spared. New changes are posed by climate changes, avalanche, earthquakes, large scale development of dams for

producing electricity at a mega scale. These unnatural calamities pose danger for existing means of livelihood opportunities, which cannot be sustained for a longer period.

III. STUDY OBJECTIVES

- 1) To study the cultural and socio-economic tourism impact on the host community.
- 2) To evaluate the opinion of stakeholders about the socio-economic tourism impact.
- 3) To access perceptions of tourists about tourism services and facilities.
- 4) To study the host community perception about the problems and prospects and problems related to the development in the Dhauladhar circuit.

IV. METHODOLOGY

This research paper is based on secondary sources. For making the study reliable and authentic data has been collected from different sources i.e. Newspapers, Reports, Research Papers, Himachal Pradesh Tourism web-site, and the data has been collected from tourism textbooks and reputed journals. Assessment methodology is Based on the secondary data, this study has examined the socio-economic tourism impact in the Chamba region.

V. RESULTS AND DISCUSSION

By carrying out the secondary data analysis, the researcher has met with the objectives of the research study.

5.1 Objective 1: To study the cultural and socio-economic tourism impact on the host community

Hindus and local Gaddis are host community, who have been staying there for a longer period. Growth in tourism has led to the development of infrastructure i.e. accommodation, food café, which has offered the opportunity of self-employment, entrepreneurship and start-up options for budding youth, who were jobless in the past. Good economic status has led to educational attainment for low socio-economic status as well thus removing the barrier of no education for low-income families.

In the past, the poor and the less educated were not accessible to good health care facilities. They were suffering from stress and anxiety due to their work. Less-educated were either employed as heavy or moderate workers drawing meager salary i.e. guide, pitthu, etc.

Tourism has brought better infrastructure, connectivity by road and air, encouraged local skills i.e. folk dance, folklore, local handicrafts, etc. and is helpful in the movement of mementos developed by local artisans. It has been observed that tourism also offered a better understanding of culture.

5.2 Objective 2: To evaluate the opinion of stakeholders about the socio-economic tourism impact.

Socio-economic tourism impact in the Chamba district had undergone a radical change. Socioeconomic circumstances, such as age, gender, education, job, and income are impacted by the influence of tourism. It has been observed that a better education facility in the region put them into better economic condition and health facilities. Various Stakeholders i.e. citizens, students, priests, occupational workers, etc. have to accept the unwanted impact of tourism, even though, it might have to take a toll on their lives. Development activities have reduced the forest cover resulting in loss of flora and fauna. These development activities may bring more migrants to work as a daily wage for the construction of dams etc. which is an ongoing project in Chamba. Stakeholders have to negotiate with development activities taking place around them by recording its effects on their lives i.e. noise pollution.

5.3 Objective 3: The perceptions of tourists about tourism services and facilities.

The tourist visiting the Chamba validated that a historical place like Chamba has the best tourism services and facilities. It was found that the following facilities are extended

1. Accommodation: Good quality hotels are functioning in the heart of the City with the latest facilities, ultra-modern look, comfortable stay and round the clock services and all basic amenities. Good hotels and resorts fulfill the requirements of tourists with various categories of rooms, food & beverage facility, etc.
2. Online payment gateways: **Hotel web-sites are interlinked with an online gateway** to process money transfer.
3. Tourism facilities:

- Chamba tourism offers many wildlife sanctuaries to tourists, who are interested in exploring wildlife Sanctuaries include Kugti Sanctuary, Sechu Tuan Nala Sanctuary, Gamgul Siahbehi Sanctuary, Kalatop Khajjiar, Tundah etc.
 - Chamba district having numbers of lakes i.e. Manimahesh, Khajjiar, Lama Dal, Chamera, Mahakali , Ghadasru etc.
 - Chamba is accessible via road transport i.e. Buses, Trains and Personal Vehicle from Delhi, Shimla, Chandigarh, and other neighboring states.
 - Famous sightseeing places in Chamba include Chamba Chaugan, Bhuri Singh Museum, Temples i.e. Laxminarayan, Hari Rai, Shri Bajreshwari , and Chamunda Devi , Bansi Gopal , Manimahesh, Lakshana Devi, Nar Singh, Ganesh etc.
 - Other tourist attractions are Bharmaur, Kailash Manimahesh, Sarol, Salooni, Bandal, and Pangi Valley.
4. Forest and animals: It include mixed coniferous, deodar, temperate deciduous and alpine . Different type of animal species s are Himalayan Black Bear, Jungle Cat, Musk Deer, Red Fox, Ibex, Common Langur, Leopard, long-tailed Marmot, Indian bush Rat, Himalayan Tahr etc.
 5. Chamba Fairs and Festivals: Different types of fairs and fairs are planned and outlined by Himachal Pradesh to keep the visitors engaged throughout the year. Some of the famous fairs listed on Himachal Pradesh tourism are Minjar fair, Chattardi jatar, Manimahesh yatra, etc. Festivals are celebrated with complete enthusiasm, vibrant colours, folklores, etc. Some of the famous festivals are Baisakhi or Bisoa, Hori, Bhojri, Nag Panchmi, Rath Rathi, etc.
 6. Pilgrimages: It has popular and historical Pilgrimages, the main temple in the Chamba is the Lakshmi Narayan temple which was built by the present king in 10th century AD.

5.4 Objective 4: The host community perception about the Prospects and problems related to the tourism development in the Dhauladhar circuit.

The Dhauladhar, the Pirpanjal and the Zanskar are the three ranges in the district. Dhauladhar travel circuit commences from Dalhousie, Khajjiar, Chamba, Bharmour, Dharamshala, Kangra and Palampur.

1. Due to a lack of good infrastructure, many beautiful places in this stretch have remained unexplored. Temples do not adequate arrangements for following the carrying capacity as per norms. Amenities are limited for pilgrims, if better facilities and amenities are offered, tourist influx may increase. Better quality of accommodation and good food eateries may enhance the tourists/
2. The study of host community perception has established that there are problems that need to be addressed quickly. It is a home for the Gaddis who are the semi-nomadic Shepherds This area is a home for nomadic Shepherds popularly known as the Gaddis. It is evident that the growth of tourism has brought prosperity in the life of Gaddis but at the same time, tourists have their eco-prints This place has been converted into Concrete Jungle for the development's sake. Gaddis are impacted by the cultural influence of visitors and the first citizens of the place have lost their cultural harmony by being exposed to the mundane world.
3. Private as well as private stakeholders to come forward for the development of the Dhauladhar circuit.

Development of tourism in region provides numerous sources of earning and employment for the local residents. It will prove to be a main source of income in the region.

VI. CONCLUSION

The research study elucidates how tourism leaves an eco-footprint as well as makes a lasting impact on residents. The determinants of economic, social and environmental impact have been discussed in length. It was found that residents are influenced by the movement of people. It has been established that tourism, in general, elevates the standard of living by signifying an increase in foreign tourist arrivals as well as foreign exchange earnings, which further becomes a resource of government re It was found that Chamba is an epitome of Architecture, has beautiful and natural Water bodies, Manganous Mountains defines the beauty of this place, Beautiful Lakes, Lock Handmade Handicrafts make it a sought-after place, as it an amalgamation of all the tourism products at one place venue.

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