

TRENDS OF DIFFERENT TYPES OF TOURISM EMPLOYMENT IN HIMACHAL PRADESH WITH REFERENCE TO SHIMLA

Dr. Pratibha Tiwari¹ and Sher Singh²

¹Professor, Department of Economics, Evening Studies, Himachal Pradesh University, Shimla-171005

²Assistant Professor, Department of Economics, Govind Ballabh Pant Memorial Government College Rampur, Himachal Pradesh-172001

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ABSTRACT

Tourism is labour-oriented and provides employment several times more than normal manufacturing industries. Several types of business firms, such as hotels, restaurants, travel agents, tour operators, gift shops, transporters etc. earn bulk of the tourist dollars. Various other secondary or allied business times firms for example, construction firms, suppliers of food and beverages, taxi drivers, photographers etc. also benefit our of it. Tourism thus increases employment level by creating new employment in the sector and by simulating the creation of others, such as transport and construction etc. This paper analysis what role tourism industry plays in generation of employment in the study area. The focus is on the growth, trends and level of different tourism employment in the study area.

Key Words: Employment, Simulating, Industry, Beverages etc

INTRODUCTION

Himachal is a popular tourist destination and is famous nationally and internationally. Domestic tourists are attracted towards this hill state for many reasons such as to enjoy the serene environment, for getting relief from the crunching heat of the plains, to spend holidays or for pilgrimage visits. International tourists are also attracted towards the historical importance of the hill state. At present tourism is becoming an important industry in Himachal Pradesh and is playing an important role in economic development and job creation. By creating jobs and establishing enterprises and infrastructure as a revenue earning source, tourism is expected to be playing a key role in socio economic progress in the state. Tourism has the potential to stimulate other economic sectors through its backward and forward linkages and cross-sectoral synergies

with sectors like agriculture, horticulture, poultry, handicrafts, transport and construction etc¹. Expenditure on tourism induces a chain of transactions requiring supply of goods and services from these related sectors. The consumption demand, emanating from tourist expenditure, also induces more employment and generates a multiplier effect on the economy². In this paper with the help of secondary data, attempt has been made to analyze growth of employment in different sectors of tourism in Himachal Pradesh.

OBJECTIVES OF THE STUDY

- To compare the trends of different types of tourism employment in Himachal Pradesh and Shimla.
- To analyze the growth of different types of tourism employment in Himachal Pradesh and Shimla.

NEED OF STUDY

Tourism as a source of employment, affects service as well as other sectors. It is highly labor intensive industry in the state. It is not only helping in direct employment generation but creates indirect employment opportunities also, such as; handicrafts, handloom and other business activities etc. To examine the role of tourism in direct employment generation in the study area the need of present study has been felt.

The Shimla district of Himachal Pradesh has advantages in terms of tourism. Despite of challenges with regard to shortage of resources in the regions for tourists, the unique feature of these regions is having great tourism potential which is a source of employment in these areas. To know what role tourism industry plays in generation of employment for people in the study area, there is a need to conduct the research.

RESEARCH METHODOLOGY

This paper is based on secondary studies and descriptive research. The data has been collected through different sources like Annual Report of Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh, Official record from, Economic and Statistic Department Himachal Pradesh Shimla, Annual Reports of H.P Tourism Development Corporation Shimla, Statistical Outline of Himachal Pradesh, Books and Research Publications related to the present research. Compound Growth, Arithmetic Mean, Standard Deviation and Coefficient of Variance analysis are the tools applied in the research.

ANALYSIS AND INTERPRETATION

1.1 Number of Employees in Hotels and Guest Houses

Growth in tourism not only helps tourists but it creates employment opportunities for locals in hotels and guest houses. An analysis has been done with the help of table 1.1 to know how many people got employment in hotels and guests houses in study area. As per table, in Himachal Pradesh, 24265 people got employment in hotels and guest houses in the year 2018. Positive growth has been recorded in number of employees employed during 2008-2018 in hotels and guest houses i.e. 13935 and 24265 (Mean=18104.9, SD=3376.9 and CV=18.7) with compound growth of 5.7 percent.

**Table 1.1
Number of Employees in Hotels and Guest Houses**

Year	Himachal Pradesh		Shimla	
	No. of Employee in Hotel & Guest Houses	Growth (in %)	No. of Employee in Hotel & Guest Houses	Growth (in %)
2008	13935 (100) [7.0]	-	3541 (25.4) [8.2]	-
2009	14677 (100) [7.4]	5.3	3601 (24.5) [8.3]	1.7
2010	15101 (100) [7.6]	2.9	3657 (24.2) [8.5]	1.6
2011	15719 (100) [7.9]	4.1	3677 (23.4) [8.5]	0.5
2012	16276 (100) [8.2]	3.5	3787 (23.3) [8.8]	3.0
2013	17364 (100) [8.7]	6.7	3810 (21.9) [8.8]	0.6
2014	17867 (100) [9.0]	2.9	3986 (22.3) [9.2]	4.6
2015	19053 (100) [9.6]	6.6	4066 (21.3) [9.4]	2.0
2016	21722 (100) [10.9]	14.0	4296 (19.8) [9.9]	5.7
2017	23175 (100) [11.6]	6.7	4350 (18.8) [10.1]	1.3
2018	24265 (100) [12.2]	4.7	4476 (18.4) [10.3]	2.9
Total	199154 (100) [100]		43247 (21.7) [100]	

CG		5.7		2.4
Mean	18104.9		3931.5	
S.D.	3376.9		310.9	
C.V	18.7		7.9	

Source: Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh.

In Shimla district, 4476 people got employment in hotels and guests houses in the year 2018 which is 18.4 percent of the state. As the figures depicts in table 1.1 shows that number of employees in hotels and guest houses has increased continuously during the year 2008 to 2018 i.e. from 3541 to 4476. The slowest growth in number of employees in hotels and guest houses in Shimla district was recorded in the year 2011 (i.e. 0.5 percent) and highest growth was recorded in the year 2016 i.e. 5.7 percent.

1.2 Number of Employees in Bars & Restaurants

Development of tourism creates employment opportunities for locals in different field. An analysis has been done with the help of table 1.2 to know how many people got employment in bar and restaurants in study area.

Table 1.2
Number of Employees in Bars & Restaurants

Year	Himachal Pradesh		Shimla	
	No. of Employee in Bar and Restaurants	Growth (in %)	No. of Employee in Bar and Restaurants	Growth (in %)
2008	1647 (100) [5.4]	-	412 (25.0) [6.9]	-
2009	1980 (100) [6.5]	20.2	435 (22.0) [7.3]	5.6
2010	2082 (100) [6.8]	5.2	461 (22.1) [7.7]	6.0
2011	2198 (100) [7.2]	5.6	468 (21.3) [7.8]	1.5
2012	2387 (100) [7.8]	8.6	516 (21.6) [8.7]	10.3
2013	2818 (100) [9.2]	18.1	528 (18.7) [8.9]	2.3
2014	3159 (100) [10.3]	12.1	598 (18.9) [10.0]	13.3
2015	3406 (100) [11.2]	7.8	624 (18.3) [10.5]	4.3

2016	3600 (100) [11.8]	5.7	624 (17.3) [10.5]	0.0
2017	3647 (100) [11.9]	1.3	670 (18.4) [11.2]	7.4
2018	3705 (100) [12.1]	1.6	626 (16.9) [10.5]	-6.6
Total	30629 (100) [100]		5962 (19.5) [100]	
CG		8.6		4.4
Mean	2784.5		542.0	
S.D.	228.05		85.9	
C.V	8.2		15.8	

Source: Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh.

As the figures depict in table 1.2 that total number of employees in bar and restaurants in the state has increased continuously during the study years. Total employees were increased from 1647 to 3705 from the year 2008 to 2018 with compound growth of 8.6 percent (SD=228.05, CV=8.2). It was followed by 18.1 percent change when it become 2818 in the year 2013 from 2387 in the year 2012 and 12.2 percent change when it became 3159 employees in the year 2014 from 2818 employees in the year 2013.

In Shimla district, total number of employees in bar and restaurants has been recorded 5962 during the study period which is 19.5 percent of the state. However, Positive growth has been recorded in number of employees employed during 2008 to 2018 in bars and restaurants with an exception (i.e. -6-6 percent) during the year 2018. The average number of employees employed during the study period is 542 with Standard Deviation of 85.9 and Coefficient of Variance of 15.8 and Compound Growth of 4.4 percent. In this year percentage change was noted of i.e. 6.6 percent negatively. The number of employees in the bars and restaurants witnessed increased every year.

1.3 Number of Persons Employed as Guides

The table 1.3 depicts that 746 persons got employment as guide through tourism in average in the state during the study period. The standard deviation 246.4 and CV 33 percent is indicating far greater variation in getting employment during the study period. Though such variation can be observed as positive, which is supported by overall compound growth, i.e. 12.2 percent. During the study period, in almost every year positive growth is recorded except in the year 2015 (-1.5 percent) and in the year 2016 (-6 percent). The highest change in getting such employment

has been recorded in the year 2013 i.e. 60.5 percent. As per the data, only 359 persons were employed as guide in the year 2008 whereas the figure increased to 1015 in the year 2018, which is also the highest during the study period.

Table 1.3
Number of Employees as Guides in Study Area

Year	Himachal Pradesh		Shimla	
	No. of Employees as Guide	Growth (in %)	No. of Employees as Guide	Growth (in %)
2008	359 (100) [4.4]	-	206 (57.4) [7.4]	-
2009	415 (100) [5.1]	15.6	220 (53.0) [7.9]	6.8
2010	525 (100) [6.4]	26.5	281 (53.5) [10.1]	27.7
2011	545 (100) [6.6]	3.8	288 (52.8) [10.4]	2.5
2012	582 (100) [7.1]	6.8	297 (51.0) [10.7]	3.1
2013	934 (100) [11.4]	60.5	294 (31.5) [10.6]	-1.0
2014	981 (100) [11.9]	5.0	302 (30.8) [10.9]	2.7
2015	966 (100) [11.8]	-1.5	331 (34.3) [11.9]	9.6
2016	908 (100) [11.1]	-6.0	189 (20.8) [6.8]	-42.9
2017	980 (100) [11.9]	7.9	189 (19.3) [6.8]	0.0
2018	1015 (100) [12.4]	3.6	173 (17.) [6.2]	-8.5
Total	8210 (100) [100]		2770 (33.7) [100]	
CG		12.2		0.0
Mean	746.4		251.8	
S.D.	246.4		53.9	
C.V	33.0		21.4	

Source: Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh.

After analysis it can be observed that in Shimla district, now the people are showing less interest in comparison to previous study years to choose to work as guide as in the year 2016 with negative growth (-42.9 percent) and in the year 2018 -8.5 percent growth is recorded. Due to which overall growth has been calculated at zero percent. Overall, it can be concluded that though 1/3rd of the total guides are working in Shimla, but still the number of such employees are not much appreciable.

1.4 Number of Persons Employed as Travel Agents in the Study Area

The table 1.4 depicts that 3715 persons got employment as travel agents through tourism an average in the state during 2008 to 2018. During the study period total 40871 persons got employment as travel agents in tourism sector. The Standard Deviation is 1374.1 percent and Co-efficient of Variance is 37.0 percent indicating for greater variation in getting employment during the study period. Though such variation can be observed as positive, which is supported by overall compound growth, i.e. 12.3 percent.

**Table 1.4
Number of Employees as Travel Agent in Study Area**

Year	Himachal Pradesh		Shimla	
	No. of Employees as Travel Agent	Growth (in %)	No. of Employees as Travel Agent	Growth (in %)
2008	2127 (100) [5.2]	-	380 (17.9) [5.4]	-
2009	2460 (100) [6.0]	15.7	395 (16.1) [5.6]	3.9
2010	2566 (100) [6.3]	4.3	367 (14.3) [5.2]	-7.1
2011	2658 (100) [6.5]	3.6	387 (14.5) [5.5]	5.4
2012	3032 (100) [7.4]	14.1	417 (13.8) [5.9]	7.8
2013	3428 (100) [8.4]	13.1	594 (17.3) [8.4]	42.4
2014	3400 (100) [8.3]	-0.8	340 (10.0) [4.8]	-42.8
2015	4179 (100) [10.2]	22.9	742 (17.8) [10.5]	118.2
2016	4708 (100) [11.5]	12.7	819 (17.4) [11.6]	10.4
2017	5675 (100)	20.5	1019 (18.0)	24.4

	[13.9]		[14.5]	
2018	6638 (100) [16.2]	17.0	1586 (23.9) [22.5]	55.6
Total	40871 (100) [100]		7046 (17.2) [100]	
CG		12.3		21.8
Mean	3715.5		640.5	
S.D.	1374.1		367.9	
C.V	37.0		57.4	

Source: Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh.

In Shimla district, almost 640 persons in average were employed as travel agent during the study period which is about 17.2 percent of the state. The standard deviation 368 and coefficient of variance is 57 percent is indicating for greater variation in getting employment during the study period. Positive growth in such employment has been recorded, which is supported by overall compound growth i.e. 21.8 percent. Almost in every year positive growth is recorded except in the year 2010 (-7.1 percent) and in the year 2014 (-42.8 percent). The highest change in getting such employment has been recorded in the year 2015 i.e. 118.2 percent. As per the data, only 380 persons were employed as travel agents in the year 2008 whereas the figure increased to 1586 in the year 2018.

After the analysis, it can be observed that in Shimla district, more number of peoples are showing interest to work as travel agents and approximately 17 percent of total travel agents are working in Shimla, but still the number of such employees is not much appreciable.

1.5 Number of Persons Employed as Photographers in the Study Area

As per table 1.5 only 606 persons were employed as photographer in the year 2008 whereas the figure increased to 885 in the year 2018. The table depicts that 777 persons got employment as photographer through tourism in average in the State during the study period.

Table 1.5
Number of Employees as Photographer in Study Area

Year	Himachal Pradesh		Shimla	
	No. of Employee as Photographer	Growth (in %)	No. of Employee as Photographer	Growth (in %)
2008	606 (100) [7.1]	-	213 (35.1) [7.0]	-

2009	619 (100) [7.2]	2.1	215 (34.7) [7.1]	0.9
2010	665 (100) [7.8]	7.4	253 (38.0) [8.3]	17.7
2011	668 (100) [7.8]	0.5	261 (39.1) [8.6]	3.2
2012	632 (100) [7.4]	-5.4	261 (41.3) [8.6]	0.0
2013	762 (100) [8.9]	20.6	330 (43.3) [10.9]	26.4
2014	748 (100) [8.7]	-1.8	340 (45.5) [11.2]	3.0
2015	789 (100) [9.3]	5.5	359 (45.5) [11.8]	5.6
2016	1053 (100) [12.3]	33.5	355 (33.7) [11.7]	-1.1
2017	1124 (100) [13.1]	6.7	359 (31.9) [11.8]	1.1
2018	885 (100) [10.3]	-21.3	107 (12.1) [3.5]	-70.2
Total	8551 (100) [100]		3053 (35.7) [100]	
CG		4.8		-1.3
Mean	777.4		277.5	
S.D.	167.63		76.42	
C.V	21.6		27.5	

Source: Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh.

In Shimla district, almost 277 persons in average were employed as photographers in tourism sector during the study period which is almost 35 percent of the State. The negative growth in employment as photographer has been recorded during the study period, which is supported by negative compound growth rate, i.e. -1.3 percent. However out of the total persons employed as photographer (8551 persons) in the state, almost 35 percent (3053 persons) belongs to Shimla. The highest number of persons employed as photographer in Shimla district was recorded in the year 2015 and 2017 (i.e. 359 persons).

It can be concluded that though, 1/3rd of the total photographer are working in Shimla, but the number of employees as photographer are decreased continuously in comparison to previous years. The reasons being decrease in such number of people employed as photographer is maybe due to development of smart phones etc.

1.6 Number of Himachali Employees in Tourism

The table 1.6 shows that total 235975 Himachali people were employed through tourism during the study period. Out of total 235975. employees in Himachali employed in tourism, 15768 (6.7%) Himachali people were employed in the year 2008, followed by 17060 (7.2%) in the year 2009, 17766 (7.5%) in the year 2010, 18424 (7.8%) in the year 2011, 18753 (7.9%) in the year 2012, 20688 (8.8) in the year 2013, 21617 in the year 2014, 23056 in the year 2015, 25939 in the year 2016, 27646 in the year 2017 and 29258 in the year 2018. The positive growth has been recorded in number of Himachali employees during the study period in the state (Mean=21452, SD=4309 and CV=20.1) with compound growth of 6.4 percent. The highest growth in number of Himachali employees in the state was recorded in year 2016 i.e. 12.5 percent.

**Table 1.6
Number of Himachali Employees in Tourism**

Year	Himachal Pradesh		Shimla	
	No. of Himachali Employee in Tourism	Growth (in %)	No. of Himachali Employee in Tourism	Growth (in %)
2008	15768 (100) [6.7]	-	4163 (26.4) [7.8]	-
2009	17060 (100) [7.2]	8.2	4254 (24.9) [7.9]	2.2
2010	17766 (100) [7.5]	4.1	5019 (28.3) [9.4]	18.0
2011	18424 (100) [7.8]	3.7	4346 (23.6) [8.1]	-13.4
2012	18753 (100) [7.9]	1.8	4487 (23.9) [8.4]	3.2
2013	20688 (100) [8.8]	10.3	4651 (25.5) [8.7]	3.7
2014	21617 (100) [9.2]	4.5	4991 (23.1) [9.3]	7.3
2015	23056 (100) [9.8]	6.7	5198 (22.5) [9.7]	4.1
2016	25939 (100) [11.0]	12.5	5309 (20.5) [9.9]	2.1
2017	27646 (100) [11.7]	6.6	5580 (20.2) [10.4]	5.1
2018	29258 (100) [12.4]	5.8	5584 (19.1) [10.4]	0.1
Total	235975 (100)		53582 (22.7)	

	[100]		[100]	
CG		6.4		3.2
Mean	21452.3		4871.1	
S.D.	4309.1		495.4	
C.V	20.1		10.2	

Source: Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh.

In Shimla district, total 53582 Himachali people were employed through tourism during the study period which is 22.7 percent of the state. As the figures depict in table shows that number of Himachali employee has increased continuously during the year 2008 to 2018 (i.e. from 4163 to 5584) except in 2011, where negative growth in Shimla district i.e. -13.4 percent was recorded. The growth rate of increase in number of Himachali employee in state is recorded 3.2 percent. In Shimla district, the highest number of growth in Himachali employee is recorded in the year 2010 (i.e. 5019).

1.7 Number of Non-Himachali Employees in Tourism

The following table shows how much Non-Himachali people are getting employment through tourism during the study period.

Table 1.7
Number of Non-Himachali Employees in Tourism

Year	Himachal Pradesh		Shimla	
	No. of Non-Himachali Employee in Tourism	Growth (in %)	No. of Non-Himachali Employee in Tourism	Growth (in %)
2008	2906 (100) [5.7]	-	589 (20.3) [6.4]	-
2009	3091 (100) [6.0]	6.4	612 (19.8) [6.6]	3.9
2010	3173 (100) [6.2]	2.7	712 (22.4) [7.7]	16.3
2011	3353 (100) [6.5]	5.7	735 (21.9) [8.0]	3.2
2012	4156 (100) [8.1]	23.9	791 (19.0) [8.6]	7.6
2013	4618 (100) [9.0]	11.1	905 (19.6) [9.8]	14.4
2014	4538 (100) [8.8]	-1.7	575 (12.7) [6.2]	-36.5
2015	5337 (100)	17.6	924 (17.3)	60.7

	[10.4]		[10.0]	
2016	6052 (100) [11.8]	13.4	974 (16.1) [10.6]	5.4
2017	6955 (100) [13.5]	14.9	1007 (14.5) [10.9]	3.4
2018	7250 (100) [14.1]	4.2	1384 (19.1) [15.0]	37.4
Total	51429 (100) [100]		9208 (17.9) [100]	
CG		9.8		11.6
Mean	4675.4		837.1	
S.D.	1480.1		227.2	
C.V	31.7		27.1	

Source: Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh.

The above table 1.7 shows that total 51429 Non-Himachali people were employed through tourism during the study period. Out of total 51429 Non-Himachali employees in tourism, 2906 (5.7%) Non-Himachali people were employed in the year 2008, followed by 3091 (6.0%) in year 2009 and 3173 (2.7%) in the year 2010. The positive growth has been recorded in number of Non-Himachali persons employed in tourism during the study period in the state (Mean=4675, SD=1480 and CV=31.7) with compound growth of 9.8 percent.

In Shimla district, total 9208 Non-Himachali people were employed through tourism during the study period which is 17.9 percent of the state. As the figures depicts in table shows that number of Non-Himachali employee has increased continuously during the year 2008 to 2018 i.e. from 589 to 1384 except in 2014, where negative growth in Shimla district i.e. -36.5 percent was recorded. In Shimla district, the average increased in number of Non-Himachali employees in tourism during study period was 837 with Standard Deviation is 227.2 and Coefficient of Variance is 27.1. Interestingly, out of total employment in tourism , 17.9 percent Non-Himachalis are getting jobs.

Conclusion, Findings and Suggestions

- As per the data, total number of employees in hotels and guest houses, during 2008 to 2018 in Himachal Pradesh were reached 13935 to 24265, with highest growth in the year 2016; i.e., 14 percent. However the total number of persons employed in hotels and guest houses in Shimla district during the study period were increased from 3541 to 4476 (X=39315, SD=310.9, C.V=7.9) with overall growth of 2.4 percent. Similarly, total number of persons employed in bar and restaurants in the state has increased

continuously during the study years. Total employees were increased from 1647 to 3705 from the year 2008 to 2018 with compound growth of 8.6 percent (SD=228.05, CV=8.2). Further, in Shimla district, total 5962 people got employment in bar and restaurants during the study period which is 19.5 percent of the state. Positive growth has been recorded in number of employees during 2008 to 2018 with compound growth of 4.4 percent.

- As per data, 1015 people were employed as guide, 6638 were employed as travel agent and 885 people were employed as photographer in the state in the year 2018. Whereas 173 people engaged as registered guide, 1586 as travel agent and 107 people engaged as registered photographer in the Shimla district in 2018 holding 17 percent, 23.9 percent and 12.1 percent out of total number of persons employed in different areas in the state.
- The study shows that 29258 Himachali, people were employed through tourism in the year 2018 in the state, whereas 5584 Himachali, people were employed in Shimla district (19.1%). In addition to this, upto 2018, 7250 Non-Himachali people got employment in the state and 1384 Non-Himachali people got employment through tourism in Shimla district (19.1%). Which, means the speed of getting employment by Non-Himachalis is recorded high in comparison to Himachali persons getting employment through tourism in the Shimla district, which is supported by CG (i.e. 11.6% for non-Himachalis and 3.2% for Himachalis).
- It is found from the research that to facilitate the domestic and foreign tourists in Himachal Pradesh, Himachali as well as non-himachali people have got employment in Hotels, guest houses, bars, restaurants, as guides, travel agents and photographers.
- From the research it has been found that Himachalis as well as non-himachalis have got jobs in tourism sector in the State in the ratio of 82.11:17.89.
- It has been found that majority of employees in tourism sector are unskilled mainly to help tourists for providing them stay accommodations.
- It has been suggested that people in Himachal Pradesh has large scope of income generation through tourism, especially in the areas of hotel, guest houses and restaurants, handicraft and souvenir activity shops, transportation, photography and guiding, expert services like; trekking and rafting, rock climbing, mountain biking, paragliding, ice-skating etc. So, govt. should make the policies to involve more unemployment people in

these fields for employment. And for this govt. should make a provision of good amount of budget.

- It has been suggested that government should help to promoting hotel industry by way of providing loans, government land on rent/lease etc. By development of more hotels and infrastructure, more employment opportunities are created in these tourism areas.
- It has been suggested that there is need to encourage the local artists to organize and participate in such activities as dances, dramas, and singing. These cultural troupes may be given employment by tourism department and these activities may be become the essential features.

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