

## SWOT Analysis of Tribal Circuit of Himachal Pradesh

**Harish Kumar**

Assistant Professor, Department of Tourism and Travel Management  
Central University of Himachal Pradesh

**Shishir Sharma**

Post-Doctoral Fellow (ICSSR),  
Department of Social Work  
Central University of Himachal Pradesh

### **Abstract:**

India is a country full of enchanting landscapes, flora and fauna, ancient & rich cultural heritage. Tourists from all over the globe are travelling to international destinations to break their daily routines. Himachal Pradesh, a small state in northern India has turned to be a hotspot for both international and domestic tourists over the past 3 decades. Himachal offers a variety of tourism destinations which are divided into different tourist circuits like Tribal circuit, Satluj circuit, Dhauladhar circuit, Beas circuit. But there are some internal strengths and weaknesses that either enhance its capacity to attract tourists or diminish it. Similarly, the external environment originates from various opportunities or threats as well. Therefore, an attempt is made in this research paper to analyse the strengths, weaknesses, opportunities and threats of Tribal circuit of Himachal Pradesh so that same can be utilised to increase the footfall of tourists in this area and suggest measures to overcome the arising challenges.

**Keywords:** Tribal areas, Landscapes, SWOT Analysis, Himachal Tourism.

### **Introduction**

SWOT analysis (strengths, weaknesses, opportunities and threats analysis) is a framework for identifying and analysing the internal and external factors that can have an impact on the viability of a project, product, place or person (Huerta, M., Balicer, R. D., & Leventhal, A. 2003).

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**STRENGTH:** Strength is a comparative advantage or edge over our competitors. The skill, available resources, goodwill, market leadership and buyer/seller relationships are the examples of strength of an organisation (Roy, S., & Sivakumar, K. 2011).

**WEAKNESS:** A weakness is a limitation or deficiency in resources, skills and capabilities that impede effective information. Facilities, financial resources, management capabilities, marketing skills and brand image could be the causes of weakness (Bhatia, A. 2013).

**OPPORTUNITIES:** An opportunity is a major favourable situation in the firm's environment. Opportunity of a firm could represent improved buyer or supplier relationships, identification of a previously overlooked market segment, technological changes, changes in regulatory framework and changes in competitive circumstances, etc (Cohen, B., & Winn, M. I. 2007).

**THREATS:** Unfavourable situation in the firm's environment is a major threat to the organisation. Major elements who could represent threats to the organisation may be the entrance of a new competitor, slow market growth, increased bargaining power of key buyers or suppliers, technological changes and changing regulations, etc (Harrigan, K. R. 1985).

Understanding the key opportunities and threats facing a firm helps managers in identifying realistic options from which they can make an appropriate strategy.

### **Tribal Circuit: Some Key Facts**

Travelling through beautiful landscapes of cold desert mountains, river valleys, snow-capped peaks, high passes, icy lakes, and exotic country of amazing people, (Parsheera, C. M.) The tribal circuit is full of temples and you might come across monks, monasteries, lamas, and yaks (Eley, G., Ortner, S. B., & Dirks, N. 1989). Himachal is blessed with pristine cultural heritage and natural beauty and you can capture them in your camera and cherish them throughout your life. The Tribal Circuit of Himachal i.e. "Kinnaur and Lahaul & Spiti" has highly diversified natural beauty. Visitors can experience lush green terrains, Rocky Mountains, beautiful lakes, golden deserts, centuries old monasteries when going through this charismatic tour. Some of the places that are included in this circuit are Shimla, Sangla, Kalpa, Tabo, Dhankar, Kaza, and Pin Valley and others (Kohli, M. S. (2002).

This circuit covers Sangla- Kalpa- Nako- Tabo- Dhankar-Pin Valley- Kaza- Losar- Kunzum-Koksar- Sissu- Tandi-Udaipur- Triloknath- Sarchu (Verma, R. K., & Kapoor, K. S. 2010).

A SWOT analysis is often used at the start of or as part of a strategic planning exercise. (Houben, G., Lenie, K., & Vanhoof, K. 1999). The framework is considered a powerful support for decision-making because it enables an entity to uncover opportunities for success that were previously unarticulated or to highlight threats before they become overly burdensome. For example, this exercise can identify a market niche in which a business has a competitive advantage or help individuals plot career success by pinpointing a path that maximises their strengths while alerting them to threats that can thwart achievement (Boar, B. H. 2002).

### **Objectives of Paper**

1. To study the internal strengths and weaknesses of tribal circuit of Himachal
2. To explore the external opportunities and threats of tribal circuit of Himachal
3. To suggest measures to Himachal Tourism to boost tourist arrivals based on SWOT Analysis.

### **Research Methodology**

The present paper is based on the previous research works available on various relevant journals, books, websites, documents, magazines and local dailies of the state. Field study is also done whenever required (Khan, B. H. 2000).

STRENGTHS	WEAKNESS
<i>1. Hotspot for Adventure tourism</i>	<i>1. Less number of quality tourists</i>
<i>2. Rangeof Accommodation</i>	<i>2. Seasonality of Business</i>
<i>3. Transportation system</i>	<i>3. Limited Carrying capacity</i>
<i>4. Good Road connectivity</i>	<i>4. Ignored Katkuni architecture</i>
<i>5. Welcoming nature of locals</i>	<i>5. Poor Air connectivity</i>
<i>6. Buddhist Architecture</i>	<i>6. Lack of Medical facilities</i>

OPPORTUNITIES	THREATS
1. Opportunities for Investment	1. Threats to cultural Heritage
2. World class infrastructure	2. Timber smuggling
3. Ski-resorts and Ropeways	3. Increase in Drug abuse
4. Health and Wellness resorts	4. Unplanned construction
5. Heli skiing	5. Endangered Wildlife
6. Cultural shows & Local Crafts	6. Increase in Mass Tourism

### Strengths of Tribal Circuit

Himachal Pradesh, people have regarded it with different names like the land of mystic mountains, valley of gods, abode of lord Shiva (Shabab, D. 1996). trekker's paradise, land of innocent people, land of Buddhist culture, glider's resort and mountains with powder for helicopter skiers (Buckley, R. 2006). Himachal Pradesh is the safest land on the earth for any visitor and the love and hospitality one gets here is simply incredible. For a foreign tourist, it has everything in it. It has thousands of years old Buddhist monasteries and culture, simultaneously the living legend HH Dalai Lama with Tibetan Government in Exile in Dharamshala and which is sometimes called as "little Tibet" (Batchelor, M., & Brown, K. 1994). about 70 mountain peaks for climbers, more than 200 identified trekking routes, rapids of different grades for the rafters and kayakers, beautiful trails for bikers, matchless slopes for gliding and awesome powder snow on high ranges of Himalayas always luring people for helicopter skiing. The state has unique places for the anglers offering both trout and charming pastures for campers. The tribal areas of Lahaul- Spiti and Kinnaur are the amazing forbidden lands which make Himachal Pradesh a totally different destination. (Sharma, G. 1984).

Following are the strengths of tribal areas of Himachal Pradesh

### Hotspot for Adventure Tourism

Himachal is a home to the youngest mountain ranges in the world with over 200 trekking routes in the area, tribal circuit is a home to some of the tallest peaks and passes ranging from 5000 to 6500 mtrs (Singh K. 2015). Green meadows, high passes, ski resorts, gushing rivers and crystal clear lakes, wildlife sanctuaries and National parks, jeep safaris circuits and challenging biking trails. Heli skiing in the best slopes, paragliding, mountaineering, zorbing, white water

river rafting in the challenging rapids of Beas river makes Himachal a hot spot for adventure seekers from all over the world (Beedie, P. 2012). Himachal offers a wide range of adventure activities like

**Trekking:** Himachal is a paradise for all types of adventure seekers, there are about more than 200 trekking routes in all districts of the state some of the prominent routes are amongst international tourists are located in Kullu valley and Manali region that includes Malana and Chanderkhani trek, Rohtang trek and Hampta trek. Jalori pass trek is also a famous trek amongst the tourists, situated in Kullu district. Bara Bhangal trek, Chandertal trek, Pin Parvati pass trek, Kibber to Tso Moriri trek, Kinner Kailash Parikrama, Darcha to Lamayuru trek, Kilang Sarai to Padum and Kangia Pass trek Mayad to Padum (Kohli, M. S. 2002).

**Climbing:** Himachal offers 71 peaks open for all types of climbers from around the world with an average elevation of 5000 to 7000 metres above sea level, such as Central Peak, Deo Tibba, Devachen, Hanuman Tibba I and III, Indrasan, Karcha Parvat, The directorate of mountaineering and allied sports at Aloo, Manali works hard in offering world class mountaineering in the state with its decades of experience and lots of Mount Everesters and renowned climbers (Babu, K. V., & Gade, J. (Eds.). 2014).

**Jeep safari:** Himachal is full of beautiful jeep safari routes explored by millions of domestic and foreign tourists every year. These routes cover various landscapes. Tourists can also experience local customs and culture of the place by interacting with locals on the way. Trans Himalayan jeep safari in Himachal Pradesh is a real cavalcade of British Heritage, Hindu Temples, Buddhist Monasteries, High altitude passes, stunning natural views and a feeling of adventure (Giucci, G. 2012).

**Mountain trail biking:** Mountain Terrain Billing The mountain terrain biking (IV1TB) is one of the most popular adventure activity in Himachal Pradesh and few popular routes are Manali to Leh, Shimla to Manali over Jalori Pass and Shimla to Kaza biking (O'Dell, T., & Billing, P. (Eds.). 2005).

### **Range of Accommodation**

Himachal has a good number of accommodation units throughout the state which includes resorts, hotels, guest houses, Home stays, hostels and dharamshalas with good quality of rooms and food and beverage facilities (Parmar, J. S. 2012).

### **Transportation system**

more than 90% of the state is connected well with surface transport with regular state transport buses of various categories that includes, ordinary, semi-deluxe and Volvo coaches from major cities like Delhi, Chandigarh and Jaipur. Within the districts of the state the surface transport is well connected to major towns and villages. Private businesses also operate luxury transport services in all major destinations of Himachal viz Manali, Kullu, Dharamshala, Shimla, Mandi, Hamirpur, Nahan, Kangra and Una (Garg, S. 2020). The Tribal destinations of the state like Kaza, Rekanagpeo and Keylong too have a sufficient number of taxi transport which remains open and available during summers (Mitra, S. (Ed.). 2006). This way, the transportation, its range and quality too can be considered as the strength for the state as a tourism destination (Jreat, M. 2004).

### **Good Road connectivity**

Most of the towns and villages in the state are well connected with roads, far off places like kungri, kibber and komic in Spiti region (Sanan, D., & Swadi, D. 2002). Both central and state governments have played a crucial role in developing the road network in Himachal Pradesh. BRO (Border road organisation) maintains and constructs roads throughout the year in Manali-Leh region and other parts of the state (Kohli, M. S. 2002).

### **Welcoming Nature of the locals**

People of Himachal are known for their warm nature of welcoming strangers in their areas. Himachal has turned out to be a second home for foreign tourists because of the warm hospitality of the locals (Sood, J., Lynch, P., & Anastasiadou, C. 2017). Himachal is a perfect example of “Atithi Devo Bhava” Guest is God as people are highly welcoming and open hearted towards tourists visiting their places. Simple lifestyle of locals is a great example of the deep realities of Indian culture (Rathore, A. S., & Sharma, C. 2021).

### **Buddhist architecture**

Himachal is full of architectural masterpieces, the Buddhist circuit is the perfect place to experience Buddhist architecture, culture, traditions and monasteries like Dhankar monastery, Key Gompa, Tabo monastery, Shashur monastery, Komic gompa etc (Kapadia, H. 1999).

### **Weaknesses of Tribal Circuit**

The number of tourist's arrivals are more than the population of the state (Qiu, H., & Zhang, J. 1995). which includes both foreign and domestic tourists each year, the increase in the number of tourists requires more facilities and world class infrastructure like better airports and more promotion at a global level (World Tourism Organization (Madrid)., Network, W. E., University of Hawaii (Manoa)., University of Calgary (Calgary, Canada)., & James Cook University (Australia) 1997).

Following are the weaknesses of the tribal circuit of Himachal Pradesh

#### **Less number of quality tourists**

Most of the tourists visiting Himachal both foreign or domestic are budget tourists as the amount of money spent by tourists is less as compared to other tourist's destinations in India like Kerala, Goa, Rajasthan (Rao, N., & Suresh, K. T. 2001). Another reason is the increasing number of backpackers in the state. Foreign tourists travelling to places like Manali, Spiti, Kinnaur are staying for longer duration with limited budget (Halperin, E. 2019).

#### **Seasonality of Business:**

Tourism is a seasonal business throughout the world (Baum, T., & Lundtorp, S. (Eds.). 2001). same problem is a major concern for Himachal as there are different seasons, winters are very harsh in the tribal areas of himachal as these places experience enough snow which leads to complete shutdown of major roads and supplies to these destinations during the months of December, January, February and March (Demenge, J. 2010).

#### **Carrying capacity**

Himachal Pradesh is known for its picturesque landscapes, snow-capped mountains and beautiful valleys, over the past few decades it has turned out into a crowded place as the number

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of tourists travelling to various destinations has increased which further lead to unplanned construction and depletion of natural resources. Which creates a problem of carrying capacity in various destinations in the state for example Manali, Shimla, Dharamshala (Singh, S., Raman, N. L. M., & Hansra, B. S. 2017).

### **Ignored Kathkuni architecture**

Katkuni architecture is very famous upper districts of himachal viz Kullu, Shimla and Kinnaur district of Himachal Pradesh, which is very beautiful and unique in its style of construction, but accommodation units in Himachal has failed in implementing this type of construction (Sarkar, A. 2013). Using kathkuni architecture as a unique selling proposition for the state can help in attracting more tourists in the tribal areas.

### **Poor Air Connectivity**

Himachal has a good surface network but accessibility by air is very poor because of poor functioning of airports, though Kullu, Shimla and Dharamshala have airports but the capacity of aircraft seats is very less and another reason is the frequency of flights is very limited. Which leads to a hectic and long journey of 15-20 hours by road to most of the popular tourist destinations and additional time to the tribal destination (Allaby, M. 2005). This is one of the major reasons for tourist arrivals as many of the tourists cancel their tour in order to avoid long journeys by roads.

### **Lack of Medical facilities**

Most of the famous destinations in the state have limited health and medical facilities (Rao, M., Rao, K. D., Kumar, A. S., Chatterjee, M., & Sundararaman, T. 2011). whereas Tribal areas have far more insufficient medical facilities as compared to them.

### **Opportunities for Tribal Circuit**

Following are the weaknesses of the tribal circuit of Himachal Pradesh

### **Opportunities for Investment**

The Government of Himachal has been focusing on investment from outside the state as well as from foreign countries to encourage and uplift tourism and allied sectors over the past couple

of years (Mittal, S., Tripathi, G., & Sethi, D. 2008). Recently the government of Himachal Pradesh organised a Global Investor Meet in Dharamshala focusing on investment opportunities and employment generation in Himachal. The Himachal Pradesh government has also launched a 'Nai Raahein Nai Manzilein' initiative in a bid to promote tourism in unexplored areas in the hill state by developing infrastructure (Pradesh, H., Murali, R., & Syiemlieh, J. D. 2019). A budget of 50 crores has been allocated to develop Parks, walking trails, trekkers' hostels, toilets, wide roads, landscaping, and improved solid waste management (Falls, J. Karnataka Tourism Policy 2009-14. Policy, 2009).

### **World class infrastructure**

Himachal Pradesh is one of the most visited places in India by both foreign tourists and domestic tourists and often compared to Switzerland (Prasad, Abhay S., Bindhy W. Pandey, Walter Leimgruber, and Ripu M. Kunwar 2016) Air connectivity has been a big challenge for Himachal for a long time (Khalid, A. M. 2022). By developing more world class airports and good road networks, hygienic food outlets on the way. which can compete with international destinations can help in increasing tourist's arrivals and growth of the state.

### **Ski-resorts and Ropeways**

Himachal Pradesh has a huge scope for development of Ski-resorts in the Kinnaur, Lahaul & Spiti districts area. Solang valley in Kullu- Manali and Narkanda are some of the hot spots for winter sports and act as ski resorts for all types of tourists visiting Himachal (Kohli, M. S. 2002). The focus should be on creating opportunities for developing ski resorts in different snow covered areas of Himachal. Only few tourist places in Himachal like solang valley and Shimla have ropeway though Government have identified more sites for Ropeways in Kullu to Bijli Mahadev (in Kullu), Dharamkot to Triund (in Dharamshala), Narkanda to Hattu Peak, Tara Devi to Shimla (in Shimla) which are waiting for private investors (Grötzbach, E., & Singh, S. 1996).

### **Health and Wellness resorts**

Himachal is called as “Dev Bhoomi” the land of Gods and Goddesses, many of Hindu sages like Beas Rishi, Gautam Rishi, Prashar Rishi, Manu Rishi, Vashisth Rishi, Jamdagni Rishi, Shandilya Rishi Brighu Rishi, Shringa Rishi have mediated in the Himalayas and are

worshipped as local deities in the different villages of the state (Ramesh, R. 2007). Himachal is blessed with forests full of different (Jadibutti's) Herbs which are used by the locals for Ayurvedic medicines since ages to cure different health problems and there are lot of places where natural hot sulphur springs are available that can be developed as health and wellness resorts which can be a great opportunity for different stakeholders (Desai, P. R.). Due to the presence of the Dalai Lama and his people in the state there is a good number of Tibetan migrants who are living in the state since last couple of decades and Buddhism is followed by a good number of people who are living in the tribal regions of the state and are master of Tibetan Ayurveda and medicines, which can be used for curing different Health issues and would help in attracting more tourists for the purpose of health and wellness tourism (Gautam & Bhatta, 2020).

### **Heli skiing**

Tourist destination's like Manali and adjoining regions are hotspot for Heli-skiing, efforts have been made by Roderick Mackenzie with the help of state government in the past for promoting Heli skiing as an important activity for the various tourists travelling from different parts of the world which have created both direct and indirect employment opportunities for the locals and have given entrepreneurship opportunities to locals especially during the winter (Singh, T. V., Naqvi, M. A., & Gowreesunkar, G. V. 2018). And have promoted Himachal as a Heli skiing destination to some extent, more efforts can be made to promote Heli skiing in the state with the help of different stakeholders and government by signing MOUs with different aviation companies from other parts of the world. Which would definitely help in promoting Himachal as a Heli skiing destination and more revenue can be earned by the government (Singh, K. 2015).

### **Cultural shows & Local crafts**

The presence of various Gods and Goddesses in the different regions of the state makes Himachal a colourful and culturally rich tourist destination (Sharma, A. 2015). Himachal is blessed with a very rich culture which can be experienced in fairs and festivals (Melas) Like Kullu Dussehra, Mandi Shivratri, Lavi Mela, Shollini fair, Halda, Fagli etc (Singh, V. 2014). which are celebrated around the year in different villages of the state. The local stakeholders should join hands with the government to organise different cultural shows and tours to all these villages and create an experience based itineraries so that tourists can taste the essence of

Himachali culture which would definitely help in developing new tourist destinations in the state and can create new opportunities for various stakeholders (Hanley, K., & Walton, J. K. 2010). Handicrafts are very popular in different parts of Himachal Like, Kullvi Topi, Kullvi Pattu, Pullas, Chambyali Rumal, Kullvi shawls, wood crafts etc. One can know about the rich history of the state through its famous handicrafts and handlooms. Handloom industry in the state has created job opportunities in the villages of the state over the years (Rishi, S., & Giridhar, B. S. 2007). The focus should be more on organising craft fairs and events so that new opportunities can be created and Himachali handicrafts can be offered to the rest of the world. In recent years' government of Himachal and the Ministry of tourism government of India have taken initiatives like creation of the Centre for Art and Culture in Manali (Cole, V., & Sinclair, A. J. 2002). which would definitely create more opportunities and would provide the right platform and encourage local artisans.

### **Threats for Tribal Circuit**

Following are the threats for the tribal circuit of Himachal Pradesh

### **Threats to cultural Heritage**

The presence of local deities in the different villages of Himachal shows the faith of people on their local deities, people take their decisions and lead their lives on the basis of directions of their deities, which makes the Himalayan culture highly sensitive and fragile in nature, people have been leading their lives since ages according to the direction of their kul Devi and Devtas. Every village in the district of Kullu, Shimla, Kinnaur, Lahaul and Spiti, Mandi have their kul Devi and Devtas, Gram Devi Devtas who act as their guru and teachers and show them the path to lead their life (Halperin, E. 2019). Due to movement of tourist to all these places large development activities are taking place, which have started creating demonstration effect, which can be seen in the changing way of life of the local community at these tourist destinations and negative impacts of tourism have started to increase (Archer, B., Cooper, C., & Ruhanen, L. 1998). for instance, entry of tourists to scared places without permission, increase in crime rate, prostitution, child labour etc.

### **Timber smuggling**

With an increase in the tourist arrivals at various destinations like Manali, Kullu, Dharamshala, Shimla and other parts in the state, there is an increase in demand for timber. Illegal smuggling of timber has increased with the increase of development projects which require timber and numerous trees are cut down for construction. Deforestation is a serious concern for the state of Himachal, as it affects the flora and fauna of the state. This illegal smuggling has also created problems for the locals as they are highly dependent on forest for fuel, herbs, timber and livestock grazing (Aitken, B., & Kapadia, G. 2004).

### **Increase in Drug abuse**

Drug abuse is a major problem in modern day society, with increase in the tourist arrival in various parts of Himachal the demand for drugs like charas (Hashish) has increased over the years and due to increasing demand there is increase in cultivation (Wilson, R. W., & Kolander, C. A. 2003). There is an increase in the users of drugs especially amongst the youths. The chars which are cultivated in various parts of the state are considered of very high quality and of high price.

### **Unplanned construction**

With the increase in the number of tourist arrivals at various destinations in the state, the need for infrastructure like accommodation units, roads, shopping areas and other resident oriented products have increased (Jover, J., & Díaz-Parra, I. 2022). Tourist Destinations like Dharamshala, Shimla, Manali, Lahaul and Spiti, Kinnaur and other parts of the state facing the problem of unplanned construction as there is no proper planning and uniform policy which has affected the scenic beauty of the mountains (Cohen, E. 1978). The government has not been able to come up with proper policy for construction, which is turning out to be a big threat for the future even though the buying of land is restricted for the people from other states.

### **Endangered Wildlife**

Himachal is home to many species of animals like the Himalayan thar, Snow leopard, Jackals, Himalayan red fox, Himalayan Tahr, Western tragopan, Monal etc (Negi, S. S. 1992). with increase in the demand for more infrastructure due to increase in population and tourist arrivals in the state migration of these animals have started taking place and these animals have started

to move to more quitter and higher altitude environment (Connolly, C., Keil, R., & Ali, S. H. 2021).

### **Increase in Mass Tourism**

In the past three decades' tourism has started to flourish in the state. The government and policy makers have never imagined about the numbers and unplanned tourism development in the various parts of the state (Higgins- Desbiolles, F. 2018). As visitors slowly started to flow in the state, locals started involvement in tourism. Both locals and businesses from outside started to do constructions of guest houses, hotels, shopping streets and other facilities for tourists in every popular destination in the state at a great speed. As time progressed these places started to get more flow of tourists every year, therefore during the peak season these destinations have started to face problems like traffic, over congestion, shortage of water and high prices of daily products which is a result of mass tourism in the state and have affected the carrying capacity of different destinations (Jeon, M. M., Kang, M. M., & Desmarais, E. 2016). Necessary steps and sustainable policy and planning is required at the earliest in order to tackle the problems (Jamal, T. B., & Getz, D. 1995).

### **Suggestions**

On the basis of the SWOT analysis of the tribal circuit of Himachal Pradesh the following suggestions are laid down for Himachal Tourism to boost foreign tourist arrivals.

1. Encourage local communities in policy making and development activities in their areas.
2. There is a need to market and promote Himachal as a complete destination for culture tourism, adventure tourism, rural tourism, eco-tourism, wildlife tourism and pilgrimage tourism through various channels like social media, advertisement and promotional campaigns.
3. Government should focus on connecting tribal areas with Heli services and also improve the road network.
4. Providing sustainable accommodation units for both domestic and international tourists at better services and prices.

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5. Organise awareness programmes for the local communities focusing on their cultural heritage, which can contribute in conservation and preservation of cultural heritage and offer valuable tourists experience.
6. Local food and indigenous recipes should be included in menus at restaurants and cafes.
7. Hygienic bathrooms and toilets are required at different heritage sites.
8. Limited entry to tourists should be given on a daily basis especially in fragile environments, which can help in sustainable growth of a destination and doesn't affect the carrying capacity of a site.
9. Town and country planning should focus on proper planning and over development of infrastructure should be restricted.
10. Opening up health and wellness resorts at different sites and offering a cleaner environment.
11. Encourage Adventure sports in various regions, as there is a huge scope for adventure tourism in the Himalayan regions.
12. Health care facilities should be a primary focus especially at far fledged places in the Himalayan areas.
13. Opening up of various sale facilities like shops, stores to encourage and promote local handicrafts and other products, which can contribute for economic growth of local communities.
14. Setting up of ski resorts and ropeways to slopes.
15. Banking facilities and ATMs at major towns and villages in the tribal areas.
16. Focus on guide training and issuing guide licences to the local community.

## **Way ahead**

Himachal Pradesh is blessed with beautiful landscape, rich history and culture, breath-taking snow covered mountains, passes, wildlife and welcoming hosts. Tourism can be a great tool for the sustainable development of destinations across the tribal areas of the state and can create

opportunities for employment generation and can also contribute to foreign earnings for the country (Edgell Sr, D. L. 2016). but there is a need for governments and policy makers to understand the local environments and role of local communities in policy making and tourism development. Host communities better understand their surroundings and can better utilise their natural and cultural resources for the growth of their society and tourism sector (Scheyvens, R. 1999). The emphasis should be given in active participation of local stakeholders in tourism development activities which can help in transforming opportunities into results, strengthen weak points and can help tackle threats to the local environments, society and culture (Fullan, M. 2007).

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