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## PROJECT REPORT

ON

**“ANALYTICAL STUDY OF VALUE ADDITION TO THE TOURIST PLACE BY CREATING ROPEWAY & AMUSEMENT PARK: CASE STUDY OF CHAIL (SHIMLA)”**

Submitted in partial fulfillment of the requirements for the award of the Diploma in Tourism Studies/Bachelors Degree in Tourism Studies.

Signature of the Candidate \_\_\_\_\_

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Year \_\_\_\_\_

## CERTIFICATE

Certified that the Project Report entitled “**ANALYTICAL STUDY OF VALUE ADDITION TO THE TOURIST PLACE BY CREATING ROPEWAY & AMUSEMENT PARK: CASE STUDY OF CHAIL (SHIMLA)**” submitted by ..... is his own work and has been done under my supervision. It is recommended that this Project be placed before the examiner for evaluation.

(Signature of the supervisor)

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Date \_\_\_\_\_

## ACKNOWLEDGEMENT

With Candor and Pleasure I take opportunity to express my sincere thanks and obligation to my esteemed guide ..... It is because of his able and mature guidance and co-operation without which it would not have been possible for me to complete my project.

It is my pleasant duty to thank all the staff member of the computer center who never hesitated me from time during the project.

Finally, I gratefully acknowledge the support, encouragement & patience of my family, and as always, nothing in my life would be possible without God, Thank You!

**(STUDENT NAME)**

**(ENROLLMENT NO.)**

## DECLARATION

I hereby declare that this project work titled “**ANALYTICAL STUDY OF VALUE ADDITION TO THE TOURIST PLACE BY CREATING ROPEWAY & AMUSEMENT PARK: CASE STUDY OF CHAIL (SHIMLA)**” is my original work and no part of it has been submitted for any other degree purpose or published in any other from till date.

The empirical findings in this project are based on the data collected by myself while preparing this report.

This project is completed as a part of curriculum & all that information collected is correct to the best of my knowledge.

**DATE: / /2013**

**PLACE:NEW DELHI**

**(STUDENT NAME)**

**(ENROLLMENT NO.)**

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## **TITLE OF THE PROJECT**

**“ANALYTICAL STUDY OF VALUE ADDITION TO THE TOURIST PLACE BY CREATING ROPEWAY & AMUSEMENT PARK: CASE STUDY OF CHAIL (SHIMLA)”**

# CHAPTER – 1

## INTRODUCTION TO THE STUDY

Tourism has grown from the pursuits of a privileged few to a mass movement of people, with the “urge to discover the unknown, to explore new and strange places, to seek changes in environment and to undergo new experiences”. Tourism is considered an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and their international relations. Tourism is a painless procedure for the transfer of real resources from industrially capital surplus developed countries to the low-income developing countries. It is a very important source for maximizing scarce foreign exchange earnings for not only developing countries of the third world but of many developing countries of the world. Its immense employment potential, high economic multiplier and fabulous foreign exchange earning capacity together with noteworthy contribution in modernization of infrastructure, infusing social awareness, activation of latent entrepreneurship and protection and conservation of natural and cultural heritage obviously brings it on the developmental priorities of the poorer economies.

Tourism is not only an economic activity of importance in as much as it earns foreign exchange for a country. It is an important medium of social and cultural development and also of promoting lasting goodwill and the regional development of the country and acts as a means of social education and better understanding among the people in different regions of the country. In the long run, the most important

contribution to tourism is developing understanding among varied cultures and life styles. Tourism has become the world's largest industry, generating wealth and employment, opening the minds of both visitors and visited to different ways of life. World wide the industry currently employs around 200 million people. Tourism as an instrument of economic development will steadily take an even greater importance in the future. There are grounds for optimism about what tourism can mean for poor nations in the 21<sup>st</sup> century.

Tourism is a highly compound industries system, which cannot develop without society, economy and culture. To accomplish sustainable development of geological tourism resource, we must find out the factor, which influence geological tourism resource. Relying on and developing advantage, we should plan tourism area scientifically and develop geological tourism resource in reason. However, there is a big different dynamical factor of tourism place between different area, period and type. To promote tourism sustainable development, we must make sure that the sustainable development of dynamical factor.

Tourism resource and its environment quality are the indispensable foundation to tourism. To develop local economy, we must exploit scientifically and take good use of tourism resource. Once only tourism resource exploit successfully, it would be a model of developing regional tourism and putting it forward at some extent. However, there is urgent problem need to solve, that is, the unreasonable exploitation and utilization have caused unbalance supply and demand and serious damage to geological tourism resource. In the operation of geological tourism resource, because of lacking scientifically guidance, some people took it simply as economy industries,

which showed that bad resource management, short insight, economy effect only, indulge unreasonable demand of investor. Such behavior has caused natural environment seriously. Some ancient species fossils and important geological physiognomy scenes have suffered large damage. With the arbitrary installment of photo electricity equipment, cave proto environment also was damaged. In the progress of establishing kop scene, large-scale building ropeway has made slope and vegetation damage which may cause serious geological calamity such as coast, collapse and water and soil prediction. Some place built kinds of amusement equipments including canteen, hotel, rest house, nursing home and other amusement park. This disorderly establishment has caused unreasonable exploitation and influenced healthy development of geological tourism. In one hand, the exploitation and protection are the precondition of tourism and its sustainable development. The relationship between exploitation and protection was run through the whole process of tourism. In some extent, exploitation is not only protection, but also a kind of damage. They can promote sustainable development of tourism under such contradiction.

In the year 1970 a concern by the name of Rope Transport was started dealing mainly in small forestry ropeways. However after increase in work volume another company was started namely Kropivnik Cableways (P) Ltd. in the year 1983. Based on European design and latest engineering practices as well as availability of upgraded raw material and feedback from clients and also adapted to Indian conditions of extreme heat and cold, our ropeways have been a big success. On the average two or three projects were executed each year. Stress was laid on developing the nearby markets in the Himalayas, to be able to be near the project sites as well as

the clients. This policy has worked well, as all the sites were maximum one day journey from the factory. As all the projects are turn-key projects starting from, site-selection, survey, planning, design, manufacture, erection and also subsequent maintenance. Proximity to work site in the initial stages of building the company was of utmost importance. As this type of equipment was completely new to INDIA it took time to organize and train a group of people for all different activities connected with ropeway installation. As of today the company is in a position to take up jobs in any part of the world, since trained personnel with considerable experience is available. We are ready to take up jobs of any kind, big or small as per list of products. In case of special requirements we will find suitable and economical transport solutions.

**"Ropeways"** is a general term, all inclusive, used for the various transport systems qualifying as a ropeway. A ropeway is a system for transporting materials and/or passengers in carriers suspended from or controlled by ropes. A system would qualify when a rope propels or controls carrier motion in transit on rail or other fixed support (funicular). Watching the city scape through the bird's eye view is the dream of every traveler. Shimla from the range of best sight scenes, provide **Ropeways** as an excellent option to explore the mesmeric regions of Chahal. Ropeway Cable Car connects Snow-View from the town below. The Ropeway is made with state of the Art Swiss Coloration and has got a very steep ascend and descend. It offers a panoramic view of the lake while ascending and a bird eye view of the flats while descending. Traversing by rope way fills the soul with nature's bounty. The destinations which are blessed with Ropeway option are as follows:

**Kailasagiri Hill:** A verdant hill on the northern side of the city, the Kalasagiri Hill offers spectacular views of the winding shore line and undulated city scape. Of these 100 acres on the top, 50 acres have been developed into a beautiful park. Perched at an altitude of 130 meters, this hill top park faces the Bay of Bengal and is a very popular amongst tourist and picnickers. The travelers can also take a rope way ride, as an option to behold the bird's eye of the entire city. The rope way to the hill is one of the attractions in this city which can't be missed by any chance.

**Pathalganga Akkamahadevi Cave:** Akkamahadevi is a natural formation just above an expanse of Krishna River, about 10 km from Sirsailam. The cave is for its geological wonder, Rock arch. APTDC has constructed a ropeway to go Pataal Ganga. The rope running on the cable can really be a thrilling experience. While in cable car, the travelers, could sense the excitement of defying the gravity.

**Shimla** the Jagson International Company, which is setting up the Rs 15-crore ropeway project for Shimla's Jakhu Hill, may have to wait for some more time to see the project through. The government decided on Friday to seek a report from the state's forest, tourism and also town and country planning (TCP) departments on the company's plea to raise the height of the base tower to put up a 4-metre high roof.

**Auli Ropeway:** Auli boasts the Asia's highest and longest cable car covering a distance of 4km. This cable car wonder is named as Gondola. It also has a Chair Lift and a Ski-Lift. The ropeway of Auli connects Auli with Joshimath and it would take 15-20 minutes to reach Auli from Joshimath. Auli ropeway has ten towers of self-supporting steel structures. The return cable car ticket from Joshimath to Auli and Auli to Joshimath to Auli will cost you around Rs. 400. The enchanting Himalayas are

distinctly visible while you are travelling in Gondola. Auli also offers the luxury of an 800mts long chair lift linking the lower ski slopes with the upper region. This Chair Lift has remote-controlled hydraulic and pneumatic braking system, making it safe to travel. A storm warning device is also attached with it. The ropeway of Auli helps tourists to explore the region with unique and unsurpassed experience.

**Ropeway in Udaipur:** Ropeway is newly introduced and is most important tourist attraction. It is installed between two mountains right on the bank of Lake Pichola. The view from the Gondolas is breath taking and if you have passion for photography you must not miss this. It is from here that you can click best view of Udaipur including Lake Pichola, Lake Fateh Sagar, magnificent City Palace complex, Sajjangarh Fort and above all artistic landscaped Aravali mountains on the other side of the lake. Do not miss the sun setting across lush green Aravali Hills across Lake Pichola.

It takes no time to visit ropeway being in the heart of the City. It is located in the main tourist area and can be best visited in the evenings followed by mouth watering cuisines served to your taste at very affordable rates at the Sun set point atop Machhala Hill.

**Mussoorie:** The famous Mussoorie ropeway, which ferries tourists to the top of Gun Hill, has restarted its operation after undergoing major revamping. While the ropeway was being tested for the past few days, it was opened to the tourists yesterday.

Authorities have not made changes to the color of the trollies as they have tried to restore the original look that was being used since many decades. Many tourists and the public alike were all thrilled that the famous ropeway has commenced its operations.

The biggest winners are quite naturally the shopkeepers who have shops on top of Gun Hill. Their businesses have been virtually shut since the ropeway was closed for revamping which forced many to open subsidiary businesses. However, the shopkeepers are hopeful that the new look ropeway will attract a large number of tourists and they can make up for their losses of the previous months.

**Amusement** and theme parks are terms for a group of entertainment attractions and rides and other events in a location for the enjoyment of large numbers of people. An amusement park is more elaborate than a simple city park or playground, usually providing attractions meant to cater specifically to certain age groups, as well as some that are aimed towards all ages.

### **Himachal Pradesh: Pre-feasibility Study for Aerial Ropeway Transportation**

**Shimla:** The Cabinet in its meeting yesterday approved to appoint M/s Usha Breco Limited, Ghaziabad as Consultant for conducting Pre-feasibility study (PFS) of developing Aerial Ropeway Transportation system for transportation of Horticultural Produce especially apple from Apple Growing Areas in H.P. to prospective markets in the border areas of plains in Private Sector Participation through Himachal Pradesh

Infrastructure Development Board (HPIDB). In first phase the study is limited to the major apple growing areas of Shimla district.

The need was being seriously felt by Government for some alternative transport system for exporting/ transporting agricultural/horticultural produce especially apple and vegetables from apple growing areas of Himachal Pradesh to the terminal market which will be highly desirable in view of existing infrastructure which is found to be inadequate and also keeping in view the road conditions especially during rainy season when it really worsen resulting into heavy cost of transportation and loss to growers since the apple is perishable fruit. It is in keeping this view that exploring the possibility of developing of Aerial Transportation system for export of apple from apple growing areas to prospective markets is required. This will not only help the horticulturists but will ultimately result into less pressure on limited road infrastructure of State. The project is proposed to be developed in private sector.

The hilly and mountainous topography, environmental concerns and high cost of the rail road transportation systems make a strong case for using Aerial Ropeway technology in the State especially for transportation of goods in bulk. The transportation of horticultural produce apples etc. can be done through aerial ropeways system over hilly terrain without disturbing the ecology and help in getting of infrastructure development.

## **ABOUT CHAIL:**

Chail was essentially a sleepy little mountain village set in a beautiful locale till the 19th century. Its transformation began in 1893, when the Maharaja Bhupinder Singh of Patiala decided to create a new summer capital which would be 'better' than Shimla; all this for a bruised ego, after he was banished from Shimla for eloping with Lord Kitchner's daughter. Lord Kitchner just happened to be the Commander-in-Chief of the British Indian Army at that time.

The present Chail is spread over an area of 72 acres on three adjacent hills-the Rajgarh Hill where the Palace is built, the Pandava Hill where the old Residency 'Snow View' is located and where the British Resident lived, and finally the Siddh Tibba, where the temple of Baba Sidhnath is located at a height of 2226 ft. The British Resident stayed at another beautiful building called 'Snow View', this is with the Indian Army these days.

Nestling in the shelter of virgin forests which cover many untrodden hills, Chail is a tiny resort in the Shiwalik region of Himachal Pradesh and has interesting history; The British Government annexed Chail from the Gurkha General Amar Singh in 1814, along with Shimla Hills. Later, the British Government gifted Chail, a quiet hamlet, part of the erstwhile Keonthal estate, to Maharaja Bhupinder Singh.

Originally, it was a part of Keonthal State. Then it came under the sway of the Gorkha warrior Amar Singh. Finally it became a royal resort and summer seat of

Maharaja of Patiala. The story behind the rise of Chail as the summer seat of Patiala state is quite interesting.

The year was 1891. Maharaja Bhupinder Singh of Patiala incurred the wrath of the Commander-in-Chief, Lord Kitchener, who banned his entry into the British summer Capital of Shimla. Enraged, the Maharaja resolved to build himself a new summer Capital better than Shimla. The British Government had already gifted him Chail.

With the majestic snow-capped Shivalik peaks in the background and the beautiful orchards and sylvan pine valleys around reminding one of the many wonders of nature, Chail is sure to cast a spell. Maharaja Bhupinder Singh developed the highest cricket field in the world in Chail. Well-kept and scrupulously maintained, more than the excitement of the game, the pitch offers a picturesque view of the surroundings, with tall forest trees all around it. Chail has everything that Shimla doesn't. The proud ruler made sure that Chail matched Shimla in every respect.

Located on a spur, on a clear day, Chail offers a magnificent and splendid view of the valley. It is an out-of-this-world experience to look down and see the River Sutlej winding its way between the mountains, overlooking at the same time both Kasauli and Shimla (45 km) further via Kufri. It is an even more splendid view in the night, with the distant lights of the surroundings creating its own magic pattern on the horizon.

One has to see to believe what poets and writers have been describing the Himalayas as since time immemorial. One is awestruck to see the massive Himalayan ranges, their snow-capped peaks spectacularly gleaming in the sun. It is definitely an out-of-this-world sight and one can spend hours and hours together, admiring the magic it creates in the mind. The snow remains there until the beginning of the spring when the flowers come out in full bloom. This is the time when the meadows are filled with hyacinth and celandine, while the carmine and rhododendron trees are surrounded by solemn forests of deodar and towering pine trees.

A must see in this place is the palace of the maharaja. Built on three hills, the palace is on Rajgarh Hill, while the Residency Snow View, which was occupied once upon a time by the British Resident, is on Pandhewa Hill. On the third hill, Sabba Tibba, is the township of Chail. The maharaja had planned this palace as a retreat, replete with all necessary things he'd need for relaxation, and therefore, he built hunting and fishing lodges, which are open to the public. If your imagination of a hill station is that of a shopping street, many tourist sightseeing spots and a place teeming with tourists, then maybe Chail is not the ideal spot for you. However, if you are looking for something different and peaceful then head to this laidback hill-town in Himachal Pradesh and explore the wonders of nature. This enraged the Maharaja and he built his summer capital at Chaamitabha Boseil, a little village close to Shimla, which ironically was gifted to him by the British earlier.

Surrounded by lush forests with a commanding view of the snow-capped Himalayas, he rebuilt the city and a wonderful palace for himself. The picturesque

resort located amidst scented forests of chir pine and gigantic deodars is now a heritage hotel run by the HP Tourism. You can take long quiet walks in the lap of nature almost in any direction from Chail with the sounds of gushing winds and chirping birds as company.

Chail is built on three hills, the palace is on Rajgarh Hill, the Residency Snow View once occupied by British resident is on Pandhewa Hill and on the third hill Sadh Tiba where Chail is situated. Overlooking Satluj Valley, Shimla and Kasauli are also visible from here on a clear day and during the night. Just before hitting Chail, a board gives direction to the Cricket Ground and the Sidh Baba temple which actually are the only two places to see in Chail. For those who want to blend some sightseeing, one can go to Shimla (49 km) and Kufri (25 km).

The world's highest cricket ground at a height of 2,444m is three km from the market, and within the field there are basketball court and football goal posts. It is presently used by the students of the Chail Military School.

The market is located on a flat stretch below where there are a few provision stores, some restaurants more in the nature of dhabas, a bank, a post office and also the bus and the taxi stand. It is basically a one street town. The language spoken there has a typical Punjabi flavour and the local residents are very good-looking.

The Sidh Baba temple can be visited on way back from the cricket ground. The route is absolutely infested with monkeys, so be careful. There is also a Kali Mata temple

about 6km from Chail in a nearby hill. The view of the valley from there is awesome. Do not miss out on visiting the Gurudwara Sahib on the steep road behind the taxi stand. It was set up in 1907 and has an unusual church-like structure with exquisite wooden ceiling. During spring-summer, the rhododendrons are in full bloom and the bright orange hues are a treat to the eyes. So pack your bags and do visit Chail this summer.

The Chail hill station is located at an altitude of 2250 meters and is one of the smallest hill stations of Shimla. The Chail hill station of Shimla has an interesting story behind it. Chail was the summer capital of the former princely state of Patiala. Smarting at this insult, Bhupender Singh began exploring the neighbouring hills with a single guiding force - to find a hill that was within sight of Shimla but higher. The little village of Chail seemed perfect. Shimla lay within direct vision, and most important, Chail was higher than the British controlled Shimla town

## ATTRACTIONS OF CHAIL:

For a visitor, Chail offers numerous options of sightseeing, from wildlife to places of worship. Spending a couple of days amidst the heart-stirring beauty of Chail can keep you coming back here over and again

**Chail Sanctuary:** The Chail sanctuary, is a regular haunt of tourists and holidaymakers. The Deodar and Oak forests with grasslands around the township are the abode of wildlife. sanctuary was notified on 21st March 1976 near Chail



Town in District Shimla and covers an area of 10,854.36 hectares. The vegetation of the sanctuary consists of oak forests, deodar forests and grasslands. Major wildlife species that can be spotted here include goral, red deer, Himalayan black bear, flying squirrel etc.

**Cricket Ground:** Surrounded by gigantic deodar and well maintained Chail Cricket ground is the most-elevated cricket ground (highest cricket ground) in the world. Built in 1893, this cricket pitch located at the height of 2,144m is also used as polo ground. Massive trees of deodar surround the ground from all sides.

**Palace Hotel:** The magnificent Rajgarh palace, with elaborate furnishings, was built in the year 1891. With comfortable log huts and cottages, dense forests and serene walks, sprawling lawns, a children's park, a 'lovers hill', and sports facilities this place is an ideal tourist destination for nature lovers. Besides, this the dense forests

impart irresistible charm to this palace. This palace built by Maharaja of Patiala is now converted into a heritage hotel.

**Sidh Baba Ka Mandir:** Maharaja Bhupinder Singh had originally intended this to be the site of his palace, and had even started building it, but as is believed, a 'sidh', saintly person appeared in the Maharaja's dream, and declared that this was the place where he had meditated. Consequently, Bhupinder Singh shifted his venue and built a temple on the spot. The temple is situated on the hill sandwiched by Rajgarh and Pandhawa. Set in the army cantonment area, the temple sits next to the cricket ground currently being used by the Army.

**Angling:** Head for the Giriganga River 29 km from Chail on the Gauda Road for a spot of angling. Trout is only an occasional visitor here.

## CHAPTER – 2

### REVIEW OF LITERATURE

The literature for review to be collected from secondary sources such as magazines, articles, reports, budgets, newspaper etc to highlight the problems and findings of the study done by various research and business professionals to understand the value addition to the tourist place by creating ropeway and amusement park .

Customers are the more important to boost any business in any industry, here we are discussing about the Tourism Industry so we can call them as a tourists customers. The tourism industry existing for the tourists only and also the industry to try to give optimum satisfaction to the tourists. Present days the tourist customers are very brilliant and more informative. If it is necessary that their needs and preferences are understood so that the tourism industry in Shimla can understand as to where its position in terms of providing services to the tourists and achieve their satisfactions.

Dharamsala, Dec 23 (PTI) To encourage tourism, Himachal Pradesh Government has given priority to set up nine ropeways and maintain important highways. This was stated by Chief Minister Prem Kumar Dhumal while presiding over the fifth meeting of Tourism Development Board at Dharamsala today. He said the state government was working towards completing all formalities for construction of nine ropeways to connect Naina Devi (Himachal) with Anandpur Sahib (Punjab), Shahtalai with Deothsidh, Jia (Dharamsala) with Himani Chamunda, Bhuntar (Kullu)

with Bijli Mahadev, Palchan (Manali) with Rohtang Pass (13050 feet), Khaniyara(Dharamsala) with Triund and Shimla with Jhaku temple. Besides this, steps were also being taken to develop Neugal in Palampur from tourism point of view. He said with the completion of these projects not only religious tourism would get boost but various inaccessible areas would be opened to tourists. Chief Minister said that State Government had taken the improvement and maintenance works of roads on priority which includes Shimla-Ghaghas, Shimla-Kufri-Narkanda- Chail, Kumarhatti-Nahan Chakki- Chamba, Kangra-Mandi and Swarghat-Manali roads. In addition to this, other roads were also being improved to facilitate the commuters. He directed the officials to highlight the important temples and tourist destinations on the milestones along the road sides. He also stressed on highlighting and promoting the brand 'Unforgettable Himachal' on all bus stands, buses and gift hampers of HPMC so that proper publicity could be ensured. He released the tourism calendar for Year 2012 on the occasion.

### **Ropeway in Udaipur:**

Spend the evening overlooking the city lights from the high altitude. Udaipur's ropeway services gives a chance to have bird's view of the entire city. Recently started Karni Mata Ropeway has been getting popular amongst domestic and international tourists. Its a ride of about 500m from Doodh Talai Garden to Ropeway junction (to the adjacent hill). A multi-cuisine Restaurant adds up to the reason for staying longer on top of hill and keep staring the natural beauty around. This Project stems from the need of an Indian community in the state of Uttarakhand. A women's cooperative in the village of Ranikhet produces roof tiles and various preserves.

However, to bring them to the market they must carry heavy loads up steep hills daily. This project attempts to design an affordable ropeway to do that same task in a less strenuous manner.

Gulmarg is easily accessible from Srinagar or Srinagar Airport (SXR), the capital of Kashmir, in under 2 hours by car or bus. Just 1 hour on the way is the town of Tangmarg, a key tourist attraction and also a main destination for skiers riding down from Gulmarg during the winter months. From Tangmarg, the Gulmarg plateau is just 30 minutes travel. Gulmarg has around 40 hotels ranging from extremely budget accommodation in private huts to hotels that are of a similar standard to a western Bed & Breakfast. When hotels say 5 star expect similar standards to the aforementioned bed and breakfast or motel. The peak season starts with the snowfall in December and lasts until March (April if it is a good season). The charges for one night stay during peak season in a hotel range typically between Rs1500 to Rs6500+, however there is also accommodation available for Rs500 which is only for the hardcore. The pre-season and post-season rates may have a discount but this is not standard.

According to CNN, Gulmarg is the "heartland of winter sports in India." [4] Gulmarg was being mooted as a possible host for the 2010 Commonwealth Winter Games. As such, Gulmarg has been rated by CNN International as Asia's seventh best ski destination. [5] This resort is famous because of its "Gulmarg Gondola," one of the highest cable car in the world, reaching 3,979 metres. [6] The two-stage ropeway ferries about 600 people per hour to and from the gondola main station in Gulmarg to a shoulder of nearby Mt. Apharwat Summit (4,200 m

(13,780 ft)). The ropeway project is a joint venture of the Jammu and Kashmir government and French firm Pomagalski. The first stage transfers from the Gulmarg resort at 2,600 m (8,530 ft) to Kongdoori Station in the bowl-shaped Kongdori valley. The second stage of the ropeway, which has 36 cabins and 18 towers, takes skiers to a height of 3,950 m (12,959 ft) on Kongdoori Mountain, a shoulder of nearby Mt. Afarwat Peak (4,200 m (13,780 ft)). The second stage was completed in a record time of about two years at a cost of Rs11 crore and opened on May 28, 2005. The French company had also built the first phase of the gondola project, connecting Gulmarg to Kongdoori, in 1998. The JKSCCC also proposes to construct chair lifts to connect Kongdoori with Mary's Shoulder for beginners and intermediate freeriders.

The “heartland of winter sports in India”, as quoted by CNN, is a gathering ground for all things extreme sports and outdoors related. In the winter, the diverse and extreme terrain combines with torrential snowfall to create a snow destination that is among the best in the world. As the destination itself is still undeveloped, skiers and riders never have to suffer the long queues that are so prevalent in other international snow destinations – it is not uncommon to get up to 10 runs in a day from the top of the gondola and to be carving fresh lines in untracked snow for the best part of a day.

The summer is just as busy. With temperatures ranging from 25 to 30 °C, Gulmarg attracts outdoor sports fanatics with its world class golfing, trekking, mountain biking, horse riding, water skiing, and fishing. Gulmarg has a lot of highest things along with its name, and of them is the Gulmarg golf club. It is the highest green golf course in the world. There are a few places of religious importance near the resort within a 5 to 20 km radius like Baba Reshi, Haji Murad at Kreeri and Tangmarg.

Gulmarg is among the most famous tourist destinations in India and there is a need for some tightened regulation to save the environment of the area from over tourism.[7]

The hill resort has now become the most desired holiday destination with innumerable tourists who throng it. Amongst the most visited are the Buddhist monasteries and the Hindu temples. One should taste the finest blend of tea that makes good souvenirs too. The pieces of Himalayan handicrafts and the curio carpets closely follow it. While selecting Darjeeling Tour Packages, you can have packages like Darjeeling tour, Darjeeling - Gangtok Tour, Darjeeling-Kalimpong - Gangtok Tour, Darjeeling-Pelling - Kalimpong - Gangtok Tour and many more. Visit the dreamland of the East and experience the Flora and Fauna in Darjeeling, sight seeing in Darjeeling like Tiger Hill, Batasia Loop, War memorial, Japanese Peace Pagoda, Dhirdham Temple, The Mall and Chowrasta, Ava Art Gallery; Tea Gardens in Darjeeling; Buddhist Monasteries in Darjeeling like Yiga Chilling Monastery, Samten Cholling Monastery, Drukpa Kargyud Monastery, Bhutia Busty Monastery, Museums and Parks in Darjeeling like Museum of Natural History, Himalayan Mountaineering Institute, Himalayan Zoological Park and Snow Leopard Breeding Centre, Snow Leopard Breeding Centre, Lloyds Botanical; Adventure Tourism in Darjeeling as Darjeeling Rangeet Valley Passenger Ropeway, Singalila Range Trek, the ultimate Toy Train trip in Darjeeling and much more to explore.

**Darjeeling Ropeway** is a ropeway in the town of Darjeeling in the Indian state of West Bengal.[1] The ropeway used to be a popular tourist destination in the town. It consisted of sixteen cars and plied between the "North Point" in the town of Darjeeling and Singla on the banks of the Ramman river. The

journey on the ropeway offered beautiful views of the hills and the valleys around Darjeeling.

The ropeway, which was started in 1968 and revamped in 1988, was stopped in October 2003 after four tourists died when the cable snapped causing two cars to plummet down the hill. In 2005, the state forest and public works department (PWD) ministers formed a three-member committee to oversee safety issues. The committee, which included a PWD engineer and two Kalyani Government Engineering College teachers, found the services unfit after a trial run.[2] The ropeway was reopened on 2 February 2012.

### **Ropeway facility for Maihar temple tour: Indus Excursion**

***PRLog (Press Release) - Jul 28, 2009 –***

Maihar is a holy town of Madhya Pradesh State. Devotees from all over India visits ‘Maa Sharda Temple’ throughout the year. Temple is located in top of the mountain and can be reached through 1060 steps, road. It is quite obvious that visit is not easy task specially for aged or physically unfit devotees. Considering the problem of devotees, management has decided to avail the service of ropeway service for devotees to reach Mother goddess Sharda Temple conveniently and in short time.

It is decided to begin the service from 19th of September, 2009 for general public. Fare will also be considerably nominal for devotees i.e. in between Rs.30/- to Rs.50/- per person.

## **Raigad Ropeway Tourist Attraction Near Mumbai**

“Quite near to Mumbai, Raigad ropeway is founded by (Late, Shri V M Jog) and is located in Mahad (Raigad, Maharashtra, India) and since 1996 of its construction it has become a well known one day picnic spot and one of the major tourist attractions in Maharashtra tourism list. Lets explore some major attractions of ropeway”

This historic place is quite cost effective for the number of places to see included in package. Individual tourist package cost is just Rs.170 (About 4 Dollars) which includes sightseeing and other attractions like Raigad Museum visit, one time ropeway charges and a unique history visual of Raigad fort (A video), and visiting the fort and getting complete details with a guide. Worth the cost and a day of picnic for any one.

**Museum :** The lifestyle of Marathas under the rule of Raja Shivaji can be seen on every artifacts inside the museum. Their are old weapons, photographs and other art work to be seen.

**Film Show :** The Raigad ropeway package includes this historic film show detailing about Raigad fort, This 22 minutes audio visual makes us understand and think on how and why was this fort made. Once done you will be guided towards ‘Lower Station’ to ride the ropeway.

Ropeway project likely to attract tourists Correspondent NORTH  
GUWAHATI, June 15 – The much-hyped and ambitious ropeway project between

Guwahati and North Guwahati is reported to be progressing well. The project is expected to attract not only domestic tourists but foreign tourists too in crossing the Brahmaputra river over the panoramic Umananda hills towards the historic foothills of Manikarneswar temple (Chandra-Bharati Mandop).

The ropeway services will directly benefit the North Guwahatians in crossing the river in all seasons at fares comparable to the fares charged for the engine-boat services. This was stated by the local MLA and Health Minister Himanta Biswa Sarma, while addressing a meeting held recently here in regard to improvement of ferry and engine-boat services.

The officials of the ropeway construction company, Rights and Samir Damodar visited the site at Kacharighat and took stock of the progress of the project so far.

It was let known that state-of-the-art technology and modern methods have been applied in executing the ambitious scheme. According to the representatives of the builders, the project is expected to be completed in the middle of next year.

### **HP tourism dept clears Deotsidh ropeway**

Shifting its focus on developing alternate means of transport to attract tourists, the Himachal Pradesh government has cleared a new ropeway project between Shahtalai and Deotsidh. The project will be commissioned on build, operate, own and transfer basis by the state's tourism department. Stating this, Principal Secretary (Tourism) Manisha Nanda said about 25 to 30 lakh pilgrims visited the famous shrine

of Deotsidh in Hamirpur district every year. The proposed ropeway project will decongest the place. “The lower terminal point (LTP) will be located near Shahtalai and the total length of the ropeway route will be about two kilometres.

**Amusement parks** and **theme parks** are terms for a group of entertainment attractions, rides, and other events in a location for the enjoyment of large numbers of people. An amusement park is more elaborate than a simple city park or playground, usually providing attractions meant to cater specifically to certain age groups, as well as some that are aimed towards all ages. Theme parks, a specific type of amusement park, are usually much more intricately themed to a certain subject or group of subjects than normal amusement parks.

Amusement parks evolved from European fairs and pleasure gardens, which were created for people's recreation. The oldest amusement park in the world is Bakken, north of Copenhagen, Denmark, which opened in 1583. In the United States, world's fairs and expositions were another influence on development of the amusement park industry.[1]Amusement parks have a fixed location, as opposed to traveling funfairs and carnivals.

In common language, theme park is often used as a synonym for the term 'amusement park'. But a 'theme park' is actually a distinct style of amusement park. A theme park has landscaping, buildings, and attractions that are based on one or more specific themes or stories.[2][3] Despite many older parks adding themed rides and areas, qualifying the park as a theme park, the first park built with the original intension of promoting a specific theme, Santa located in Santa Claus, Indiana, did not

open until 1946.[4][5] Disneyland, located in Anaheim, California, built around the concept of encapsulating multiple theme parks into a single amusement park is often mistakenly cited as the first themed amusement park, but is instead the park that made the idea popular.

Amusement parks also grew out of the pleasure gardens that became especially popular at the beginning of the Industrial revolution as an area where one could escape from the grim urban environment. The oldest intact still-surviving amusement park in the world (opened 1583) is Bakken ("The Hill") at Klampenborg, north of Copenhagen, Denmark. The best known of the parks in London, was Vauxhall Gardens founded in 1661 and closed in 1859.[1] Another long-standing park is Prater in Vienna, Austria, which opened in 1766. This park was conceived as a place where the common person could enjoy a respite in a pastoral setting and participate in the musical culture of the city. Tivoli Gardens, Copenhagen is another example of a European park, dating from 1843, which still exists. These parks consisted of booths, entertainment, fireworks displays and some "rides" such as introduction to the modern railroad. The parks grew to accommodate the expectations of their customers—who were increasingly familiar with the mechanical wonders of industrialization. Rides became a required part of the pleasure garden and by 1896 there were 65 such pleasure parks in London.[1]

### **Present day amusement parks**



## Dorney Park and Wildwater Kingdom's in Allentown, Pennsylvania

The amusement park industry's offerings range from large, worldwide type theme parks such as Disneyworld and Universal Studios Hollywood to smaller and medium-sized theme parks such as the Six Flags parks and Cedar Fairparks. Plus, countless smaller ventures in many of the states of the U.S. and in countries around the world. Even simpler theme parks directly aimed at smaller children have emerged, including Legoland opened in 1999 in Carlsbad, California (the first Legoland opened in 1968 in Billund, Denmark).

Examples of amusement parks in shopping malls exist in West Edmonton Mall, Alberta, Canada; Pier 39, San Francisco; Mall of America, Bloomington, Minnesota.[citation needed] Family fun parks starting as miniature golf courses have begun to grow to include batting cages, go-karts, bumper cars, bumper boats and water slides.[citation needed] Some of these parks have grown to include even roller coasters, and traditional amusement parks now also have these competition areas in addition to their thrill rides. As of 2008, the Walt Disney Company accounted for around half of the total industry's revenue in the US as a result of more than 50 million visitors of its U.S.-based attractions each year.[21]

## **TOURISM IN INDIA:**

### **History and Development**

Tourism development in India has passed through many phases. At Government level the development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

But it was only after the 80's that tourism activity gained momentum. The Government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In July 1991, tourism was also declared as a priority sector for foreign investment. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. The other major development that took place were the setting up of the India Tourism Development Corporation in 1966 to promote India as a tourist destination and the Tourism Finance Corporation in 1989 to finance tourism projects. Altogether, 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialized training in hoteliering and catering

### **Current Scenario in Indian Tourism**

Tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. India witness's more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "Incredible India campaign. According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. The Travel & Tourism Competitiveness Report 2007 ranked tourism in India 6th in terms of price competitiveness and 39th in terms of safety and security. Despite short- and medium-term setbacks, such as shortage of hotel rooms, tourism revenues are expected to surge by 42% from 2007 to 2017. India has a growing medical tourism sector. The 2010 Commonwealth Games in Delhi are expected to significantly boost tourism in India.

## CHAPTER – 3

### OBJECTIVES OF THE STUDY

Fixing the objective is like identifying the star. The objective decides where we want to go, what we want to achieve and what is our goal or destination.

Every study is carried out for the achievement of certain objectives.

1. To find if the ropeway at Chail (Shimla) will increase the tourism activity & hence more revenue generation.
2. To find the Amusement park will do the value addition to the tourist place.
3. To find the feasibility in the current scenario at Chail.

# CHAPTER – 4

## RESERCH METHODOLOGY

It is a way to systematically solve the research problem. The research methodology includes the various methods and techniques for conducting a research. Research is the systematic design, collection and analysis and reporting of data and finding a solution to a specific situation or problem

### Source of data collection

The data will be collected by primary data collection methods as well as secondary sources.

### **Primary Data:**

Most of the information will be gathered through primary sources. The methods that will be used to collect primary data are:

- a) Questionnaire
- b) Interview

### **Secondary source:**

Secondary data that will be used are web sites and published materials related to tourist place by creating ropeway & amusement park as well as relevant information on Chail.

The secondary data was collected through:

- Text Books
- Magazines
- Journals
- Websites

### **Nature of the sample**

A sample size of 100 is considered and a random selection

The technique will be used for conducting the study is convenience sampling Technique as sample of respondents shall be chosen according to their convenience.

**Data Analysis & Interpretation** – Classification & tabulation transforms the raw data collected through questionnaire into useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted into understandable and orderly statistics. After primary data collection, the data would be classified, tabulated & processed with the help of suitable statistical tools.

### **STATISTICAL ANALYSIS TOOLS:**

The tools used in this study will MS-EXCEL, MS-WORD. MS-EXCEL will use to prepare pie- charts and graphs. MS-WORD will use to prepare or write the whole project report.

### **GRAPHICAL REPRESENTATION**

Graphical representation of percentages of responses by the respondent was made by– charts to show the overall view.

# CHAPTER – 5

## DATA ANALYSIS AND INTERPRETATION

### Evaluation of the Study:-

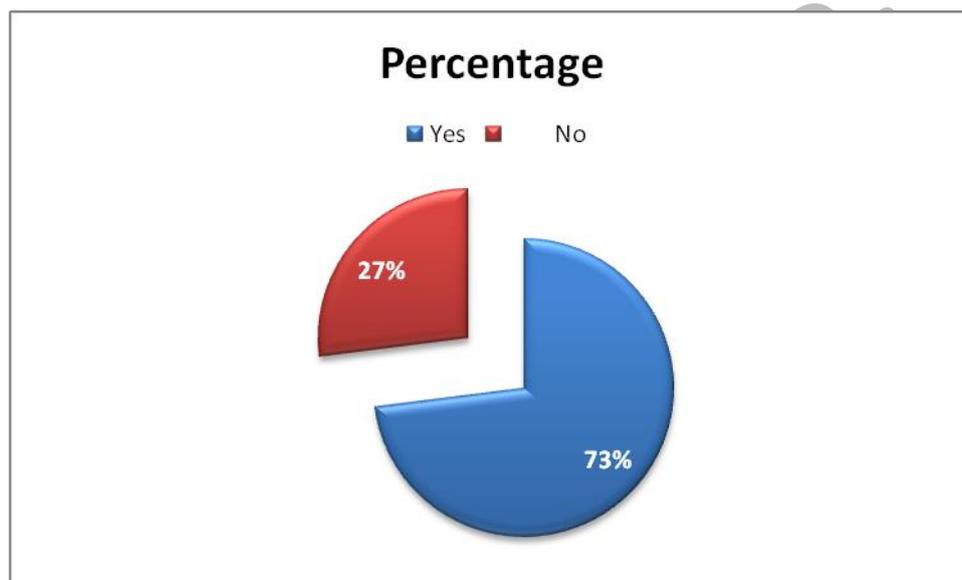
A detailed analysis of the study is necessary and is to be considered in order to compare the actual theory with that practical the variants of which may form the basis for improvements. Keeping this point in view and to fulfill the evaluation variants of which may form the basis for objectives of the studies an attempt has been made to segment the various respondents on the basis of some aspects collected from them through questionnaire. There are depicted through tables and graphs.

The copy of questionnaire administered is enclosed and the sample size was 100 respondents are enclosed at the end of this project. All the calculations and numerical interpretations are for 100%

**Q1. Have you ever taken any ropeway and amusement park services?**

**TABLE -1**

Criteria	Frequency	Percentage
Yes	73	73%
No	27	27%



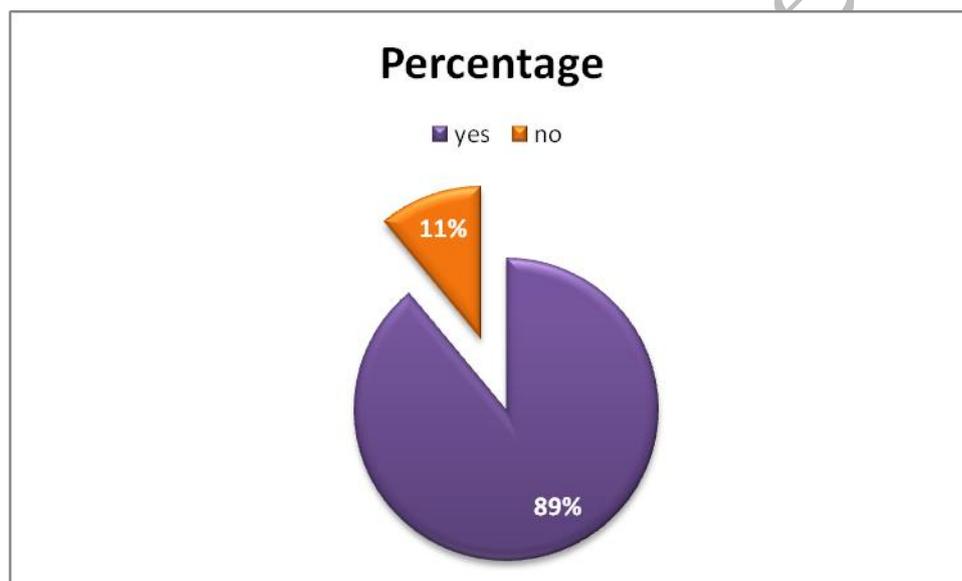
**ANALYSIS & INTERPRETATION:**

As per shown in the above pie graph, 73% of respondent said that they have taken ropeway and amusement park services and 27% of respondent are no category.

**Q2. Is this your first visit to this tourist destination?**

**TABLE - 2**

<b>Criteria</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	89	89%
No	11	11%

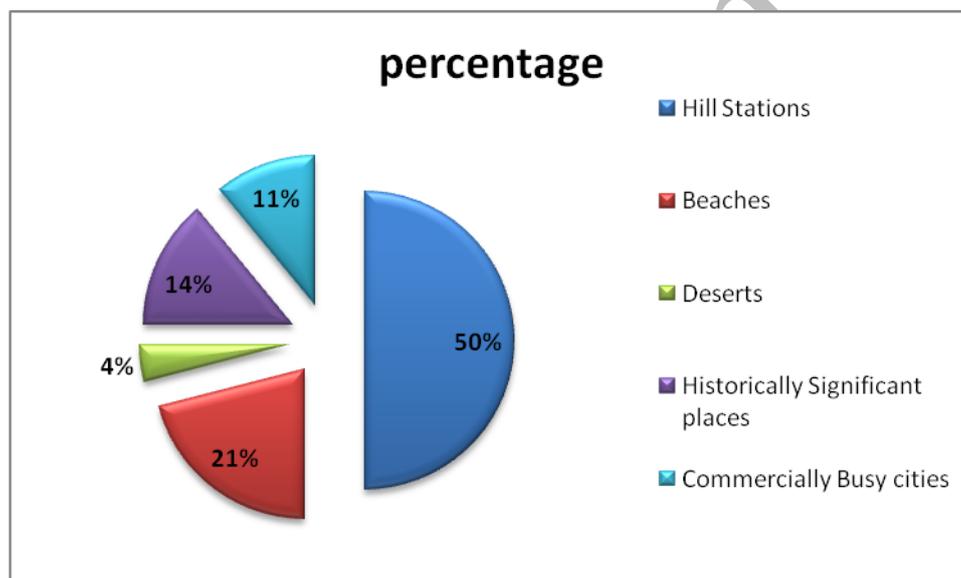


**ANALYSIS & INTERPRETATION:**

As per shown in the above pie graph, 89% of respondent said yes and 11% of respondent are no category.

**Q3. Where do you go most often?****TABLE - 2**

<b>Criteria</b>	<b>Frequency</b>	<b>Percentage</b>
Hill Stations	50	50%
Beaches	21	21%
Deserts	4	4%
Historically Significant places	14	14%
Commercially Busy cities	11	11%

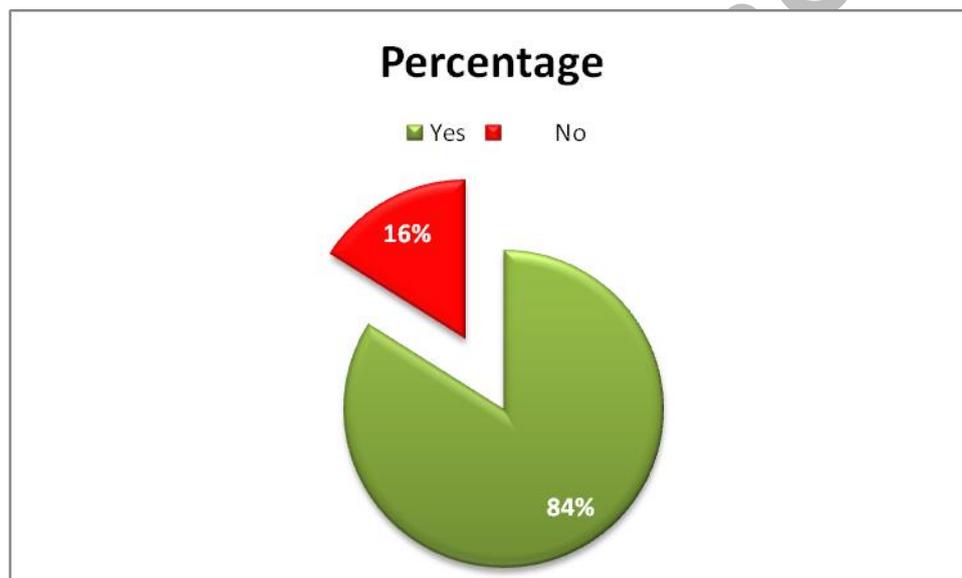
**ANALYSIS & INTERPRETATION:**

As per shown in the above pie graph, 50% of respondent said they most often want to go Hill stations, 21% of respondent said Beaches, 14% of respondent said Historically Significant places, 11% of respondent said Commercially Busy cities and only 4% of respondent are said Deserts.

**Q4. Do you think that ropeway and amusement park ready to attract large number of tourist in Chail (Shimla)?**

**TABLE - 4**

<b>Criteria</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	84	84%
No	16	16%



**ANALYSIS & INTERPRETATION:**

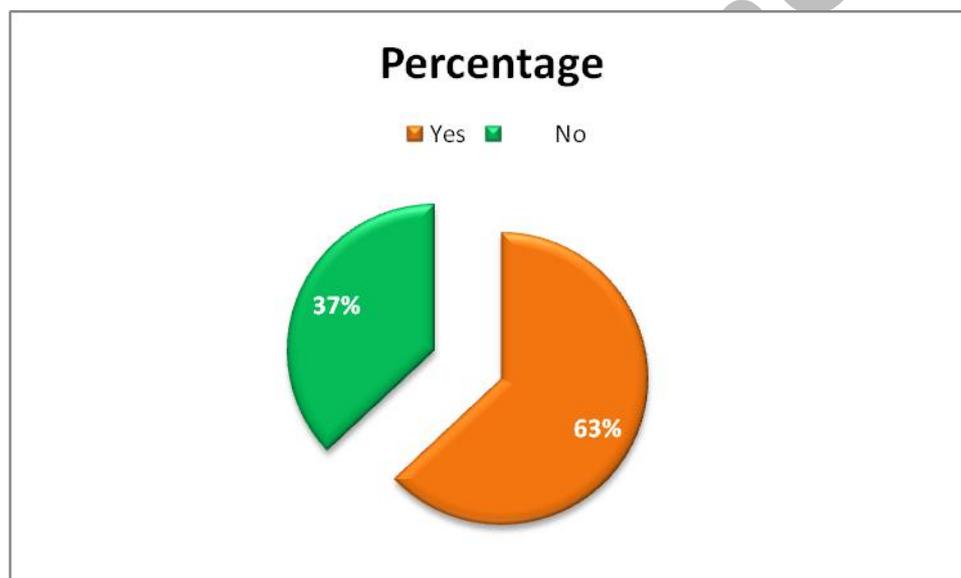
From the table and graph above it can be seen that

- 84% of respondent think that ropeway and amusement park ready to attract large number of tourist in Chail (Shimla).
- 16% of respondent are not think like that.

**Q5. Do you feel that Ropeways a beneficial Option for any hill station and urban transport?**

**TABLE - 5**

<b>Criteria</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	63	63%
No	37	37%



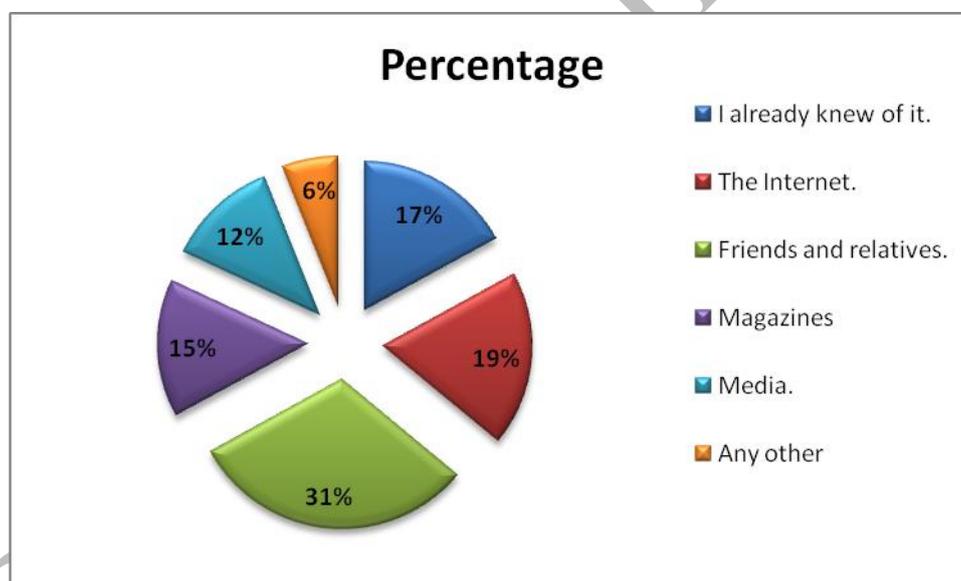
**ANALYSIS & INTERPRETATION:**

From the table and graph above it can be seen that

- 63% of respondent that Ropeways a beneficial Option for any hill station and urban transport.
- 37% of respondent said no.

**Q6. Where did you hear about this tourist destination?****TABLE - 6**

Criteria	Frequency	Percentage
I already knew of it.	17	17%
The Internet.	19	19%
Friends and relatives.	31	31%
Magazines	15	15%
Media.	12	12%
Any other	6	6%

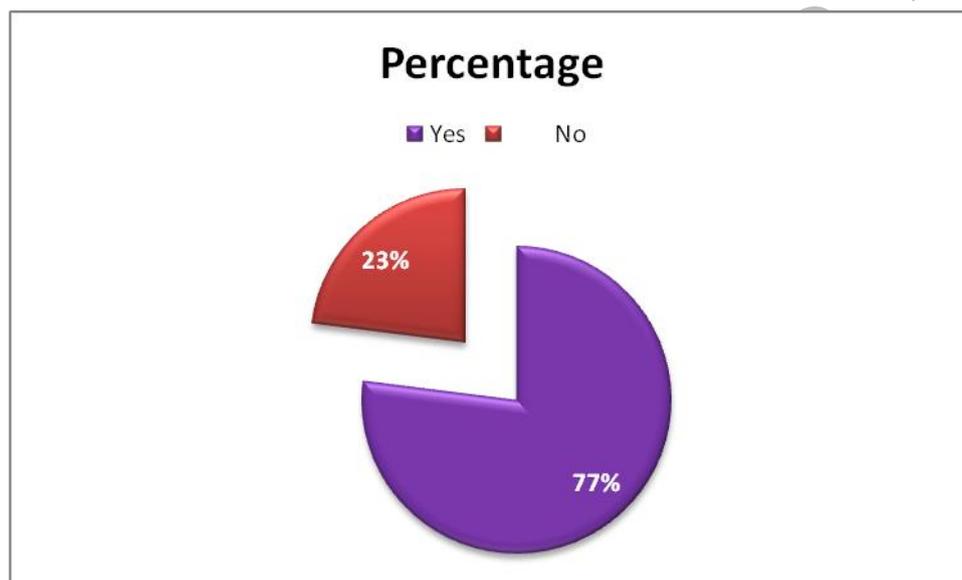
**ANALYSIS & INTERPRETATION:**

From the above analysis, we can conclude that most of the respondent heard this destination from their Friends and relatives, 19% of the respondent said from the internet, 17% of the respondent said they already knew of it., 15% of the respondent said Magazines end etc...

**Q7. Do you think that the Amusement park will do the value addition to the tourist place?**

**TABLE - 7**

<b>Criteria</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	77	77%
No	23	23%



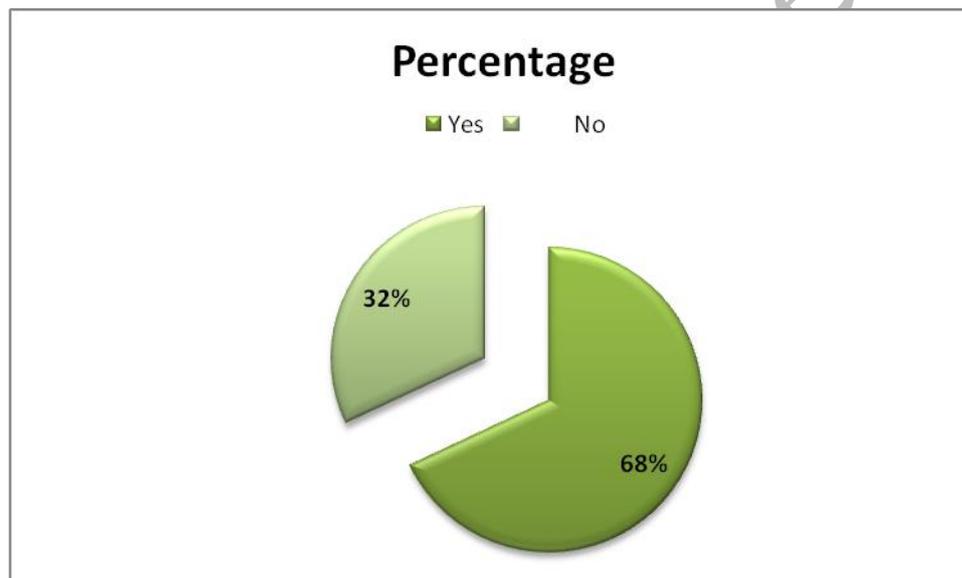
**ANALYSIS & INTERPRETATION:**

As per shown in the above pie graph, 77% of respondent think that the Amusement park will do the value addition to the tourist place and 23% of respondent are not think like that.

**Q8. Do you agree that the ropeway at Chail (Shimla) will increase the tourism activity & hence more revenue generation?**

**TABLE - 8**

<b>Criteria</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	68	68%
No	32	32%



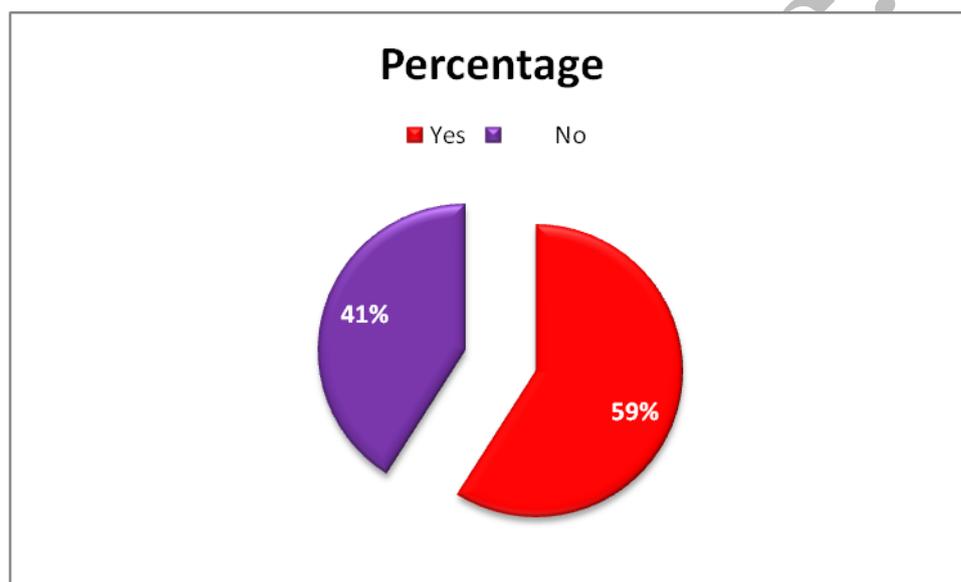
**ANALYSIS & INTERPRETATION:**

As per shown in the above pie graph, 68% of agree that the ropeway at Chail (Shimla) will increase the tourism activity & hence more revenue generation and 32% of respondent said no.

**Q9. Before arrival to Chail, were you aware that there is an available ropeway service?**

**TABLE - 9**

<b>Criteria</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	59	59%
No	41	41%



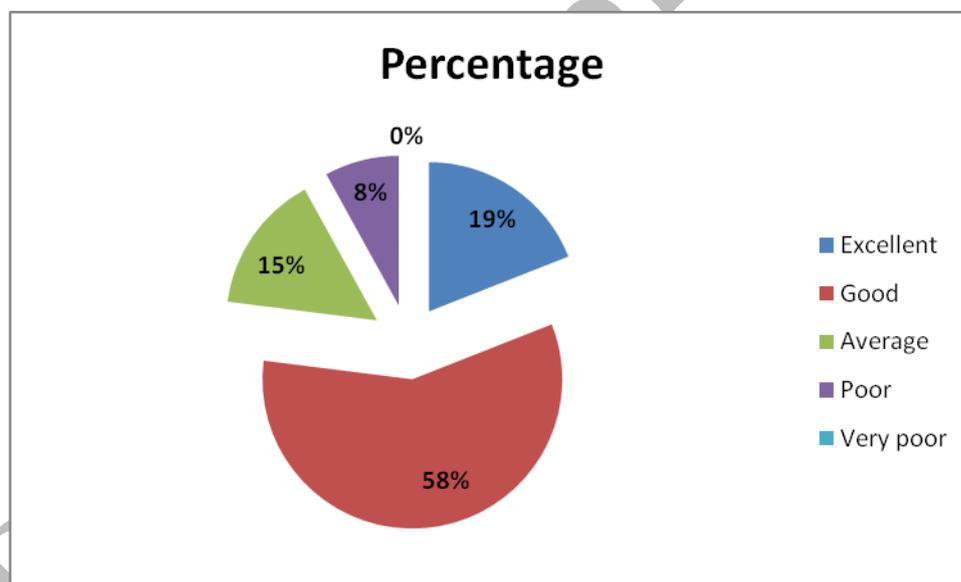
**ANALYSIS & INTERPRETATION:**

As per shown in the above pie graph, 59% of respondent said they are knowing that there is an available ropeway service and 41% of respondent are no category.

**Q10. Do give overall rating of Chail (Shimla) has to offer as a tourist destination?**

**TABLE - 10**

Criteria	Frequency	Percentage
Excellent	19	19%
Good	58	58%
Average	15	15%
Poor	8	8%
Very poor	0	0%



**ANALYSIS & INTERPRETATION:**

As per shown in the above pie graph, 58% of respondent said good that the rate overall of Chail (Shimla) has to offer as a tourist destination, 15% of respondent said Average, 19% of respondent said Excellent and only 8% said poor.

## CHAPTER – 6

### CONCLUSION AND RECOMMENDATION

Human resource development plays a pivotal role in the hospitality and tourism industry. This sector is yet to get proper attention in both the private and public sector. Human Resource Development has not been in practice fully in the tourism sector. It has become imperative to develop skill and expertise of employees through HRD mechanisms to render good service to the tourist or guests. The training facilities are not even adequate to the employ's expectation and organizational requirement. 73% of respondent said that they have taken ropeway and amusement park service's Most of respondent said they most often want to go Hill stations, large number of respondent think that ropeway and amusement park ready to attract large number of tourist in Chail (Shimla).

We can conclude that all the 63% of respondent said that Ropeways a beneficial Option for any hill station and urban transport. From the above analysis, we can conclude that most of the respondent heard this destination from their Friends and relatives, 77% of respondent think that the Amusement park will do the value addition to the tourist place.

Most of respondent agree that the ropeway at Chail (Shimla) will increase the tourism activity & hence more revenue generation and 32% of respondent said no. Finding that 59% of respondent said they know that there is an available ropeway

service and 41% of respondent are no category. More than 50% of respondent said that Chail (Shimla) has good tourist destination

## Recommendation

- Shimla Tourism has to provide package facilities to connect all the tourist attractions in the state.
- To provide catering facilities at all the tourist destinations with all segment of the tourists with their pocket level.
- Entertainment facilities should be provided in order to ensure a longer stay by the tourists. They must have a unique thing to take back with them.
- To give the boost for the development of the Eco- tourism, and rural tourism.
- To take the measures for the control of cheating by the local people
- To introduce the on-line booking facilities to all the tourist attractions in the state, like accommodation bookings, package bookings etc.
- To strengthen the marketing facilities and publicity about all the tourist destinations in the state.
- The infrastructure facilities like roads, parking areas, sanitation facilities, gardens should be improved.
- Create new tourist destinations from the unexplored regions which must be opened at least in peak months or seasons.
- To opened tourism magazines through this it can be publicize it destinations and activities

- High tourist inflow areas should be maintained properly without any inconvenience to the tourists.
- The tourist amusement parks should maintain clean and hygienic conditions in all the times.
- Where ever the facilities are available there should be introduce the ropeway facilities, amusement park and lighting system and lazer shows for the entertainment of the tourists,
- At every tourist hotels, sound and light shows, boating areas, rope way points, museums, should keep high alert and check every tourists with metal detectors to avoid untoward incidences.
- To strengthen the well trained guide service
- To develop more ropeway services and amusement parks.
- To introduce insurance policy for the tourists
- Where every possible and where ever necessary that areas should be developed the ropeways and canopy walks for the convenience of the tourists.
- To appoint the separate tourism forces and deploy them where ever necessary.
- To maintain cleanliness and environmental sustainability must be care
- Keeping all the stakeholders in mind, a sustainable strategy is needed.

## CHAPTER – 7

### LIMITATIONS OF THE STUDY

No study is complete in itself, however good it may be and every study has some limitations. Some of the limitations which I may face in this study are as follows:

- The study will be restricted to the creating ropeway & amusement park only.
- This is not an inclusive survey due to time and resource constraint.
- Since the convenient sampling technique will be adopted in the study, hence, it may not be the representative of the universe.
- Since the proposed sampling size is 100, so the findings and conclusions of the study may only be suggestive and not conclusive.
- The respondents (some) may provide biased information/views due to their personal issues in an organization.

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- [www.wikipedia.org](http://www.wikipedia.org)
- <http://chail.in>

## APPENDIX

### Questionnaire

I am....., a student of ....., as a part of my curriculum; I am to take a research Project on “**ANALYTICAL STUDY OF VALUE ADDITION TO THE TOURIST PLACE BY CREATING ROPEWAY & AMUSEMENT PARK: CASE STUDY OF CHAIL (SHIMLA)**”. To enable to undertake above mentioned study, I request you to give your fair views. Your insights and perspective are important and valuable for my research.

**Policy on Confidentiality:** Please feel free to give your honest responses. The confidentiality of the information provided by the respondent is completely assured

**Q1. Have you ever taken any ropeway and amusement park services?**

Yes No

**Q2. Is this your first visit to this tourist destination?**

Yes No

**Q3. Where do you go most often?**

- a. Hill Stations
- b. Beaches
- c. Deserts
- d. Historically Significant places
- e. Commercially Busy cities

**Q4. Do you think that ropeway and amusement park ready to attract large number of tourist in Chail (Shimla)?**

Yes No

**Q5. Do you feel that Ropeways a beneficial Option for any hill station and urban transport?**

Yes No

**Q6. Where did you hear about this tourist destination?**

- (a) I already knew of it.
- (b) The Internet.
- (c) Friends and relatives.
- (d) Magazines
- (e) Media.
- (f) Any other

**Q7. Do you think that the Amusement park will do the value addition to the tourist place?**

Yes No

**Q8. Do you agree that the ropeway at Chail (Shimla) will increase the tourism activity & hence more revenue generation?**

Yes No

**Q9. Before arrival to Chail, were you aware that there is an available ropeway service?**

- (a) Yes
- (b) No

**Q10. Do give overall rating of Chail (Shimla) has to offer as a tourist destination?**

- (a) Excellent
- (b) Good
- (c) Fair
- (d) Poor
- (e) Very poor

**Backgrounds**

-----

1. Name \_\_\_\_\_

2. Sex:                      Male .....  
                                    Female .....

3. Age:                      Below 18 .....  
                                    18-35 .....  
                                    35-50 .....  
                                    Above 50 .....

4. Education:              Under Graduate .....  
                                    Graduate .....  
                                    Post Graduate .....

5. Occupation:            Service .....  
                                    Profession .....  
                                    Business .....  
                                    Other .....

6. Address .....  
.....  
.....

7. Phone no. ....

**\*\*\*\*\*Thanks for your valuable time and co-operation**

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