

# Tribal Tourism for Sustainable Development in Himachal Pradesh: Issues and Opportunities

Jaswinder Kumar\*, Meenu\*\*

## Abstract

In Himachal Pradesh, human activity is dominated by rural life as 90% of the population lives in small villages, distant and tribal areas. The tribal districts of Himachal Pradesh consists of the districts of Kinnaur and Lahaul-Spiti and some areas of Chamba districts. The tribal area is full of vast varieties of cultures, architecture and landscapes that give the diversified experiences to the visitors. Tribal Himachal is rich in culture and heritage and requires local commitment to the preservation and promotion of authentic places and traditions are clear advantage that tribal tourism offers. In tribal areas, cultural heritage tourism creates the opportunities for diversification and expansion in tourism-focused economic development. Tribal tourism in Himachal Pradesh reflects the real experience of traditional rural life. Tribal environments of Himachal Pradesh have been attracting tourists and tourism for many years, due to their ability to fulfill tourists' expectations such as: tranquility; beautiful landscapes; relaxation; sports and adventure activities; exposure to nature and to rural lifestyle and culture. This paper identifies the need and opportunities of sustainable development of tourism in tribal districts of Himachal Pradesh so that the benefits of tourism are availed by tribal people also. The paper also studies tourists' perspective on various attributes of tribal tourism and conducts factor analysis to identify underlying attributes of tribal tourism. Finally it suggests some measures to enhance sustainable tourism development in tribal areas.

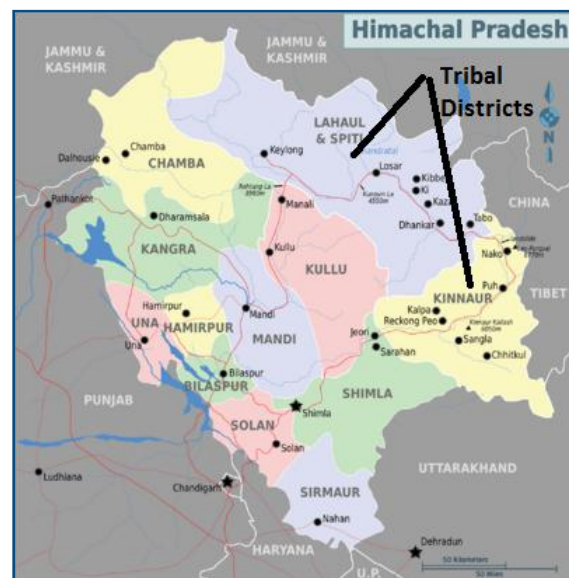
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## Tribal tourism in Himachal Pradesh

Tourism is a rapidly growing industry in Himachal Pradesh and the impacts of tourism are extremely diverse. On one hand, it is playing an important and positive role in the socio-economic and political development of communities and also contributing to a broader cultural understanding by creating awareness, respecting the

diversity of cultures and ways of life. Yet the serious concern of tourism is that the benefits of tourism are not diversified in all corners of the state. In Himachal Pradesh, human activity is dominated by rural life as 90% of the population lives in small villages. The tribal Himachal consists of the districts of Kinnaur and Lahaul-Spiti and some areas of Chamba districts. The tribal area is full of vast varieties of lifestyles, architecture and landscape that give the traveller the impression that multiple worlds gathered there. The passenger remain amazed at the grandeur of the landscape, often dominated by snow-capped peaks, nature lovers will be able to discover wildlife and a wealth of exceptional originality. Tribal tourism can act as an instrument of economic development and employment generation particularly in tribal districts of Himachal Pradesh.

**Map1: Tribal Districts of Himachal Pradesh**



Source: wikitravel.org

\* Assistant Professor, UIHTM, Panjab University Chandigarh, India. Email: jaswinderkumarsharma@gmail.com

\*\* Assistant Professor, Department of Commerce and Management, DAV College, Chandigarh, India. Email: meenu.rattan@gmail.com

Tribal Himachal is rich in culture and heritage and requires local commitment to the preservation and promotion of authentic places and traditions are clear advantage that tribal tourism offers. Especially in rural areas, cultural heritage tourism creates the opportunities for diversification and expansion in tourism-focused economic development. The tribal population constitutes the Kinners or Kinnaure, the Lahules, the Spitians, the Pangwalas, the Gaddis and the Gujjars. Their permanent and semi-permanent dwelling places are in Kinnaur, Lahaul, Pangi and Gadderan (Chamba and Bharmaur). They have their own customs, traditions, religious beliefs, dances and music. Most of these tribes are nomadic but they are immensely popular due to their open and friendly temperament.

Lahaul-Spiti is one of the last refuges for Tibetan Buddhism in India. Centuries of landlocked and hard existence have led these people to devise their own social institutions for their survival - polyandry, law of primogeniture and above all the monastic system of life all designed to keep population in check and at the same time to avoid fragmentation of land holdings. Even today the district is land locked for six months in a year as all the passes leading into the valley are blocked due to heavy snowfall from December to May each year, the only connection with the outside world then being a once a week helicopter service for medical emergencies. Tribal tourism helps the tourist to learn about and experience different tribes. Tribal Himachal has rich cultural attractions include arts and crafts, language, religion, music, traditions, folklore and history. Tribal tourism can also help the visitor understand the present culture in relation to the cultural history.

**Table 1: Tourists Arrival in Kinnaur and Lahaul-Spiti Districts in year 2013**

Month	Kinnaur		Lahaul & Spiti	
	Indian	Foreign	Indian	Foreign
Jan.	40	9	0	0
Feb.	20	2	5	1
Mar.	25	7	0	0
Apr.	101	55	6	4
May.	655	179	5366	241
June	1240	645	20899	674
July	6300	555	27756	1124
Aug	4230	320	23358	894
Sept	10211	247	4246	1515
Oct	2200	45	3103	594
Nov	1150	7	483	48
Dec	325	13	60	16
TOTAL	26497	2084	85282	5111

Source: hptourism.gov

Year	Kinnaur		Lahaul-Spiti	
	Indian	Foreign	Indian	Foreign
2004	14219	4609	40897	28615
2005	10098	2059	44148	22997
2006	23128	12212	52107	31525
2007	55158	24258	85749	40080
2008	147754	20773	172931	41398
2009	271287	13811	251415	65101
2010	384936	18742	362660	59125
2011	467186	17860	470815	73040
2012	445334	14860	396662	47413
2013	123178	3282	114726	4897

Source: hptourism.gov

The main tribal districts of Himachal i.e. Lahaul-Spiti and Kinnaur districts are witnessing continuous growth in domestic and foreign tourists. There are very diverse attractions in both the districts in terms of natural, heritage, cultural and historical aspects. However the growth trend of domestic and foreign tourists is more in Lahaul-Spiti than in Kinnaur district. In tribal Himachal, tourism can be broadly defined to include the provision of goods and services necessary to maintain tourists, internal transport, accommodation and restaurants catering specifically for tourists, and certain retail goods such as arts and crafts. It is evident from the table 1 and graphs 1&2 that there is continuous increase in domestic and foreign tourists' arrival in Kinnaur and Lahaul-Spiti districts. In the year 2004 there were only 14219 domestic tourists and 4609 foreign tourists arrival in Kinnaur districts which increased to 384936 domestic and 18,742 foreign tourists. Similarly in Lahaul-Spiti district domestic and foreign tourist arrival raised from 40,897 and 28,615 in 2004 to 3, 62,660 and 59,125 in 2010 respectively.

While the tourists' arrival in tribal Himachal is concerned there is no growth in accommodations, bed capacity, travel and other supplementary services in the tribal districts. As per table 2 there are only 90 and 77 registered hotels in Kinnaur and Lahaul-Spiti districts respectively. The number of rooms and bed capacity in Kinnaur district is 935 and 1835 respectively while this number for Lahaul-Spiti is 667 and 11426. There are only 13 registered travel agencies in Kinnaur district while the number is 17 for Lahaul-Spiti district. There are 19 registered photographers and 1 tourism guide in Kinnaur district, while there is no registered photographer and tourist guide in Lahaul-Spiti district of Himachal Pradesh

**Table 2: Status of Hotels, Rooms and Travel agencies in Lahaul-Spiti and Kinnaur Districts**

District	Kinnaur	Lahaul & spiti
No. Of hotels/ guest houses & home stay units	90	77
No. Of restaurants	7	14
No. Of rooms	935	667
Bed capacity	1835	1426
Travel agencies	13	17
Photographers	19	0
Tourist guides	1	0

Source: hptourism.gov

### Tourism Development and Benefits

The tourism sector demands inputs, such as food and services, from other sectors of the economy. These sector linkages, and the associated effect on aggregate demand, can lead not only the direct economic benefits of expansion of the tourism sector itself, but also the indirect effects on the output of other inter-related sectors. For the host population and economy, the objectives of exploiting such opportunities include raising incomes and diversifying employment opportunities, stabilizing population movement, sustaining local and regional cultures and craft skills, and redistributing economic roles within rural households.

Tourism development in tribal areas may support the cultural and social aspects of sustainability, for instance by providing an alternative to fading traditional industries, stimulating infrastructure development, fostering pride pertaining to culture and community, promoting cultural understanding amongst visitors, preserving cultural heritage, promoting cross-institutional understanding and creating educational opportunities. Tribal tourism development can introduce new lifestyles, attitudes and even values to hosts, and contribute to changes in the livelihood structures of communities.

### Literature Review

Tribal tourism involves the activities in which indigenous peoples are directly involved through control and/or by having their culture serve as the essence of the attraction. Tourism attractions which are both controlled by indigenous peoples and which feature an indigenous-themed attraction clearly fall within the scope of it. Ryan and Huyton (2002) defines “indigenous tourism” is a tourist being aboriginal culture performing arts,

celebrations, attractions, historical heritage and customs of the attraction, and trips to engage in indigenous areas. Tribal tourism reflects the real experience of traditional rural life. Rural environments have been attracting tourists and tourism for many years, due to their ability to fulfill tourists’ expectations such as: tranquility; beautiful landscapes; relaxation; sports and adventure activities; exposure to nature and to rural lifestyle and culture (Christaller 1964; Page et al. 2001). The first widely accepted perspective is that ethnic tourism has multiple benefits, such as cultural/identity revival and socioeconomic, and sometimes even political, gains for local minority residents (Adams, 2003, p. 571). Sustainable rural tourism can be achieved by the effective community participation and stakeholders’ involvement in planning and execution (Bansal and Kumar, 2011).

While studying various dimensions that distinguish tribal destinations may provide insight into which factors have the most impact on tourists’ evaluations for tribal destinations. So destination image is used to examine attributes of tourism destinations. The image of tribal culture and destination is very important for tourism development in this region. Hunt (1975) has described that images are the impression that people hold about a place in which they do not reside. He also regarded tourist destination image as one factor in the tourism decision-making process along with access, population concentration, physical facilities, and intervening opportunities. Thus, we could imply that image of location has a significant impact upon its selection as a travel destination. There is vast potential of tourism in unexplored rural areas of Himachal Pradesh which needs effective community participation and stakeholders’ involvement in planning and execution (Bansal and Kumar, 2011).

The expansion of rural tourism in tribal areas, both in terms of number of tourists and in number of tourists and hospitality facilities, has been of a great economic and social importance to communities living in such settings (Mill 1990; Weaver 2000). Being such an important agent of socio-cultural and environmental change, tourism was one of the first economic sectors to explore ways of how to embark on the sustainability wagon (Archer 1996). Lin (2003) highlighted that awareness of local attractions, aboriginal culture, indigenous tourism is the main foundation of tribal tourism. Chen (2008) highlighted that indigenous tourism is composed of many cultures gathered together the elements, these elements of culture, including food, festivals, arts and crafts, performing arts, natural environment and agricultural products, a successful aboriginal development of local cultural industries must

be able to try a number of elements including the front First, a more specific view of cultural tourism was the movement of persons for essentially cultural motivations such as study/education tours, performing arts and cultural tours, travels to festivals and other cultural events, visits to sites and monuments, pilgrimages, and travels to study nature, folklore and art. Second, a broader view encompasses all movements of people because the travel satisfies human needs for diversity through expanding cultural level of the individuals and providing knowledge through new experiences and encounters (Richards, 2002). Another way to approach cultural tourism was suggested by Kantanen and Tikkanen (2006) in that it is an entity constructed, preferred and consumed explicitly or implicitly as cultural appreciation either as experiences or through knowledge gaining.

### Sustaining Diversity in Tribal Himachal

Tribal tourism is an amalgamation diverse activities that have a cultural focus such as heritage tourism, arts tourism, cultural tourism, rural tourism and indigenous tourism. Sustaining and developing historic and cultural resources, which have often been within the public domain, depend in part on the need to increase public and private sector investment (Lawrence, 2008). Tourism has variety of socio-cultural and economic impacts in different cultures of Himachal Pradesh (Bansal, 2005). Support for tourism development from the local residents was determined by the economic, socio-cultural and environmental tradeoffs (Milman and Pizam, 1988). Because of the less significant impact of cultural tourism, these cities may also find it difficult to hold a strong partnership among all stakeholders. The motivation to explore new cultures has emerged as a key dimension explaining the highest percentage of the variance in some of the more recent studies (Crompton and Mackay, 1997; Lee, 2000; Lee *et al.*, 2004) and as a lesser factor in others (Formica and Uysal, 1996, 1998; Chang, 2006). The importance of culture in motivation to visit an event is clearly linked to the significance and interest of the culture(s) being celebrated by any individual event.

Tribal Himachal is amalgamation of cultures, tribes, ethnic groups, religions living in different strata and horizons. Some researchers view this as a reflection of increasing cultural diversity within societies (Caplan and Cowen, 2004), while others suggest that it is an outcome of increasingly popular 'cosmopolitanism', which is characterized by 'a curiosity about and openness to all places, peoples, and cultures, as opposed to the tendencies

in the previous era that involved a longing for uniformity or superiority' (Urry, 1995: 167).

In fact, this understanding of destination image and visitors' perceptions is critical to a destination and provides the basis for more effective and efficient future strategic planning of the destination. In practical terms, this implies that image studies are a prerequisite to a successful marketing strategy. In this way, it is very significant to understand when the image forms, and at what point the image influences consumers' selection choice of a particular destination (Sirakaya2001). This region has several different scenarios, such as cultural attractions, the small villages in the country, the unique bays, or the mountains to ski in, which makes this destination particularly attractive for all kinds of tourists.

According Pike, & Ryan,(2004) t destination positioning strategy should be to reinforce positive images already held by the target audience, correct negative images, or create a new image . The importance of understanding destination perceptions of visitors becomes critical to a destination. Therefore, perceived images are the basis of the evaluation or selection process and thus provide the link between motivations and destination selection (O'Leary, & Deign, 2003). Tourists' perception and satisfaction is a key to a tourism success and growth in tribal areas. It indicates the positive emotion and experience of tourists toward destinations.

## Methodology

### Study Aim and objectives

The overall aim of this study was to investigate tourists' attitude towards tourism development in tribal districts namely Lahaul-Spiti, Kinnaur. Accordingly, the three main objectives were:

1. To study the need of tourism diversification for tribal tourism development in Himachal Pradesh.
2. To evaluate the attitudes of tourists toward tourism development in the tribal districts of Himachal Pradesh.
3. To examine tourists attitudes towards current various attributes of tribal tourism in Himachal Pradesh.

### Study Area

The survey of tourists visiting tribal regions have been made on various attributes of tribal destinations in the months of May and June 2015. The objective of the

survey was to identify the tourists' perspective on various aspects of tribal areas. Four major tourist destinations from both Lahaul-Spiti and Kinnaur districts are selected for the purpose of the tourists' survey. In Lahaul-Spiti district Keylong, Udaipur, Kaza and tabo is selected while in Kinnaur district Kalpa, Sangla, Peo and Chitkul is selected for the study. A convenience sampling of tourists visiting in various destinations of tribal region is made. The study was comprehensive, with data collected from tourists who visited some selected destinations of Lahaul-Spiti, and Kinnaur districts. The data collected from these rating scale items were designed to quantify tourists perceptions. Visitors were asked to indicate their perception about various attributes on a 5-point scale from **1 (Very Satisfied)** through **5 (Completely Dissatisfied)**. Three hundred (300) randomly selected visitors agreed to respond to the draft. The data were subjected to find out the mean value of tourists responses and standard deviation to find out how much variation is there is from the mean value. The coefficient of variation is also calculated to measure normalized measure of dispersion. The data was also subjected to calculate skewness so as to find out asymmetry of the data and chi-square test was used to measure the significance of the responses.

**Table 3: Profile of the Tourists Visiting Tribal Areas**

Variable	No. of Respondents (300)	Percentage
<b>Age</b>		
18–24	52	17.4
25–34	61	20.3
35–44	78	26
45–54	54	18
55–64	37	12.3
65 and above	18	6
<b>Nationality</b>		
Indian	182	60.7
Foreign	118	39.3
<b>Occupation</b>		
Employed	193	64.3
Student	48	16
Retired	25	8.3
Unemployed	23	7.7
Other	11	3.7
<b>Purpose of Journey</b>		
Touring and sightseeing	93	31
Religious	87	29
Adventure	68	22.7
Recreation	52	17.3

Variable	No. of Respondents (300)	Percentage
<b>Education</b>		
Higher education	136	45.3
Secondary	77	25.7
High school	68	22.7
Primary	19	6.3
<b>Annual Income</b>		
Up to 2 lakhs	71	23.8
2 to 4 lakhs	121	40.3
4to 6 lakhs	58	19.3
6 to 10 lakhs	31	10.3
More than 10 lakhs	19	6.3
Total	300	100
<b>Children Accompanying</b>		
None	65	21.7
One	114	38
Two	89	29.7
Three or more	32	10.6
<b>Accommodation</b>		
Dharamshala	46	15.3
Guest House	65	21.7
Hotels	112	37.3
Lodges	38	12.7
Others	39	13

The table 3 categorizes the tourists' visiting tribal districts on the basis of the nationality. It is evident from the table out of 300 tourists surveyed 182(60.7%) were Indians while 118(39.3%) were foreign tourists. total 300 respondents male respondents were 173(57.70%) while the female respondents were 127(42.3%). The number of respondents lying in the age group of 18-24 were 52(17.4%), the number of respondents lying in the age group of 25-34 were 61(20.3%) There were 78(26%) respondents lying within the age group of 35-44 which was the group of highest no. of respondents. There were 54(18%) of respondents lying in the age group of 45-54, 37 respondents in 55-64 age group while only 18(6%) respondents lied in age group of 65 and above. The respondents were also categorized on the basis of their employment, 193(64.3%) respondents were employed which was the highest number among various occupation of respondents, while 48(16%) respondents were students, 25(8.3%) of respondents were retired, 23(7.7%) respondents were unemployed while 11(3.7%) of respondents were from the other category.

It is evident from the table 3 that 93(31%) of respondents visited tribal area for the purpose of touring and sightseeing for 87(29%) of respondents the purpose was religious. There were 68 respondents for whom the purpose of travel was adventure and the respondents for whom the purpose of travel was recreation were 52 (17.3%). While education level of the respondents is concerned 136(45.3%) respondents had education level of higher education, 77(25.7%) respondents had education level of secondary level, and 68 (22.7%) respondents had education level of high school while only 19 (6.3%) respondents had primary level of education. It is clear from the table 3 that there were 65(21.7%) respondents who were not accompanying any children with them, 114(38%) respondents were accompanying only one child with them, 89(29.7%) respondents were accompanying 2 children with them while only 32(10.6%) respondents were accompanying more than three children with them. The respondents were also categorised on the basis of accommodation availed by them, 46(15.3%) respondents were staying in dharamshala, 65(21.7%) respondents were staying in guest houses, 112(37.3%) respondents were staying in hotels, 38(12.7%) respondents preferred to stay in lodges while 39(13%) respondents stayed in other accommodations.

### Tourists Perception about Various Attributes of Tribal Area

Tourists were asked to rank about their perception and satisfaction about various attributes of tribal areas. It is

evident from the table 4 that tourists are not satisfied with the availability of cheap commodities (Mean 4.12) at tribal areas. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.79) and coefficient of variation (39.16). The positive value of skewness (0.963) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (78.24) has been found to be showing significant difference at 1% level of significance which denotes that tourists are not satisfied with level and quality of services at accommodations. Tribal areas are also facing problems availability of various goods which is the major hurdle for tourism growth. Tourists also perceive this issue as the serious concern (mean 4.25). Tribal areas of Himachal Pradesh are considered as attractive places (mean 1.35) by tourists. However for diverse entertainment resources, tourists are not satisfied (mean 4.28). Very strong opinion is witnessed with regard to ecotourism in tribal area, adventure tourism in tribal areas and tribal landscape is observed. Tourists are satisfied with regard to historical monuments and buildings, tribal folklore and social order in tribal districts. Since tribal areas of Kinnaur and Lahaul-Spiti are very remote areas and are not having very good transport and tourist facilities, for these attributes tourist are not much satisfied.

Tourists are very satisfied with regard to hospitality provided by local people (mean 1.64), architecture of traditional house( Mean 1.52), local specialities (mean 1.23) and other resources of area(Mean 1.53)

**Table 4: Tourists Perception about Various Attributes of Tribal Area**

Attributes	Mean	S.D	C.V	Skewness	Chi-Square	P-Value
Availability of Cheap commodities	4.12	0.79	39.16	0.963	78.24	<0.01
Availability of Various goods	4.25	0.61	32.17	0.595	107.04	<0.01
Attractive place	1.35	0.96	39.22	0.562	60.24	<0.01
Diverse entertainment resources	4.28	1.11	43.85	0.591	54.7	<0.01
Diverse lifestyle of tribal people	1.56	0.98	42.06	0.908	89.7	<0.01
Ecotourism in Tribal area	1.38	0.55	55.43	0.222	42.14	<0.01
Adventure Tourism in Tribal area	1.46	0.52	52.17	0.096	47.18	<0.01
Traditional culture	1.08	0.52	52.17	0.096	47.18	<0.01
Tribal landscape	1.28	0.54	54.03	0.513	46.34	<0.01
Historical monuments and buildings	1.12	0.51	51.85	0.466	50.42	<0.01
Tribal Folklore	1.23	0.50	51.02	2.651	169.04	<0.01
Social order	1.64	0.90	90.30	0.351	31.2	<0.01
Tourist facilities	4.52	0.55	55.97	0.45	41.78	<0.01
Transportation facilities	4.23	1.07	108.00	-1.037	61.5	<0.01
Shopping facilities	4.23	0.40	51.02	1.651	139.04	<0.01

Attributes	Mean	S.D	C.V	Skewness	Chi-Square	P-Value
Hospitality	1.64	0.90	90.30	0.351	31.2	<0.01
Traditional houses	1.52	0.55	55.97	0.45	41.78	<0.01
Local specialties	1.23	1.07	148.00	-1.047	51.5	<0.01
Other resources	1.53	0.60	41.02	0.651	129.04	<0.01

Source: Data collected through questionnaire, S.D Standard Deviation, C.V. - Coefficient of Variation, Sk- Skewness

## Factor Analysis of Attributes

To understand tourists' perceptions of Tribal Tourism resources, the twenty pertinent attributes in tribal districts of Himachal Pradesh (Chen et al., 2009) studies. The results suggested that it was suitable to maintain the arranged items in each factor for the following analysis. Tourists were asked to rate their perceptions of destination in order to probe feedback about tribal tourism resources and products in Kinnaur and Lahaul-Spiti districts of Himachal Pradesh. Questionnaire was tested for reliability and validity. With the aim of identifying the determinant factors as well as reducing their dimension, a factor analysis was carried out in advance. All attributes were classified into four factors according to their characteristics. "Factor 1"

group was named "basic factors" which provide the basic infrastructure for developing successful tribal tourism. "Factor 2" group was called "Tourism resources" which are the primary elements of destination appeal. "Factor 3" group was labeled "built resources" which includes tourist-related facility, activity and hospitality. "Factor 4" group was labeled "supporting resources" which are attributes other than those in the previous three factors which are supporting tribal tourism. Table 5 explains that the variances explained (%) of the four factors are 22.652, 18.868, 14.634 and 9.631 respectively, making the cumulative variance explained as high as 65.785 %. The overall reliability test also generated good results, with Cronbach's  $\alpha$  value equal to .886 (>.80).

**Table 5: Factor Analysis of Tribal Tourism Attributes**

Attributes of Tribal Tourism	Factor 1 Basic resources	Factor 2 Tourism Resources	Factor 3 Built Resources	Factor 4 Supporting resources
Availability of Cheap commodities	.821			
Availability of Various goods	.763			
Attractive place	.654			
Diverse entertainment resources	.619			
Diverse lifestyle of tribal people	.523			
Ecotourism in Tribal area	.437			
Adventure Tourism in Tribal area	.456			
Traditional culture		.793		
Tribal landscape		.712		
Historical monuments and buildings		.652		
Tribal Folklore		.641		
Social order		.527		
Tourist facilities			.645	
Transportation facilities			.542	
Shopping facilities			.518	
Hospitality			.472	
Traditional houses				6.32
Local specialties				5.47
Other resources				4.69
Eigen value				
Variance explained (%)	22.652	18.868	14.634	9.631
Cumulative variance explained (%)	22.652			
Cronbach $\alpha$	.886			

## Conclusion

Tribal culture of Himachal Pradesh is vibrant and diverse, its rituals and customs are much a part of the life style of the people even today. There are a lot of fairs and festivals, rituals, cuisines, customs which attract tourists. Music and dance are integral part of the tribal culture and these art forms vary from place to place in tribal districts of Himachal Pradesh. Every tribal areas of state has their own form of entertainment and folklore to cherish. Tourists have shown their strong satisfaction level towards cultural assets of areas. The oral tradition of the various tribes of this region is also very important to the Culture of Himachal Pradesh. It can drive a new experience urge among tourists for new travel experiences and knowledge. There is need of progress in transport and development of tourist facilities that can encourage people to venture new boundaries. The importance of tribal tourism, as an instrument of economic development and employment generation, particularly in remote and backward is to be given due recognition. Tribal Himachal has rich potential for Buddhist tourism, cultural tourism, rural tourism, adventure tourism and ecotourism. There is need to give due emphasis for development of such sectors which not only enhance the length of stay of tourists but also will enhance the economic development of the region. There is need to identify and develop basic tourism infrastructure to ensure access to tribal areas and also need of promotion of tribal history, culture and arts.

Tribal tourism can play an important and effective role in achieving the growth with equity which is very essential for sustainable development of tribal areas of state. Tribal tourism has the rich potential to grow at a high rate and has the capacity to capitalize on the success and provide sustainable models of growth. Tribal tourism itself can do in order to increase its sustainability and some possible tourism initiatives are required solve these problems. Tourists' satisfaction is a key to a tourism success. Tourists are unsatisfied to various services in various destinations of tribal region. There is need to give proper heed upon it by the service providers as tourist satisfaction indicates the positive emotion and experience of tourists toward destinations. Satisfied tourists also have a propensity to revisit and recommend destinations to their families and friends.

To achieve tourists' satisfaction, there is need to provide quality infrastructure and services to tourists to that meet or exceed their expectations. To understand tourists' differences in perceptions, images and motivations toward a destination is essential to comprehend and predict

tourism demand and its impact on the tourism location. Tourists have perceived very negative for various aspects of tribal infrastructure and appreciated some positive aspects of tribal region. In fact, this understanding of tribal destination image and visitors' perceptions is very critical to region and provides the basis for more effective and efficient future strategic planning for tribal tourism development. The results of the present study also provide policy implications for tourism planners. There is need of capacity building for local community in terms of tour guiding, hospitality and tour operations. There is need of public private partnership for tourism infrastructure development in the tribal region and also the sustainability concerns of tribal areas is to be given due emphasis. There is also need to consider local community opinion and their participation in planning and development of tribal tourism.

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