

Exploring the Role of Destination Management Organizations (DMOs) in Leveraging Social Media as a Destination Marketing Tool: Insights from Himachal Pradesh

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Introduction:

TOURISM: Tourism is the movement of people to destinations outside their usual environment for various reasons, including leisure, business, or other purposes. These visitors' activities, known as the visitor economy, can have a significant impact on the visited locations economically, socially, and culturally. This can involve enjoying recreational activities, relaxation, and pleasure, often with the help of established businesses offering services and experiences.

Tourism is a multifaceted and dynamic industry that has evolved significantly over the years. It encompasses the movement of people to destinations outside their usual environment for personal or recreational purposes, contributing substantially to the global economy and generating employment opportunities and income for millions. The tourism industry can be broadly categorized into two primary types: international tourism, where tourists travel to foreign lands, and domestic tourism, where tourists explore their own country. The most frequently visited countries by international tourists include France, Spain, the United States, China, Italy, Turkey, Mexico, and the United Kingdom. Tourism serves as a crucial industry, providing employment and income to millions of people worldwide and contributing significantly to the economies of various nations. The steady rise in popularity of tourism since the 1950s can be attributed to advancements in technology, the proliferation of the internet, the increasing availability of paid vacations, demographic changes, and media exposure. The tourism life cycle, proposed by Professor Richard Butler, consists of four stages: initial discovery, growth, decline, and regeneration. This model helps us understand the pattern of popularity that tourist destinations follow. Tourism is not limited to leisure activities; it also includes business tourism, cultural travel, environmental effects of aviation, international tourism advertising, medical tourism, and science tourism, among others.

The United Nations World Tourism Organization (UNWTO) plays a crucial role in promoting responsible, sustainable, and universally accessible tourism, providing statistics and insights on key indicators for inbound and outbound tourism globally. In conclusion, tourism is a complex and multifaceted industry that has a significant impact on the global economy and local communities. It encompasses various forms, including international and domestic tourism, and serves as a crucial source of employment and income for millions of people worldwide.

Based on the provided sources, here are some key facts about tourism worldwide:

Tourism began on July 5, 1841, when Thomas Cook organized a trip from Market Harborough to Loughborough for a temperance meeting. By 1845, Cook's tourist industry had grown significantly, offering trips to various destinations. The word "tourist" has been in use since 1760 for individuals traveling for recreation. Tourism is a significant economic contributor, worth more than £120 billion a year to the UK, employing nearly three million people in the tourism-related industry. In 2023, the Travel & Tourism sector contributed 9.1% to the global GDP, accounting for 10.5% of all jobs and 10.4% of global GDP in 2019. International tourism is expected to reach pre-pandemic levels in 2024, with an estimated 2% growth above 2019 levels. In 2023, international tourism receipts reached USD 1.4 trillion, about 93% of the earnings in 2019. UN Tourism is a specialized agency of the United Nations promoting responsible, sustainable, and universally accessible tourism. It releases the Tourism Data Dashboard providing statistics and insights

on key indicators for inbound and outbound tourism globally. UNWTO systematically gathers tourism statistics worldwide, providing comprehensive statistical information on the tourism sector and playing a crucial role in collecting, analyzing, and improving tourism statistics within the United Nations system.

Incredible Tourism in India: A Deeper Dive into the Land of Diverse Delights

India, a land where ancient traditions collide with modern vibrancy, offers a truly unforgettable tourism experience. Unlike many countries dependent solely on international visitors, India boasts a flourishing domestic tourism scene as well. This depth and variety make India a kaleidoscope of experiences, catering to every traveler's desires. Let's delve deeper into what makes India a land of diverse delights:

A Timeless Journey Through History's Embrace:

- **Architectural Marvels:** India's rich past is a tangible presence. Be mesmerized by the ivory-white brilliance of the Taj Mahal, a monument to love that transcends time. Explore the intricate carvings of the Khajuraho temples, each depicting a fascinating chapter of Indian art and sensuality. Stand in awe of the imposing forts of Rajasthan, powerful testaments to a bygone era of chivalry and valor.
- **Museum Trove:** Delve into India's diverse history at renowned museums like the National Museum in Delhi or the Indian Museum in Kolkata. These institutions house priceless artifacts, from ancient sculptures to Mughal paintings, offering a glimpse into the lives and cultures of bygone eras.
- **Heritage Walks and Bygone Trails:** Embark on a heritage walk through the narrow lanes of ancient cities like Varanasi or Jaipur. These walks, often led by passionate local guides, unveil hidden gems, architectural wonders, and stories whispered through time.

Beyond the Monuments: Immersing Yourself in the Soul of India

- **A Cultural Tapestry:** India's cultural kaleidoscope is a sight to behold. Witness the vibrant chaos of a bustling bazaar in Old Delhi, where spices fill the air and colorful fabrics dazzle the eyes. Participate in a traditional aarti (prayer ceremony) along the sacred Ganges River in Varanasi, a mesmerizing spectacle of flickering lamps and chants. Lose yourself in the rhythmic beats of a captivating Bollywood dance performance, a vibrant display of Indian music, dance, and storytelling.

A Spiritual Sanctuary: Finding Inner Peace

- **The Himalayas: Abode of Serenity** Seek solace in the serene beauty of the Himalayas. Trek through majestic mountain ranges, breathe in the fresh mountain air and find inner peace amidst breathtaking vistas.
- **Pilgrimage to Sacred Sites:** Embark on a spiritual journey to sacred sites like Varanasi, the holiest city in Hinduism, where life and death intertwine on the banks of the Ganges. Witness the ethereal beauty of the Golden Temple in Amritsar, the holiest shrine for Sikhs.
- **Yoga and Ayurveda: A Path to Wellness** Unwind and rejuvenate with ancient Indian practices. Learn yoga from seasoned masters, a practice that promotes physical and mental well-being. Explore the holistic healing techniques of Ayurveda, a traditional system of medicine that focuses on restoring balance to the body and mind.

Natural Splendor: A Feast for the Senses

- **From Snow-Capped Peaks to Sun-Kissed Beaches:** India's natural beauty is breathtakingly diverse. Witness the snow-capped peaks of Kashmir, a paradise for winter sports enthusiasts and nature lovers alike. Relax on the sun-drenched beaches of Goa, a haven for beach bums and partygoers.
- **Kerala Backwaters: Tranquility Personified** Glide through the lush green backwaters of Kerala, a network of canals and waterways lined with palm trees and serene villages. Experience the unique lifestyle and breathtaking beauty of this tropical paradise.

- **Wildlife Adventures:** Embark on a thrilling wildlife safari in renowned national parks like Ranthambore or Kaziranga. Spot majestic tigers, graceful elephants, elusive rhinos, and a myriad of other exotic animals in their natural habitat.

A Culinary Adventure for Gourmands

- **A Symphony of Flavors:** Indian cuisine is a symphony of flavors and spices, a true feast for the senses. Tantalize your taste buds with regional specialties like aromatic curries from the south, melt-in-your-mouth kebabs from the north, and fluffy dosas from the east. Explore the vibrant street food scene, a haven for budget travelers and adventurous eaters.
- **Cooking Classes: Learn the Secrets** Immerse yourself in the culinary traditions of India by taking a cooking class. Learn the art of preparing regional dishes from local experts, gaining insights into the spices, techniques, and cultural influences that shape Indian cuisine.

Warm Hospitality: Feeling Like Family

- **The Essence of "Atithi Devo Bhava"** Experience the legendary warmth of Indian hospitality. Be greeted with a friendly smile and experience the true essence of "Atithi Devo Bhava" (the guest is God). Locals are known for their generosity and willingness to help, making you feel welcome and at ease throughout your travels.

Beyond the Highlights: Catering to Diverse Interests

India offers a plethora of experiences that cater to a wide range of interests beyond the well-trodden tourist path. Here's a glimpse into some hidden gems:

- **Adventure Junkies:** India is an adventurer's paradise. Trek through the challenging yet rewarding trails of the Himalayas, or go white-water rafting on the mighty Ganges River. Explore the rugged terrain of the Western Ghats on a mountain bike, or test your courage on a thrilling paragliding adventure in Himachal Pradesh.
- **Off the Beaten Path:** Venture beyond the usual tourist destinations and discover hidden treasures. Explore the serene beauty of the Zaskar Valley in Ladakh, a land of ancient monasteries and breathtaking mountain scenery. Immerse yourself in the rich tribal culture of Northeast India, a region boasting diverse ethnicities and unique traditions. Explore the ruins of Hampi, a UNESCO World Heritage Site that showcases the grandeur of the Vijayanagara Empire.
- **Wildlife Enthusiasts:** India is a haven for wildlife enthusiasts. Go beyond the popular national parks and explore hidden sanctuaries like Kanha National Park, known for its majestic tiger population, or Kaziranga National Park, a UNESCO World Heritage Site teeming with one-horned rhinos. Spot unique bird species in the diverse ecosystems of Bharatpur Bird Sanctuary or Keoladeo National Park.
- **Art and Culture Connoisseurs:** Delve deeper into India's rich artistic heritage. Explore the vibrant street art scene in cities like Delhi and Mumbai. Learn the intricacies of traditional Indian dance forms like Kathakali or Bharatanatyam. Witness the meticulous craftsmanship of artisans creating exquisite carpets in Kashmir or intricate silk sarees in Varanasi.
- **Luxury Seekers:** India offers a luxurious travel experience for discerning travelers. Stay in opulent palaces converted into heritage hotels, or pamper yourself in world-class spas offering Ayurvedic treatments. Embark on a private wildlife safari in a luxurious jeep, or charter a yacht to explore the pristine beaches of the Andaman and Nicobar Islands.

Tourism's Boon to Local Economies in India

Tourism plays a significant role in boosting local economies across India. Here's a breakdown of the key benefits:

1. Job Creation and Income Generation:

- Tourism creates a wide range of job opportunities in various sectors like hospitality, transportation, souvenir shops, local guides, and cultural performers. This injects income into the local economy, improving the livelihoods of many individuals and families.

2. Infrastructure Development:

- To cater to tourists, local areas often see improvements in infrastructure like roads, transportation networks, sanitation facilities, and communication systems. These upgrades benefit not just tourists but also the local population, improving their overall quality of life.

3. Preservation of Culture and Heritage:

- Tourism can act as a catalyst for preserving cultural heritage. Local communities take pride in showcasing their traditions, handicrafts, and historical sites. This can lead to increased investment in the upkeep and restoration of cultural landmarks and art forms.

4. Increased Demand for Local Goods and Services:

- Tourists create a demand for locally produced goods and services, such as handicrafts, souvenirs, traditional clothing, and regional cuisine. This benefits local artisans, farmers, and food vendors, stimulating the local economy.

5. Rural Development:

- Tourism can bring economic benefits to rural areas that were previously overlooked. Homestays, eco-tourism initiatives, and village tours can generate income for local communities and promote sustainable development practices.

6. Promoting Entrepreneurship:

- The tourism industry encourages entrepreneurship as locals see opportunities to establish new businesses catering to tourists. This can include hotels, restaurants, travel agencies, and adventure sports companies, further diversifying the local economy.

7. Branding and Recognition:

- A thriving tourism sector can put a spotlight on a particular region, attracting more visitors and investment. This increased recognition can benefit local businesses and create a positive image for the area. However, it's important to acknowledge potential drawbacks like environmental strain or cultural dilution. Responsible tourism practices are crucial to ensure long-term sustainability and a positive impact on local communities. In conclusion, tourism offers a multitude of benefits for local economies in India, creating jobs, boosting infrastructure, and fostering cultural preservation. By promoting responsible tourism practices, India can continue to reap the rewards of a thriving tourism industry while safeguarding its unique cultural heritage and natural beauty.

India's diverse landscape and rich culture attract tourists with a wide range of interests. Here's a glimpse into the various types of tourism that flourish in India:

1. Cultural Tourism: This is the heart and soul of tourism in India. Immerse yourself in the vibrant tapestry of Indian culture by:

- Witnessing the colorful chaos of bustling bazaars.
- Participating in traditional aarti (prayer ceremonies) or festivals like Holi, Diwali, or Durga Puja.
- Experiencing classical Indian dance forms like Kathakali or Bharatanatyam.
- Learning about ancient traditions and philosophies.
- Visiting historical monuments like the Taj Mahal, Khajuraho temples, or forts of Rajasthan.

2. Heritage Tourism: Delve deeper into India's glorious past by:

- Exploring museums like the National Museum in Delhi or the Indian Museum in Kolkata.
- Embarking on heritage walks through ancient cities like Varanasi or Jaipur.
- Staying in heritage hotels, converted palaces offering a glimpse into royal life.
- Visiting UNESCO World Heritage Sites like Hampi or the Ajanta and Ellora Caves.

3. Pilgrimage Tourism: India is a land of spiritual awakening for many religions. Popular pilgrimage destinations include:

- Varanasi, the holiest city in Hinduism, where life and death intertwine on the banks of the Ganges.
- Amritsar, home to the Golden Temple, the holiest shrine for Sikhs.
- Bodhi Gaya, a sacred site for Buddhists where Buddha attained enlightenment.
- Numerous Jain temples and pilgrimage routes across the country.

4. Adventure Tourism: For adrenaline junkies, India offers thrilling experiences like:

- Trekking through the majestic Himalayas, challenging yet rewarding.
- White-water rafting on the Ganges or other rivers.
- Mountain biking in the Western Ghats.
- Paragliding in Himachal Pradesh or other scenic locations.
- Wildlife safaris in national parks like Ranthambore or Kaziranga to spot tigers, rhinos, and other animals.

5. Wellness Tourism: India is a haven for those seeking rejuvenation and inner peace:

- Learn yoga and meditation from seasoned masters.
- Explore Ayurveda, a traditional system of medicine focusing on holistic well-being.
- Relax in luxurious spas offering Ayurvedic treatments.
- Disconnect and unwind in serene locations like the Kerala Backwaters.

6. Eco-Tourism: For nature lovers, India offers sustainable travel options:

- Explore national parks and wildlife sanctuaries with a focus on conservation.
- Stay in eco-lodges built with sustainable practices.
- Hike through diverse ecosystems and discover unique flora and fauna.
- Participate in responsible tourism initiatives that benefit local communities and the environment.

7. Beach Tourism: India boasts stunning coastlines with something for everyone:

- Relax on the sun-kissed beaches of Goa, a haven for beach lovers and partygoers.
- Explore the serene backwaters of Kerala, a network of canals and waterways.
- Learn to surf on the waves of Kovalam or Mahabalipuram.
- Enjoy water sports and activities like snorkeling or scuba diving in the Andaman and Nicobar Islands.

8. Luxury Tourism: For discerning travelers, India offers opulent experiences:

- Stay in heritage hotels or luxurious resorts with world-class amenities.
- Embark on private wildlife safaris in customized jeeps.
- Charter a yacht to explore pristine islands.
- Experience personalized tours and cultural events.

9. Culinary Tourism: India is a paradise for foodies, with diverse regional cuisines to tantalize your taste buds:

- Explore the vibrant street food scene in cities across the country.
- Take cooking classes and learn to prepare regional dishes.
- Savor aromatic curries from the south, melt-in-your-mouth kebabs from the north, and fluffy dosas from the east.
- Discover unique food traditions and local specialties.

10. Volunteer Tourism: Give back to the community and experience India from a different perspective by:

- Volunteering at orphanages, schools, or conservation projects.
- Contributing to social development initiatives.
- Participating in cultural exchange programs.

This is not an exhaustive list, but it showcases the vast array of tourism options India offers. With its rich heritage, diverse landscapes, and welcoming culture, India has something to enthrall every kind of traveler.

Himachal Pradesh, nestled in the northern part of India, boasts a diverse range of tourism opportunities that cater to various interests and preferences. The state's natural beauty, rich cultural heritage, and adventure-filled landscapes make it a sought-after destination for travelers. Let's delve deeper into the different types of tourism experiences that Himachal Pradesh offers:

Ecotourism: Himachal Pradesh is a paradise for nature lovers, with its majestic Himalayan ranges, pristine lakes, dense forests, and diverse flora and fauna. Ecotourism in the state focuses on sustainable travel practices that allow visitors to appreciate and conserve the natural environment. Activities like bird watching, trekking, camping, and exploring nature parks provide immersive experiences in the lap of nature.

Agro/Organic Tourism: The state's rural landscape and agricultural practices offer a unique opportunity for agro and organic tourism. Visitors can engage in farm activities, taste authentic local cuisine, and experience the rural way of life. Himachal Pradesh's organic farms, stone fruit orchards, and traditional farming methods provide insights into sustainable agriculture practices.

Snow Tourism: Himachal Pradesh transforms into a winter wonderland during the snowy season, attracting tourists for snow-related activities. From snow trekking and camping to skiing, gondola rides, and heli-skiing, the state offers a plethora of winter adventures for snow enthusiasts.

Lake Tourism: The natural and man-made lakes in Himachal Pradesh, such as Prashar Lake, Chandra Tal, and Mani Mahesh Lake, provide serene settings for water-based activities and events. Lake tourism allows visitors to relax by the water, indulge in water sports, and enjoy the picturesque surroundings.

Adventure Tourism: Adventure seekers flock to Himachal Pradesh for adrenaline-pumping activities like river rafting, mountain biking, paragliding, trekking, and rafting. The state's rugged terrain and diverse landscapes offer thrilling experiences for those looking to push their limits and explore the great outdoors.

Himachal Pradesh caters to a wide range of visitors with diverse interests. Here's a breakdown of the various types of visits you can experience in this beautiful state:

1. Relaxation and Rejuvenation:

Hill Station Getaways: Escape the hustle and bustle of city life in charming hill stations like Shimla, Dalhousie, or Kasauli. These destinations offer stunning scenery, colonial architecture, and a laid-back atmosphere. Enjoy leisurely walks on promenades, explore local markets, or simply relax amidst the cool mountain air.

Dalhousie, Himachal Pradesh

Ayurvedic Wellness Retreats: Immerse yourself in the ancient Indian healing system of Ayurveda at wellness centers spread across Himachal Pradesh. These retreats offer personalized treatments, yoga sessions, meditation practices, and a focus on holistic well-being.

2. Adventure and Exploration:

Trekking Expeditions: Embark on challenging treks through the majestic Himalayas in Spiti Valley, Parvati Valley, or Kinnaur Kailash. These treks range from moderate to difficult, offering breathtaking views, diverse flora and fauna, and the opportunity to experience the local culture of remote villages.

Kinnaur Kailash, Himachal Pradesh

Mountain Biking Adventures:Navigate challenging mountain trails on a mountain bike in Manali, McLeod Ganj, or Solang Valley. Explore hidden waterfalls, secluded villages, and experience the thrill of conquering hilly terrains.

Solang Valley, Himachal Pradesh

White-Water Rafting Thrills:Experience the rush of adrenaline on a white-water rafting adventure on the Beas River in Kullu. Paddle through exciting rapids, navigate scenic gorges, and immerse yourself in the beauty of the Himalayas.

Kullu, Himachal Pradesh

Paragliding Adventures:Soar through the skies and witness breathtaking panoramic views of the mountains in Bir Billing, a world-renowned paragliding destination. Experience the freedom of flight and witness stunning Himalayan landscapes from a bird's-eye view. Bir Billing, Himachal Pradesh

3. Cultural and Spiritual Immersion:

Exploring Tibetan Culture:Immerse yourself in the rich Tibetan culture of McLeod Ganj, home to the Dalai Lama and numerous Buddhist monasteries. Visit monasteries, witness prayer ceremonies, and learn about Tibetan Buddhism.

McLeod Ganj, Himachal Pradesh

Hindu Temple Pilgrimage:Embark on a spiritual journey by visiting the numerous Hindu temples in Himachal Pradesh. Explore the Vaishno Devi Temple, a cave shrine dedicated to Durga, or the Hidimba Devi Temple, a wooden temple dedicated to the wife of Bhima from the Mahabharata.

Vaishno Devi Temple, Himachal Pradesh

Village Homestay Experiences: Live like a local and experience the warmth of Himachali hospitality by staying in a village homestay. Learn about local customs, traditions, and participate in daily activities like cooking or farming.

4. Wildlife and Nature Appreciation:

Wildlife Safaris:Spot a variety of wildlife species in sanctuaries like the Great Himalayan National Park, Pin Valley National Park, or Renuka Ji Wildlife Sanctuary. These sanctuaries offer opportunities to see endangered snow leopards, Himalayan tahr, Asiatic ibexes, and other animals in their natural habitat.

Great Himalayan National Park, Himachal Pradesh

Birdwatching Tours: Himachal Pradesh is a haven for birdwatchers with diverse bird species like the Western Tragopan, Himalayan Monal, and Cheer Pheasant. Join guided birdwatching tours or explore birding hotspots like the Pong Dam Wetland or the Great Himalayan National Park.

5. Offbeat Exploration:

Spiti Valley Adventure: Explore the unique cold desert landscape of Spiti Valley. Visit ancient Buddhist monasteries like Dhankar Monastery, experience the serenity of Chandratal Lake, and witness the traditional lifestyle of the local people.

Chandratal Lake, Himachal Pradesh

Untouched Beauty of Kalpa: Discover the tranquility of Kalpa, a small town nestled amidst the Himalayas. Witness the majestic Kinnaur Kailash peak, explore nearby villages, and experience the peaceful atmosphere of this offbeat destination.

Mantalai Lake Escape: Hike to the high-altitude Mantalai Lake, surrounded by meadows and snow-capped peaks. This off-the-beaten-path adventure offers stunning scenery, a chance to spot unique mountain wildlife like marmots and Himalayan blue sheep, and a sense of serenity amidst the tranquility of nature.

What to Expect:

Moderate to Challenging Hike: The trek to Mantalai Lake is considered moderate to challenging, depending on the chosen route. Be prepared for several hours of hiking with some steep sections. Proper physical conditioning and appropriate gear are essential.

Breathtaking Scenery: The trail unfolds amidst stunning Himalayan landscapes. Expect meadows bursting with wildflowers in season, cascading waterfalls, and panoramic views of snow-capped peaks.

Unique Wildlife: Keep an eye out for marmots basking in the sun, Himalayan blue sheep grazing on the slopes, and a variety of birds soaring through the clear mountain air.

Off-the-Beaten-Path Experience: Mantalai Lake is less frequented by tourists compared to other destinations in Himachal Pradesh. This offers a chance to escape the crowds and experience the tranquility of the Himalayas in its purest form.

Planning Your Trip:

Location: Mantalai Lake is located in the Kullu district of Himachal Pradesh, near the village of Rumsu.

Best Time to Visit: The ideal time to visit Mantalai Lake is from May to June and September to October. During these months, the weather is pleasant for hiking, with clear skies and comfortable temperatures. Monsoon season (July and August) can bring landslides and make trails treacherous. Winter months see heavy snowfall, making the lake inaccessible.

Accommodation: Accommodation options near Mantalai Lake are limited. Homestays or guesthouses in nearby villages like Rumsu or Manali offer basic but comfortable lodging.

Permits and Guides: While permits are not always mandatory, it's advisable to check with local authorities before embarking on the trek. Hiring a professional guide familiar with the route and local conditions is highly recommended, especially for first-time visitors.

Additional Activities: Camping: Camping under the starlit sky near Mantalai Lake offers a truly unforgettable experience. Be sure to obtain permission from local authorities and practice responsible camping principles.

Village Exploration: Spend some time exploring the nearby villages to learn about the local culture, interact with friendly residents, and experience the traditional way of life in the Himalayas.

Yoga and Meditation: The serene surroundings of Mantalai Lake provide a perfect setting for yoga and meditation practices. Embrace the tranquility of the mountains and reconnect with your inner self.

A trip to Mantalai Lake is a perfect choice for adventure seekers, nature lovers, and anyone seeking an escape from the ordinary. With its breathtaking scenery, unique wildlife encounters, and off-the-beaten-path charm, Mantalai Lake offers a truly unforgettable experience in the heart of the Himalayas.

OBJECTIVES:

This paper imparts knowledge about the evolution and organizational nature of destination marketing organizations. This paper aims to achieve the objectives as follows:

1. To study the role of destination marketing organizations in Himachal Pradesh in building the tourism image of the state.
2. To study the tourist arrivals in state of Himachal Pradesh in last ten years.
3. To analyze the social media presence and interactivities of DMO"s in marketing himachal Pradesh as tourism destination.

RESEARCH GAP :

This study the effect of social media on Destination marketing, but there is a dearth of literature in the context of India, and there and much literature on other countries keeping this in mind present study aims to study the role of destination marketing organizations in Himachal Pradesh for building tourism image of Himachal Pradesh.

Destination marketing organization of Himachal Pradesh:

1. Himachal Pradesh Tourism Development Corporation (HPTDC): This government-owned corporation plays a major role in developing and managing tourism infrastructure, operating hotels and restaurants, and promoting the state through marketing campaigns and participation in travel fairs.
2. Himacha tourismItourism.: Responsible for formulating tourism policies, developing thematic circuits, and overseeing the overall growth of the tourism sector in the state.
3. Adventure Tour Operators Association of Himachal Pradesh (ATOAHP): Promotes adventure tourism activities like trekking, rafting, and paragliding in the state.

4. Ecotourism Society of Himachal Pradesh (ESHP): Promotes responsible and sustainable tourism practices in the state.

These organizations work together to showcase the natural beauty, rich culture, and diverse experiences that Himachal Pradesh has to offer. They use a variety of marketing channels, including:

Digital marketing: Social media, websites, and online travel agencies.

Traditional marketing: Print advertising, television commercials, and travel fairs.

Public relations: Press releases, media events, and influencer outreach.

Partnerships: Collaborations with airlines, hotels, tour operators, and local businesses.

In addition to these organizations, there are also many local tourism associations and private businesses that play a role in promoting tourism in Himachal Pradesh. These groups often focus on specific destinations or activities, such as trekking in the Himalayas or visiting historical sites.

Past 10-year Secondary Data.

The tourist data for Himachal Pradesh over the past 10 years is as follows:

- In 2012, the state saw a total of 16,39,963 domestic and 14,08,117 foreign tourists.
- In the first half of 2023, the state recorded over 1 crore domestic tourists and 28,239 foreign tourists, marking the highest footfall in the last six years.

The provided data offers insights into the significant increase in tourist arrivals in Himachal Pradesh, especially in recent years. The surge in both domestic and foreign tourist numbers reflects the growing popularity of the state as a tourist destination.

The trend in tourist arrivals in Himachal Pradesh over the past 10 years has been generally positive, with a significant increase in both domestic and foreign tourist numbers. According to the provided search results, the state saw a total of 16,39,963 domestic and 14,08,117 foreign tourists in 2012. In recent years, there has been a surge in tourist arrivals, with the state recording over 1 crore domestic tourists and 28,239 foreign tourists in the first half of 2023, marking the highest footfall in the last six years. The tourism industry in Himachal Pradesh was heavily impacted by the COVID-19 pandemic, with tourist arrivals dropping by 81% in 2020 compared to 2019. However, the industry has made a strong comeback, with more than 1.51 crore tourists visiting in 2022, marking a 62% rise in the number of tourists compared to 2021. Overall, the trend in tourist arrivals in Himachal Pradesh over the past 10 years has been positive, with a significant increase in tourist numbers in recent years.

REVIEW OF LITERATURE:

The Impact of 'Destination Image' on Marketing and Branding Tourists: estimation in Developing Country: The provided document is an academic research paper published in the International Journal of Applied Business and Management Studies, Volume 7, No. 2, 2022, with ISSN 2548-0448. The paper focuses on the personal contribution of the research, the data collection process, the research methodology, and the statistical tools used for data analysis.

It also discusses the importance of destination marketing, the challenges associated with it, and the significance of destination branding. The research design, philosophy, and approach are detailed, along with the sampling techniques and the population and sample set. The paper emphasizes the use of both qualitative and quantitative approaches, and it discusses the validity and reliability of the research. The document provides insights into the complex relationship between destination branding, destination image, and marketing in the tourism industry, particularly in the context of the United Kingdom. The paper also delves into the significance of destination image in influencing tourists' decision-making processes and the role of effective marketing and branding in differentiating destinations in a competitive market. The research paper offers a comprehensive overview of the research methodology and the various tools and techniques employed to gather and analyze data, with a focus on the tourism industry. Contemporary Tourism Planning Introspecting Problems and Prospects: The document "Destination Marketing Management Organizations in India" by Dr. Prem Kumar, Dr. Jitendra Mohan Mishra, Dr. G. Saravana Kumar, Dr. Rajesh R, and Dr. A. K. Srivastava provides a detailed review of the evolution and current concept of Destination Marketing and Management Organizations (DMOs) in India[1]. The paper discusses the establishment of DMOs in India, their organizational structure, and the role of the Ministry of Tourism, India as a National Tourism Organization (NTO) and State/Union Territory Tourism Departments as Regional Tourism

Organizations (RTO)[1]. The paper highlights the following key points:

- The first literature on destination marketing appeared in 1973.
- DMOs play a crucial role in promoting a region, particular destination, state, or country as a whole.
- DMOs can be classified into National Tourism Organizations (NTOs), State Tourism Offices (STO), Regional Tourism Organizations (RTO), Local Tourism Administrations, and Local Tourism Associations (LTA).
- The Ministry of Tourism, India, has evolved over the years, going through several organizational changes.
- The paper uses secondary data available on DMOs in India and other countries.

The document provides valuable insights into the evolution and current concept of DMOs in India, which can be useful for researchers and practitioners interested in the tourism industry.

Destination Marketing Creating Memorable Tourism Experiences: The document "Destination Marketing & Management Organizations in India" by Dr. Prem Kumar, Dr. Jitendra Mohan Mishra, Dr. G. Saravana Kumar, Dr. Rajesh R, and Dr. A. K. Srivastava provides a detailed review of the evolution and current concept of Destination Marketing and Management Organizations (DMOs) in India. The paper discusses the establishment of DMOs in India, their organizational structure, and the role of the Ministry of Tourism, India as a National Tourism

Organization (NTO) and State/Union Territory Tourism Departments as Regional Tourism

Organizations (RTO). The document provides valuable insights into the evolution and current concept of DMOs in India, which can be useful for researchers and practitioners interested in the tourism industry. Social media as a communication and marketing tool in tourism: an analysis of online activities from international key player DMO

The paper explores how various tourism organizations utilize social media platforms to communicate and promote their destinations to potential travelers. The study focuses on 13 tourism organizations from different countries and continents, analyzing their use of platforms such as Facebook, Twitter, and YouTube. The findings reveal varying strategies and outcomes among these organizations, with some leveraging social media more effectively than others. Additionally, the authors propose a model to assist tourism organizations in planning and evaluating their social media activities. Social Media as a Destination Marketing Tool for a Sustainable Heritage Festival in Nigeria: A Moderated Mediation Study The paper investigates how social media can be leveraged to market a heritage festival in Nigeria, celebrating the history and culture of the African diaspora. The study employs the theory of planned behavior to explore how factors like social media usage, website quality, online word of mouth, festival quality, festival satisfaction, and cultural motivation impact tourists' intention to revisit the festival. Data from 473 festival attendees were analyzed

using partial least square structural equation modeling. The findings reveal positive effects of social media, website quality, and festival quality on festival satisfaction, which subsequently influences the intention to revisit. Additionally, cultural motivation moderates the relationship between festival satisfaction and revisiting intention. The authors discuss implications for festival organizers, destination marketing organizations, and the broader tourism industry, while also highlighting limitations and suggesting avenues for future research. Social Media: A Tool for Tourism Marketing Social networking has transformed the way individuals look for travel information and plan vacations. It provides a variety of user-generated information, such as blogs, virtual communities, and social networks, which serve as resources for other travelers. There are three major components to online travel information search: the online traveler, the online tourist domain, and the search engine. Destination Marketing Organisations (DMOs) are not properly utilizing social media to communicate and engage with customers. They can profit from implementing more inventive and creative social media strategies. Social media has become an essential tool for tourist marketing, allowing firms to contact a wide number of customers while also managing their preferences and purchasing history. Tourists may make judgments based on user-generated material including reviews, blogs, and photo sharing. Social media as a destination marketing tool: An exploratory study of the use of social media among National Tourism Organisations

Social media has transformed the way people search for travel information and plan their trips, with platforms like blogs, virtual communities, and social networks providing user-generated content as guidance for other tourists. Online travel information search involves three components: the online traveler, the online tourism domain, and the search engine. Destination Marketing Organizations (DMOs) have not fully utilized social media for interaction and engagement with consumers, but they can benefit from being more innovative and creative in their social media strategies. Consumer-generated media (CGM) plays a significant role in travel decision-making, with more than half of travelers using CGM for guidance and trust. Personality traits influence CGM creation behaviors, and the Five Factor Model of personality can be applied to understand the reasons behind CGM creation. Social networking sites like Facebook can be used to connect with others who have similar interests, and personality traits may influence the features of Facebook use. Strategic Use of Social Media in Tourism Marketing: A Comparative Analysis of Official Tourism Board Social media has transformed how individuals look for travel information and organize their vacations, providing user-generated content such as blogs and social networks as guides for other visitors. DMOs can profit from being more original and creative in their social media strategy for engaging with customers. Social media has become an important tool for tourist marketing, allowing firms to contact a wide number of customers while also managing their preferences and purchasing history. User-generated material, such as reviews and blogs, enables travelers to base their judgments on the experiences of others. Social media allows consumers and sellers to meet and satisfy their demands with minimum time, labor, and financial commitment. Web 2.0 technologies and social media have provided internet users with huge online. Facebook as a Destination Marketing Tool: Evidence from Italian Regional Destination Management Organisation Social media is an important tool in tourist marketing since it allows organizations to reach a large audience and communicate with customers. The Odisha Tourism Board has not made good use of social media, with few updates and little event advertising on its Facebook page. In comparison, the Kerala Tourism Board has more postings and actively promotes events on its Facebook page, which leads to a larger reaction and engagement. Proper tactics for attracting and engaging social media users include regular updating, offering up-to-date information, and using audio-visual material. Tourism organizations that do not use social media may lose a competitive edge in the marketplace. Regional social media users must help spread the word about Odisha tourism. Use of Social Media by National Tourism Organizations: A Preliminary Analysis Tourism organizations use social media to promote their locations and communicate with customers. The Tourism Board has not made good use of social media, with few updates and little event advertising on its Facebook page. In comparison, the Tourism Board has more posts and actively promotes events, which leads to a stronger reaction and involvement. Tourism events should be advertised in advance, and social media may be utilized to disseminate information and attract visitors. Audio-visual material is effective in engaging audiences. Follow-up reviews after the event are also essential. Social media marketing in the tourist business is inexpensive, reaches a big audience, and enables consumer interaction.

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