

1. TITLE OF THE PROJECT

“ANALYTICAL STUDY OF TOURISM DESTINATIONS PLANNING
& DEVELOPMENT OF JWALAMUKHI, CHINTPURNI TOUR PACKAGES,
HIMACHAL PRADESH”

2. INTRODUCTION TO THE STUDY

Importance of Planning: Tourism planning is primarily economic development planning that is directed towards tourism-related objectives which differ between the public sector and the private sector. In the public sector, most planning is done by different levels of government. Public sector tourism planning includes consideration of economic and social factors, land use policies and zoning controls, environmental concerns, infrastructure development, employment concerns, and the provision of public services. Private sector tourism planning is usually concerned with investment objectives involving various aspects of product development, building and design, financial feasibility, marketing, management and operations.

3. RATIONALE FOR THE STUDY

This study will analyze how tourism destinations planning & development of Jwalamukhi, Chintpurni tour packages in Himachal Pradesh. Two of the most important impacts in a tourism plan are the environmental impacts and the social-cultural (socio-cultural) impacts of development. While tourism generally is considered environmentally friendly, sustainable

tourism development places a high priority on preservation of the environment including land use, water quality, natural scenery, and waste disposal.

4. OBJECTIVES OF THE STUDY

Objectives:

1. To identify the major elements of tourism packages for Jwalamukhi and Chintpurni temple.

5. RESEARCH METHODOLOGY

Research methodology makes the most important contribution towards the enrichment of study. In a research there are numerous methods and procedures to be applied but it is the nature of the problem under investigation that determines the adoption of a particular method for all studies. Methods selected should always be appropriate to the problem under investigation. This chapter discusses the research design, data collection method, sampling design, data design and data analysis.

METHODOLOGY ADOPTED:

This research will be aimed at studying, how to increase the tourism destinations planning & development of Jwalamukhi, Chintpurni tour packages, Himachal Pradesh.

METHOD WILL USE TO CLASSIFY DATA:

PRIMARY DATA: Most of the information will be gathered through primary source.

The methods that will be collected primary data are:

- Questionnaire (Questionnaire prepared for conducting study will be attached in the final Project Report)
- Structured Interview

Secondary Data: The secondary data will be collected through:

- Official Reports on related matters.
- Books and Journals on tourism destinations planning & development.
- Websites

DATA ANALYSIS & INTERPRETATION – Classification & tabulation transforms the raw data collected through questionnaire in to useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted in to understandable and orderly statistics are used to organize and analyze the data.

- ♦ Simple tabulation of data using tally marks.
- ♦ Calculating the percentage of the responses.
- ♦ Formula used = (no. of responses / total responses) * 100

Graphical analysis by means of pie charts bar graphs etc.

6. EXPECTED CONTRIBUTION FROM STUDY

The study will help to know, how to increase the tourism destinations planning & development of Jwalamukhi, Chintpurni tour packages, Himachal Pradesh. Tourism planning is primarily economic development planning that is directed towards tourism-related

7. LIMITATIONS OF THE STUDY

- Study is restricted to only single area and therefore it may not represent the overall view of each field.
- It is very much possible that some of the respondents may give the incorrect information.

8. CHAPTERISATION

Detailed/final project report will include the following chapters:

1. Introduction of the study
2. Company overview
3. Objective and scope of study
4. Review of Literature
5. Research Methodology
6. Data analysis and interpretation
7. Findings and suggestion
8. Conclusion
9. Limitation of the study
10. References
11. Appendix

PROJECTHELPLINE.IN

9. REFERENCES

1. Faulkner, Bill (2003) Rejuvenating a Maturing Destination: The Case of the Gold Coast. In Progressing Tourism Research- Bill Faulkner, ed. Liz Fredline, Leo Jago and Chris Cooper, pp. 34-86. Clevedon: Channel View Publications.
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3. Jennings, Gail (2001) Tourism Research. Milton, Queensland: John Wiley and Sons.
4. Krippendorf, Jost (2008) Towards new tourism policies: The importance of environmental and social factors. Tourism Management 3(3), pp. 135-148.
5. Moutinho, Luiz (2009) Trends in Tourism. In Strategic Management in Tourism, ed. Luiz Moutinho, pp. 3-17. Oxon: CABI Publishing.