

Environmental Awareness Among Tourists in Manali, Himachal Pradesh State

Written By:-

Professor Associate Dr. Jagbir Singh, , Dept. of Geography, Swami Shraddhanand College,
Alipur, University of Delhi, India.

&

Former Member of Academic Council, University of Delhi.

Email: drjagbirs@gmail.com

Introduction

Environment and Tourism are closely linked entity. A good environment is a key factor in promotion of tour and travel industry. Similarly, bad environment which is devoid of any remarkable or intriguing aspect is sure to curtail and discourage. The inflow of tourists all over the globe. Hence, different countries have tourism as a ministry in its government and its also works as an industry which earns foreign currency on one hand and provide employment to countless people. Such tourist activity is also a major catalyst in cultural assimilation and synthesis in various geographical regions.

The present study is an attempt to assess environmental awareness among tourists in Manali region of Himachal Pradesh which has alpine climate and profuse ecology. The various tables exhibiting data on various parameters by way of questionnaire survey method in foregoing pares, will illustrate the same.

The table below shows the educational levels among the Tourists in Manali Region

S. No.	Educational Levels	Total no. of Tourists	Total no. of %age
1.	School	42	10.5
2.	College	208	52
3.	University	123	30.75
4.	Others	27	6.75
	Total	400	100%

Source: An intensive field survey based on questionnaire in Oct.2016.

The table above shows educational status of the tourists who visit the Manali Region. Out of the total 400 tourists, only 30.75% are university pass-outs, whereas, college pass-outs are most numerous which stand out at 52% in terminated during field survey. The school drop-outs are at meagre 10.5%.

The table below shows the list of the total tourists surveyed by an intensive questionnaire in different places of Manali Region.

Tourists from different Nations	Hidimba Devi Temple	Mall Road	Solang Valley	Total no. of Tourists	% age of total tourists
Israel	12	54	10	76	19
UK	6	84	14	104	26
Japan	4	18	13	35	8.75
Canada	2	28	2	32	8
National Tourists	55	88	10	153	38.25
Total				400	100 %

Source: An intensive field survey based on questionnaire in Oct.2016.

The table above exhibits the different places of Manali Region visited by the tourists from different countries of the world, including the domestic tourists as well. It shows 38.25% of the tourists as Indians and 26% from U.K. 19% from Israel, 8% from Canada and 8.75% from Japan. Mall Road and Solang valley are two major spots visited by the tourists, whereas, Indian by Devi temple is the least favoured place of visit out of all three of them. This table sufficiently shows that national tourists are less in number and the government has to make and implement tourism-friendly policy to promote tourism industry.

The table below shows the tourists & who accompanied them in Manali Region.

Tourists from different Nations	Friends	Partner/ Spouse	Family	Alone	Total no. of Tourists
Israel	15	4	8	15	42
UK	17	9	19	10	55
Japan	18	6	5	3	32
Canada	4	19	7	1	31
National Tourists	55	87	90	8	240
Total	109	125	129	37	400

Source: An intensive field survey based on questionnaire in Oct.2016.

The table above illustrates country-wise tourists with reference to the persons accompanied by them. It shows that majority of the tourists are accompanied by their family and only the least no. of tourists (37) came alone to visit the Manali region. Similarly, around 25% (109) came along with their friends.

The table below shows the major reasons for choosing a tour with preferences to the Manali Region.

Main reasons for choosing a tour to Manali	Total no. of tourists	Total no. of % age	Preferences
Trekking	88	22	3
Skiing	2	0.5	5
To experience something new and different	100	25	2
Price matched my budget	154	38.5	1
Time suited my schedule	56	14	4
Total	400	100 % age	0

Source: An intensive field survey based on questionnaire in Oct.2016.

The table above illustrates various reasons for choosing a tour to Manali region. As many as 5 preferences are classified, such as, trekking, skiing, experience new and different, Price matching the budget and timing suiting. The Schedule, the finding interestingly shows price and budget as the major reason (first preference) to choose Manali as tourist place. The trekking and skiing come at no. 3rd and 5th preference respectively. It also augurs will that Manali Region Tourism is best suited within reasonable budget. The unique ecologist setting of Manali region is also potent factor for it being a trekking favoured area.

The table below shows the tourist's knowledge of the environmental problems with preferences to the Manali Region

Main Environmental Issues	Total no. of Tourists	Total no. of % age	Preferences
Global Warming	87	21.75	2
Forest Degradation	45	11.25	5
Air Pollution	123	30.75	1
Solid Waste	86	21.5	3
Water Pollution	47	11.75	4
Over Construction of Hotels	12	3	6
Total	400	100 %	

Source: An intensive field survey based on questionnaire in Oct.2016.

The above table shows the tourist's knowledge of the environmental problems faced by the Manali region. Air pollution stands first in list of preference to be felt as environmental problems by the tourists (30.75%). Similarly, global warming (21.75%) at no. 3, water pollution (11.75%) at no. 4, forest degradation (11.25%) at no. 5 and over-construction at (3%) at no. 6. It also amply shows a great level of environmental awareness among the tourists to critically appreciate the ecological challenges faced by the Manali Region vis-a-vis its physical and social environmental geography.

Conclusion:

In the final analysis, we can summarize that the present paper was aimed at addressing the environmental awareness about Manali (Himachal Pradesh) from the perception and understanding of tourists point of view. The various tables cited above have sufficiently illustrated the same. Over the years, both the quantum of tourists visiting a place and their education status and environmental awareness are on the rise. A better insight of prevailing situation about a tourist place/ destination is awaited through interviewing the tourists.

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