An Empirical Analysis of Structural Amenities and Satisfaction Levels in the Tourism Sector: A Study of Shimla District (HP)

*1Sandeep Kumar Thakur and 2Dr. Ajay Kumar Chaturvedi

*1Ph.D. Research Scholar, Department of Humanities & Social Sciences, IEC University Baddi, Himachal Pradesh, India.

2Dean & Professor/Supervisor, Department of Humanities & Social Sciences, IEC University Baddi, Himachal Pradesh, India.

Abstract

The tourism sector is thriving in Himachal Pradesh and aids in both domestic and international travel for the purpose of advancing people's quality of life and advancing their desire for knowledge. Although the public sector has played a vital role in supplying infrastructure, either directly or through Public Private Partnership (PPP) mode, the tourism industry is predominately one of private sector service providers. It is a multi-sectoral business distinguished by the variety of services offered by the vendors. It is quite comparable to the manufacturing sector, where the importance of the supply chain and final product are equal. Airlines, ground transportation, hotels, fundamental infrastructure, and other connected industries are only a few examples. Therefore, until the problems relating to all the relevant sectors are addressed concurrently, the expansion of tourism cannot be achieved.

The State has a tremendous amount of natural, scenic, and cultural resources to offer in terms of tourism. Himachal is drawn to by its snow-capped mountains, glittering rivers, tranquil settings, excellent climate, and tranquil way of life. In addition to the abundant natural beauty, the state is rich in tribal culture, languages, folklore, dress, and cuisine, particularly Himachal cuisine. The State has everything necessary to draw different tourist demographics. Infrastructure, however, is necessary for increased accessibility and targeting the correct potential markets.

Keywords: Tourism industry, sustainable tourism, tourism infrastructure

Introduction

Himachal Pradesh's tourism industry is booming and supports people's domestic and international travel for social and educational progress. Although the public sector has made a considerable contribution to infrastructure development, either directly or through Public Private Partnership (PPP) models, the tourism industry is mostly a private sector service industry. It is a multi-sectoral activity that stands out for having a wide range of service suppliers. It is quite similar to the manufacturing industry, where the importance of the supply chain and the finished product are both equal. Some examples of interconnected businesses are aviation, ground transportation, hotels, essential infrastructure, and support systems. Therefore, until the issues are resolved, it is impossible to achieve the expansion of tourism.

The tourist industry in Himachal Pradesh is one of the most diverse in the entire globe. To develop and promote the sector and put Himachal Pradesh on the map of well-known tourist destinations both nationally and internationally, tourism must be seen as a critical economic activity for overall sustainable economic growth and ensuring employment generation. The tourism sector in the State is growing significantly, and as a result, there are several potential for the expansion of employment opportunities. The state offers a strong potential

for plentiful employment generation and related activities in the form of lodging projects, food-focused projects, amusement parks, and water sports, among other things, since tourist infrastructure is a significant component in economic development.

By identifying areas with high investment potential and luring big money along with higher rate of employment opportunities. The present study is the part of author ongoing research work and it was conducted in the two sample blocks i.e. Theog block and Rampur Bushahr block of Shimla Distt in himachal Pradesh.

Reviews of Past Studies

Previous studies conducted by various researchers Singh (1978) [14] reveals the economic benefits of tourism in terms of job creation and revenue and tourism growth due to the natural resources and steep terrain, which can contribute to the creation of jobs, income, and foreign exchange. Jayal and Motwani (1986) [12] refers to the movement of tourists to the Himalayas from both local and foreign regions. Because these locations are geographically challenging but are on the top of the list of "Must see" places in the world, seasonal travellers are frequent in this region. Raja (1992) provides an account of the decline of the town after the British left and it became the

*Corresponding Author: Sandeep Kumar Thakur

< 116 >

state capital of Himachal Pradesh. Nirmal (1996) [13] came to the conclusion that Himachal Pradesh possesses all the necessary elements to be a significant tourism destination. However, tourism has not yet reached its full potential due to a lack of accommodations and other facilities, hefty maintenance costs, and a lack of publicity. Parmar (2010) considered tourism a tool for economic growth and a source of revenue and employment in rural parts of the state of Himachal Pradesh. The state's rural parts have the potential to draw tourists looking for natural and cultural features. According to a study, the government must establish effective tactics to exploit new, untapped areas in a way that involves the local population and provides advantages to the local populace with improved facilities. Chugh (2017) [16] investigates the tourism marketing plans in Himachal Pradesh, a little mountainous state in India. In Himachal, tourism has become a growing sector of the economy.

Data and Methods
The results have been analysed using the appropriate mathematical, accounting, and statistical tools of analysis, such as percentage, average, ratios, trend analysis, chi-square, compound growth, comparative analysis, correlation, F-test, Chi square test, and rank Scale. The data information gathered from primary and source has been methodically organised and tabulated in an appropriate way. The tabulated results have been obtained by using following tools shown here only few due to space constraints:

Chi-Square: Chi-square has been used to test the significance at 0.05 percent level of the hypothesis of research. The formula used for testing the hypothesis has been as under:

$$\chi^2 = \frac{\Sigma(O-E)^2}{\Sigma E}$$

F-Test: To find out whether two independent estimates of population variance differ significantly, the method F-test has been applied by using the following formula:

$$F = \frac{S_1^2}{S_2^2} \text{ Where } S_1^2 = \frac{\Sigma(X_1 - \bar{X}_1)^2}{n_1 - 1} \text{ and }$$

$$S_2^2 = \frac{\Sigma(X_2 - \bar{X}_2)^2}{n_2 - 1} \, S_2^1 \text{ is always larger than } S_2^2.$$

Objective
To investigate the availability of basic tourism amenities and tourist satisfaction levels in the research region.

Summary, Result and Discussion
The State has a tremendous amount of natural, scenic, and cultural resources to offer in terms of tourism. Himachal is drawn to by its snow-capped mountains, glittering rivers, tranquil settings, excellent climate, and tranquil way of life. In addition to the abundant natural beauty, the state is rich in tribal culture, languages, folklore, dress, and cuisine, particularly Himachal cuisine. The State has everything necessary to draw different tourist demographics.

Infrastructure, however, is necessary for increased accessibility and targeting the correct potential markets. The following development of tourism infrastructure has been reviewed in this STUDY from the respondents' point of view:

The Tourist Respondents' Demographic Profile
Table 1 lists the demographic characteristics of the respondents who were tourists, broken down by gender, age, marital status, level of education, income, and occupation.

Table 1: Respondent's Demographic Profile

Demographic profile	Category	No. of Respondents	Valid per cent
Male/Female	Male	401	66.9
	Female	199	32.8
Age Group	Below 25	213	35.5
	25-50	272	44.8
	Above 50	115	19.3
Material status	Married	328	54.5
	Unmarried	272	45.5
Educational Qualification	Illiterate	14	2.5
	Matriculate	110	18.2
	UG	383	63.9
	PG	93	15.9
Income (Monthly)	Below Rs 100000	17	3.4
	100000-200000	232	38.8
	200000-300000	111	18.7
	Above 300000	240	40.3
Occupation	Service Sector	176	30.1
	Primary Sector	268	43.7
	Business	70	12.3
	Student	86	13.9

Source: *Compiled from field survey.*

According to table 1, 44.8 percent of the respondents were tourists, with 66.9 percent of them being men and the bulk of them being aged 25 to 50. Additionally, among respondents, 54.5 percent are married, 2.5 percent are illiterate, while 18.2 percent have completed high school, 63.9 percent have graduated, and 15.9 percent have completed their undergraduate degrees. Only 3.4 percent of respondents reported having an income of less than one lakh, 38.8 percent between Rs. One lakh to two lakh. 18.7 percent between Rs. two lakh and Rs. three lakh, and 40.3 percent over Rs. three lakh. 30.1 per cent of tourists work in the service industry, 12.3 per cent is entrepreneurs, 43.7 per cent are involved in agriculture and horticulture, and 13.9 per cent are students.

Respondents' Nature-Based Attributes Regarding Tourist Information Facilities
The very basic amenities that tourists use when visiting include maps, directional signs, tourist information centers, guides, and so on. Numerous tourists are drawn to a location by the presence of these amenities in a desirable location to learn from the tourist respondents about the kind of amenities they encountered and used when visiting the study area. Field information has examined as below.

< 117 >

Table 2(i): Tourist respondents' characteristics with regard to information-related facilities

Block	Area	No	Yes	Total
THEOG	THEOG	22 (22.0) [22.1]	78 (78.0) [38.0]	100 (100) [33.3]
	FAGU	28 (28.0) [33.3]	72 (72.0) [33.3]	100 (100) [33.3]
	CHIYOG	42 (42.0) [44.4]	58(58.0) [28.6]	100 (100) [33.3]
	Total	92 (30.6) [100] {40.1}	208 (69.4) [100] {56.1}	300 (100) [100] {50.0}
RAMPUR	RAMPUR	42 (42.0) [29.4]	58 (58.0) [36.6]	100 (100) [33.3]
	SARAHAN	48 (48.0) [36.8]	52 (52.0) [30.5]	100 (100) [33.3]
	DUTTNAGAR	42 (42.0) [33.5]	58 (58.0) [33.2]	100 (100) [33.3]
	Total	132 (44.6) [100] {59.9}	168 (55.4) [100] {43.9}	300 (100) [100] {50.0}
Grand Total		224 (37.3) {100}	376 (62.7) {100}	600 (100) {100}

Source: *Compiled from field survey.   Chi-Square= 11.998, P= .028*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

According to table 2, out of a total of 600 respondents in the study area, 376, or 62.7 percent, used tourist information services such maps, directional signs, and TIC, whereas over 37.3 percent of tourists respondents said they encountered difficulties using these services.

In addition, according to table 2, of the 376 respondents who used the service, the majority (i.e., 41.9per cent, 26.9per cent, and 22.9per cent) used the tourist information centre, a guide, and directional signs, while only a small percentage (i.e., 5.7per cent and 1.3per cent) used the map and other information-related services. Out of the six villages used for the study, Theog area had the highest percentage of tourists using the facilities at the tourist information centre (70.9 per cent).

Table 3: Types of Facilities Used for Tourist Information

Block	Area	Adequate Map Facilities	Directional Sings Facilities	Tourists Information Centre Facilities	Guide Facilities	Any Other Facilities	Total
THEOG	THEOG	10 (12.8) [50.0]	10 (12.8) [33.3]	50 (62.8) [41.7]	08 (12.8) [25.0]	0 (0.0) [0.0]	78 (100) [38.1]
	FAGU	0(0.0) [0.0]	10 (13.9) [33.3]	50 (70.9) [41.7]	12 (14.6) [25.0]	0 (0.0) [0.0]	72 (100) [33.3]
	CHIYOG	10 (16.9) [50.0]	10 (16.9) [33.3]	22 (33.6) [16.7]	10 (33.7) [50.0]	0 (0.0) [0.0]	62 (100) [28.6]
	Total	20 (9.7) [100] {100}	32 (14.8) [100] {34.9}	122 (56.9) [100] {75.0}	38 (18.9) [100] {38.4}	0 (0.0) [100] {0.0}	212 (100) [100] {56.1}
RAMPUR	RAMPUR	0 (0.0) [0.0]	14 (22.9) [25.0]	40 (66.9) [100.0]	8 (10.2) [9.4]	0 (0.0) [0.0]	62 (100) [36.6]
	SARAHAN	0 (0.0) [0.0]	20 (39.9) [35.7]	0 (0.0) [0.0]	28 (60.3) [46.9]	0 (0.0) [0.0]	48 (100) [30.5]
	DUTTNAGAR	0 (0.0) [0.0]	22 (40.9) [39.3]	0 (0.0) [0.0]	28 (51.5) [43.8]	5 (7.5) [100.0]	54 (100) [32.9]
	Total	0 (0.0) [100] {0.0}	56 (33.9) [100] {65.1}	40 (24.7) [100] {25.0}	65 (38.9) [100] {61.6}	5 (2.4) [100] {100}	164 (100) [100] {43.9}
Grand Total		20 (5.7) {100}	86 (22.9) {100}	160 (41.9) {100}	105 (26.9) {100}	5 (1.3) {100}	376 (100) {100}

Source: *Compiled from field survey.   Chi-Square= 103.14, P= .007*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

< 118 >

The conclusion that can be drawn from the analysis above is that the study area's tourism potential will increase if other facilities, such as tourist information centers, are increased in number. These facilities, as well as others, such as maps and other directional signs, are lacking in quantity, which is crucial from the perspective of tourists. To determine the role of the government in facilitating such services, the quality of such facilities offered by public and private agencies has been examined after learning about the types of tourist information-related facilities in the research area. Although the majority of respondents (53.1per cent) appeared content, 47.9per cent of the tourists surveyed did not appear to be happy with the services they received from private providers. However, only 20.2 percent of tourists who received tourism information from government entities reported being satisfied compared to 81.1 percent who were dissatisfied. The Chi-square test was used to test the hypothesis that there is no discernible difference in opinions regarding the satisfaction level with respect to the tourism services (tourist information related services) offered by the private and public sectors in the study area. It was discovered that the P-value for the Chi-square test was calculated as .007, which is highly significant at the 5 percent level of significance.   Therefore, the hypothesis is rejected since the results show that there is a highly significant difference in the respondents' opinions on how satisfied they are with the tourism services offered by the public and private sectors in the research area. Therefore, it can be inferred from the data above that fewer public agencies than private ones offer services connected to tourist information. Furthermore, it is determined that, in compared

to private agencies, the quality of services offered by government organisations is not very satisfactory.

Respondents' Nature-Based Attributes Regarding Tourist Accommodation Facilities
In terms of lodging options, there are hotels, eateries, bed and breakfasts, and so forth. Tourists may choose to remain in a specific location and make use of the accommodations stated above if they believe that there are numerous things to do in a given area and that a single day will not be enough to visit and take in the moments. If a location does not have adequate lodging options, travelers should plan accordingly and return the same day to another location where they may have a comfortable stay. In order to examine the availability of accommodations and the specific types of such availability, it is important to know whether or not the tourist respondents were able to arrange a stay in the study area. According to table 4, out of 600 tourists who responded, 410 (68.9 percent) managed to remain in hotels in the study region, while 190(31.1percent) said they returned to other locations for their accommodations after visiting the study area due to a lack of hotels and other accommodations there.

Following a comparison of the two research areas, it was found that more tourists were able to book accommodations in Theog, with 236 (78per cent) as opposed to 174 (58.9per cent) in the Rampur blocks. Out of 410 travellers who were able to organise their lodging in the two blocks' most popular tourist destinations, 214 (52.1per cent of them) said they went to hotels. This was followed by home stays (24.1per cent), government rest houses (18.9per cent), and private guest houses (2.6per cent) and rest houses (19.1per cent) in table 5.

Table 4: Attributes of Respondents Regarding Tourists Accommodation Facilities

Block/Area	Study Area	Not availed	Yes/availed	Total
THEOG	THEOG	12 (10.0) [16.7]	88 (90.0) [37.5]	100 (100) [33.3]
	FAGU	32 (30.0) [50.0]	68 (70.0) [29.2]	100 (100) [33.3]
	CHIYOG	20 (20.0) [33.3]	80 (80.0) [33.3]	100 (100) [33.3]
	Total	64 (20.0) [100] {32.9}	236 (78.0) [100] {57.4}	300 (100) [100] {50.0}
RAMPUR	RAMPUR	26 (26.0) [21.3]	74 (74.0) [41.6]	100 (100) [33.3]
	SARAHAN	52 (52.0) [42.6]	48 (48.0) [27.0]	100 (100) [33.3]
	DUTTNAGAR	44 (44.0) [36.1]	56 (56.0) [31.5]	100 (100) [33.3]
	Total	122 (40.7) [100] {67.1}	174 (58.9) [100] {42.6}	300 (100) [100] {50.0}
Grand Total		190 (31.1) {100}	410 (68.9) {100}	600 (100) {100}

Source: *Compiled from field survey.   Chi-Square= 27.982, P= .003*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

The above data clearly shows that a lack of such availability in these locations prevented 100per cent of visitors from managing their stay in the specific place they visited. Out of 410 travelers who responded, the majority of them discovered hotel amenities in these locations, and nearly one-fourth of

tourists managed their stay at home. They said that there were very few government guesthouses or rest homes.
Even though more than 50per cent of respondents said they had found and used the aforementioned lodging options, there is still room for improvement. The government should take action to increase the quantity and calibre of resettlement

< 119 >

homes and hotels by offering them various incentives, such as subsidies. If it is not possible to provide hotels or guest houses at all the tourist destinations, efforts should be made to promote the use of local residents' homes as home stays.

After learning about the different types of lodging options available in Theog and Rampur Bushahr block, it was felt necessary to determine whether these options were provided by the public or private sector, as well as the standard of these services, in order to analyse the government's role in ensuring the quality of these options and determine where improvements might be possible.

Table 5: Kind of Accommodation Facilities Available

Block	Area	Hotel	Rest House	Guest House	Home Stay	Any Other	Total
THEOG	THEOG	50 (55.6) [38.5]	20 (22.2) [40.0]	10 (11.1) [100.0]	10 (11.1) [20.0]	0 (0.0) [0.0]	90 (100) [37.5]
	FAGU	40 (57.1) [30.8]	10 (14.3) [20.0]	0 (0.0) [0.0]	20 (28.6) [40.0]	0 (0.0) [0.0]	70 (100) [29.2]
	CHIYOG	40 (50.0) [30.8]	20 (25.0) [40.0]	0 (0.0) [0.0]	20 (25.0) [40.0]	0 (0.0) [0.0]	80 (100) [33.3]
	Total	130 (54.2) [100] {60.1}	50 (20.8) [100] {64.1}	10 (4.1) [100] {100}	50 (20.8) [100] {50.0}	0 (0.0) [100] {0.0}	240 (100) [100] {57.8}
RAMPUR	RAMPUR	48 (64.9) [55.8]	6 (8.1) [21.4]	0 (0.0) [0.0]	20 (27.0) [40.0]	0 (0.0) [0.0]	74 (100) [41.6]
	SARAHAN	26 (54.2) [30.2]	10 (20.8) [35.7]	0 (0.0) [0.0]	12 (25.0) [24.0]	0 (0.0) [0.0]	48 (100) [27.0]
	DUTTNAGAR	12 (21.4) [14.0]	12 (21.4) [42.9]	0 (0.0) [0.0]	18 (32.1) [36.0]	14 (25.0) [100.0]	56 (100) [31.5]
	Total	86 (48.3) [100] {39.9}	28 (15.8) [100] {35.9}	0 (0.0) [100] {0.0}	50 (28.0) [100] {50.0}	14 (7.9) [100] {100}	178 (100) [100] {42.6}
Grand Total		214 (52.1) {100}	78 (19.1) {100}	10 (2.6) {100}	100 (24.1) {100}	14 (3.3) {100}	410 (100) {100}

Source: *Compiled from field survey.   Chi-Square=   77.434,   P= .005*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

Data shows that 66 percent of tourist respondents were able to manage their stay in private hotels, compared to 34 percent who stayed in government-run hotels, guest homes, etc. In both of the blocks where roughly 66 percent of the tourist respondents stayed at private hotels, a nearly identical situation can be seen. Out of 150 respondents (100per cent) who remained in public or private accommodations, 85 respondents (62per cent) said they were dissatisfied with the level of services, whereas 56 per cent of respondents who stayed in private accommodations appeared satisfied.

Although 110 tourists (100per cent) who stayed at private hotels in the Rampur block responded, 70 of them (60 per cent) said they were dissatisfied with the accommodations. The results of the Chi-square test, which was used to test the

hypothesis, show a significant difference between respondents' perceptions of the satisfaction levels with the tourism services (services related to tourists' accommodations) offered by the public and private sectors in the study area. The P-value for this difference is 0.005 and is significant at the 5per cent level of significance. Thus, the null hypothesis is disproved.

Overall, it can be said that, with the exception of the Rampur block, the majority of the lodging options in Theog and Rampur Bushahr block are provided by the private sector. Moreover, most tourists appeared to be content with these accommodations. Therefore, the government should play a significant role in ensuring the quality of these facilities, and additional efforts should be made to ensure the quality of services provided by private hotels, home stays, and guest houses at controlled prices, so that tourists can feel confident and choose to stay in the locations they are visiting.

Tourist Respondents' Nature-Based Attributes Regarding Parking Facilities
One of the issues that visitors to any location sometimes encounter is parking, particularly in hilly regions like the Himachal Pradesh district of Shimla. When parking is provided in a methodical and well-managed manner, visitors are not only satisfied but also save time, which allows them to focus on enjoying the moment. As a result, it is important to know whether such a facility is present in the research area and what kind of facility it is, as per the tourists.

Table 6: Attributes of Tourists Respondents Regarding Availed Parking Facilities

Block/Area	Study Area	Not availed	Yes availed	Total
THEOG	THEOG	20 (20.0) [25.0]	80 (80.0) [36.4]	100 (100) [33.3]
	FAGU	30 (30.0) [37.5]	70 (70.0) [31.8]	100 (100) [33.3]
	CHIYOG	30 (30.0) [37.5]	70 (70.0) [31.8]	100 (100) [33.3]
	Total	80 (26.7) [100] {47.6}	220 (72.9) [100] {51.0}	300 (100) [100] {50.0}
RAMPUR	RAMPUR	20 (18.0) [20.5]	80 (82.0) [38.7]	100 (100) [33.3]
	SARAHAN	36 (36.0) [40.9]	64 (64.0) [30.2]	100 (100) [33.3]
	DUTTNAGAR	34 (34.0) [38.6]	66 (66.0) [31.1]	100 (100) [33.3]
	Total	90 (29.3) [100] {52.4}	210 (71.1) [100] {49.0}	300 (100) [100] {50.0}
Grand Total		170 (30.0) {100}	430 (70.0) {100}	600 (100) {100}

Source: Compiled from field survey.   Chi-Square= 6.838, P= .29
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

In this regard, it is evident from table 6 that, of the 600 respondents (100per cent) who were visitors, 430 (70per cent) said they had used parking facilities, while only 30 per cent 170 respondents said they had not. Nearly identical conditions were found in both Shimla district blocks, as 72.9 percent of Theog block respondents and 71.1 percent of Rampur block

< 120 >

respondents utilised parking services at the locations they visited.

Out of 430 respondents who used parking during their visits to the study area, 66.0 per cent in Theog, 76.9 per cent in Rampur block, and 72.0 percent overall said they found and used ground parking; 25.1 percent said they used parking in a mall or other building; and 4.3 per cent said they used roadside parking.

Since the majority of respondents used ground parking, which they believed to be unsafe in terms of security, efforts should be made to increase both the number of indoor parking spaces as well as the available parking spaces.

The Chi-square test was used to test the null hypothesis that there is no significant difference between respondents who are tourists' opinions regarding their level of satisfaction with the tourism services (parking-related services) offered by the public and private sectors in both blocks of the Shimla district. The results show that there is a highly significant difference in respondents' opinions regarding their level of satisfaction with the parking services offered. The null hypothesis is rejected since the value at the 5per cent level of significance, 007, is exceedingly little.

Table 7: Kind of Availed Parking Facilities by Tourists

Block/Area	Study Area	Parking (Ground)	Parking (Mall/Building)	Parking (Road Side)	Total
THEOG	THEOG	58 (72.5) [40.0]	18 (22.5) [27.3]	4 (5.0) [44.4]	80 (100) [36.4]
	FAGU	39 (55.7) [26.9]	29 (41.4) [43.9]	2 (2.9) [22.2]	70 (100.0) [31.8]
	CHIYOG	48 (68.6) [33.1]	19 (27.1) [28.8]	3 (4.3) [33.4]	70 (100.0) [31.8]
	Total	145 (66.0) [100] {46.9}	66 (30.0) [100] {62.3}	9 (4.1) [100] {52.9}	220 (100) [100] {50.9}
RAMPUR	RAMPUR	69 (84.1) [42.1]	10 (12.2) [25.0]	3 (3.7) [37.5]	82 (100) [38.7]
	SARAHAN	43 (67.2) [26.2]	19 (29.7) [47.5]	2 (3.1) [25.0]	64 (100) [30.2]
	DUTTNAGAR	52 (78.8) [31.7]	11 (16.7) [27.5]	3 (4.5) [37.5]	66 (100) [31.1]
	Total	164 (76.9) [100] {53.1}	40 (18.8) [100] {37.7}	8 (3.8) [100] {47.1}	212 (100) [100] {49.1}
Grand Total		309 (72.0) {100}	106 (25.1) {100}	17 (4.3) {100}	432 (100) {100}

Source: *Compiled from field survey.*   *Chi-Square= 88.946, P= .007*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.

Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

Tourist Respondents' Nature-Based Attributes Regarding Transportation Facilities
Another facility, i.e. the availability of transportation facilities like taxis and buses in the research region, has been evaluated as part of the series of analyses of infrastructural and other utility services that are significant from the point of view of tourists. Because of the risks and distance from their destinations, not every visitor travels by their own vehicle. There are a lot of tourist destinations in the Shimla district that are inaccessible to small automobiles or private vehicles. Therefore, in the study region, the role of the public transportation system is crucial.

Table 8: Tourists' Attributes Regarding Available Transportation Facilities

Block	Area	No	Yes	Total
THEOG	THEOG	7 (7.0) [18.5]	93 (93.0) [35.5]	100 (100) [33.3]
	FAGU	11 (11.0) [28.9]	89 (89.0) [34.0]	100 (100) [33.3]
	CHIYOG	20 (20.0) [52.6]	80 (80.0) [30.5]	100 (100) [33.3]
	Total	38 (12.7) [100] {48.7}	262 (87.3) [100] {50.2}	300 (100) [100] {50.0}
RAMPUR	RAMPUR	10 (10.0) [25.0]	90 (90.0) [34.6]	100 (100) [33.3]
	SARAHAN	13 (13.0) [32.5]	87 (87.0) [33.5]	100 (100) [33.3]
	DUTTNAGAR	17 (17.0) [42.5]	83 (83.0) [31.9]	100 (100) [33.3]
	Total	40 (13.3) [100] {51.3}	260 (86.7) [100] {49.8}	300 (100) [100] {50.0}
Grand Total		80 (13.0) {100}	520 (86.9) {100}	600 (100) {100}

Source: *Compiled from field survey.*   *Chi-Square= 51.323, P= .001*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

The information was gathered from the tourist respondents to learn what kind of public transportation service they used while visiting the study area in order to conduct an empirical analysis. According to the information in tables 8 and 9, the majority of respondents, or 520 out of 600 tourists, (86.6 per cent), stated that they used public transportation options such buses and taxis for either the entire trip or for short distances when they weren't able to drive themselves. Out of the 520 tourists who visited Theog and Rampur block, 52.9 percent travelled by cab, 35.1 percent by bus, and 12.0 percent by other means of transportation.

< 121 >

Table 9: Kind of Availed Transportation Facilities by Tourists

Block	Area	Taxi	Buses	Others	Total
THEOG	THEOG	47 (50.5) [34.3]	28 (30.1) [32.9]	18 (19.4) [45.0]	93 (100) [35.5]
	FAGU	46 (51.7) [33.6]	30 (33.7) [35.3]	13 (14.6) [32.5]	89 (100) [34.0]
	CHIYOG	44 (55.0) [32.1]	27 (33.8) [31.8]	9 (11.3) [22.5]	80 (100) [30.5]
	Total	137 (52.3) [100] {49.3}	85 (32.4) [100] {47.2}	40 (15.3) [100] {62.5}	262 (100) [100] {50.2}
RAMPUR	RAMPUR	44 (48.9) [31.2]	35 (38.9) [36.8]	11 (12.2) [45.8]	90 (100) [34.6]
	SARAHAN	50 (57.5) [35.5]	29 (33.3) [30.5]	8 (9.2) [33.4]	87 (100) [33.5]
	DUTTNAGAR	47 (56.6) [33.3]	31 (37.3) [32.7]	5 (6.0) [20.8]	83 (100) [31.9]
	Total	141 (54.2) [100] {50.7}	95 (36.5) [100] {52.8}	24 (9.2) [100] {37.5}	260 (100) [100] {49.8
Grand Total		278 (52.9) {100}	180 (35.1) {100}	64 (12.0) {100}	520 (100) {100}

Source: *Compiled from field survey.   Chi-Square= 2.199, P= .798*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

In both blocks, there was a nearly identical situation, with more than 50 per cent of people using taxis. The analysis above leads to the conclusion that while there are transportation facilities in the study region, those other than taxis and buses can be found and promoted to increase the study area's tourism potential. To understand the role of government in the development of transportation services, it is crucial to determine if the facility used by tourists is private or public. For the purpose of analysing the function of the government in this area, it is also crucial to understand the quality of the private and public transportation systems.The accessibility of private transportation facilities is clearly superior to those offered by the government. It is backed by the statistics, which shows that only 14.1 per cent of visitors who responded to the survey said they used government-sponsored transportation, compared to 85.9 percent of respondents who said they travelled using private transportation facilities. It makes it very evident that the private sector is essential to the movement of tourists. Similar circumstances can be seen in both blocks. When using the Chi-square test to examine visitor satisfaction with transportation services offered by the public and private sectors in the study area, the P-value is 0829, which is very low at the 5per cent level of significance, hence the null hypothesis is rejected. Therefore, it is determined that there is a highly significant difference in people's perceptions of their degree of satisfaction with the transportation services.

Respondents' Nature-Based Attributes Regarding The Quality Of Health Facilities For Tourists
According to table 10, 120 visitors (20.0 per cent) out of 600 respondents said they used the study area's medical services in some capacity. 60.9 percent of the informants who used health services went to the Theog block, while 39.1 percent went to the Rampur block. The tourists' informants used a variety of health services, including ambulance services, private clinics, and personal visits to government hospitals and dispensaries (chemists).

Table 10: Tourists' Attributes Regarding Access to Health Care Facilities

Block	Area	No	Yes	Total
THEOG	THEOG	60 (60.0) [26.8]	40 (40.0) [55.1]	100 (100) [33.3]
	FAGU	86 (86.0) [37.3]	14 (14.0) [20.3]	100 (100) [33.3]
	CHIYOG	82 (82.0) [35.9]	18 (18.0) [24.6]	100 (100) [33.3]
	Total	228 (77.0) [100] {47.3}	72 (33.0) [100] {60.9}	300 (100) [100] {50.0}
RAMPUR	RAMPUR	71 (71.0) [28.4]	29 (29.0) [62.8]	100 (100) [33.3]
	SARAHAN	90 (90.0) [35.4]	10 (10.0) [20.9]	100 (100) [33.3]
	DUTTNAGAR	91 (91.0) [36.2]	9 (9.0) [16.3]	100 (100) [33.3]
	Total	252 (85.6) [100] {52.7}	48 (14.4) [100] {39.1}	300 (100) [100] {50.0}
Grand Total		480 (80.0) {100}	120 (20.0) {100}	600 (100) {100}

Source: *Compiled from field survey.   Chi-Square= 10.559, P= .069*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

The information in table 11 reveals that, of the 118 tourists who responded, the 65 respondents (55.08 per cent) went to a private clinic for treatment, followed by 28.8 per cent (34 respondents) who went to a government hospital, 10.16 per cent who used an ambulance, and 5.93 percent who used any other services.

< 122 >

Table 11: Tourists' Use of Health Care Facilities

Block	Area	Hospital	Ambulance	Clinic	Any Other	Total
THEOG	THEOG	13 (31.6) [70.6]	3 (7.9) [50.0]	21 (53.2) [48.8]	2 (5.3) [66.7]	39 (100) [55.1]
	FAGU	4 (21.4) [17.6]	1 (7.1) [16.7]	9 (64.3) [20.9]	1 (7.2) [33.3]	15 (100) [20.3]
	CHIYOG	3 (11.8) [11.8]	2 (11.8) [33.3]	13 (76.4) [30.3]	0 (0.0) [0.0]	18 (100) [24.6]
	Total	17 (24.6) [100] {60.7}	6 (8.7) [100] {50.0}	43 (62.3) [100] {66.2}	3 (4.4) [100] {42.9}	72 (100) [100] {61.6}
RAMPUR	RAMPUR	8 (25.9) [63.6]	2 (7.4) [33.3]	17 (63.0) [77.3]	1 (3.7) [25.0]	28 (100) [62.8]
	SARAHAN	3 (22.2) [18.2]	4 (44.4) [66.7]	0 (0.0) [0.0]	3 (33.4) [75.0]	10 (100) [20.9]
	DUTTNAGAR	3 (28.6) [18.2]	0 (0.0) [0.0]	5 (71.4) [22.7]	0 (0.0) [0.0]	8 (100) [16.3]
	Total	17 (25.6) [100] {39.3}	6 (13.9) [100] {50.5}	22 (51.2) [100] {33.8}	4 (9.3) [100] {57.1}	46 (100) [100] {38.4}
Grand Total		34 (28.8) {100}	12 (10.16) {100}	65 (55.08) {100}	7 (5.93) {100}	118 (100) {100}

Source: *Compiled from field survey.   Chi-Square=28.347,   P= .0238*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

This shows that the majority of the visitors who provided information about their medical difficulties received treatment, whereas just 15 tourists were transported by ambulance to hospitals. From the above research, it can be inferred that only a small percentage of the visitors who came to the study revealed that they had a serious health issue. 22 per cent of people received modest health-related services, in contrast. Furthermore, given that the majority of tourist destinations have used private clinics for health services, it can be said that they are more accessible. Knowing the types of accessible health services that are offered in the study region and whether they are offered by public or private hospitals and clinics can help you understand the role that the government plays in delivering healthcare in the area.

According to the information the majority of health service providers in the study area are private businesses. In fact, 65 percent of tourists said they sought treatment from private clinics or hospitals in the study area. However, 35 per cent said they were able to resolve their health problems and sought treatment in government clinics or hospitals. Both the blocks chosen as study areas Theog and Rampur Bushahr have a remarkably comparable scenario.

The assumption that there is no significant difference in the satisfaction level in respect to health services provided to tourists by public and private sector in the study area has been tested by applying Chi-square test and it has been found that the P-value of Chi-square is calculated .238 which is highly insignificant at 5 percent level of significance. So the hypothesis is accepted and it is analyzed that there is perfectly indifference in the level of satisfaction in terms of tourism health services provided by public and private sector in the study area.

Respondents' Nature-Based Attributes Regarding The Quality Of Financial Facilities For Tourists
According to table 12, 310 of the 600 respondents, or 51.66 percent, used financial services, including ATMs. Whereas over 48.33 percent of travelers said they did not find such facilities in the regions they visited. Out of the six communities included as a sample for the survey, 77 percent of total visitors visiting Fagu village had access to such a facility. The number of visitors who did not find banking services was higher in Chiyog, Fagu, Duttnagar and Sarahan (i.e. 42.0 per cent, 72.0 per cent, 56.0 per cent and 58.0 per cent).

Table 12: Tourist Respondent Attributes Regarding Access to Financial Services

Block	Area	No	Yes	Total
THEOG	THEOG	22 (22.0) [15.4]	78 (78.0) [47.1]	100 (100) [33.3]
	FAGU	72 (72.0) [53.8]	28 (28.0) [17.6]	100 (100) [33.3]
	CHIYOG	42 (42.0) [30.8]	58 (58.0) [35.3]	100 (100) [33.3]
	Total	136 (45.33) [100] {46.4}	164 (54.6) [100] {53.1}	300 (100) [100] {50.0}
RAMPUR	RAMPUR	40 (40.0) [25.3]	60 (60.0) [41.3]	100 (100) [33.3]
	SARAHAN	58 (58.0) [37.3]	42 (42.0) [29.3]	100 (100) [33.3]
	DUTTNAGAR	56 (56.0) [37.3]	44 (44.0) [29.3]	100 (100) [33.3]
	Total	154 (51.33) [100] {53.6}	146 (48.66) [100] {46.9}	300 (100) [100] {50.0}
Grand Total		290 (48.33) {100}	310 (51.66) {100}	600 (100) {100}

Source: *Compiled from field survey.   Chi-Square=31.125, P= .000*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

In addition, according to table 13, 240 visitors (75.0 per cent) used ATMs, while 80 (25.0 per cent) used other financial services such as money transfers. Because visitors visit the study region on a regular basis, more banking facilities must be provided so that tourists are not inconvenienced. After determining whether or not tourists used banking services and the type of services used, an effort is made to determine whether the public or private sectors play a key role in providing such services, as well as the quality of banking services available in the study area by asking whether or not they were satisfied with both private and public sector banking facilities.

< 123 >

Table 13: Kind of Tourists' Financial Resources

Block	Area	ATM Facilities	Other Banking	Total
THEOG	THEOG	60 (76.3) [49.2]	20 (23.8) [41.3]	80(100) [47.1]
	FAGU	20 (70.0) [16.9]	10 (30.0) [20.0]	30 (100) [17.6]
	CHIYOG	42 (70.0) [33.9]	18 (30.0) [39.1]	60 (100) [35.3]
	Total	122 (71.8) [100] {86.1}	48 (28.2) [100] {60.5}	170 (100) [100] {53.1}
RAMPUR	RAMPUR	40 (66.1) [34.2]	22 (33.9) [70.0]	62 (100) [41.3]
	SARAHAN	38 (86.4) [31.7]	6 (13.6) [20.0]	44 (100) [29.3]
	DUTTNAGAR	40 (93.2) [34.1]	4 (6.8) [10.0]	44 (100.0) [29.3]
	Total	118 (78.7) [100] {13.9}	32 (21.3) [100] {39.5}	150 (100) [100] {46.9}
Grand Total		240 (75.0) {100}	80 (25.0) {100}	320 (100) {100}

Source: Compiled from field survey.   Chi-Square=5.719, P= .335
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

According to statistics used in these research respondents in Shimla district who used banking services, 75.0 per cent were tourists who used public sector banks, while 25.0 per cent were tourists who used private sector banks. Rampur with 40.0 per cent has the most private bank facilities of any of the localities included in the research. The hypothesis that there is no significant difference in satisfaction levels between the public and private sectors in the research region was evaluated using the Chi-square test, and it was discovered that the P-value of Chi-square is calculated .335, which is significant at the 5 per cent level of significance. As a result, the hypothesis is rejected, and it is determined that there is a significant difference in the degree of satisfaction in terms of financial facilities supplied to tourists by the public and private sectors in both Shimla district blocks.

Respondents' Nature-Based Attributes Regarding The Quality Of Sanitary Facilities For Tourists
Sanitation is another aspect that must be prioritised in order to attract a significant number of tourists. For this, public restrooms must be provided in big numbers and at a short distance of areas frequented by visitors. To learn whether visitors found such facilities or not, and how they assessed toilets and sanitary facilities in the study region, data was collected from tourists during their trips to the study area and an attempt was made to learn tourists' opinions about the quality of sanitation facilities.
According to table 14 and 15 360 respondents 60.0 per cent out of a total of 600 said that they have used and discovered sanitary facilities, including public toilets. According to the data, nearly 60per cent of the 368 respondents who used this service reported finding public toilets and other sanitation services, while 40per cent reported finding waste management

facilities. The majority of visitors (70) discovered these hygienic services at Theog and Rampur town, out of the six communities chosen for the study.

Table 14: Respondent Attributes Regarding the Quality of Sanitary Facilities Available to Tourists

Block	Area	No	Yes	Total
THEOG	THEOG	32 (32.0) [25.0]	68 (68.0) [38.9]	100 (100) [33.3]
	FAGU	52 (52.0) [41.7]	48 (48.0) [27.8]	100 (100) [33.3]
	CHIYOG	40 (40.0) [33.3]	60 (60.0) [33.3]	100 (100) [33.3]
	Total	124 (41.3) [100] {51.7}	176 (58.6) [100] {48.9}	300 (100) [100] {50.0}
RAMPUR	RAMPUR	44 (44.0) [37.5]	56 (56.0) [30.9]	100 (100) [33.3]
	SARAHAN	34 (34.0) [28.6]	66 (66.0) [36.2]	100 (100.0) [33.3]
	DUTTNAGAR	38 (38.0) [33.9]	62 (62.0) [33.0]	100 (100) [33.3]
	Total	116 (38.6) [100] {48.3}	184 (61.3) [100] {51.1}	300 (100) [100] {50.0}
Grand Total		240 (40.0) {100}	360 (60.0) {100}	600 (100) {100}

Source: *Compiled from field survey.   Chi-Square=5.513,   P= .363*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

Table 15: Kind of Toilets and Sanitary Facilities to Tourists'

Block	Area	Toilets & Sanitary Facilities	Waste Management Facilities	Total
THEOG	THEOG	40(57.1) [40.0]	30(42.9) [37.5]	70(100) [38.9]
	FAGU	30(60.0) [30.0]	20(40.0) [25.0]	50(100) [27.8]
	CHIYOG	30(50.0) [30.0]	30(50.0) [37.5]	60(100) [33.3]
	Total	100(55.6) [100] {45.5}	80(44.4) [100] {54.1}	180(100) [100] {48.9}
RAMPUR	RAMPUR	46(79.0) [38.3]	12(20.7) [17.6]	58(100) [30.9]
	SARAHAN	34(50.0) [28.3]	34(50.0) [50.0]	68(100) [36.2]
	DUTTNAGAR	40(64.5) [33.3]	22(35.5) [32.4]	62(100) [33.0]
	Total	120(63.8) [100] {54.5}	68(36.2) [100] {45.9}	188(1000) [100] {51.1}
Grand Total		220(59.8) {100}	148(40.2) {100}	368(100) {100}

Source: *Compiled from field survey.   Chi-Square=7.576, P= .193*
Figures in small brackets ( ) denote the percentage of the row total.
Figures in large brackets [ ] denote block wise percentage of the column total.
Figures in large brackets { } denotes the percentage of the column grand total in two blocks.

< 124 >

The government is crucial in terms of infrastructure and public utility services. In this regard, data was gathered to learn about the role of the public and private sectors in providing sanitation and toilet facilities by asking visitors which sector provided the services they used and the quality of those services.

According to the respondents who utilised sanitary and toilet facilities, 60.0 per cent said that they used public toilets supplied by the state government, whereas 40.0 per cent of visitors indicated that they used private sector facilities. The situation is nearly same in both blocks, with 56.0 percent of respondents in Theog and 66.0 percent in Rampur indicating that they used government-provided sanitary facilities.

It signifies that the government is playing an important role in delivering such services, but the role of the private sector cannot be overlooked. Despite the fact that 79.0 per cent of tourist informants were dissatisfied with the services provided by government organisations, 23.1 per cent were happy. Furthermore, the study discovers that there is an insignificant difference in people's perceptions of satisfaction with tourism services (sanitary services) provided by the public and private sectors in the study area, as the P-values of Chi-square .193 are insignificant at the 5per cent level of significance, proving the null hypothesis significant.

As a result of the aforementioned study, it is possible to infer that, while the number of private agencies providing sanitary services is lower than that of the public sector, the quality of their services is higher. Despite the fact they demand a greater premium for their services.

Responses of Tourists to Their Problem

Tourists are the primary source of employment for the locals. Unemployment is one of India's key issues. Promoting the tourist industry is one method to address this issue. This attempt will be made to attract tourists by researching the tourism potentials of local goods, culture, customs, environment, and so on.

An effort was made to learn from tourists during their visits to the study area about the lists of common problems they encountered and what steps the state authority should take to encourage tourism and overcome these problems in order to attract more tourists to the state as well as to the study area, i.e. Shimla district, resulting in more employment for locals and revenue generation for the state government.

According to table 16, 460 respondents out of a total of 600 had banking challenges, including ATM machine accessibility issues. During tourist seasons, however, 420 respondents report traffic management issues. Furthermore 408 respondents face restrooms and sanitary facilities.

Many other problems were encountered by tourists during their visits to the study area, including problems with the availability of cheap hotels and restaurants 339 respondents, medical facility-related problems 299 respondents, guide and information-related problems as reported by 287 respondents, price discrimination 241 respondents, and the availability of good quality food by 224 respondents. Other issues that visitors encountered during their travels to the study region were sanitation, transportation issues, and online room booking issues, internet and communication issues, communication with locals, and service quality issues.

Table 16: Tourists' Reactions to Their Problem

Sr. No	Problems Faced by Tourists	THEOG	RAMPUR	Total
1.	Tourists encounter environmental issues such as hygiene, pollution, and weather.	18 (66.7)	12 (33.3)	30 (100)
2.	Tourists encounter accommodation issues such as a lack of affordable hotels, rooms, and restaurants, among other things.	150 (44.8)	189 (55.2)	339 (100)
3.	Tourists face proper parking problems.	120 (48.6)	129 (51.4)	249 (100)
4.	Tourists confront financial issues such as banking and ATM machine accessibility issues.	212 (46.3)	248 (53.7)	460 (100)
5.	Tourists encounter significant medical and healthcare issues.	106 (35.8)	193 (64.2)	299 (100)
6.	Toilets and sanitary facilities are an issue for tourists.	218 (53.7)	190 (46.3)	408 (100)
7.	Tourists face price discrimination problems.	105 (43.2)	136 (56.8)	241 (100)
8.	Tourists face transportation problems.	22 (14.9)	112 (85.1)	134 (100)
9.	Tourists face online booking problems.	40 (19.4)	172 (80.6)	216 (100)
10.	Tourists face proper traffic management problems	246 (60.9)	170 (39.1)	420 (100)
11.	Tourist face internet and communication network problems.	30 (24.6)	96 (75.4)	126 (100)
12.	Tourists encounter information and map issues such as a competent guide, an information centre, and enough map facilities.	120 (42.2)	167 (57.8)	287 (100)
13.	Tourists have difficulty communicating with locals.	70 (37.9)	120 (62.1)	190 (100)
14.	Tourists face less availability of fresh health food.	30 (30.2)	66 (69.8)	96 (100)
15.	Tourists face service quality problems.	70 (38.8)	113 (61.2)	183 (100)
16.	Tourists encounter a scarcity of high-quality, diverse cuisine.	44 (18.8)	180(81.3)	224 (100)
17.	Any other	15 (23.6)	40 (76.4)	55 (100)
Total *(responses opt. more than one)*		1625(41.6)	2332(58.4)	3957 (100)
Total (respondents)		300 (50.0)	300 (50.0)	600 (100)
Mean		96.11	136.91	228.13
S.D		74.87	61.13	128.21
C.V		77.91	43.89	56.13
S.K		.828	-.456	.383
KURT.		-.423	-.016	-.532
't' Test		F =.957 P =.349		

Source: *Compiled from field survey.*
Figures in small brackets ( ) denote the percentage of the row total.

< 125 >

According to the visitors who visited Rampur block, they encountered more of the concerns described above during their visits than the tourists who visited Theog block. This is corroborated by the data in the table, which shows that Rampur block accounts for more than half of the replies to the concerns described above. When the T-test is used, the P-value is determined to be 0.349, which is greater at the 5.0 per cent level of significance, and so the null hypothesis is accepted. As a result, it is stated that there is no substantial variation in the responses of visitors to the challenges encountered in the research region.

Tourism Development Suggestions from Respondents (Tourists)
After learning about the difficulties encountered by tourist respondents during their trips to the research region. It is also thought vital to learn about their solutions to these difficulties.

Table 17: Suggestions for Tourism Development from Respondents (Tourists)

Sr. No	Suggestions	THEOG	RAMPUR	Total
1.	Improve traffic control	280 (65.0)	158 (35.0)	438 (100)
2.	Increase parking capacity.	219 (69.0)	99 (30.5)	318 (100)
3.	Improve medical facilities	125 (45.0)	168 (55.0)	293 (100)
4	Improve ATM functionality.	242 (47.2)	267 (52.8)	509 (100)
5.	Improve toilets and sanitary facilities	191 (54.5)	163 (45.5)	354(100)
6.	Improve transportation facilities	69 (26.8)	181 (73.2)	250 (100)
7.	Explore tourism attractions such as temples, museums, historical sites and buildings, lakes, and hill stations.	242 (46.0)	289 (54.0)	531 (100)
8.	Improve waste management system	105 (53.8)	94 (46.2)	199 (100)
9.	Steps taken by government to increase employment in the tourist industry.	229 (45.6)	269 (54.4)	498 (100)
10.	Improve tourists information related facilities	135 (40.2)	206 (59.8)	341 (100)
11.	Improve the quality and availability of low-cost hotel rooms, restaurants, home stays, and guest houses, among other things.	195 (47.6)	219 (52.4)	414 (100)
12.	Improve poor acceptability of credit card and payment problems	180 (42.6)	247 (57.4)	427 (100)
13.	Improve security problem with tourists	90(39.9)	138 (60.1)	228 (100)
14	Any other	16 (31.9)	31 (68.1)	47 (100)
	Total *(responses opt. more than one)*	2318 (48.0)	2527 (52.0)	4845 (100)
	Total (respondents)	300 (50.0)	300 (50.0)	600 (100)
	Mean	165.89	179.98	345.11
	S.D	77.12	74.09	137.31
	C.V	45.89	42.16	40.21
	S.K	-.462	-.323	-.581
	KURT.	-.663	-.433	.167
	't' Test		F = .143 P =.753	

Source: Compiled from field survey.
Figures in small brackets ( ) denote the percentage of the row total.

According to table 17, temples, historical sites, structures, and lakes may be visited, and 88.5 percent of visitor respondents advised improving traffic management, ATM facilities, job creation, hotel quality, credit card or cashless transactions, and so on. More than half of the tourists who responded proposed improving parking facilities, bathrooms and sanitary issues, and tourist information facilities. According to one-third of visitors, health facilities, transportation facilities, waste management systems, and security issues should all be addressed. When the T-test is used, the P-value is determined to be 0.753, which is greater at the 5per cent level of significance, and so the null hypothesis is accepted.
As a result, it is determined that there is no substantial difference in opinion on the development of tourism in the studied area. Because of the challenges encountered by the real stakeholders, namely visitors, their proposals must be carefully considered and appropriate actions made by the state government to address their concerns.

Conclusion and Suggestions
According to the study, 62.3 percent of visitor respondents used tourist information services such as maps, directional signs, and TIC, guide services. According to the findings, 68.2 percent of individuals who used tourist information services did so through commercial firms, while 31.8 percent used government agencies. Respondents, particularly those who used government services, expressed dissatisfaction with the services. The analysis concludes that the number of government entities offering tourist information services in the study region is lower than the number of private agencies. Furthermore, it is found that the quality of services offered by government agencies is lower than that of private companies.
As many as 70per cent of respondents stated that hotels are available and reachable, and that they easily managed their stay, whereas 30per cent stated that they returned to other areas to stay owing to hotel unavailability, etc. The majority of tourists who used hotel facilities in the study region stayed in hotels, guest houses, or home stays. Furthermore, 64.8 percent of visitor respondents reported that housing facilities are largely operated by private companies, which provide more pleasant services than government hotels. According to the survey, open parking is available in the majority of

< 126 >

localities, but in areas where parking is not accessible, vehicles are parked on the roadside, which is unsafe. However, the majority of tourists were pleased with the parking facilities offered by the government or commercial organisations. In terms of security, the survey indicated that the majority of parking facilities, 70.4 per cent are regulated by private organizations, while 29.6 percent of tourists located and used such facilities through government agencies.

Transportation infrastructure plays an important part in tourism marketing. In this regard, it is determined that, while transportation is available in the research region, it is restricted to taxis and buses. Furthermore, research suggests that private transportation services are more accessible than government transit facilities. It is confirmed by data, according to which 86.4 percent of visitors surveyed said they used private transportation, while only 13.6 percent said they used government-provided transit. It is apparent that the private sector is playing an important role in tourist transportation and travel in the studied region. Furthermore, the survey found that the majority of visitors who used private transportation services were happier than those who used public transit. During their stay in the research region, a couple of the visitors had health problems. They went to their local clinics/chemists or dispensaries/hospitals for health advice/treatment. The vast majority of tourist informants approached the private clinic. The majority of tourist respondents were dissatisfied with the services provided by both government and private hospitals and clinics.

In the research region, public sector banks play a prominent role in banking services i.e. 75per cent, whereas private banks, including ATM services, play a relatively limited role. However, the majority of tourists who used financial services said that private sector banks provided better service than public sector banks.

Furthermore, 60.0 per cent of respondents who used sanitary and bathroom facilities said they were provided by government organisations, whereas 40.0 percent of tourist respondents said they were managed by commercial agencies. The majority of these tourist interviewees were dissatisfied with government-controlled sanitary facilities. Although the number of private agencies offering sanitary services is fewer than that of the public sector, the quality of their services is superior to that of government organisations.

During visits to the research region, tourist informants identified concerns such as financial issues, particularly ATM accessibility. However, 73.33 percent of respondents said they had traffic management issues. Furthermore, according to 68 percent of respondents, there are issues with restrooms and sanitary facilities. Many additional issues were encountered by visitors during their travels to the study region, including a lack of hotels and restaurants 56.5per cent, medical facilities 49.83 per cent, guide and information difficulties 47.83 percent respondents, excessive prices of items 40.17 per cent, and a lack of excellent quality cuisine 37.33 per cent. Many visitors said that there are issues such as sanitation, transportation, online availability of rooms, internet and communication problems, understanding problems with local people, quality of services, and so on.

To address the issues that tourists experience, responders have made several proposals, such as protecting historical sites, exploring historical buildings and lakes, improving traffic management, and so on. Furthermore, the government and its agencies should focus on improving ATM facilities, hotel quality, credit card or cashless transactions, parking facility improvements, toilet and sanitary problems, tourist information facilities, health facilities, transportation facilities, waste management system, and security issues.

References

1. Aurovindo, Ganesh and Madhavi, C., "Impact of Tourism on Indian Economy-A Snapshot", *Journal of Contemporary Research in Management.* 2007; 1(1-2):235-240.
2. Anand MM. Tourism and Hotel Industry in India: A Study in Management, New Delhi, 1976.
3. Annual Reports from Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh.
4. Annual Reports of H.P Tourism Development Corporation Shimla.
5. Annual Reports of Ministry of Tourism Govt. of India, Bureau of Immigration.
6. Batra GS. Dynamics of Tourism Development (A Case Study of Punjab) Tourist in 21st Century, New Delhi: Anmol Publication Pvt. Ltd., 1996.
7. Chandel, Kulbhushan, Role of Tourism in the Development of Himachal Pradesh: A Case study of H.P.T.D.C., Ph.D. thesis submitted to Himachal Pradesh University, 2000.
8. Gursoy, Dagan, Christina, G. Chi and Dyer, Pam, "Locals' Attitudes toward Mass and Alternative Tourism: The Case of Sunshine Coast, Australia", *Journal of Travel Research*. 2019; 49(3):381-394.
9. Parmar JS. "Tourism: An Engine to Economic Growth in Rural Economy of Himachal Pradesh.", Kurukshetra Ministry of Rural Development. 2012; 60(7):17-22.
10. Khan, Nafees A., Development of Tourism in India, New Delhi: Anmol Publications Pvt. Ltd.
11. Owen, Wilford, Strategy for Mobility, Washington D.C. Brooking Institute: 1964, Tourism Compendium, WTO, 1983.
12. Jayal ND, Mohan Motwani, Conservation Tourism and Mountaineering in the Himalayas, Dehradun: Neeraj Publications, 1986, 87-98.
13. Nirmal Kumar, Tourism and Economic Development, New Delhi: APH Publishing Corporation, 1996, X.
14. P.P. Singh, Economic Potential of Tourism in Himachal Pradesh with Special Reference to Shimla, Unpublished M.Phil. Dissertation submitted to H.P.U. Shimla, 1978.
15. Raja Bhasin, Shimla-The Summer Capital of British India, Penguin Books India Ltd.
16. Sushma Rewal Chugh, "Tourism Promotion in Himachal Pradesh: An Opinion Survey of Foreign Tourists", *International Journal of Hospitality and Tourism System*. 2017; 5(2):36-41.
17. Sharma, Manorma, "Cultural heritage tourism in Shimla District", Cutting Edge Research in Tourism Emerging Issue and Challenge, Chandigarh: Bharat Bhushan, Abhishek Publication, 2007, ISBN-81-82-47.

< 127 >